

# AI-NATIVE DEAL MANAGEMENT

## ELEVATE PROFIT AND PRODUCTIVITY

Optimize trade offers and enhance workflow efficiency to drive higher profits and productivity.

## SIMPLIFY COLLABORATION

Centralize communication and optimize planning, negotiation, and execution to simplify retailer and supplier collaboration.

## CULTIVATE LOYALTY

Deliver personalized and relevant offers to build stronger relationships and cultivate customer loyalty.

## ACHIEVE A HIGHER ROI

Align deals with promotions and use integrated forecasting to maximize marketing effectiveness.

Streamline planning, negotiation, and execution of trade offers while eliminating cumbersome emails and spreadsheets. Integrated with our Promotion Planning system, Deal Management aligns deals with promotions for maximum marketing effectiveness and ROI. Centralize communication, optimize trade offers, and enhance workflow efficiency, ensuring precision and success with a unified platform.

## KEY FEATURES

- **Enhanced Workflow Efficiency:** Tailored workflows and specialized reports enable you to gauge performance and boost transparency.
- **Personalized Offers:** Deliver relevant and appealing offers, tailored to individual preferences and purchasing behavior.
- **Strategic Deal Planning:** Leverage our integrated Promotions Planning and Forecasting to effortlessly initiate, forecast, and optimize trade offers with precision.
- **Single Source of Truth:** Digital Wave's ONE<sup>SM</sup> Platform architected for the future offers one source of truth with a single engine that drives promotions, vendor deals, price optimization, and markdowns.



# DISTINCT ADVANTAGES OF DIGITAL WAVE

*Elevate your deal management strategies with the ONE Platform, where unified data, tailored solutions, and future-readiness converge to transform your approach to trade offers and promotional effectiveness.*

## UNIFIED DATA FOR COMPREHENSIVE INSIGHT

The ONE Platform provides a fully unified system that ensures all aspects of deal management are synchronized with your promotion planning and optimization. This means that every deal is aligned with your pricing strategies, inventory levels, and overall business goals within a single, cohesive platform. By consolidating all promotional data, you gain real-time visibility into performance, allowing you to track, adjust, and enhance your strategies across all channels effectively.

## TAILORED SOLUTIONS WITHOUT CUSTOMIZATION

Deal management requires flexibility and precision. The ONE Platform delivers high configurability tailored to your unique needs without the complexities of traditional custom solutions. Whether you're managing trade offers or optimizing workflows, our platform adapts to your specific business processes, offering a streamlined approach that enhances your deal management effectiveness.

## FUTURE-READY FOR EVOLVING STRATEGIES

Stay ahead with the ONE Platform's forward-thinking capabilities. Our system evolves with your business, offering advanced tools for strategic deal planning and performance analysis. With robust analytics, personalized offer capabilities, and a unified view of promotions and trade offers, you can quickly adapt to market changes and optimize your strategies for maximum ROI and impact.



# ABOUT DIGITAL WAVE TECHNOLOGY

Digital Wave Technology's ONE Platform is the only AI-native rapid development platform with Product Data Intelligence at its core that offers enterprise content management and marketing solutions (Master Data Management, Product Information Management, Product Experience Management, and GenAI capabilities) alongside merchandising solutions (Financial Planning, Assortment Planning, Allocation, Replenishment, Purchase Order Management, Lifecycle Pricing, Promotion Planning and Optimization, and Deal Management).

The AI-native ONE Platform provides a single integrated analytical platform that offers large enterprises packaged and extensible applications, as well as the flexibility for rapid development of new solutions. We give global enterprises a competitive edge, including companies in consumer industries such as retail, consumer goods, and healthcare.



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