



promoflo



Your Solution for Efficient Promotion Management and Planning

WHAT IS PROMOFLO?

We understand the critical role that data plays in driving actionable business intelligence.

PromoFlo is a cloud-based Promotion Management and Planning software tailored specifically for Retail Buying Groups and their suppliers.

With PromoFlo, you'll benefit from:



1. Streamlined processes:

Say goodbye to manual data entry and administrative hassles. Our platform automates the importing of price files from your preferred warehouse, guaranteeing precise cost pricing and supplier discounts are easily applied with weekly updates.



2. Time-saving features:

PromoFlo liberates CEOs and Retail Buyers and supply partners from mundane tasks, allowing them to concentrate on strategic business objectives.



3. Accuracy and precision:

No more manual errors and discrepancies thanks to precise reporting capabilities. PromoFlo ensures pinpoint accuracy for suppliers, marketing, and warehouse management.



4. Scalable solutions:

From solo operators to expansive teams, PromoFlo provides flexible licensing options tailored to your organisation's requirements.

KEY FEATURES



1. Slotting board:

You'll be able to oversee multiple retail buying groups across various states with PromoFlo. With customisable options for week combinations, start dates, and the capability to clone slotting between retail groups, it streamlines setup and planning.

Promotion Group	2025 PC05		2025 PR06		2025 PR07		2025 P08		2025 P09	
	w34 19/08	w35 26/08	w36 02/09	w37 09/09	w38 16/09	w39 23/09	w40 30/09	w41 07/10	w42 14/10	w43 21/10
Coopers Australian Lager 24x375ml									A	A
Coopers Australian Lager 6x375ml				BS2						
Coopers Mild Ale 24x375ml					A		A			
Coopers Pale Ale 24x375ml			A	A					BF1	
Coopers Sparkling Ale 6x375ml						BS1				BS2
Coopers Xpa 6x375ml	BS1						A	A		
Sapporo 24x355ml						BF1				
TRAVLA PTY LTD										
Travla Lager Can 6x375ml				BS2						BS2
Cider										
CUB PREMIUM BEVERAGES										



2. Promotion creation:

With PromoFlo streamlined process, generating promotions has never been easier. Retailers can effortlessly update promotions with the latest cost pricing, supplier group allowances, and discounts, ensuring precise calculations of GP% and GP\$.

Name	Supplier	Product Sell Price			Product Costs		Allowances				Rebates		Uni. Deal	Con
		Promo P...	GP %	GP \$	Std Cost	New Co...	Allowa...	Allowa...	Allowa...	Allowa...	Rebate ...	Max Re...		
Yellowglen Colours Select Varietals Mix N Match	DRINK CRAFT PTY LTD	\$10.00	85.48%	\$7.77	\$65.64	\$31.68	\$0.00	\$19.20	\$0.00	\$19.20	\$0.00	0	\$0.00	
Black Douglas 6x375ml	CUB PREMIUM BEVERAGES	\$20.99	21.22%	\$4.05	\$0.00	\$60.13	\$3.08	\$16.92	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	
Canadian Club & Dry 4.8% 10x375ml	COCA COLA AMATIL SPIRITS	\$42.95	8.16%	\$3.19	\$109.58	\$107.58	\$2.00	\$0.00	\$0.00	\$2.00	\$3.00	\$0.00	\$0.00	
Canadian Club & Soda 4.8% 10x375ml	COCA COLA AMATIL SPIRITS	\$42.95	8.16%	\$3.19	\$109.58	\$107.58	\$2.00	\$0.00	\$0.00	\$2.00	\$3.00	\$0.00	\$0.00	
Jameson Irish Whiskey 700ml	PERNOD RICARD AUSTRALIA PTY LTD	\$57.95	16.93%	\$8.92	\$312.08	\$262.58	\$10.00	\$39.50	\$0.00	\$49.50	\$0.00	\$0.00	\$0.00	
Product Code	Product Name	Category	Supplier	Std Cost	New Cost	Promo Price	GP \$	GP %	Carton	Packs	Rebate 1	Rebate 2		
558299	JAMESON IRISH WSKY 700ML	Spirits Dark	PERNOD RICARD AUSTRALIA PTY LTD	\$312.08	\$302.08	\$57.95	\$2.34	4.43%	6	6	\$0.00	\$0.00		
958096	JAMESON ORANGE 700ML	Spirits Dark	PERNOD RICARD AUSTRALIA PTY LTD	\$312.08	\$302.08	\$57.95	\$2.34	4.43%	6	6	\$0.00	\$0.00		
Somersby Cider 10x375ml	CUB			\$24.95	6.06%	\$1.38	\$74.24	\$63.92	\$8.00	\$0.00	\$0.00	\$8.00	\$0.00	\$0.00



3. Cloning capabilities:

PromoFlo enables Retail Groups and suppliers to enhance their promotion management by quickly cloning existing promotions to create new ones. This eliminates the need to start from scratch, whether duplicating successful promotions or adapting existing ones, to meet evolving needs.



4. Media and shelf ticketing management:

Enhance your promotional strategy with streamlined media and shelf ticketing allocation. Assign specific media formats to each promotional product group, ensuring brand consistency and effective messaging across all channels. Additionally, seamlessly export information to your preferred media partner for integrated campaigns, optimising your promotional efforts.



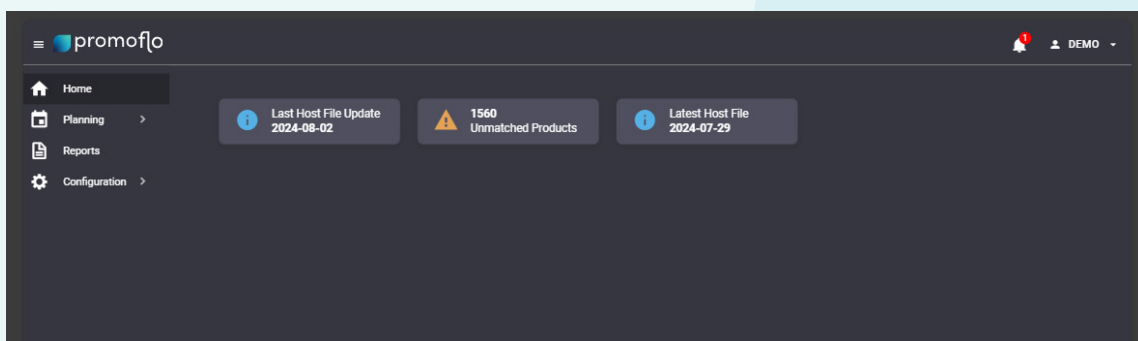
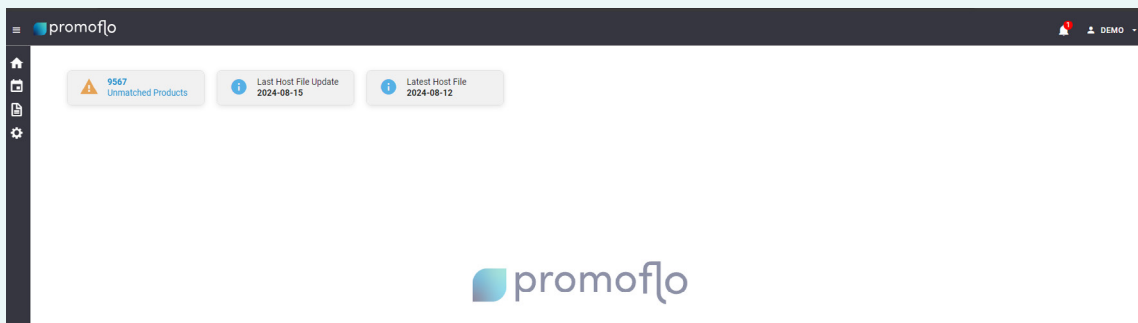
5. Multi-pack support:

PromoFlo makes it easy for Retail Groups and supply partners to incorporate multi-pack promotional products, enabling creation of mix-and-match combinations for promotions.



6. Comprehensive reporting:

Unlock valuable insights with detailed promotion reporting customised to your business's requirements. From maintaining website promotions to analysing purchase and sales files, PromoFlo provides comprehensive solutions for all your reporting needs.



PromoFlo supports both light and dark modes.

Take a smarter approach to your retail promotion planning and management. Revolutionise your processes, save time, reduce errors, and maximise efficiency every step of the way with PromoFlo.

For more information or to schedule a demo, visit us at <https://www.ontapdata.com.au>



CONTACT US

Website: <https://www.ontapdata.com.au>

Email: info@ontapdata.com.au