

NTS RETAIL

# Self-Assessment Process Mapping Report

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## 1.1.7 - Market Sales Support & Readiness

NTS Retail suite v. X5

**TM Forum Framework Certification**  
**Business Process Framework (eTOM) Release 16.5**  
**Date -21 July, 2017**

NTS Retail is applying for Conformance Certification for its NTS Retail suite v. X5 software product.  
This document maps Business Process Framework (eTOM) processes as supported by this software.

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## 1. 1.1.7 Market Sales Support & Readiness

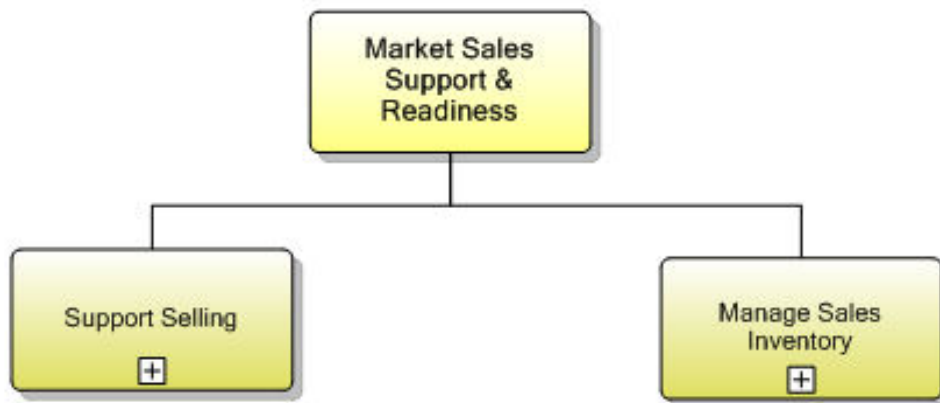


Figure 1 1.1.7 Market Sales Support & Readiness decomposition

**Process Identifier:** 1.1.7

### **Brief Description**

Market Sales Support & Readiness processes ensure the support capability is in place to allow the CRM Fulfillment, Assurance and Billing processes to operate effectively.

### **Extended Description**

Market Sales Support & Readiness processes ensure the support capability is in place to allow the Market Sales Fulfillment, Assurance and Billing processes to operate effectively.

The responsibilities of these processes include, but are not limited to:

- Provision of market and sales process infrastructure
- Policy support and decision support knowledge for sales activity and sales interactions
- Management & analysis of sales campaigns (including direct and outbound calling)
- Management and analysis of sales activity and sales opportunities (including funnel and prospect analysis and support)
- Maintaining and managing stocks of marketing collateral to be distributed using the Marketing Fulfillment processes

- Maintaining inventories to support the sales data required by the FAB and CRM OS&R processes
- Monitoring and reporting on the capabilities and costs of the individual Market FAB processes
- Longer-term trend analysis on sales FAB processes in order to establish the extent to which enterprise targets for these processes are being achieved and/or the need for the processes to be modified.

These processes support the operational introduction of new processes and infrastructure to support new and/or enhanced sales capability and are responsible for conducting operations readiness testing and acceptance. They develop the procedures for the specific Fulfillment, Assurance and Billing processes and keep them up to date. After successful testing, these processes accept the new or enhanced process capabilities and manage a full-scale introduction for general availability.

**Explanatory**

Reserved for future use.

**Mandatory**

Reserved for future use.

**Optional**

Reserved for future use.

**Interactions**

Reserved for future use.

## 1.1 1.1.7.2 Support Selling

**Process Identifier:** 1.1.7.2

### **Brief Description**

Administer and manage the operation of the various sales channels and to ensure that there is capability (for example, information, materials, systems and resources) to support the Selling processes.

### **Extended Description**

The purpose of the Support Selling processes is twofold - to administer and manage the operation of the various sales channels and to ensure that there is capability (for example, information, materials, systems and resources) to support the Selling processes so that they can operate effectively.

These processes monitor current selling trends, and are responsible for the optimization and/or redistribution of existing sales channel capability or for enabling new capability (people, facilities, infrastructure).

These processes undertake trend analysis on selling, including problems, successes, profit and loss.

Support Selling processes deal with the administration of the Selling processes and the effectiveness of the channels to support new and existing products, as well as existing and potential customers. The processes ensure the effectiveness of the sales staff and channels both in terms of skill sets available, but also in terms of demand forecasting and management of utilization. These processes are also responsible for the administration and management of sales channel incentive, compensation and reward schemes, and for assessing the performance and effectiveness of sales channels.

Other marketing processes, such as Manage Campaign and Product Marketing Communications & Promotion, are responsible for determining the appropriate selling route or channel, and the required selling method and mechanism for specific market segments and channels, by product or product family, e.g., face-to-face contact, telemarketing, etc. Support Selling processes are responsible for ensuring that the sales channels are capable of implementing the required selling method and have the necessary skills and capacity to support the anticipated volumes and type of product in each market segment. These processes are responsible for providing feedback on the performance and effectiveness information as required to other marketing processes.

Sales Channels managed by these processes include retail storefronts, e.g. a third-party retailer or an enterprise's own storefront, various web sites or ISPs, B2B marketplaces or direct relationships with

external parties, distributors for that product family, account teams, outbound calling teams, direct sales teams, etc.

The Support Selling processes are responsible for the collection and administration of sales leads and the associated probabilities, and for the distribution of leads to the appropriate sales channels. Leads are collected from many processes both customer facing processes and back-end processes. This process is responsible to ensure that processes are operating to collect leads wherever they arise, for the management of leads, and for the matching of the lead to the appropriate sales channel. These processes are responsible for distributing the lead into the appropriate sales channel.

**Explanatory**

Reserved for future use.

**Mandatory**

Reserved for future use.

**Optional**

Reserved for future use.

**Interactions**

Reserved for future use.

### 1.1.1 1.1.7.2.1 - Ensure Selling Capability

LEVEL 4 PROCESS MAPPING DETAILS
1.1.7.2.1 - Ensure Selling Capability
<b>Brief Description</b>  Ensure that there is capability (for example, information, materials, systems and resources) to support the Selling processes so that they can operate effectively.
<b>Extended description</b>  Not used for this process element.

**Qualifier:** AM

**Mapping Description:**

*To ensure that there is capability to support the selling processes, the NTS Retail software suite provides the following solutions:*

*A back-office solution (NTS backoffice) which covers generally two areas: full master data management for goods, customer data, supplier data etc. as well as configuration, steering and control of the sales channels which can be e.g. own stores, franchisees or partner stores.*

*A front-office POS solution (NTS sales) which allows the shop employees to prepare sales offers, collect customer / lead data, perform all relevant sales processes (sales, cancellation, return, exchange, lease, etc.).*

*For further leveraging the efficiency in the selling processes, a specialized consulting solution (NTS sales assistant) for selling complex products, product combinations and bundles is provided.*

**Supporting Evidence:**

**Product data sheets and user manuals -**

*NTS\_backoffice\_product\_data\_sheet\_en.pdf*

*NTS\_backoffice\_X5\_user\_manual\_en.pdf*

*NTS\_sales\_product\_data\_sheet\_en.pdf*

*NTS\_sales\_X5\_user\_manual\_en.pdf*

*NTS\_sales\_assistant\_product\_data\_sheet\_en.pdf*

**Screenshots –**

11721\_1.png, 11721\_2.png, 11721\_3.png



## 1.1.2 1.1.7.2.2 - Manage Sales Channels

### LEVEL 4 PROCESS MAPPING DETAILS

#### 1.1.7.2.2 - Manage Sales Channels

##### Brief Description

Optimization and/or redistribution of existing sales channel capability or for enabling new capability (people, facilities, infrastructure). administration of the Selling processes and the effectiveness of the channels to support new and existing products, as well as existing and potential customers. The processes ensure the effectiveness of the sales staff and channels both in terms of skill sets available, but also in terms of demand forecasting and management of utilization.

These processes are also responsible for the administration and management of sales channel incentive, compensation and reward schemes, and for assessing the performance and effectiveness of sales channels. Other marketing processes, such as Manage Campaign and Product Marketing Communications & Promotion, are responsible for determining the appropriate selling route or channel, and the required selling method and mechanism for specific market segments and channels, by product or product family, e.g., face-to-face contact, telemarketing, etc. Support Selling processes are responsible for ensuring that the sales channels are capable of implementing the required selling method and have the necessary skills and capacity to support the anticipated volumes and type of product in each market segment. These processes are responsible for providing feedback on the performance and effectiveness information as required to other marketing processes.

Sales Channels managed by these processes include retail storefronts, e.g. a third-party retailer or an enterprise's own storefront, various web sites or ISPs, B2B marketplaces or direct relationships with external parties, distributors for that product family, account teams, outbound calling teams, direct sales teams, etc.

##### Extended description

Not used for this process element.

**Qualifier:** AM

**Mapping Description:**

*Management of the sales channels is supported by the NTS Retail back-office solution (NTS backoffice).*

*Their new channels can be created, store and sales infrastructure can be defined and managed.*

*Derivation of configuration allows to easily configure sales infrastructure for the whole chain.*

*Demand forecasting is supported by the dynamic replenishment forecasting solution (NTS drf). Their configurable demand forecasting formulas are defined and run, which create replenishment order suggestions.*

*Performance and effectiveness of the sales channels is evaluated via the management information system (NTS m.i.s.) and via the reporting (NTS reporter). Sales targets can be defined and the real sales performance can be matched against the target planning. Reports regarding sales performance are e.g. the sales statistics on store or staff level.*

**Supporting Evidence:**

**Product data sheets and user manuals -**

*NTS\_backoffice\_product\_data\_sheet\_en.pdf*

*NTS\_backoffice\_X5\_user\_manual\_en.pdf –*

*4.1. Creating a branch structure*

*4.1. Creating location categories*

*5.2. Category tab*

*NTS\_logistics\_drf\_whitepaper\_en.pdf*

*NTS\_m.i.s.\_product\_data\_sheet\_en.pdf*

*NTS\_reporter\_product\_data\_sheet\_en.pdf*

**Screenshots –**

11722\_1.png, 11722\_2.png

**Reports -**

*Sales statistics Report – SalesStatisticsReport.pdf*

### 1.1.3 1.1.7.2.3 - Manage Sales Leads

LEVEL 4 PROCESS MAPPING DETAILS
1.1.7.2.3 - Manage Sales Leads
<b>Brief Description</b> <p>Collection and administration of sales leads and the associated probabilities, and for the distribution of leads to the appropriate sales channels. Leads are collected from many processes both customer facing processes and back-end processes.</p> <p>This process is responsible to ensure that processes are operating to collect leads wherever they arise, for the management of leads, and for the matching of the lead to the appropriate sales channel. These processes are responsible for distributing the lead into the appropriate sales channel.</p>
<b>Extended description</b> <p>Not used for this process element.</p>

**Qualifier:** AM

**Mapping Description:**

*The creation of sales leads and the associated probabilities are collected in the sales application (NTS sales) when creating an offer.*

*During any other sales transaction, customer (lead) information is also saved or fetched from the NTS Retail system or any other external third party system (e.g. CRM).*

*The customer/lead information is matched to the offer or other transaction data to maintain the customer/lead history.*

*Furthermore additional required sales lead data can be collected via the so called "Flexfields", which are informations that are requested to be entered during a transaction.*

*The type of requested information is definable. Fixed additional data fields and which information must be mandatorily entered is also configurable.*

*Integration to external third party system to add, fetch and update the lead/customer data is fully supported. In NTS logistics at the creation of wholesale offers lead/customer data can also be managed and provided to external systems via webservice or interfaces.*

**Supporting Evidence:**

**Product data sheets -**

*NTS\_backoffice\_X5\_user\_manual\_en.pdf –*

*5.5.2 "Additional customer fields" tab*

*6.1.7.4 "Customer details" tab*

*7 CUSTOMER DETAILS*

*NTS\_sales\_X5\_user\_manual\_en.pdf –*

*3.4 Capturing customer details*

**Screenshots –**

11723\_1.png, 11723\_2.png, 11723\_3.png

#### 1.1.4 1.1.7.2.4 - Undertake Selling Trend Analysis

##### LEVEL 4 PROCESS MAPPING DETAILS

##### 1.1.7.2.4 - Undertake Selling Trend Analysis

###### Brief Description

Undertake trend analysis on selling, including problems, successes, profit and loss.

Monitor current selling trends.

###### Extended description

Not used for this process element.

**Qualifier:** AM

###### **Mapping Description:**

*Selling trend analysis and monitoring is done via the management information system (NTS m.i.s.), the reporting tool (NTS reporter) and the analytics tool (NTS analytics).*

*NTS analytics provides valuable insights into the current interests of customers as well as on their shopping habits. The system gives information on which products have been called up, which comparisons have been made, which bundling options were taken advantage of, what actually made it into the shopping cart and what was bought eventually. This makes it possible to precisely monitor the success of running marketing campaigns and allows you to react in a highly agile manner.*

*NTS m.i.s. provides flexible and graphical evaluation of turnovers, marginal income, number of items sold, etc. All this can be evaluated on store level, area level or for the whole chain. A drill down functionality allows e.g. turnover evaluation down to the level of user, POS terminal etc.*

*NTS m.i.s. planning figures feature also provides a precise means of defining and analyzing a variety of different targets for the branch offices. Sales target figures, discount limits, rebate specifications, etc. can be defined for the branches, which can be further divided into main and sub-targets. The targets defined can either be specified on a corporate level or individually for all regions and branches. The evaluation mode offers an overview of targets met and those that are still to be reached.*

*NTS reporter furthermore provides reports like sales statistics on a monthly or daily basis,*

*The reports can be delivered automatically e.g. on a daily basis via eMail.*

***Supporting Evidence:***

***Product data sheets -***

*NTS\_m.i.s.\_product\_data\_sheet\_en.pdf*

*NTS\_reporter\_product\_data\_sheet\_en.pdf*

*NTS\_analytics\_product\_data\_sheet\_en.pdf*

**Reporting –**

*NTS\_Retail\_X5\_reporting\_overview\_en.pdf –*

*3.2. NTS M.I.S. ANALYSES OVERVIEW*

*4.5.2. Turnover list*

*4.2.6. Sales Statistics (Daily), Sales Staff*

*4.2.7. Sales Statistics (Daily), Location*

*4.2.8 Sales Statistics (Monthly) Sales Staff*

*4.2.9 Sales Statistics (Monthly), Location*

*4.2.11 Goods Group Statistics (Condensed)*

*4.2.12 Goods Group Statistics (Extensive)*

*4.2.13 Means of Payment Statistics (Volume)*

*4.2.17 Sales Statistics/Fast Movers/Shelf Sitters List (Quantity)*

*4.2.18 Sales Statistics/Fast Movers/Shelf Sitters List (Turnover)*

*4.2.19 Sales Statistics*

*4.2.20 Gross Profit Margin per Article in Stock*

*5 NTS ANALYTICS*