

Gaining Visibility Into Co-Op Funds

Situation

The national office of leading manufacturer had a limited view of how its co-op accruals were being spent because each major retail account team planned and tracked its own accrual co-op funds. The client also lacked an effective way to track the incremental sales, if any, generated by the co-op programs.

Solution

DHC created a co-op planning tool using Microsoft Office Visual Basic for Applications (VBA). This not only leveraged the client's investment in Office, but also reduced development costs to approximately 20% of a similar custom application. In addition, we conducted an extensive analysis of historical sales vs. co-op programs to identify successful programs.

Results

Co-op events are now planned using a consistent process, with reports that provide monthly updates for Headquarters on co-op budget status by customer. The historical analysis has led to more effective programs.