



## **For Immediate Release**

### **Intelligent Clearing Network Offers Free Trade Management Application to Retailers**

*Retailers and Manufacturers will benefit from the new easy-to-use Trade Promotion Management software which is included in the ICN suite of applications which include Digital Coupon execution, Paper Coupon Validation and Fraud Protection.*

**New Canaan, CT. November 12, 2010** – ICN expands its offerings to include a Trade Promotion Management application which will greatly improve the manual process of defining, approving, and reporting on CPG funded Trade Promotions. Using the ICN Promotion Manager Web portal with secure but limited access granted to the CPG by the Retailer, the CPG can define Trade Promotions and direct them to all stores or any combination of custom store groupings defined by the Retailer. Built-in promotion lead time parameters guarantee plenty of time for the Retailer to approve or deny the promotion and order stock. The lead time parameter also enables the pre period tracking of the promoted items so a Sales Lift Report can be automatically generated at the end of the promotion.

The Retailer's active item file of product codes is loaded into the ICN database to enable easy searching of promoted product availability and promotion setup. Product codes can also be pasted into the tool from an external source and each product code will be compared to the Retailer's active item file. The built-in approval framework with automated email notification is part of the ICN Promotion Manager and makes the process of accepting, modifying or denying a Trade Promotion easy. The status of each

Trade Promotion is color coded and clearly labeled Submitted, Denied, Pending, Active, Inactive, or Complete.

Rich Thibedeau, ICN's Executive Vice President said, "With ICN's real-time connection to the POS and our server side promotion validation ICN can deliver very complex promotion capability to the Retailer and the CPG and can support cross merchandising promotions and tiered bonus promotions without defining the promotion on the POS. It also allows for real time promotion response reporting and promotion budget tracking."

The bottom line: ICN provides a single real-time connection to the retailers POS, and Retailer's are finding more and more business problems they can solve with ICN software.

#### About ICN

Connecticut based ICN is an innovative software-as-a-service (SaaS) company that electronically validates and clears paper and digital coupons and other incentives in real time at the point-of-sale in grocery, drug and mass merchant retailers. ICN's single connection to a retailers POS help solve a myriad of problems for retailers including coupon fraud and deal stacking digital to paper. ([www.icn-net.com](http://www.icn-net.com))

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