

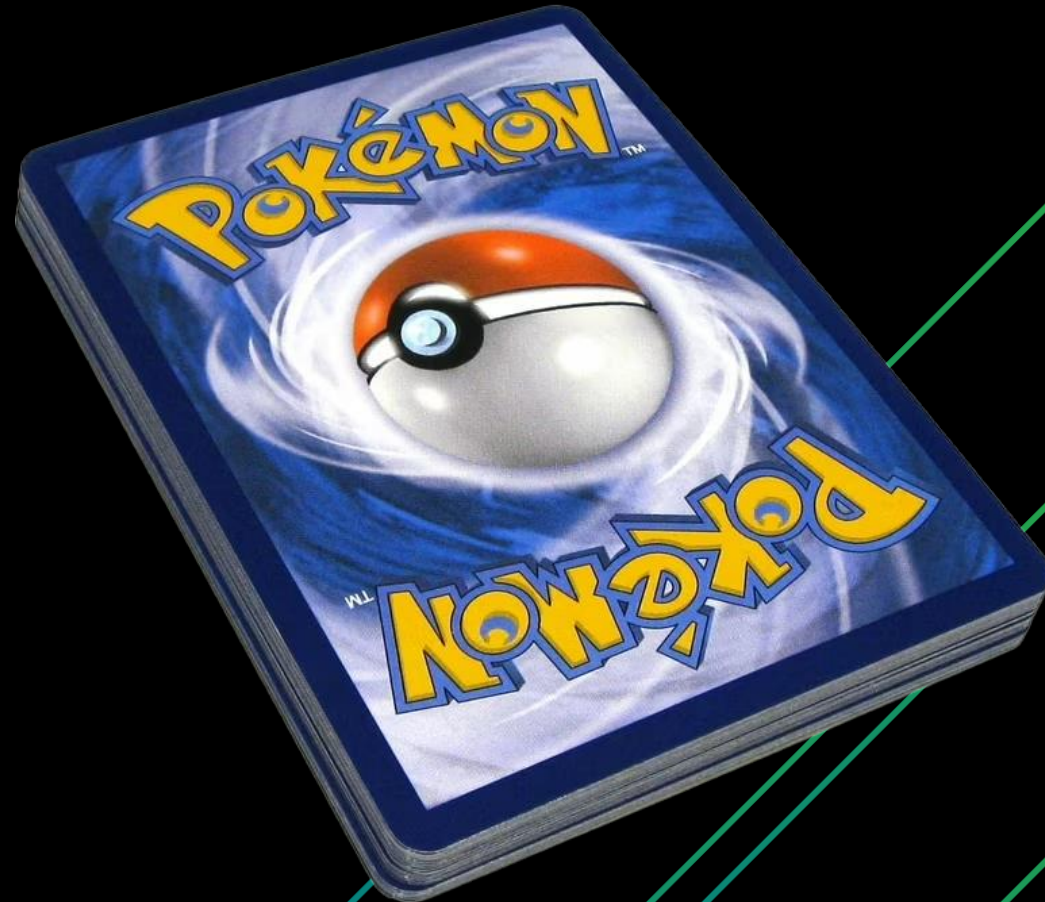


Product Keynote: Reimagining Pricing & Rebates with AI

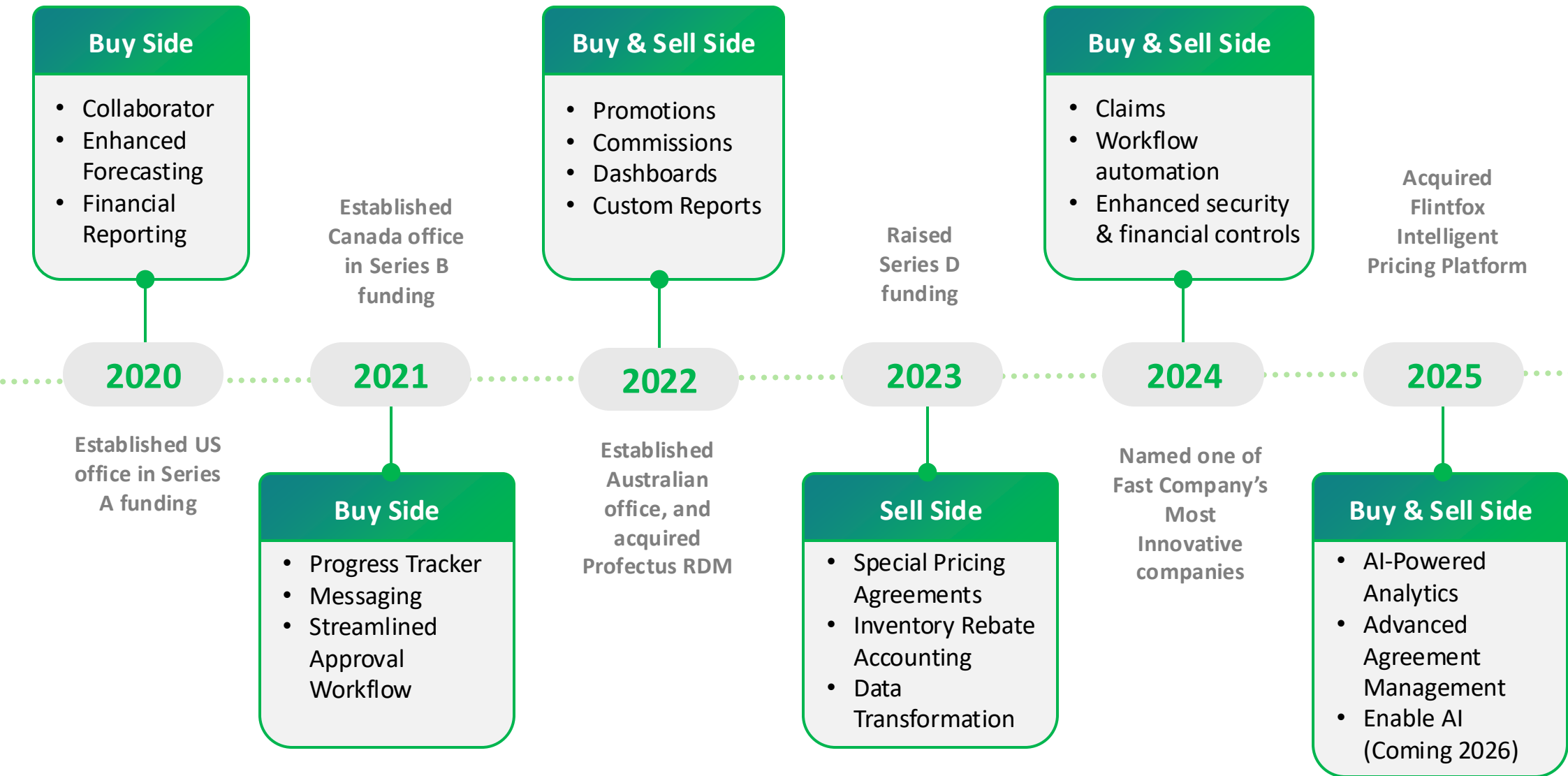
Amanda Groves

VP Product Marketing, Enable

What do Pokémon Cards have to do with Trading Relationships?



Enable's Ongoing Growth & Innovation





AI-powered SaaS solution for manufacturers, distributors, and retailers to manage and execute their **rebate** and **pricing** programs **collaboratively**.

The screenshot displays the 'enable' dashboard for 'Rebate & Pricing Overview'. The interface includes a top navigation bar with the 'enable' logo and a user profile icon. Below the title, there are tabs for 'Overview', 'Suppliers', 'Agreements', 'Pricing', 'Claims', 'Reporting', and 'Insights'. The 'Overview' tab is active, showing four key performance indicators (KPIs) in a grid:

- Total Agreement Value:** \$7,808,237.00, with a red downward arrow indicating a 20% decrease from last year.
- Claimed Efficiency:** 72%, with a green upward arrow indicating a 10% increase from last year. An 'Optimize' button with a star icon is next to it.
- Pricing Efficiency:** 65%, with a green upward arrow indicating a 10% increase from last year. An 'Optimize' button with a star icon is next to it.
- Agreement Efficiency:** 20%, with a green upward arrow indicating a 10% increase from last year. An 'Optimize' button with a star icon is next to it.

Below the KPIs is a search bar labeled 'Search Agreements or Suppliers'. The 'Supplier Activity' section shows a card for 'March 15, 2024' with a '5% Spend down' status and an 'Optimize agreement' button. The 'Key Workflow Activities' section shows a legend for 'In progress' (blue), 'Approved' (green), and 'Pending review' (yellow), followed by a card for 'Mar 12, 2024' with a user icon.

Artificial Intelligence

Platform: ERP Integration, Identity & Access Management

Pricing & Rebates

Expanded Rebate Capabilities: Claims, Settlements & Collaboration

User Experience & Ease of Use

Raise your hand if...



Self-Serve Insights

Explore your rebate data with natural-language search.

Performance Monitoring

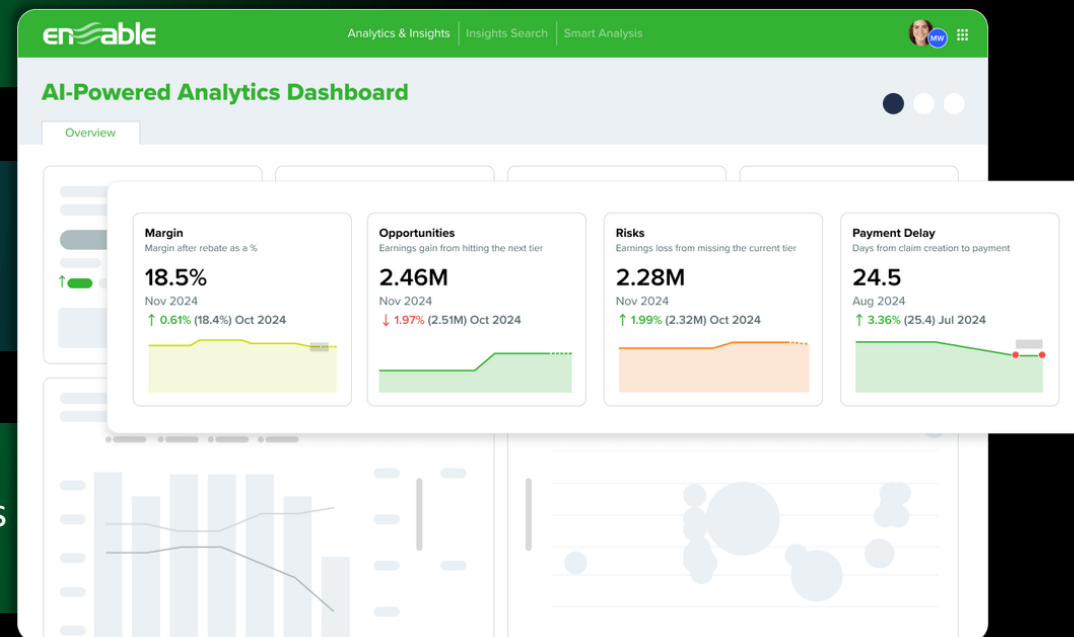
Get visibility into what matters most across your commercial programs.

Change Analysis

Compare any 2 slices of your commercial data and pinpoint what's shifted, by how much, and why.

Smart & Deep Analysis

Surface the most interesting, unexpected, or high-impact patterns in your rebate data. Outlier detection, “Why” analysis, and emerging trends.



AI Research & Development

Now & Next:

Enable AI Q&A and Agreement Creation

Later:

Detect, diagnose, and resolve margin leakage



Immediate Support

Chat with Enable AI for guidance on navigating the platform.

Trading Programs Expertise

Ask Enable AI questions about the performance of your rebates, get immediate text-based responses.

Agreement Creation

Upload a PDF of your agreement and Enable AI auto-generates new Trading Programs and Program Lines.

The screenshot displays the Enable AI interface. The main window shows a chat interface with a list of questions on the right and a sidebar on the left. The sidebar contains navigation options: Activity, List, Workflow, Progress Tracker, and External Earnings. The chat window has a header with the Enable AI logo and a 'BETA' label. Below the header, there is a search bar and a list of questions. The questions are: 'Retrieve information about your data, agreements, transactions, and related resources.', 'Trading Programs & Trading Partners', 'What trading programs are coming up for renewal?', 'Who are my top earning trading partners?', 'How much can I expect my program lines ending this year to earn?', 'Support Articles & Process Guides', 'How do I create a rebate agreement?', 'What is a mechanism?', 'How do I import transactions?', and 'Enter your message'. The chat window also includes a 'Manage your programs' button and a 'Review Invitation' button. At the bottom, there is a disclaimer: 'AI-generated responses may be inaccurate.'

Spot margin leakage via anomaly detection, risk identification, and smart alerts & thresholds.

Detect

Uncover the cause of the leak, so you can solve the right problem more quickly.

Diagnose

Create a resolution strategy via scenario planning, optimization, forecasting, and deal scoring.

Plan

Execute your plan and manage your incentives programs.

Resolve & Manage

Margin Protection Dashboard

Monitor margin performance, identify opportunities, and track regional program effectiveness

Gross Margin

31.4%

-0.7% vs last month



Weekly Margin Opportunity

\$78K

+15% vs last week



At-Risk Revenue

\$1.2M

-0.3M vs last month



Cost of Inaction

\$18K

Monthly estimate



\$420K/yr

\$310K/yr

\$275K/yr

\$185K/yr



JAmle Lee-Everett

Senior Product Manager

Enable

Customer Spotlight: Cromwell Tools

From Tactical Rebates



to Strategic Growth

300+ suppliers

Reliant on them for rebate accuracy and money owed

Automation of manual rebate processes

Cut admin time by 75% with Enable

Rebates turned into a growth driver

Real-time insights and supplier collaboration



*Commercial Director,
Cromwell Tools*

Alan Milner

Thank You



Amanda Groves

*Vice President of Product
Marketing*

Enable