

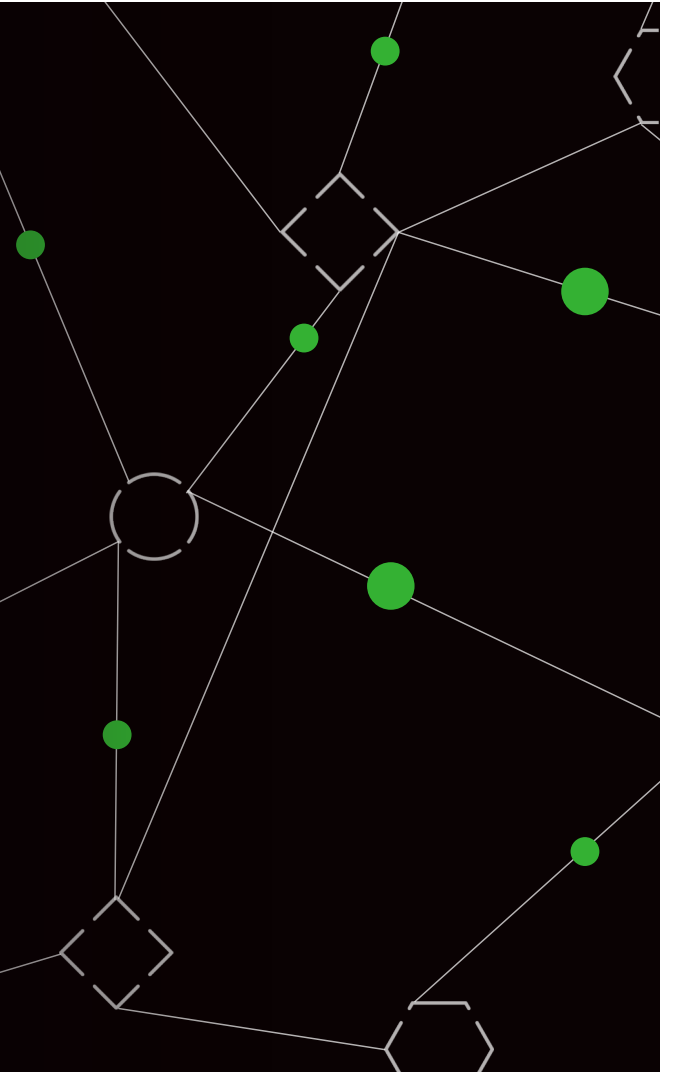
Elevate
by Enable

Australia

Crafting Rebate Programs that Drive Results

Ron Murray

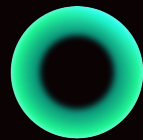
Business Strategy and Partner Manager | One New Zealand



Presenter

Ron Murray

Business Strategy and Partner Manager



one.nz



Agenda

1. One New Zealand business overview
2. Rebate management continues to be a major challenge for our industry
3. The size of the prize – ROI
4. The business case for change
5. The challenges & stakeholders
6. Last thoughts
7. Q&A



Crafting Rebate Programs that Drive Results

One New Zealand Group Limited (formerly known as Vodafone New Zealand), is a New Zealand tier 1 telco.



- ~2,000 staff
- 70+ retail stores
- Multiple offices in cities nationwide
- 1,000 + suppliers – including tech giants - Microsoft, Amazon, Google, Cisco, Apple, Samsung, Palo Alto, Ciena etc. and other business suppliers such as recruitment firms, building supplies, computers, peripherals – Lenovo/Dell etc.
- We transact ~\$1B with suppliers every year and we estimate approximately \$000'sm could attract rebates @ 2%-3% = \$xm – \$xm p.a.



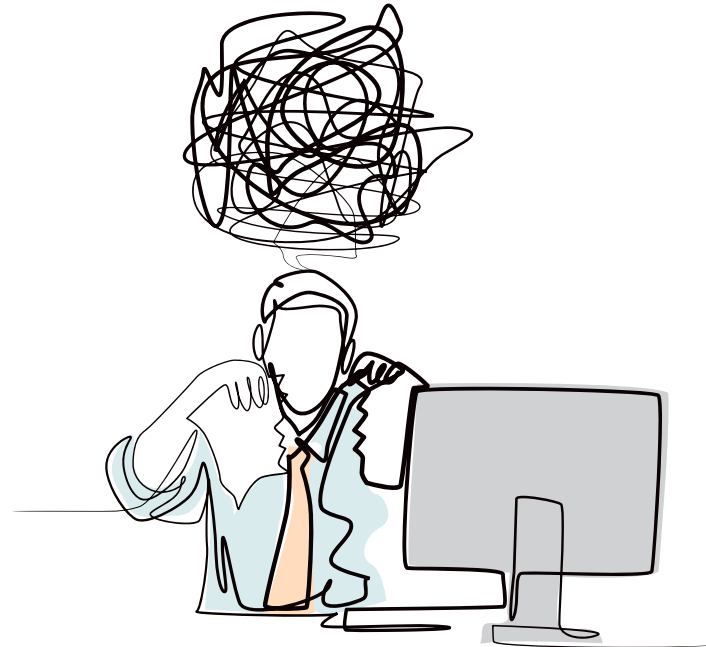
Rebate management continues to be a major challenge

- Rebate management is a major challenge for our industry
- There are multiple incentives and multiple rebate tiers from multiple suppliers
- They are all extremely cumbersome to manage via spreadsheets and is resource intensive
- We operate with a lack of visibility:
 - poor reporting,
 - virtually no forecasting,
 - substandard contract management,
 - renewal management, and a
- Lack of 'ownership and accountability' for Rebate Management - confused roles



Our challenges

- We have multiple stakeholders, each with their own point of view
- Lack of understanding about rebates from our suppliers
- Multiple business units each with their own business drivers and challenges
- Management changes – resulting in shifting accountabilities and priorities
- Scarce resources – major capacity constraints across all business units
- Rebate programs for OUR customers to drive revenue and loyalty – (how / when to use rebates)



Thank you!

