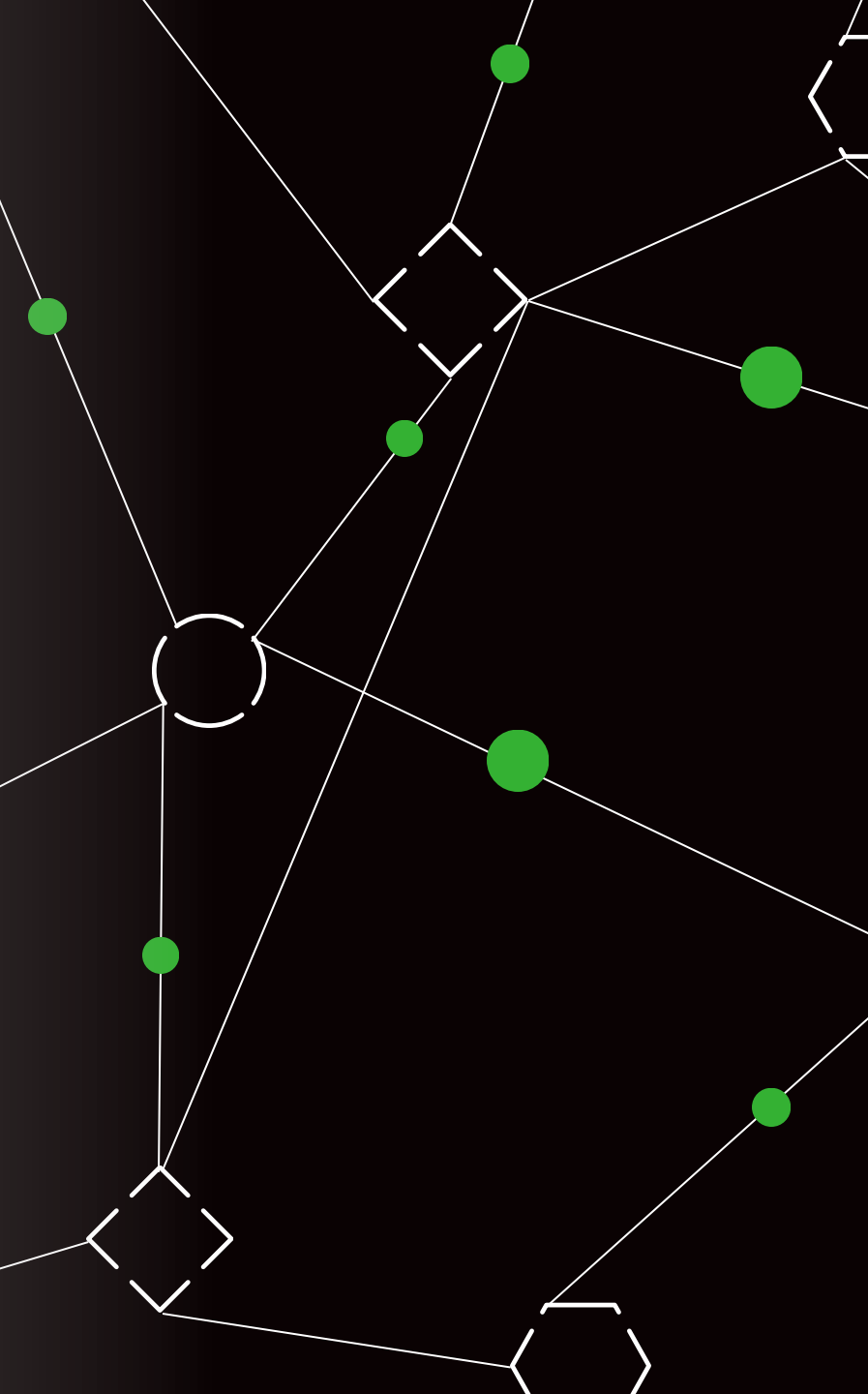




# Creating the Future of Rebate Management

**Andrew Butt**

Founder and CEO | Enable



## Presenter

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**Andrew Butt**  
Founder + CEO  
Enable







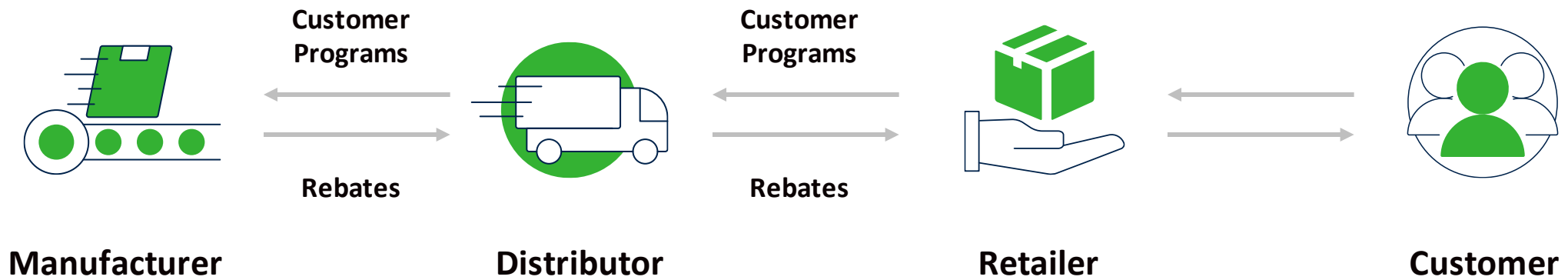
# Where the story began





# Rebates fuel two step distribution worth \$76T

Single largest cost for Manufacturers & Entire Profit for Distributors & Retailers



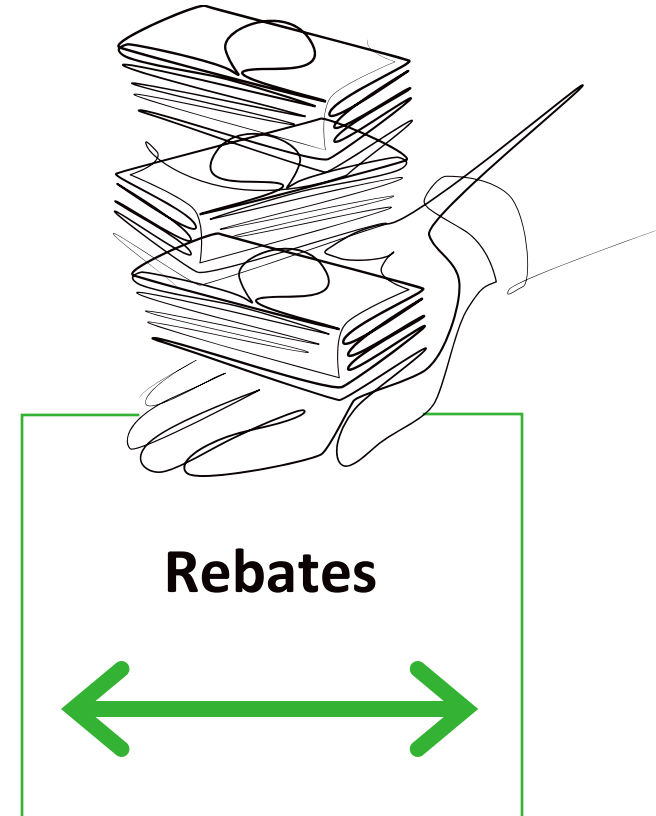
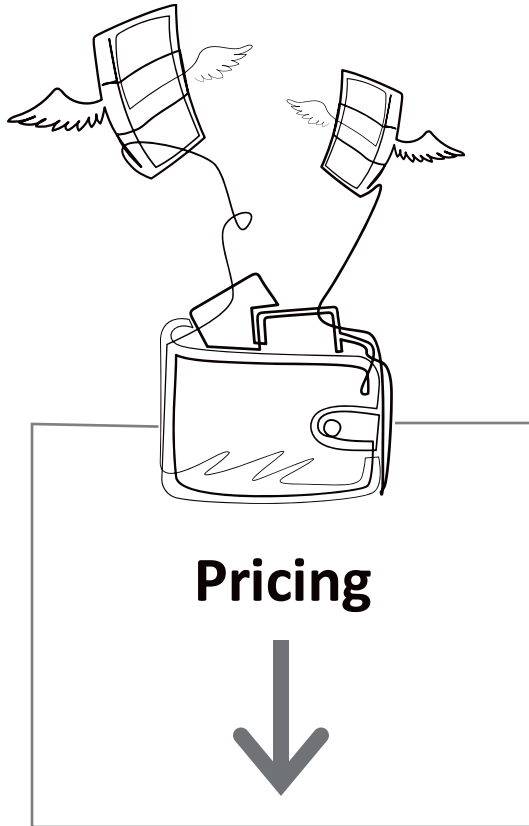
**Missed Revenue** – typically \$10,000,000's

**90% off-system** – duplication, human errors + compliance breaches

**Leaked Profits** – typically \$1,000,000's

**Disconnected Partners** – disputes, lack of trust, misaligned goals, dissatisfied customers

## Two main incentives



***“Discounts  
are quickly  
forgotten  
but rebates  
are earned.”***





**“Simplify negotiation, improve margins and incentivize additional purchases by offering rebates instead of contractual discounts.”**

*- Mark Lewis, Sr. Research Director, Gartner*



**Download the  
Gartner report**

# The Market Has Spoken!

APPLICATION RESEARCH

## Introducing G2's Latest Category: Rebate Management Software

November 6, 2023



by Subhransu Sahu

### IN THIS POST

What is a rebate, and what does rebate management software do?

Why did we create a rebate management category on G2?

Criteria to get included

We usually see discounts offered on items at a store or while shopping online.

These are incentives offered to customers before purchase (buy one get one) or during a purchase (10% above \$36) on reaching an eligible amount.

But do you also know your retailers or wholesalers also get incentivized by their manufacturer or supplier in a certain way?



★★★★★ Jul 17, 2023

"Enable has changed my rebate life!"

What do you like best about Enable Rebate Management?

The fact that all supplier agreements have been loaded and accurately reflect what we should be entitled to and when.

### Enable Rebate Management

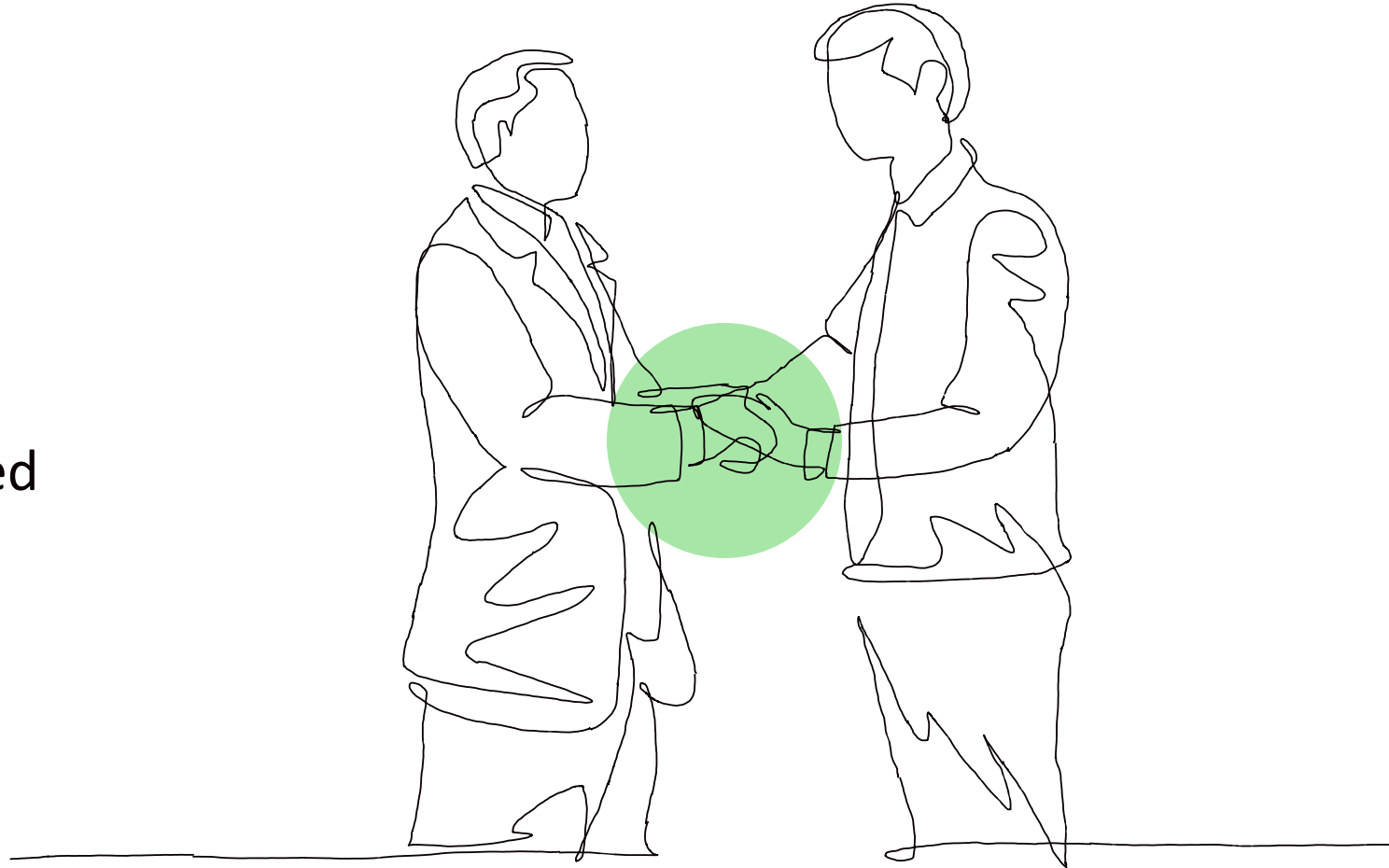
★★★★☆ (72)  
4.5 out of 5

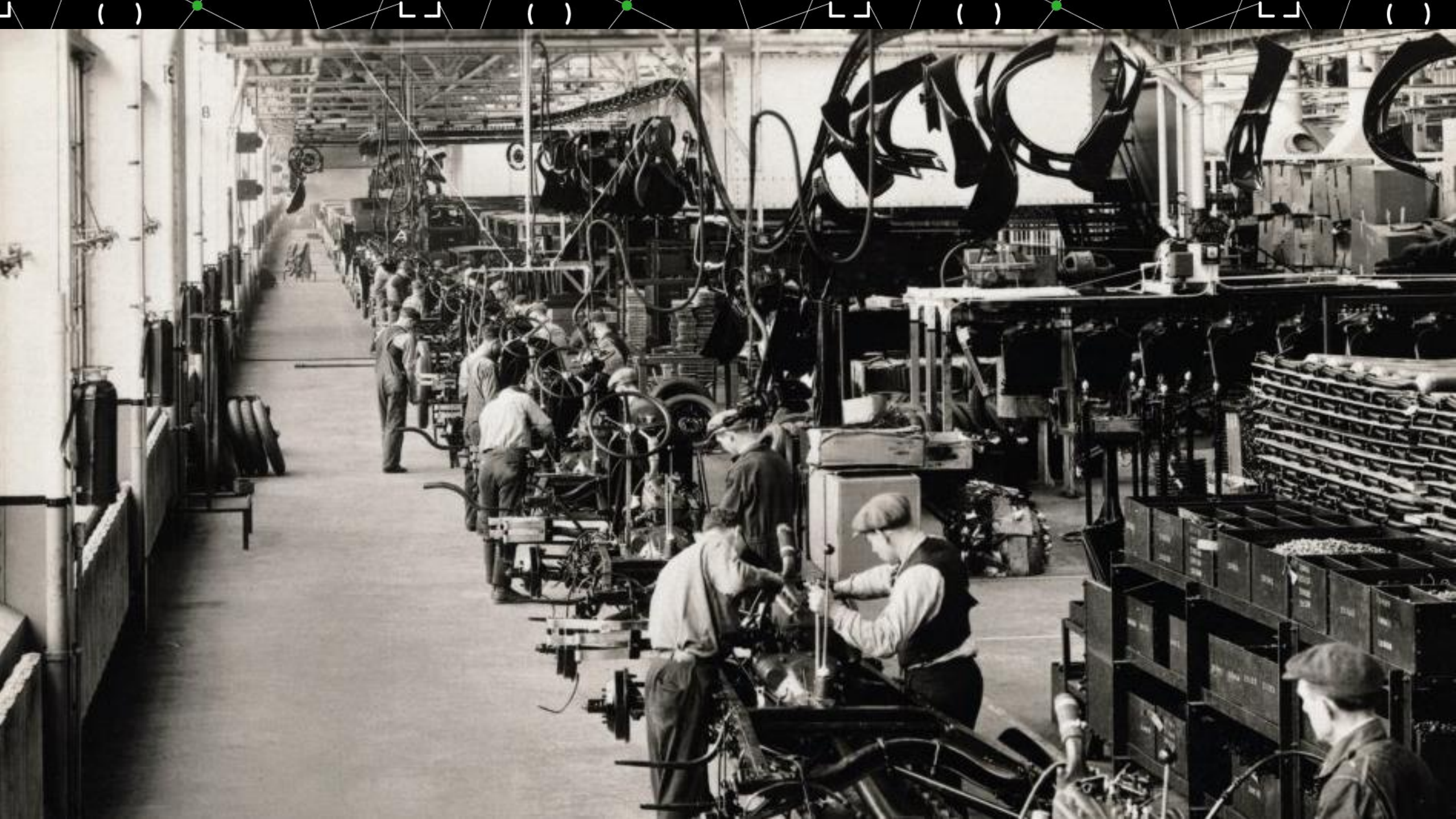
Enable Rebate Management provides the finance department with greater certainty, keeping information on trading agreements accurate and up-to-date at all times, and allowing greater automation around forecasting and collecting retrospective income.

[Reviews](#) [Alternatives](#)

## Rebates are key to supply chain success

- Core of multi-step distribution
- Annual, per trading partner
- Captures goals: value, volume, product categories, customers
- Pay-for-performance + discounted pricing paid via rebates
- On spreadsheets and email

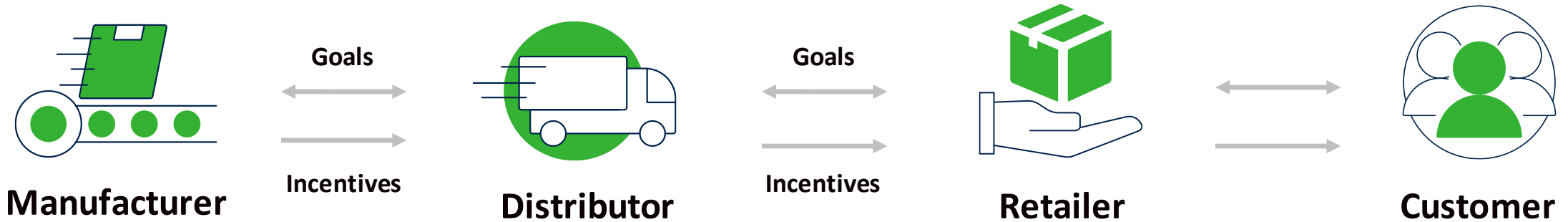






# Mutually Beneficial Relationships

# Working Together to Serve Customers



## Our Mission

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To enable trusted  
trading relationships



## Our Mission

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To enable trusted  
trading relationships

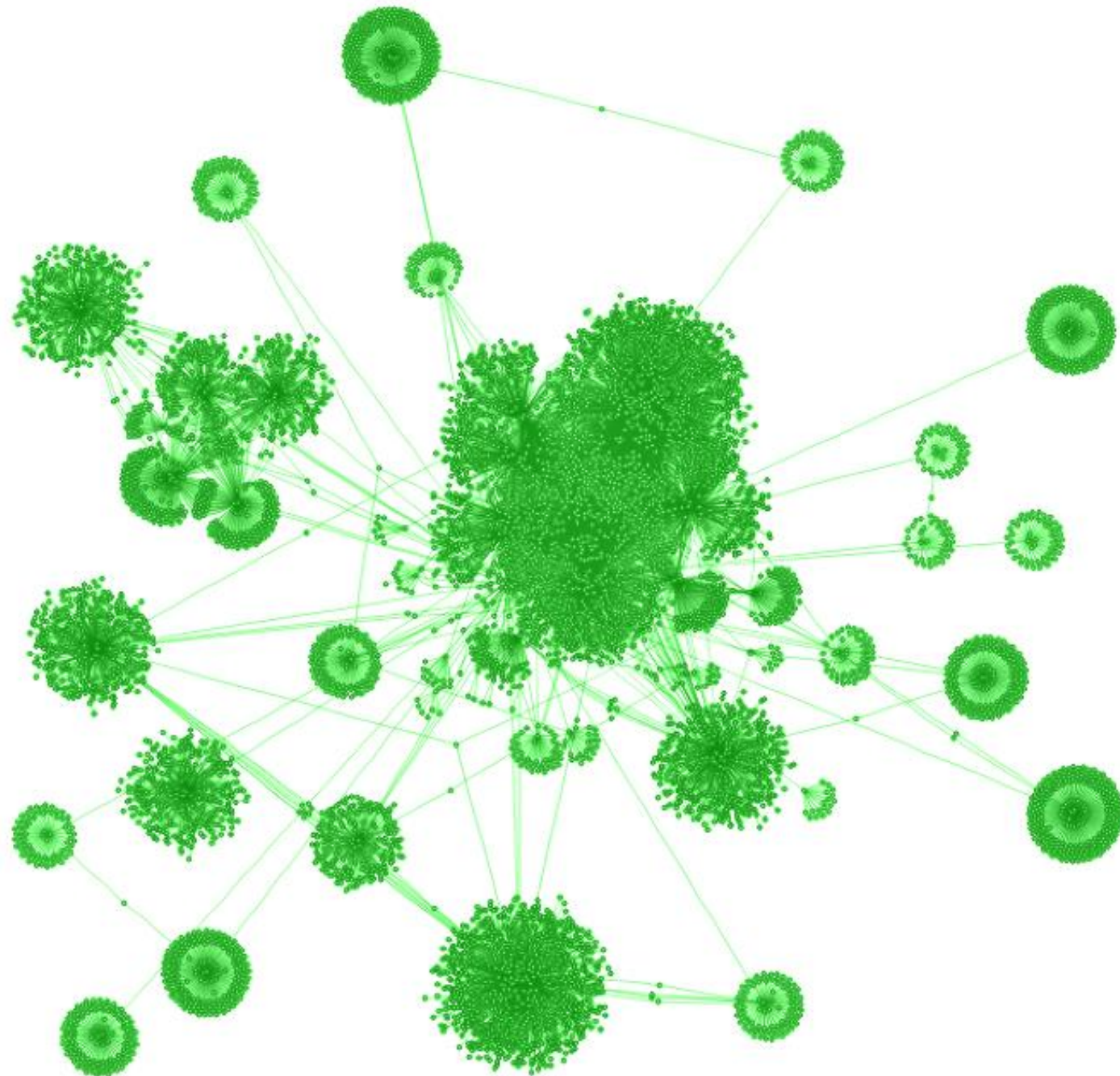


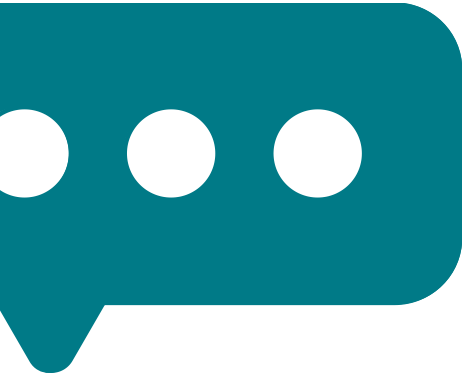
To serve customers  
better together



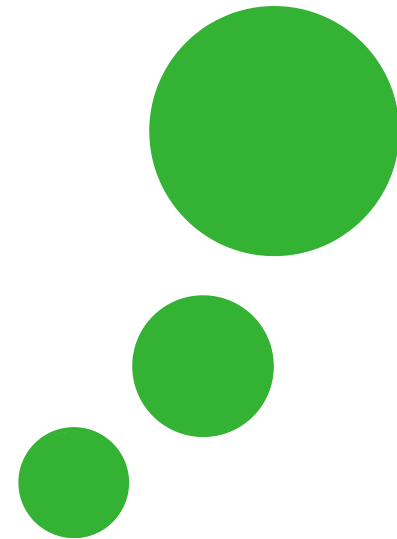
## Enable Right Now

**>410,000** trading programs  
**>1.5 million** B2B relationships  
**>\$1 trillion** transactions

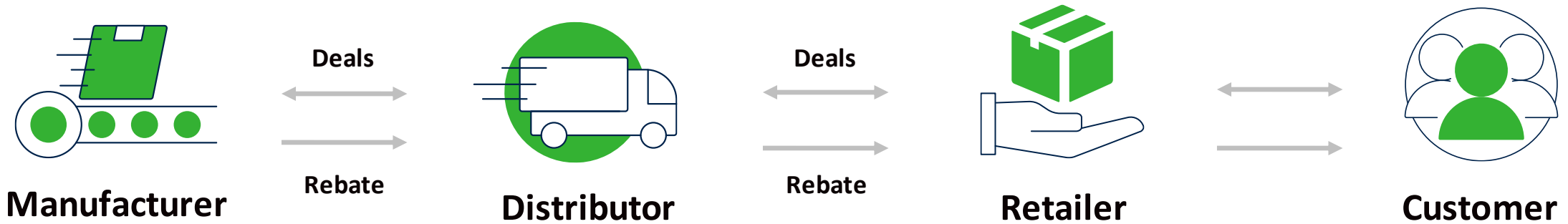




# Rebate Strategists Community



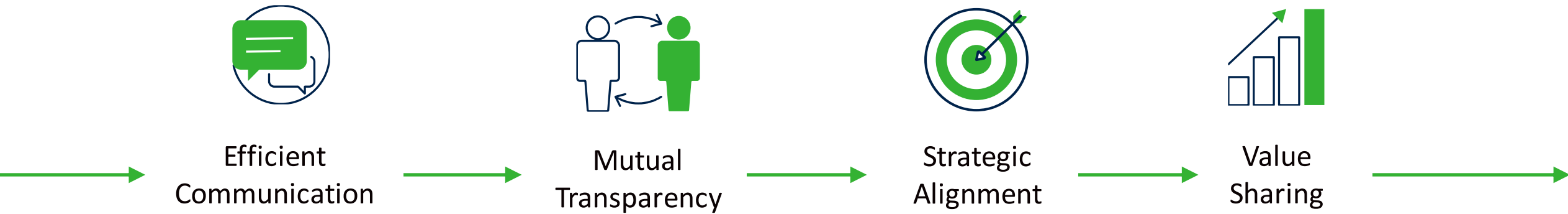
# 1. Rebates are larger than profit for distributors + biggest cost for manufacturers.



**Rebates are essential in >50 verticals**

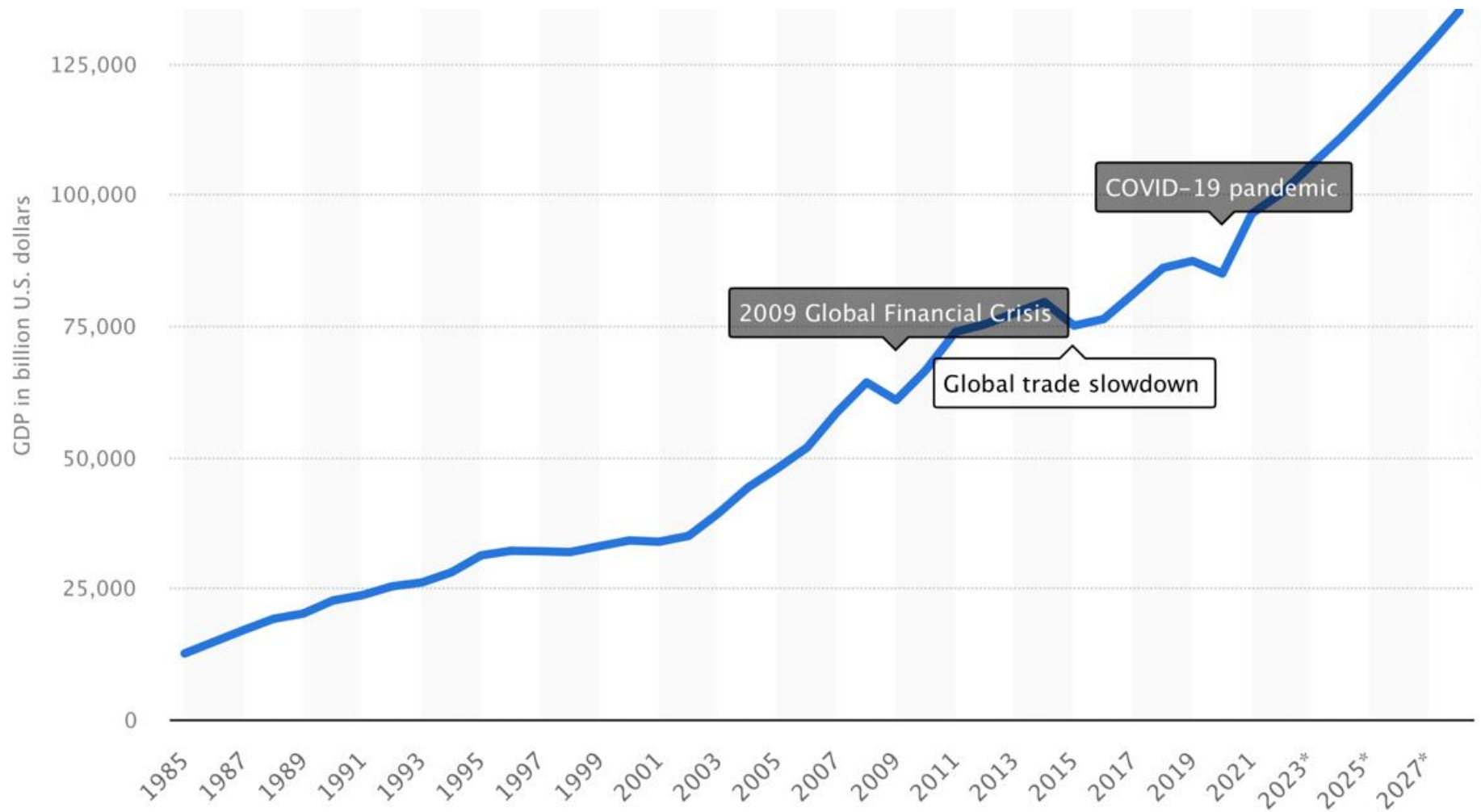
- \$6tn rebate transactions
- >100% of EBITDA

## 2. Collaborative partner relationships unlock value

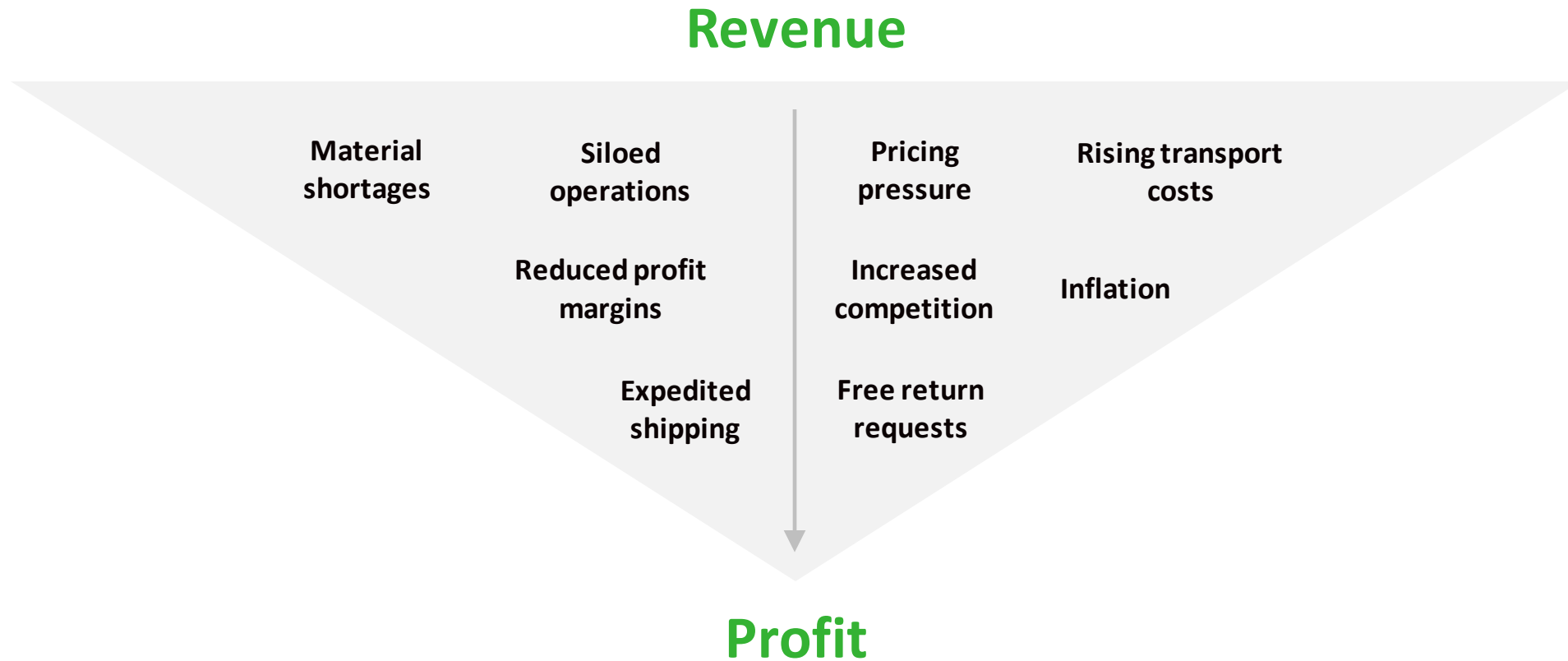


**Maximize every earning opportunity and  
pursue the most profitable future sales**

# This year GDP will exceed \$100 trillion

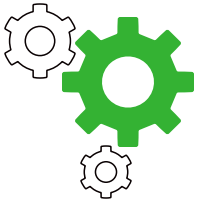


# The supply chain continues to face significant pressure



### 3. Post COVID, customer expectations are rising

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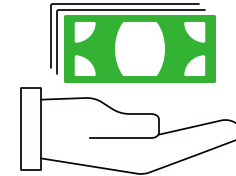
72%

business buyers expect vendors to personalize engagement to their needs



69%

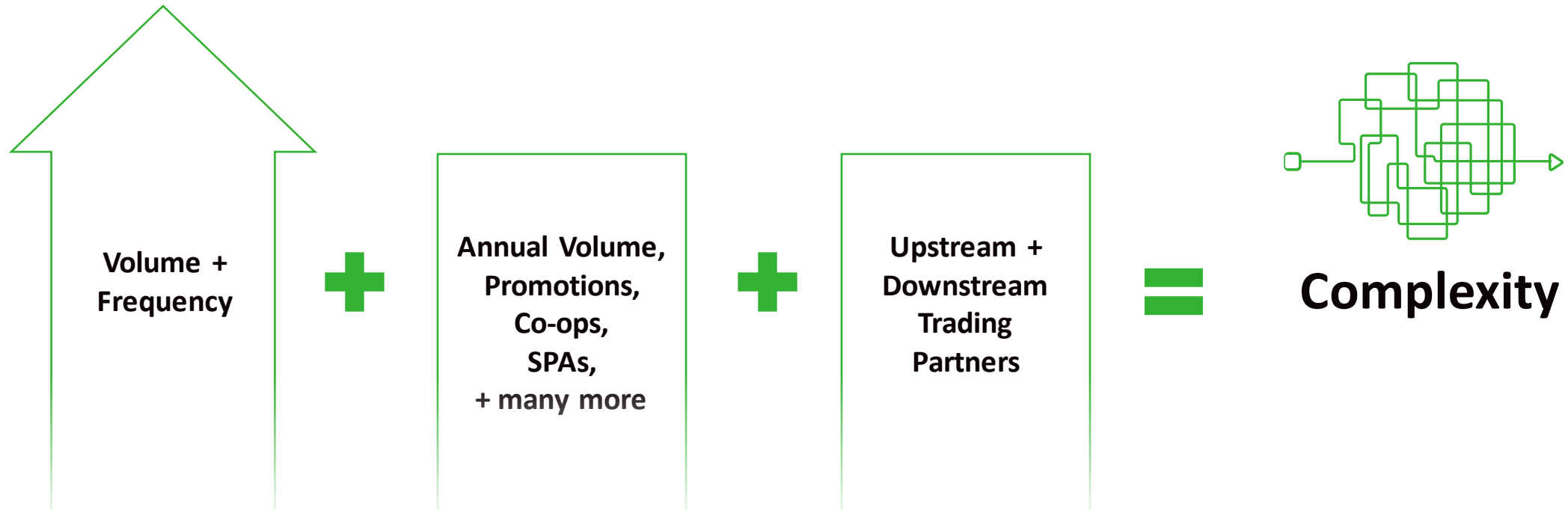
expect Amazon-like buying experiences



67%

have switched vendors for a more consumer-like experience

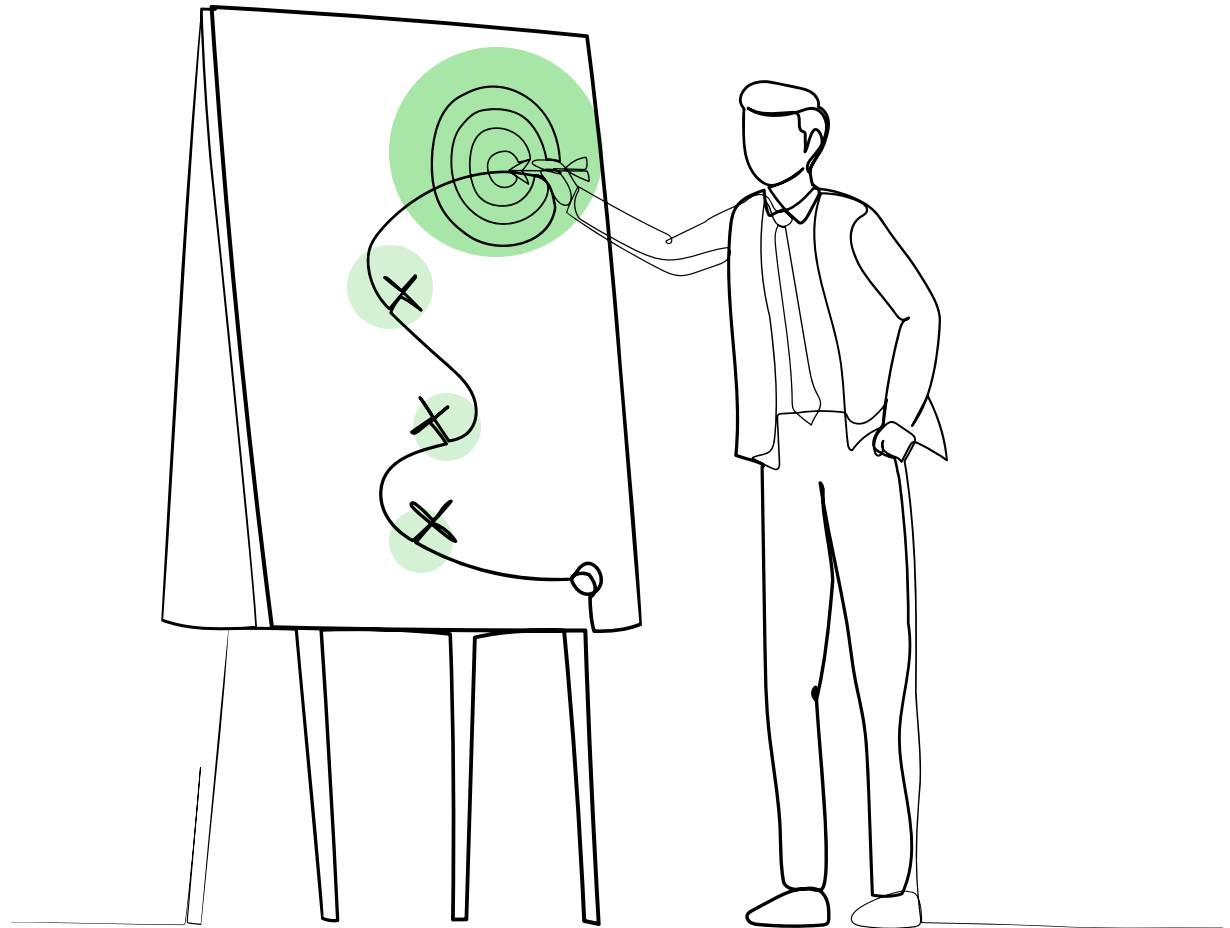
## 4. Rebates Growing In Volume and Complexity



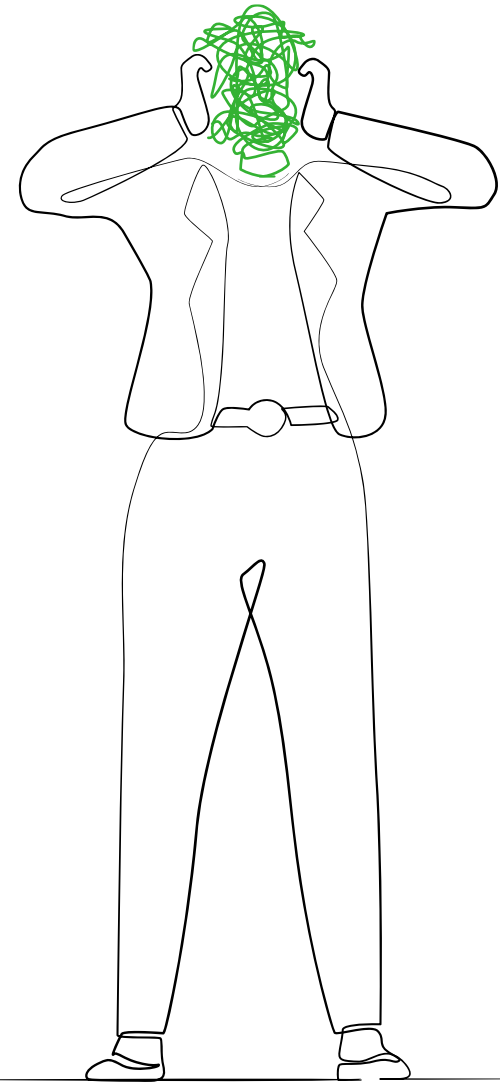


## Current Realities

- Supply chain pressures increasing
- Customer expectations are rising
- \$76T flows through trading partners
- Rebates are the currency, creating:
  - Connections
  - Alignment
  - Profit impact
- Rebate volume + complexity is growing



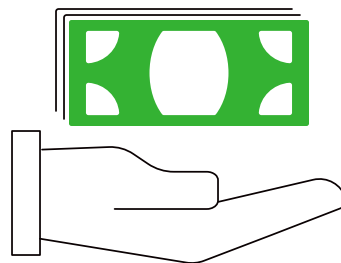
**We're still  
working in  
silos!**



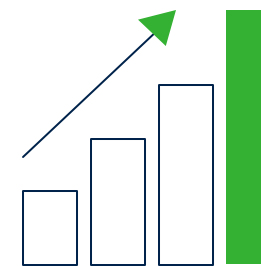
## We have “Intra Company Silos”



**Purchasing**

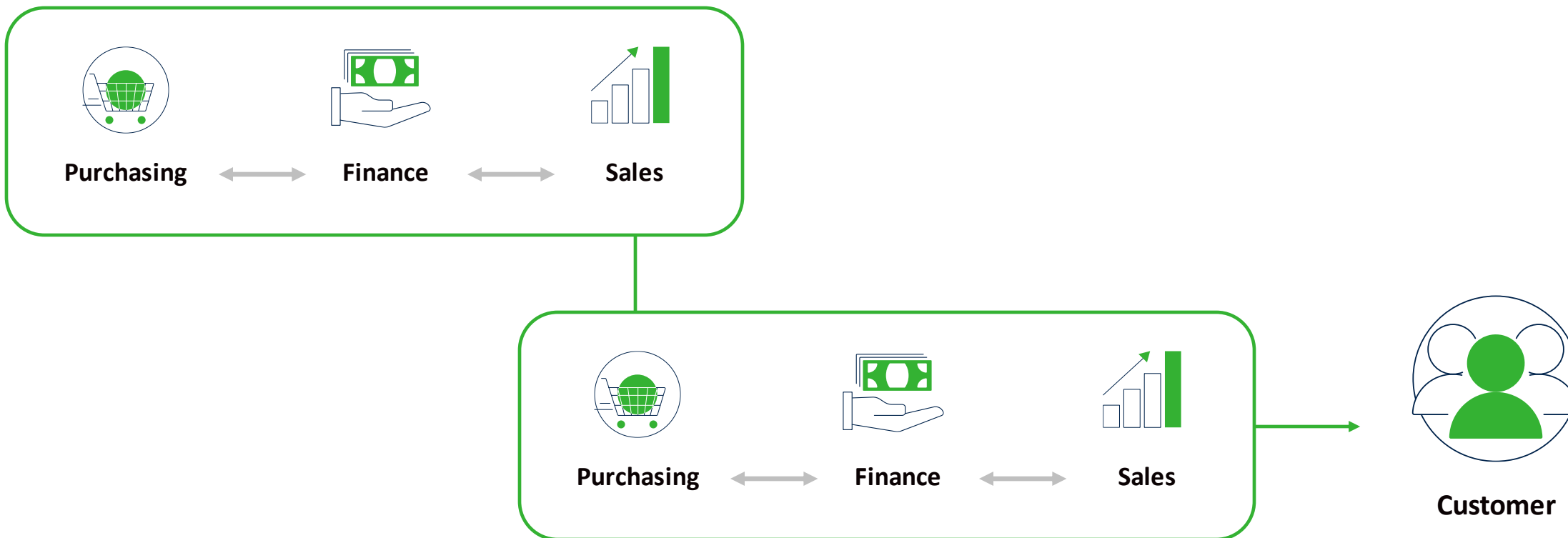


**Finance**

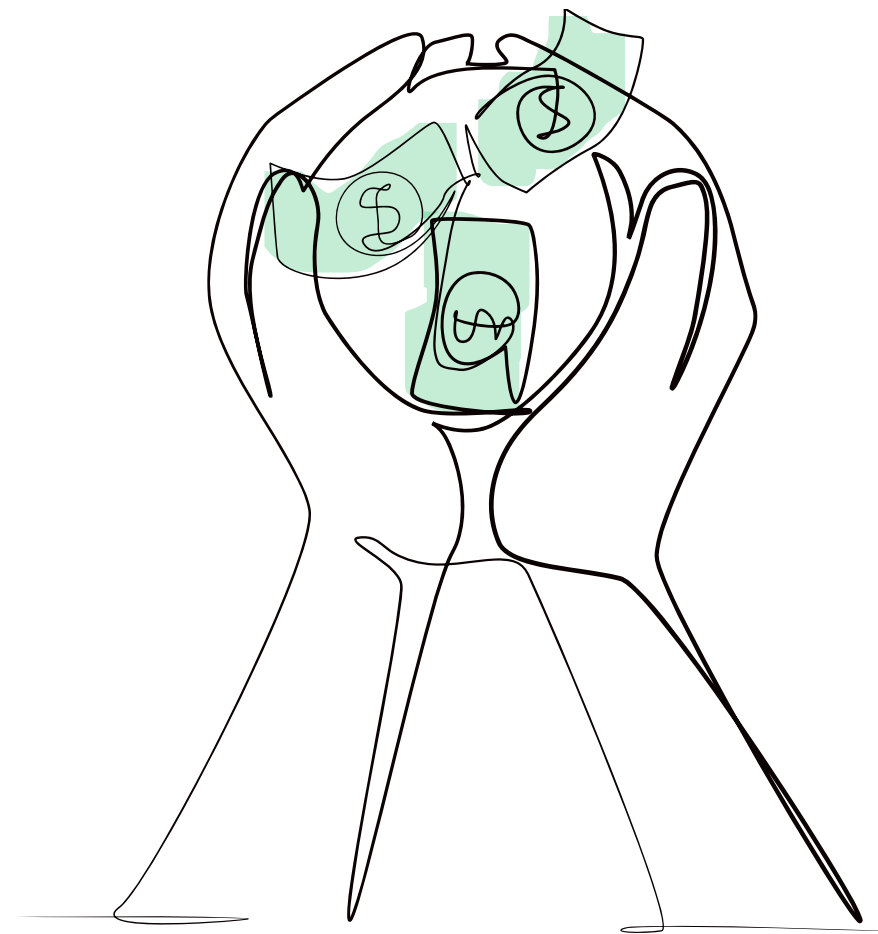


**Sales**

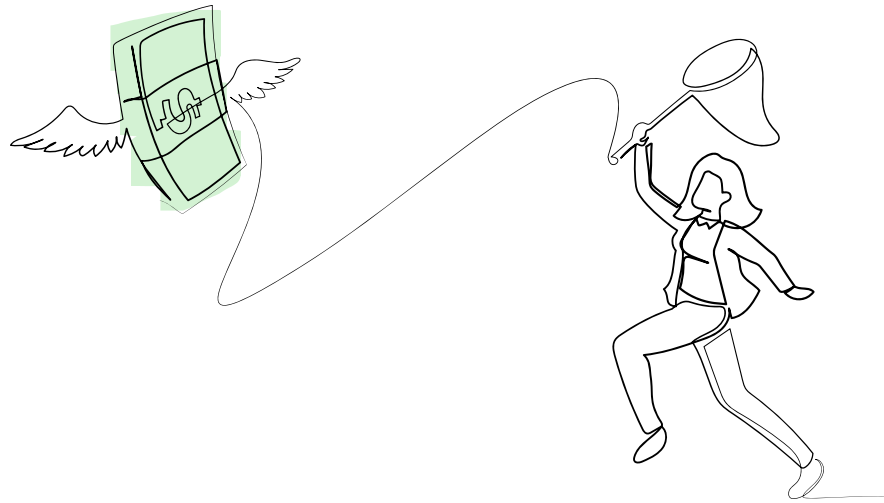
## And “Inter Company Silos”



So many types of incentive agreements...



# They are all rebates!





# re·bate

rē-, bāt

noun

A Rebate is any B2B transaction where funds flow back through the supply chain



## Rebates are strategic.

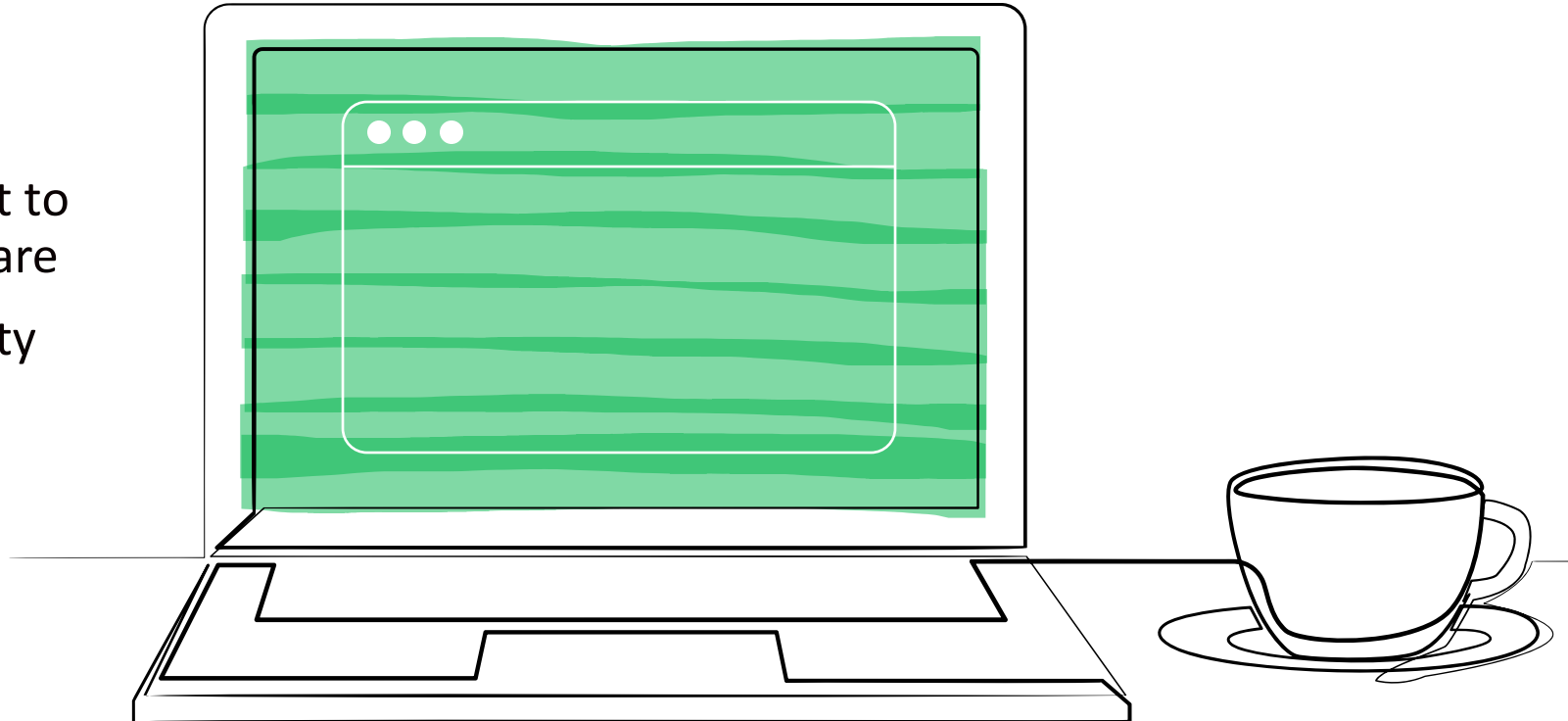
They're key to driving behavior. To increasing margin and sales. To helping businesses grow.

To support differentiated pricing through distribution, and to rebuilding the loyalty and trust between partners.

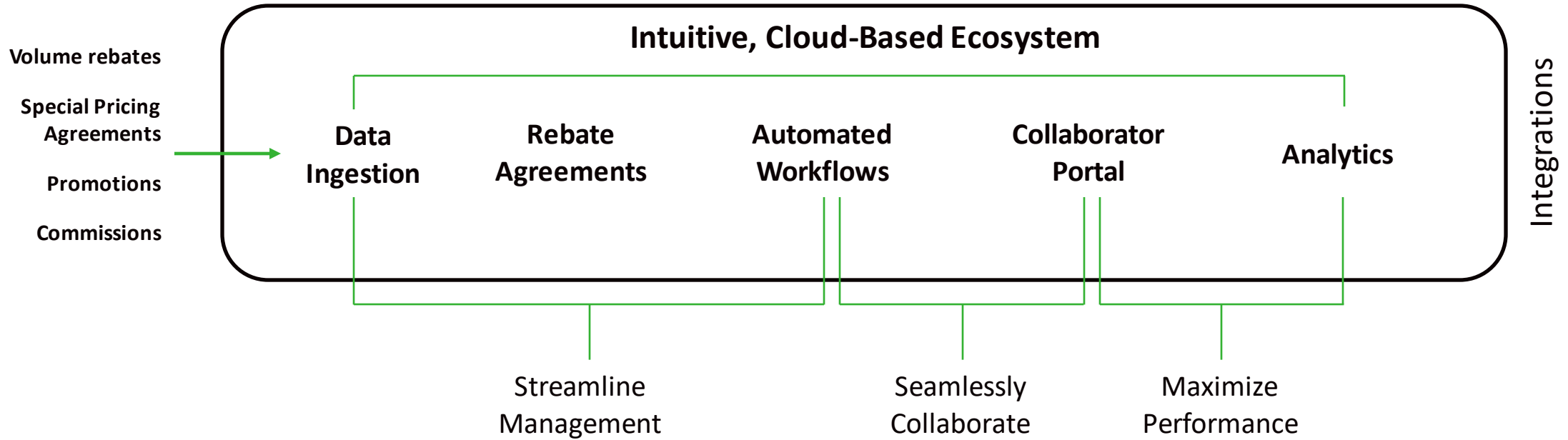


## We need one central place

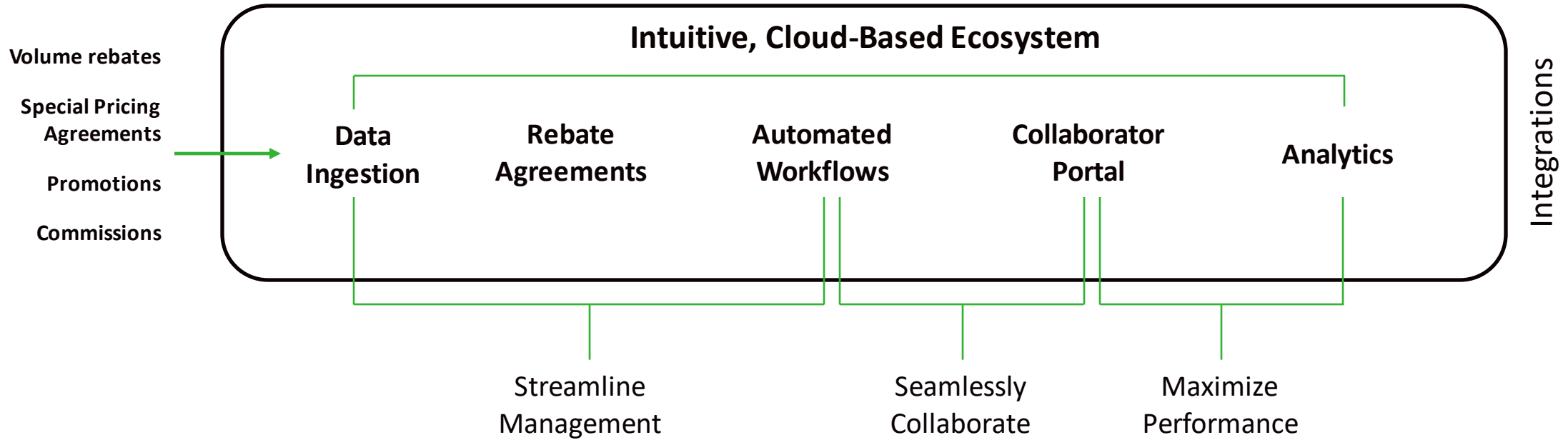
- Support all types of rebates
- Consolidate rebate info internally and externally
- Select the partners you want to share with – and what to share
- Identify next best opportunity
- Execute for mutual benefit

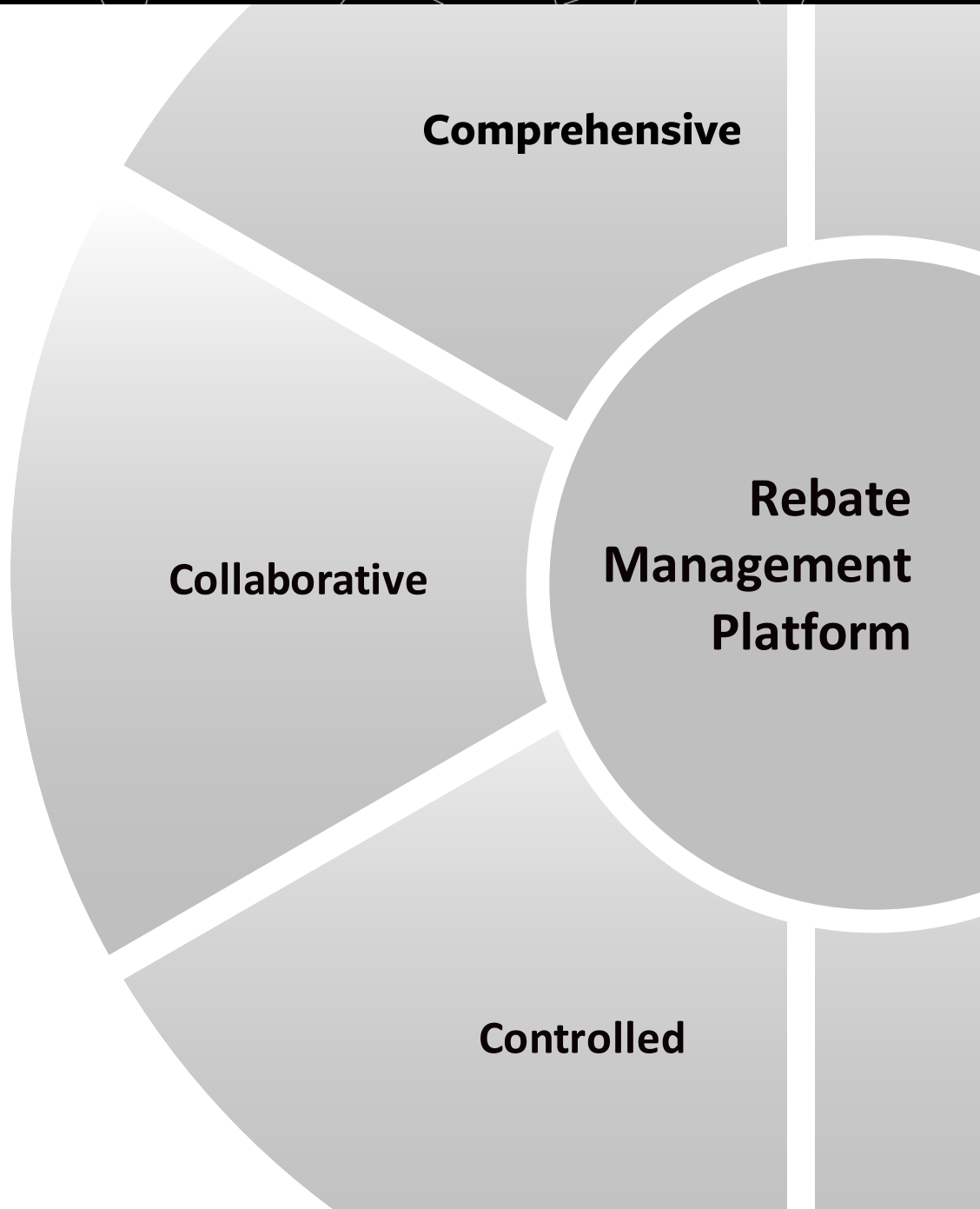


# One platform for Rebate Management



# One platform for Rebate Management





## Every type of rebate

- All deal types supported
- Total flexibility to achieve any commercial outcome
- Personalize and incentivize specific behaviors



**Comprehensive**

**Rebate  
Management  
Platform**

## Every team and role

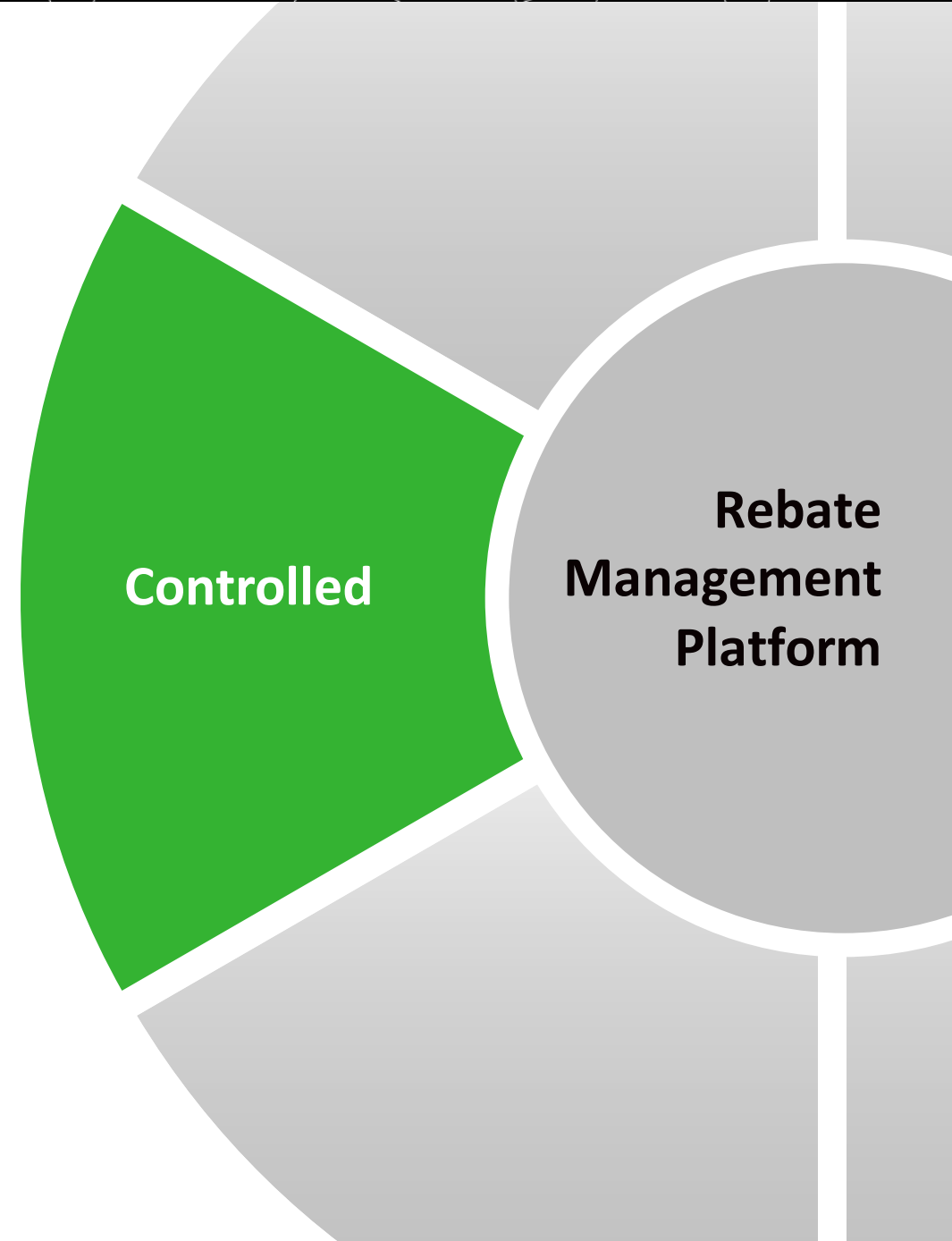
- Finance -> every function
- Upstream + downstream
- Work together.  
Respond quickly



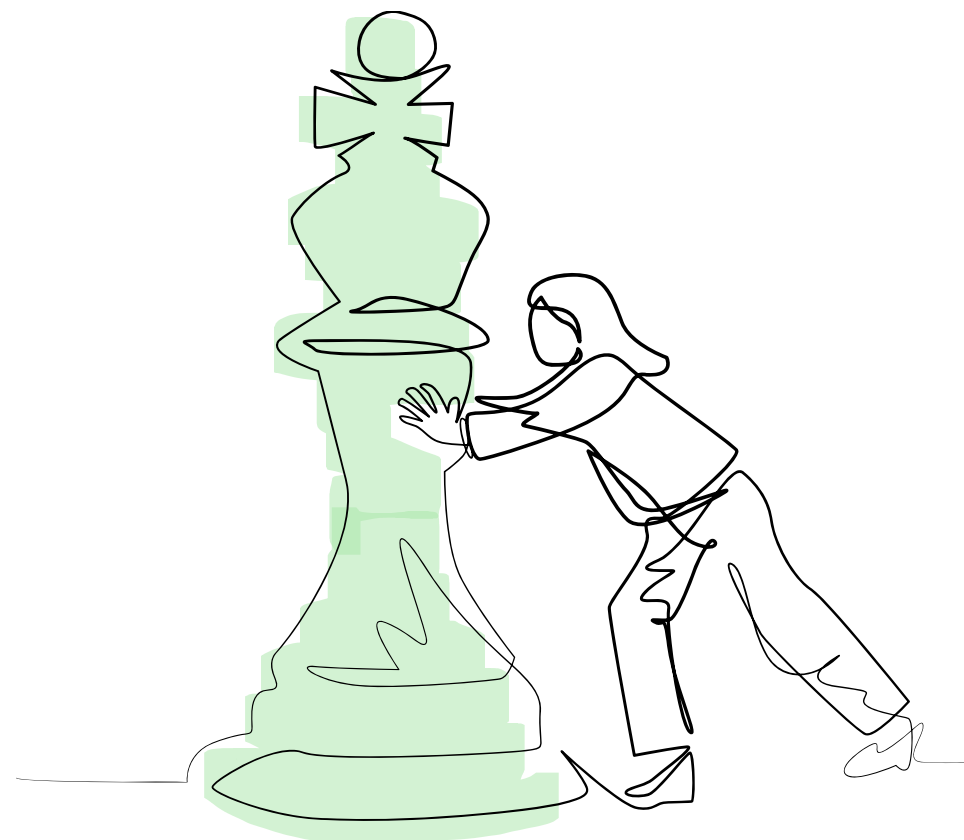
**Rebate  
Management  
Platform**

## Your data. Your calculations.

- All data in one place
- Objectify every rebate
- Powerful audit trails + access permissions



# From rebate admin to rebate strategist





# Learn More About Enable's Rebate Management Platform



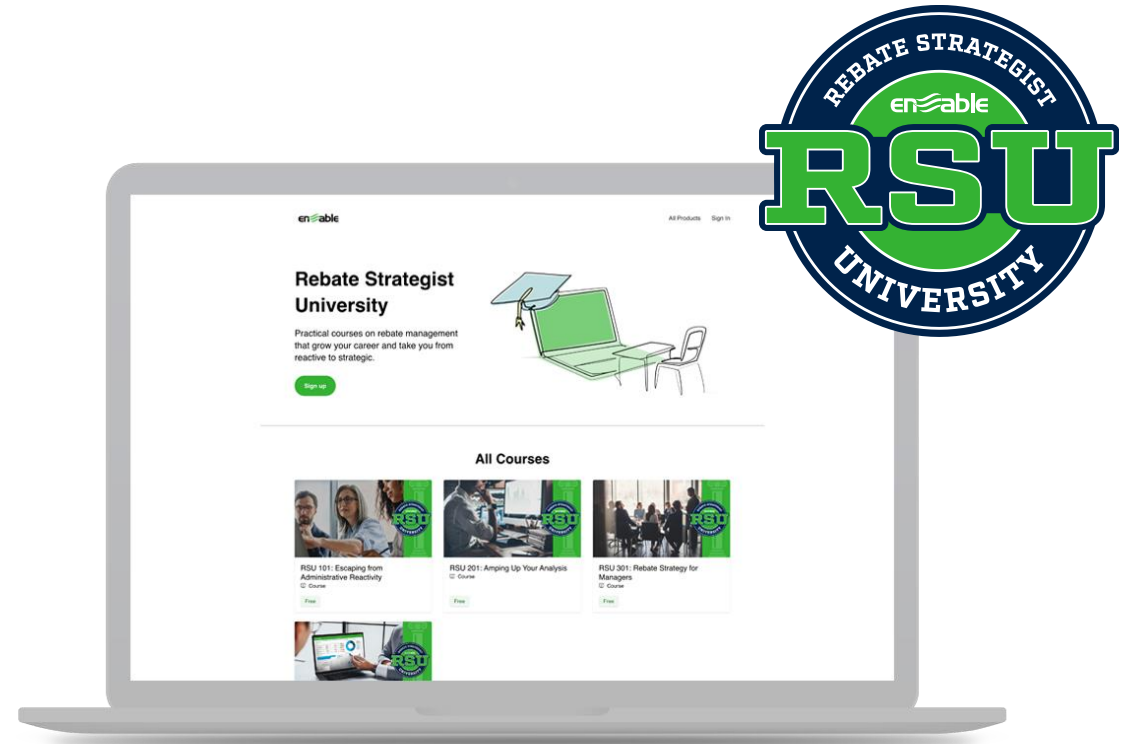
Schedule a Free Demo Today!



# Get Certified



[courses.enable.com](https://courses.enable.com)

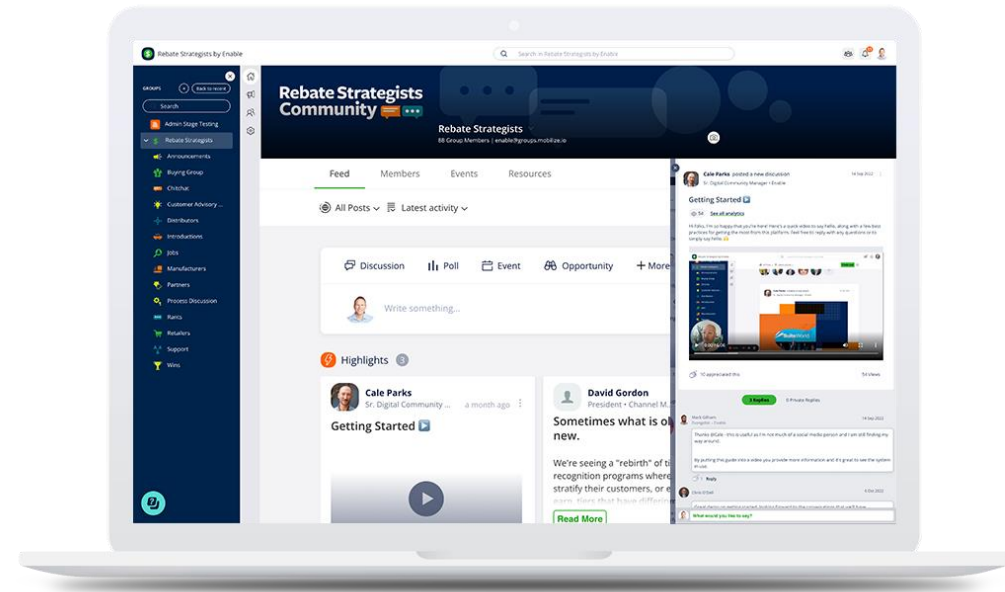


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[rebatestrategists.com](https://rebatestrategists.com)

## Rebate Strategists Community



**Thank you!**

