APTTUS®

Rebate Management On Salesforce Spring 2018 User Guide

23 April 2018

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Rebates are a type of sales promotion that marketers use primarily as incentives or supplements to product sales. A rebate is an amount you or your company pays your customers to reduce, return, or refund for purchased products.

Your organization can work in conjunction with other retailers, partners, and manufacturers of the selected product to incentivize its sale with one or more rebates.

You can also create a Rebate Agreement to negotiate the terms and conditions of the rebate. You can now create such rebates and associated Rebate agreements using Apttus Rebate Management.

With Apttus Rebate Management, you can

- Define the Criteria, Benefit, and Beneficiary
- Negotiate Rebate Agreement
- Calculate the periodic rebate schedule line items for each period for each customer, product, or program
- Calculate the Roll up required to execute the Rebate Programs
- Generate Estimated Rebate payout
- Load Actual Transaction Volume for Each Rebate Program
- Generate Actual Rebate Payout

With the Apttus Rebate Management User Guide, you can quickly find out how Apttus Rebate Management works and how you can manage your organization's and your customers' Incentive requirements.

For Rebate Administrators, this guide explains how to:

- Calculate estimate payouts
- Generate payouts

For Customers or Sales Representatives, this guide explains how to:

- Negotiate Marketing Incentive Milestones
- Negotiate Rebate Agreements
- Request for Approvals
- Get customer signatures on the Rebate Agreement
- Submit sales data
- Submit proof of milestone completion
- Review and settle Rebate payments

For a Marketing Managers, this guide explains how to:

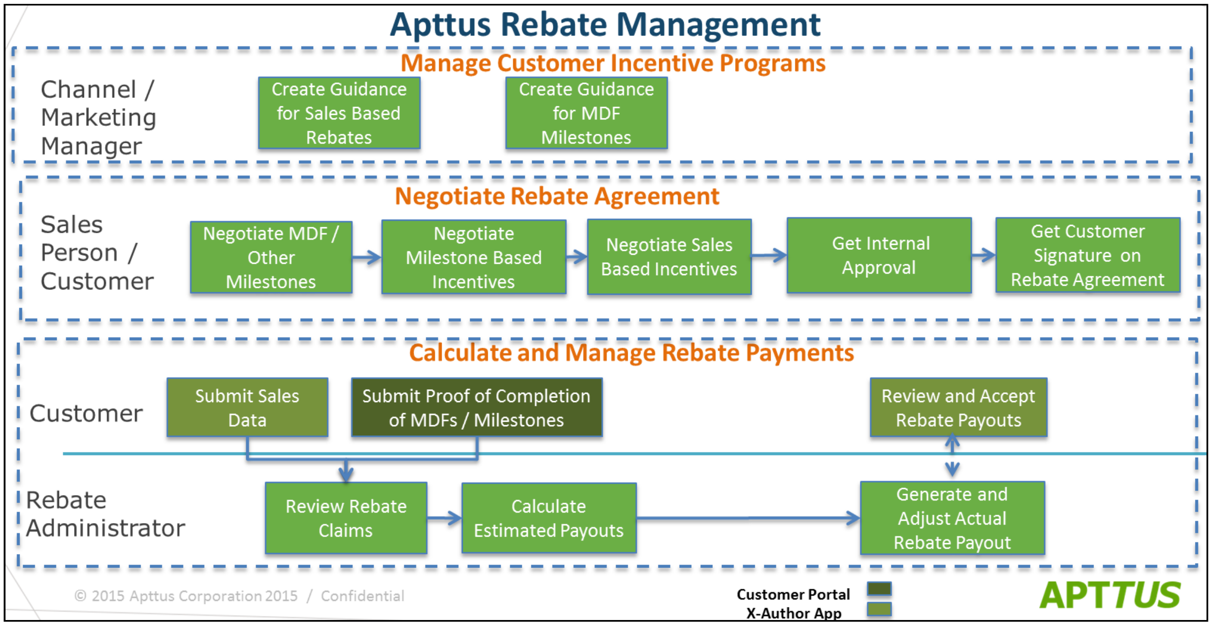
- Migrate external sales data
- Create Price Dimensions
- Create data Rollups
- Create Rebate Programs
- Create Milestone Incentive Programs

The chapters and topics in this guide are organized in the order you must configure the Apttus Rebate Management application, define fields, settings, and preferences to generate an Invoice.

Rebate Management Process

This page explains you the following components in Apttus Rebate Management:

- Functional Overview
- Types of Rebates
- Business Flow



Functional Overview

The new release of Apttus Rebate Management involves simplified user experience, standard product support for advance rebate management use cases and end-to-end Rebate Management Processes.

The advanced capabilities covered in this release enable our different actors to perform multiple tasks as per their roles and responsibilities. The actors involved are:

- **Marketing Manager** – responsible for creating the milestones and incentives for the intended customers.
- **Sales representative** – responsible for presenting, negotiating and finalizing the incentives and milestones in the Rebate Agreement.
- **Rebate Administrator** – responsible for configuring Rebate programs and performing the calculations of the estimated and actual Rebate Payouts.

Types of Rebates

In Apttus Rebate Management, there are basically two types of rebates:

- Marketing Development Funds (MDFs) and Milestone Based Rebates: Marketing Development Funds (MDFs) are a type of Marketing Incentives, which are generally paid to the partners (such as Distributors, Retailers, or OEMs) to promote marketing activities on behalf of the vendor and thus to increase sales.
- Sales Transaction-based Rebates: Sales transaction-based Rebates are based on the historical data of your customer's purchase, based on factors like Periodic Volume and Revenue.

Business Flow

1. **Create Guidance for Sales-based Incentives and Milestones**
    a. The Marketing Manager creates the Rebate programs, Milestone based Incentives, and Templates.
    b. The Sales Representative creates a copy of these rebates programs, milestone-based incentives, and templates in a rebate agreement.
2. **Negotiate pricing and MDF in Rebate Agreement**
    a. The Sales Representative uses his negotiation skills to convince the customers to agree to the pre-defined marketing-based milestones and sales-based incentives in the Rebate Agreement. If the agreement is modified, he coordinates with the Marketing Manager and higher management for internal approvals.
    b. Once the milestones and terms are finalized, the sales representative receives the signature from the customer and finalizes the agreement.
3. **Calculate Estimated and Actual Rebate Payout**
    a. Once the Rebate agreement is activated, the Rebate Administrator calculates the estimated and actual Rebate Payouts based on the transaction data of the customer.

Understanding a Rebate Agreement

A rebate agreement represents a contract between your organization and your customers that defines the terms and conditions of a discount that you agree to pay after the purchase of a product.

The Rebate agreement includes details such as the recipient, value, validity, and the payout process.

For example, you are a marketing manager for a software company and you have configured a rebate plan for specific products from your catalog. The discount which is valid for a specific time period is based on a customer's sales volume. You must create a rebate agreement that is valid over a period of two years. In the agreement, you stipulate that you will grant your customer a 1% discount on purchases made of a specific product during this time. You agree to pay the discount on a monthly basis.

Let us now break down this agreement into its elements to understand the procedures to create such a document. You must complete all the prerequisite procedures and set up a rebate program before you create a Rebate Agreement.

Let us look at a sample Rebate Agreement and understand all of its components.

Elements of a Rebate Agreement

You generate a Rebate Agreement for the Customer's account. The Rebate Agreement that you generate inherits the values of several fields that you define in the Customer Account page.

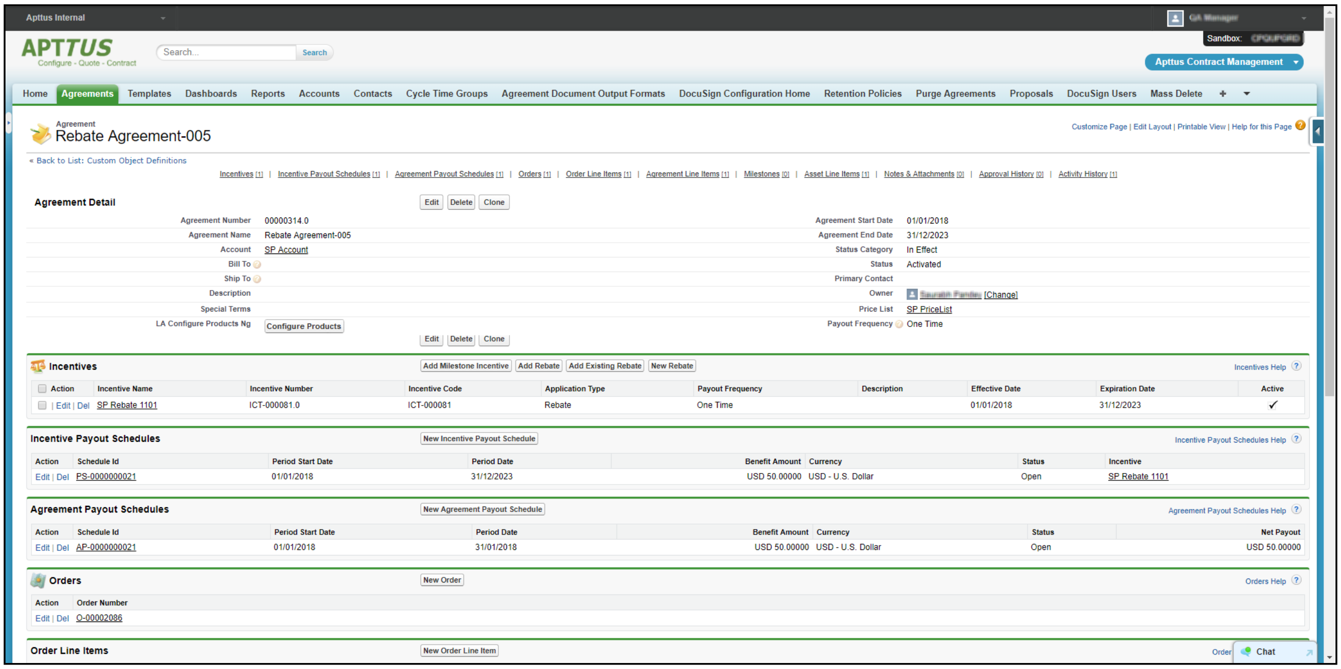
Along with the finance team in your organization, you must identify what information you want to present to your customers in the Rebate Agreement that you send. You must then create a template to present those details in the Rebate Agreement that you generate.

Creating a New Rebate Agreement

To create a new Rebate Agreement,

1. Click **All Tabs** (➕) **> Agreements > New**.
2. To define the Record Type, select one of the following options from the picklist, such as NDA, Rebate Agreement, MSA.
3. Click **Continue**.
4. To define the Status Category, select one of the following options from the picklist. Ideally, you must choose *In Draft*.
5. Click **Continue**.
6. Enter values for mandatory fields, such as **Agreement Name**, **Agreement Start Date**, and **Agreement End Date**.
7. Click **Save**.

Have a look at the sample rebate agreement in the image below.



Refer to Apttus Contract Management User Guide to understand the significance of each field.

In the Incentive related list, you must create a record by creating a new Rebate record or use an existing Rebate record. Details about Rebate programs are available in this section.

Marketing and Milestone-based Incentives

Marketing Development Funds (MDFs) are a type of Marketing Incentives, which are generally paid to the partners (such as Distributors, Retailers, or OEMs) to promote marketing activities on behalf of the vendor and thus to increase sales.

Overall goal of this feature is to increase the market share, product sales and revenue for the company.

The Marketing Manager can create incentive-based Marketing Development Funds. A Rebate Agreement contains Marketing Milestone and the incentive-based Marketing Development Funds. The Sales Representative can negotiate these milestones and incentivize the customers once the customer submits the proof of completion of these milestones. Milestones are not considered when calculating the rebate at this time.

The Sales Representative uses the Rebate Agreement for negotiations which are created using the Milestone Templates.

Defining a Milestone Template

Milestone Templates are used as a base/skeleton for generating Rebate Agreements. The Sales Representative uses the Rebate Agreement for negotiations of the Milestone Incentives and MDFs with the customers.

To create a new Milestone Template

1. Go to **All Tabs** (+) and search for **Milestone Templates**.
2. Enter the requisite details as described in the following table:

Field	Description
Name	Enter a mandatory name for the template record.
Active	Select this check box to make this template available for use.
Category	Choose a category for your template record. This categorization is used for reporting and analysis purpose. The valid values are, *Default*, *Corporate*, *Financial*, *In Store*, *Online*, *Advertising*, and *Sales Readiness.*
Type	Choose the type in which you want to categorize your template record. The valid values are: *Milestone*: Specifies the primary or secondary milestone that can be negotiated with a customer on a given agreement. *Deliverable: Specifies the proof of performance deliverable for a given milestone*

Field	Description
Currency	Choose a valid currency, depending on your locale and business. Different currencies supported are, USD, CHF, EUR, JPN, and more.
Description	Enter an optional description for the Milestone Template record.
Parent	Associate a parent template record with your template record. This is to set up the templates in a hierarchical structure. For example, the parent template will be of type = *Milestone* and the child template will be of type = *Deliverable*. This indicates that for a specified milestone (contained in Milestone Template), you must provide a Proof of Performance (contained in the Deliverable type of template).

Using Marketing and other Milestones in Rebate Agreement

As a Sales Rep, before you start the negotiation process for a rebate agreement, you can add milestones to rebate agreement. For this, you might create new milestones or use a copy of an existing milestone in your Rebate Agreement.

Milestone Incentives

A Milestone is an incentive or a disincentive for significant and predefined points in the development of an agreement. Each Milestone is an agreement requirement that is in addition to the overall compliance and completion of every parameter in the agreement. Milestones also account for the completion date and liquidated damages.

For example, you create an agreement with a specified completion date; however, there may also be an earlier date specified by which a portion of the roadway or a bridge must be open to traffic. This earlier date is a **milestone**, and specific penalties (disincentives) or rewards (incentives) will apply. An agreement may have one or more milestones.

Defining a Milestone Incentive

1. Click **All Tabs** (⊞) **> Agreements** and search for your agreement record for which you want to create a Milestone Incentive.
2. Search for **Incentives** related list and click **Add Milestone Incentive**.
3. On the Incentives information page, define values for the fields described in the following table.

Field	Description
Incentive Name	Enter a unique name for the Milestone Incentive. This name is displayed to the user at any place that references Milestone Incentive information. For example, when a user looks-up the Milestone Incentive that is applicable to a specific product, the Milestone Incentive name you provide here is displayed.
Incentive Code	Define a code for this Milestone Incentive so that users can track the different Milestone Incentives in a single agreement. This code is captured on the agreement record. By default, this value is set to Incentive Number, but you can edit this field. The marketing team can use this code for marketing campaigns. When a Milestone Incentive is not auto applied, the Auto Apply? check box is cleared, the user must use the incentive code manually to apply the Milestone Incentive.
Auto Apply?	Select from one of the following options. • **Yes** - when you want this Milestone Incentive to be applied automatically when a criteria is met. • **No** - when you want the user to manually enter an Incentive Code to apply this Milestone Incentive.
Effective Date	Enter the Start Date from which the Milestone Incentive is applicable.
Expiration Date	Enter the End Date on which the Milestone Incentive expires. You can leave this field blank but the date you enter here must be greater than the Start Date.
Incentive Group	Create a generic group of all rebates to analyse and track them. You can select an Incentive group for each rebate. You must define and activate the list of Rebate Groups separately in the Incentive Group object. You can create reports and track incentive groups that are more successful than others and drive your business strategy accordingly.
Combine with Other Incentive?	Lookup and select existing rebates with which you want to combine this new rebate.

Field	Description
Incentive Name	Enter a unique name for the Milestone Incentive. This name is displayed to the user at any place that references Milestone Incentive information. For example, when a user looks-up the Milestone Incentive that is applicable to a specific product, the Milestone Incentive name you provide here is displayed.
Active?	Select from one of the following options. • **Yes** - when this rebate is ready to be applied once you finish defining all aspects of the incentive. The **Active** flag on the rebate is set using a workflow linked to approvals similar to what you would do for any other custom object approval. For example, you can write a workflow rule to set the active status to true once the rebate is approved (if approval is setup). • **No** - when you define other aspects of the rebate before you make it available to sales executives.
Description	Describe the specifics of this Milestone Incentive to avoid duplication.

4. Click one of the following:
    a. **Save**: To save the Milestone Incentive without defining its Benefits and Deductions.
    b. **Save & Continue**: To save the Milestone Incentive information and navigate to the next section of Milestone Incentive record.

Defining the Benefits of a Milestone Incentive

1. On the left side work pane, click **Benefits**.
2. Define values for the fields described in the following table.

Benefit Type	Description
Price Only	Enables you to apply a discount, mark-up, or override the price for the product. You can specify the price by which the product will be discounted, marked up, or overridden. For example if you set the Benefit Type as Price Only, set no matrices, set the Benefit Price Type as % Discount, and Benefit Price as 50. The price of the added products after filtration will be discounted by 50%. You can also define benefit pricing tiers for specific duration.

3. Click **Save**.

For every Benefit Type, you can define a matrix. To know what a price dimension is and how to define price dimension ensure that you create Price Dimensions. A benefit matrix enables you to define the incentives based on different values you specify.

These are an advanced pricing concept used to define tiered pricing paradigms or complex pricing structures with multiple criteria. Common examples are pricing tiers for a product based on user count or particular customer or transactional dimensions.

The following table lists the scenarios for each of price matrix.

Price Matrix	Description
Discrete Value Tiers	Enables you to create a price matrix for a dimension with a discrete value. For example, for an account type silver provide a discount of 10%, for gold provide 20, and for platinum provide 30%.
Numeric Value Range Tiers	Enables you to create a price matrix for a dimension with a numeric value. For example, if the product quantity is between 0 and 10, provide a discount of 10%, between 10 and 20 provide a discount of 20% and between 20 and 30, provide a quantity of 30%. For Numeric Dimensions it is imperative that you define the value in the text field given.
Discrete & Numeric Range Tiers	Enables you to define a price matrix for a dimension with both discrete and numeric values. For example, for an account type silver, where product quantity is 10-provide a discount of 10%, for gold where product quantity is 20 provide a discount of 20%, and for platinum where product quantity is 10 provide a discount of 30%.

For every Milestone Incentive, on the Benefits Page you must,

1. Select one or more products that you want to include benefits for and promote.
2. Define the Criteria. Enter values described in the following table.

Field	Description
Type	Select Quantity. This is only type of criteria available to define the milestone benefit.
Metric	Select any available matrix of type quantity that you have already defined.
Value	Enter the value for which the benefit of the milestone becomes applicable.

3. Define the Benefit type. Enter values described in the following table.

Field	Description
Benefit Type	Select Price and Quantity. This is the only type of benefit type available to define the promotions benefit.
Benefit Price Type	Select from one of the following options. a. %Discount b. Discount Amount c. %Mark-up d. Mark-up Amount e. Price Override f. Price Factor
Benefit Price	Enter a number to define the Benefit Price Type.
Benefit Quantity	Enter a number to define the benefit your customer will get from this Promotion.

4. Click **Save**.

Sales Transaction-based Rebates

Sales transaction-based Rebates are based on data of your customer's purchase, based on factors like Periodic Volume and Revenue.

Creating a Rebate Program

With the Apttus Rebate Management app, you can now manage, execute, and analyze rebate programs using Apttus CPQ. With the Rebate Management app, you can create new rebates, get internal approvals for such rebates, and roll these rebates to their sales channels.

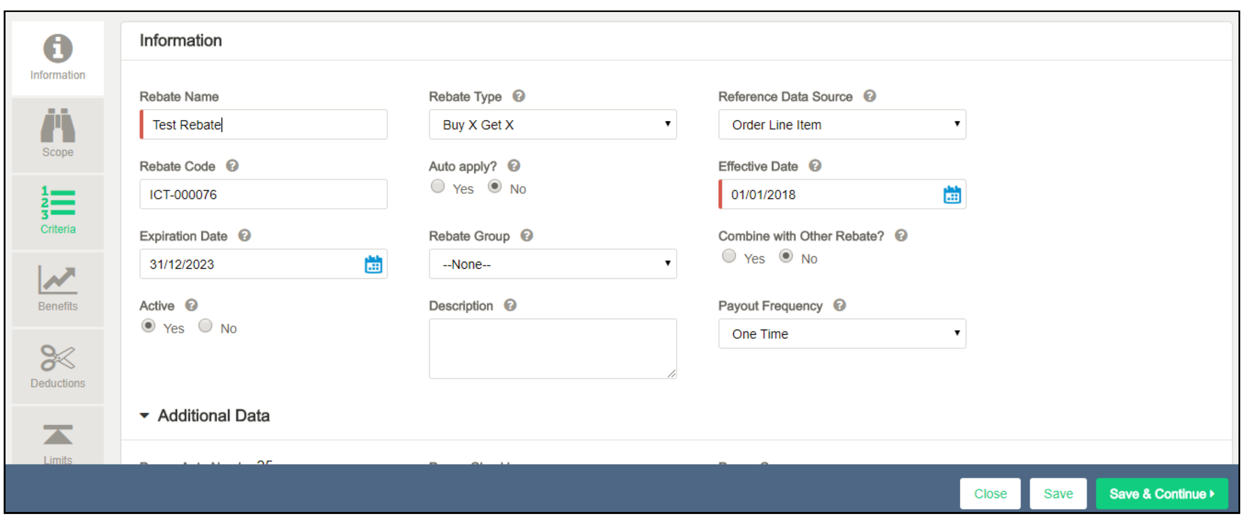
You can use the Apttus Rebate Management solution to create and manage rebates like,

- buy X get X rebates
- tiered rebates
- automatically applied rebates

To understand how rebates work, see the Rebates Workflow.

Defining a Rebate Program

1. Go to the Salesforce App Menu and select **Apttus Rebate Management**.
2. Click **Rebates** > **New**.
3. On the Incentives information page, define values for the fields described in the following table.



Field	Description
Rebate Name	Enter a unique name for the Rebate. This rebate name is displayed to the user at any place that references rebate information. For example, when a user looks-up the rebate that is applicable to a specific product, the rebate name you provide here is displayed.
Rebate Type	When you select the Incentive category as a rebate, the incentive type you can select is Buy X Get X.
Reference Data Source	Defines the object level source that is used to relate your rebate program. Choose *Order Line Item* to use rebate programs with Apttus Order Management process. Choose *External Order Summary Item* to use rebate programs with an external source for Order Management.
Rebate Code	Define a code for this rebate so that users can applying on the cart page. This code is captured on the order or proposal line items when you apply a rebate to the line item. By default, this value is set to Incentive Number, but you can edit this field. The marketing team can use this code for marketing campaigns. When a rebate is not auto-applied, the **Auto Apply?** checkbox is cleared, the user must use the incentive code manually to apply the rebate.
Auto Apply?	Select from one of the following options. • **Yes** - when you want this rebate to be applied automatically when a criterion is met. • **No** - when you want the user to manually enter an Incentive Code to apply this rebate.
Effective Date	Enter the Start Date from which the Rebate is applicable.
Expiration Date	Enter the End Date on which the rebate expires. You can leave this field blank but the date you enter here must be greater than the Start Date.
Rebate Group	Choose an existing group. Rebate groups are logical groupings, to be used as per location, account filters.
Combine with Other Rebate?	Lookup and select existing rebates with which you want to combine this new rebate.

Field	Description
Rebate Name	Enter a unique name for the Rebate. This rebate name is displayed to the user at any place that references rebate information. For example, when a user looks-up the rebate that is applicable to a specific product, the rebate name you provide here is displayed.
Rebate Type	When you select the Incentive category as a rebate, the incentive type you can select is Buy X Get X.
Include Purchases for Account Hierarchy	Select the checkbox to include purchases made by children and grandchildren of an account. If a parent account consists of children and grandchildren account, then the rebate calculation of the parent account will include the purchases made by the children and grandchildren accounts of the parent account.
Exclude Children with Active Programs	Select the checkbox to exclude purchases of children and grandchildren of an account. If a child or descendant of an account has an Active rebate agreement those purchases will not be included in rebate calculation.
Active?	Select from one of the following options. • **Yes** - when this rebate is ready to be applied once you finish defining all aspects of the incentive. The **Active** flag on the rebate can be set using a workflow linked to approvals similar to what you would do for any other custom object approval. For example, you can write a workflow rule to set the active status to true once the rebate is approved (if approval is set up). You can also set the **Active** flag manually. • **No** - when you define other aspects of the rebate before you make it available to sales executives.
Description	Describe the specifics of this Rebate Program to avoid duplication.

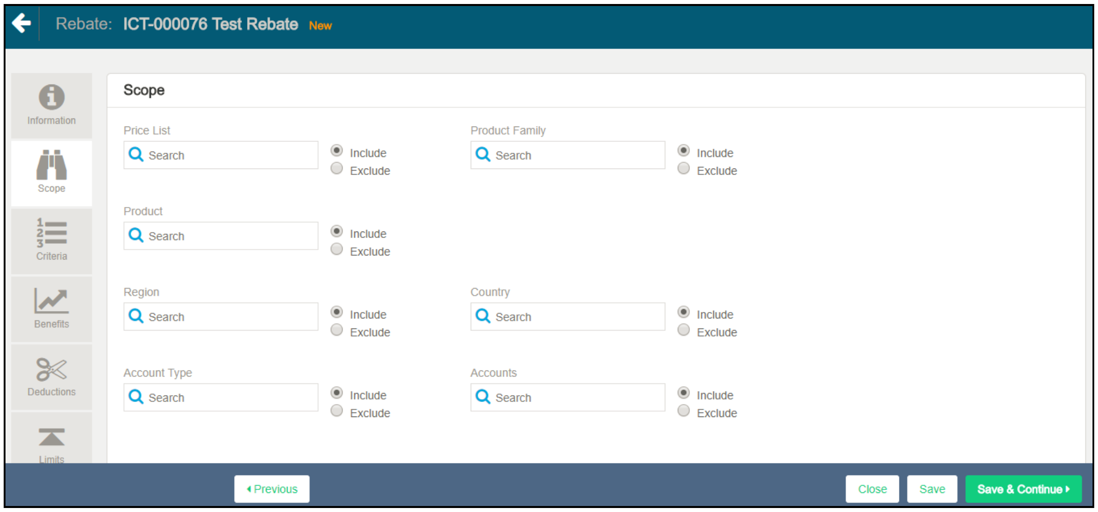
Field	Description
Rebate Name	Enter a unique name for the Rebate. This rebate name is displayed to the user at any place that references rebate information. For example, when a user looks-up the rebate that is applicable to a specific product, the rebate name you provide here is displayed.
Rebate Type	When you select the Incentive category as a rebate, the incentive type you can select is Buy X Get X.
Payout Frequency	Define the frequency applicable to this rebate. Select from the list of frequencies available. • One Time • Quarterly • Half Yearly • Yearly

4. Click **Save**.

Defining the Scope of a Rebate

1. On the left side work pane, click **Scope**.
2. Define values for the fields described in the following table.

> **Note**
>
> The default value for each field is **All**. By default, the fields you define are set to be included in the scope of the rebate. Select the **Exclude** radio button for any parameter if you want to exclude that specific object from the scope of the rebate.



Field	Description
Price List	Select the price list that you want to use for this rebate.
Product Family	Select the product family to which you want to apply this rebate.
Products	Select the specific products to which you want to apply the rebate.
Region	Select a geographical region for which you want to make this promotion available.
Country	Select countries where you want to make this promotion available.
Account Type	Select the types of accounts for which you want to make this promotion available.
Account	Select the accounts for which you want to make this promotion available.

3. Click **Save**.

Defining the Criteria for a Rebate

You must define the criteria of the rebate before you are ready to make it available to customers. If a sales representative wants to apply this rebate to a customer's purchase, the criteria you define here will determine if that purchase qualifies for the rebate.

You can define two types of criteria that are based on one of the following parameters.

- Past purchases of customers or rolled up metrics of past purchases.
- Data from the line item, header, lookup objects, and child objects of the lookup objects for a quote or an order.

You can also define additional filter criteria to determine the products for which you want to apply this rebate.

The Line Item Object and the Roll-up Data Object are the data sources for the Additional Filter Criteria.

You can also define a Data source to compare the Line Item to an Incentive Roll-up field. For example, the rebate you create can be applied to the cart where the **Line Item Total Quantity > Roll-up field Quantity**.

To define the criteria of a rebate,

1. On the left side work pane, click **Criteria**.
2. Define values for the fields described in the following table.

On the left side of the criteria page.	
Field	**Description**
Data Source	Select Line Item. This line item is the primary object to which your rebate is applied.
Field	Select one option from this list of fields and Apttus formula fields you have created for the line item that is available for the line item you selected as the data source.

On the left side of the criteria page.	
Field	**Description**
Operator	If the field you defined is a pick-list or a lookup field, you can select one of the following operators. • = • != • IN • NOT IN For any other field you defined, select one of the following operators. • < • <= • > • >= • = • !=
On the right side of the criteria page.	
Data Source	Order Line Item or External Line Item.
Field	Select one from the list of fields from the child filter object.
Value type	While the default value is constant, if the field you selected is date, you can select from one of the following options. • Offset (+) Days • Offset (-) Days • Offset (+) Months • Offset (-) Months
Value	Enter a simple constant value or select single or multiple values using search widget depending on the field type and operator you defined for the primary data source.

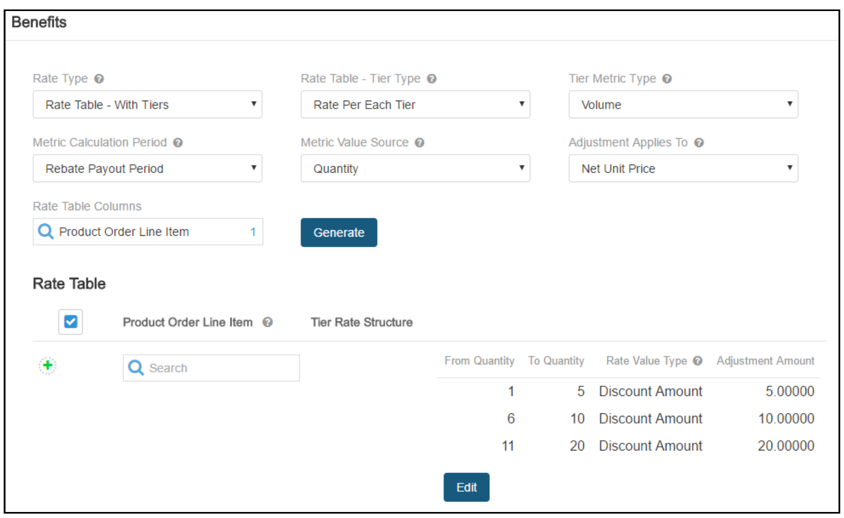
3. Click **Save**.

Defining the Benefits of the Rebate

1. On the left side work pane, click **Benefits**.
2. The **Rate Type** field controls whether the rebate program offers benefits of type lump sum, or tiered, or based on certain dimensions. For **Rate Type** field, choose any one of the values as described in the following table:

Rate Type	Description
Single Rate	Selecting this option allows you to define lump sum benefits which do not depend on transaction volume or amount. This is an ideal option when your rebate payment calculation is not dependent on the amount or quantity of the order line items.
Rate Table - No Tiers	This selection allows you to define different prices or rebate amount for different dimensions. Examples of dimensions are products, regions, account types.
Rate Table - With Tiers	Selecting this option allows you to define tiers and ramps for rebate prices. This is an ideal option when your rebate payment calculation is dependent on the amount or quantity of the order line items.

3. For **Rate Type** = *Rate Table - With Tiers*, the following fields are displayed:



<table>
<tr><th>Field</th><th>Description</th></tr>
<tr><td>Rate Table - Tier Type</td><td>The value of this field controls how the prices or rebate amount is calculated. The different values available are:

Rate per Each Tier - Price or rebate is calculated at different pricing or rebate tier levels. The price or rebate amount for each unit depends upon which tier the unit falls. This is the most common scenarios for customer price and rebate calculation. Use this option when you want to define time-based ramps or volume-based tiers.

Highest Tier Rate - Price or rebate is calculated based on the total volume or revenue. Each unit receives the same price or same rebate amount.</td></tr>
<tr><td>Tier Metric Type</td><td>The value of this field controls which metric will be used to qualify for tiers or ramps. The values available are:
<table>
<tr><th>Tier Metric Type</th><th>Description</th></tr>
<tr><td>Volume</td><td>Here, volume or quantity is used to define the ranges. Select this value if your price or rebate amount varies based on the volume ordered or invoiced but has no dependencies on the dates.</td></tr>
<tr><td>Revenue</td><td>Here, Total order amount is used to qualify for tiers. The order amount is most likely a cumulative value, for example, revenue from Q1, or revenue from last year. Select this value if your price or rebate amount varies based on the revenue amount but not on the dates.</td></tr>
<tr><td>Volume with Dates</td><td>Here, both, volume and dates are both used to define the range. Select this value if your price or rebate amount varies based on the volume ordered or invoiced as well as when they are ordered or invoiced.</td></tr>
<tr><td>Revenue with Dates</td><td>Total order amount is used to qualify for tiers. The order amount is most likely a cumulative value, for example, revenue from Q1, or revenue from last year. Select this value if your price or rebate amount varies based on the revenue ordered or invoiced as well as when they are ordered or invoiced.</td></tr>
</table>
</td></tr>
</table>

<table>
<tr><th>Field</th><th>Description</th></tr>
<tr><td>Metric Calculation Period</td><td>The value of this field defines the period for which the rebate amount is calculated.
<table>
<tr><th>Metric Calculation Period</th><th>Description</th></tr>
<tr><td>No Rollup</td><td>The total volume or total revenue contributed to the payout calculation come from individual transactions only.</td></tr>
<tr><td>Custom Rollup</td><td>This value allows the user to select a predefined rollup record. Once a predefined rollup record is selected, upon saving the incentive, the system will not generate a rollup record, related child filter, and price dimension.</td></tr>
<tr><td>Rebate Payout Period</td><td>The rebate calculation engine will aggregate volume or revenue based on the calculation period and use the aggregated result to qualify for tiers.

Select this value if you expect the total volume or total revenue should be aggregated on the basis of the payout frequency. For example, if the payout is made monthly and you would like to use monthly total order quantities or order revenue to determine the tier, you should select this value.</td></tr>
<tr><td>Monthly</td><td>The rebate calculation engine will aggregate volume or rebate on a monthly basis and use the aggregated result to qualify for tiers.

Select this value if you expect the total volume or total revenue should be aggregated on a monthly basis only.</td></tr>
<tr><td>Quarterly</td><td>The rebate calculation engine will aggregate volume or rebate on a quarterly basis and use the aggregated result to qualify for tiers. Select this value if you expect the total volume or total revenue should be aggregated on a quarterly basis only.</td></tr>
<tr><td>Half Yearly</td><td>The rebate calculation engine will aggregate volume or revenue on a semi-annual basis and use the aggregated result to qualify for tiers.

Select this value if you expect the total volume or total revenue should be aggregated on a semi-annual basis only.</td></tr>
<tr><td>Yearly</td><td>The rebate calculation engine will aggregate volume or revenue on an annual basis and use the aggregated result to qualify for tiers.
Select this value if you expect the total volume or total revenue should be aggregated on an annual basis only.</td></tr>
</table></td></tr>
</table>

<table>
<tr><th>Field</th><th>Description</th></tr>
<tr><td>Metric Value Source</td><td>The value of this field determines the source based on which the volume or revenue is calculated. The calculated volume or revenue amount is used to determine the tier. The available values are:
<table>
<tr><th>Metric Value Source</th><th>Description</th></tr>
<tr><td>Invoice Amount</td><td>Select this value if the Tier Metric Type is Revenue. Once you select this option, in the Rate Table Structure, you will see the from column changes to From Invoice Amount and to column change to To Amount.</td></tr>
<tr><td>Quantity</td><td>Select this value if the Tier Metric Type is Volume. Once you select this option, in the Rate Table Structure, you will see the from column changes to From Quantity and to column change to To Quantity.</td></tr>
</table></td></tr>
<tr><td>Rate Table Columns</td><td>This field is used to define the conditions to be used with the Rate Table. These columns are essentially Price Dimensions of which the Context Type matches the Incentive Context Type. You can add up to three columns in the Rate Table. For example, Account, Region, and Product.</td></tr>
</table>

The Rate Table is used to store the ramps and tier definitions. This table uses the columns that you choose in Rate Table Columns. When you click **Generate**, the system creates an empty tier table with the columns defined from **Metric Value Source**. Click **Edit** and enter the **Rate Value Type** and **Adjustments**.

Note

The Rate is displayed for **Rate Type** = *Rate Table - With Tiers* and *Rate Table - No Tiers.*

4. The value in the **Adjustment Applies To** field controls the price point at which the adjustments are applied. The available choices are *Net Unit Price, Base Price, List Price, Base Extended Price, and Extended Price*.
5. **The Unit of Measure** field enables you to define the Unit of Measure for the rebate calculation on the order. For information about a use case to define a unit of measure for a rebate, refer to Use Case: Defining a Unit of Measure for a Rebate.
6. Click **Save & Continue** to move to the next section.
   \- Or -
   Click **Save** to save the changes and remain on the same page.

Use Case: Defining a Unit of Measure for a Rebate

You can define a Unit of Measure (UoM) for a rebate. The rebate is calculated for the period for which it is configured. The application converts the UoM for the order based on the primary unit of measure that is defined in rebates and then calculates the benefit. The UoM defined in the Rebate takes precedence over the UoM defined for the product in the Order and the pricing is calculated accordingly.

> ⚠ This use case describes how to configure UoM. You might use this functionality differently depending on your business case.

This use case describes how to configure UoM of KG for a rebate. For example, if a company has agreed to a rebate pay-out of €1.00 for each Kg of coffee purchased by the customer. Coffee is available in packages of 500 gram, 1KG and 5KG. The company will create a rebate in the primary UOM of Kg for coffee and orders can come for a 5KG packet or 1KG packet and the application will accurately calculate rebates for these orders. In case of 5kg packets, the rebate engine recognizes that 5KG packet is 5 x 1KG and calculate the rebate accordingly.

Before you Begin

Perform the following configuration on CPQ. For more information, refer to UoM section of the *CPQ on Salesforce Administrator Guide*.

- Add UoMs on CPQ.
- Define UoM conversions.

> ⚠ If the CPQ administrator has already defined a UoM for a product, and the administrator defines UoM for a rebate, the UoM for the rebate takes precedence.

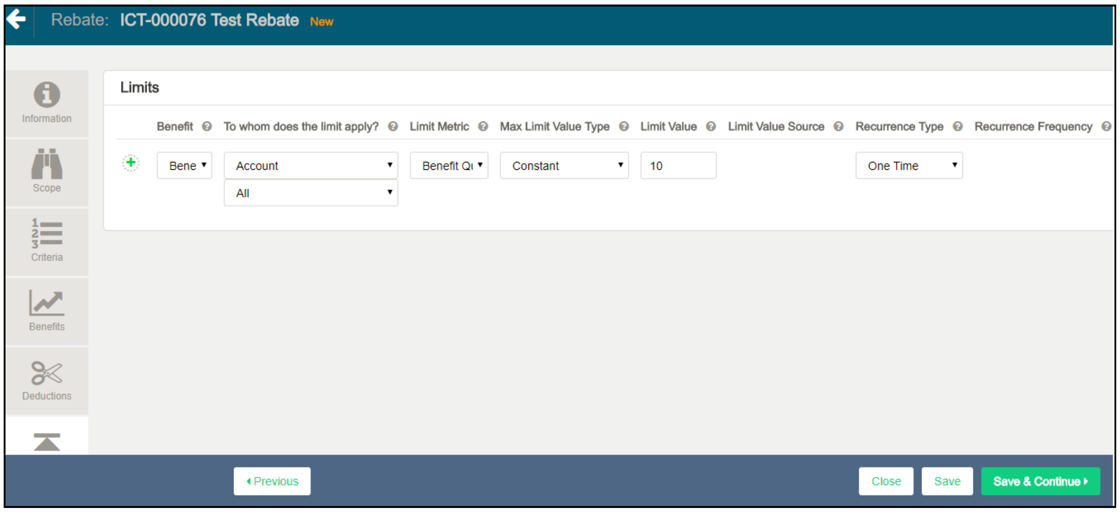
Adding a UoM for a Rebate

Perform the following steps to add a UoM for an existing Rebate or new Rebate:

1. Go to the Salesforce App Menu and select **Apttus Rebate Management**.
2. Click **Rebates** > **New**. or select an existing rebate.
3. On the Incentives information page, define values for the fields described in the following topic: Defining a Rebate Program.
4. Select the Benefits tab and add details including the **Unit of Measure** field as described in Defining the Benefits of the Rebate.
5. Click **Save.**

Defining the Limits of a Rebate

1. On the left work pane, click **Limits**.
2. Click **Add** to add a new limit and **Delete** to delete a limit.
3. Enter values for the fields described in the following table.



Field Name	Description
To Whom Does the Limit Apply?	Enables you to specify the object on which the limit is applied. The objects on which limit is applicable on are *Account*, *User*, and *Contact*.
Limit Metric	Specifies what will be the parameter on which the limit is applicable. *Benefit Quantity*: Specifies that the discount would be applied on a fixed quantity.
Max Limit Value Type	Specifies whether a limit would be a constant value or derived from some formula field.
Limit Value	Specifies the value of the Limit Metric. For example, if you specify the limit value as 10 and the limit metric as Benefit Quantity, the user can use the same promo code when the Quantity of the product is 10.
Recurrence Type	Specifies whether the limit applied is one-time or on a recurring basis.

Field Name	Description
Recurrence Frequency	Specifies the frequency at which the applied incentives are limited. Available frequencies are *Monthly*, *Quarterly*, *Half Yearly*, *Yearly*, *Order*.

4. Click **Save**.

After defining rebates, ensure that you run **Criteria Maintenance > Update Pricing Fields.**

Calculate and Manage Rebate Payments

Once the rebate agreement is finalized and activated with your customer, as a Rebate Administrator, you must perform the following functions:

1. Generate Payment Schedule
2. Review Rebate Claims and Proof of Performance
3. Calculate Estimated Payouts during the Rebate Payout Period
4. Generate and Adjust Actual Payout at end of Rebate Payout Period
5. Settle Payments

The Incentive Payout Schedule provides summary payout information for each agreement for each period for a given incentive. For every rebate payout calculation to process, you must execute a batch job in Salesforce. The batch job can be run as needed or can be scheduled at a fixed frequency. You can generate one or multiple payout schedules for each batch job. Refer to **Scheduling Batch Job for Payout calculation** section in the admin guide for details.

Calculations on a Rebate Agreement

Apart from the mandatory fields on a rebate agreement that you must use to create the rebate agreement, the following fields on the rebate agreement enable you to perform rebate calculations.

- **Rebate Calc** – Click this button to generate or re-generate benefits for payment schedules on an ad-hoc basis. Batch jobs can still be created and scheduled
- **Close Rebate Period** – Click this button to close the rebate period related to the rebate agreement program. A batch job can also be created to close multiple program periods through a supported API.

Agreement Payout Frequency

The following fields in the rebate agreement is used to capture the calculation window. You must populate these fields in order to define agreement payout when calculation occurs. It is used it to establish the calculation window. Payout Frequency in the Rebate Program is used to separate calculation from the actual payment determined by customers independently.

Fields that are added to the Agreement to capture the current calculation window are as follows:

- **Incentive Period Start Date** – The date on which the incentive period must begin.
- **Incentive Period End Date** – The date on which the incentive period must begin.
- **Period Status** – You can enter the following values for the period status:
    - Blank (initially)
    - Open – Period status is set to Open when the Rebate Agreement is activated and the payment schedules are generated
    - Closed – Manually set the status to Closed or use the existing API to close the period

> ⚠ When Incentive Payout Schedules are generated the first time we create it for the entire agreement period, we also set the initial calculation window and set the period status to Open. This functionally only applies to new Rebate Agreements – not existing agreements. For more information about batch jobs, refer to *Rebate Management on Salesforce Administrator Guide*.

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