

Identify the Best Fit for Your Business

	STARTER	MID-MARKET	ENTERPRISE
zBudget™ Features			
Finance Asset Archive			✓
Custom BI Dashboard			✓
Granular Cost Transparency	✓	✓	✓
Program Calendarization	✓	✓	✓
Expense Differential Reporting	✓	✓	✓
Program Cost Planning	✓	✓	Custom workflow
Cost Approvals Management	✓	✓	Custom approval process
Performance Reporting	✓	✓	Custom KPI reporting
Cost Actuals Integration	Live entry	Weekly import	Automated custom feeds
Top-Down Budget Building	10 brands	20 brands	Unlimited
Goal-Based Funding Allocation	10 goals	25 goals	Unlimited
Real-Time Budget Tracking	5 budgets	20 budgets	Unlimited
Customer Activity Analytics	Unlimited grocery customers; up to 50 non-grocery	Unlimited grocery customers; up to 75 non-grocery	Unlimited

	STARTER	MID-MARKET	ENTERPRISE
zBudget™ Setup Specs			
Enterprise-Wide Systems Integration			✓
Historical Budget Data Import	✓	✓	✓
Role-Specific Access Rights	3 user roles	5 user roles	Custom
User Licenses	20 user max	40 user max	Unlimited
Technical Support	Up to 5 hrs	Up to 15 hrs	Lifecycle support with continuous upgrades

The Tools You Need. The Customization You Want.

A cloud-based application built exclusively for shopper marketing, zBudget™ comes standardized with the fundamental tools shopper marketers need to zero-base their budget, while at the same time offering enterprise-specific customization to meet more complex workflow, capacity and analytics demands. Leverage a consultancy to define your ZBB strategy, but come to Cierant to put your method into real-world practice!

Defining Capabilities. Defining Growth.

Retire your spreadsheets and actualize the value of ZBB with the only shopper-specific application that:

- Supports the different roles and requirements of your internal teams and outside partners
- Integrates a vast span of internal and external data feeds to provide a holistic data view
- Unites an end-to-end program planning workflow with real-time budget data intelligence
- Transforms complex financial data into visually dynamic charts that deliver rapid insights
- Drives performance by integrating goal attribution into the resource allocation process

Redirect Your Budget for Growth.

Experience zero-based shopper marketing made simple.

Call **203-731-3555** or visit **www.cierant/cierant-zbudget** to schedule a demo.