

Boardwalk

Re-Imagined Deduction Settlement

What Drives A Natural-Specialty Company OVER THE EDGE?

One Area Is Definitely Distributor Deductions

Managing deductions/chargebacks from KeHE & UNFI can be a monstrous task. Sorting through tons of uncoordinated backup in a timely fashion is almost impossible. Then, even if you COULD do it, matching it to trade promotions or other non-trade charges is yet another ordeal.

Many natural-specialty manufacturers simply write it all off to a general trade line & 'eat' the cost of all these charges; many are unauthorized & CAN BE REPAYED!

Well, There's Great News!

Adesso's industry leading trade promotion effectiveness solution has added new functionality to address this – we call it Boardwalk; just because it's a fun name!

Boardwalk takes all of these challenges & let's you address them in a day; yes, **think of Boardwalk as magic!**



"Technology is the cornerstone at Adesso, and we continue to enhance our solutions based on feedback from our client community."

We developed Boardwalk based on client and not-yet client suggestions, and is a key offering that will impact efficiency and business process among our client community."

Rich Jones,
EVP of Technology



Learn More

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How It Works

You Probably Want to Know a Bit More **Before You Sign Up!**

It's not really magic, just a combination of technology & AI. Not something you need to worry about. For you, it is an incredibly simple 5-step process:

Attach the KeHE / UNFI backup (all 80 or so pages!) to Flamingo before you go home.

Relax at home overnight, knowing we are taking care of this.

Come in the next morning to a fully populated series of deductions, pre-matched to promotions! Approve the trade related ones; (typically 80% or so).

Determine what to do with the non-trade related charges:
- approve to a fund,
- or go get your \$ back!

Go relax some more; trade is under control!

Benefits & Next Steps

What Changes for an **Adesso Client-Partner?**

Well, a few things:

- You will relax; and the stress of all this nonsense goes away.
- You will understand wherever \$ are spent on trade & your deductions – in a few months.
- You will get money back on repays & double-dipped promotions (ask for our *Once Upon A Farm* case study).

What's Next?

Contact us today!

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