

8 Ways We Help Our Clients Relax

What's More Important... Detailed Client Results, or 'Just a Demo'?

1

An **Affordable** Solution For Any Company Size

Adesso's Flamingo TPM System and supporting services are priced based on your company size, not by user license. It is specifically suitable for the natural-specialty industry, and grows with you as your business grows.

"You're never too small for a system. We invested in a system concurrent with securing retail distribution, which enabled us to plan and grow with the right systems in place to support the business growth. Additional, Adesso enabled a smooth transition from QuickBooks to our new ERP system."

Denise Adamich, Corporate Controller



"Adesso's systems and services fit our objectives, and has removed the guessing and frustration we experienced when using spreadsheets for our trade promotion planning and management. They provide accountability, and enable us to understand the success of our promotions through visibility on a day-to-day basis, as well as their Smart Dashboards reporting and analysis tool."

Tom Huls, Chief Sales Officer



2

Replace the **Spreadsheets** With a Complete Solution for Trade

Bring all things trade into one easy-to-use system, including promotion planning, attaching contracts and other backup, reconciliation, reporting and analysis. Complete visibility for you and your team into what you're spending, while reducing error-prone re-keying of information.

"Our brokers enter deals, clear our deductions, do our repays, the check requests - - they do it all and we have no deductions over 90 days. My brokers tell me that Adesso is the most user-friendly system they have in their office. We have brokers recommend Adesso to other clients that they have."

Karen Prophet, Promotions & Trade Spend Manager



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Easy to Use & Loved by Internal & Broker Users

Your internal and broker teams will love how easy it is to use, as well as having initial training and ongoing learning opportunities through webinars and other media.

"We initially thought this would take longer, but I can tell you with confidence, it's much easier to set up than thought. I never thought we'd be live in less than 3 months. The benefits truly outweigh the concerns, and I would recommend to any company to proceed forward with great aggressiveness."

Jack Connelly, Director of Retail Sales



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Quick Time to Value Through Quick & Easy Setup Process

You can be up and running quickly – you can be planning in the system in 4-8 weeks! Limited or no IT expertise needed – we provide you with a structured plan, so you see benefits right away!

5

Your Business Partner Not a Software Vendor

The Adesso Solutions are our client-partner's solutions. Regular upgrades are guided by client input and best business practices, and we even provide you with fun opportunities to network and collaborate with industry peers!

"I can honestly say that I have never worked with another software company, which was so attentive to feedback from their clients. When they say the software isn't theirs, it is their customers', they actually mean it. Actions speak louder than words and I have seen them modify, revamp, and refine their products to meet the needs of their customers and on a timely basis. Thank you for being a business partner instead of just a software vendor. The difference is tremendous."

Jenny Kehr, CPA



"The Annual Planner dramatically improves efficiency, saves time, and reduces errors for trade planning. Our field sales team analyzes current and past promotions, develops various plan scenarios, and then creates promotional plans for the year. From there, we simply finalize to bring the plans for all customers into Flamingo. This process also makes reconciliation much more effective and efficient because all trade plans are in one system with the retailer contracts. It's extremely easy to match against deductions."

Diana Lester, Accounting Specialist



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Improve Efficiency & Accuracy With an Annual Planner

Wouldn't you love to have a planner that enables you to evaluate and copy past promotions, provides key metrics for scenario planning, create the entire plan, including volume; then simply finalize your final into a system that is connected with your financial system, reconciliation, as well as reporting and analysis? It doesn't get much easier than that!

7

Focus on **Business Growth** *With Everything Trade in One System*

Trade spending is much more than ‘a necessary evil’. Once you have full visibility into what your spending at every customer at any given time leads to better analysis of which promotions work best for your business. Leverage these insights for trade planning that leads to strategic business growth.

“We are focused on growth, and having a system in place enables our brokers to input deals, attach contracts and match all deductions. This significantly reduces time needed internally. Additionally, we now have powerful reporting at our fingertips, which was time-consuming, cumbersome, and manual when we used spreadsheets.”

Paul Ryzanych, National Director of Sales & Marketing



“The setup and kickoff training got us up to speed quickly, with the Adesso team being deeply involved throughout the process. Their ongoing AdessoU training program is also a valuable resource for our internal and broker team. Additionally, we are finding the Outsourced System Administration service very effective; having their experts to help our team minimize administration duties, which allows us to focus on running our business. Adesso’s team is always prompt with their responses to questions and willing to help.”

Steve Boyle, FP&A Analyst



8

Get **Set Up & Planning Quickly**, Reduce **Admin Time & Ensure Optimal Usage** *With System Effectiveness Services*

With a quick, structured setup process, and unique outsourced administration services, you will have quick time to value, and can focus on running your business. We train your entire team initially and ongoing, and help you identify opportunities for improvements through usage and performance diagnostics.

[Contact us](#) to learn more, and to speak with some of our current clients about their experiences.

