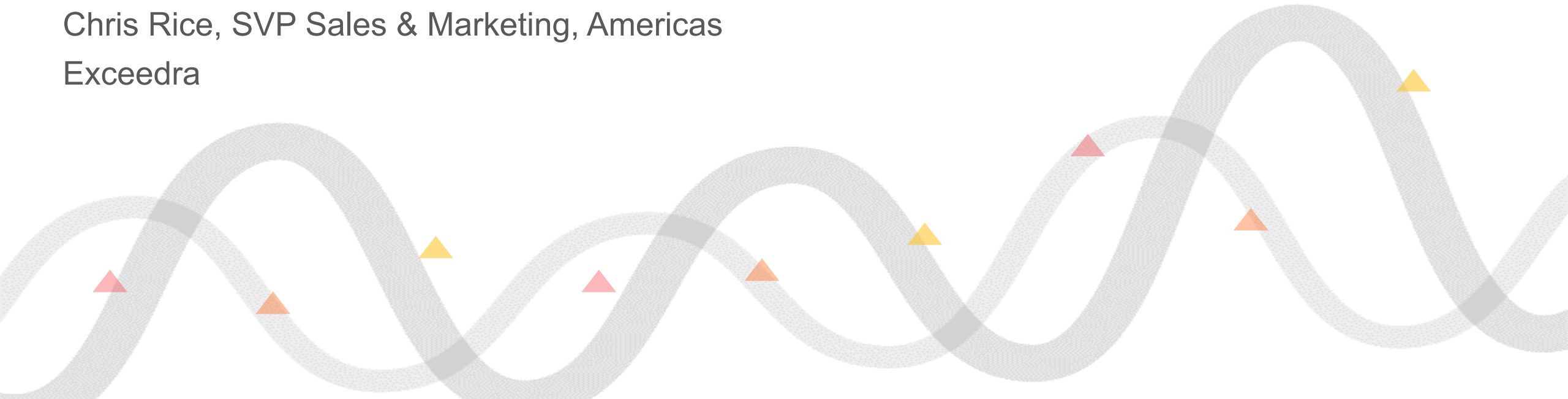


The Integrated Landscape – Agency Solutions Bring Together Trading Partners

Sandy Yob, Vice President Order to Cash
Advantage Solutions

Chris Rice, SVP Sales & Marketing, Americas
Exceedra



Today's Presenters



CHRIS RICE

SVP Sales & Marketing,
Americas, Exceedra

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- 30+ yr CPG industry veteran
- Career focused on integrated trade planning and analytics – TPM, TPO, PEA, IBP & Shopper Insights
- Broad base of experience consulting with 100+ CPG companies
- Worked at IBM DemandTec, IRI, CAS, and The Quaker Oats Company



SANDY YOB

VP Order to Cash
Advantage Solutions

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Sandy Yob is the Vice President of BPO services and has worked in the CPG industry for over 30 years holding multiple positions at Advantage Solutions. She has worked with many top CPG companies at improving their order to cash processes as well as Promotional systems that help track and manage promotional spend and optimization.

Sales Agency Management is a comprehensive solution that ensures success in the rapidly changing sales agency environment.

OVERVIEW

Exceedra Sales Agency Management is a flexible, scalable sales management solution for small, mid-sized and national retail and foodservice sales agency organizations. It offers robust functionality covering all aspects of sales, pricing, promotions, invoicing, commission, inventory and reporting.

+ Maintenance 

+ Order Entry/Reconciliation 

+ Promotions 

IMPROVED BUSINESS PROCESS OUTCOMES

Provides sales agencies with a powerful integrated TPM solution that improves the business process and outcomes by enabling:

+ Financial 

+ Miscellaneous 

+ Accounting Menu 

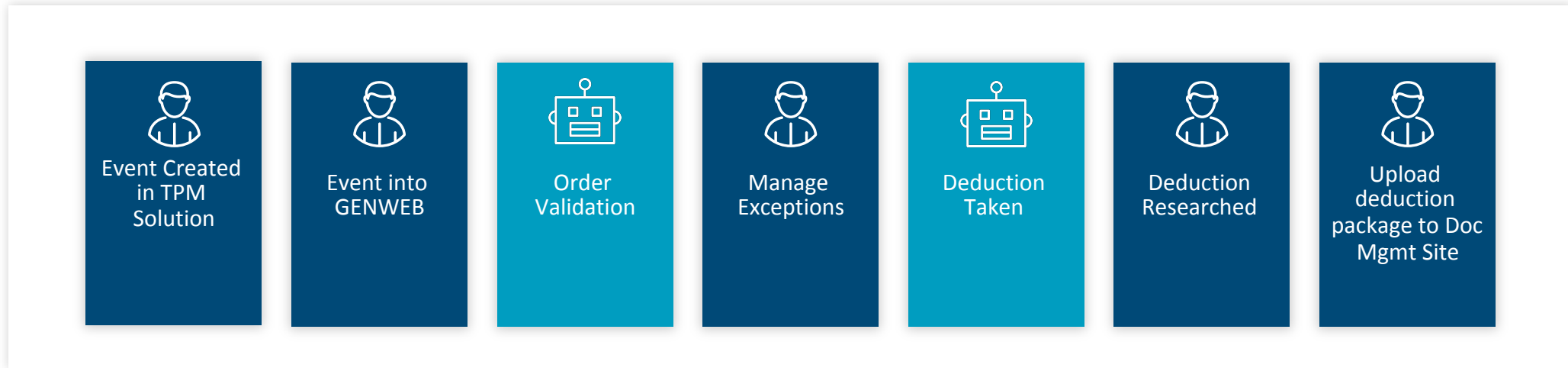
Business Process Outsourcing

- The goal is streamlined process across Manufacturer, Agency, and the Retailer / Distributor landscape
- This starts with an integrated process such as the Order to Cash represented here
- Builds with the integration of solutions
- And the addition of AI Bots to automate repeatable processes

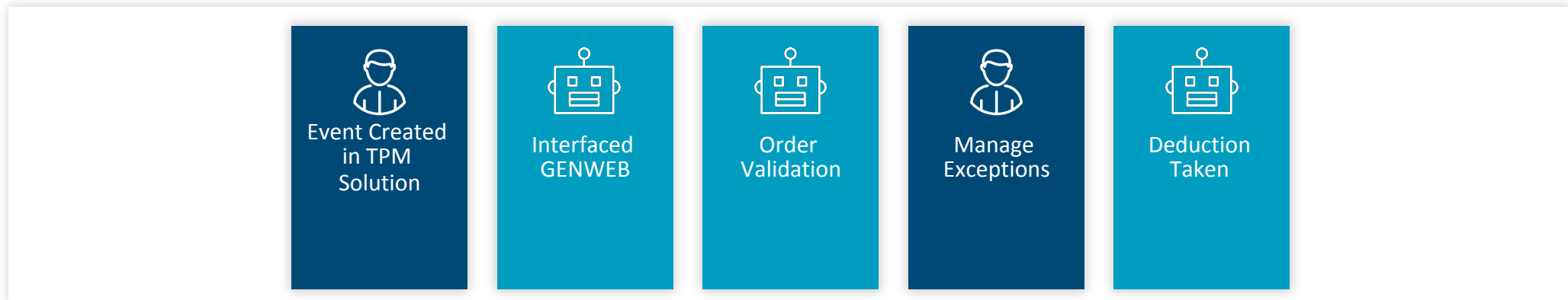


TRADE MANAGEMENT PROCESS

MANUAL PROCESS

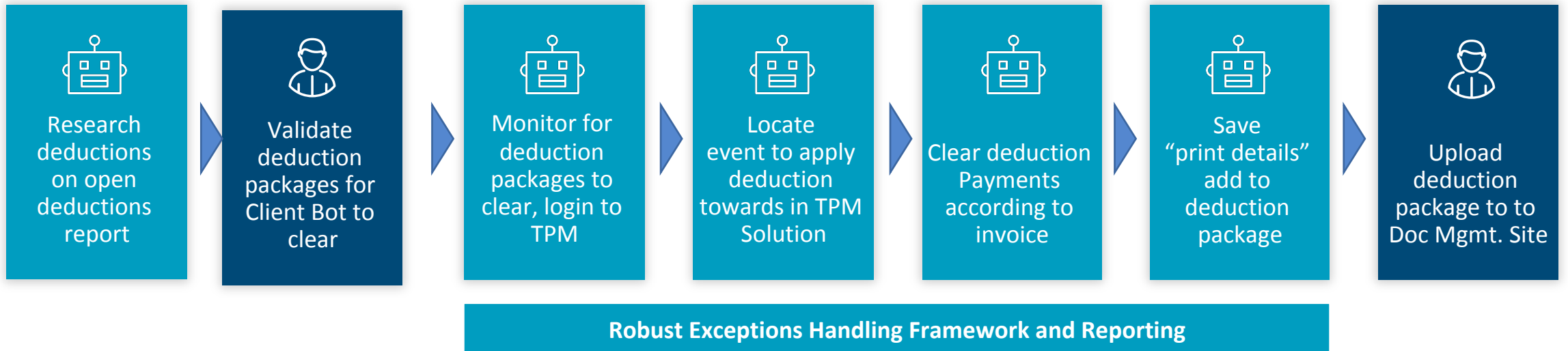


INTEGRATED PROCESS



DEDUCTION AUTOMATION PROCESS

PROCESS FLOW



BOT DOES THE HEAVY LIFTING, ADVANTAGE MANAGE EXCEPTIONS

- Improved KPIs / metrics
- Increased capacity and scalability
- Stronger internal control and Auditing
- Faster speed and 24/7 operations
- Added QA/QC process eliminates risk of human error
- Improved worker experience by reducing repetitive, manual tasks

Benefits Summary

- Increases Efficiency
- Increases Financial Accuracy
- Error reduction
- Cost Savings
- Best Practice Process Coverage

Benefits

Increase Efficiency

Reduce current manual processes

- Increase EDI activity
- Spin reports
- Invoicing
- Data Updates

Improve Visibility

- Real Time Reports
- Scheduled Reports
- Daily Sales
- 12 month/13 week
- 2 period comparison
- New Item Placement

Financial Accuracy

Robust Commission tracking system

- Easily accommodates multi market prices and commission rates
- Reporting tools quickly outline projected and received revenue
- Data can be exported to your internal accounting system
- Various tracking reports such as Unpaid, Aging and Actual vs. Estimated
- MDF, Deduction and Billback tracking with ease through automation if desired

Cost Savings

Hosted solution

- 24/7 access to your database
- LOW capital costs
- Disaster Recovery

EDI Ready

- Lower kilo character and EDI mailbox fees
- AFS aggressively seeks all EDI partners and releases

Support Best Practices

Tech Support

- Industry experienced staff

Training

- Online and onsite training available
- Detailed documentation provided

Development

- Committed to adding more functionality and keeping up with latest advances in technology

Thank You!



Q & A

