



SOLUTIONS

## Agriculture Companies Increase Their Bottom Line with FTG

Focus Technology Group (FTG) brings extensive experience and deep expertise from the Animal Health industry to Agriculture, and is uniquely qualified to serve this marketplace with its integrated data and Program Management applications. Through its breadth of solutions and in-depth knowledge of the agriculture industry, FTG delivers customized data-driven solutions, including ChannelLink – a B2B communication and marketing automation platform that provides an integrated system for creating, monitoring and managing programs more efficiently and effectively – helping drive costs out of the supply chain.

### Features

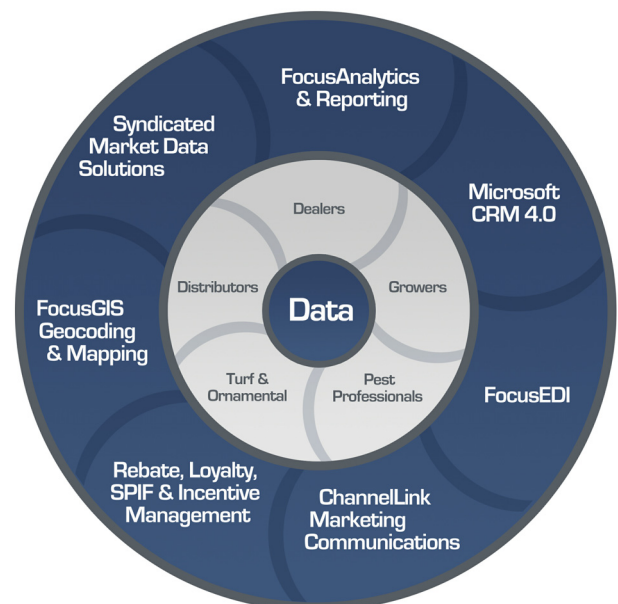
- Superior program management services for the Agriculture industry, from program setup and data management to communications, fulfillment, reporting and analytics
- Tightly integrated solutions for supply chain data collection and aggregation, marketing and sales force automation, analytics, reporting, engaging your supply chain, rebate and incentive management (SPIFs), and customer loyalty
- Distributor and/or grower level data can be pre-populated in FTG solutions, allowing Agriculture companies to analyze this wealth of EDI/POS data for actionable business intelligence
- Flexible, scalable and reliable – what you need, when you need it; no program too complex or too nuanced

### Benefits

- As customer service fanatics, FTG's staff is innovative, experienced and dedicated to forming a long-term partnership for your success
- Monitor and manage marketing programs and sales processes more efficiently and effectively - driving costs out of the supply chain and increasing sales opportunities
- FTG combines executive level sales and marketing experience with technology, data, Agriculture industry knowledge, services, and support to tackle your unique challenges head-on and exceed expectations, on time and on budget

FTG knows the challenges of the agriculture industry, and delivers a full range of practical solutions that apply technology to solve real business problems. By putting our relationships with manufacturers and distributors to work for the benefit of the industry at large, FTG facilitates new levels of EDI/POS data sharing, communication and marketing automation. FTG provides value to the entire supply chain, and has been endorsed by the industry and distributor organizations like the AVDA.

Combining data services with a full suite of program management and business intelligence solutions, FTG helps agriculture companies make better business decisions and achieve improved results.



## FTG Agriculture Solutions Include...

### FocusEDI

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Connect the dots with FTG's rich sales tracing data that tracks every step of the previously segmented supply chain, from end-to-end. Integrated with agriculture distributors, FocusEDI has streamlined the process for distributors to share POS data with their vendors. FTG can process sales data in the formats that work best for your distributors and growers, whether flat file or true EDI - no standards, just clean accurate data.

### ChannelLink

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ChannelLink, FTG's proprietary data-driven B2B communication and marketing platform, delivers glass pipeline transparency and well-defined workflow processes, allowing you to easily setup, manage and execute your marketing programs – step by step – from beginning to end. From program development and ongoing EDI/POS data management to communications, fulfillment, reporting and analytics, you can now better engage your supply chain and track your results in one turnkey platform.

A cloud-based portal for communications with manufacturers, distributors and distributor sales representatives, ChannelLink can use each individual's preferred contact methods – be it email, text message or online login – and track all of the individual interactions, activities and user patterns. Through one central program, customized for your business, you can manage and deliver all elements of your marketing programs – including online training, surveys, sales and marketing collateral, time-sensitive alerts, company-branded customer portals, fulfillment, rebate and SPIF management – with new levels of efficiency and effectiveness.

### FocusAnalytics

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Based on the award-winning Microstrategy software, FocusAnalytics delivers user-friendly access to cloud-based business intelligence and reporting for the agriculture industry. With its operational reporting, data mining functions, dashboards and dynamic web access to

data, FocusAnalytics can combine product, region and territory schemes, as well as distributor customer and representative mapping, with sales tracing data – creating a data warehouse that can answer virtually any manufacturer question on the movement of their products in the supply chain.

### FocusCRM

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Combining the popular Microsoft Dynamics CRM program with its proprietary data integration engine, FocusCRM paints a complete picture of your customers. From sales force management to marketing automation, FocusCRM completes the circuit by aligning your sales team tactics with your marketing strategy. In addition to full-featured CRM functions, each customer has 24 months of sales history attached to their record, offering agriculture companies immediate access and easy analysis to manage sales and marketing activities with their customers – distributors, dealers, growers, etc.

### Market Data

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FTG has tremendous experience in providing syndicated market data exchange platforms. Our market data exchange platform can be configured based upon the varying needs and privacy rules for each solution and industry. FTG serves as the governing body providing the data processing, privacy rules management, delivery/access portal, ongoing maintenance and enhancements. Our market data solutions are designed to provide stakeholders the information they need to understand industry trends and measure their position.

### Custom Applications

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Innovative and service-oriented, FTG continues to pioneer new solutions to meet the evolving needs of the agriculture industry and our individual clients. FTG approaches its clients' unique challenges with flexibility, creativity, and deep industry knowledge and expertise. If you have a specific need, contact us to see what we can do for you.



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