



## Animal Health Companies Increase the Bottom Line with FTG

Focus Technology Group (FTG) brings extensive experience and deep expertise to the animal health and pet industries, and is uniquely qualified to serve this marketplace with its integrated business intelligence applications. Through its breadth of solutions and in-depth animal health knowledge, FTG offers practical solutions for acquiring, managing and incorporating sales and marketing data for business insights at both a strategic and operational level.

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### Features

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- Endorsed by the Association of American Veterinary Distributors (AVDA)
- Tightly integrated solutions for supply chain data, marketing and sales force automation, analytics, reporting, supply chain activation, customer loyalty, and incentive management (SPIFs)
- Animal health industry data can be pre-populated in FTG solutions, so you can analyze this wealth of information right away for business intelligence and actionable insights
- Flexible, scalable and reliable – what you need, when you need it

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### Benefits

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- Customer service fanatics, FTG's staff is innovative, experienced and dedicated to forming a long-term partnership for your success
- FTG combines technology, data, services, and support to tackle your unique challenges head-on and exceed expectations, on time and on budget

FTG knows well the challenges of the animal health industry, and delivers a full range of solutions that apply technology to real, practical business applications. By putting its unparalleled relationships with animal health manufacturers and distributors to work for the benefit of the industry at large, FTG facilitates new levels of data sharing and integration. Combining this data with its full suite of business intelligence solutions, FTG helps animal health companies make better business decisions and achieve improved results.

All FTG applications for the animal health industry are tightly integrated and designed to operate seamlessly for real-time, simplified, and collaborative insights – from decision to execution. They include:

#### FocusEDI

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 more than 100 animal health distributors, FocusEDI has streamlined the process for distributors to share data with their vendors. FTG can process sales data in whatever format works best for your distributors and other customers and makes the process work, whether flat file or true EDI - no standards, just clean accurate data. FTG's proprietary data management applications aggregate and map your transactions into the following data schemes:

- customer mapping (veterinarian, dealer, producer)
- distributor sales person mapping
- product category schemes
- sales territory schemes

#### FocusAnalytics

Based on the award-winning Microstrategy software, FocusAnalytics delivers user-friendly access to cloud-based business intelligence and reporting for the animal health 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

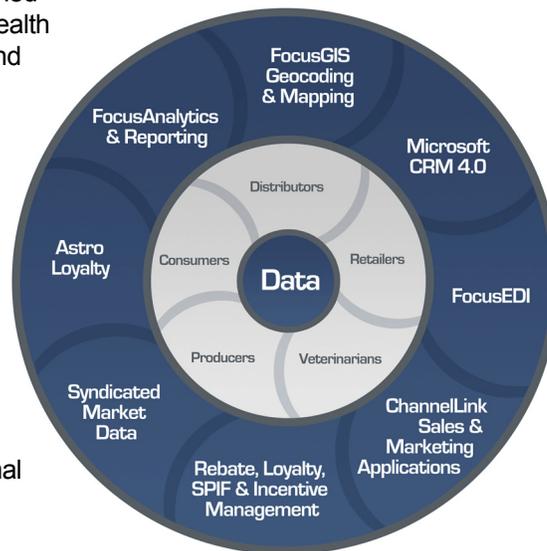
Combining the popular Microsoft Dynamics CRM program with its proprietary data integration engine, FocusCRM paints a complete picture of your customers. From sales force automation to marketing automation, FocusCRM completes the circuit by aligning your sales team tactics with your marketing strategy.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

## ChannelLink

ChannelLink is a breakthrough, cloud-based portal that enables an integrated communications strategy to improve sales and marketing initiatives among animal health trading partners and customers. Through one central program, you can manage and deliver your online training, surveys, sales and marketing collateral, fulfillment, and SPIF management, while gaining unprecedented data-driven program management and automation. Eliminating the need for inefficient and outdated email exchanges, ChannelLink also delivers statistics for each distributor sales representative (including sales dollars, activity and results, and incentive levels for specific programs) for better compliance. Activate your supply chain and track your results in one turnkey platform.

## BeaconMR

Provided via a partnership between FTG and GfK Kynetec, BeaconMR combines the strengths of traditional survey-based research with transactional sales data for more accurate and timely market intelligence and insights. BeaconMR provides market share and trend information on a product category basis, updated monthly.



## Program and Incentive Management: Rebates, Spifs, Rewards

Whether it's a customer facing portal, rebate management, distributor Spif management, or point based, FTG has the experience and tools to execute your programs. Our customer portals are designed to 'webify' the process from registration to fulfillment – and everything in

between. Branded to your company and connected to your data, FTG's customer portals create brand equity and loyalty with your customers. FTG can fulfill paper checks, ACH payments, giftcards and premium items.

## AstroLoyalty (coming soon)

AstroLoyalty provides a turnkey customer loyalty rewards program for the animal health industry. Loyalty cards are delivered at the veterinarian level to increase customer retention and impact end user purchases based on manufacturers' promotions.

## Custom Applications

Innovative and service-oriented, FTG continues to pioneer new solutions to meet the evolving needs of the animal health 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.



## CONTACT US

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