



Pet Products Companies Increase Their Bottom Line with FTG

Focus Technology Group (FTG) brings extensive experience and deep expertise from the Animal Health industry to Pet, 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 Pet 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

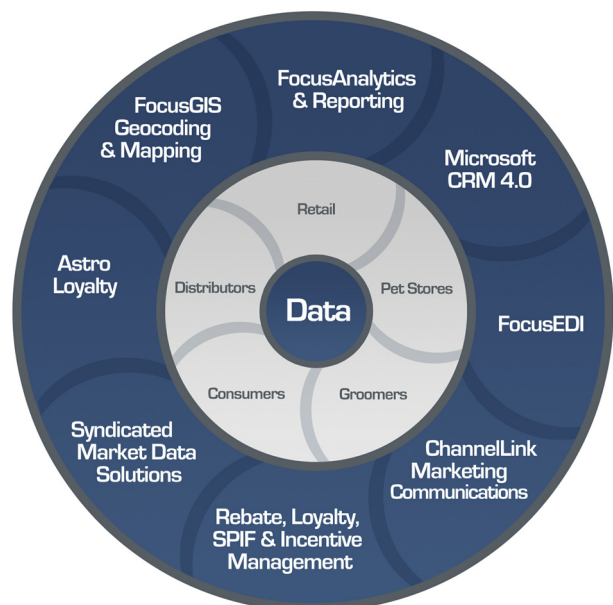
- Superior distributor and point of sale (POS) program management services for the Pet industry, from program setup and data management to communications, fulfillment, reporting and analytics
- Tightly integrated solutions for supply chain data collection and aggregation, marketing and sales force automation, analytics, reporting, engaging your supply chain, rebate and incentive management (SPIFs), and customer loyalty
- Distributor and/or retail level data can be pre-populated in FTG solutions, allowing pet products 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
- FTG clients 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, Pet 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 Pet 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 distributor organizations like the AVDA.

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



FTG Pet Industry Solutions 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 Pet distributors, FocusEDI can streamline 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 retailers, whether flat file or true EDI - no standards required, just clean accurate data.

ChannelLink

ChannelLink, FTG's proprietary data-driven B2B communication and marketing automation 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 retailer portals, fulfillment, rebate and SPIF management – with new levels of efficiency and effectiveness.

FocusAnalytics

Based on the award-winning Microstrategy software, FocusAnalytics delivers user-friendly access to cloud-based business intelligence and reporting for the Pet 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 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 pet products companies immediate access and easy analysis to manage sales and marketing activities with their customers – retailers, groomers, breeders, etc.

Market Data

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.

AstroLoyalty (Coming Soon)

AstroLoyalty provides a turnkey customer loyalty rewards program for the pet industry. Loyalty cards are delivered at the pet retailer level to increase customer retention and impact consumer purchases based on manufacturers' promotions.

Custom Applications

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