

DIMENSIONS BI STRATEGIES

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TO GET STARTED

LOGIN TO DIMENSIONS BI

TO SCHEDULE A TRAINING SESSION WITH OUR TRAINING STAFF PLEASE CALL:
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MOST MODULE TRAINING SESSIONS TAKE ABOUT AN HOUR



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Dimensions Overview

Below you will find the function of the buttons and drop down boxes in Dimensions

Lost Accounts:

Select View: Customer Base
Run Report

- Click on drill down box and select 'Lost Accounts'
- Click on the top underlined month on the left.

Customer Base Select Drill Down ← a

Year	Month	Total Accounts		New Accounts		Active Accounts		Lost Accounts		Regained Accounts	
		# Accts	% All	# Accts	% All	# Accts	% All	# Accts	% All	# Accts	% All
2009	July	3,586	100.0%	26	100.0%	1,378	100.0%	63	100.0%	40	100.0%

↑ b

This shows customers who were active but have not bought in the last 3 months.

Lost piece of business:

Select View: Market Analysis
Run Report

- Click on Sales to the right of any Category

Market Analysis

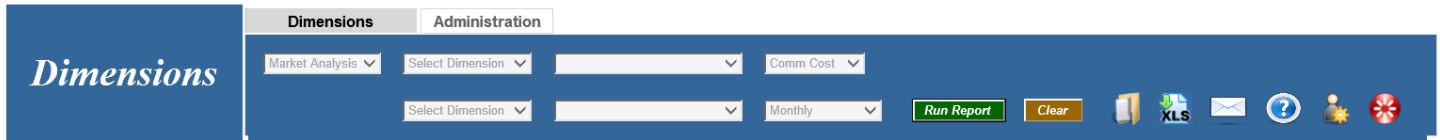
Categories: Select Top: 10 Start Date: 1-Aug-2008 End Date: 31-Jul-2009

Decription	Amount	Qty	GP	GP%	Sales	No-Sales
Paper	2,320,214.19	89,148	502,759.76	21.67	Sales	No-Sales
CHEMICALS	1,978,099.69	186,862	563,925.16	28.51	Sales	No-Sales

↑ a

This shows all customers who have bought something in this category in the last year.

b. Click 'Have Not Purchased In' and choose 'Last 4 months' to see potentially lost category business.



Market Analysis

Customers who purchased Category Paper -- For Sales 8/1/2008 through 7/31/2009

Total Sales Over: Paper Sales Over: Have Not Purchased in: Select

CustomerName	Salesman	Tot Sales	Cat Sales	Cat GP	Cat GP%	Last Sale Date
CustomerName10005	Pete	1,266.64	712.74	222.61	31.23	6/30/2009
CustomerName10006	Jane	1,615.64	718.08	249.87	34.80	7/28/2009
CustomerName10007	Kathryn	12,982.38	2,804.72	579.80	20.67	7/22/2009
CustomerName10010	Kathryn	5,698.05	2,035.84	350.86	17.23	6/1/2009
CustomerName10011	Kathryn	4,982.25	2,714.36	602.01	22.18	5/27/2009
CustomerName10013	Kathryn	3,574.31	2,612.79	717.32	27.45	7/1/2009

This will list the customers who have not purchased from this category of business in the last 4 months.

Discovering Margin Leaks

1) Let's start with Sales Class to find which Sales Class you are losing profit by low margins.

- a. Select View: Sales Activity
- b. Select Dimension: Sales Class (Leave set to All Sales Classes)
- c. Change Cost to Rebate Cost (Reps are restricted to Comm Cost)
- d. Change Period to Yearly
- e. Run Report: This will give you YTD this year vs YTD last year thru the last complete month.



Sales Activity—> SalesClass ((All Sales Classes)) Select Drill Down

Description	Sales			Sales % Total		GP			GP % Total		Avg GP per Order			GP%			Act#
	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	Var	
	925,637	113,061	719.0%	18.33	2.79	229,479	19,102	1,101.0%	15.37	1.63	69	44	58.0%	24.8%	16.9%	47.0%	0
A	2,531,436	2,363,644	7.0%	50.14	58.31	771,272	677,836	14.0%	51.65	57.68	122	122	0.0%	30.5%	28.7%	6.0%	0
B	773,620	791,854	-2.0%	15.32	19.54	246,430	251,981	-2.0%	16.50	21.44	105	97	9.0%	31.9%	31.8%	0.0%	0
C	257,361	281,724	-9.0%	5.10	6.95	82,665	77,312	7.0%	5.54	6.58	85	76	12.0%	32.1%	27.4%	17.0%	0
D	426,419	434,425	-2.0%	8.45	10.72	128,735	132,551	-3.0%	8.62	11.28	38	38	-1.0%	30.2%	30.5%	-1.0%	0
E	0	0	0.0%	0.00	0.00	-166	0	0.0%	-0.01	0.00	-15	0	0.0%	0.0%	0.0%	0.0%	0
N	129,395	59,810	116.0%	2.56	1.48	33,281	13,866	140.0%	2.23	1.18	62	56	10.0%	25.7%	23.2%	11.0%	0
X	3,343	4,890	-32.0%	0.07	0.12	1,186	1,748	-32.0%	0.08	0.15	91	34	172.0%	35.5%	35.7%	-1.0%	0
Z	2,007	4,100	-51.0%	0.04	0.10	453	811	-44.0%	0.03	0.07	65	101	-36.0%	22.6%	19.8%	14.0%	0
	5,049,218	4,053,509	25.0%			1,493,335	1,175,207	27.0%			88	88	1.0%	29.6%	29.0%	2.0%	

Discovery: If your 'A accts' Margin is down I want to look for a couple of reasons:

- 1. Have you added new large volume, low margin accts? If so, I'm ok.

2. Have you added new high volume, low margin item categories to existing accts? If so, I'm still ok.
3. Have you had to adjust pricing on a few accts to keep the business? If so, I don't like it but I may have to understand it for a while.
4. Have you neglected to pass on supplier increases? If so. Not acceptable.

Is your 'A accts' Margin down? (look at GP% at the far right. *Is Var a negative number?*) If yes.

a. Click on the drill down box, select Sales Reps and then click on A at the far left.

Sales Activity → SalesClass ((All Sales Classes)) SalesRep

a

Description	Sales			Sales % Total		GP			GP % Total		Avg GP per Order			GP%			Act#
	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	Var	
	925,637	113,061	719.0%	18.33	2.79	229,479	19,102	1,101.0%	15.37	1.63	69	44	58.0%	24.8%	16.9%	47.0%	0
A	2,531,436	2,363,644	7.0%	50.14	58.31	771,272	677,836	14.0%	51.65	57.68	122	122	0.0%	30.5%	28.7%	6.0%	0
B	773,620	791,854	-2.0%	15.32	19.54	246,430	251,981	-2.0%	16.50	21.44	105	97	9.0%	31.9%	31.8%	0.0%	0

Click on Var at the far right to sort descending. Click Var again to sort ascending which will put your Reps with margin leaks at the top. (Keep in mind you are still looking at A acct business.)

b. Click the drill down box, select Customers and then click on an offending Rep at the far left.

Sales Activity(7/2009) → SalesClass → SalesRep Customer

b

Description	Sales			Sales % Total		GP			GP % Total		Avg GP per Order			GP%			Act#
	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	Var	
Nancy	111,737	19,764	465.0%	4.41	0.84	25,694	6,652	286.0%	3.33	0.98	245	208	18.0%	23.0%	33.7%	-32.0%	0
Sam	1,655	1,304	27.0%	0.07	0.06	503	506	-1.0%	0.07	0.07	30	63	-53.0%	30.4%	38.8%	-22.0%	0

Look for any new customers that may bring with them a lower, but still acceptable, margin. They bring down the average but the potential volume might be worth it. *Click twice on Var* at the far right again to bring the offending Customers to the top.

c. Click the drill down box, select ItemSubCategories and then click on a Customer name

Sales Activity(7/2009) → SalesClass → SalesRep → Customer ItemSubCategory

c

Description	Sales			Sales % Total		GP			GP % Total		Avg GP per Order			GP%			Act#
	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	Var	
CustomerName13132	14,867	990	1,401.0%	13.31	5.01	2,623	363	623.0%	10.21	5.45	291	121	141.0%	17.6%	36.6%	-52.0%	0
CustomerName13133	17,365	1,952	789.0%	15.54	9.88	3,116	646	383.0%	12.15	9.71	283	129	119.0%	17.9%	33.1%	-46.0%	0

Look for new SubCat business that naturally brings a lower margin (paper). Understand that this is bringing down the average but also filling the truck.

d. Click on the drill down box, select Items, and then click on a SubCat that you have lost Margin with this Customer.

Sales Activity(7/2009) → SalesClass → SalesRep → Customer → ItemSubCategory → Items

d

Description	Sales			Sales % Total		GP			GP % Total		Avg GP per Order			GP%			Act#
	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	Var	CY
LINER: High Density	537	80	574.0%	3.09	4.08	143	22	557.0%	4.58	3.36	71	22	228.0%	26.6%	27.3%	-3.0%	0

Find Items with unacceptable margins.

Sales Activity(7/2009) → SalesClass → SalesRep → Customer → ItemSubCategory → Items

ItemCode	Description	SupplierName	CategoryDescription	SubCatDescription	Qty	Amount	GP	GP%
204700	ItemDes100440	Tuff Stuff Bags	Liners	LINER: High Density	12	189.36	52.44	27.69
238900	ItemDes100478	Tuff Stuff Bags	Liners	LINER: High Density	12	195.72	54.00	27.59
238910	ItemDes372171	Tuff Stuff Bags	Liners	LINER: High Density	8	151.76	36.16	23.83

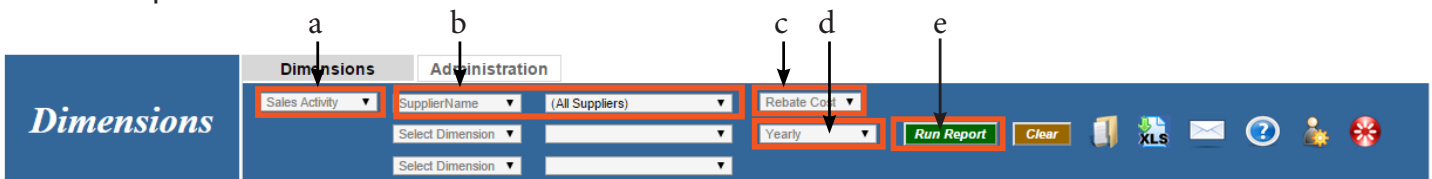
This is also a good place to see that you are getting 30% on one Liner and only 12% on another???. etc.

Looking at C & D accts I would use the same navigation as above except, once I get to the Customer level, I would sort on the CY under GP%. This will show you which customers have unacceptable margins, regardless if it is up or down from last year.

2) Lets start with Suppliers to identify different ways of finding margin leaks:

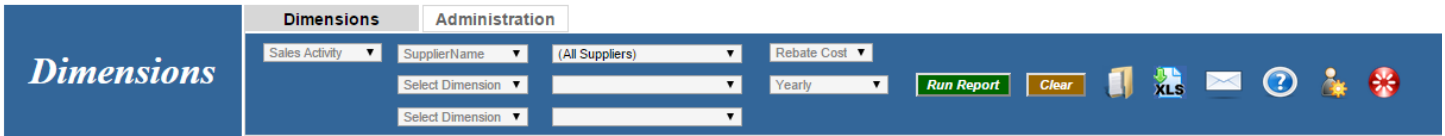
A. You may have had a recent cost increase that has not been passed on to certain customers:

- a. Select View: Sales Activity
- b. Select Dimension: Supplier Name (Leave set to All Suppliers)
- c. Change Cost to Rebate Cost (Reps are restricted to Comm Cost)
- d. Change Period to Yearly
- e. Run Report



Click on the column header *Var* at the far right twice (This will put your suppliers with margin leaks at the top)

f. Click on the Drill Down box, select Customer, and then click on a leaky supplier (preferably one that has recently raised prices).



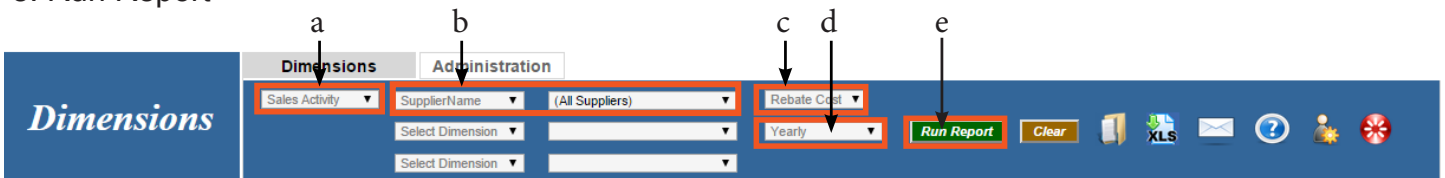
Sales Activity—> SupplierName ((All Suppliers)) **Customer**

Description	Sales			Sales % Total			GP			GP % Total			Avg GP per Order			GP%		Act#
	CY	PY	Var	CY	PY	Var	CY	PY	Var	CY	PY	Var	CY	PY	Var	CY	PY	
VendorName10229	2,282	769	197.0%	0.05	0.02	-3,900	123	-3,281.0%	-0.26	0.01	-780	61	-1,373.0%	-171.0%	15.9%	-1,172.0%	0	
VendorName10212	10,094	10,059	0.0%	0.20	0.25	-1,602	965	-266.0%	-0.11	0.08	-35	27	-230.0%	-15.9%	9.6%	-265.0%	0	
VendorName10051	180	239	-25.0%	0.00	0.01	-84	116	-172.0%	-0.01	0.01	-84	116	-172.0%	-46.7%	48.5%	-196.0%	0	
VendorName10672	2,050	17,650	-88.0%	0.04	0.44	-579	5,963	-110.0%	-0.04	0.51	-116	314	-137.0%	-28.2%	33.8%	-184.0%	0	
VendorName10727	2,638	4,113	-36.0%	0.05	0.10	-369	739	-150.0%	-0.02	0.06	-12	49	-124.0%	-14.0%	18.0%	-178.0%	0	

This will list all the customers who purchase this supplier's items, identify the customers who have a negative *Var* and determine if your cost increase has been passed on.

B. You may need help finding sub-categories to negotiate pricing with your suppliers?

- a. Select View: Sales Activity
- b. Select Dimension: Supplier Name (Leave set to All Suppliers)
- c. Change Cost to Rebate Cost (Reps are restricted to Comm Cost)
- d. Change Period to Yearly
- e. Run Report



Sales Activity—> SupplierName ((All Suppliers)) **ItemSubCategory**

Description	Sales			Sales % Total			GP			GP % Total			Avg GP per Order			GP%		Act#
	CY	PY	Var	CY	PY	Var	CY	PY	Var	CY	PY	Var	CY	PY	Var	CY	PY	
VendorName10229	2,282	769	197.0%	0.05	0.02	-3,900	123	-3,281.0%	-0.26	0.01	-780	61	-1,373.0%	-171.0%	15.9%	-1,172.0%	0	
VendorName10212	10,094	10,059	0.0%	0.20	0.25	-1,602	965	-266.0%	-0.11	0.08	-35	27	-230.0%	-15.9%	9.6%	-265.0%	0	
VendorName10051	180	239	-25.0%	0.00	0.01	-84	116	-172.0%	-0.01	0.01	-84	116	-172.0%	-46.7%	48.5%	-196.0%	0	
VendorName10672	2,050	17,650	-88.0%	0.04	0.44	-579	5,963	-110.0%	-0.04	0.51	-116	314	-137.0%	-28.2%	33.8%	-184.0%	0	

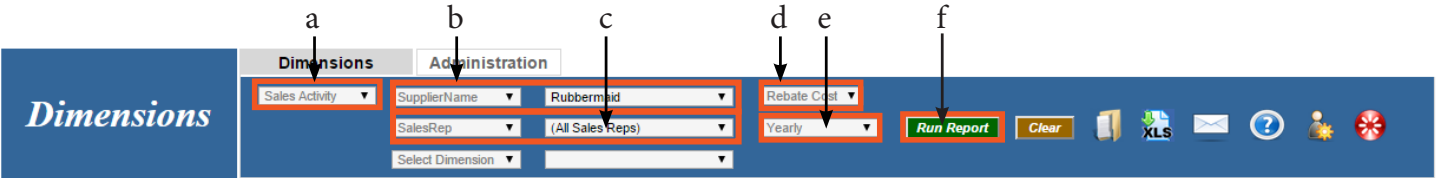
Click on the column header *Var* at the far right twice (This will put your suppliers with margin leaks at the top)

f. Click on the Drill Down box, select ItemSubCategory, and then click on a leaky supplier.

This data will help you be specific in your negotiations with a leaky supplier for better pricing. Start with into-stock and then go to rebate pricing if applicable. You will soon discover how important you are to your supplier.

C. You may need more training/field support with a Sales Rep or 2 to justify item pricing:

- a. Select View: Sales Activity
- b. Select Dimension: Supplier Name and choose a supplier from the drop down box
- c. Select Dimension: SalesRep (Leave set to All Sales Reps)
- d. Change Cost to Rebate Cost (Reps are restricted to Comm Cost)
- e. Change Period to Yearly
- f. Run Report



Sales Activity → SupplierName (Rubbermaid) → SalesRep ((All Sales Reps)) Select Drill Down

Description	Sales			Sales % Total		GP			GP % Total		Avg GP per Order			GP%			Act#
	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	Var	
Pete	4,722	5,174	-9.0%	2.30	4.54	2,116	2,064	3.0%	2.65	4.54	10	11	-9.0%	44.8%	39.9%	12.0%	0
Jim	14,052	11,554	22.0%	6.84	10.15	6,492	5,756	13.0%	8.13	12.67	32	32	1.0%	46.2%	49.8%	-7.0%	0
John	10,046	8,566	17.0%	4.89	7.52	4,221	4,128	2.0%	5.29	9.09	19	21	-8.0%	42.0%	48.2%	-13.0%	0
Phil	33,071	20,282	63.0%	16.09	17.82	10,994	6,627	66.0%	13.77	14.59	60	64	-5.0%	33.2%	32.7%	2.0%	0
Kathryn	26,164	17,945	46.0%	12.73	15.76	13,812	9,648	43.0%	17.30	21.24	31	29	7.0%	52.8%	53.8%	-2.0%	0
Jane	9,743	4,989	95.0%	4.74	4.38	4,407	2,219	99.0%	5.52	4.89	13	7	89.0%	45.2%	44.5%	2.0%	0
Kevin	12,113	8,627	40.0%	5.89	7.58	5,562	4,059	37.0%	6.97	8.94	30	25	23.0%	45.9%	47.1%	-2.0%	0
Leon	4,473	3,253	37.0%	2.18	2.86	1,310	731	79.0%	1.64	1.61	6	4	77.0%	29.3%	22.5%	30.0%	0

This view will not only show you margin problems, it will also point out the reps who are not supporting the line.

Drill down to Customer to get a target list for each Rep and share it with your supplier rep.

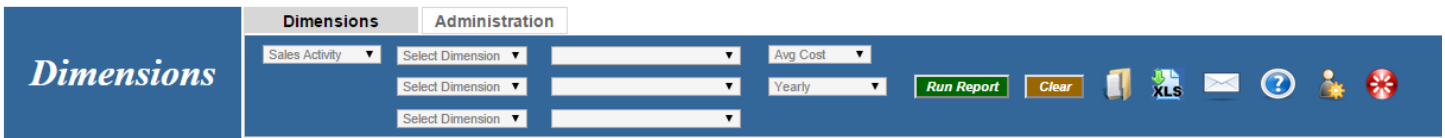
As a sanity check for all discoveries above, I would check yourself against the average margins in the Benchmarks Group - Before you can do this analysis you must first map your Item Categories to the Benchmarks Categories: Please refer to pg 6 of Dimensions Training Guide

Once you have mapped your Item Categories then run the following report:

- a. Select View: Sales Activity
- b. Change Period to Yearly
- c. Run Report



d. Click on the Drill Down box, select BMCategories, and then click on the most current year



Sales Activity: BMCategories

Year	Period	Sales				GP				Avg GP per Order				GP%				Act#
		CY	PY	Var	Bmark	CY	PY	var	Bmark	CY	PY	Var	Bmark	CY	PY	Var	Bmark	
2009	2009	5,049,218	4,053,509	25.0%	0	1,320,013	1,023,512	29.0%	0	78.05	76.30	2.0%	0	26.1%	25.3%	4.0%	0.0	0
2008	2008	7,548,860	4,665,335	62.0%	0	1,930,504	1,399,079	38.0%	0	0.00	0.00	0.0%	0	25.6%	30.0%	-15.0%	0.0	0

The first 2 columns of data shows your (Company) % of total sales next to that of the Benchmarks average (Bmark).

The next 2 columns compare your Margin to the Benchmarks Average.

Category	Sales as % of Total Sales		Margin	
	Company	Bmark	Company	Bmark
Unknown	0.0%		16.8%	
Chemicals	29.9%	30.4%	30.6%	35.0%
Equipment	8.4%	8.0%	35.9%	28.0%
Liners	8.8%	7.7%	38.7%	34.1%
Misc	24.6%	26.2%	30.2%	34.6%
Paper	28.4%	24.4%	12.0%	23.5%

If your Sales % is high and your Margin is low: you just might be “buying the business” and/or leaving money on the table.

If the reverse is true: you might not be competitive with you current pricing strategy.

If both are low: I would look to my supplier for help.

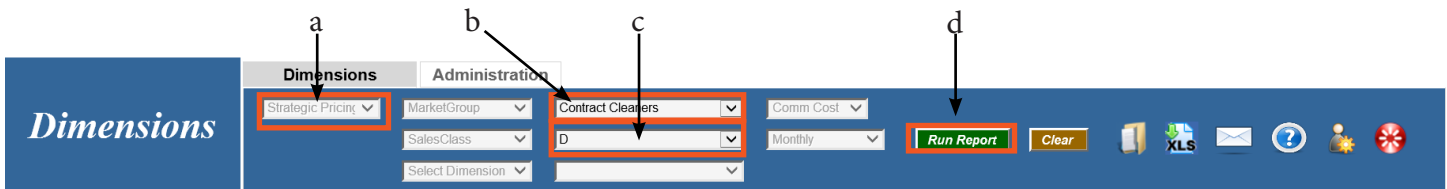
If both are high: you have a niche.leverage it.

Moving Margins in a Positive Direction (1)

We have come up with a strategy and implementation plan to address, and move margins in a positive direction. We have chosen a medium impact / low risk approach. The following guidelines will focus on small accounts and items that are not normally “shopped” (as opposed to the high impact / high risk strategy of trying to raise paper prices to “A Accounts”). We are also aware that different market segments might command different price ranges, inherently.

So your mission should you choose to accept is to identify customer product prices that fall below the average (for the Market Group they fall in and the size account they are).and adjust them up to the average. The advantage you have is that Dimensions allows you to cross dimensions (Market Group and Sales Class) to quickly arrive at the strategic average and not rely on the average across all customers.

- a. Select View: Strategic Pricing
- b. You must Select Dimension: Market Group, choose Contractors
- c. You must Select Dimension: Sales Class, choose D
- d. Run Report



Strategic Pricing → MarketGroup (Contract Cleaners) → SalesClass (D) Select Drill Down ▼

e

Start Date: 1-Aug-2008
End Date: 31-Jul-2009
Update

Decription	Amount	GP	GP%	GP Gain	GP % Gain
D	124,189.81	23,979.47	19.31	5,740.12	4.62
	124,190	23,979.5	19.3%	5,740	4.6%

This View shows Sales, GP and GP% (currently) for D Contractors. Then you see how much GP you could add by raising prices for D Contractors to Market Value (GP Gain) and how many points you would add (GP% Gain)

- e. Click the Drill Down box, select Customer and click on D on the left. This will give you a list of customers to within Class D Contractors who have potential margin gain.

f. Click on the Drill Down box, select Items and click on a Customer on the left.

Strategic Pricing(7/2009) —> MarketGroup (Contract Cleaners) —> SalesClass —> Customer Select Drill Down

f

Start Date: 1-Aug-2008 End Date: 31-Jul-2009 Update

Decription	Amount	GP	GP%	GP Gain	GP % Gain
CustomerName10042	17,597.05	3,230.34	18.36	309.41	1.76
CustomerName10043	2,068.88	412.77	19.95	45.23	2.19
CustomerName10046	1,053.93	199.92	18.97	16.71	1.58

Now you see Items and Market Price (average price paid for each item by D Contractors) only if the Last Price paid by the Customer is less than Market Price. Raise these prices to match Market Price.

Note: click on GP Gain or GP% Gain to sort and bring items with most potential to the top.

g. Click the Blue Back Arrow and do it again for another Customer.

Strategic Pricing(7/2009) —> MarketGroup (Contract Cleaners) —> SalesClass —> Customer —> Items

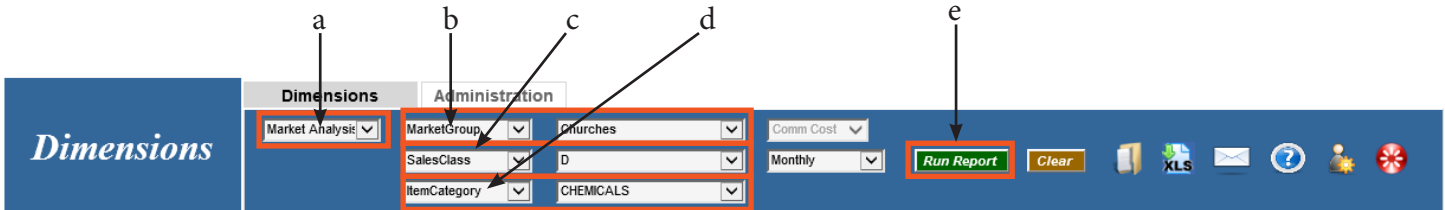
Start Date: 1-Aug-2008 End Date: 31-Jul-2009 Update

Code	Decription	Qty	Amount	GP	GP%	LastSaleDate	LastPrice	MktPrice	GP Gain	GP % Gain
103700	103700 - ItemDes100037	15	208.80	41.70	19.97	7-30-2009	13.92			
103800	103800 - ItemDes100038	49	367.50	73.50	20.00	7-24-2009	7.50	8.14	31.16	8.48
104400	104400 - Finish Up Stripper	35	1,892.80	378.70	20.01	7-30-2009	54.08			
104800	104800 - ItemDes100051	8	83.20	16.64	20.00	6-02-2009	10.40	11.18	6.20	7.46
106100	106100 - ItemDes100056	1	7.96	1.59	19.97	3-30-2009	7.96	8.70	0.74	9.28
108600	108600 - ItemDes100067	1	2.49	0.50	20.08	8-01-2008	2.49	2.66	0.17	6.75
108760	108760 - ItemDes100075	1	7.41	1.48	19.97	6-25-2009	7.41	7.41	0.00	0.00
109100	109100 - ItemDes100081	2	12.90	2.58	20.00	7-30-2009	6.45	6.66	0.42	3.26

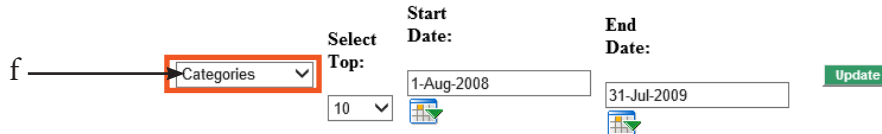
Variation: If you would like to see gain for each SalesRep; choose SalesRep in the drill down box instead of Customer(step e) and now you can drill down to Customers per SalesRep.

Moving Margins in a Positive Direction (2)

- Select View: Market Analysis
- Select Dimension: Market Group, choose Churches
- Select Dimension: Sales Class, choose D
- Select Dimension: Item Category, choose Chemicals
- Run Report



- Change "Categories" in the drop down box to the left of "Select Top:" to "Items"



Decription	Amount	Qty	GP	GP%		
CHEMICALS	11,265.59	1,023	4,317.94	38.33	Sales	No-Sales

This view shows the top 10 Chemical items that your D Class Churches buy from you. You could broaden the list to 20 if you would like. The larger the list the more work you add to the project and you receive diminishing return the farther you go down the list. It is also possible that an item with minimal sales is so because your pricing is too high. Top 10 ensures that you are choosing popular items to the selected market segment and pointing to fair market value for the customer size.

- Starting with the first item listed, *note the Avg Price*, then click Sales.

Code	Decription	Amount	Qty	GP	GP%	Avg Price	Low Price	High Price	Sales	No-Sales
295400	ItemDes100622	990.51	194	253.42	25.58	5.40	4.20	6.62	Sales	No-Sales
109100	ItemDes100081	909.00	101	389.60	42.86	8.95	8.40	9.36	Sales	No-Sales
149050	ItemDes100317	868.75	55	127.90	14.72	16.93	15.15	18.70	Sales	No-Sales
111800	Pretty Good Floor Finish	616.75	7	260.69	42.27	88.11	73.75	90.50	Sales	No-Sales
149075	ItemDes100318	556.64	56	194.88	35.01	9.94	9.94	9.94	Sales	No-Sales

This will list the D Class Churches who have bought this item from you during the date range.

h. Click on the column header Avg Price to sort descending.

Customers who purchased Item 295400 - ItemDes100622 -- For Sales 8/1/2008 through 7/31/2009

Total Sales Over: ItemDes100622 Sales Over: Have Not Purchased in:

CustomerName	Salesman	Tot Sales	Item Sales	Item GP	Item GP%	Qty	Avg Price	Last Sale Date
CustomerName10083	Pete	2,151.79	11.28	3.38	29.96	2	5.64	12/19/2008
CustomerName10829	Pete	1,267.64	25.00	5.25	21.00	5	5.00	12/10/2008
CustomerName11125	Kathryn	880.51	470.60	131.60	27.96	89	5.81	2/20/2009
CustomerName11133	John	661.28	126.48	27.84	22.01	24	5.27	1/6/2009
CustomerName11142	Kathryn	1,039.59	225.40	56.35	25.00	49	4.60	11/19/2008
CustomerName12364	Jane	1,939.17	131.75	29.00	22.01	25	5.27	1/6/2009

Print this view (or save to Excel). Draw a line beneath the value at, or just greater than, the Avg Price from the previous page. All prices for customers below the line are outliers and should be raised to equal the Avg Price.

Market Analysis—> MarketGroup (Churches) —> SalesClass (D) —> ItemCategory (CHEMICALS)



Customers who purchased Item 295400 - ItemDes100622 -- For Sales 8/1/2008 through 7/31/2009

Total Sales Over: ItemDes100622 Sales Over: Have Not Purchased in:

CustomerName	Salesman	Tot Sales	Item Sales	Item GP	Item GP%	Qty	Avg Price	Last Sale Date
CustomerName11125	Kathryn	880.51	470.60	131.60	27.96	89	5.81	2/20/2009
CustomerName10083	Pete	2,151.79	11.28	3.38	29.96	2	5.64	12/19/2008
CustomerName11133	John	661.28	126.48	27.84	22.01	24	5.27	1/6/2009
CustomerName12364	Jane	1,939.17	131.75	29.00	22.01	25	5.27	1/6/2009
CustomerName10829	Pete	1,267.64	25.00	5.25	21.00	5	5.00	12/10/2008
CustomerName11142	Kathryn	1,039.59	225.40	56.35	25.00	49	4.60	11/19/2008

i

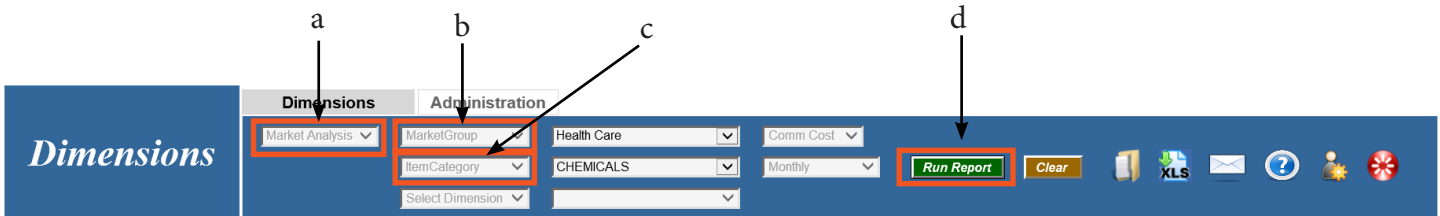
i. Click the back arrow, change “Categories” to “Items” again and repeat for the next item.

After you have gone through this list you may go up to the Blue Bar and change Sales Class D to C, or change Churches to another Market Group by clicking on the drop down box.

Variation: You may want use the timing of supplier cost increases. In the third Dimension Selection use Supplier (instead of Item Category) and pick one that has raised prices.

Who Isn't Buying That Should Be?:

- Select View: Market Analysis
- Select Dimension: Market Group and choose 'Health Care'
- Select Dimension: Item Category and choose 'Chemicals'
- Run Report
- Change 'Categories' to 'Items'



Market Analysis → MarketGroup (Health Care) → ItemCategory (CHEMICALS) Select Drill Down

e → Categories Select Top: 10 Start Date: 1-Aug-2008 End Date: 31-Jul-2009 Update

Decription	Amount	Qty	GP	GP%		
CHEMICALS	427,069.96	33,993	129,980.34	30.44	Sales	No-Sales

- Change 'Categories' to 'Items'

This shows the Top 10 chemical items you sell to health care customers. (You can change to the Top 20, 50, 100 or 1000.)

It also shows Average Price paid by this group.

- Click on NoSales to the right of an item.

Code	Decription	Amount	Qty	GP	GP%	Avg Price	Low Price	High Price	Sales	No-Sales
158425	ItemDes100360	44,117.81	470	16,532.11	37.47	94.30	89.95	122.65	Sales	No-Sales
260800	AFBC Bowl Clnr Cs	19,729.68	207	7,010.33	35.53	94.73	73.03	107.68	Sales	No-Sales
158300	ItemDes100357	19,384.24	353	7,712.69	39.79	54.03	35.59	75.90	Sales	No-Sales
158450	ItemDes100362	17,095.11	475	4,393.62	25.70	36.27	29.11	45.33	Sales	No-Sales
158500	ItemDes100365	15,538.15	234	3,446.23	22.18	67.24	61.31	103.69	Sales	No-Sales
158475	ItemDes100364	15,509.79	259	5,157.47	33.25	59.61	56.65	68.68	Sales	No-Sales
429900	Cloud 9 Neutral Floor Clnr	15,223.91	68	992.85	6.52	228.94	205.07	372.80	Sales	No-Sales
113000	Really Good Floor Finish	14,367.76	149	5,601.02	38.98	96.98	74.92	112.25	Sales	No-Sales
116800	ItemDes100135	10,458.90	4,431	3,176.96	30.38	2.37	2.13	3.00	Sales	No-Sales
114500	ItemDes100117	10,296.52	3,239	3,711.64	36.05	3.18	2.63	3.73	Sales	No-Sales

This will show your health care accounts who are not buying this item from you.

So now you have a target list, items that are very popular with customers just like them and a fair price. low hanging fruit.

Create Market Specific Catalogs

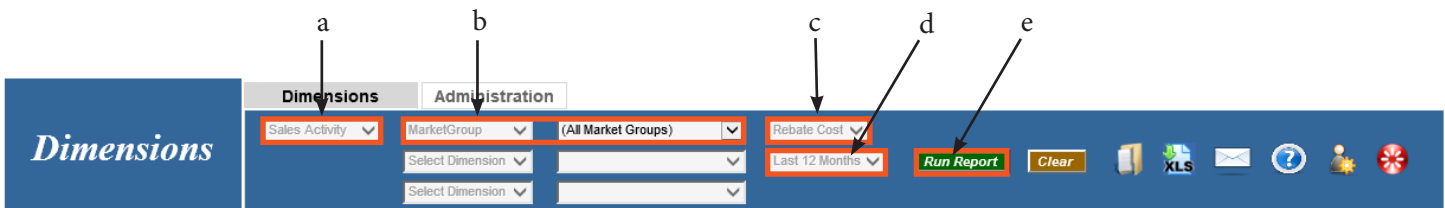
If you have JM Catalogs, you have a very powerful tool at your disposal. Use it to create a market specific catalog and you can quickly make a very positive impression on your customer. The impression will be something like: we know who you are; we know your challenges; we can help you with your challenges because we have relationships with many who share the same challenges; and we have products designed specifically for you needs. If designed right, this catalog will also guide your sales rep through a very organized presentation while highlighting your most profitable offerings.

You probably already recognize the value here but also recognize that there is a fair amount of work involved. So you intend to build one next month when you will have more free time.

Firstly, JM makes the project way easier than you might think. Secondly, by far, the most difficult part of the task is getting started. "I want to make this perfect and I'm not sure what that means." Don't let perfect stand in the way of good. I have forced a few distributors to get started and we have found some Dimensions techniques that make it fun and easy to get started. The fun part is discovering, or confirming, aspects of your Sales Groups, Item Categories, Suppliers and Items that make it clear to feature these and leave those out.

So let's get started.

- a. Select View: Sales Activity
- b. Select Dimension: Market Group Choose (All Market Groups)
- c. Change Avg Cost to Rebate Cost
- d. Change Monthly to Last 12 Months
- e. Run Report



Sales Activity → MarketGroup ((All Market Groups)) ItemCategory

Description	Sales			Sales % Total			GP			GP % Total			Avg GP per Order			GP%			Act#
	CY	PY	Var	CY	PY	Var	CY	PY	Var	CY	PY	Var	CY	PY	Var	CY	PY	Var	
Health Care	1,709,552	1,278,475	34.0%	20.01	20.58		570,521	455,281	25.0%	22.71	24.54		122	132	-8.0%	33.4%	35.6%	-6.0%	0
Schools	1,754,558	947,923	85.0%	20.53	15.26		482,261	271,023	78.0%	19.20	14.61		146	185	-21.0%	27.5%	28.6%	-4.0%	0
Entertainment/Recreation	1,349,133	978,108	38.0%	15.79	15.75		319,058	208,157	53.0%	12.70	11.22		112	118	-6.0%	23.6%	21.3%	11.0%	0
Contract Cleaners	699,989	608,493	15.0%	8.19	9.80		220,747	194,611	13.0%	8.79	10.49		46	45	2.0%	31.5%	32.0%	-1.0%	0
Churches	524,793	485,988	8.0%	6.14	7.82		184,373	172,154	7.0%	7.34	9.28		95	97	-2.0%	35.1%	35.4%	-1.0%	0
Industrial	559,505	450,576	24.0%	6.55	7.25		174,312	151,707	15.0%	6.94	8.18		110	109	1.0%	31.2%	33.7%	-7.0%	0
Office Buildings	291,059	242,934	20.0%	3.41	3.91		102,770	91,485	12.0%	4.09	4.93		95	112	-15.0%	35.3%	37.7%	-6.0%	0

f. Click on CY under the GP column header. This sort will put your highest \$GP producers at the top. I would look to the top several on the list with an eye towards GP%. *High \$GP and high GP%* defines a niche that I would like to leverage. Although you may want to choose a Market that you are under performing in due to lack of attention.

g. Click on the Drill Down box and choose: Item Category and then Click on the underlined Market-Group to the left that you have chosen to focus on.

Sales Activity → MarketGroup ((All Market Groups)) **ItemCategory**

Description	Sales			Sales % Total			GP			GP % Total		Avg GP per Order			GP%			Act#
	CY	PY	Var	CY	PY	Var	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	Var	
<u>Health Care</u>	1,709,552	1,278,475	34.0%	20.01	20.58		570,521	455,281	25.0%	22.71	24.54	122	132	-8.0%	33.4%	35.6%	-6.0%	0
Schools	1,754,558	947,923	85.0%	20.53	15.26		482,261	271,023	78.0%	19.20	14.61	146	185	-21.0%	27.5%	28.6%	-4.0%	0
Entertainment/Recreation	1,349,133	978,108	38.0%	15.79	15.75		319,058	208,157	53.0%	12.70	11.22	112	118	-6.0%	23.6%	21.3%	11.0%	0
Contract Cleaners	699,989	608,493	15.0%	8.19	9.80		220,747	194,611	13.0%	8.79	10.49	46	45	2.0%	31.5%	32.0%	-1.0%	0
Churches	524,793	485,988	8.0%	6.14	7.82		184,373	172,154	7.0%	7.34	9.28	95	97	-2.0%	35.1%	35.4%	-1.0%	0
Industrial	559,505	450,576	24.0%	6.55	7.25		174,312	151,707	15.0%	6.94	8.18	110	109	1.0%	31.2%	33.7%	-7.0%	0
Office Buildings	291,059	242,934	20.0%	3.41	3.91		102,770	91,485	12.0%	4.09	4.93	95	112	-15.0%	35.3%	37.7%	-6.0%	0

This will help you identify the Item Categories which should receive the most prominent placement in your catalog. Remember that \$GP is one indicator of Market acceptance of your offerings but not the only one. There may be some specialty items that are specific to Health Care that might not be high volume but are great impulse buys (micro fibre for example). Feature them.

Once you have your arms around the rough design, decide which suppliers in each category you want to promote.

h. Click on the Drill Down box and choose: SupplierName and then Click on Chemicals

Sales Activity(7/2009) → MarketGroup → ItemCategory **SupplierName**

Description	Sales			Sales % Total			GP			GP % Total		Avg GP per Order			GP%			Act#
	CY	PY	Var	CY	PY	Var	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	Var	
<u>CHEMICALS</u>	427,070	337,712	26.0%	24.98	26.42		160,623	143,263	12.0%	28.15	31.47	74	82	-10.0%	37.6%	42.4%	-11.0%	0
Paper	495,820	367,371	35.0%	29.00	28.74		118,604	89,682	32.0%	20.79	19.70	54	54	1.0%	23.9%	24.4%	-2.0%	0
Linens	218,856	177,314	23.0%	12.80	13.87		91,486	76,525	20.0%	16.04	16.81	68	68	0.0%	41.8%	43.2%	-3.0%	0
Lagasse Items	206,433	138,292	49.0%	12.08	10.82		59,987	42,690	41.0%	10.51	9.38	36	39	-8.0%	29.1%	30.9%	-6.0%	0
Hand Soap	67,628	44,949	50.0%	3.96	3.52		24,844	17,073	46.0%	4.35	3.75	39	33	17.0%	36.7%	38.0%	-3.0%	0
Gloves	58,153	25,545	128.0%	3.40	2.00		24,778	12,309	101.0%	4.34	2.70	36	33	9.0%	42.6%	48.2%	-12.0%	0
Special Order Items	78,949	35,502	122.0%	4.62	2.78		22,021	8,483	160.0%	3.86	1.86	57	31	83.0%	27.9%	23.9%	17.0%	0

i. Again click on CY under the GP column header

The screenshot shows the 'Dimensions' software interface. At the top left is the 'Dimensions' logo. To its right are two tabs: 'Dimensions' (selected) and 'Administration'. Below the tabs are several dropdown menus: 'Sales Activity' (set to 'Sales Activity'), 'MarketGroup' (set to 'Health Care'), 'Health Care' (set to 'Health Care'), and 'Rebate Cost'. There are also 'Select Dimension' dropdowns. On the right side, there are buttons for 'Run Report' (green), 'Clear' (orange), and 'Last 12 Months' (dropdown). There are also icons for XLS, email, help, and user profile.

Sales Activity(7/2009) —> MarketGroup—> ItemCategory—> SupplierName Select Drill Down

i

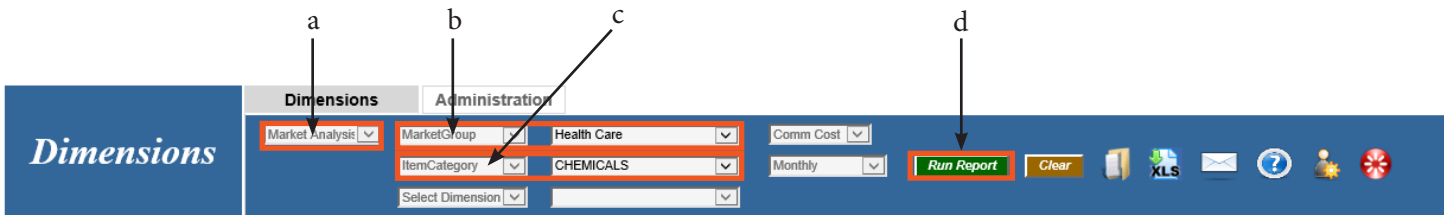
Description	Sales			Sales % Total			GP			GP % Total		Avg GP per Order			GP%			Act#
	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	Var	CY	
Butchers	312,181	255,677	22.0%	73.10	75.71	132,428	114,693	15.0%	82.45	80.06	71	78	-8.0%	42.4%	44.9%	-5.0%	0	
VendorName10069	27,586	13,705	101.0%	6.46	4.06	12,565	6,464	94.0%	7.82	4.51	51	53	-4.0%	45.5%	47.2%	-3.0%	0	
Vestal	50,762	3,758	1,251.0%	11.89	1.11	8,139	800	917.0%	5.07	0.56	50	57	-13.0%	16.0%	21.3%	-25.0%	0	
VendorName10217	12,799	6,246	105.0%	3.00	1.85	2,997	1,693	77.0%	1.87	1.18	53	40	30.0%	23.4%	27.1%	-14.0%	0	
VendorName10819	7,835	0	0.0%	1.83	0.00	2,128	0	0.0%	1.32	0.00	59	0	0.0%	27.2%	0.0%	0.0%	0	
VendorName10397	2,312	1,521	52.0%	0.54	0.45	1,205	798	51.0%	0.75	0.56	67	40	68.0%	52.1%	52.5%	-1.0%	0	
VendorName10738	4,681	3,456	35.0%	1.10	1.02	1,036	845	23.0%	0.65	0.59	61	65	-6.0%	22.1%	24.4%	-9.0%	0	

Again look for the top producers with good margins. Decide which suppliers should be featured and which will not be represented in the catalog. At this point I would be remiss if I didn't encourage you to promote the supplier with which you have that great relationship and field support to help you focus on the selected market. First ask, "Are their items strategic to the Market you have chosen?" If yes, and if that supplier is not high on the margin list it is a perfect time to let them know that you would like to place their items prominently in your Catalog but we need to put a strategy in place to increase margins.

Using what you have learned, or confirmed, select the Item Categories, Suppliers and Items to fill the catalog and sequence them according to their relative importance to the Market and to your profitability.

Using Market Specific Items

- Select View: Market Analysis
- Select Dimension: Market Group and choose: Health Care
- Select Dimension: Item Category and choose: Chemicals
- Run Report
- Change Categories to Items



Market Analysis → MarketGroup (Health Care) → ItemCategory (CHEMICALS) Select Drill Down ▾

e → Items ▾
Select Top: 10 ▾
Start Date: 1-Aug-2008
End Date: 31-Jul-2009
Update

Code	Description	Amount	Qty	GP	GP%	Avg Price	Low Price	High Price		
158425	ItemDes100360	44,117.81	470	16,532.11	37.47	94.30	89.95	122.65	Sales	No-Sales
260800	AFBC Bowl Clnr Cs	19,729.68	207	7,010.33	35.53	94.73	73.03	107.68	Sales	No-Sales
158300	ItemDes100357	19,384.24	353	7,712.69	39.79	54.03	35.59	75.90	Sales	No-Sales
158450	ItemDes100362	17,095.11	475	4,393.62	25.70	36.27	29.11	45.33	Sales	No-Sales
158500	ItemDes100365	15,538.15	234	3,446.23	22.18	67.24	61.31	103.69	Sales	No-Sales
158475	ItemDes100364	15,509.79	259	5,157.47	33.25	59.61	56.65	68.68	Sales	No-Sales
429900	Cloud 9 Neutral Floor Clnr	15,223.91	68	992.85	6.52	228.94	205.07	372.80	Sales	No-Sales
113000	Really Good Floor Finish	14,367.76	149	5,601.02	38.98	96.98	74.92	112.25	Sales	No-Sales
116800	ItemDes100135	10,458.90	4,431	3,176.96	30.38	2.37	2.13	3.00	Sales	No-Sales
114500	ItemDes100117	10,296.52	3,239	3,711.64	36.05	3.18	2.63	3.73	Sales	No-Sales

This shows the top 10 Chemical Items Health Care customers buy from you. Choose those you will feature with an icon that represents “Items that Health Care providers prefer”. Don’t forget to feature Green items and New items in the same fashion.

Finishing touches:

Use some photos of facilities to enhance the customization.

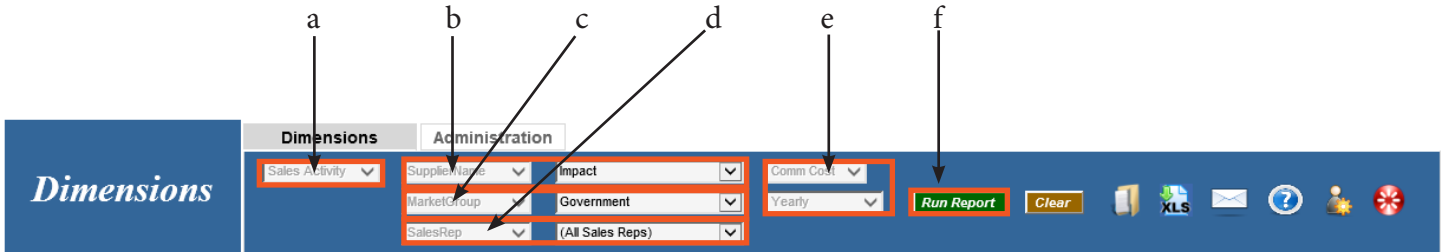
Add some cleaning tips/industry stats to solidify your image that you know this market’s challenges and you really do want to help. Your suppliers’ web sites and ISSA have plenty to work with.

Printing:

To create the best image possible and have your catalogs printed in short runs economically, contact Chad Brown at chad@88graphics.com or visit 88graphics.com. He can also help you with options available with JM Catalog Creator.

Market Penetration by Supplier

- Select View: Sales Activity
- Select Dimension: SupplierName and choose one
- Select Dimension: MarketGroup and choose a MarketGroup
- Select Dimension: SalesRep and choose (All Sales Reps)
- Choose Comm Cost, Yearly
- Run Report



Sales Activity—> SupplierName (Impact) —> MarketGroup (Government) —> SalesRep ((All Sales Reps)) Select Drill Down ← g

Description	Sales			Sales % Total		GP			GP % Total		Avg GP per Order			GP%			Act#
	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	Var	
Pete	117	90	29.0%	3.07	2.02	57	40	42.0%	4.92	3.06	14	10	42.0%	49.2%	44.8%	10.0%	0
Jim	799	354	126.0%	21.05	7.95	320	135	138.0%	27.46	10.19	32	17	90.0%	40.1%	38.0%	5.0%	0
John	0	960	100.0%	0.00	21.58	0	265	-100.0%	0.00	20.09	0	88	-100.0%	0.0%	27.6%	-100.0%	0
Kathryn	35	90	-61.0%	0.93	2.02	15	42	-63.0%	1.31	3.15	4	14	-72.0%	43.6%	46.2%	-6.0%	0
Jane	441	359	23.0%	11.62	8.07	176	161	9.0%	15.07	12.17	44	27	64.0%	39.9%	44.7%	-11.0%	0
Kevin	391	414	-5.0%	10.31	9.29	199	207	-4.0%	17.02	15.68	40	30	34.0%	50.8%	50.1%	1.0%	0
Leon	6	2,024	100.0%	0.15	45.48	3	411	-99.0%	0.25	31.11	3	82	-97.0%	50.9%	20.3%	151.0%	0
Sam	1,126	0	0.0%	29.67	0.00	175	0	0.0%	15.01	0.00	29	0	0.0%	15.6%	0.0%	0.0%	0
Sinbad	73	92	-21.0%	1.91	2.06	27	35	-24.0%	2.31	2.67	7	35	-81.0%	37.2%	38.5%	-3.0%	0
Crystal	540	0	0.0%	14.21	0.00	129	0	0.0%	11.05	0.00	43	0	0.0%	23.9%	0.0%	0.0%	0
Clint	30	57	-47.0%	0.79	1.27	14	20	-30.0%	1.18	1.50	14	20	-30.0%	45.8%	35.0%	31.0%	0
Abe	201	11	1,698.0%	5.29	0.25	30	5	489.0%	2.56	0.38	10	5	96.0%	14.9%	45.4%	-67.0%	0
Luke	38	0	0.0%	1.01	0.00	22	0	0.0%	1.86	0.00	22	0	0.0%	56.7%	0.0%	0.0%	0
	3,796	4,451	-15.0%			1,167	1,321	-12.0%			25	34	-25.0%	30.7%	29.7%	4.0%	

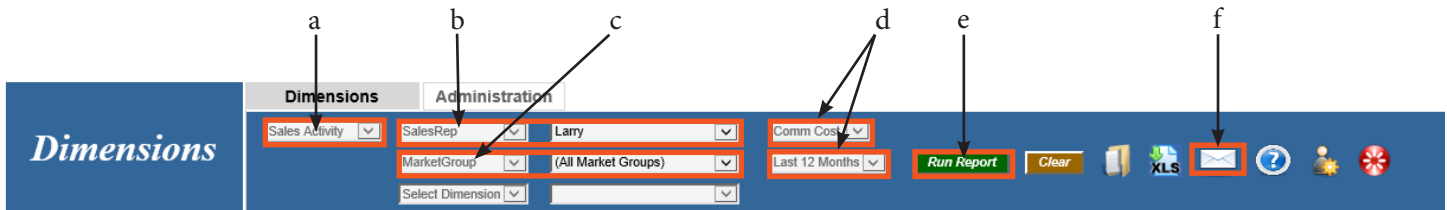
This will tell you which reps are supporting this line in this market and which are not, which need field support and which need training.

g. You can then drill to the Customer level by choosing Customer in the drill down box and clicking on a specific Sales Rep and now you have a target list of customers per Sales Rep.

Rep Homework

Helping your reps focus on there customers in a certain market group.

- Select View: Sales Activity
- Select Dimension: SalesRep and choose one
- Select Dimension: SalesGroup and leave the selection (All Sales Groups)
- Choose Comm Cost, choose Last 12 months
- Run Report
- Email the report (or print it) and ask the Rep to get back to you (by the end of the week) with the markets that he/she would like to focus on the next 3 months.



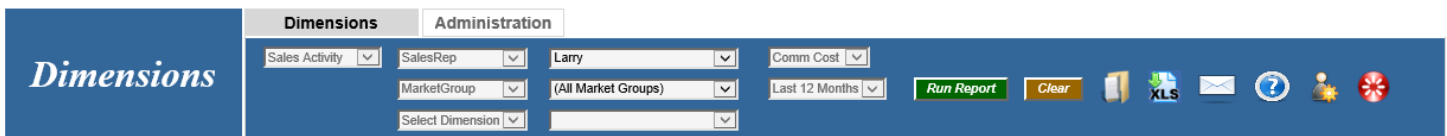
Sales Activity—> SalesRep (Larry) —> MarketGroup ((All Market Groups)) Select Drill Down

Decription	Sales			Sales % Total		GP			GP % Total		Avg GP per Order			GP%			Act#
	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	Var	CY
(Unassigned)	0	0	0.0%	0.00	0.00	-244	-673	0.0%	-0.61	-1.94	-14	-19	0.0%	0.0%	0.0%	0.0%	0
Automotive	21,311	18,393	16.0%	11.83	10.93	2,679	3,190	-16.0%	6.72	9.19	55	65	-16.0%	12.6%	17.3%	-28.0%	0
Churches	25,273	33,898	-25.0%	14.03	20.14	7,113	8,249	-14.0%	17.83	23.78	52	64	-20.0%	28.1%	24.3%	16.0%	0
Contract Cleaners	7,288	7,829	-7.0%	4.05	4.65	1,689	1,825	-7.0%	4.24	5.26	31	47	-33.0%	23.2%	23.3%	-1.0%	0
Apartment Buildings	6,854	7,785	-12.0%	3.80	4.62	2,682	1,858	44.0%	6.72	5.36	671	232	189.0%	39.1%	23.9%	64.0%	0

Repeat steps a thru f from above when the Rep gets back to you and then:

- Click on the Drill Down Box and select “Customer” and click on a Market Group the Rep suggested

Print the list of customers and ask the Rep to get back to you with a game plan by customer paying particular attention to growth, GP margin and Avg GP per Order.



Sales Activity—> SalesRep (Larry) —> MarketGroup ((All Market Groups)) Customer

Decription	Sales			Sales % Total		GP			GP % Total		Avg GP per Order			GP%			Act#
	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	CY	PY	Var	CY	PY	Var	CY
(Unassigned)	0	0	0.0%	0.00	0.00	-244	-673	0.0%	-0.61	-1.94	-14	-19	0.0%	0.0%	0.0%	0.0%	0
Automotive	21,311	18,393	16.0%	11.83	10.93	2,679	3,190	-16.0%	6.72	9.19	55	65	-16.0%	12.6%	17.3%	-28.0%	0
Churches	25,273	33,898	-25.0%	14.03	20.14	7,113	8,249	-14.0%	17.83	23.78	52	64	-20.0%	28.1%	24.3%	16.0%	0

Glossary of Terms

Comm Cost - includes published cost factor and rebate.

Publish Cost - includes published cost factor but not rebates.

Rebate Cost - uses rebate cost if the Cprod has one, average cost if not.

SalesRep - displays history for accounts while assigned to the selected Rep.

CustSalesRep - follows the customer's history even if it was assigned to a different Rep previously.

Total Accounts - counts all customers set up in your data base.

New Accounts - counts customers with the first sale date last month.

Active Accounts - counts customers who have bought something in the last 3 months.

Lost Accounts - counts customers who have fallen inactive. By definition: they have not purchased in the last 3 months but they did buy something the month before that.

Regained Accounts - counts customers that were inactive but then bought something in the last month.

Valuation = Stock Level times Average Cost

12 Month GP = Gross Profit total for the past 12 months (at Average Cost unless you selected Rebate Cost in the Blue Bar. Then it uses Rebate, if there is one, Average if not)

MOH: Months on Hand = Current Valuation divided by Cost of Goods Sold (average for the past 2 months)

Fill Rate by Line = % of lines filled complete

GMROI: Gross Margin Return on Investment = Total Gross Profit for the past 12 months divided by average inventory valuation over the same period. Keep in mind that this is a measure of Gross Margin return and does not factor in cost of purchasing, handling, warehousing, or order processing. It is highly valuable as a comparison between dimensions (Paper vs. Chemicals, Items vs. Machines vs. Parts, Supplier vs. Supplier, etc.).

MOH Bmark - Months on Hand average for the Benchmarks group

CY - Current Year

PY - Prior Year

Var - The percentage change from Prior Year to Current Year

Bmark - The average of all distributors in the Benchmarks group

Fill Rate by Line - Lines filled complete as a % of total lines (*This metric uses stock items only*)

Fill Rate by Order - Orders filled complete as % of total orders

V7 BASIC TRAINING PROGRAM

SYSTEM BASICS
ORDER DESK
WAREHOUSE SHIPPING
BILLING MANAGER
A/R MANAGER
PURCHASING FOR BEGINNERS
WAREHOUSE RECEIVING
ACCOUNTS PAYABLE
A/P CHECKS

GENERAL LEDGER
TABLE SETUP
AR CUSTOMER SETUP
AP VENDOR SETUP
INVENTORY SETUP
REBATE MANAGER
ORDER REVIEW
CUSTOMER PRICE MANAGER
SUPERVISOR'S CONSOLE

V7 ADVANCED TRAINING PROGRAM

ADVANCED CPM
ADVANCED PURCHASING
SALES MANAGER
DISPENSER MANAGEMENT
QUERY MANAGER INTRO

REPORT MANAGER INTRO
TASKLIST MANAGER
KNOWLEDGEBASE
LEAD TRACKING

V7 OPTIONAL PRODUCT TRAINING PROGRAM

SERVICE DESK
WEB SALES REP
WEB CSS
BANK REC
REPORT BUILDER
CORP ACCOUNT MANAGER

CYCLE COUNT
LAGASSE ITEM CONTROL
DIMENSIONS BI & CRM
CATALOG BUILDER
POD SCAN

Last Updated: Last Modified - Jan-2015



PROUD MEMBER OF:

