



GAUGE

WE'RE TAKING
GREATER
MEASURES
TO HELP YOU
WITH YOUR
SALES REPORTING.



BLACKSMITH APPLICATIONS INTRODUCES

GAUGESM

OFFLINE SALES REPORTING FOR FOODSERVICE FIELD SALES,
BROKERS, AND NATIONAL ACCOUNTS

We've all been there — it's the end of the month or quarter, and you're sitting in your distributor's or national account's office, and those words you have been dreading to hear finally come out — "So where am I with my numbers?"

The next thing that usually happens is — besides your palms getting sweaty and feeling a knot in your gut — you pull out a PowerPoint presentation that has a colorful pie chart, fancy clip art, and some "guesstimates." And you can only hope that you'll be convincing enough to assure your customer that the numbers are correct.

Needless to say, for reasons such as incomplete data, disparate data, and complicated extraction processes, the numbers usually aren't "right on." Well, that doesn't help your or your customer's business very much. To make educated decisions that consistently drive profitable growth and provide value to your customers, salespeople need accurate, timely sales reporting that they can be confident in providing to their customers. And they need to easily access it and retrieve it without being stuck at their desks all day, connected to the network.

Blacksmith's GAUGESM reporting provides all remote users, as well as headquarters personnel such as sales planning, marketing, and finance, with standardized offline, on-demand reporting and analysis of sales volume and financial performance for:

- distributor trade deals
- operator programs
- national account and regional chain contracts

GAUGESM allows users to view sales information across customer, company, and product hierarchies for a wide range of time-based and volume-based metrics.

By centralizing all field sales reporting and by utilizing standardized and customizable report queries and templates, GAUGESM allows users to quickly and easily access and download the sales data they need, when they need it. That means no more e-mail requests to headquarters for volume reports, no more paper-based reports which include other salespeople's accounts, and no more waiting for the post office to deliver your weekly territory report after the data is already five days old. The information you need is at your fingertips, when you want it.

In foodservice, success is measured one case, one pound, and one dollar at a time. We want to make sure you accurately "gauge" your sales efforts and success and have reporting that truly measures up to your needs.



SOLUTION OVERVIEW All indications point to better reporting

- Pre-defined and user-defined queries
- Share the most effective views with peers via e-mail
- Extensive filtering and drill-down capabilities
- Consistent data views and sorting capabilities
- Quickly view data relevant only to your territory or area
- View data across customer, company, and product hierarchies
- Weekly data updates
- Utilize time-based metrics
 - Weekly
 - Monthly
 - Quarterly
 - Yearly
- Utilize volume-based metrics
 - Dollars
 - Cases
 - Pounds
- View comparison data
 - Absolute change
 - % Change
 - % Mix
- Utilize print previews
- Export data to Excel
- Utilizes Windows and Excel-type functionality
- Utilizes data from FORGESM, Blacksmith's contract and trade management system



FEATURES *Pointing you in the right direction*

- Eliminate paper-based and e-mailed reports
- Quickly access data of specific interest
- Easy and fast to implement
- Minimal training required
- Rapid results generation
- Reduce time spent searching for information
- Intuitive navigation
- Anywhere, anytime access for all remote users
 - Field Sales
 - Brokers
 - Chain Accounts/National Accounts
 - Sales Management
- Compare current sales information to prior periods
- Identify sales trends, gaps, and opportunities
- Ensure accurate and timely reporting
- Reduce administrative involvement for report generation



BENEFITS *For good measure*

Ship To	Customer Name	CY Year Net \$	PY Year Net \$	Year Net \$ Change	CY Year Cx	PY Year Cx	Year Cx Change
029900	#SYSCO CENTRAL	\$5,375	\$6,215	-840	295	362	33
022736	#SYSCO HAMPDEN ROADS	\$6,190	\$1,312	4,878	346	265	81
011254	#SYSCO JAMESTOWN	\$5,079	\$5,396	-317	638	506	132
008872	#HILHART FRESH VALLEY BLVD	\$9,079	\$92,881	-7,562	19,223	9,348	915
021419	ASSOCIATED WHOLESALE GROCERS	\$107,431	\$89,372	18,059	11,757	8,291	3,466
020832	SANTA FOODS	\$9,911	\$14,796	-24,818	678	962	284
022793	BOB EVANS SPRINGFIELD-TK	\$1,189,553	\$151,981	1,037,572	166,272	30,155	136,117
009119	CENTRAL GROCERS PRODUCE	\$0	\$970	979	0	2	-2
000770	COSTCO SUMNER WA #285	\$35,533	\$16,008	19,525	1,929	900	949
020269	DEL MONTE FRESH PRODUCE	\$15,961	\$1,693	17,290	1,196	149	1,047
021057	DEL MONTE FRESH PRODUCE	\$32,886	\$0	32,886	1,950	0	1,950
001931	G.M. FOOD SALES	\$37,634	\$36,265	1,349	3,196	3,250	-54
020056	GORDON F.S. SPRINGFIELD	\$9,307	\$21,454	-12,147	1,113	1,412	-299
021197	HANSEN SALES	\$19,436	\$20,630	-2,340	890	1,065	-195
029549	LEONARD CO.	\$6,370	\$10,693	-4,323	465	500	-35
006686	LEPARI FOODS	\$71,375	\$18,490	52,755	4,655	3,471	1,184
026023	MAY PROVISIONS	\$7,967	\$7,179	487	293	267	16
000002	NASH FINCH FARGO SPECIAL ORDER	\$114	\$372	-258	34	36	-2
021256	SALADINO'S INC.	\$50,651	\$45,621	5,029	3,308	2,826	482
022692	SYSCO COLUMBIA	\$5,692	\$4,769	923	450	493	-43
022361	SYSCO SEATTLE	\$31,727	\$7,059	24,668	2,633	1,172	1,461
020800	TRI-CITY MEATS	\$1,080	\$4,434	-3,322	477	523	-96
020323	U.S. FOOD SERV SALEM MO	\$4,340	\$2,693	1,647	196	196	0
020823	U.S. FOODSERVICE-LAS VEGAS	\$11,561	\$4,430	7,391	711	426	285
020804	WEST COAST GROC.	\$10,741	\$6,838	3,903	791	401	150

Filters: sample filter [Apply] [Cancel]

View Options: Change Cs Week Change % Lb Month Mix % Net \$ Quarter Gross \$ Year

Filters: Report View: handy

Saved Filters: sample filter

Create new filter: 8

Filter Name: All of My Invoiced Accounts

Family Name: In list

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1. View only your customers and data.
2. Compare current sales information to prior periods.
3. Utilizes data from contract and trade management system.
4. Utilize standardized, pre-defined queries.
5. View comparison metrics.
6. View volume-based metrics.
7. View time-based metrics.
8. Create user-defined queries.
9. Utilize extensive filtering capabilities.
10. Save an unlimited number of queries.

Accurate readings
SCREEN SHOTS





GAUGESM

SALES REPORTING THAT MEASURES UP



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