



THE **muscle** IN THE MARKETPLACE

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## No pain. Big gain.

We've been in your shoes and understand the headaches that come with managing operator contracts and distributor trade programs. That's why we're committed to providing specialized solutions that offer relief to multiple areas of your organization.

Whether you're out in the field or working at headquarters—we'll help reduce paperwork, improve communication, increase your speed to market, and gain instant access to critical customer and product information. You'll win new business while boosting your bottom line.



Program creation and approval in minutes, not days.

### *Field Sales and National Accounts Benefits*

- Anywhere, anytime access via the web.
- Eliminate redundant, labor-intensive paper-based request forms.
- Save time and create new contracts more quickly with customizable program templates.
- Monitor your program scorecard for active, expired, and pending programs.
- Create simple to complex programs utilizing numerous pricing methods for any customer type.
- View all your customers and programs for your territory in one centralized location.
- Monitor and ensure unit-level compliance on national account contracts.

All the facts. At your fingertips.

### *Sales and Marketing Management Benefits*

- Standardized method for approving programs for all salespeople.
- Provide approval rights to salespeople based on user profiles and rules.
- Increase visibility into contract pricing and eligibility for all salespeople's contracts.
- Monitor salespeople's performance as it relates to volume, revenue, and profitability.
- Eliminate unprofitable agreements and negotiate more strategic ones.



## Less spending. Bigger profits.

### *Executive/Finance Benefits*

- Eliminate invalid and erroneous customer payments with automated line-item validations.
- Eliminate double and triple dipping on programs and products.
- Use a single source of contract/program data and payment history for customer and product P&Ls and auditing purposes.
- Reduce administrative costs through the automation of redundant, manual and inefficient tasks.
- Redirect savings into profitable sales and marketing initiatives.
- Allow resources to focus on more efficient and profitable tasks.
- Avoid and reduce future discrepancies and deductions using automated payment reconciliation.
- Increase customer insight and business intelligence.
- Improve customer relations.

## Reduce frustration. Gain productivity.

### *Administration Benefits*

- Eliminate paper-based request forms, faxes, and e-mails with automated contract creation and approval.
- Reduce time-consuming tasks with automated billback validation, payment calculation, and reconciliation.
- Improve turnaround time of billback claims.
- Control user access and security with easy-to-use system settings.
- Easily maintain business rules for program templates and application wizards.
- Use time savings to refocus efforts on more important tasks.



## Fewer trips to the aspirin drawer.

### *Information Technology Benefits*

- No client desktop components required except a standard web browser.
- Supports all versions of Windows (98, SE, ME, XP, NT, 2000).
- Standard PC configurations for users (i.e., video and RAM).
- Easy to maintain and manage.
- Reduces the number of applications and data sources for program management and payment history.

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