



## **RW3 Receives “Positive” Rating in Leading Analyst Firm’s MarketScope Report on Salesforce Automation in the Consumer Goods Industry**

January 2009 – Gartner Research has given RW3 Technologies a “Positive” rating in its 2008 MarketScope report on Salesforce Automation in the Consumer Goods industry.<sup>1</sup> The report defines “Positive” as “demonstrates strength in specific areas, but execution in one or more areas may still be developing or inconsistent with other areas of performance;” and recommends that customers “continue planned investments,” and that prospects “consider this vendor a viable choice for strategic or tactical investments, while planning for known limitations.”

“Our customer base of leading global brands is committed to in-store execution excellence, and as such, draw upon RW3’s deep expertise and expansive solutions to help them achieve unparalleled consumer satisfaction at the shelf,” said Bruce Nagle, CEO & Founder of RW3. “We believe Gartner’s “Positive” rating reinforces RW3’s position in the market and our commitment to providing a unique value proposition to our customers, which is critical during these economic times.”

### **RW3 Inc.**

RW3 solves business challenges for top global brands like Nestlé, Sony PlayStation, Kellogg’s and Pepsico QTG through strategic consulting, custom reporting, analytics and flexible retail execution solutions. We provide the critical intelligence that powers smarter decisions, allowing you to better understand your consumers, identify untapped sales opportunities, measure gaps in performance and optimize the environment where consumers meet your products. It’s this precision intelligence that ultimately increases speed-to-shelf, expands market share, improves sales force efficiency and maximizes return on investment. For more information or a business assessment, please contact RW3 Incorporated at 1-800-444-5793 or [info@rw3.com](mailto:info@rw3.com). Visit us online at [www.rw3.com](http://www.rw3.com).

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<sup>1</sup> Gartner, Inc. "MarketScope for Sales Force Automation in the Consumer Goods Industry" by Dale Hagemeyer, November 12, 2008