



RW3 SFA Solutions Recognized by Leading Analyst Firm

February 2010 –Gartner has rated RW3 Technologies as “Positive” in its 2009 MarketScope report on Salesforce Automation in the Consumer Goods industry.¹

RW3 solutions enable diverse merchandising profiles for a variety of Consumer Goods customers, including grocery retailers, convenience stores, newsstands, mass merchants, kiosks and airport retailers. RW3 has an unparalleled level of client retention; continually helping evolve existing tools as well as integrating new technologies and innovation as customer needs change.

RW3’s value to customers lies beyond technology. Partnering with customers to help them evolve their retail strategies and the underlying solutions is a fundamental part of RW3’s value proposition. “RW3 is not just a software provider – they take an active role in our success, challenging us to think about our retail strategies & processes at a deeper level,” commented Graham Purdy, VP Sales of National Tobacco Company. “This mindset drives collaboration to develop better systems & tools, leading to enhanced results and a lot of success for our company.”

“RW3 is privileged to have long standing relationships with many of the world’s top CG manufacturers – in many cases, for over a decade. These leading global brands are committed to in-store execution excellence, and as such, draw upon RW3’s unique value proposition to help them achieve unparalleled consumer satisfaction at the shelf,” said Bruce Nagle, CEO & Founder of RW3. “We believe Gartner’s evaluation reinforces RW3’s position in the market.”

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. For more information or a business assessment, please contact RW3 Incorporated at 1-800-444-5793 or info@rw3.com. Visit us online at www.rw3.com.

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¹ Gartner, Inc. "MarketScope for Sales Force Automation in the Consumer Goods Industry" by Dale Hagemeyer, December 18, 2009.