



RW3 SFA Solutions Recognized by Leading Analyst Firm

Sales force automation success has long been seen as leading to true competitive advantage, and this fact is even more prevalent in today's economic reality. A company who can "win" with effective SFA solutions will likely see greater market share and growing ROI.

"Sales Force Automation constitutes a means to a competitive advantage, particularly as CG companies evolve their capabilities from transactional to analytical to predictive/optimization and finally to optimized with a focus on more real time."

- Gartner Research, *MarketScope for SFA in the Consumer Goods industry*; December 2009

Gartner Research recently lauded RW3 with a "Positive" rating for Sales Force Automation in the Consumer Goods industry, and in doing so, recognizes RW3 for delivering unique depth and value beyond that of a traditional technology solution. 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 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 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."

We would welcome the opportunity to discuss your company needs and help determine whether RW3's solutions would be a good fit for your retail strategies. Please contact RW3 at 800-444-5793 or email info@rw3.com for more information about our solutions or to answer your specific questions as they relate to your requirements. ■