

BROWN SMITH WALLACE

# CONSULTING GROUP

**PARTICIPANT PLANNER**

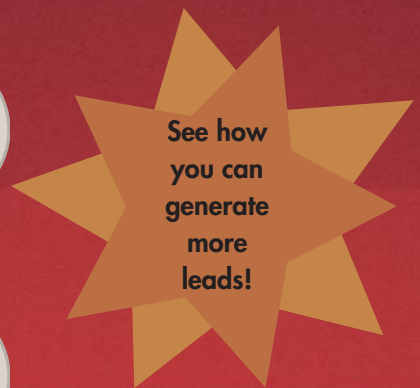
**11**

Opportunities

Distribution Software Guide  
Software4Distributors Website

Manufacturing Software Guide  
Software4Manufacturers Website

Mid-Year Supplements  
Whitepapers



See how  
you can  
generate  
more  
leads!

**Table of Contents**

Introduction ..... 2

Audience Reach ..... 3

Industry Reach ..... 4

Software4Distributors & Software4Manufacturers ..... 5

Lead Generation ..... 6

Distribution & Manufacturing Software Guides ..... 7

Mid-Year Supplements ..... 8

Whitepapers ..... 9

Meet The Consulting Group ..... 10

Offering Details ..... 11

Product Portfolio ..... 12

# 2011 Participation Benefits

- ✓ Expanded content offers more opportunities to engage visitors.
- ✓ Lead files include all activity from website users viewing your expanded content.
- ✓ Added visibility through our marketing campaigns and email blasts.

## Independence

The Brown Smith Wallace Consulting Group maintains our position as unbiased, objective consultants. We do not sell hardware, software or implementation services. The Consulting Group has no financial interest in any system or company that participates in any of our products or services.



**About This Participant Opportunities Planner**

If you are looking for a way to reach the wholesale distribution and supply chain industry, count on the Brown Smith Wallace Consulting Group to educate users about your solution along with the leading companies in the industry.

The Brown Smith Wallace Consulting Group believes you get more than just a good return on your investment. With a comprehensive program to reach the marketplace throughout the year, your company and products receive continuous exposure in the marketplace like never before.

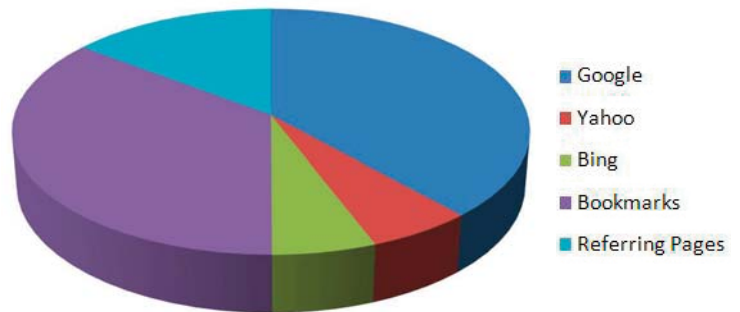


## Audience Reach

### AUDIENCE REACH

Our portfolio of printed guides act as a gateway to more than 64,000 readers and our online directories reach 50,000 visitors. The target audience makes up an entire community of buyers of enterprise software in the distribution and manufacturing industries. Our print circulation, provides a superior audience and high quality leads, has grown through partnerships with Contractor Supply Magazine and Industrial Supply Magazine.

Our websites have been providing information to distributors for over two decades. More than 50 percent of our traffic comes from searches in major search engines such as Google, Bing, and Yahoo.



Our full-time staff of consultants and publishers work directly with the software community, providing information that is valuable to distributors and manufacturers. We provide marketers with a trusted platform for reaching key customers and developing new business opportunities as part of our lead generation programs.

### Popular Search Phrase

	Google	Yahoo	Bing
<b>Distribution Software</b>	Page 1	Page 1	Page 1
<b>Wholesale Distribution Software</b>	Page 1	Page 1	Page 1
<b>Software for Distributors</b>	Page 1	Page 1	Page 1
<b>Software Selection Directory</b>	Page 1	Page 1	Page 1
<b>Manufacturing Software Guide</b>	Page 1	Page 1	Page 1
<b>Distribution Software Packages</b>	Page 1	Page 2	Page 1
<b>ERP Distribution Software</b>	Page 2	—	—



### What?

The Brown Smith Wallace Consulting Group maintains two websites, publishes two software guides for the Distribution and Manufacturing industries and distributes electronic Mid-Year Supplements.

### Where?

Trade associations, Buying groups and Educational institutions in the distribution industry.

### Why?

The Guides and Supplements have been established because of the demand in the market place for comprehensive information about software.

### When?

The Consulting Group publishes both the Distribution and Manufacturing Software Guides in the first quarter and electronic Mid-Year Supplements in the third quarter.

# Industry Reach

## INDUSTRY REACH

Partnerships with trade associations, industrial distribution programs and other industry experts represent more than 64,000 readers. Our guides are endorsed by 45 trade associations and are offered as a membership benefit, covering distinct vertical markets in the wholesale distribution and manufacturing supply chain.

To continually position the Guide as the most credible source of distribution and manufacturing software research, the Guide is regularly mentioned or cited by countless media outlets and association publications including: Construction Distribution, Distributors Link, Contractor Supply, Industrial Supply and The Wholesaler.

<b>American Supply Association</b> 	<b>The FPDA Motion and Control Network</b> 	<b>The Assoc. for Hose &amp; Accessories Distribution</b> 	<b>Pet Industry Distributors Association</b> 
<b>Association for High Technology Distribution</b> 	<b>Heating/Air Conditioning/Refrig. Dist. International</b> 	<b>National Independent Lighting Distributors</b> 	<b>Power Transmission Distributors Association</b> 
<b>Aviation Distributors &amp; Manufacturers Association</b> 	<b>Heating/Refrig./Air Conditioning of Canada</b> 	<b>National Assoc. of Sign Supply Distributors</b> 	<b>Professional Beauty Association</b> 
<b>Bearing Specialist Association</b> 	<b>Independent Computer Consultants Association</b> 	<b>North American Building Materials Dist. Assoc.</b> 	<b>Safety Equipment Distributors Association</b> 
<b>Bicycle Products Suppliers Association</b> 	<b>IMARK Group</b> 	<b>National Electronic Distributors Association</b> 	<b>Security Hardware Distributors Association</b> 
<b>Business Solutions Association</b> 	<b>International Sealing Distribution Association</b> 	<b>National Fastener Distributors Association</b> 	<b>Specialty Tools &amp; Fasteners Distributors Assoc.</b> 
<b>Canadian Institute of Plumbing &amp; Heating</b> 	<b>Industrial Supply Association</b> 	<b>North American Horticulture Supply</b> 	<b>Supply Chain Systems Laboratory Texas A&amp;M University</b> 
<b>Cleaning Equipment</b> 	<b>International Glove Association</b> 	<b>National Marine Distributors Association</b> 	<b>Waste Equipment Technology Association</b> 
<b>Door and Hardware Institute</b> 	<b>ISSA</b> 	<b>NPTA Alliance</b> 	<b>Water &amp; Sewer Distributors of America</b> 
<b>Equipment Marketing &amp; Distribution Association</b> 	<b>International Truck Parts Association</b> 	<b>Outdoor Power Equip. &amp; Engine Service Assoc.</b> 	<b>Wholesale Florist &amp; Florist Supplier Assoc.</b> 
<b>Financial &amp; Security Products Association</b> 	<b>National Association of Electrical Distributors</b> 	<b>Pacific - West Fastener Association</b> 	<b>Woodworking Machinery Industry Association</b> 

## Expanded Online Content

Website visitors say, "I need to replace my software, it is not supporting the requirements of my business. Where do I go to find information about a specific application? Where is there information on the business processes I am using? Where can I find a list of vendors that create software for my vertical market?"



## Find It Here:

Resource	Vendors	Applications	Vertical Markets	Distribution Experts
Distribution Software Guide Manufacturing Software Guide ID Supplement Industrial Supply Supplement Contractor Supply Supplement IBM Economic Outlook IBS Integrator Software CD Jon Schreiberfeder CD Epicor Multimedia CD On Demand Sales Force CD	Absolute Value Accellos Activant BGR BMA Software CIBER Computer Insights DDI System Distribution One Epicor Software Exact General Data Systems Gillani IDEA INxSQL Infor IST IBS Lawson MBS DEV Microsoft NetSuite Sage VAI	Add-On Integrated Software Business to Business Software Warehouse Management Software	Apparel/Fashion Bearings Books/Publishing Building Supply Electrical Electronics/High Tech Fasteners Florist/Flowers Fluid Power & Motion Control Food & Beverage HVAC Industrial Supply Janitorial & Sanitation Medical Supply Office Supply Paper & Packaging Pharma Plumbing Tile & Flooring	Inventory Planning Lean Distribution Profit Optimization Strategic Pricing

## MAIN SECTIONS

### Evaluation Center:

This database driven application uses a series of questions to help visitors identify and select the software vendors that satisfy their criteria. Users are presented with a comparative side-by-side feature matrix.

### Resource Center:

Visitors can order printed software guides and vendor CD's that BSWC fulfills.

### Applications:

Cross-reference listing by application module. Each module will have a dedicated page that will display a brief description and list of vendors along with a link to the main **vendor portal**.

### Vertical Markets:

Cross-reference listing by 20 major vertical and micro-verticals market. Each vertical listing will display a description of the vertical market, discussion of the features that are significant for that vertical, and leading trade associations and publications. Also, each vertical market page lists the vendors that serve that market with a brief description and a link to the vertical market page in the **vendor portal**.

## Distribution Experts:

The purpose of this section is to help wholesale distributors connect advice and information from industry experts with the software packages that enable them to implement those techniques. Articles, Whitepapers, and presentations from Jon Schreiberfeder and Grant Howard will be featured in the Inventory Planning section, Barry Lawrence in the Profit Optimization section, Brent Grover and David Bauders in the Strategic Pricing section and Howard Coleman in the Lean Distribution section. Each experts section will list the vendors that deliver that functionality, a brief description and a link to the distribution experts page in the **vendor portal**.

**Brown Smith Wallace Consulting Group**  
Product: ERP and Addon (Integrated) Software

**User Range**

- 1 to 10
- 11 to 50
- 51 to 200
- 201 to 500
- Over 500

**Vertical Markets**  
Wholesale Distribution, Manufacturing

**Technology**  
Operating System: Windows  
Database: MS SQL Server  
Presentation: GUI

**Delivery**  
OnPremise

Contact: Sara Nelson or Jeff Guisford  
10151 Corporate Square, Ste. 100  
St. Louis, MO 63132  
Ph: (314) 983-1200  
Ft: (314) 983-1229  
Email: [bsw@bswllc.com](mailto:bsw@bswllc.com)

## VENDOR PORTAL

Vendor listings have been expanded into a **vendor portal** to provide prospects with comprehensive information about your software product(s) and company.

### Main:

Provides prospects with a fast facts section: a summary of your company and products, sales contact information, a link to your website, and a link to the Evaluation Center. Users will be able to schedule a demo or request pricing from you. Users will be prompted to register (if they haven't already) and all information collected will be logged in your lead file.

### Applications:

Provides a full listing of all application modules offered. These links can open a PDF or link to a page on your own site.

### Documents:

Provides prospects with brochures, case studies or whitepapers to read. Any item can be designated as "premium" content requiring registration. All clicks on premium items will be logged in your lead file.

# Lead Generation

## Demos:

Provides prospects with the ability to view your video demonstrations or screen captures of features of your software. Any item can be designated as “premium” content requiring registration. All clicks on premium items will be logged in your lead file.

## Vertical Markets:

Provides prospects with a listing and description of the vertical markets that your software is a fit for. You can link to the information on your website or BSWC maintains a standard list of vertical markets that can be cross-referenced to. Prospects who search by vertical market will be able to link directly to your **vendor portal**.

## Distribution Experts:

Provides prospects with information on how your software helps them to implement business practices offered by industry thought leaders: Inventory Replenishment by Jon Schreiberfeder and Grant Howard, Strategic Pricing by Brent Grover and David Bauders, Profit Optimization by Barry Lawrence, and Lean Distribution by Howard Coleman.

## 3rd Party:

Provides prospects with information on 3rd party software that you utilize – either technology partners or application software partners. Text can link to documents or pages on a website.

## Custom:

Customize this tab for your own purposes to provide prospects with even more information. Use this tab for detailed company information, implementation practices, channel partners, or listing of programs/webinar/events. Decide what will work best for you.

## Lead File Layout

Every element of “premium” content is identified by software vendor and unique title. Those two identifiers are captured and included in your lead file. So not only will you know that a prospect selected your software in the ERP Evaluation Center, but you’ll also know the name of your whitepaper that the prospect downloaded and which demos they watched. The sample lead below shows the demographic data and the software selection data collected when the prospect registers to access “premium” content. Leads are delivered in Excel spreadsheets every other week. Formats can be customized to fit your layouts upon request.

Demographic Information	
Lead Type	BSWC Enterprise
Date	01/01/10
User ID	6666
Company	BSWC
First Name	John
Last Name	Doe
Title	COO
Email	john@bswllc.com
Address	101 Drive
City	St. Louis
State	Missouri
Zip	63132
Phone	888-888-8888
Fax	555-555-5555

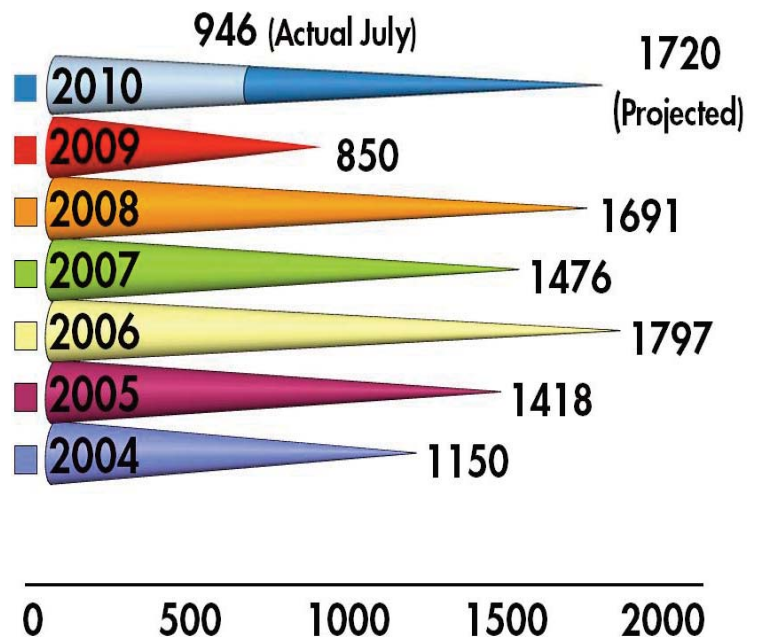
Project Data	
Revenues	\$5M - \$10M
Employees	6-10 emp
Timeframe	1-3 months
Budget	\$100,000
Vertical Market	Electrical
SIC Code	5063

## Quality of Leads

Our reputation revolves around the quality of leads we generate for those who participate in our Guides and Supplements. Leads generated from our websites are identified, screened, validated and distributed following the visitor inquiry in our Evaluation Center, request for materials in our Resource Center, and downloading “premium” content from your **vendor portal**.

The Consulting Group staff individually screens all leads using a variety of online sources to validate that the information provided is accurate compared against information available in the public domain.

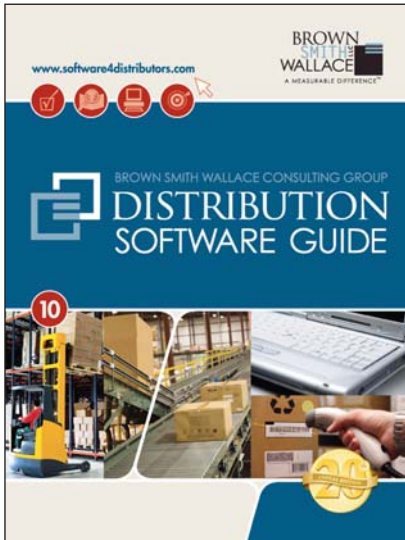
## Lead Generation Performance



Circulation: 9,000 in Print



## BROWN SMITH WALLACE CONSULTING GROUP DISTRIBUTION SOFTWARE GUIDE



The 20<sup>th</sup> Edition of the Distribution Software Guide has become the most used directory for wholesale distributors looking to replace or upgrade their existing business software. The guide provides detailed vendor information including feature matrixes for Enterprise Distribution and Complementary Solutions.

The Guide reaches more than 9,000 distributors annually via the print version. This one-of-a-kind compilation serves as the primary resource for detailed distribution software selection research.

2010 Distribution Guide

**Primary Sponsor**



**ACTIVANT**

**Co-Sponsor**

**INFOR**

Circulation: 7,000 in Print



## BROWN SMITH WALLACE CONSULTING GROUP MANUFACTURING SOFTWARE GUIDE



In response to market demand and trade associations with distribution and manufacturing members the Consulting Group released a companion directory to address the software needs of manufacturers in early 2007. In 2011, the 5<sup>th</sup> Edition of the Manufacturing Software Guide will be published.

This Guide includes detailed vendor pages, company demographics, product information, and a feature matrix. The printed version reaches 7,000 manufacturers annually.

2010 Manufacturing Guide

**Primary Sponsor**

**EPICOR**

**Co-Sponsor**

**= exact**

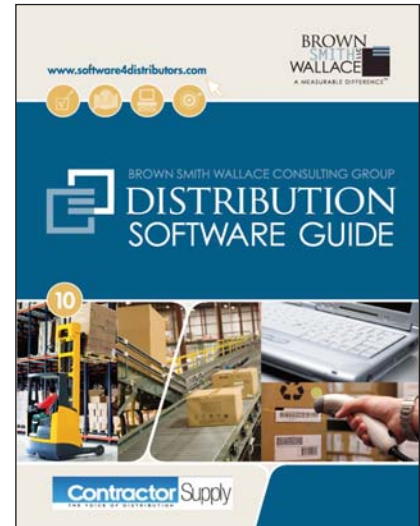
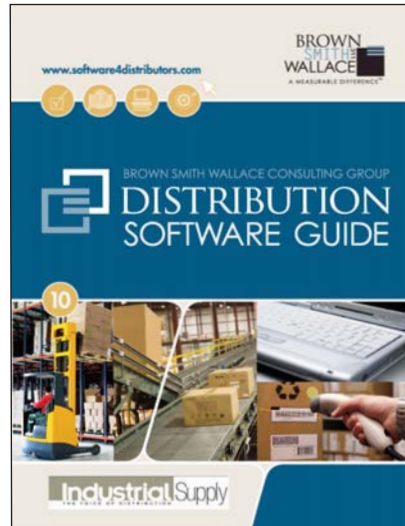
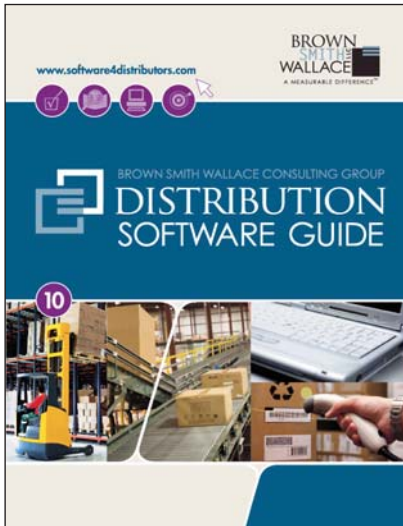
And it all comes together.

### DSC Plans to Hold Industry Meeting in 2011

The Distribution Solutions Council, a roundtable of software executives with a special interest in the wholesale distribution marketplace, provides the ideal opportunity to meet and explore new ideas, gain education and explore best practices from different perspectives in a friendly, non-competitive environment. Also available to DSC members is an opportunity to hear educational segments that are hosted on our websites. These audio and video segments provide DSC members with an opportunity to receive education on a variety of technology issues and learn from industry experts on a number of topics.



## Mid-Year Supplements



### ELECTRONIC SUPPLEMENTS

Prepared In Cooperation with *Brown Smith Wallace Consulting Group, Industrial Supply, and Contractor Supply Magazine* (August/September/October 2010)

The Supplement Guide, condenses the Distribution Software Guide content into a 20 page, easy to read layout and provides detailed information for companies beginning their selection and evaluation process. Content is gathered by interviews conducted by the Brown Smith Wallace Consulting Group. Each product summary provides an overview of functional highlights, technology platform, planned improvements and new developments scheduled in future releases, in addition to the entry price point for the simplest configuration of the software and the basic services needed to implement it.

Supply channel distributors and manufacturers rely on *Industrial Supply and Contractor Supply Magazine* to tell them about new products and processes that can make them efficient and profitable.

These Supplements reach Contractor Supply Magazine's 18,000-plus construction equipment, tool and supply distributors, manufacturers and rep agencies. Also, they reach Industry Supply Magazine's 30,000-plus industrial distributors and independent manufacturer reps in the United States. Whether products and services are destined to end up in products or the plants that manufacture them, both magazines get into the decision-makers' hands.

### Brown Smith Wallace Consulting Group Mid-Year Supplement Sample Listing



Brown Smith Wallace Consulting Group provides software research to the wholesale distribution and manufacturing industries. They help companies in selecting enterprise software solutions that fit their business

requirements.

**Vertical Markets:** Wholesale Distribution; and Manufacturing.

#### Functional Highlights:

Software companies that participate in our Guides have software that fit a wide range of functions. Some of the major modules include customer relationship management, warehouse management, supply chain management, and many others.

#### Technology:

Operating System: Windows  
Database: MS SQL Server  
Presentation: GUI  
Delivery: OnPremise

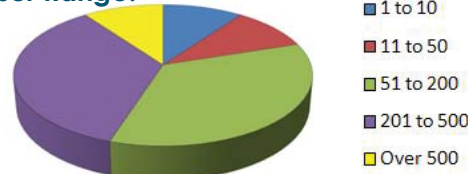
#### Technology Highlights:

This includes anything from Software-as-a-Service (SaaS), cloud computing, onDemand applications, mobile device integration. Also there is usually a list of capabilities for the software vendors' operating system and database.

#### New Developments:

Anything new and interesting to report about the software package. Maybe even events where the new version of software has been presented.

#### User Range:



#### Sales:

Entry Price Point: Contact Vendor  
Sales Channel: Independent

#### Contact:

BSWC  
10151 Corporate Square, Ste. 100; St. Louis, MO 63132  
Phone: (314) 983-1200  
email: [sales@bswllc.com](mailto:sales@bswllc.com)  
web: [www.bswllc.com](http://www.bswllc.com)

# Whitepapers

## WHITEPAPERS OFFERING

Given the complexity of the software being sold, software companies face challenges communicating the features and benefits to customers. Sometimes the features are too complex to be readily apparent at first glance.

Whitepapers can be an effective way to educate potential customers on the value of your products and to explain the complex technologies involved.

Whitepapers offer a benefit that more glamorous marketing materials cannot provide. They lend validity to product claims and help prove that there's "steak" behind the marketing "sizzle." Whitepapers offer value to potential customers by providing unbiased information and analysis regarding the utilization of technology to solve a business problem. Whitepapers are more useful than other kinds of collateral and can be incorporated into marketing and webinars campaigns.

### Whitepapers can:

**Educate prospects.** Whitepapers help prospects determine whether a product meets their needs. It's easier to talk to an educated lead.

**Generate new leads.** Companies can require that readers register to receive a whitepaper. This practice delivers interested prospects directly to the sales force.

**Reach a wide audience.** Distributing whitepapers through industry media and independent sites such as the Software Guide creates "mindshare".

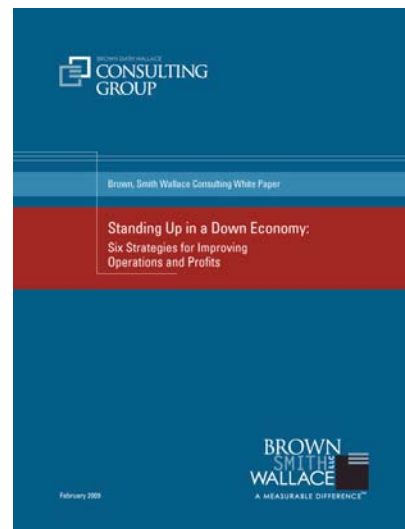
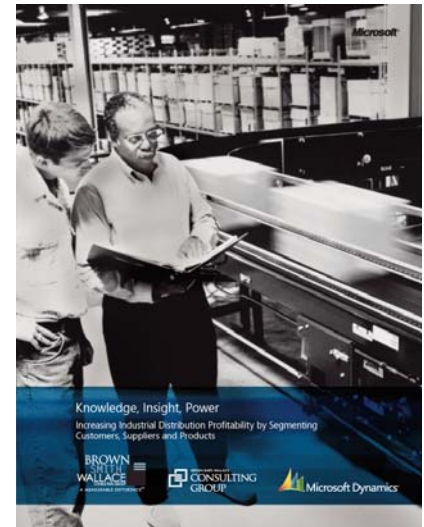
BSW Consulting has written whitepapers for participants of the Software Guide on topics that include both technology and business processes. Our whitepapers have been used by software companies to support new product launches and to demonstrate leadership in their industries.

Our whitepapers are written by Steve Epner. Steve is an adjunct professor of Innovation and Entrepreneurship in the graduate program at the John Cook School of Business at Saint Louis University and is a member of the Center for Supply Chain Management Studies. In addition, Steve is a member of the faculty at the University of Industrial Distribution and Arizona State University for the Certified Professional Manufacturers Representative program. Steve has a Bachelor of Science in Computer Science (1970) and a Master of Science (2005) from Purdue University.

## EXAMPLES

### Microsoft Whitepaper

### Increasing Industrial Distribution Profitability by Segmenting Customers, Suppliers, and Products

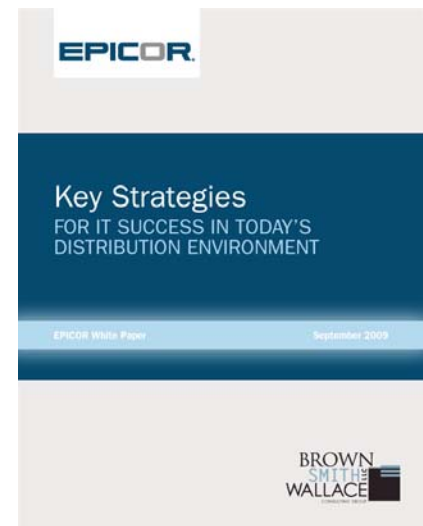


### Infor Whitepaper

### Standing Up in a Down Economy: Six Strategies for Improving Operations and Profits

### Epicor Whitepaper

### Key Strategies For IT Success in Today's Distribution Environment



## Meet The Consulting Group



### MEET THE CONSULTING GROUP

#### Jeff Gusdorf, CPA

Jeff is a Principal in the Brown Smith Wallace's Consulting Group. He is the managing consultant and is responsible for IT strategic consulting and software research and evaluation. Jeff has 30 years' experience as a financial manager and technology consultant in the manufacturing, distribution and service sectors.



#### Cory Metz

Cory is a business development associate at Brown Smith Wallace LLC. He is responsible for supporting business development and marketing initiatives for the firm's middle market practice. Cory also serves as senior supervisor consultant in the Brown Smith Wallace's Consulting Group. He is responsible for managing sales and production of the Distribution Software Guide, Manufacturing Software Guide, and web-based lead generation programs. Cory plays a key role in managing relationships and assisting clients with enterprise software selection projects.



#### Steve Epner, CSP

Steve is the founder of the Brown Smith Wallace Consulting Group. During his 40 year career, he has built a reputation for assisting clients with the integration of strategic business planning, information systems and tactical requirements. He has also become a highly regarded industry expert. Steve helps his clients develop, implement and

fine-tune plans that will enable them to achieve their stated objectives and position their businesses for success.

#### Danielle Oser, APR

Danielle is the Marketing Project Manager for Brown Smith Wallace LLC and also serves as the Public Relations and Marketing Director for the Brown Smith Wallace Consulting Group. She is responsible for preparing and overseeing communication, public relations and e-marketing activities for the firm. Her client work includes assisting Brown Smith Wallace Consulting Group clients in finding the right target markets and customers for their products and/or services.



#### Sara Nelson

Sara is a senior consultant in the Brown Smith Wallace Consulting Group. She is responsible for developing content for the software guides and software distributors' website, validating sales leads, writing articles for industry publications, and creating marketing materials. Her key areas of expertise are web development, customer relations, database maintenance, technology applications, marketing research and design of print materials.

### BROWN SMITH WALLACE CONSULTING GROUP

10151 Corporate Square, Suite 100  
St. Louis, MO 63132  
314-983-1200  
[www.software4distributors.com](http://www.software4distributors.com)  
[www.software4manufacturers.com](http://www.software4manufacturers.com)

## Offering Details

### BROWN, SMITH, WALLACE CONSULTING GROUP PARTICIPANT OFFER FOR 2011

	Enterprise Software Participants			Add-on Solutions
	Basic *	Bundled	Premium	Non-ERP
<b>Annual, Print Directory</b>				
1-page listing in the ERP section	✓	✓	✓	
1-page listing for Add-on section				✓
<b>Annual, Online Directory</b>				
<b>Evaluation Center</b>				
• ERP	✓	✓	✓	
• B2B		✓	✓	
• WMS		✓	✓	
<b>Resource Center</b>				
• CD		✓	✓	✓
<b>Vendor Portal</b>				
• Applications	✓	✓	✓	✓
• Documents	✓	✓	✓	✓
• Vertical Markets	✓	✓	✓	✓
• Demos		✓	✓	✓
• 3rd Party Add-on		✓	✓	
• Distribution Experts		✓	✓	
• Custom			✓	
* Vendor Portal content pages are limited				
<b>Additional Cost Items</b>				
• Mid-Year Supplement Guides	✓	✓	✓	✓
• Banner Advertising		✓	✓	✓
• Whitepapers		✓	✓	
<b>Extras, Print Directory (as available)</b>				
Additional ERP listing in print directory		✓	✓	
Full page, full color print ad (front-inside cover)			✓	
Half page, full color print ad (back-inside cover)			✓	
<b>Extras, Online Directory</b>				
Quarterly email newsletter		✓	✓	
Whitepaper email campaign			✓	

#### Terms and Conditions

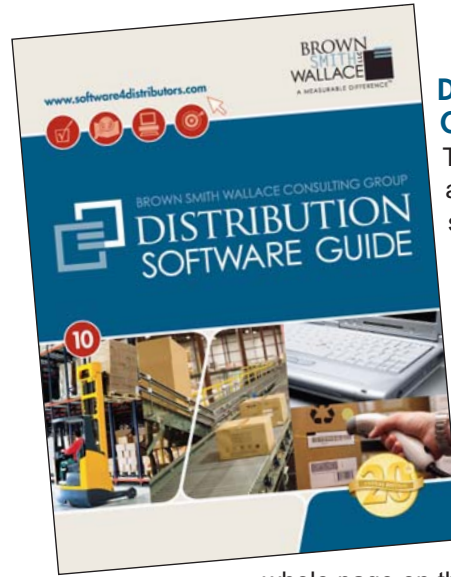
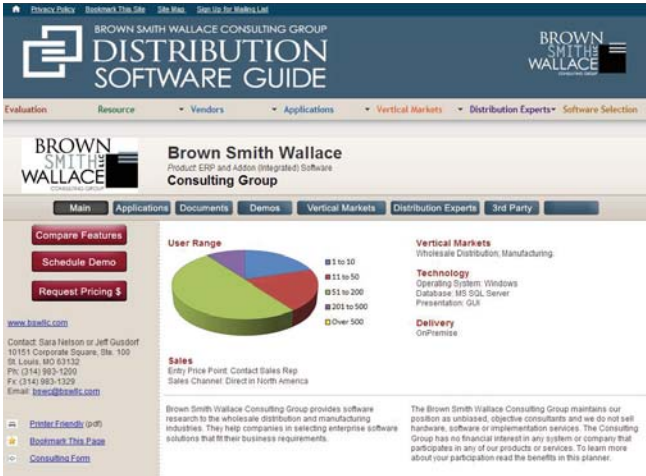
This offer lists all available options for participating in BSWC programs. Some programs are available on a first come first serve basis. To find out more about pricing or how to become a participating solution provider, please contact one of us at BSWC.

#### Contact

Jeff Gusdorf at 314-983-1208 or [jgusdorf@bswllc.com](mailto:jgusdorf@bswllc.com)  
 Cory Metz at 314-983-1216 or [cmetz@bswllc.com](mailto:cmetz@bswllc.com)  
 Sara Nelson at 314-983-1393 or [snelson@bswllc.com](mailto:snelson@bswllc.com)

**Software4Distributors & Software4Manufacturers**

Circulation: 9,000 in Print



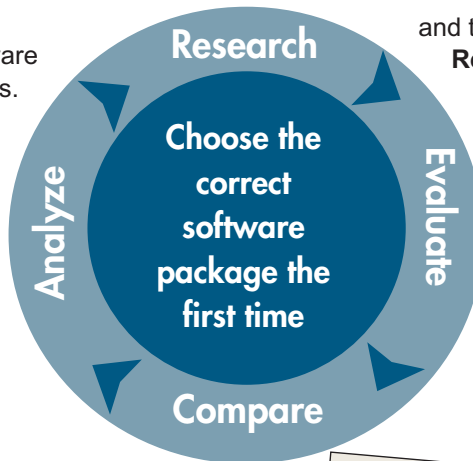
**Distribution Software Guide Focuses on:**

Two sections to address the types of software which include Enterprise Distribution and Complementary Add-on solutions. This guide covers the broad distribution market place and distinct vertical markets. Each participant will fill a

whole page on their product marketing and technology information. **See the Resource Center on our websites for a copy.**

**Websites Focus on:**

Providing users with extensive information about ERP and Add-on software for Wholesale Distribution and Manufacturing. Interactive tools in the Evaluation Center guide users to the software packages that fit their specific requirements. **Vendor portals** and cross-reference pages provides users with detailed vendor and application information, whitepapers, demonstrations, resources, vertical markets, and more.



Circulation: 7,000 in Print

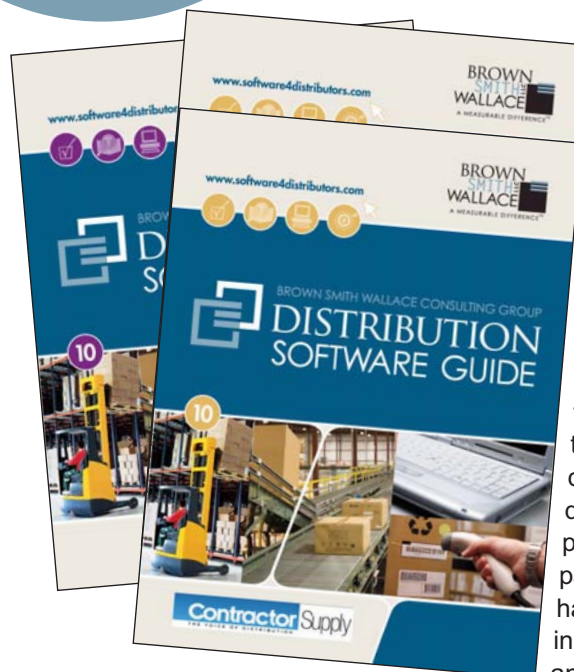
Circulation: 48,000 Available: Electronic



**Manufacturing Software Guide Focuses on:**

The unique needs of the Manufacturing and the supply chain community. This guide provides a directory of software providers and features a software functionality comparison. Like the Distribution Software Guide participants complete a full page on their product marketing and

technology information. **See the Resource Center on our websites for a copy.**



**Mid-Year, Industrial Supply, and Contractor Supply Supplements Focus on:**

A mix of supply channel distributors and manufacturers. All Supplement Guides highlight the functions, technology, and new developments of different software packages. Each participant receives half a page listing including their logo and company contact

information. **See the Resource Center on our websites for a copy.**