



# Company Profile

Improving Management of Trade Spend  
and Market Development Allowances



Flintfox Trade Management systems are being used by many companies throughout the world.



## Solutions

Flintfox develops and markets software for the management of complex pricing, trade promotions and revenue related expenses for a wide range of manufacturing and distribution companies.

Our experience in providing trade solutions to over 130 customers, often in Fortune 500 environments, has shown the requirement of virtually all is to have a solution that allows their ERP system to handle the pricing and trade channel market development complexities, be they manufacturers or distributors in the CPG/FMCG, Consumer Durables, Liquor or Industrial product Distribution sectors. From Gortons' to Hylands, Daisy Brand to Chobani, Wirtz Beverages to Oatey Company; the advanced pricing, promotional and rebating capabilities of Flintfox solutions have been necessities for their businesses.

Maximizing the effectiveness of trade spend and stopping painful profit leakage from unmanageable deduction, rebate and allowance systems are two key objectives, with the more recently added requirement imposed by increased legislative obligations such as the Sarbanes-Oxley Act and similar legislation around the world.

## Experience

Established in 1987, Flintfox has been providing solutions for pricing, trade promotions and contract management for over 25 years. The current solutions represent a complete re-engineering of Flintfox's earlier software products, retaining our specialist business logic developed over this period, and integrating this into Microsoft Dynamics® AX, NAV and CRM.

Flintfox's recent solution developments have leveraged Microsoft® Corporation's huge investment in the latest productivity tools such as Dynamics, Windows Workflow and Communication Foundations, .NET, and SQL Server, and are certified for Microsoft Dynamics. Flintfox has met the gold (highest) standard competency requirements established by Microsoft for Application Developers (ISVs) and for Enterprise Resource Planning (ERP) Partners.

Recent acknowledgements of Flintfox's expertise in assisting customers by providing advanced trade solutions include some from Microsoft and Consumer Goods Technology (CGT) Magazine. For a number of years now Flintfox have been included in the top Trade Promotion Management providers as judged by "Readers Choice" of CGT. Flintfox recently joined the Microsoft Dynamics Global ISV program, ensuring that Flintfox customers will be able to leverage the latest innovations from Microsoft Dynamics platforms and Flintfox integrated TPM software.

At the time of joining this elite program, Doug Kennedy, Vice President, Microsoft Dynamics Enterprise Partners said: "We are delighted to have Flintfox International join the Microsoft Dynamics Global ISV program. By combining its trade promotions unique expertise with Microsoft Dynamics AX for large enterprise customers in manufacturing and distribution, Flintfox serves as an example of the innovation and added value our partners are offering customers."

From Sydney in the south to Oslo in the north, specialist Flintfox partners, supported by our own domain and technical experts, are available to ensure customers obtain the full benefits of their Dynamics business system.



# Featuring...

## Advanced Trade for Microsoft Dynamics

Manufacturing and distribution organizations using, or intending to use Microsoft Dynamics AX should note the following key benefits of implementing **TPM for Dynamics**.

### Get the most out of your Dynamics Implementation



By having advanced pricing, rebates, administrative fees, allowances and promotions, as well as claim, deduction and chargeback settlement processes - recorded, maintained and processed from within Dynamics,

the whole organization has access to more complete up-to-date data. The familiar Dynamics application limits error rates, while maintaining security controls and providing a vastly enhanced ease of auditing.

### Know your true financial commitments at all times

With all data in the one system, organizations accurately know the current up-to-date P & L situation, with visibility of all commitments and allowances owing, ensuring that there are no end-of-month, or end-of-year surprises.

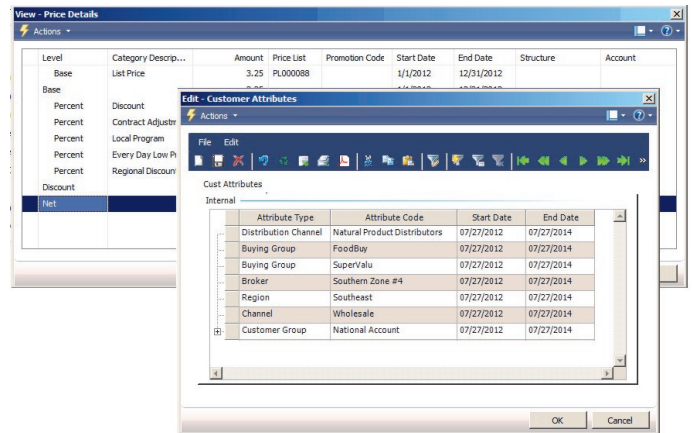
### Reduce your costs

With all trade related data available in real time, invoice errors are avoided, leakage from both invalid deductions and missed allowance claims is avoided, and more effective spend inevitably leads to reduced spend.

- Get the most from your Dynamics implementation
- Improve your ability to manage
- Reduce your costs
- Know your true financial exposure at all times
- Ensure your compliance
- Solutions for Dynamics AX, NAV and CRM

### Improve your ability to manage

With features such as date sensitive customer and product attributing that enable the automated maintenance of customer and product membership against price lists, promotions, rebates etc. manageability is vastly improved, while administrative costs and errors are reduced.

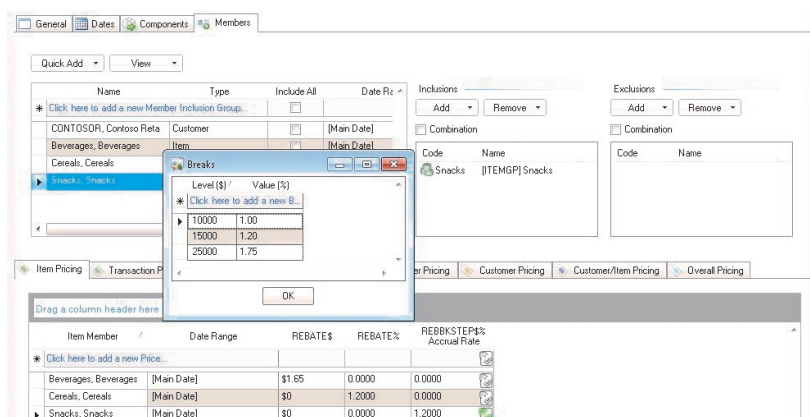


### Ensure your compliance

With secured workflow and full audit facilities, financial compliance controls are available to suit your statutory needs.

**TPM for Dynamics** has been developed as a dedicated suite of modules for Microsoft Dynamics AX and NAV customers who need robust, full service solutions for Complex Pricing, Trade Channel Management and Trade Promotion Management of both customers and vendors.

**The Modular approach** provided by the Flintfox trade suite means you can address a single issue such as complex pricing requirements or rebates; or address all trade promotional issues with the one solution integrated with Dynamics ERP.



**Flintfox's TPM for Dynamics CRM** provides budgeting, planning, execution and analysis functions to manage trade promotions, required by the likes of consumer goods companies. Available as an onsite or a hosted implementation, it is architected so customers not using Dynamics as their main ERP business system can still gain the benefits of using Flintfox's advanced TPM functions.

These trade promotion management solutions and the services required to implement and support them are provided by Flintfox and Microsoft Dynamics Partners in many countries around the world.





For further information on any of our products please refer to our website for your regional contact. Alternatively email us and we will direct your enquiry to the most appropriate person.

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## Microsoft Partner

Gold Enterprise Resource Planning  
Gold Application Development

**Global ISV**  
ISV Partner of the Year  
Asia Pacific 2012

