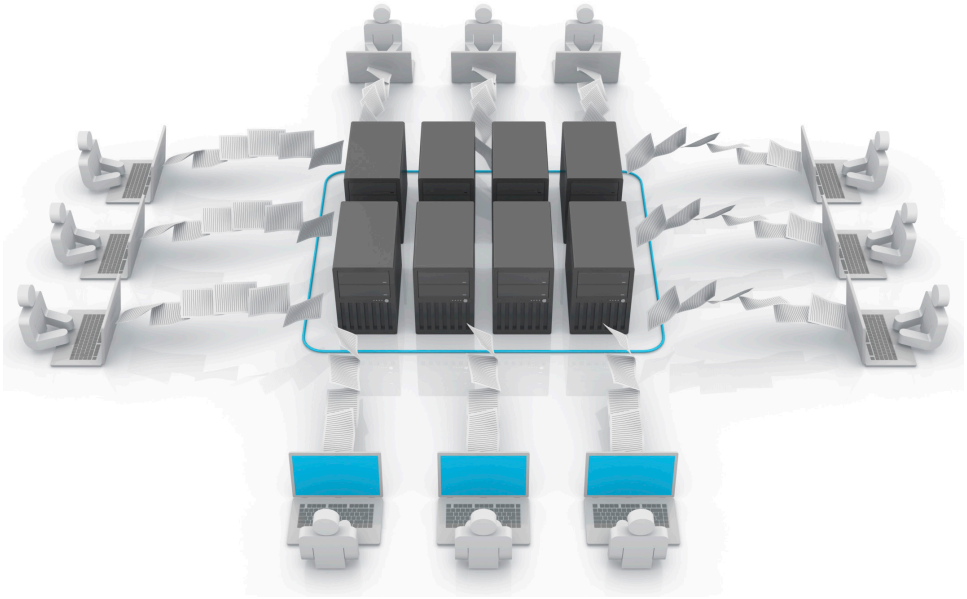


OnTrak Software

Cutting-Edge Marketing Management Software

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ONTRAK SOFTWARE: *CUTTING-EDGE MARKETING MANAGEMENT SOFTWARE*

ONTRAK SOFTWARE OFFERS DISTRIBUTING COMPANIES THE SOFTWARE TOOLS TO MANAGE AND MEASURE THE SUCCESS OF THEIR POINT-OF-SALE MARKETING CAMPAIGNS

WRITTEN BY KATIE WEGNER
PRODUCED BY MICHAEL MAGNO





MEASURING THE IMPACT OF POINT-OF-SALE (POS) marketing campaigns is a notoriously tricky enterprise, and companies often depend on gut feelings and generalized revenue numbers. OnTrak Software was designed by owner Mark Fullerton to take the guesswork out of managing POS marketing by offering a comprehensive application to automate the ordering, placing and tracking of POS marketing materials for beer and beverage companies.

Denis Clark, who has 25 years of leadership and management experience in the software business, joined OnTrak as executive vice president in 2009 because he realized the unique market value of OnTrak's software. The key question that the software answers for distributing companies is whether the money that they spent trying to promote the brand is getting a cost-effective return on investment, according to Clark.

"There really is no other company out there like us

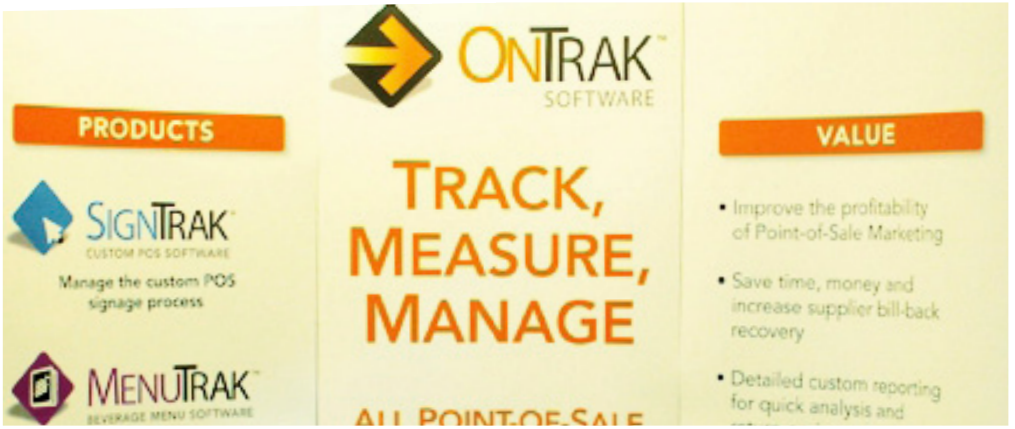
offering the capabilities that we have," explains Denis Clark, Executive Vice President.

OnTrak Software has proven itself to be an innovative and necessary tool for beverage, beer, wine and spirit companies. In its seven year career, many big beer and beverage distributing companies such as Silver Eagle and Crescent Crown and have used OnTrak products with considerable measured success. "Prior to SignTrak and PermaTrak, there just wasn't much of a tracking system in place. These tools give us the ability to really get the insight to know how much we're spending, where signs are going, and if we can bill it back to the supplier. Now we know where and why POS efforts are successful." John Thompson, CIO, Crescent Crown Distributing.

We have been using SignTrak for over 3 years and we are extremely happy with the system. In addition to helping us be more efficient, provide solid data for process improvements, and manage budgets and expenses, we are able to provide great internal customer service and keep the sales teams selling beer!" Camilo Rojas, Director of Marketing, Silver Eagle Distributors

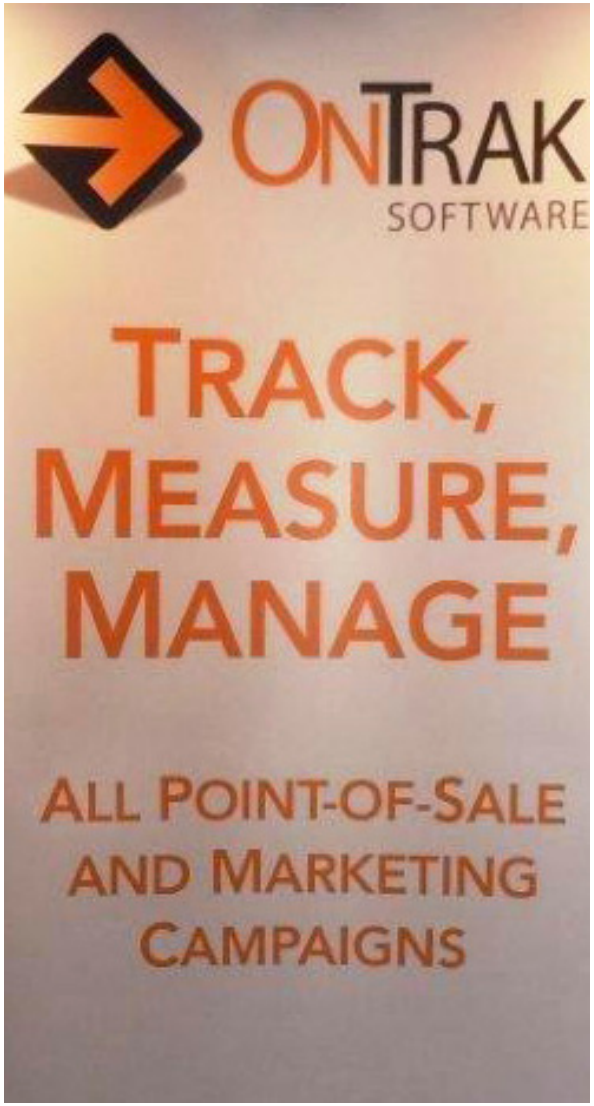
PROVIDING VALUE

OnTrak Software provides Software-as-a-Service applications to distributorships that act as a single point of control for the entire point-of-sale marketing process. All of the software solutions are web-based; improving communications and efficiency while also enabling remote upgrades from OnTrak.



OnTrak Software delivers significant benefits to beverage distributors and suppliers, as well as consumer goods companies. Their products help improve the impact and profitability of POS Marketing initiatives through:

- Automated Print Shop Management - Track and measure the entire POS lifecycle and get materials to market faster,
- Consistent Cost Management - Lower ordering and production costs; and increase supplier bill-back recover,
- Secure Inventory Control - Track and control permanent POS and beverage sample inventories
- Analysis and Reporting Capability - However, the highest valued feature of OnTrak's software is its analysis and reporting capability which captures real-time data. All of OnTrak's products provide accurate business information - Leading to improved business plan results as mentioned above by their top customers.



The reporting and management tools that OnTrak's software provides comes at a uniquely opportune time as the economic recession has forced beer and beverage distributorships to consider each expenditure. Point-of-sale marketing is the No. 2 expense for distributorships and companies are recognizing the necessity of measuring their marketing impact financially.

"Our market – previously



thought to be virtually recession proof – was hit hard by the Great Recession and by distributor and supplier consolidation," explains Clark. "An emerging trend with the surviving distributors and suppliers is the utilization of software tools that cut production waste and increase sales."

EARLY ADAPTATIONS TO INDUSTRY NEEDS

OnTrak's product development has evolved from customer requests for modifications to existing products. The first OnTrak product was SignTrak, which Mark Fullerton, the founder and president built. Fullerton worked at a software consulting firm and was contracted by Charles Seligman Distributing Co. to create a point-of-sale marketing management application. This application was the original OnTrak prototype, which brought so much attention and so many requests from other distributors that Fullerton decided to establish OnTrak Software.

SignTrak was rewritten as a web-based application so as to be available industry-wide. SignTrak automates the process of ordering, tracking, and placing point-of-sale marketing orders while also facilitating revenue analysis.

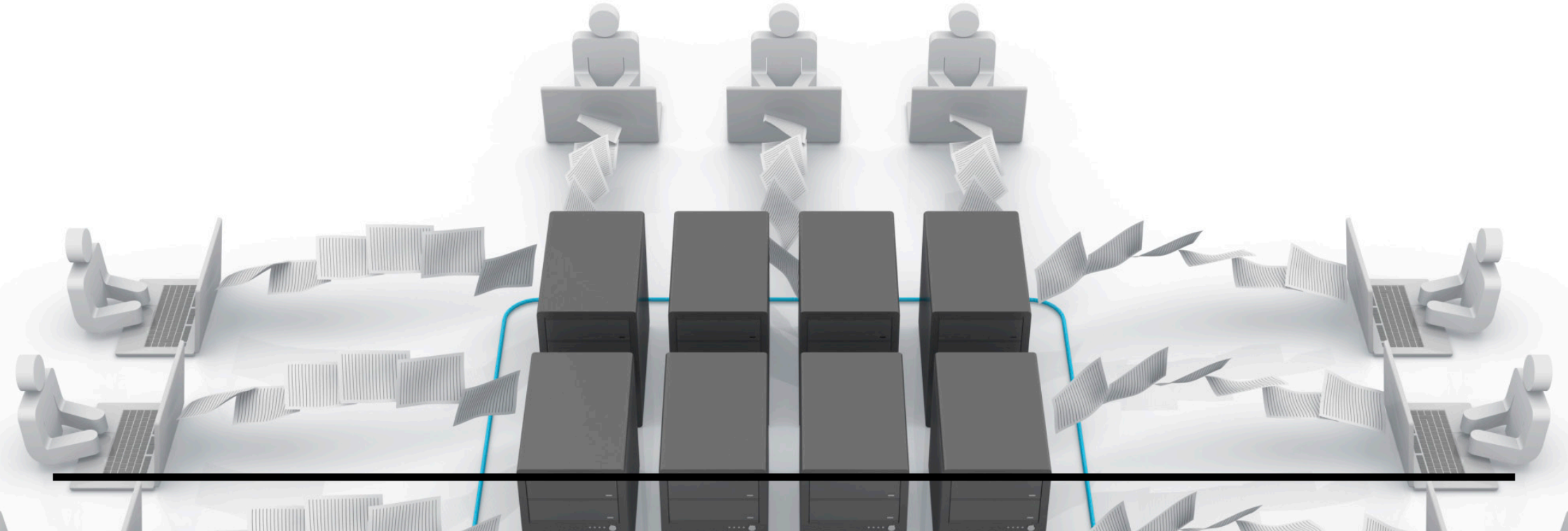
"Our history as a software development company gives us resources to create new capabilities around our existing software. Basically, we use the same prototype with different modifications to handle the different aspects of point-of-sale marketing," explains Clark.

OnTrak's second product, PermaTrak came about

from companies requesting a permanent inventory management application. Fullerton and his team then made PermaTrak which keeps tabs on the location of permanent POS signage inventory while also automating the scheduling of routine maintenance and cleaning. It also reveals the ratio of companies' POS verses their competition.

RECENT BREAKTHROUGHS

MenuTrak, the company's third product, was produced as the result of a request from a very large beer, wine, and spirits distributor who asked if the company could formulate a custom wine menu application. This application manages the entire beverage menu provision process by providing an automated and standardized method to order,



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configure, approve and produce custom menus. It also tracks and controls menu costs enabling the recovery of supplier bill-backs.

SampleTrak is OnTrak's fourth and final product so far, and it manages the product sampling process. It provides detailed audits that keep track of what was sampled where, by whom, and the response to the sampling thus making a sales revenue analysis possible.

"We listen to our customers because they lead us to great things. We tap into their industry experience and match that up with our technology to develop new and better solutions which creates a win-win for everyone," says Clark.

READY TO EXPAND

OnTrak's reputation has grown steadily, as its benefits are renowned throughout the beverage distributorship market. November and December of 2011 were the highest-grossing months in the company's history in terms of new customers and



net revenue due to the company's presence at the National Beer Wholesalers Association (NBWA) Convention in October.

Currently, 25 percent of the top twenty-five beverage and alcohol distributors are OnTrak customers, and the company foresees steady growth ahead. Additionally, the company is planning on expanding into the nonalcoholic beverages and the consumer goods markets. The consumer goods market produces a huge amount of POS marketing materials, and OnTrak sees a viable need in that market for the company's software applications.

"Our next frontier is clearly in the consumer goods space," says Clark. "These companies spend a lot of money producing promotional materials and don't have the tools to determine whether or not they received a positive return on investment. We plan on making an impact in that market."

STATISTICS

ONTRAK™ SOFTWARE

Name:
OnTrak Software

Country:
USA

Est: **2005**

Industry:
Technology

Premiere service:
Software Solutions

CEO:
Mark Fullerton

Website:
www.ontraksoftware.com