



BROWN SMITH WALLACE

CONSULTING GROUP

PARTICIPANT PLANNER

12

Opportunities

Distribution Software Guide

Manufacturing Software Guide

Software4Distributors Website &
Software4Manufacturers Website

Remote Technology Directories

Mid-Year Supplements
Whitepapers & Email Blasts



See how
you can
generate
more
leads!

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2012 Participation Benefits

- ✓ Expand your online content through our websites and generate more lead activity.
- ✓ Get exposure to new audiences through our recently developed remote technology directories.
- ✓ Add visibility through our marketing campaigns and whitepaper 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.





What?

The Brown Smith Wallace Consulting Group maintains one combined website, 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.

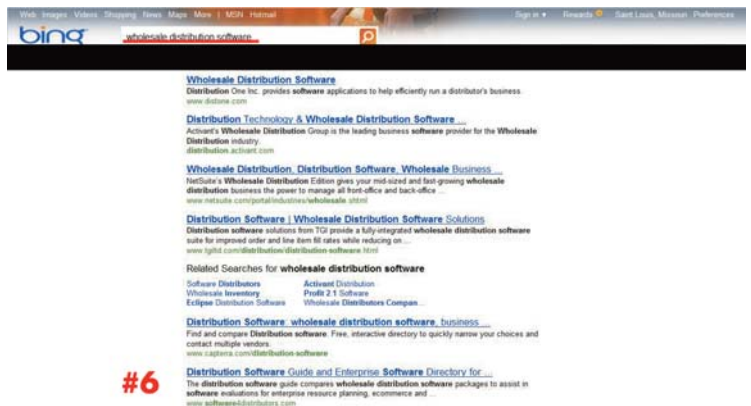
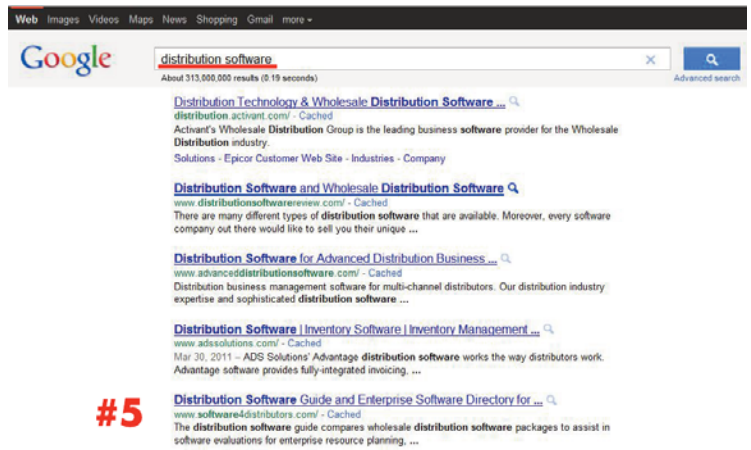
AUDIENCE REACH

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.

We have been providing information to distributors for over two decades and to manufacturers for the last five years. More than 50 percent of our traffic comes from search engines such as Google, Bing, and Yahoo. This past couple of years we have been working to double the number of keywords and search phrases through adding vertical market and distribution expertise content. The trend in 2011 shows an increase in the total number of page views.

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.

Search Engine Presence



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.

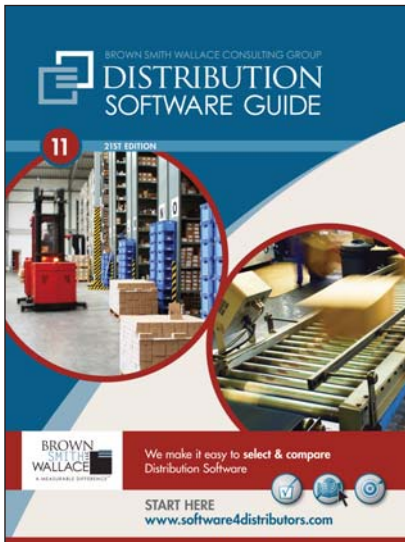
American Supply Association 	Financial & Security Products Association 	The Assoc. for Hose & Accessories Distribution 	Power Transmission Distributors Association 
Association for High Technology Distribution 	The FPDA Motion and Control Network 	National Independent Lighting Distributors 	Professional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

Circulation: 9,000 in Print



BROWN SMITH WALLACE CONSULTING GROUP

DISTRIBUTION SOFTWARE GUIDE



The 21st 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.

2011 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 2012, the 6th 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.

2011 Manufacturing Guide

Primary Sponsor

NETSUITE

Co-Sponsor

EPICOR

DSC Plans to Hold Industry Meeting in 2012

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.



Expanded Online Content

We are combining content currently found on software4distributors and software4manufacturers website into a one stop source of software information. Users will be able to navigate our homepage and to search by these sections.



MAIN SECTIONS

Compare Features Tool:

This database driven application uses a series of questions to help visitors identify and select the software vendors that satisfy their criteria. After registering, users are presented with a comparative side-by-side feature matrix and vendors receive information on who selected them.

Browse Vendors:

Contains an alphabetical listing of all of the software vendors who participate in our Guides with a brief description and link to learn more.

Browse Resources:

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

Browse by Applications:

Cross-reference listing by application module. There are about 17 combined application modules that have a dedicated page displaying a brief description and list of vendors along with a link to the main **vendor portal**.

Browse by Vertical Markets:

Cross-reference listing by a total of about 28 major vertical and micro-vertical markets. Each vertical listing displays a description of the vertical market, discussion of the features that are significant for that vertical, and leading trade associations or publications. Also, each vertical market page lists the vendors that serve that market along with a brief description and a link to the main **vendor portal**.

Experts Advice:

There are articles, whitepapers, and presentations in the top 4 distribution industry leading topics. Each experts section lists the vendors that deliver that functionality, a brief description, and a link to the main **vendor portal**.

Browse by Manufacturing Styles:

This section includes 6 manufacturing styles that control how products are made. Users can learn more about what is involved and see a list of software vendors who have packages built with these processes in mind. Also there is a link to the main **vendor portal**.

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

Main Applications Documents Demos Vertical Markets Distribution Experts 3rd Party

Compare Features
Schedule Demo
Request Pricing \$

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

Sales
Entry Price Point, Contact Sales Rep
Sales Channel: Direct in North America

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.

The Brown Smith Wallace Consulting Group maintains a position as unbiased, objective consultants and we do not hardware, software or implementation services. The Con Group has no financial interest in any system or company participates in any of our products or services. To learn more about your participation read the benefits in this planner.

Contact: Sara Nelson or Jeff Gussard
10151 Corporate Square, Ste. 100
St. Louis, MO 63132
Ph: (314) 983-1200
F: (314) 983-1329
Email: hw@bswfc.com

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VENDOR PORTAL

Vendor listings have been expanded into a **vendor portal** to provide prospects with comprehensive information about your software product(s) and company. We provide opportunities for banner advertising throughout the main sections of our websites but you will not find any other vendor ads in our portals unlike other directories.

Main Tab:

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 Compare Features. 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 Tab:

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 Tab:

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.

Demos Tab:

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.

Demos Tab:

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 Tab:

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**.

Experts Tab:

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

3rd Party Tab:

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 Tab:

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. It is a great place to feature feeds from your company blog. 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.

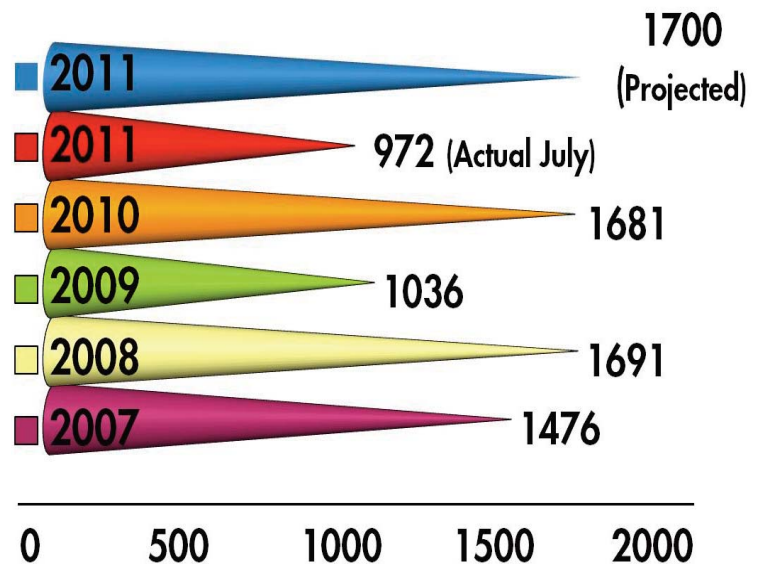
Demographic Information		Project Data	
Lead Type	BSWC Enterprise	Revenues	\$5M - \$10M
Date	01/01/10	Employees	6-10 emp
User ID	6666	Timeframe	1-3 months
Company	BSWC	Budget	\$100,000
First Name	John	Vertical Market	Electrical
Last Name	Doe	SIC Code	5063
Title	COO		
Email	john@bswllc.com		
Address	101 Drive		
City	St. Louis		
State	Missouri		
Zip	63132		
Phone	888-888-8888		
Fax	555-555-5555		

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



Gain More Exposure

For over 20 years, BSWC has provided industrial trade associations with copies of the printed guide for their members. In the last 5 years, we have prepared the Supplement to the annual Guide for associations to distribute to their members and for media partners to distribute to their readers. And in 2011, we deployed **vendor portals** which allowed us to dramatically expand the amount of content available at our websites.

Now in 2012, we are very excited to announce that we have developed a new online tool for associations and media partners to utilize. We are providing them with the ability to deploy our vendor technology directly onto their website so that their visitors don't have to leave to research software solutions. So, by leveraging their members and readers allows BSWC to dramatically expand the number of visitors who use our software Guide directory. STAFDA, ISA, Industrial Supply, Contractor Supply, and other outlets are currently working on adding our directory pages to their websites.

EXAMPLES



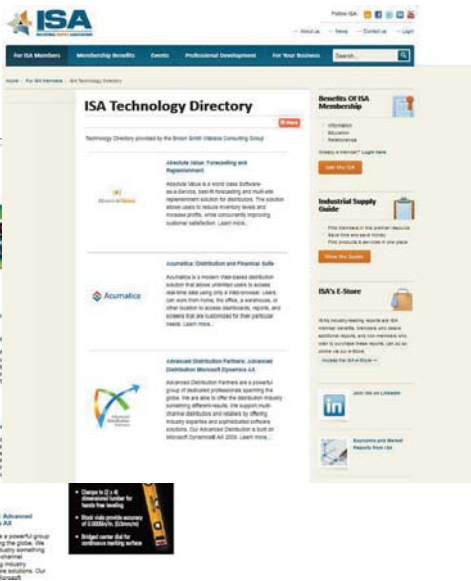
Find these directories under:

www.industrialsupplymagazine.com

www.contractorsupplymagazine.com

(see the main navigation "Resources" then in the drop down box click "Technology Directory")

www.isapartners.org



WEBSITE BANNER ADVERTISING

We offer advertising on our websites in order for you to increase your visibility or to promote marketing and sales campaigns. Banner advertisements are available for paid guide participants with a basic listing or higher. This option includes ads in all of our websites' main section pages, Application pages of your choosing, and Vertical Market pages of your choosing. The ad can be flash or image files that fit 300px wide and 250px tall. We have the users click to a landing page on your website.

Main section pages include:

<http://www.software4distributors.com/list/applications.aspx>

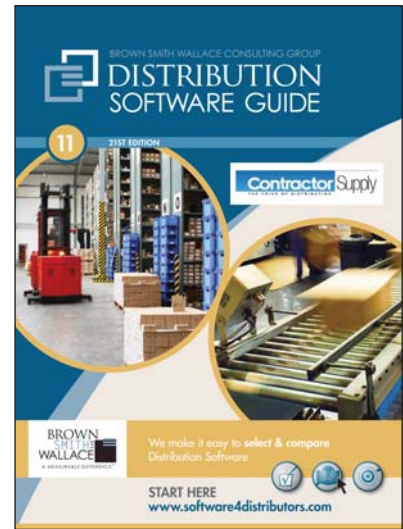
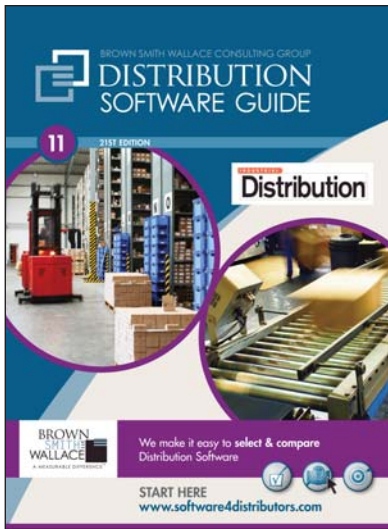
http://www.software4distributors.com/list/vertical_markets.aspx

<http://www.software4distributors.com/list/experts.aspx>

http://www.software4distributors.com/list/mfg_styles.aspx

EXAMPLES





ELECTRONIC SUPPLEMENTS

Prepared In Cooperation with *Brown Smith Wallace Consulting Group, Industrial Supply, and Contractor Supply Magazine* (August/September/October 2011)

The Supplement Guide, condenses the Distribution Software Guide content into a 14 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

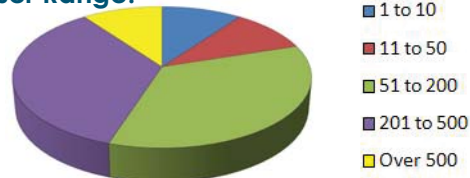
Technology Highlights:

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
web: www.bswllc.com

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 a member of the Center for Supply Chain Management Studies at the John Cook School of Business at Saint Louis University. 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



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

Microsoft Whitepaper: Increasing Industrial Distribution Profitability by Segmenting Customers, Suppliers, and Products

Epicor Whitepaper: Key Strategies For IT Success in Today's Distribution Environment

EMAIL BLASTS

We send email blasts to our audience list to get more content in the hands of users. Every other month, we select a hot topic in the industry and collect a series of whitepapers that discuss the issue. After a few weeks, we collect tracking data for who opened the email and contact information on who clicked to download the whitepaper.

We are proud to report that in July we sent out 16,000 emails and of those about 1,700 or 12% opened and 2% to 5% clicked on a whitepaper.



Contact Information Collected	
Name	Job Title
Company	Website
Email Address	Revenues
Street Address	Employees
Phone Number	SIC Code
Fax Number	Industry

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. Cory plays a key role in managing relationships and assisting clients with enterprise software selection projects.



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.



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.

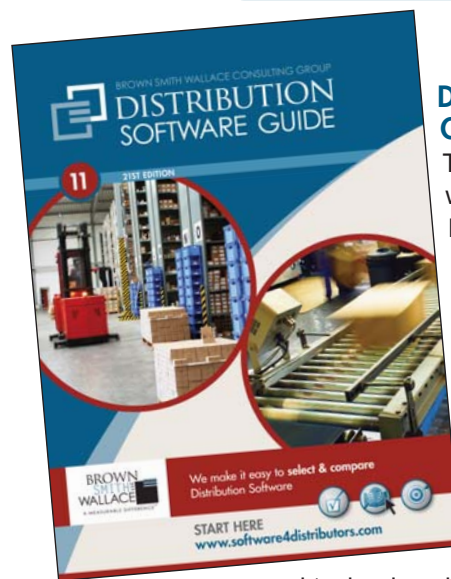


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10151 Corporate Square, Suite 100
St. Louis, MO 63132
314-983-1200
www.software4distributors.com
www.software4manufacturers.com

Software4Distributors & Software4Manufacturers

Circulation: 9,000 in Print



Distribution Software Guide Focuses on:

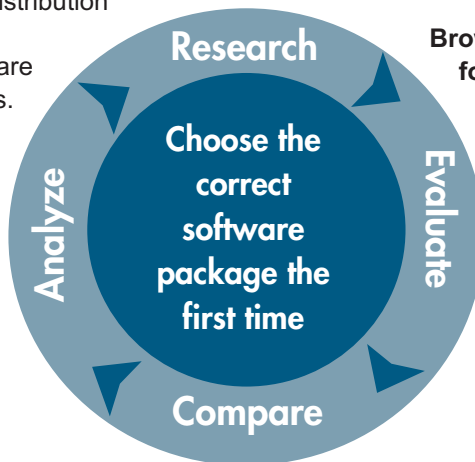
The types of software which include Enterprise Distribution and Complementary Add-on solutions. This guide covers the broad distribution market place and distinct vertical markets. Each participant will fill a whole page on their product marketing

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.

and technology information. **See the Browse Resources tab on our websites for a copy.**



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 Browse Resources tab on our websites for a copy.**



Mid-Year Industrial Distribution, 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 Browse Resources tab on our websites for a copy.**