



BROWN SMITH WALLACE

ADVISORY SERVICES

PARTICIPANT PLANNER

20

Opportunities

30th Anniversary Distribution &
14th Manufacturing Digital Guide

Digital Guide Update with:

ContractorSupply **Industrial**Supply

Software4Distributors Website &
Software4Manufacturers Website

Social Media &
Remote Technology Directories

Email Blasts, Content Curation,
Whitepapers, & Webinar Events



See how you
can gain
exposure
for your
company!

BROWN
SMITH
WALLACE

Business Processes and Systems Group

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2020 Participation Benefits



Expand your online content through our websites and social media platforms to generate more traffic.



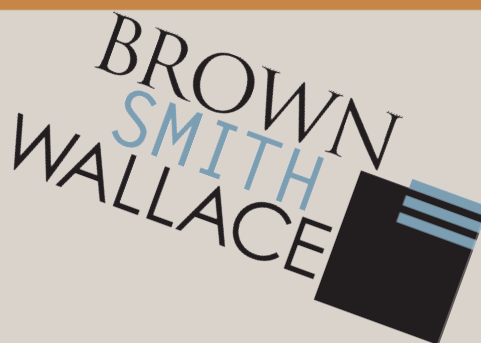
Get exposure to new audiences through our partners' remote technology directories and magazine partnerships.



Add visibility through our webinar series, marketing campaigns, email blasts, and content curation.

Independence

Brown Smith Wallace Advisory Services maintains our position as unbiased, objective consultants. We do not sell hardware, software or implementation services. The Business Process & Systems 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 manufacturing supply chain industries, count on Brown Smith Wallace Advisory Services to educate users about your solution along with the leading companies in the industry.

Brown Smith Wallace Advisory Services 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.



AUDIENCE REACH

Our 30th Anniversary Distribution and 14th Manufacturing Digital Guide and Digital Guide Update through partnerships with Contractor Supply Magazine and Industrial Supply Magazine acts as a gateway to more than 67,000 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.

We have been providing information to distributors for twenty-nine years and to manufacturers for thirteen years. More than 50 percent of our traffic comes from search engines such as Google, Bing, and Yahoo. For the past few years, we have been working to double the number of keywords and search phrases through adding vertical market and distribution expertise content. The high number of page views in 2019 have reflected our efforts.

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

EMAIL BLASTS

We are pleased to report that our audience list has grown to 17,000, and of those about 12% open our emails with 5% clicking on a link to material. Anyone who participates in the 30th Anniversary Distribution and 14th Manufacturing Digital Guide will be included in the email blasts.

CURATED VENDOR CONTENT

Our websites will be expanded with content that we are curating from social media outlets, see example below. Announcements will be email blasted out to our audience to get more of participating vendors current news into the hands of our users.

Software Guide Vendors

24 hours
3 days
1 week
1 month
3 months

Artificial intelligence: Cheat sheet

www.techrepublic.com 14 days ago

Artificial Intelligence (AI) is the next big thing in business computing. Its uses come in many forms, from simple...

Manufacturing Execution Systems (MES): The Missing Link

sme.org a month ago

You've implemented a popular brand of ERP software. Your PLM system is humming like a well-tuned sports car. You have...

Managing the complexities of inventory

logisticsmgmt.com 22 days ago

At its core, inventory management sounds straightforward enough: order products, store them somewhere, sell them to...

Operationalizing AI making the tech accessible, applicable and repeatable

diginomica.com 8 days ago

This is unlike the hype associated with other technologies. Artificial Intelligence (AI) and Machine Learning (ML)...

Why Software Customization Is A Good Thing And A Bad Thing

www.forbes.com a month ago

People install software applications at home and on the go every day. When an app is downloaded, installed and fired...

Make the World Better with EpicGiving | Epicor

epicor.com 25 days ago

See the world not as it is, but as it should be. This one quote defines literally everything about me how I treat...

Building better teams with Team Insights -

enterprisetimes.co.uk a month ago

Enterprise Times recently spoke to Dr Jill Strange, Vice President, HCM, Science applications, Infor to discuss the...

Why the Executive Summary is So Important | Epicor

epicor.com 6 days ago

A Warehouse Management System is built on the premise that if everyone performs their task right the first time it...

How to improve gender diversity in IT

techradar.com 22 days ago

This ALevel results day saw girls overtaking boys in scooping up the top grades. It also saw a promising uptick in...

What?

Brown Smith Wallace Advisory Services maintains two interchangeable websites, produces a digital software guide for the Distribution and Manufacturing industries, and distributes a digital guide update with Contractor Supply and Industrial Supply magazines.

Where?

Trade associations, Buying groups, and Educational institutions in the Distribution and Manufacturing industries.

Why?

The 30th Anniversary Distribution and 14th Manufacturing Digital Guide and Digital Guide Update have been established because of the demand in the market place for comprehensive information about software.

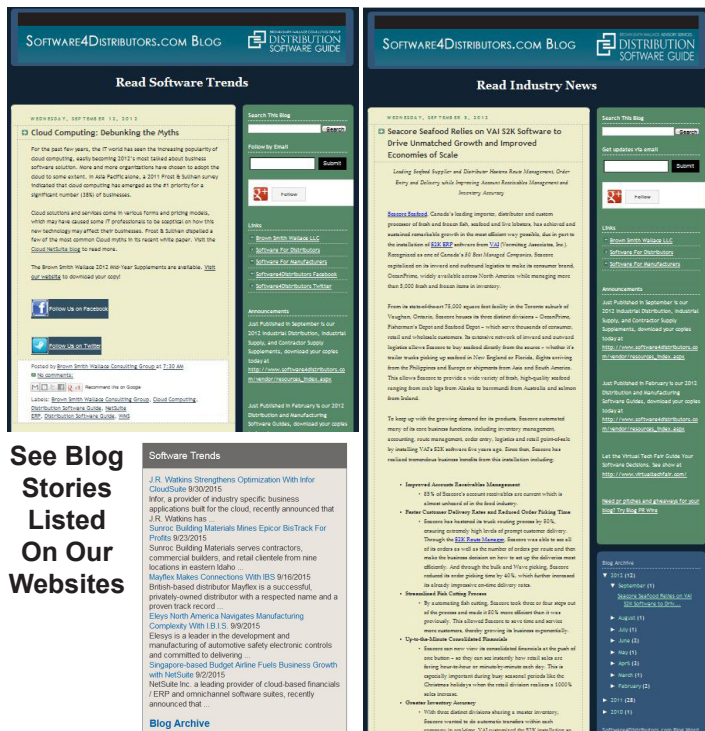
When?

Brown Smith Wallace Advisory Services produces the 30th Anniversary Distribution and 14th Manufacturing Digital Guide in March and Digital Guide Update with Contractor Supply and Industrial Supply Magazines in September/October.

Social Media Campaigns

Expand Your Online Presence

We help you get your marketing message out to as many as possible. We now distribute posts in our two blogs about your new product updates, events, webinars, etc. See the examples below of our pageviews and how many read our posts.



See Blog Stories Listed On Our Websites

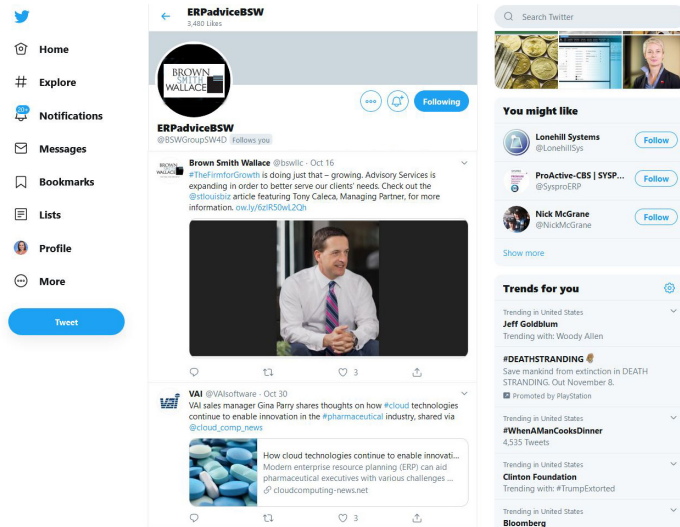
Pageviews last month	1,676
Pageviews all time history	191,898
Google Pageviews	1,019
Software4Distributors Pageviews	1,403

Blog Posts Pageviews	
Infor Acquires Retail-Demand Software Firm Predictix July 6, 2016	1,343
What Your Employers & Customers Aren't Telling You About Your ERP Technology May 27, 2016	1,339
Inform 2016: The Process Improvement Journey July 11, 2016	1,335
Lindemann Chimney Streamlines Operations With NetSuite August 3, 2016	1,085
International Apparel Federation Endorses Infor M3 Analytics for Fashion 11.0 August 24, 2016	965

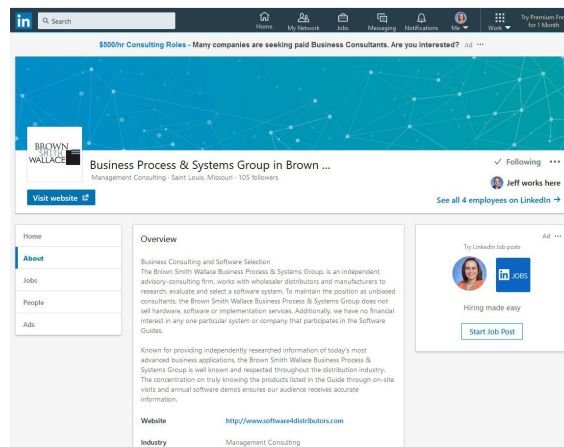
OUR SOCIAL MEDIA PROFILES

Here are some websites where we are connecting with the distribution and manufacturing audience.

TWITTER



LINKEDIN



FACEBOOK



INDUSTRY REACH

Partnerships with trade associations, industrial distribution programs and other industry experts represent more than 67,000 readers. Our guides are endorsed by 37 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.

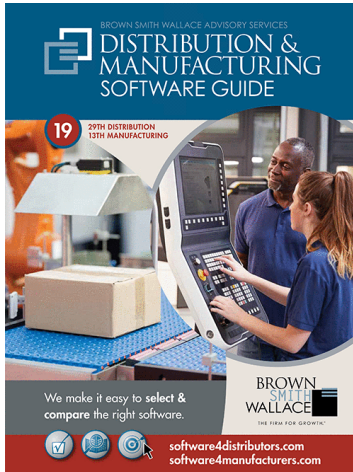
American Supply Association 	Financial & Security Products Association 	National Assoc. of Independent Lighting Distributors 	Professional Beauty Association 
Association for High Technology Distribution 	The FPDA Motion and Control Network 	National Assoc. of Sign Supply Distributors 	Purdue University Supply Chain Management Technology Program 
Aviation Distributors & Manufacturers Association 	Heating, Air Conditioning & Refriger. Distributors International 	North American Building Materials Dist. Assoc. 	Security Hardware Distributors Association 
Bearing Specialist Association 	Heating, Refriger. & Air Conditioning Institute of Canada 	National Fastener Distributors Association 	Specialty Tools & Fasteners Distributors Association 
Business Solutions Association 	International Sealing Distribution Association 	National Marine Distributors Association 	Texas A&M University Global Supply Chain Laboratory 
Canadian Institute of Plumbing & Heating 	Industrial Supply Association 	NPTA 	Wholesale Florist & Florist Supplier Association 
Cleaning Equipment Trade Association 	International Glove Association 	Outdoor Power Equip. & Engine Service Assoc. 	Woodworking Machinery Industry Association 
DHI 	ISSA - The Worldwide Cleaning Industry Association 	Pacific - West Fastener Association 	
Electronic Components Industry Association 	National Association of Electrical Distributors 	Pet Industry Distributors Association 	
Equipment Marketing & Distribution Association 	The Association for Hose & Accessories Distribution 	Power Transmission Distributors Association 	

Circulation: 16,000



BROWN SMITH WALLACE ADVISORY SERVICES

DISTRIBUTION & MANUFACTURING SOFTWARE GUIDE



The 29th Edition of the Distribution Software Guide and 13th Edition of the Manufacturing Software Guide has become the most used directory and one-of-a-kind compilation resource for wholesale distributors and manufacturers looking to replace or upgrade their existing business software. The Guide provides detailed information on vendors and products, including company demographics and feature matrixes for Enterprise Distribution, Enterprise Manufacturing, and Complementary Solutions. In 2020, look for a vertical markets comparison to replace the feature matrixes.

The Guide reaches more than 16,000 distributors and manufacturers annually. New in 2020, is the 30th Anniversary Distribution and 14th Manufacturing Guide, it will be delivered only as a digital download.

Distribution and Manufacturing Guide

Digital Guide Sponsor

EPICOR

Digital Guide Sponsor



Vormittag Associates, Inc.
A Leader in Enterprise Management Software
www.vai.net

Digital Guide Update Sponsor



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THE FIRM FOR GROWTH.™

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Production Calendar with Deadline Dates for 2020 Software Guide Participants

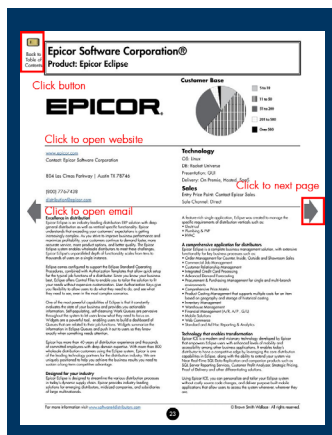
Distribution and Manufacturing Digital Guide, 30th and 14th Annual Edition—March 2020

- All content for Digital Guide Due: 1/31/2020
- Last day to make changes or approve content: 2/14/2020
- Proof gets finalized: 2/24/2020 to 2/28/2020
- Electronic Version goes live: 3/02/2020

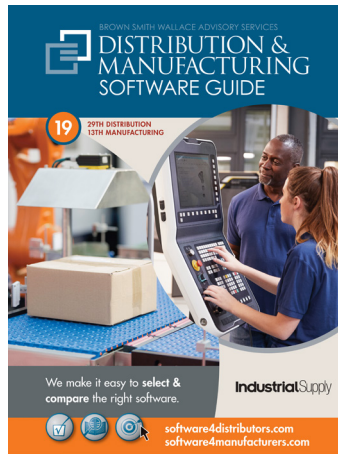
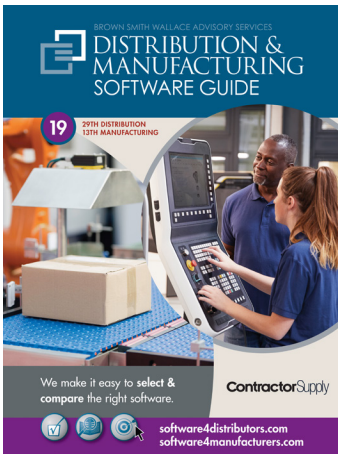
Digital Guide Update for Contractor and Industrial Supply Magazines—September/October 2020

- All content for Digital Guide Update Due: 9/03/2020
- Last day to make changes or approve content: 9/18/2020
- Proof gets finalized: 9/24/2020 to 9/30/2020
- Electronic Version goes live: 10/01/2020

AN INDEPENDENT FIRM ASSOCIATED WITH MOORE GLOBAL NETWORK LIMITED
MEMBER AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS
BROWN SMITH WALLACE IS A MISSOURI LIMITED LIABILITY PARTNERSHIP



See our websites for an Interactive Digital Version of the Software Guide.



Circulation: 51,000

DIGITAL GUIDE UPDATE

Prepared In Cooperation with Brown Smith Wallace Advisory Services, Contractor Supply, and Industrial Supply Magazines (September/October 2019)

The 13th Annual Supplement Guide, condensed the Distribution Software Guide content into a 12 page, easy to read layout and provided detailed information for companies beginning their selection and evaluation process. Each product summary provided 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. In 2020, we will not have a separate edition since these elements are already incorporated into the Digital Guide, but each participant who pays an additional fee will get to update their content in the 30th Anniversary Distribution and 14th Manufacturing Digital Guide.

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

The Digital Guide Update will reach Contractor Supply Magazine's 21,000-plus construction equipment, tool and supply distributors, manufacturers and rep agencies. Also, it will reach Industrial 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.

CONTENT CURATION

Distributors and Manufacturers have a complex task as they research potential software solutions to solve business problems. Just Google "ERP software" or "wholesale distribution software" and you will see software directories that contain hundreds of categories and packages, or directories that include a strange mix of entry level and high-end packages, or websites that claim to show the top 10 packages but present lists of packages that make no sense.

The Brown Smith Wallace Digital Guide strives to provide our visitors with a reasonable and logical selection of software vendors and packages that can meet the business requirements of the Tier 2 (\$25M to \$500M) company. For the distributor trying to identify the right candidates to talk to, our Digital Guide is the best source of information.

As one of the software vendors in the Guide said, *"Many companies searching for ERP solutions use the Brown Smith Wallace Software Guide to review potential vendors. As one of the top and most respected ERP consultants in the industry, being in the Brown Smith Wallace Software Guide not only validates our success in the ERP market, but it gives us the exposure to the dynamic growth companies that we are looking for."*

In 2020, we are expanding the content on our websites and in our social media feeds by adding curated current content from participating vendors and presenting our readers with a feed of current news by leveraging the information that you are already publishing in your blogs and social media. This method will dramatically reduce the time and effort that marketing teams will have to spend providing Brown Smith Wallace with content and the time that it takes us to post that content to all of our media streams. We will be able to curate content from your Blog, Twitter, or LinkedIn feeds and will republish that to our websites, Twitter, and LinkedIn social media feeds. See the sample below for this new capability.



Expanded Online Content

We have combined the content on software4distributors and software4manufacturers website into a one stop source of software information. Users are able to navigate our homepage and to search by these sections.



MAIN SECTIONS

Browse Vendors:

Contains an alphabetical listing of all of the software vendors who participate in our Digital Guide with a brief description and link to learn more. In addition to Enterprise Distribution, Enterprise Manufacturing, and Addon (Integrated) Software, we have packages listed by the cloud option.

Browse Resources:

Visitors can download the Digital Guide, Digital Guide Update, and vendor materials that Brown Smith Wallace Advisory Services provides.

Browse by Applications:

Cross-reference listing by application module. There are 32 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 38 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**.



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, and a link to your website. 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 Resource Request Report.

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. When clicked on they go to your website/registration form or we designate items as "premium" content requiring registration on our website. All clicks on premium items will be logged in your Resource Request Report.

Demos Tab:

Provides prospects with the ability to view your video demonstrations or screen captures of features of your software. When clicked on they go to your website/registration form or items designated as "premium" content requires registration on our website. All clicks on premium items will be logged in your Resource Request Report.

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 Brown Smith Wallace Advisory Services 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 Distribution 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/Other 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. You can also customize this tab for your own purposes to provide prospects with even more information, such as detailed implementation practices or listing of programs/webinar events.

Content Feed Tab:

Provides prospects with a continuous feed of your company and product information curated from your website, Blog, Twitter, and RSS feeds. See page 7, Content Curation section, for a sample.

Demographic Information	
Lead Type	Enterprise
Date	01/01/01
User ID	6666
Company	Brown Smith Wallace
First Name	John
Last Name	Doe
Title	COO
Email	john@bswllc.com
Address	101 Drive
City	St. Louis
State	Missouri
Zip	63141
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 Resource Request Reports

Resource Requests are identified, screened, validated and distributed following the visitor inquiry, including anyone who downloaded “premium” content from your **vendor portal**.

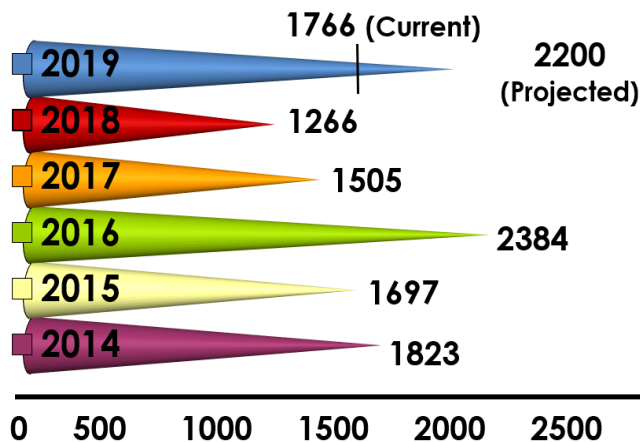
Brown Smith Wallace Advisory Services staff individually screens all Resource Requests using a variety of online sources to validate that the information provided is accurate compared against information available in the public domain.

Resource Request Reports

Every element of “premium” content is identified by software vendor and unique title. Those two identifiers are captured and included in your Resource Request Report. So, you will know the name of your whitepaper that the prospect downloaded and which demos they watched. The following sample shows the demographic data and the software selection data collected when the prospect registers to access “premium” content.

In 2020, we eliminated the Software Features Comparison Wizard. Resource Requests will be delivered online in a secure portal where you can login and download your own Excel/CSV report every other week. Formats can be customized to fit your layouts upon request.

Resource Requests Performance



Gain More Exposure

For over 29 years, Brown Smith Wallace Advisory Services has provided industrial trade associations with copies of the Guide for their members. In the last 13 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.

In 2020, we are continuing to provide our online tool to associations and media partners. We are providing them with the ability to deploy our vendor technology directly onto their website so that their visitors do not have to leave to research software solutions. By leveraging their members and readers allows Brown Smith Wallace Advisory Services to dramatically expand the number of visitors who use our Software Guide directory. STAFDA, ISA, Industrial Supply, Contractor Supply, and other outlets have added our directory pages to their websites.

EXAMPLES

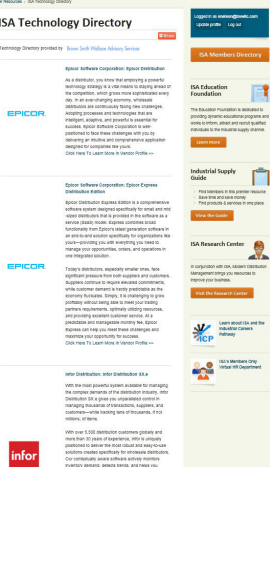


Find these directories under:

www.industrialsupplymagazine.com/pages/Technology-Directory.php

www.contractorsupplymagazine.com/pages/Technology-Directory.php

www.isapartners.org



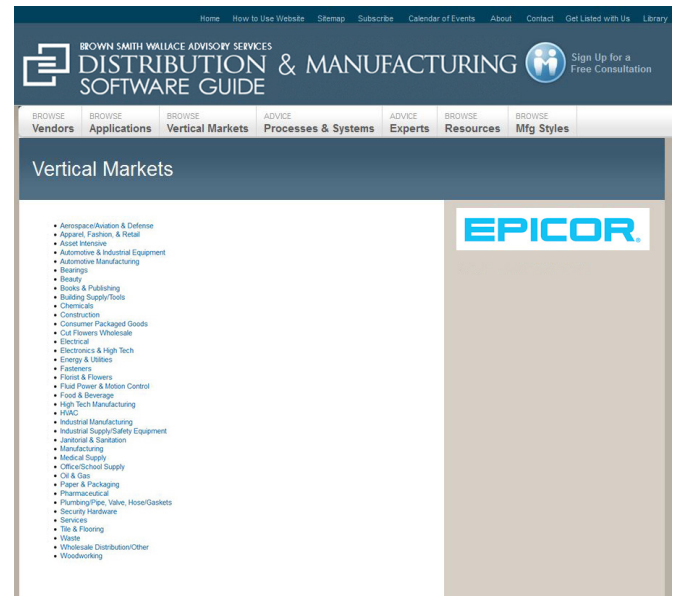
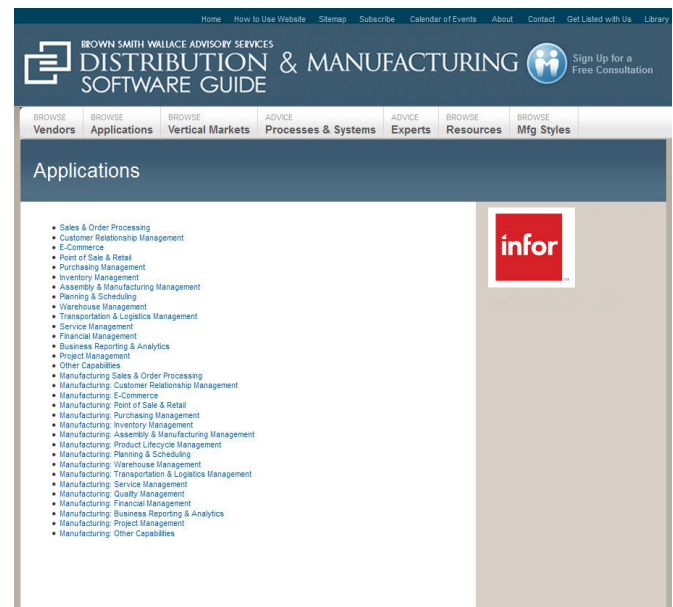
WEBSITE BANNER ADVERTISING

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. For a nominal fee you can have ads run on Application pages and Vertical Market pages of your choosing. The ad is normally your company logo or can be flash or image files that fit 300px wide and 250px tall. We have the users click to your homepage or to a landing page on your website.

Main section pages include:

<http://www.software4distributors.com/list/applications.aspx>
<http://www.software4manufacturers.com/list/applications.aspx>
http://www.software4distributors.com/list/vertical_markets.aspx
http://www.software4manufacturers.com/list/vertical_markets.aspx
http://www.software4distributors.com/list/distribution_experts.aspx
<http://www.software4manufacturers.com/manufacturing/styles.aspx>

EXAMPLES



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 because it is easier to talk to an educated lead.

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 to generate new leads by requiring readers to register to receive a whitepaper.

Brown Smith Wallace Advisory Services 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.

WEBINAR EVENTS

Brown Smith Wallace Advisory Services will host a series of interactive events during 2020. All of the webinars will include question and answer opportunities with all presentations being recorded and available On-Demand. We want these webinars to provide our audience with information and tools to guide them in their software selection projects and to help them improve their business processes.

Artificial Intelligence is the ability to have machines think like people. We encounter AI applications all the time; Siri on iPhones, Amazon's product recommendation engine, Google Photo image recognition and tagging, Google Maps route recommendations. In March 2019, Jeff Gusdorf presented "Artificial Intelligence for Distributors - Getting Started" at NFDA/MWFA/Pac-West Joint Conference in San Diego, CA. He delivered an overview of basic AI concepts, took a deeper dive into AI for Salesforce automation and AI for Business Analytics, and proposed a plan for tackling a pilot AI project.



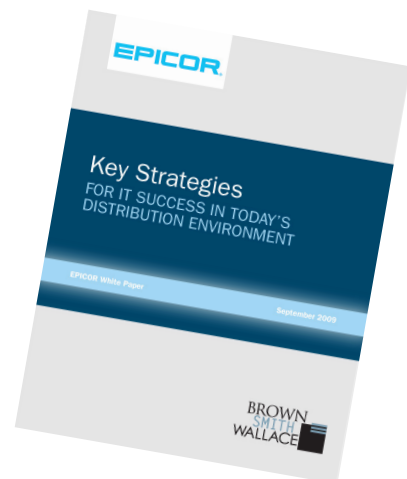
EXAMPLES

Infor Whitepaper:
Standing Up in a Down Economy: Six Strategies for Improving Operations and Profits - It is a good time to think about redirecting investment of time and effort to create a sustainable future. In the following pages, trends and the status quo will be examined. Processes will be questioned and replacements suggested.



Microsoft Whitepaper:
Increasing Industrial Distribution Profitability by Segmenting Customers, Suppliers, and Products - You will learn that information collected and stored within a modern and properly configured ERP system combined with functionality (such as Business Intelligence) can be used to fine tune pricing, inventory, purchasing, and customer service levels that are based on objective measures of value and contribution to profitability.

Epicor Whitepaper:
Key Strategies For IT Success in Today's Distribution Environment - This document provides high level definitions, opportunity identification, and future potentials for Service Oriented Architecture (SOA), Enterprise Resource Planning (ERP) Anytime, Anywhere Availability, Mobile Devices, Web 2.0, and Report Cards or Balanced Scorecards as a Business Intelligence (BI) capability.



WEBINAR EVENTS CONTINUED

STAFDA, an Endorsing Organization of the Guide, provides education from the convenience of member's offices. Each month, STAFDA offers a one hour webinar on a business topic. These webinars are free with 45 minutes of the speaker's presentation followed by a 15 minute Q&A. If members cannot make the webinar "live" - all sessions are recorded and posted to the members-only section of STAFDA's website. In early 2019, Jeff Gusdorf presented "Artificial Intelligence – Getting Started" webinar to STAFDA members.

In fall 2019, Henry Struckel, Manager in Brown Smith Wallace Advisory Services, presented a Moore North America Member Education Webinar Series on ERP Software Selection Services. He discussed the Brown Smith Wallace service offering - ERP Software Selection and Process Mapping, History of the practice - Business Process and Systems Group, Key differentiators, Overall benefits of service, and Client Profile/Case Studies/Testimonials. Members all throughout the globe found the information in the webinar to be valuable.

Also, Henry Struckel in partnership with CPA Academy, presented Enterprise Resource Planning (ERP) Software 101: Back to Basics to over 480 attendees. Course Objectives included learning the basics of ERP Software, comparing cloud vs. on-premise ERP solutions, identifying key vendors in the ERP industry, exploring ERP implementation, and ERP contract reviews.

BROWN SMITH WALLACE ADVISORY SERVICES WEBINAR EXAMPLES

Brown Smith Wallace Advisory Services also hosted some webinar events.

In Q2 of 2019, the Advisory Risk Briefing Webinar was Cybersecurity on a Budget: Addressing Cyber Vulnerabilities for Your Business. Small to medium-sized businesses experience some of the highest rates of cyber incidents as a target for cybersecurity threats. Cyber risks continue to increase as the sophistication of cyber threats and technology vulnerabilities grows. Managing cybersecurity risks is difficult, and it's more important than ever to ensure your organization establishes a strong culture of cybersecurity awareness and preparedness. Over 100 attendees, learned about what is currently going on in cybersecurity, cyber challenges for small to medium-sized businesses, 2019 cybersecurity threats and trends, and tips to protect your organizations from cyber threats.

In Q3 of 2019, the Advisory Risk Briefing Webinar was Using Data Analytics to Monitor Fraud Risks. Detecting fraud can be an overwhelming task. Where do you start looking, and how often do you need to monitor? If you are already monitoring fraud, is there more that needs to be done? Do you need to change your approach? Over 100 attendees learned fraud facts, data analysis benefits, data analysis challenges, and continuous monitoring.

ERP Software 101: Back to Basics



Henry Struckel
Brown Smith Wallace
Manager, Advisory Services
hstruckel@bswllc.com

Q2 2019 Advisory Risk Briefing Webinar: Cybersecurity on a Budget: Addressing Cyber Vulnerabilities for Your Business

Presenter



Bill Gogel
Manager
314.983.1363

Q3 2019 Advisory Risk Briefing Webinar: Using Data Analytics to Monitor Fraud Risks

Q3 Advisory Risk Briefings

Using Data Analytics to Monitor Fraud Risks

Live Events
Thursday, September 12, 2019 | 7:45 - 9:00 a.m.
St. Charles | Blanchette Park Memorial Hall
Friday, September 13, 2019 | 7:45 - 9:00 a.m.
Creve Coeur | Brown Smith Wallace

Online
Wednesday, September 18, 2019
12:00 - 1:00 p.m.
Live Webinar

Earn 1 CPE credit for attending!
Sign up at brownsmithwallace.com

Presented by:



Joe Montes
Advisory Services Principal



Ron Steinkamp
Advisory Partner and
Public Sector Industry
Group Leader

BROWN SMITH WALLACE
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BUSINESS PROCESSES & SYSTEMS GROUP

Jeff Gusdorf

Jeff is a Principal and managing consultant in Brown Smith Wallace Advisory Services' Business Processes & Systems Group. He assists clients in business process requirements analysis, software research, software selection, software evaluation, software implementation, project management, financial analysis, and cost accounting. His experience stems from being a financial manager and technology consultant in the manufacturing, distribution and service sectors.



Todd Snover

Todd Snover leads Brown Smith Wallace Advisory Services' Business Process Improvement Group. Todd's capability is based on his extensive technical and leadership experience. His results using many methods across a wide range of industries enables him to quickly add considerable value to our clients as they are looking to re-engineer business processes and implement improved system solutions.



Henry Struckel

Henry is a Manager in Brown Smith Wallace Advisory Services' Business Systems Group. He conducts ERP software selection and acts as a Project Advocate on behalf of our clients. His expertise comes from being a Sales Consultant, System Analyst, Director of Support and System Implementation in the manufacturing, distribution, and service sectors.



Sara Jay

Sara is a Marketing and Data Specialist in Brown Smith Wallace Advisory Services. She is responsible for developing content for the Software Guide and software for distributors/manufacturers websites, writing articles for industry publications, utilizing technology applications, and creating marketing materials for software vendors/partners. Her key areas of expertise are in data analytics, web development, creating advertisements, sales, public relations, marketing research, managing client projects, building applications by scripting code, and graphic design.



Cory Metz

Cory is a business development manager for the Brown Smith Wallace Advisory Services Group. He is responsible for supporting business development and marketing initiatives for the firm's middle market practice. Cory plays a key role in managing relationships and assisting clients with enterprise software selection or business process improvement projects.



BROWN SMITH WALLACE ADVISORY SERVICES
BUSINESS PROCESSES AND SYSTEMS GROUP
6 CityPlace Drive, Suite 900
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314-983-1200
www.software4distributors.com
www.software4manufacturers.com

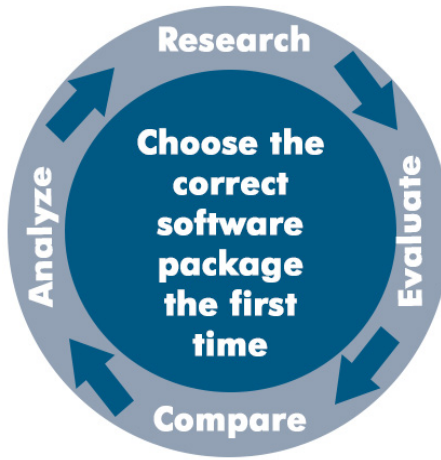


Software4Distributors & Software4Manufacturers

The Websites Focus on:

Providing users with extensive information about Enterprise Resource Planning (ERP) and Add-on software for Wholesale Distribution and Manufacturing. Interactive tools, **vendor portals**, and cross-reference pages provides users with detailed vendor and application information, whitepapers, demos, resources, vertical markets, and more.

Digital Guide participants can update their content as much as they want any time of the year.



Circulation: 67,000
Available: Digital

The 30th Anniversary Distribution and 14th Manufacturing Digital Guide, Digital Guide Update with Contractor Supply and Industrial Supply Magazines Focuses on:

The types of software which include Enterprise Distribution, Enterprise Manufacturing, and Complementary Add-on solutions. These Digital Guides cover the broad supply chain distribution and manufacturing marketplace including distinct vertical markets.

Each Digital Guide participant will create content and update their content mid-year. Each listing features company logo, company contact, product, functionality, technology, and development information.

See the Browse Resources tab on our websites for copies.

