

The Co-Optimum Difference

Better business processes and deeper technology resources make us the Trade Program Solutions Company that makes sense.

The Complete Service and Technology Partner

It used to be that services like ours could stand alone and didn't require collaboration or customization. But business has changed and so has Co-Optimum Marketing Support Services. We continue to focus on our core business of managing and administering trade allowance programs. But we've changed just about everything else.

Today, Co-Optimum offers custom program administration services to manufacturers that offer trade allowance and channel marketing programs. Unlike other vendors that deploy one approach, and even only one technology, Co-Optimum blends the right technologies with the right services that make the most sense for your business.

When entirely custom systems are not necessary, Co-Optimum starts with an existing, highly flexible multi-value database application that feeds privately branded real-time websites. This efficient, off-the-shelf approach is customizable through the addition of plug-in modules. Our modular technologies are inexpensive and efficient. They make outsourced program management feasible for even the small to medium sized company.

Integration and Compliance

We believe that vendor involvement should be seamless to the program participant. We demonstrate this through open data integration with clients' internal sales and accounting systems, and by creating and managing comprehensive real-time websites that serve as single-portals to virtually every aspect of a client's trade/channel marketing program.

Co-Optimum involvement provides financial, audit, and management transparency that helps clients achieve regulatory compliance over trade program spending in order to achieve compliance with **Sarbanes-Oxley** legislation and Financial Accounting Board rulings and standards.

Experience That Makes a Difference

With 20-years experience, Co-Optimum technology drives the process, but it is the experienced of our people that nurtures even stronger relationships between you and your channel members.

Together, our flexible technologies and our people make Co-Optimum the Program Solutions Company that keeps you in control of your data, your programs, and your customers. It's the better business process with deeper technology resources that makes sense for your business.

Services at a Glance

We offer a wide range of service & technology solutions for companies offering Co-op Advertising, MDF and other Channel Marketing Programs. These services include:

- Turn-key outsource program administration
- Fully customized systems and processes
- Real-time data integration and websites
- Add-on web modules:
 - Funds balance & reporting modules
 - Prior-approval modules
 - Claim audit modules
 - MDF planning modules
 - Asset library modules
 - Merchandise/Fixture ordering modules
- Integration with other vendors and programs

A Complete Co-Marketing Portal

Ask us about our strategic partnerships with industry leaders in customizable online marketing templates and how these relationship can benefit your channel marketing programs.



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