



## **Adesso Ranked No.1 for Customer Experience in Trade Promotion Management (TPM) in Consumer Goods Technology Magazine's January 2008 Readers' Choice Survey**

*Consumer Goods Companies Recognize Adesso's Innovation and Unsurpassed Capabilities in Customer Experience*

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Arlington Heights, IL (January 24, 2008) – Adesso Solutions, the leading TPM resource for the CPG industry, today announced its rank as the top vendor in the category of Customer Experience within the Trade Promotion Management by 150 executive readers of *Consumer Goods Technology* magazine.

The Readers' Choice Survey ranks best-in-class technology providers and consulting firms across 11 different technology categories. More than 150 consumer products executives were asked to identify and rank the technology vendors they currently use, and rank their customer experience using each. Winners were determined by a combined score of sheer number of votes weighed against the customer experience ratings.

"Adesso is proud to be selected as one of the top technology vendors in the consumer products industry," said Tim Vollman, President and CEO, Adesso. "Adesso prides itself on a strategic approach to building and maintaining our customer relationships. We deeply appreciate the fact that our customers continue to recognize us as the leading provider in terms of their overall experience."

Lori Castle, Publisher, Consumer Goods Technology, commented, "Adesso has an impressive customer list. The results of our Readers' Choice Survey indicate that our readers believe Adesso's customer service is equally outstanding."

Tim Vollman, President & CEO, Adesso added, "This ranking recognizes Adesso as a powerful and truly unique player that continues to redefine the TPM space for the SMB customer. No other provider can match our breadth and depth of product offerings – and the key to everything is customer service."

### **About Adesso Solutions**

Adesso Solutions, a leader in TPM resources for the CPG industry, serves nearly 100 clients with real-time, synergistic solutions to manage their trade promotion activities more profitably and efficiently. Adesso's five product lines as highlighted below comprehensively help CG companies with trade promotion planning while allowing them to gain valuable insights from the field about trade spending effectiveness. For more information, visit: [www.adessosolutions.com](http://www.adessosolutions.com).

### **About the *Consumer Goods Technology (CGT)* Readers' Choice Survey**

Executed by an autonomous third-party firm on behalf of *CGT* magazine, the annual Readers' Choice Survey analyzes responses from more than 150 consumer goods IT and business executives to determine the top ten providers in categories such as Supply Chain Planning, Supply Chain Execution, Trade Promotion Management, New Products Development and Introduction, Demand Data Analytics and more. The survey also determines leaders in Customer Experience and in the SMB market for each category. Results are published in the January 2008 edition of the magazine. For more information, visit: [www.consumergoods.com](http://www.consumergoods.com).

