

BravoSolution Awarded *Consumer Goods Technology* Editor's Choice Award

Collaborative Sourcing Solution Garner Recognition for Excellence with Complex CPG Categories

MALVERN, Pa. – February 10, 2009 – BravoSolution (www.bravosolution.com), the international leader in Supply Management software and services, has been named to *CGT's* annual Editor's Choice list. Its BravoSolution Collaborative Sourcing (BCS) solution was among just a handful of solutions selected for recognition based on unique support of the consumer packaged goods [CPG] supply chain.

The recognition appeared in the much-anticipated 9th annual Reader's Choice issue, and reflects the editors' perspective on promising solutions with real impact on issues and processes that are especially challenging in CPG. BCS helps CPG companies manage the most complex category challenges in categories like packaging and transportation, taking into account market and business constraints such as fuel price volatility, service level pressures, and ever-fluctuating consumer demand. With BCS, CPG companies get sourcing and supplier strategies that ensure that the right products are on the right shelf at the right time

"This recognition validates what our CPG customers have been saying about BCS for years," said **Chandler Hall**, VP of Collaborative Sourcing Solutions at **BravoSolution**. "We're very proud of the tremendous results our clients in the consumer goods industry have achieved using our solutions, and appreciate this honor from *CGT*."

Customers including Kraft, Sara Lee and Unilever have benefited from BravoSolution BCS with:

- In-depth category expertise
- Detailed customizable proposal collection
- Powerful, yet easy-to-use scenario generation
- Robust optimization capabilities to conduct extensive what-if analysis

BCS helps category managers to move beyond a sourcing-only approach to a broader supply chain view, and provides the services and tools to enable decision-making at that level. BCS delivers software tools and targeted services that enable sourcing teams to identify the best allocations of their business, balancing suppliers' pricing and capabilities with buyer business constraints and preferences. Customizable tools address the unique attributes of each category

and client situation to deliver high-impact results in clients' most complex, business-critical categories.

BravoSolution figures:

- > **12 offices** in **8 countries** (Italy, France, Mexico, Spain, The Netherlands, U.K, China and U.S) across 3 continents
- > **More than 400 employees**, continuously growing; **24 nationalities**
- > **400 clients in 30 countries**
- > More than **200** supply management software (SaaS model) used by over **20,000 procurement professionals worldwide**
- > **200,000 suppliers** from more than **100 countries** have been involved in Supply Management processes conducted through BravoSolution technology

About BravoSolution

BravoSolution (www.bravosolution.com) helps procurement professionals to drive Supply Management Excellence with a combination of software, professional services and category expertise. Our mission is to generate value by supporting our clients in the improvement of procurement processes to drive their companies' strategic objectives.

Founded in June 2000, BravoSolution delivers valuable results to its numerous customers worldwide through its offices in China, France, Italy, Mexico, Spain, the UK and the US. BravoSolution has a team of more than 400 professionals serving over 400 clients in 30 countries and its supply management software has been used by over 20,000 procurement professionals worldwide.

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