

APTEAN RECEIVES THE 2023 CUSTOMER VALUE LEADERSHIP AWARD

*Identified as best in class in the North American ERP
software for food and beverage industry*

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Aptean excels in many of the criteria in the ERP software for food and beverage space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Price/Performance Value and Customer Ownership Experience

Segments in the food and beverage (F&B) industry, such as bakery, beverages, confectionery, dairy, frozen foods, meats and proteins, animal food, fresh produce, sauces, snacks, flavors, and spices, have segment-specific production, manufacturing, distribution, and operational challenges. Companies require industry-specific enterprise resource planning (ERP) software solutions to run and grow their businesses effectively while avoiding cumbersome, complex, and time-consuming implementation.

Amid this scenario Aptean provides manufacturers and distributors with mission-critical, industry-specific, and purpose-built software solutions. The company offers an out-of-the-box, strong F&B ERP solution and a fully integrated ecosystem designed to work together specifically for the F&B industry. The advantage

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for F&B customers is that Aptean provides a full enterprise suite for the industry, such as warehouse management, transportation and shipping management, ePayments, sales and customer management, electronic data interface (EDI), manufacturing execution, enterprise asset management, and product lifecycle management (PLM). When buying ERP software from other vendors, customers experience the burden of integrating, for example, transportation management and enterprise

asset management systems. In contrast, Aptean integrates the surrounding solutions and provides a full enterprise suite specific to the F&B industry through a unique combination of its F&B ERP, business application add-ons, and business solutions.

Frost & Sullivan finds Aptean displays its customer value leadership based on the following fronts:

The beauty of Aptean's approach and its products is that the company does not see F&B as a monolithic category. Aptean has designed its products to meet the needs of different F&B verticals and sub-verticals, allowing each customer to deliver the highest quality products, thus enabling exceptional customer value. Within the F&B industry, Aptean targets at least 10 different segments and understands that the needs of bakery clients, for example, are different from the needs of clients of dairy, meat processing, and spice products. The following features of the F&B ERP product differentiate Aptean and highlight its customer-centric methodology:

Trade Management: Aptean's F&B ERP solution can accommodate and create a separate trade plan for each trade agreement, enabling the flexibility of design and allowing customers to choose trading plans for specific scenarios in certain times of need, including supporting different rate configurations per plan. Instead of offering a one-size-fits-all solution, Aptean can personalize and tailor the solution for each customer's need, including calculating rebates, royalties, commissions, billbacks, and payables to brokers.

Advanced Pricing: Many competing solutions only allow sales prices and discounts to be determined on a simple amount per unit basis, but Aptean's solution can be configured to accommodate percentage discounts and can even base pricing on variable weights, which is a complex and sophisticated piece of logic. Moreover, Aptean provides customers with the flexibility to choose if the price should be determined based on a shipment date or a requested or promised delivery date. To this end, Aptean's F&B ERP is specific and personalized to align with how its customers do business.

Business Intelligence for F&B: Aptean provides a dedicated business intelligence solution that complements its F&B solution, with over 300 F&B-specific key performance indicators (KPIs) with relevant terminology. In addition, machine learning (ML) improves forecasting, which allows customers to be effective as they look at the business performance, whereas simulation shows the impact of a decision.

Warehouse and Inbound/Outbound Shipping Management: Aptean's fully embedded warehouse management system leverages mobile computing and handheld scanning solutions to record and transmit data directly into the ERP, creating a completely paperless operation that optimizes warehouse operations to run at maximum efficiency, allowing for better production accuracy and speed. Outbound shipments and inbound receipts are listed within a comprehensive dashboard that is sorted by date/time to maximize efficiency and logistical priority. Plus, customers can track their vendors' performance to determine delivery accuracy and hold them accountable to contractual obligations.

Aptean stays current with the latest trends and incorporates additional functionalities so that its ERP is on par with the F&B industry requirements and technological advancements and so that its overall value proposition in this space remains enhanced. To this end, Aptean's new F&B ERP functionality in 2022 and Q1 2023 included catch weight management, integration with Aptean Routing & Scheduling [Paragon Edition](#), and integration with Aptean Proof of Delivery.

Catch Weight Management: Aptean can now accommodate variable weight products, such as meat, proteins, cheese, and seafood, natively and directly within its solution.

Integration with Aptean Routing & Scheduling *Paragon Edition*: Aptean Routing & Scheduling *Paragon Edition* is integrated into the F&B solution and is popular with customers that want to optimize delivery routes. This integration enables food distributors that also operate fleets to be more streamlined, across their entire operations. Aptean takes perishability and expiration time frames into account for offloading, in addition to temperature ranges that need to be accommodated in specific compartments.

Integration with Aptean Proof of Delivery: Aptean plans the routes and scheduling of goods and looks at that final proof of delivery when the products, such as meats or protein and seafood, arrive at their destination. Aptean Proof of Delivery is best suited for companies delivering directly to their end customers who need real-time tracking by verification, delivery notification, and confirmation but in a more efficient, less error-prone way of recording shipment data. To this end, Aptean's solution works with iOS and Android devices, which drivers can leverage during drop offs.

General, horizontal ERP software solutions will not suffice to address segment-specific requirements of the F&B industry. Aptean provides deep industry-specific functionality that is different from competitors' offerings. Frost & Sullivan appreciates that Aptean's vertical-oriented ERP software solution meets customers' requirements and considers Aptean Food & Beverage ERP as unique based on its outcome-focused, customer engagement approach that delivers better business outcomes faster. What further differentiates Aptean is that it helps F&B customers tackle disruptions, which are now increasingly common in this industry, by increasing their operational agility.

Customer Purchase Experience

Aptean offers both features and functionalities in its F&B-specific ERP solution that are beyond ERP to help customers remain cost effective. For instance, during economic inflation, companies can either raise prices or cut costs; however, they need to understand where and how to cut these costs.

To this end, Aptean helps customers understand the data, such as knowing where costs are coming from and how to analyze that data. Aptean has released features for warehouse management, shop floor automation, and trade management from a pricing perspective, allowing customers to look at the data as

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they move through production processes, analyze it using Aptean BI, and obtain actionable insights on what they can do to make their processes more effective and efficient and where they can cut costs. Moreover, with increasing oil and gas prices, Aptean Routing & Scheduling *Paragon Edition* helps customers cut down on delivery costs and fuel use through smart route management.

Traditionally, ERP systems are large and complex, with mega applications that are sophisticated and complicated because they are built to solve problems

for any industry. Implementation with heavy legacy ERP systems, therefore, can be cumbersome, complex, and time consuming.

Aptean's modular approach allows F&B customers to install and configure only the feature set/specific capabilities that they currently need (particularly their immediate needs) based on the sub-vertical in which they are operating and then scale by adding other capabilities over time to address future needs, providing a simple path to growth. The modules interact with each other and can be delivered, installed, and deployed individually. Aptean's modular approach makes the product more simplistic and easier and quicker to implement, delivers shorter time-to-value, and enables customers to enjoy quick wins and realize partial value while building the foundation for scale. The Activate, Accelerate, and Advance app bundles from Aptean provide budget-conscious customers with the ability to start small and grow into additional features and functionalities, both from a software perspective and an implementation perspective.

In 2022, Aptean started a new cross-departmental initiative to provide customers with a more accelerated way to implement and get the system up and running. Asking customers what they want usually consumes significant time, and the customer ends up with customizations, which everyone wants to avoid. Instead, Aptean advises customers to implement the system in the way it is designed by using its best practices and standard configurations, accelerating implementation and get customers up and running quickly. In addition, Aptean sells the F&B ERP solution with its industry expertise and everything around the ecosystem as necessary based on each F&B customer's needs. The company's resource pool comes directly from the F&B industry and includes experts who focus on a specific product to help customers derive value. Customers find Aptean's by-your-side expertise appealing, and Aptean remains close to customers through its local resources within customers' operating regions.

Customer Acquisition, Growth Potential, and Financial Performance

Aptean currently supports over 10,000 customers, worldwide. By paying constant attention to customer success, rendering enriched customer experiences, and helping manufacturers and distributors effectively run and grow their businesses, Aptean has achieved strong revenue and profit growth and high product uptake and use. The company has a global coverage on a direct basis in North America, the United Kingdom, and Europe and through partners across other regions, with Aptean's F&B ERP available in 17 countries.

Conclusion

The F&B industry needs industry-specific ERP software solutions to run and grow their businesses effectively.

Aptean successfully addresses this need through its mission-critical, industry-specific, purpose-built, and scalable F&B ERP and fully integrated ecosystem designed to work together. F&B-specific product differentiators and new F&B ERP functionalities released in 2022 and Q1 2023 highlight Aptean's focus on and commitment to customer success. With a modular approach; ability to help customers get up and running quickly through a seamless, accelerated implementation; and different price packages, Aptean provides an exceptional customer experience. Frost & Sullivan is impressed that Aptean focuses on the needs and related best practices of each F&B industry sub-segment and is committed to easing customers' strain. Experts in various regions help customers derive value from Aptean's products, further enhancing the customer value proposition. Aptean is poised for greater success in 2023 and beyond based on its YoY SaaS conversion growth, new system sales revenue growth, and increasing customer count worldwide.

With its strong overall performance, Aptean earns Frost & Sullivan's 2023 North American Customer Value Leadership Award in the ERP software for the F&B industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

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- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

