

Press Release



For immediate release

Flintfox adds Scandinavian Partner for Trade Promotion Management:

Auckland New Zealand / Oslo Norway – (February 26, 2010) – Hands AS and Flintfox International have entered into a partnership agreement to incorporate Flintfox’s Trade Promotion Management solution into Hands’s Microsoft Dynamics product portfolio for Consumer Goods implementations.

Hands is a Microsoft Business Solutions Gold Certified partner and the largest reseller of Microsoft Dynamics solutions in Norway. They develop complete solutions based on standard software that is optimally adapted to the needs of individual industries, working with partners who are among the strongest in the market, and combine these strengths with their own development and industry knowledge.

“The extension of our product portfolio with Flintfox’s award winning solution for managing complex pricing and trade promotional activities allows us to offer much deeper functionality, particularly for customers manufacturing and distributing consumer goods”, said Terje Gårdsmoen, Director of Trade & Logistics with Hands. “With the complexities of pricing arrangements in the modern supply chain, and the spend on the trade channel now at an all time high for consumer goods companies, the business area of Trade Promotions can now be much better managed than in the past. Customers around the world using Flintfox solutions offer everyday proof that improving the effectiveness of promotional activities with good planning, combined with increasing the efficiency of the processes to manage the activities do contribute substantially to an organization’s profitability.”

Mike Ridgway, Flintfox CEO, says “It has been extraordinary to see the enthusiasm with which our Trade Promotions Management software is being received internationally by the Microsoft eco-system and there is no doubt our future success will be dependent on the Microsoft partners with whom we are forging great relationships. To now be able to directly serve Norwegian customers in addition to those in the European Union is another milestone for us and represents a strengthening of support for existing and new customers throughout Scandinavia, the home of Dynamics AX and NAV.”

Ridgway added that “We’re thrilled to see that management of trade spend is increasingly seen as a critical component to effective financial management.”

About Hands

Hands is an application and consulting company with approx. 200 employees who sell, deliver, and customize business and industry solutions with associated services, to medium and large enterprises in selected business sectors. Hands are the largest reseller of Microsoft Dynamics in Norway, and also provide products and services for Business Intelligence and Enterprise Portals.

Hands expertise covers a wide range of industries and sectors, and includes everything from logistics and traceability to the accounting and customer management. Using in-depth knowledge of customers' business processes Hands have developed complete business solutions based on standardized software. The solutions are tailored to the needs of medium and large businesses, and have been developed in close cooperation with customers.

Hands aim to enhance customers' profitability and competitiveness through providing business-critical IT solutions, with feasibility being their most important guiding star.

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About Flintfox

Flintfox, a Microsoft Gold Certified Partner, have been developing software for trade promotion planning, management and analysis for global Consumer Packaged Goods (CPG) manufacturers and distributors for over 20 years. Our experience produces focused solutions that allow customers to continuously improve the quality, accuracy and speed of their sales planning, administration and business analytics decisions.

Flintfox's latest offerings Trade+ for Dynamics has been developed specially as an end-to-end solution for users of Microsoft Dynamics AX and NAV who want and need a robust, full services solution for Pricing and Trade Promotion Management

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