

# Business Process Outsourcing

[www.asmnet.com/bpo](http://www.asmnet.com/bpo)

Advantage Sales and Marketing (ASM) is a leading sales and marketing agency in North America, offering a distinctive advantage to our clients in the CPG space. Over the past 20+ years, ASM has developed supporting administrative services to our clients that includes the full Order to Cash cycle.

ASM is excited to commercialize this segment of the business and deliver a BPO division available to organizations in addition to our existing client base. We have more than 2,000 resources dedicated to the BPO division.

"We are pleased to offer our signature Order to Cash services to all companies with a need to improve their business process-

ing systems," said Sandy Yob, ASM Vice President, Administration. "ASM's Order to Cash solutions has the experience, infrastructure and customer relationships to improve customer service levels while delivering a significant cost savings."

ASM is a US-based company, delivering high quality service at significant cost savings to our clients. Order to Cash is critical to a company's position in the business community. Not only does the OTC cycle improve your cash position by decreasing DSO, but frequent and critical business contacts occur with your most important asset, your customer. Being a US-based service provider we meet and exceed these objectives with experienced and industry experts.



## ASM Facts

**2008 Revenue:** \$930M  
**Clients:** 1,200+  
**Associates:** 20,000+  
**Established:** 1987

## BPO Facts

**2008 Revenue:** \$100M  
**Associates:** 2,000+

## BPO Services

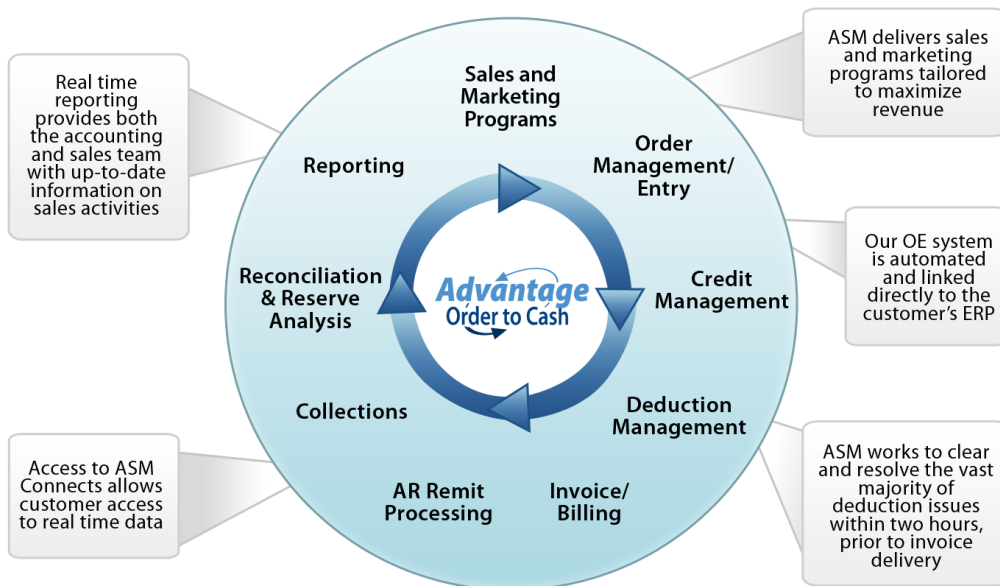
Full Scope or Staff Augmentation

- EDI Services
- Order Processing
- Customer Service
- Invoice Management
- Deduction Management
- Collections
- Remit Processing
- VMI
- AR Analysis & Reporting

## Traditional OTC Process Flow



## The ASM Approach



Our strengths are your advantage.

## Why ASM?

- Reduced costs
- Improved DSO
- Client/customer satisfaction
- Favorable contract terms
- Experienced and proven transitions
- Service excellence – US based resources
- Recognized satisfied clients
- Technology and process improvements
- KPI reporting with effective governance
- Subject matter experts

To learn more about ASM's BPO services contact:

**Sandy Yob**  
**1.616.831.5050**  
**sandy.yob@asmnet.com**

**Kelly Bowers**  
**1.425.572.3246**  
**kelly.bowers@asmnet.com**