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# Delivering Results

Exceedra is one of the leading global providers of integrated business planning and revenue management systems for CPG companies. Following their success in the 2019 Global Excellence Awards, we caught up with Andrew Banks, Sales Director EMEA who revealed to us the secrets behind the firm's remarkable accomplishments and outstanding customer service.

For more than two decades, Exceedra has been delivering business value to CPG companies around the globe using trade promotion management and integrated business planning software.

Headquartered in the UK, with offices in the US and Australia, Exceedra is now the marketing leading solution for Integrated Business Planning and Revenue Management for consumer goods companies worldwide. Andrew begins by going into further detail about Exceedra, the clients the firm serves and how the team ensure they deliver a service which surpasses both parties.

"Here at Exceedra, our innovative solution delivers capabilities for clients to simplify sales, financial and demand planning processes and achieve greater performance in trade promotion management and optimization, customer business planning, joint business planning, demand planning and sales & operations planning.

"Throughout the year, Exceedra hosts and sponsors a variety of thought leadership events and webinars, which helps the company retain its strong market position and gains interest from prospective clients."

Working behind the scenes to ensure that deadlines are met, and goals are achieved is the dedicated, passionate team of talented individuals who form the backbone of Exceedra. When discussing the internal culture, Andrew is delighted to highlight how the significant role the team play in the overall success of the award-winning firm.

"The foundation of Exceedra's success can be found in the holistic, and comprehensive nature of their services, partnered with their expert knowledge, informed by years of experience in the industry. This experience must be earned, and with two decades behind them, Exceedra's expertise is undeniable. Exceedra put their employees first and focus heavily on career development and employee wellbeing. Ultimately, we believe listening to your employees is key to have a successful business."

Looking ahead to what the future holds, Andrew signs off by touching on the challenges which she foresees within the industry but highlights the exciting plans which lie in the pipeline for the firm, especially following their recent success in Acquisition Intl.'s 2019 Global Excellence Awards where they were righteously awarded the accolade Most Outstanding for Integrated Business Planning and Revenue Management 2019 – UK.

"With the introduction of e-commerce and new online retailers, the consumer goods market is becoming ever more complex. At



**"...our strategy for 2019 and beyond is to continue to focus on customer value generation. Also, our aim is to maintain our position as the global leader in Integrated Business Planning and Trade Promotion Management."**

Exceedra, we are aware of upcoming industry challenges and strive to make improvements to our product that will help clients to combat these challenges. Exceedra have a strong product roadmap which is influenced by the pressures our clients face.

"Moving forward, our strategy for 2019 and beyond is to continue to focus on customer value generation. Also, our aim is to maintain our position as the global leader in Integrated Business Planning and Trade Promotion Management."