



ANSWERS  
S Y S T E M S

FSEnet<sup>+</sup>  
GDSN Data Pool

## Answers Systems and FSE Inc. Announce Partnership

Answers Systems, a leading provider of foodservice trade promotion management solutions, and FSE Inc., a leading provider of data synchronization services throughout North America, formalized a strategic partnership this January. This partnership reinforces both organizations' commitment to trading partner connectivity and reduction of redundancies in the trade promotion contract management process.

Answers Systems and FSE Inc., partnered last September to provide connectivity between the Answers Systems' ContractPro® trade promotion management application, a solution for capture of manufacturer contract agreements, and the FSEnet<sup>+</sup> Contract Management System, a hosted solution for the capture and publication of deviated and non-deviated contract agreements for Distributors and Operators.

The integration of Answers Systems' ContractPro solution with FSEnet<sup>+</sup> Contract Management System provides

- Standardization of party and product data according to GS1 Standards,
- reduced risk of data entry error and increased timeliness by elimination of dual entry into both systems,
- greater visibility of the contract status throughout the FSEnet<sup>+</sup> and ContractPro workflows,
- transmission of accurate billback data to Answers Systems from the FSEnet<sup>+</sup> system for even more accurate claim data for settlement.

Since 1986, Answers Systems ([www.answerssystems.com](http://www.answerssystems.com)) has been meeting the unique trade promotion management needs of the Foodservice industry. The company stays on the leading edge of software development and service delivery with the ContractPro® solution for Foodservice manufacturers and the ValuTrak® solution for multi-unit Foodservice operators. Answers Systems' solutions provide real-time visibility into the performance of trading partner agreements and support quantifiable ROI improvements for its client base.

FSE Inc. ([www.fsenet.com](http://www.fsenet.com)), a GDSN Certified Data Pool, is a leading provider of data synchronization services throughout North America. FSE was incorporated in 1996 and has grown into a global organization providing software and data management solutions in 5 major categories: GDSN Data Pool Services, Product Information Management, Price and Program Management, Party Information Management and Order Management. FSE provides synchronization services to over 850 clients worldwide.

FSE Contact: Michael Owens - [Michael@fsenet.com](mailto:Michael@fsenet.com)

Answers Systems Contact: John Nicolas [john.nicholas@answerssystems.com](mailto:john.nicholas@answerssystems.com)