Co-Optimize is a multi-vendor, co-operative advertising management application designed specifically for retailers, distributors, and a variety of service oriented businesses. Co-Optimize's powerful business solutions enable businesses to manage, organize, track, report, and claim all co-operative advertising funds available from their vendors with one software application, Co-Optimize. Simply, Co-Optimize is a revenue generating application that no business can afford to be without.

Take A Look At Co-Optimize's Powerful Business Solutions:

Multi-Database Capable
Co_optimize allows vendors to be grouped in separte databases to suit your specific business needs, such as: wholesale verses retail busness, vendor size, region or category.

Define Vendor Categories
Each database allows vendors to be catagorized by a single definition specific to your business, such as: (i.e. Clothing, Electronics), by buyer, or store location.

Multi-Plan Flexibility
Co-Optimize works with each co-operative advertising plan specific to each vendor. It allows for different accrual periods, proof of performance, percent of purchases, and more, whether that vendor has their own co-operative advertising plan, has entered into a specific contract with your company, or is following your company's co-op advertising plan.

The flexibility of Co-Optimize allows a business to access and associate by vendor all available funds specific to that vendor whether those funds are labeled co-op, market development funds, special allowances, rebates, funds for a specific event, and even funds outside an existing co-op plan; such as free goods for a specific promotion.

Multi-Payment Flexibility
Co-Optimize works with multiple payment methods specific to each vendor and chargeable occurrence. It allows correct accounting of payments whether a payment is made by check, credit to account, free goods, or other method.

Vendor Tracking
Co-Optimize tracks all internal vendor advertising and marketing expenditures along with media used (newspaper, radio, TV, etc.) for the current year. Vendors without co-op advertising arrangements may also be tracked allowing businesses to evaluate the advertising expenditures made on behalf of these vendors.

Vendor History
Historical is available for up to 10 years of comparison information on the co-op amounts billed and the amounts paid by specific vendors.

Customized Invoicing
Quickly and easily create and print co-operative advertising invoices customized with your logo, business name, address, and phone number.

Database & Graphic Interface
A quick and specific look at a vendor's information from addresses, phone numbers, to sales representatives and contacts are provided on one easily read screen.

Business Reports
Co-Optimize comes with standardized management reports that allow you to see which vendors are fulfilling their co-op arrangements and those who are not. These reports can be generated as often as each billing cycle, and can be vendor specific or for all vendors.

Exporting To Other Applications
Data may be exported into most accounting or financial management software applications through Co-Optimize's built-in export tool.

Information Security
Co-Optimize's full security allows a system administrator to limit access to the application and provide for customized access to for each user.

Co-Optimize is the co-operative advertising management solution. Stop leaving vendor dollars on the table each year because you did not follow a vendor's co-op plan, missed the billing cut-off, or you simply did not have the time to organize, bill, and track your vendors activities. You can now manage your co-operative advertising information, maximize your returns, and improve cash flow and the bottom line with one application, Co-Optimze.

Co-Optimize is a trademark of BEI Software