Positioning Document

**So tell me about REDACT….** (50 words)

redact drives perishable redact to achieve the best results. We focus on outcomes, combining technology and industry know-how to better manage inventory, costs, production, sales, and accounting. We do it by providing modern and easy-to-use software your employees will love to work with.

**Tell me more….** (Industry context in 150 words)

redact companies are faced with challenges not common in other industries. Perishability, rising raw material costs, shifting consumer preferences, and an ever-changing distribution landscape.

In order to be successful, REDACT producers and distributors need to simultaneously respond to shifting consumer preferences and buying patterns while having better control on inventory and costs, forecast accuracy, and the ability to service all distribution channels simultaneously.

REDACT does this by providing software tools we group into two categories. The first is Accounting & Operations which includes sales, purchasing, inventory, production, and accounting. The second is Direct Store Delivery.

REDACT builds upon the investments made by technology companies like Microsoft and Honeywell, extending these great platforms with functionality specific to the REDACT industry.  When you partner with REDACT, you are getting the best of both worlds; modern, easy-to-use technology combined with REDACT industry know-how and great customer service..

**Who does REDACT work with….**

REDACT only works with companies in the REDACT industry; producers and distributors that work with REDACT service, retail, direct to consumer, industrial, and institutional manufacturers. Our customers run single facility, multi-facility, or no-facility co-packing. We specifically focus on companies that have perishable products. This high velocity environment brings its own challenges that we specialize in solving.

**Why would a company choose REDACT…**

Customers appreciate dealing with a business partner that has extensive REDACT industry experience, is willing to recommend better practices to common problems, offers a modular approach to change, doing all of this on a modern technology platform backed by tech leaders like Microsoft and Honeywell. And for companies that are dependent on a direct store delivery model, REDACT is one of few options that provide both DSD and ERP as an end-to-end system.