

HighJump Software Introduces Survey Management Solution for Direct Store Delivery Businesses

HighJump Software, a 3M company, a global provider of supply chain execution solutions, today announced the release of a survey management application which helps direct store delivery (DSD) companies manage market intelligence by collecting and analyzing market data gathered at retail locations. The HighJump Survey Management solution provides a structured approach to the design, execution and measurement of field data collection as part of a company's overall market intelligence initiatives.

The HighJump Survey Management system enables companies to monitor and make decisions based on product performance through the collection of real-time data. This provides visibility into items such as share of shelf space, utilization of point-of-purchase materials, pricing and promotions for proprietary or competitive brands. Collection of valuable customer feedback is facilitated through secure completion of on-site customer satisfaction surveys. Customer feedback coupled with measurement of pay-for-performance results assists managers in evaluating presales team member performance.

The HighJump Survey Management system is designed to configure surveys triggered by specific account attributes or events that take place during the presales process. Surveys are assigned based on employee role or route type. HighJump Survey Management leverages data from the host route accounting system to hasten the completion of surveys by the presales team.

"Winning the battle on the shelf begins with better competitive intelligence. We're confident that HighJump Survey Management is a critical tool in helping our clients maximize sales on their key brands," said Chad Collins, vice president of global strategy, HighJump Software. "This new extension to our comprehensive suite of DSD products provides our clients with the opportunity to gain an edge and maximize revenue results in an increasingly competitive marketplace."

About HighJump Software, a 3M Company

Forward-thinking companies entrust HighJump Software to power their supply chains. HighJump Software simplifies the art and business of creating, selling and moving products across global networks. Building upon 3M's history of innovation, HighJump Software helps more than 1,300 clients worldwide drive growth and manage change. www.highjump.com

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$24 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 60 countries.

HighJump is a trademark of 3M.

LaBrecheMark Holterhaus, 612-392-7616mholterhaus@labrechereputations.com or HighJump Software
LLCCara Strohack, 519-746-3736 ext. 5010 <http://www.3m.com/PressContact>

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