

# CAVALLO®

## Distribution management software

### Hi, We're Cavallo!

You might have once known us as SalesPad LLC, a software solution designed to refine Microsoft Dynamics GP into a distributor-specific management software that improves operational processes and company-wide visibility at every turn. You might not know us at all, but either way — welcome to the future of distribution.

On June 28, 2021, SalesPad changed our name to Cavallo — and announced a whole new line of products engineered to meet the modern distributor where they're at, and provide flexible solutions to blaze a clear path to the next level (and the one after that.)

### Why did we rebrand?

We outgrew SalesPad because of our customer's success — the once-simple distribution software expanded with each customer's use, until eventually we became a complete customer-to-cash management solution. But now, the world of distribution is changing, and in the same spirit as our invention, we've evolved to meet the precise needs of distributors, in 2021 and beyond.

As Cavallo, our goal is to help every distributor on the planet harness the power of a solution tailored to their precise processing and operational needs, and engineered to surface critical data to guide strategy and company growth, whatever their next big step may be.

### What we've become

Cavallo extends our singular focus on distribution beyond platform and infrastructure boundaries that limit other software. [From on-premises to the cloud to distributor-designed business intelligence](#), Cavallo makes your distribution business better.

### What we're not

Cavallo isn't just a CRM solution. It isn't just an ERP software. Bulky, non-specified solutions like these are one-size-fits-all, and aren't optimized for distributor's needs. These solutions yield the same workflow and functionality for everyone that uses it — and at Cavallo, we know there's no competitive advantage to investing in the type of solution that forces you to stay in a box.

### Where does Cavallo fit in your business?

A *trusted partner* to realize the maximum potential of distributors' operations and insights — and unlock the strategic power of distribution data for distributors and corporate leadership.

An *industry guide* in a complex field. Distribution has lots of moving parts. We take the black hole of operations and turn on the light — distributors can see, control, and manage things they had no insight over at all before. Put simply, Cavallo gives distributors the power to ensure every single order that leaves their warehouse does so on their terms, based on processes they design with Cavallo technology.



The *distributor's best friend*. Distribution is hard work, and burnout is a constant problem. We're here to ease the burn. Peace of mind, sleeping better, shorter work days, having visibility and control over things they didn't have before — improving life for the distribution team also improves profitability.

### **Why is Cavallo better than the competition — and even better than SalesPad LLC?**

We're the center of the distribution ecosystem. Cavallo's modular, data-driven approach to distribution enables a network of cloud, on-prem, and integrative solutions that offer a path to excellence for distributors no matter where they are in their technical journey.

We're smarter about distribution than ever before. We've learned from customers and their success stories over two decades of optimizing distribution operations. Not only do we live and breathe distribution and its processes, we've spent the last twenty years working in Dynamics GP, planning how we will prepare users for a future in the cloud, and beyond GP.

We know the market, and we know the technology. Our expansive knowledge of both has created the best-case scenario for modern distributors: a software solution that meets you where you're at, with flexible on-premises and cloud options that allow new users and Dynamics GP veterans to take their next technological step, no matter what that may be.

