

Profit Max Platform™

ACTIONABLE INSIGHTS. MAXIMUM PROFITS.

Modern distributors face overwhelming data complexity, risking significant margin erosion. At Cavallo, we've pioneered the **Science of Profit™**—a powerful combination of deep distribution expertise, responsible AI, and proven operational strategies designed specifically for distributors.

Our **Profit Max Platform™**, powered by the Science of Profit, transforms your ERP data into actionable insights, proactively alerts you to margin risks, and drives confident, profit-focused decisions.

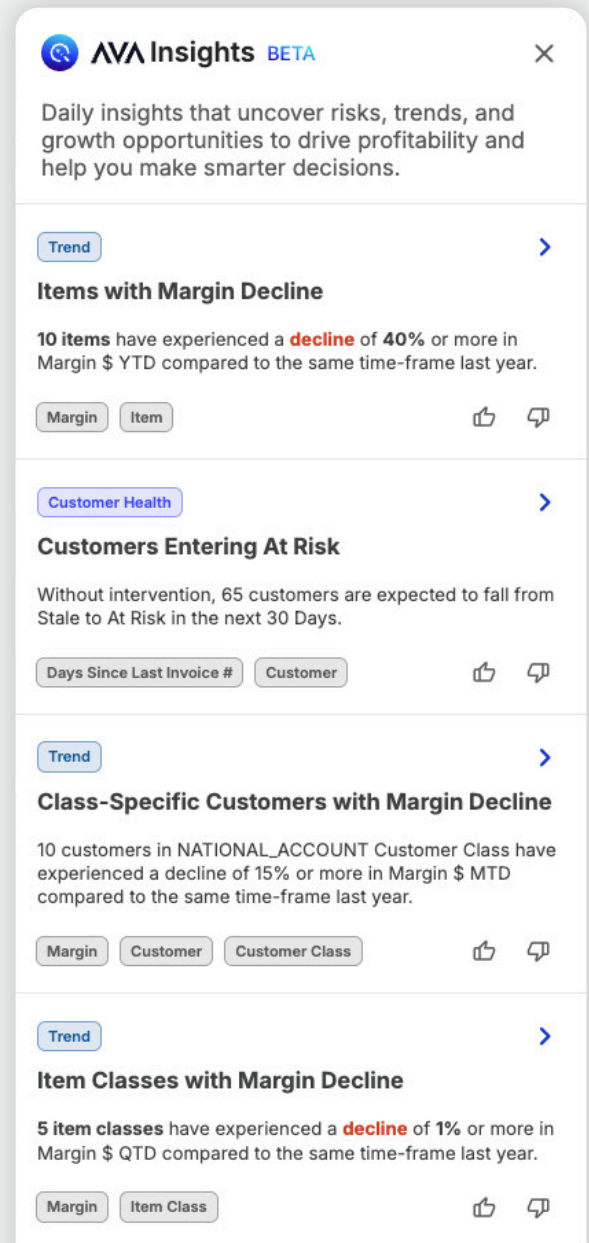
AI-Enabled Insights: Proactive Alerts for Smarter Decision-Making

AVA by Cavallo, your Profitability Navigator:

- Instantly surfaces your daily top profitability priorities using advanced AI trend analysis.
- Proactively identifies margin erosion, customer churn risks, and product performance shifts before they impact your bottom line.
- Balances positive and negative business trends to deliver a complete picture of your profitability health.

Why Profit Max Platform™?

- **Actionable insights** without complex BI setups
- **Quick implementation:** live in days, not months
- **Pre-built visualizations** tailored specifically for distributors
- **Intelligent guidance** that empowers every decision-maker



PURPOSE-BUILT SOLUTIONS THAT DRIVE PROFITABILITY

CUSTOMER INTELLIGENCE

Know Your Customers. Protect Your Profits.

Gain unparalleled visibility into your customers, proactively minimize churn, and maximize customer lifetime value.

- **Increase Retention, Reduce Churn:** AVA identifies at-risk customers early, delivering immediate alerts so you can protect valuable relationships before revenue loss occurs.
- **Maximize Share of Spend:** Unlock full customer potential through targeted cross-sell and recommendations.
- **Focus on Customer Profitability:** Clearly segment customers based on profitability and growth potential, enabling smarter pricing, targeted investment, and optimal service strategies.

PRODUCT INTELLIGENCE

Know What's Working. Change What's Not.

Take product management to new heights with precise ranking and trend detection, guiding immediate actions for maximum profitability.

- **Classify Products by Value:** Instantly segment products based on true revenue and margin contributions, highlighting exactly what sells and what needs attention.
- **Prioritize What's Driving Profit:** Quickly identify your top-performing products and categories to strategically promote, cross-sell, and expand high-margin opportunities.
- **Fix What's Draining Margin:** Clearly pinpoint underperforming products, enabling informed decisions about pricing adjustments, targeted promotions, or strategic discontinuations.

MARGIN INTELLIGENCE

Pinpoint Margin Leaks. Maximize Every Transaction.

AVA proactively identifies margin opportunities and pinpoints root causes of margin erosion, providing clear, precise visibility at every level.

- **Gain Margin Clarity to the Penny:** Understand exactly which customers, products, and orders are profitable and why.
- **Maintain Maximum Margin with Minimum Effort:** AVA delivers your top daily margin-improvement opportunities, pre-prioritized and actionable, freeing your team to focus only on the highest-impact initiatives.
- **Real-World Scenario Modeling:** Leverage powerful "What If" analyses to predict the profitability outcomes of pricing, volume, and product strategy adjustments, empowering confident data-driven decision-making.

Unlock the Power of the Science of Profit™

Profit Max Platform integrates seamlessly with leading ERP systems, providing distributors rapid deployment and immediate actionable intelligence. From enhancing customer lifetime value and eliminating margin leakage, to strategically managing your product portfolio, Profit Max Platform and AVA bring the power of the **Science of Profit™** directly into your organization.

Empower your team with insights that matter, decisions backed by data, and results you can measure. Begin maximizing your profitability today.

LEARN MORE
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