

## Together, Let's Make 2012 the Year "It All Adds Up"!

When we started our Fiscal 2012 planning last year, we naturally spent time reviewing forecasts relating to the overall economy, the overall foodservice industry sector, and most importantly the 2012 forecasts for supply chain members--distributors, manufacturers, and operators.

To no real surprise, all came up short in the good news category. So, we decided to create our own "good news" internal strategy. We chose a theme—"It All Adds Up"—to operate under. We determined that even though 2012 is forecasted to be another tough year to hit the ball out of the park, let alone a triple, together as a team, each one of us could contribute lots of solid singles and doubles. At the end of the year it would all add up to a good year.

We decided to share our theme with you, our customers, as we realized that, along with the robustness of our software systems in providing you with a myriad of value benefits, our new professional service products would also help you "hit by hit" to have a winning year in spite of the forecasts.

Our plans are to more aggressively help you maximize the value of your Trackmax system through many new service options. In this NowNews issue you will learn about our new Business Improvement Plan and Assessment, our new Customer Care Secure Zone on our website, and many other new ways we can help you and your teammates achieve many solid hits so that "It All Adds Up" for you!

Please don't hesitate to call us to discuss any of our new services featured in this newsletter.

Wishing you a prosperous 2012!



### Change Can Be Awesome

Tom Rawson, President

Industry forecasts have made it clear that foodservice distributors should no longer delay in moving forward to leverage technology to help them know their true profit drivers and costs to serve, to implement category management practices, to focus on their most profitable products, to align with their most profitable vendors and to support their best customers.

[CLICK FOR MORE](#)

### Driving Profit Performance

Tim Rawson, Vice President

"Survive and Thrive", an insightful industry forecast, "34Free", a case history of the true value of our Insight software, and numerous workshops, best practices demonstrations and training seminars were highlights of the 2011 Annual Conference. The 2012 annual conference is November 14 -16. Mark your calendars to attend today.

[CLICK FOR MORE](#)

### BIP—A New Trackmax Service

Bob LeBlanc, Vice President Sales and Business Development

An exciting new portfolio of Professional Services is part of our 2012 "It All Adds Up" customer support initiative. One of the most exciting offerings is our customer specific Business Improvement Plan and Opportunity Assessment (BIP), a marketing and sales plan of action to help you drive profitable growth, prepared and presented by Trackmax management.

[CLICK FOR MORE](#)

## FastTrack

Customer Support Hotline:  
 (888) 540-9200, Option 1 or  
 Support@Trackmax.com

Connect with Us



PO Box 101490, Cape Coral, FL 33910

### Upcoming Events

- February: Launch Customer Care Center
- February 28: Internal Audit Webinar

### Features & Upgrades

- 2012 Webinar Schedule
- New Services Products
- 2011 Annual Conference Recap

*“Change is the law of life and those who look only to the past or present are certain to miss the future.”*  
 — John F. Kennedy

*“The greatest danger in times of turbulence is not the turbulence; it is to act with yesterday’s logic.”*  
 — Peter Drucker

*“Change is hard because people overestimate the value of what they have—and underestimate the value of what they may gain by giving that up.”*  
 — James Belasco and Ralph Stayer  
*Flight of the Buffalo (1994)*

## Change Can Be Awesome, With Change Comes Improvement

Tom Rawson, President

We have all experienced change—in our personal lives and, perhaps more so, in our professional lives. One of the lessons I have learned (often the hard way) is that the ability to adapt to change is a strong and desirable characteristic to possess.

The other day I got to thinking about where I am now and how I got here. In my younger days, change was constant and fast; it felt normal and I adapted to it quickly. Today, while change might be a bit more intimidating because the stakes are higher, when change is necessary to move me in the direction of where I want to get, I find I still welcome it.

Sometimes we forget that change is the only way to grow, survive and thrive. When change becomes too constant and the business environment more challenging, as it has been for the foodservice sector since 2008, we tend to lose sight of this reality. Often times the change that takes place is paradigm shifting, sometimes it simply affords a greater convenience.

Either way, when change comes or is available to us, history shows that we actually do take hold of change. For what was perfectly functional at one time, often becomes obsolete. And, the most significant changes, the ones that have the most impact on us personally and professionally, are changes in technology.

**Look at these examples that we generally take for granted in terms of the improvements they delivered to us:**



**What was once the best way to do something became obsolete through innovative or improved technology.**



CONTINUED ON NEXT PAGE

## FastTrack

Customer Support Hotline:  
 (888) 540-9200, Option 1 or  
 Support@Trackmax.com

Connect with Us



PO Box 101490, Cape Coral, FL 33910

### Upcoming Events

- February: Launch Customer Care Center
- February 28: Internal Audit Webinar

### Features & Upgrades

- 2012 Webinar Schedule
- New Services Products
- 2011 Annual Conference Recap

*Leadership Lessons from  
 Bob Dylan!*

*You better start swimming  
 or sink like a stone, cause the  
 times they are a-changing.*

*The Times They  
 Are A-Changin'  
 - Bob Dylan*

*Written as a commentary on  
 the ongoing social unrest  
 during the 1960s, this is one  
 of Dylan's most famous songs.  
 And though its original  
 message is grounded in the  
 politics and civil rights issues  
 of the decade, its lyrics can  
 easily be applied as a warning  
 to be heeded by anyone  
 in an influential  
 leadership position.*

*The pace of business is only  
 accelerating, and without  
 a forward thinking leader  
 who is willing to adapt to the  
 changing trends, even a strong  
 company risks sinking  
 like a stone.*

*RefreshLeadership.com,  
 1/20/12*

(CONTINUED)

## Insight Into A Better Way To Analyze Your Business.

While a picture may be worth a thousand words, Trackmax Solutions business intelligence tool, **Insight**, is worth tens of thousands of dollars, if not hundreds of thousands of dollars, short and long term.

As most of you already know, **Insight** is a completely different business intelligence (BI) solution from anything else in the marketplace.



No other products in the BI space have the functionality that we have built into **Insight**. It does more than generate reports. It generates action plans that generate increased revenues and profits. Most everyone who has seen **Insight** has thought the tool “awesome”, and expressed interest in “getting it”. Well, 2012 is the year to “get it” and move into technology that will help you survive our current economic challenges.

### There is NO risk with **Insight**.

For 15 years we have invested in the development of tracking and analytical software that has helped you over and over again capture more income and optimize your profit opportunities. First EIPO, and now **Insight** and PIMS (a tool that analyzes your business after the cost to serve a customer is accounted for—identifying “true profit”). EIPO works so well that it has become the leader in the rebate income tracking space. Everyone who uses EIPO has proven to themselves the value of spreadsheet obsolescence in this area of their business.

During our Annual Conference last November, Technomic, our collaborative partner and the leading foodservice industry forecaster, forewarned us that certain imperatives were a must to act upon in 2012. They made it perfectly clear that foodservice distributors can no longer stall in moving forward to leverage technology to help them know their true profit drivers and costs to serve, to implement category management practices, to focus on their most profitable products, to align with their most profitable vendors and to support their best customers.

### With **Insight** Your Picture Is In Focus.

With **Insight's** analytic reports, you can know the best actions to take to grow your business profitably. With **Insight's** real time data, you will be able to execute your marketing and sales plans on-time and on-target. With **Insight's** 80/20 reports, you can easily optimize your profits because you will know your most profitable items and your most profitable customers.

Responding to another “no growth, high cost” year for you and our industry will continue to be a difficult task. Now is the time to bring our teams together and discuss how this tool can help you survive 2012. We can also share with you one of our newest service offerings, The Business Improvement Plan and Opportunity Assessment (BIP). **For a quick overview of this great new offering, please see Bob LeBlanc's overview on page 6.**

## FastTrack

Customer Support Hotline:  
 (888) 540-9200, Option 1 or  
 Support@Trackmax.com

Connect with Us



PO Box 101490, Cape Coral, FL 33910

### Upcoming Events

- February: Launch Customer Care Center
- February 28: Internal Audit Webinar

### Features & Upgrades

- 2012 Webinar Schedule
- New Services Products
- 2011 Annual Conference Recap

*2012 Annual Conference  
November 14-16, 2012  
Mark Your  
Calendars Today!*

*Welcome!  
CityLine Distributors,  
W. Haven, CT.  
Founded in 1930  
New England's #1  
Independent Full Service  
Food Distributor  
A New EIPO User.*

*Welcome!  
Mayca Food Service,  
Costa Rica  
Founded in 1997  
Food Service &  
Bakery Industries  
A New EIPO User*

## 2011 Annual Conference Highlights

*Tim Rawson, Vice President*

A little over 2 months ago, we held our 2011 Annual Conference. The conference theme was "Driving Profit Performance in 2012" and the conference agenda was complete with a "State of the Industry" keynote presentation from Bob Goldin, EVP Technomic, a special Go-To-Market presentation from Joe Cara Donna, EVP, Director of Sales and Marketing, Cara Donna Provisions, and many breakout sessions, focus groups, demonstrations, and training sessions on our EIPO, Insight, and PIMS Software Solutions. The Customer Appreciation Dinner and sharing opportunities added to the success of the conference for all attendees.

**We have had great feedback on the conference and wanted to share a few comments we received:**

"I wanted to take a moment and thank the Trackmax Team for yet another great conference. I attend these conferences with an open mind and always leave having learned more than I ever anticipated. The use of breakout sessions and focus groups is invaluable, as are the speakers and presentation you had. I truly enjoy the open discussion forum so that I can get all I can out of your team! I am already looking forward to this year's conference!! Thank you for always providing a wealth of information so integral in today's market place".

**Melissa L. Slifer**  
**Director - Vendor Programs/Commodity Processing**  
**Thurston Foods**

"Year after year, I continue to attend this conference. Year after year, I ALWAYS learn something new that facilitates my job of tracking monies".....Thank you Trackmax staff!!

**Kristen Whitley**  
**Senior Purchasing Administrator**  
**J. Kings**

"I felt like the instruction given by the programmers of Trackmax/Insight offered a refreshing, priceless and unique experience during the conference, not typically presented by most companies. With the programmers conducting the workshops themselves, and permitting us to work with-in our own live data sets allowed for a deeper more comprehensive understanding of the logic and inner workings behind the software. This provided me the freedom and confidence I needed of full knowledge and functionality of our True profit and margins with-in days of applying the learned knowledge upon returning home. Thank you Trackmax/Insight for a terrific conference."

**Kristi Norris**  
**Director of Marketing**  
**American Foodservice**

CONTINUED ON NEXT PAGE

## FastTrack

Customer Support Hotline:  
(888) 540-9200, Option 1 or  
Support@Trackmax.com

Connect with Us



PO Box 101490, Cape Coral, FL 33910

### Upcoming Events

- February: Launch Customer Care Center
- February 28: Internal Audit Webinar

### Features & Upgrades

- 2012 Webinar Schedule
- New Services Products
- 2011 Annual Conference Recap

*Industry Overview  
 Distributor Concerns*

- Flat volume
  - New channel competition
  - Operator price sensitivity
  - Growth in low margin contract business
- *Bob Goldin*

*Go-To-Market Strategies  
 Insight/PIMS aggregates  
 “boots on the ground”  
 date from the bottom up,  
 offering a 20,000 foot  
 view...if anyone is looking.*

- *Joe Cara Donna*

*User Training*

- New Functionality
- Core Functionality
- Tips & Tricks
- Void Matrix
- Business Review
- Report Creation and Customization

- *Jon Best & Rene Cabrera*

**(CONTINUED)**

**I would like to share with you a few of the important highlights from the 2 ½ days we spent with the 2011 attendees in preparation of “Driving Profit Performance in 2012”.**

- **Industry Overview:** Attendees found the industry overview, “Survive and Thrive”, presented by Bob Goldin to be insightful and one of the few times they get to hear about the industry forecasts. Everyone felt it provided helpful information to them in understanding the daily activities that they typically track with their Trackmax program. Please let us know if you would like more information on the Technomic presentation.
- **Go-To-Market Strategies:** Joe Cara Donna’s presentation—“34Free Case Study”—resonated with the attendees and really provided a case history of the true value of our Insight software. Please let us know if you would like more information on Joe’s presentation.
- **User Training:** Attendees were users of EIPO, Insight and PIMS solutions. Everyone liked the smaller breakout sessions and we will continue to move in this direction for the 2012 Annual Conference. Attendees learned a lot about the systems they use and rated the presentations and sessions with the Trackmax trainers as terrific! Make certain that you register for our 2012 Webinars. The new calendar is included in this issue of NowNews.
- **Location, Location, and Location:** In addition to the inviting weather, the world-class Marco Island Marriott Beach Resort was once again the preferred location by all attendees who had the opportunity to meet and talk with the entire Trackmax staff. During 2012, we are planning for a series of regional meetings as additional support to our annual conference. If you have some thoughts to share with us on the 2011 conference please let us know as we are beginning to plan our November 2012 conference.
- **New Ideas:** Attendees expressed high interest in our new budgeting tool that is now available. We also have a number of new product services that are recapped in this issue. There is a lot of support that we can provide to you in 2012. Just ask us how!

**2012 Conference Is Set For November 14-16, 2012  
 Early Bird Registration is Open.**

**In our efforts to continue to improve our Annual Conferences, we will be conducting a short research survey in mid-March. We will let you know when we post the survey and encourage you to complete it.**

## FastTrack

Customer Support Hotline:  
 (888) 540-9200, Option 1 or  
 Support@Trackmax.com

Connect with Us



PO Box 101490, Cape Coral, FL 33910

### Upcoming Events

- February: Launch Customer Care Center
- February 28: Internal Audit Webinar

### Features & Upgrades

- 2012 Webinar Schedule
- New Services Products
- 2011 Annual Conference Recap

*Professional Services:*

- Business Improvement Plans & Opportunity Assessment
- Budgeting
- Training
- Void Penetration (Free)

*More Professional Services:*

- Auditing
- Data Scrubbing
- In-House Deal Set Up
- Database Management

*Even More*

*Professional Services:*

- Custom Development
- Report Development
- Tech Support

**Introducing A New Professional Service Offering From Trackmax...**

## The Business Improvement Plan and Opportunity Assessment

*Bob LeBlanc, Vice President Sales and Business Development*

One of the most exciting new marketing and sales support services that Trackmax Solutions is now offering is the development of a customer specific Business Improvement Plan and Opportunity Assessment (BIP) by the Trackmax management team. This new service is being offered to provide current customers with custom recommendations on how to continue to drive profitable growth in their business.

With unparalleled knowledge in understanding how best to use the analytical tools we have built, along with over 200 years of foodservice experience, the Trackmax management team prepares the BIP utilizing the PIMS (Profit Improvement Management System) or Insight Business Intelligence solutions.

The BIP provides an in-depth business review containing the following information:

- Identification of the 80/20 profit drivers by category, market segment, manufacturer, sales person and zone/area
- Identification of the poor margin drivers by category, market segment, manufacturer, sales person and zone/area
- Recommendations on sku rationalization
- Void matrix reports that identify opportunities that will drive bottom line profits
- Trend reports on earned income, category, market segments, manufacturer and sales person

A professional report and presentation designed to help our distributor partners grow their business more profitably is prepared and presented. **For more information, please contact Bob LeBlanc at 888-540-9200, ext. 5.**

### How do you BUDGET your Sales?

## INTRODUCING OUR NEW BUDGETING TOOL powered by Trackmax Solutions

### Now Available - Sign Up Now for September 2012 Implementation

**Some of the unique features of this new tool include:**

- Customer Level View—makes it is easy to transfer information should sales representation changes be necessary
- Unlimited Export Ability—makes updating easy and keeps data in real time

So we can guarantee that the installation of your budgeting tool will be completed prior to your 2013 planning cycle, we need you to contact your Trackmax customer service team by March 31st. Trackmax management will review installation details with you and confirm an installation date for you.

Interest in the Budgeting tool is strong and the installation queue that is getting longer. So, act now to simplify your next budgeting process!

**Don't be left out because you forgot to sign up!**

## FastTrack

Customer Support Hotline:  
(888) 540-9200, Option 1 or  
Support@Trackmax.com

Connect with Us



PO Box 101490, Cape Coral, FL 33910

### Upcoming Events

- February: Launch Customer Care Center
- February 28: Internal Audit Webinar

### Features & Upgrades

- 2012 Webinar Schedule
- New Services Products
- 2011 Annual Conference Recap

*6 Informative  
Webinars To En-  
sure That  
“It All Adds Up”  
on YOUR  
Bottom Line.*

*Note:*

Trackmax is currently  
**NOT** compatible with  
Office 2010 “64-bit”.  
We are working to resolve  
the communications  
issues between Trackmax  
and Outlook.

If you are  
upgrading to  
Office 2010, please install  
the “32-bit” version.

Trackmax is fully  
compatible with  
this version.

- Customer Service Team

## 2012 Webinar Schedule For Earned Income Profit Optimizer (EIPO)

**All Sessions at 3:00 PM Eastern Standard Time**

Helping you optimize your manufacturer earned income and improve your bottom line is the goal of our 2012 Trackmax Solutions Conference Call and Webinar series.

With EIPO, you have the best overall manufacturer earned income tracking, posting, auditing and reconciling tool available to foodservice distributors. To maximize the ‘Profit Optimization’ value it delivers, it is important to use the tool to its fullest capabilities, or what we term Core Functionality.

### Core Functionality is defined by the following criteria:

- Are you posting all invoices?
- Are you posting payments against posted invoices?
- Do you track all tiered growth programs?
- Do you track deviated price contracts?
- Do you track re-distribution purchases?
- Do you track in-house sales programs?
- Do you track group monies (e.g., UniPro EDAs and SPAs)?
- Do you track local vendor purchase rebates?
- Do you distribute marketing/miscellaneous income, what we call non-transactional earned income, typically lump sum payments, and then spread this income to the appropriate manufacturer, to the SKU level?

**There are six webinars scheduled for 2012. Each webinar is an hour long. Each webinar will focus on a specific area of EIPO’s Core Functionality to ensure that you are, in fact, capturing every manufacturer income dollar you earn. All sessions are held on Tuesdays and at 3:00 PM Eastern Standard Time.**

**WEBINAR SCHEDULE ON NEXT PAGE**

## FastTrack

Customer Support Hotline:  
(888) 540-9200, Option 1 or  
Support@Trackmax.com

Connect with Us



PO Box 101490, Cape Coral, FL 33910

### Upcoming Events

- February: Launch Customer Care Center
- February 28: Internal Audit Webinar

### Features & Upgrades

- 2012 Webinar Schedule
- New Services Products
- 2011 Annual Conference Recap

## 2012 EIPO Webinar Schedule

### February 28, 2012 - 3:00 PM EST Internal Audit/New Year Program Review

**Are all your 2012 programs entered?** This webinar reviews supplier programs from a number of perspectives including 2011 versus 2012 Program Reports, Buyers Performance Reports, Top Vendor Reports, and more.

Click this link to register and the meeting information will be e-mailed to you.

<https://trackmaxevents.webex.com/trackmaxevents/onstagegphp?t=a&d=660005723>

### April 17, 2012 - 3:00 PM EST Accounting Functionality

**Is your vendor aging report accurate?** This webinar reviews accurate posting of all vendor payments, creation of a valid Vendor Aging report, how to spread marketing and other non-transactional monies to item level for accurate profitability analysis.

Click this link to register and the meeting information will be e-mailed to you.

<https://trackmaxevents.webex.com/trackmaxevents/onstagegphp?t=a&d=665947805>

### June 19, 2012 - 3:00 PM EST Group Income and Sales Spiffs

**Are you effectively tracking your Group Monies?** This webinar reviews the proper set up and tracking for group monies and also the setting up and management of in-house sales promotions.

Click this link to register and the meeting information will be e-mailed to you.

<https://trackmaxevents.webex.com/trackmaxevents/onstagegphp?t=a&d=665903461>

### August 7, 2012 - 3:00 PM EST Sales Deviation - Setup and Audit

**Yesterday, today, tomorrow—are all of your deviations being captured?** This webinar reviews proper tracking to capture all deviated programs and redistribution purchases (DOT or buying groups) and assign them to the proper sales programs.

Click this link to register and the meeting information will be e-mailed to you.

<https://trackmaxevents.webex.com/trackmaxevents/onstagegphp?t=a&d=666497004>

### October 23, 2012 - 3:00 PM EST Annual Supplier Reviews

**Are you prepared to negotiate the best supplier programs?** This webinar will help you prepare for your annual supplier reviews and know how and what to negotiate to ensure that you get the best programs for 2013.

Click this link to register and the meeting information will be e-mailed to you.

<https://trackmaxevents.webex.com/trackmaxevents/onstagegphp?t=a&d=669784313>

### December 4, 2012 - 3:00 PM EST Growth Program Internal Year End Audit

**Are all of your growth programs accounted for?** This webinar reviews the proper tracking of tiered growth programs from detailed supplier documentation through program setup, to the weekly buyer update. If you are not tracking these correctly, a few cases not purchased could be costing you thousands!

Click this link to register and the meeting information will be e-mailed to you.

<https://trackmaxevents.webex.com/trackmaxevents/onstagegphp?t=a&d=661213441>

## FastTrack

Customer Support Hotline:  
(888) 540-9200, Option 1 or  
Support@Trackmax.com

Connect with Us



PO Box 101490, Cape Coral, FL 33910

### Upcoming Events

- February: Launch Customer Care Center
- February 28: Internal Audit Webinar

### Features & Upgrades

- 2012 Webinar Schedule
- New Services Products
- 2011 Annual Conference Recap

Trackmax Customer Service Team

*Ken Schaff*  
 (888) 540-9200,  
 ext. 802  
*kendrm@*  
*earthlink.com*

*Carrie Westcott*  
 (888) 540-9200,  
 ext. 808  
*carrie@*  
*trackmax.com*

*Shanon Piel*  
 (888) 540-9200,  
 ext. 810  
*shanon@*  
*trackmax.com*

## Customer Care Center Secure Zone Launched on [www.Trackmax.com](http://www.Trackmax.com)

Trackmax Solutions' Customer Service support has just expanded with the "going live" of our Customer Care Center on our website, [www.trackmax.com](http://www.trackmax.com). This center is a password protected secure environment and offers Trackmax customers one more way to connect with our great customer support team.

Among its many benefits, the Customer Care Center will keep you current with announcements about software updates, give you insight into Best Practices and Trackmax Case Histories, provide you the opportunity to review training guides and, ultimately, the ability to interact with other Trackmax users.

During the next few weeks, we will be registering all Trackmax users for access to the secure zone. Here's how it will work:

1. During the first two weeks of February, we will send an eblast message to you providing instructions on how to register for access to the secure zone. **In preparation of receiving the eblast, please make sure that you are getting your messages from us and we are not ending up in your spam box.**
2. Once you complete the registration section on the log in page under the Customer link on the website, we will send you a customer specific temporary password to complete the registration.
3. When you get your temporary password, you will need to change it to your own password and complete the registration process. Once completed you will have easy access to the Customer Care Center Secure Zone.

To register as a Trackmax Customer, set up your log in information here. We will send you a password to complete your user log in.

**\* Required**

First Name \*

Last Name \*

Company \*

Title

Work Phone Number

Email Address \*

I am a \*

--- Please select ---

Enter Word Verification in box below \*

Z Z V Y M Z

Submit

Username

Password

Remember Me

Log in

We look forward to providing you even more support during 2012. Thanks for being a great Trackmax customer!

## FastTrack

Customer Support Hotline:  
 (888) 540-9200, Option 1 or  
[Support@Trackmax.com](mailto:Support@Trackmax.com)

Connect with Us



PO Box 101490, Cape Coral, FL 33910

### Upcoming Events

- February: Launch Customer Care Center
- February 28: Internal Audit Webinar

### Features & Upgrades

- 2012 Webinar Schedule
- New Services Products
- 2011 Annual Conference Recap

## Our Experts On “How To Build It” and “How to Use It”!

### Jonathan Best, Software Architect

**Professional Overview:**

Jonathan Best joined Trackmax Solutions in early 2007 and serves as the key architect for Trackmax Solutions’ innovative, game changing Profit Improvement Management System (PIMS) and Insight Business Intelligence Software System.

Jonathan is proficient in several programming languages, and during his development experience has developed, tested, and implemented document management systems for city and state governments across the country.

**During the workday, Jonathan can be reached at (888) 540-9200 ext. 806 or at [jon@trackmax.com](mailto:jon@trackmax.com)**

**Personal Insight:**

The most common question Jonathan gets...“How do I create this report?” And that is what he loves about his daily work with Trackmax customers... helping customers get the most out of their efforts and teaching best practices in doing so. He also has no fear in tackling difficult projects that have been declared “impossible” to resolve.

In his free time Jonathan enjoys playing the guitar, playing video games with his kids, and watching sunsets on the beach.



### Rene Cabrera, Director of Training

**Professional Overview:**

Rene Cabrera joined Trackmax Solutions in 2009 and has served in many capacities including Project Manager, Data Integration, Senior Programmer and most recently as Director of Training.

With 16 years of IT experience, prior to joining Trackmax Solutions, Rene served as Chief Executive Officer of Training Options Inc., the largest corporate computer and soft-skills training school in Southwest Florida. From 1995 to 2005, Rene served as Call Center Implementation Engineer at Assurant Solutions, Miami, FL. Rene’s diverse experience includes outsourced IT sales,

**During the workday, Rene can be reached at (888) 540-9200 ext. 807 or at [rene@trackmax.com](mailto:rene@trackmax.com).**

IT training, consulting and IT recruitment through Training Options and IT Services. Rene earned his Bachelor of Science degree in Information Technology from Barry University, Miami, FL.

**Personal Insight:**

The highlight of Rene’s work week...Trackmax customers! He looks forward to and thoroughly enjoys working with “the great customers that make up the Trackmax family.”

In his free time Rene enjoys playing the piano and drums, working out and enjoying time with his two daughters.



## FastTrack

Customer Support Hotline:  
(888) 540-9200, Option 1 or  
[Support@Trackmax.com](mailto:Support@Trackmax.com)

Connect with Us



PO Box 101490, Cape Coral, FL 33910

### Upcoming Events

- February: Launch Customer Care Center
- February 28: Internal Audit Webinar

### Features & Upgrades

- 2012 Webinar Schedule
- New Services Products
- 2011 Annual Conference Recap