



# JASON PRM RELAUNCHES AS "SMART"



**Effective Monday, December 3rd, PRM will be renamed and reintroduced as SMART (Sales Monitoring Analysis Reporting Tool).**

The nature of our business mechanics with distribution has been evolving. Typical price and delivery, as well as order entry functions, have been changing more toward system-to-system connections with our three largest distributor chains. At the same time, Jason B2B allows for quick inquiries and simplified order-entry and follow up with those independent distributors who choose to participate.

Our traditional Customer Service function is shifting as this takes place.

To better illustrate the shift of our Customer Service activity to a more proactive solution and increase unity with the DSM's, it is necessary to re-launch what used to be called PRM.

Effective, Monday, December 3rd, we will launch **SMART (Sales Monitoring Analysis Reporting Tool)**. Many thanks to Trisha Karapukar from our Mississauga branch and her winning SMART name contest entry.

Also coming in as runners up are Brain Uglione, T.J Tennessen and Chris Sutter.

Trisha will receive the Ipod Nano and Shuffles go to each of the other three entrants.

And thank you to everyone who submitted their ideas!

Tom Tesoro



**Jason's new SMART Screen**



**The Mississauga gang offers their congratulations to SMART name creator Trisha Karapukar, winner of a brand new IPOD Nano.**