

# uschamber.com

FIGHTING FOR YOUR BUSINESS

SUCCESS INSIGHT

## A Chamber Member's Story

# Winning on the Margins

**N**o one knows better than small business owners that even a minor increase in profit margins can mean the difference between staying in business and closing your doors for good. This is especially true in the highly competitive and complex distribution industry.

Enter Advanous®, a five-year-old company based in Richmond, Virginia, that helps distributors generate higher profits through more effective margin and pricing management practices.

“Effective margin management is essential for any business,” says Advanous® President and CEO Erik R. Bleyl. “We are uniquely positioned to help our customers successfully manage pricing and sales activity, which can add anywhere from 1% to 1.5% to a company’s profit margin.”

One way Advanous® delivers value to its customers is through its unique Point to Profit (P2P) solution. P2P is a margin enhancement solution that provides powerful analytics and high-value insight in a way that is easily accessible and practical to use in a distributor’s day-to-day operations. P2P is a secure, Web-based, business intelligence solution for margin discovery and improvement that allows distributors to

enhance sales performance, capture lost margin opportunities, optimize selling price and procurement costs, and drive higher profits.

“By leveraging the flexibility of our P2P solution while working hand in hand with key personnel at the corporate

and divisional levels, we are able to identify and prioritize actions that can be taken to raise sales performance across an entire business,” says Bleyl.

Bleyl and his company are keenly aware that most small business operations find it difficult navigating the complex business environment, a landscape littered with land mines like confusing regulations, exacting standards, and Byzantine laws. “That’s where institutions such as the U.S. Chamber of Commerce are singularly helpful,” adds Bleyl. “The Chamber is at the forefront in promoting and enacting solutions to the major challenges facing businesses, including health care and class action reform. The Chamber needs businesses, but businesses also need the Chamber.”

If you are a tireless business owner, please tell *uschamber.com*

your success story. Contact Kevin Ganster by e-mail at [kganster@uschamber.com](mailto:kganster@uschamber.com), phone him at 202-463-5649, or fax him at 202-463-5707.

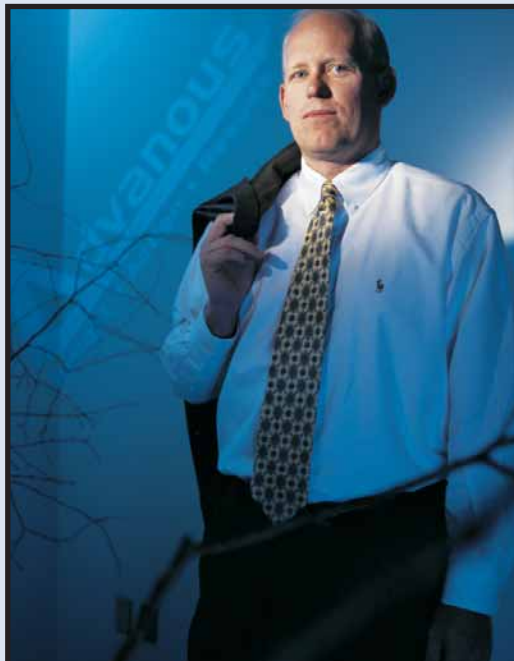


PHOTO: IAN WAGRECH

**Insight. Action. Results.**  
That's what Advanous® offers its customers.

### MEMBER FACTS

MEMBER NAME: **Erik R. Bleyl**  
 COMPANY: **Advanous®**  
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U.S. CHAMBER MEMBER SINCE: **2004**  
 COMPANY FOUNDED: **1999**  
 NUMBER OF EMPLOYEES: **25**

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