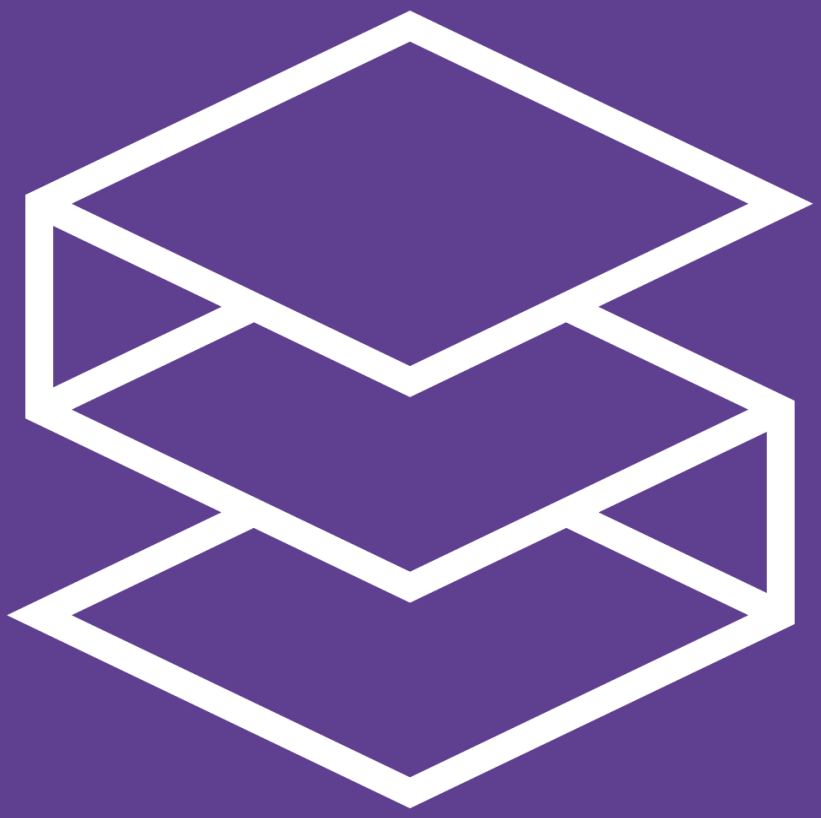


CHAMPIONS FOR THE COLLECTIVE

The Strata Difference.

How independent dealers keep more margin and spend less time on paperwork.

strata-gpo.com · 720-361-1913 · hello@strata-gpo.com

1.0

Why Strata

Most Groups License Their Technology. We Build Ours.

Technology isn't the end goal. A simpler, more profitable business is. We build our own tools instead of licensing them, so we can shape them around the way independent dealers actually work.

$5M+
INVESTED IN OUR OWN TECHNOLOGY OVER THE PAST THREE YEARS, AND STILL INVESTING

~20%
OF OUR TEAM WORKS ON TECHNOLOGY AND SOFTWARE DEVELOPMENT

5–10%
IN REBATE LEAKAGE CAUGHT THAT WOULD OTHERWISE GO UNDETECTED

Tools That Fit How You Actually Buy.

Many buying groups rely on licensed software partners to solve complex problems, with no cohesive technology at the center. Our private equity ownership gives us the financial backing to build our own in a fast-changing landscape, so the tools keep pace with what the Collective needs, including the AI capabilities still ahead.

One Set of Numbers, Ready for What's Next.

We're finishing an internal data warehouse that brings the Collective's data into a single source of truth, built so AI can work with it. Your reporting and benchmarks draw on one clean record rather than several disconnected systems.

Help From People Who Know the Tools.

Our own customer support team works with dealers every day. When you call with a question, you reach someone at Strata, not a third-party help desk. Our team and our technology work together, because you can't have one without the other.

2.0

One Place

Everything You Need From the Group, in One Login.

As a member, the portal is where you run your relationship with the Collective. Group news and promotions, training and education, vendor programs and their economics, your reporting and analytics, central pay, and your accounting documents all sit behind one secure login. You find what you need when you need it, without chasing anyone down.

More Lines. Less Administrative Work. One Place to Order and Pay.

That's the Central Ordering Platform, and it's only available at Strata. You reach more product lines through one order and one payment, instead of setting up and managing each vendor on your own. Less of your team's week goes to purchasing admin.

See Where Your Spend Goes, and Where the Opportunity Is.

Our AI-built category and SKU analytics, available only within Strata, let you evaluate what you're buying, see your spend by category, benchmark against the group, and search products to find opportunities. Our reporting puts your central pay KPIs, rebate ROI, and quarterly and annual rebate accruals in one clean view. We can present it that cleanly because we built the technology underneath it ourselves.

3.0

The Economics

More of the Money You're Owed, With Less Chasing.

This is where building our own technology shows up in dollars. The group does the reconciliation work, so your team doesn't have to.

Pay on Your Schedule. Keep Control of Your Cash.

With central pay, you push funds to Strata when you choose. We never pull from your account. Pay as often as you like, whenever it suits your cash flow, and central pay captures early-pay discounts automatically so you don't have to chase them. Prefer to keep paying your vendors directly? You can. Strata offers both central pay and direct pay, so the choice is yours.

Every Rebate You're Owed, Reconciled for You.

We reconcile every rebate back to your central pay invoice data, so we catch what you're owed before it slips away. That work recovers 5–10% in rebate leakage that would otherwise go undetected. You don't have to reconcile rebates yourself. Let the group do the work.

Rebate Reports You Can Plan Around.

We run rebate accounting on an accrual basis, not a cash basis. We don't wait for vendors to pay whenever it suits them. We hold every contract to its deadline and deliver quarterly and annual rebate reports on a hard cutoff, so you can measure your performance the way the most sophisticated organizations do. We publish every payment date at the start of the year, so you know when to expect your deposits, including quarterly and annual payments.

Invoices That Move Without the Manual Work.

Your invoices run through our AI-driven invoice flow, so there's no manual matching for your team to do. It's working today, and we're extending it to more of your vendor activity.

4.0

What's Next

What We're Building Next.

IN DEVELOPMENT

Net-net pricing search. We're laying the foundation now for a problem we don't believe anyone in FE&S has solved yet. You'll be able to search a category for the vendor and brand that gives you the most margin once you count back-end rebates, early-pay cash discounts, group incentives, and the other program economics. Coming soon.

AI invoice flow for all your vendors. We're extending our AI invoice flow to cover both the vendors you pay directly and the ones you pay through central pay.

We'll tell you when each one is ready, and not a day before.

Independent Doesn't Have to Mean Going It Alone.

Your independence is your advantage. Our collective strength helps you protect it. Your Strata contact can walk you through what membership would look like for your dealership.

Talk to your Strata contact (the person who shared this guide) · strata-gpo.com · 720-361-1913 · hello@strata-gpo.com