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Primero Systems Brings Custom Software Touch to Franchises and Multi-Site Companies

Leverages Two Decades of Development and Execution to Unlock and Deliver Business Potential to Brand Owners

SAN DIEGO, May 6, 2015 – You can't rush progress. What began 20 years ago as a side project for software developer Gary Saner has carefully and deliberately blossomed into a solvent business with more than 65 employees on two continents. That company, [Primero Systems, Inc.](#), is focused on enabling new abilities and growth for businesses through the infinite capabilities of software.

Honor, Courage and Commitment

Having served for 11 years with the U.S. Navy's submarine force, these values – part of the Sailor's Creed – exemplify everything that Saner does. When Saner began building his software enterprise in 1994, he pulled from valuable lessons obtained underwater working side by side with his fellow seamen for many months at a time as they built camaraderie, trust and mutual respect. He learned about complex systems management requiring mission-critical precision while serving in the U.S. Navy and subsequently while working at Litton Industries delivering multi-million dollar solutions to the world's most prestigious companies.

Today, customer relationships and proven performance are Primero's greatest assets. The company is committed to developing and supporting their products and services with the highest degree of expertise, integrity and quality – all with military-like technical precision. Saner's mantra: only when a client succeeds does Primero succeed.

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Content Drives Decisions

We've all heard it: content is king. Fresh content plays a key role in helping people make decisions and persuading them to buy. In the early days, after creating multiple custom software solutions, Saner saw a pattern emerging: multi-site companies (franchises, hotel or restaurant chains, travel companies and the like) require the ability to create and manage web content while maintaining their brand universally – and being relevant locally. Using software conceived by Primero, the franchisee can localize their site without compromising brand standards and messaging, or deviating from the overall experience customers have come to expect when interacting with the chain.

Noting that the ability to control the brand experience across the board, while allowing for local personalization, was not an isolated need, Saner set out to create a better way to manage brands online. Existing solutions were found to either cost hundreds of thousands of dollars, be highly labor intensive to maintain, or consist of just a handful of static pages with no way to manage content in real time.

Leveraging its roots in custom software design, the Primero approach integrates technology, user-friendliness and business proficiency to provide a superior, alternative solution. Primero provides a platform for marketers seeking to maximize brand presence throughout a network of websites. Over the years, Primero has established a loyal following of global, multi-billion dollar companies across a wide variety of verticals, including Fortune 1000 organizations such as Honeywell, Tyco Electronics, US Airways, General Atomics, and the U.S. Air Force.

"The idea that software's limitless capabilities can be used to help businesses realize their goals is what drives me," said Saner. "Primero exists to bring people, processes, content and ideas together to produce significantly better efficiency and thus financial results. We truly believe that every company's potential can be improved."

What's next for Primero? The company is readying an expanded rollout of its content management system (CMS). Already deployed by more than 80 customers, including such notable brands as Cruise Holidays, Money Mailer, Travel Leaders and Sport Clips, Primero's CMS is proving to offer more than 'out of box' capabilities.

In sum, Saner reflects, “Our journey in custom software has been very revealing. It has shown us a path – the ideal application – where we can touch the greatest number of companies and make a positive and measurable impact on their success.”

About Primero Systems

Primero Systems, Inc. brings people, processes, content and ideas together to produce better business experiences. For more than 20 years, Primero has been helping businesses achieve their goals and their potential through the infinite capabilities of software. From their Webtreepro content management system to their mission-critical, enterprise-grade custom software, Primero solutions improve efficiency, accuracy and contribute to the bottom line. Headquartered in San Diego, Primero serves a broad array of markets from healthcare to franchise, travel and countless others. Follow Primero on [Twitter](#), like them on [Facebook](#) or connect with them on [LinkedIn](#).

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