EMBRACING DIS R UPTION

Primero Founder Harnesses Change to Build Lasting Relationships

"We're in a ton of hurt here. Can you help us out?" Being on the receiving end of a client call that opens this way may strike a chord of panic in some – but not if you're Gary Saner. The software developer and owner/ founder of Primero Systems, Inc. is accustomed to such pleas.

Typically, when a call is made to engage the Primero team, the driving force behind it is the need for change. Something different - something that's not currently possible. More bells. More whistles. Ways to engage more customers. Ways to stand out from the crowd. Saner's company has built its rock-solid reputation on the notion that only when a client succeeds does Primero succeed – and they are doing just that.

What does success look like? For Primero, success has led to growth – more employees, more clients, more opportunities for their mission-critical, enterprise-grade custom software solutions to make an impact. Saner attributes this robust growth to the fact that his company does what it says it is going to do, when they say they are going to do it. He notes that this fact makes Primero a different sort of company – they just don't fail.

Sounds simple, right? In theory, perhaps – but what Primero has been able to achieve in the software world is remarkable. Nine out of 10 tech startups fail, and software ventures are notoriously hard to get off the ground – much less thrive for over two decades, as Primero has.

Over this period of time, Primero has methodically cultivated its reputation by maintaining the highest of standards and operating in an honest, reliable, ethical manner. This approach has won them the loyalty and trust of clients – from the Fortune 1000 to national retail chains.

MONAKER GROUP

The Situation: A technology-driven travel company with multiple divisions and brands, Monaker boasts 65 years of operation in leisure travel. Monaker called upon longtime partner Primero Systems to upgrade its flagship travel website NextTrip.com, and ensure partner integrations.

The Primero Solution: A custom software solution that delivers a site showcasing Monaker's alternative lodging, ground products and travel services in an eloquent, real-time booking solution. In just three months' time, Primero built not only Monaker's Next-trip.com website but a complete and robust travel booking engine with multiple integrations and an e-commerce solution. This was something that could not be accomplished by the previous software company Monaker had hired – even after nine months of working on it.

"I'm pleased to be working with Gary and the Primero team again on another travel platform. On our last project, Primero gave us a high-quality work product, on time and on budget – to industry acclaims. The new site will serve as the backbone for both consumer and business partners, and there is no one I would trust more to get it right."

– Bill Kerby, CEO, Monaker Group

> **"...What Primero has been able to achieve in the software world is remarkable."**
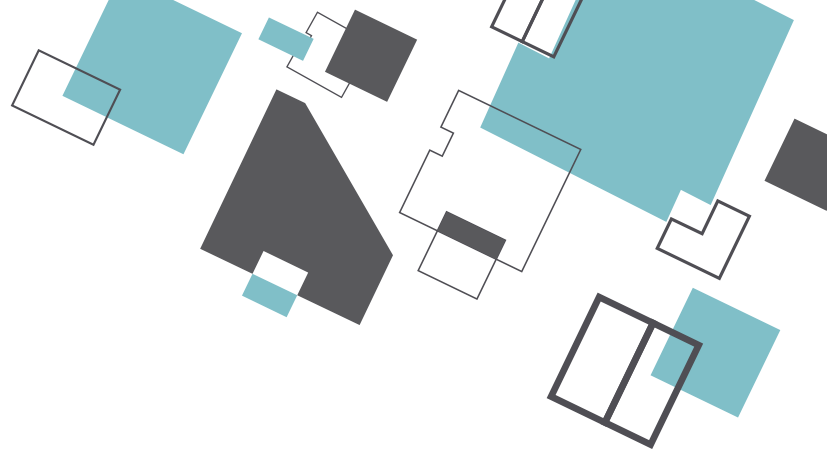>
> Gary Saner, CEO, Primero

With change being one of the only constants in this world – when industries experience any kind of change in the way that things have typically been done – technology is needed to embrace this disruption. According to Saner, this creates a climate of 'automate or vacate' – and this is where Primero excels. The competitive advantage that Primero provides through its culture of competence allows its clients to differentiate themselves and enhance their offerings to their customer base.

Saner recounts story after story of longtime clients that return to Primero for current, robust, easy-to-use software solutions time and time again.

From the manager who put his job on the line to advocate for Primero over alternative solutions (think Adobe, Sitecore), to the client contact who brought Primero in to multiple divisions at a healthcare conglomerate, the partnerships that Primero forges with its clients form the backbone of its success.

What's next for Primero and Saner? Not one to rest on his laurels, Saner is looking to expand the realm of what is possible for his company. Already trusted to deliver high-quality software solutions on time and on budget, Saner wants to take the client relationship a step further by assisting in bringing their rich data to light.

Artificial intelligence and cognitive analytics will play a key role in the future of software – and Primero strives to be the 'visionary bridge' to realizing all that data can do for its customers.

LUXE TRAVEL

The Situation: A member of the respected Signature Travel Network, LUXE Travel has eight offices in multiple states – plus an expansive network of more than 100 highly experienced agents. LUXE needed a user-friendly content management solution that would enable their agents to easily access, search and update information in an efficient manner, according to any number of predetermined specifications.

The Primero Solution: LUXE Travel selected Primero to deliver a robust content management system equipped with roles and permissions features to enable the viewing and editing of content by various predefined groups. Primero designed a solution that would improve LUXE Travel's employee productivity and ultimately the company's bottom line.

"Thanks to Primero, we ended up with a better product than we even anticipated. Our employees and internal content editors love the site, and it has become a core piece of our internal operations."

– Sandee Leatherby, GM, LUXE Travel

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.