

We are Rebranding to PLANERGY

 **PurchaseControl™** **PLANERGY™**

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Why, When, and What Does It Mean For Our Customers

We are Rebranding to PLANERGY

We are very excited to announce that as of March 15, 2021 we are rebranding our company to PLANERGY. We want to share with you some answers to the questions you might have about this rebrand.

1. What does the PLANERGY™ rebrand mean for our customers?

You'll still use the same login page and details to access PLANERGY as before.

Only the name and our emails are changing, **Nothing else!**

We are still the same team of Owners and People.



Our great Customer Support team is not changing.

Our fantastic Engineering Team is not changing.

It's the same product, and we will continue to release new features and modules regularly.

2. Why has PurchaseControl™ rebranded to PLANERGY™ ?

Over the past few years, our range of modules and features has grown significantly to include:

- Procure-to-Pay
- Full AP-Automation module with OCR, Artificial Intelligence and Machine Learning
- Inventory and Asset Management module
- and later this year a Travel & Expense module.

The name **PurchaseControl** no longer reflects the full range of modules and features we offer as it only describes the Purchase Management module and not the rest. Our software platform is one of the only Corporate Spend Management solutions that includes full workflow from Requesting through Procurement through Accounts Payable.

In addition, we are now a global software company with customers in 17 countries and all types of industries, sectors and sizes, and our customers manage billions in spend each year through our Corporate Spend Management platform.

As our software grew, so did our profile and last year more than 2,000,000 people visited our website.



We also Rank Number 1 in Google for key Search Results for Procurement, Finance, and Business. We now outrank our competitors: Avid Exchange, Concur, Coupa, Procurify, Stamplicy and Tipalti for website visitors.

Our competitors noticed the rocket ship growth and tried to piggyback on it using various combinations of the words Purchase and Control in their advertisements.

We knew it was time to rebrand!

3. What is the new branding about?

We've got a vibrant new brand, that is easy to remember, and represents all of our current and future software solutions. This unique name will be harder to plagiarize. ☐

We're keeping the Shield Logo because we are passionate about protecting our customers and because we wanted to have continuity in our branding we evolved it to reflect our new colors.

If you are into branding, you'll know how much time we spent with our branding agency to develop the unique typeface of the new name PLANERGY, which is spelt in all caps.

