

Alencar Carvalho

Gera



COUNTRY	Brazil
INDUSTRY	Technology
YEAR SELECTED	2012
PARTNER	Fabio Piastrelli Mengozi
WEBSITE	geravd.com.br

COMPANY SNAPSHOT

How can a company that works with door-to-door sales accurately manage its fleet of resellers and the millions of transactions that follow? For consumer product businesses such as Natura, the answer involves Gera, the only Latin American company specialized in management software for direct sales. With GeraSGI, a 100% web-based platform, companies with direct sales channels are able to precisely monitor and control orders from the factory to the reseller and finally into the hands of the consumer. The Brazilian direct sales market, which is comprised of 300 companies and seven million resellers, exceeded US\$27 billion in sales in 2011. Gera is well positioned to maintain high growth rates as the company expands its portfolio of clients and develops new, highly scalable versions of its core software offering.