



News Release

Strategic Alliance Group, Inc.
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For immediate release
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Strategic Alliance Group-New Financial Software

Indianapolis, Indiana November 12, 2014- Strategic Alliance Group, Inc. (SAG) today announced the development and implementation of its new state-of-the-art financial analysis software – Key-PerformMax. The new analytical software system was created using the latest in technology and with the collaboration of SAG advisors; software developer (Top Dog Solutions-Boston, MA), financial advisor Rick Guirlinger (Bourke Services-Raleigh, N.C.) and technology firm (WECnology of Amherst, N.H.).

Key-PerformMax will be implement among all of SAG’s 20 Groups. The new software delivers a wide range of financial assessment tools, including SAG 20 Group’s key performance indicators, simplified data entry, and ongoing monitoring of member participation. The goal, explained by SAG president Stu Zurcher, was to create a more effective, easier-to-use and more robust system to benefit 20 Group members, allowing for accurate, timely collection of actionable business financial data.

The first phase of Key-PerformMax has undergone extensive beta testing, and the second phase with automation enhancements is due to be included by mid-2015.

SAG Alliance Partners

Strategic Alliance Group continues to add Industry Alliance Partners that provide resources all in one place that enhance areas of their business such as Human Resource Management, Financial & Succession Solutions, Technology Solutions, Analytical Reporting Solutions, Skills Assessment & Employee Training, Tire Technician Training, Web Site and Social Media Solutions and Auto Shop Repair Certification.

About SAG Twenty (20) Group

Strategic Alliance Group, Inc. president Stu Zurcher is the original founder of Tire Dealer Twenty (20) Groups in the Tire Industry, store owner and longtime member of Tire Industry Association’s Board of Directors, offers tire and automotive service dealers the opportunity to share best practices, financially compare against the industry trends to improve financial performance. Each group is comprised of 20 comparable dealers who meet three times a year to help each other improve their operations. Formed in 2011, Strategic Alliance Group is one of the only tire-focused Twenty Group’s available that provides resources so critical to the industry. Groups are forming and any tire dealer interested in networking with enthusiastic, progressive business owners who embrace the ideas of changing his or her operation through commitment and continued improvement are eligible. Find more information on the SAG web site: www.sagttwentygroup.com or contact: Stu Zurcher, 877-875-1695 or e-mail at info@sagttwentygroup.com.