

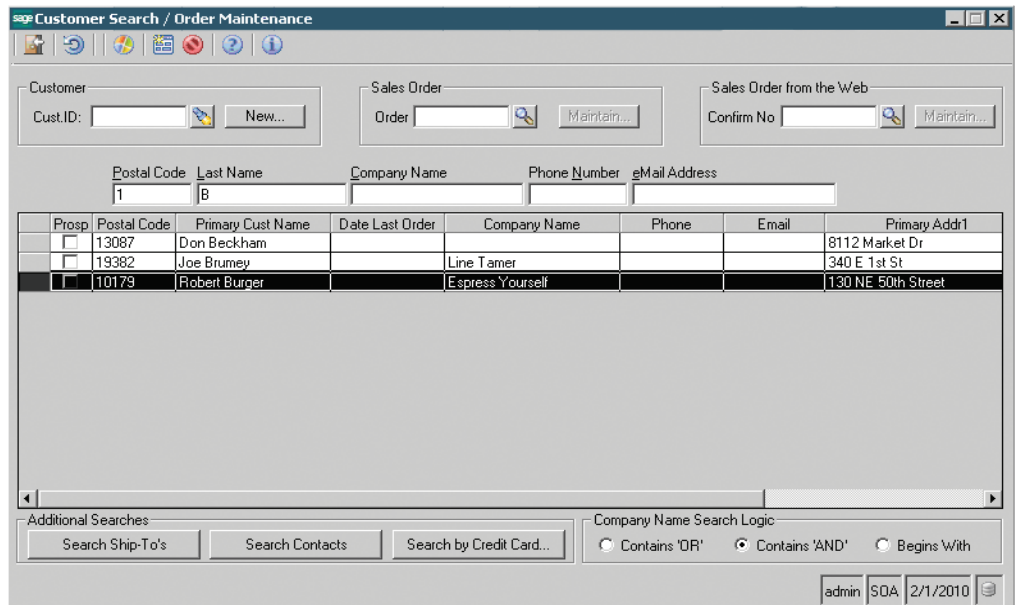


DIRECT 500

Direct 500, an integrated order management and eCommerce software solution, extends the functionality of Sage MAS 500 ERP with important features geared towards organizations with multiple selling channels.

FEATURES

- eStore
- Enhanced Sales Order Entry
- Multi-level Source Code Tracking & Pricing
- RFM Scoring
- Advanced Customer Search Engine
- Up-Sell & Cross-Sell
- Deals
- Bundled Pricing
- Coupons & Promotions
- Call Center Scripting
- Style Matrix
- Credit Card Processing
- Advanced Shipping & Handling Definition
- Extensive Mail List Selection
- Catalog Requestors
- AutoShips
- Customer Alert Codes
- Sales Tax Assignments
- Address Normalization
- Redundancy Name Checking
- Combine Customers
- Corporate Gift Giving
- Fundraiser Tracking



The screenshot shows the Sage Customer Search / Order Maintenance window. It includes search fields for Customer (Cust.ID), Sales Order (Order), and Sales Order from the Web (Confirm No). Below these are filters for Postal Code, Last Name, Company Name, Phone Number, and eMail Address. A table displays search results with columns for Prospective, Postal Code, Primary Cust Name, Date Last Order, Company Name, Phone, Email, and Primary Addr1. The table contains three rows of data. At the bottom, there are search options like 'Search Ship-To's', 'Search Contacts', and 'Search by Credit Card...', along with search logic settings (Contains 'OR', Contains 'AND', Begins With) and a user/logout area.

| Prospective | Postal Code | Primary Cust Name | Date Last Order | Company Name | Phone | Email | Primary Addr1 |
|--------------------------|-------------|-------------------|-----------------|-----------------|-------|-------|--------------------|
| <input type="checkbox"/> | 13087 | Don Beckham | | | | | 8112 Market Dr |
| <input type="checkbox"/> | 19382 | Joe Brumey | | Line Tamer | | | 340 E 1st St |
| <input type="checkbox"/> | 10179 | Robert Burger | | Epress Yourself | | | 130 NE 50th Street |

Order Management and eCommerce Software for Multi-Sales Channel Businesses

In today's world of highly competitive distribution sales, businesses are looking for ways to improve their Call Center, eStore and catalog sales channels. Direct 500 is designed for organizations with multiple selling channels. Businesses often implement multiple software solutions to meet these many different business requirements. For example, sales order entry and inventory management, a hosted eCommerce site which is not connected with the ERP software, spreadsheets to track marketing campaigns and many other manual processes that attempt to overcome the shortcomings of a non-integrated solution. Direct 500 was built on the Sage MAS 500 ERP platform to meet these business needs with a single integrated solution.

Multi-channel sales organizations are product marketing specialists. They create targeted marketing campaigns that need to be integrated across the organization and across the many channels through which they reach their customers. Promotions may be targeted to one customer segment but must be consistent across the Call Center and the eStore. When these businesses address their needs with individual software solutions, they often become disjointed and operationally ineffective.

Direct 500 provides a consistent, efficient and dependable solution to the multi-sales channel organization. We provide a powerful sales order entry tool set for your Call Center and we put these features in our integrated eStores.



Call Center – Improving Efficiency and Accuracy

Call Centers are usually high volume order entry departments. Speed of entry and accuracy of data is critical. Direct 500 provides an enhanced sales order entry search engine to expedite the lookup of current customers or prospects. It provides a multi-field lookup using Postal Code, Last Name, Company Name, Phone Number/Email address.

This search engine functionality greatly improves the effectiveness of the Call Center employees and the accuracy of locating the correct customer. Once the customer is located, Direct 500 enables the operator to focus on serving the customer. Direct 500 also offers the following features to enhance the efficiency and accuracy of Call Centers:

- **Deals** – these are price offers such as “Buy One Get One Free” (BOGO). Direct 500 will automatically display deals during order entry when a qualifying item is selected.
- **Promotions and Coupons** – promotions can offer free merchandise or a discount based on a minimum order amount. Promotions are automatically granted and coupons require the customer to declare one.
- **Bundled Pricing** – allows the operator to grant quantity price breaks for a group of items, such as “buy two of any size for \$9.95.”
- **Up-Sell & Cross-Sell** – encourages the operator to offer higher value or related products to the customer.

eStore – Integration and Personalization

Many distributors offer their products on their website. However, many do not have an eStore that integrates with the organization’s ERP software. Ultimately, it serves as a glorified fax machine for the business.

The Direct 500 eStore is an extension of MAS 500 and the Direct 500 Call Center capabilities. The business rules for pricing, sales tax, freight, credit card processing and many others that are defined for sales order entry are extended to the eStore.

The Direct 500 eStore was written on ASP.Net architecture, which allows companies to easily change the personality and “look and feel” of their store using common web publishing tools. This enables businesses to create a website that ultimately maintains the corporate brand.

The MAS 500 integration enables the eStore to use the customer and item databases from within MAS 500. Direct 500 allows eStore shoppers to place an order on the web without being a predefined customer. In addition, the Direct 500 eStore shopping cart places the order directly into the MAS 500 Sales Order entry tables in real time, enabling the eStore to become an extension of your Call Center staff. Orders placed through the eStore are immediately available in the Sales Order entry module of MAS 500, facilitating updated inventory and allowing Customer Service representatives to access current order history to better assist customers. In addition, the warehouse and shipping staff can immediately begin fulfillment processes.

Marketing – Promotion and Analysis

Distributors that sell through multiple channels often face challenges

in tracking sales, marketing campaigns and their effectiveness. Direct 500 offers a multi-level source code that tracks how new customers are created and the source of each new order, providing valuable analysis data for the business.

Integrating source codes with the Call Center and the eStore provides the business with a powerful promotion and analysis tool set. For example, an email blast with integrated source codes and promotions can automatically take the customer to a special offer on the eStore, complete the shopping cart with the promotion and place the order in MAS 500 with no interaction from the Call Center staff. Source Code tracking is one of the many marketing features within Direct 500. Other important features for multi-channel sales organizations are:

- **RFM Scoring** – Recency/Frequency/Monetary scores allow companies to create a more targeted marketing campaign.
- **Mail List Selection** – allows companies to use the extensive data tracked by Direct 500 to create targeted marketing campaigns.
- **Catalog Requestors** – allows the Call Center or eStore to generate a shipping and mailing label for a catalog.

Fulfillment – Cost Saving and Reliability

Many distributors that sell through multiple channels are high volume shipping organizations. These companies can live or die by their shipping costs. Address accuracy, shipping and handling calculations and on-time delivery determines if these companies thrive or barely survive.

Direct 500 provides extensive shipping capabilities focused on simplifying the Call Center and eStore transactions. Shipping methods have been expanded with features to allow shipments by address types, restrictions by postal codes and countries. Shipping charts can be defined by geographical region and level of service. Direct 500 also offers an integration to StarShip, allowing customers to have a calculated freight and handling charge directly from the StarShip rate tables.

Shipping rates are important to multi-channel sales organizations; however there are many other business requirements that save them money every day:

- **Address Normalization** – by integrating the Call Center and eStore to Melissa Data software, Direct 500 provides address hygiene and verification along with ZIP + 4 capabilities.
- **Redundancy Name Checking** – using an algorithm that is unique to Direct 500, customers are checked against other possible duplicates. The Call Center operator is prompted with the possible duplicates prior to adding a customer that may already be in the database.
- **AutoShips** – ship an item to a customer on a requested interval and number of shipments. This saves time in the Call Center and provides a dependable service to the customer.
- **Holiday Calendars** – shipping around holidays are extremely important to multi-sales channel organizations. Setting a calendar by level of service and geographic region allows the Call Center and eStore to calculate delivery dates that can be met by the company.