

# OFFICE PRODUCTS ONLINE BUSINESS SYSTEM

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A COMPREHENSIVE AND CUSTOMIZED eCOMMERCE AND CRM APPLICATION FULLY INTEGRATED WITH EACH OTHER AND THE SUPPLY CHAIN—TO START, MANAGE AND/OR GROW AN ONLINE OFFICE PRODUCTS BUSINESS. COMPLETE BUSINESS PROCESS AND INTEGRATED SYSTEM, WITH TARGET LEADS, TRAINING, AND SUPPLY-CHAIN CONNECTIVITY FOR SEAMLESS DROP-SHIP FULFILLMENT.

An **innovative new** system that has an amazing ROI, a great sales to investment ratio, and helps **propel revenues** in the online growth-segment of the office products industry. Manage and grow your business more efficiently. Traditional sales processes in the industry involving face-to-face calls and catalog distribution are expensive - convert to emarketing, insides sales and ebusiness. **Reduce your selling costs by a factor of 3**, deliver convenience, and make it easier for your customers to buy from you. Use the latest Web2.0 technologies with eCommerce and CRM integrated for sales productivity to improve your overall business and margins with this total solution package. Avail of many unique features and functionality not available in the market today, and build your brand with SEO not possible with other systems. Best of all, own the system outright without having to pay user-based fees forever.

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The logo for Advanz Systems, featuring the word "Advanz" in a bold, black, sans-serif font. A red horizontal line is positioned above the letters "v", "a", and "n", extending from the top of the "v" to the top of the "n". The letter "z" is also in black and follows the "n".

# *SYSTEM FEATURES*

- Custom designed home page and static pages with Web 2.0 look and feel
- Office products (35,000) pre-loaded with all categories and sub-categories, images and attributes
- Horizontal and vertical product category access with ajax functionality
- Ability to add additional categories besides office products for unrelated products lines
- Sort by position, name, price, brand, price range
- Product comparison feature
- Add to wish list feature
- Custom shipping module with ability to select mode of shipping and plug in business rules to compute charges based on weight and/or percentage of price
- Customized newsletter template
- Tracking of banners and links
- Keywords, descriptions and meta tags on each page for optimal SEO, including web page names for improved ranking in search engines
- Variable sales tax rates for different states
- Customer PO# capture and association of customers with salespersons
- Custom pricing groups including the option to select from multiple price matrices
- Contract pricing module with ability to associate customer with custom contract price files
- Ability to upload 'purchase cost' for multiple vendors and view cost in order detail view
- Vendor module with ability to add vendors and notify vendor/s of orders by line item
- Purchase order generation from within the system at the click of the mouse
- Emailing capability to vendor and/or print purchase order button to fax orders for fulfillment

# *BUSINESS SYSTEM*

The system is intuitive to use and so powerful yet affordable. With the conversion of just a handful of accounts, it pays for itself. The complete package consists of:

- A comprehensive and customized integrated eCommerce and CRM application
- Supply chain connectivity to start, manage and grow an online office products business
- Complete business process
- Assistance with target market identification
- Initial target leads pre-loaded into the system
- Inside sales training with mechanism to convert prospects for office products
- Training on how to use the system effectively
- Workflow and operating procedures
- High-availability hosting of customized portal with technical support
- Marketing-materials and communication templates
- Sharing of best-practices
- Ongoing business & technology support
- Upgrades

- Electronic order transmission (TCPIP or EDI) capability
- Custom reports in admin displaying sales summary, gross margins and other details
- Gross margin reports by customer, transaction, and a variety of options such as dates/date-ranges for efficient management of the business
- Quickbooks integration (optional; connector module/plug-in needed)
- “One click reorder system” with easy quantity edits and/or line item additions
- Stock-check, based on communication with vendor server (optional; vendor APIs needed)
- CRM Integration for building and growing business with new and existing accounts
- Account tracking within CRM displaying last transaction, cumulative # of transactions, avg. order value, lifetime revenues, and penetration - showing up in real time, automatically
- New customer sign-up in eCommerce system reflecting in real time within the integrated CRM system
- New order in eCommerce system reflecting in real time within the CRM system for the account in question
- Creation of quotes from within CRM system based on products and pricing in the eCommerce system (thus ensuring consistent pricing) and “Quickquote” feature with file upload for long lists
- Data upload including customer information for easy transition of even >10,000 customers in both eCommerce and CRM system (CRM has the ability to store prospect info from lead generation lists also)
- Custom search functionality such as Smart Search where results are sought from an external server
- Mobile device integration so a salesperson can view account details with relevant business intelligence on the road
- Trimega (largest office products industry member-owned co-operative) approved technology provider

## *MODULES*

- **Business Intelligence & Reporting** - View the pipeline with greater clarity
- **Catalog Management** - Inventory management; virtual products; digital products
- **Customer Service** - Track calls, issues, and reduce inbound calls via portal
- **Financial Accounting** - Integrated with QuickBooks
- **Marketing** - Identify and segment prospects and customers for campaigns
- **Pricing & Contract Management** - Matrix price files and contract pricing
- **Products & Categories** - Add, modify or delete products at will with full control of database
- **Project Management** - Track projects, export to Microsoft Project
- **Purchase Orders and Order Entry** - POs or credit cards via ssl order-processing page/s
- **Purchasing** - Electronic / internet purchasing with wholesalers integrated
- **Quotes** - Generate quotes for hundreds of items within minutes and track them
- **Sales** - Track online transactions, avg. order size, margins & other metrics
- **Sales Process & Lead Generation** - Manage cycle to convert leads to prospects & customers
- **Search Engine Optimization** - 100% search engine friendly; meta information for products and categories
- **Website Content** - Custom-designed with your domain name for SEO



# OVERVIEW

eCommerce sales are expected to double in the next 4 years. Office supplies as a product category is second only to travel in terms of volume of online sales. The only three national players are among the top ten online players in the category today. Advanz's scalable and flexible business system comprising an integrated eCommerce and CRM application that is custom-built for the industry, together with supply chain connectivity, emarketing capability, and workflow - delivers the necessary platform for building and growing your business in a niche market segment that is growing.

- Attract and convert prospects in the mid-market segment
- Provide end-users with an excellent online experience
- Expand your market reach
- Turbo-charge your sales
- Capture your fair share of the market growth

## Our eCommerce and CRM solution:

- Provides you with your own custom-designed website for transacting office products sales online
- Gives you a website with your domain name, and thus the ability to do search engine optimization (not possible with other ecommerce providers)
- Includes an upload of close to 40,000 products in ~1,200 categories and hundreds of thousands of attributes and images, ready to launch
- Allows you to add your own custom products and categories as well as edit/modify pricing or content at any time
- Has a back-end administrative interface that enables you to track and manage sales and costs
- Manages order transmission to fulfillment vendors and manages margins in real time by transaction and by customer
- Comes with an integrated and customized CRM to track prospects in targeted territories
- Is designed to walk you through the necessary process steps to sell office products efficiently
- Makes it easy to track prospects with their key items of purchase for targeted emarketing and conversion to becoming customers
- Allows you to identify and follow up on opportunities based on the sales stage
- Is an ideal solution to close new prospects with the lowest cost of selling in the industry due to the improved workflow embedded in the technology reducing the need for face-to-face calls to close deals
- Helps track account penetration to capture a larger customer "wallet share" over time

*ADVANZ'S OFFICE PRODUCTS ONLINE BUSINESS SYSTEM COMPRISES INTEGRATED ECOMMERCE AND CRM APPLICATIONS FOR TRACKING COMPANIES, CONTACTS, OPPORTUNITIES AND ACTIVITIES EFFICIENTLY AND EFFECTIVELY, AND MAKES BUILDING, GROWING OR MANAGING YOUR ONLINE BUSINESS EFFORTLESS.*



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# BUSINESS SYSTEM – MODULES & COMPARISON

## MODULES

### BUSINESS INTELLIGENCE & REPORTING

View the pipeline with greater clarity; account details include potential, penetration, margins & category-wise purchases  
Generate custom reports; mobile integration - ready for Blackberry, iPhone & other smartphone devices

### CATALOG MANAGEMENT

Inventory management with max. and min. quantities; virtual products; digital products  
Tax rates per location, customer group and product type

### CUSTOMER SERVICE

Track calls, issues and other activity  
Reduce inbound calls via self-service portal

### FINANCIAL ACCOUNTING

Integrated with Quickbooks  
Integration with SAP, Great Plains, Sage and other Financial/ERP systems available

### MARKETING

Identify and segment prospects and customers; even track referrals  
Create html email campaigns; communicate promotions; run specials at will

### PRICING & CONTRACT MANAGEMENT

Upload multiple matrix or custom price files  
Upload unlimited number of contracts to override base price files

### PROJECT MANAGEMENT

Track projects  
Export to Microsoft Project

### PRODUCTS & CATEGORIES

Add, modify or delete products at will with full control of database  
Add and track new categories and products - infinitely scalable

### PURCHASE ORDERS AND ORDER ENTRY

Accept POs or credit cards via secure order-processing page/s  
Automated processing of orders; or order entry via admin

### PURCHASING

Electronic / internet purchasing with wholesalers integrated  
Supports EDI or email/fax transmissions; auto PO creation

### QUOTES

Generate quotes for hundreds of items within minutes  
Track quotes, quote status and follow-up activity to convert opportunities to orders

### SALES

Track online customer purchases by transaction, account and category  
Track orders, total sales, average transaction value, invoices, margins & other metrics

### SALES PROCESS & LEAD GENERATION

Process leads for emarketing; track opens to target inside sales activity; manage calls/meetings, accounts, opportunities, contacts  
Advance the sales cycle with built-in business processes; customized on the powerful SugarCRM platform

### SEARCH ENGINE OPTIMIZATION

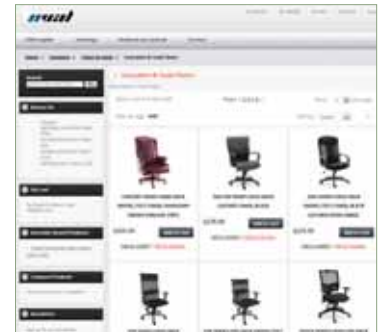
100% search engine friendly; Google site map  
Meta information for products and categories

### WEBSITE CONTENT MANAGEMENT

Custom design with your domain name allowing for SEO; custom-built on the powerful Magento platform  
Ecommerce engine combined with CMS for Web 2.0 look and feel - edit any page at will

Advanz's Office Products Online Business System takes into account the market need and is an ideal system for improved visibility into the pipeline of companies and opportunities for building and growing your office products online business with built-in workflow for efficient prospect conversion.

## FRONT-END SCREENSHOTS



## SALES PROCESS DIAGRAM

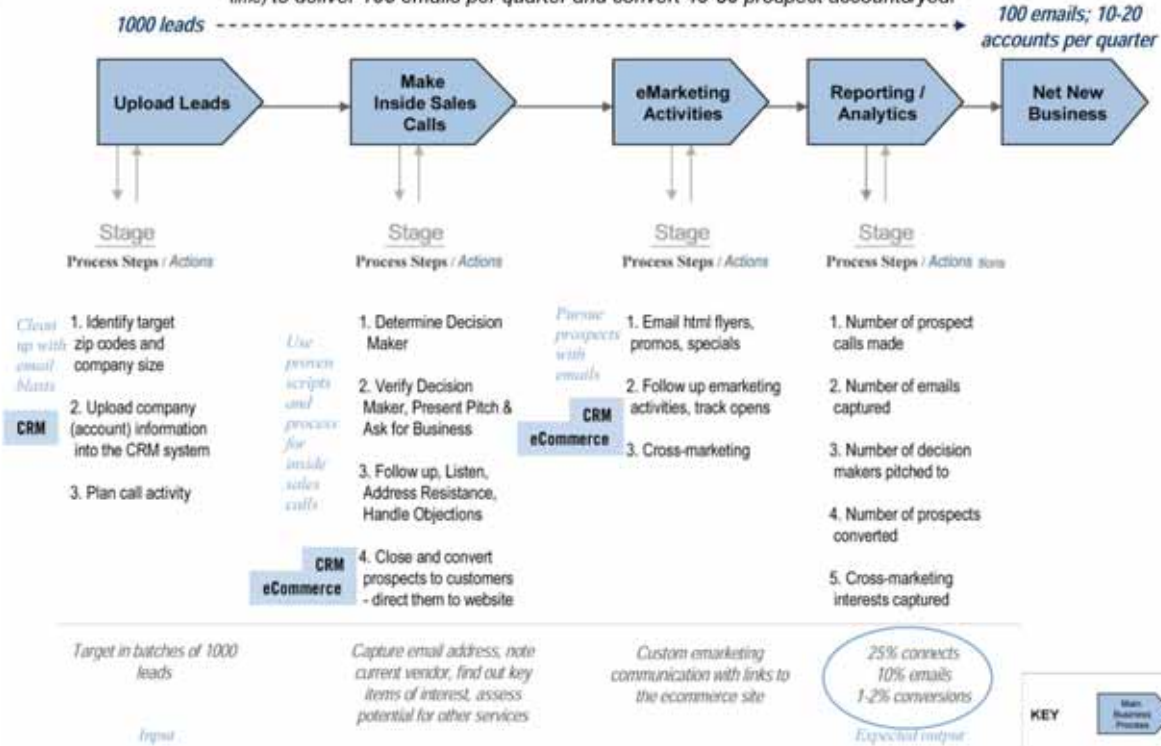


### Proven Workflow / Sales Process

- system for efficiently processing leads for office products in batches  
 Each batch of 1000 leads is worked on by a sales person on a part-time basis (~50% of their time) to deliver 100 emails per quarter and convert 40-80 prospect accounts/year

The typical sales process used by dealers is to market with flyers and catalogs – mailing them to prospects, and then following up with face-to-face calls to close deals.

This new & improved workflow utilizes inside sales and e-marketing to promote online sales, thus generating enhanced revenues at lower selling costs, the reduction resulting from the fact that less face-to-face calls are required to close deals.





## COMPARISON OF FEATURES

Feature	Advanz	GOPD	Britlink	Red Cheetah	Staples
Custom designed home page and static pages with Web 2.0 look and feel	✓	✗	✗	✗	✓
Ability to add additional categories besides office products	✓	✗	✗	✗	N/A
Sort by Green Products	✓	✗	✗	✗	✗
Product Comparison feature	✓	✓	✓	✓	✗
Customized newsletter template	✓	✗	✗	✗	N/A
Keywords, descriptions and meta tags on each page for optimal SEO	✓	✗	✗	✗	✓
Custom pricing groups, option of selecting from multiple price matrices	✓	✓	✓	✓	N/A
Contract pricing module with ability to associate customer with custom contract price files	✓	✓	✓	✓	✗
Electronic order transmission (TCP/IP or EDI or XML) capability	✓	✓	✓	✓	N/A
Custom reports in admin displaying sales summary, gross margins and other details	✓	Needs 3 <sup>rd</sup> Party Tool	Needs 3 <sup>rd</sup> Party Tool	Needs 3 <sup>rd</sup> Party Tool	N/A
Gross margin reports by account with dynamic chart displaying category-wise purchases	✓	✗	✗	✗	N/A
CRM Integration for building and growing business with new and existing accounts	✓	✗	✗	✗	N/A
New customer sign-up in eCommerce system reflecting in real time within the integrated CRM	✓	✗	✗	✗	N/A
Creation of quotes from within CRM system based on SKUs and pricing in the eCommerce system	✓	✗	✗	✗	N/A
Mobile device integration	✓	✗ Plugin needed	✗ Plugin needed	✗ Plugin needed	✗