

## What can Reseller Advantage® do for your customer?

Reseller Advantage gives you many advantages in dealing with your customers, tracking orders, sourcing products and finding the lowest prices. You can retrieve information about products, by manufacturer or distributor part number, compare prices and check availability from all your distributors in seconds. Search capabilities let you find the most effective solutions, the right price and availability for your customers.

## Business Benefits to your company!

- ▶ Use one system for sales team and management.
- ▶ Track all current and pipeline business.
- ▶ Create new accounts for customers or phone shoppers ordering small quantities.
- ▶ Send quotes via e-mail, fax or printed document while on the phone or in front of the customer.
- ▶ Identify obsolete products in inventory.
- ▶ Maintain and control in-house inventory.
- ▶ Provide information for price negotiation with Distributors.
- ▶ Prepare electronic quotes from customer orders.

If you have technical or usability inquiries, please contact our technical support staff at (518) 872-2011 or E-mail at: [support@reselleradvantage.com](mailto:support@reselleradvantage.com).

## Industrial Strength Software Design

Built from the ground up to be an industrial strength multi-user, multi-site software system using the leading ODBC compliant databases. The choice of Sybase, Oracle or SQL Server is yours, not ours.

**Reseller Advantage®** and it's integrated components were designed with the mobile workforce in mind, so you can use the information when you're on the road and easily replicate changes back to the central database.

### Services

With all of our products you get 12 months of telephone support and software upgrades. For a fast start we offer contract services for installation and training as well as customization and integration services to help you use the software you already have.

## Fifteen reasons why Reseller Advantage® performs better than the competition:

### Reseller Advantage® . . .

1. Is not dependant on a network or the Internet, yet interfaces with both.
2. Allows you to control your inventory with the products you sell and support.
3. Uses MS Word for quotes and reports, giving you the all the benefits of that product.
4. Gives you multi-user access to contacts or deals that have been created.
5. Capable of automatically converting quotes into sales orders, allowing you to track historical information for an account or contact.
6. Gives you access to your database as well as hot-links to your vendor's or distributor's web sites.
7. Capabilities to import information from other quoting applications.
8. Ability to integrate other contact/account information systems.
9. No limit to search for products in your database or your distributors.
10. Provides access to spec sheets and immediate pricing by distributor or warehouse at no additional charge.
11. Provides multiple, flexible and adjustable pricing profiles.
12. Allows you to include technical specifications, promotional materials, presentations and audio/visual information with each product.
13. Ability to export information to your accounting system.
14. Uses OBDC and works with all compliant databases.
15. Includes a robust and useful help text.

Your time is precious...  
so don't waste any more of it.



**ResellerAdvantage.com, LLC®**

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## Reseller Advantage®

### Account Management

- ▶ Easily find contacts and accounts using simple searches.
- ▶ Contact and account alerts are displayed so you are aware of any outstanding issues.
- ▶ Track current and historic comments, activities, deals, orders and PO's for a clear view of account status.
- ▶ View account contacts by department or organization to find the right person to talk to.
- ▶ View all equipment bought by the account so you can determine future needs and warranty information.

### Proposal & Quote Generation

- ▶ Integrated electronic catalog with simple search capabilities to find the products your customers need.
- ▶ View current costs and availability by distributor so you can determine what is best for you and your customer.
- ▶ Specific price profiles for each customer so you can specify uplifts on products based on your costs.
- ▶ Flexibility to change uplifts for one product or the entire quote.
- ▶ Customize your quote by selecting multiple quote templates or user specific paragraphs.
- ▶ Print, Fax or e-mail your quote with attachments.

### Schedule & Mail Management

- ▶ Daily and monthly calendar views to schedule or review activities, meetings and to-dos.
- ▶ On screen alarms so you don't forget appointments
- ▶ Immediate access to Account, Contact, Deal and Order information for an activity
- ▶ Late activities identified in red via the task list.
- ▶ Read, reply and delete e-mails inside Reseller Advantage.
- ▶ Electronic approval of quotes via e-mail messages.
- ▶ Synchronize your databases through 2-way replication.

### Marketing Encyclopedia

- ▶ An up-to-date library of product and service information.
- ▶ Allows you to include technical specifications, promotional materials, presentations and audio/visual information with each product.

### Electronic Catalog

- ▶ Automatic nightly updates from leading distributors.
- ▶ Ability to add your own products and services.
- ▶ Access to internal product information or distributor information using your internet browser.



## Reseller on the Web®

*"Reseller on the Web®" gives your customers access to the products within Reseller Advantage via any compliant web browser. Your customers can use enhanced searching to find products and place orders directly on your web site without having to contact a salesperson.*

### Enter the E-commerce Arena

Effectively compete with larger companies and other internet providers for direct orders and save the cost of sales time and efforts. The integrated solution of "Reseller on the Web®" and "Reseller Advantage" provides you and your customers the unique ability to do comparison shopping, get the lowest price and best availability without waiting to contact a salesperson. Orders can be placed electronically and then automatically transferred to your accounting system for the creation of purchase orders and invoicing.

### The Reseller Establishes Pricing Profiles

The prices a customer receives are based on the unique pricing profile that you define and establish. Completed sales orders show up as deals in your sales representatives deal list as well as in the order administrator's sales order list.

### Customer goes Shopping and Orders

Your customers add products to a shopping cart and either order immediately or save their choices for future reference. They enter billing and shipping information and confirm what is on order. They can also attach specification sheets or pictures and check their orders from the web site without having to contact you. You set their profile and they see the prices you determined were best for them and you.

### System Architecture

"Reseller on the Web®" is implemented using active server pages on an NT Server utilizing Microsoft's Internet Information Server (IIS). Reseller Advantage's active server pages access Reseller Advantage Business Logic via the ActiveX DLL's which utilize existing business logic via a web front end. The system ships with these ActiveX DLL's and Reseller Advantage's template active server pages which you can customize to suit your individual needs and allows you to integrate "Reseller on the Web®" into your current web environment.



## Reseller Order Processing®

### Order Creation

Orders are automatically generated at the click of a button either by the sales rep or, with Reseller on the Web®, by one of your customers. Once generated they are communicated to a central repository where order administrators can verify Billing and Shipping information.

### Sales Order Processing

- ▶ When a proposal has been accepted by a sales rep or a customer on the Web, the user fills out the necessary billing and shipping information. With the click of a button, the order is forwarded to an administrator.
- ▶ The order administrator receives the order, reviews the information for accuracy and exports the order to the accounting system for invoicing, accounts receivable, inventory management, shipping, etc.

### Purchasing

The Reseller Order Processing® Module gives you the ability to manage your Sales Order and Purchasing Process in one software application. All Sales Orders, whether created by a sales rep via Reseller Advantage® or by one of your customers via Reseller on the Web®, are accessible from the Sales Order Tab. Sales Order Administrators can search for and view all Sales Orders using our enhanced searching functionality. Find all new sales orders, all sales orders in progress, etc... Once the Sales Order Administrator verifies the sales order information and exports it to your accounting system for Invoicing, all non-stock products show up on a buying report that identifies products that need to be purchased as well as which distributors have products available and who has the best price. Functions within the Reseller Advantage Sales Order Processing Module let your Purchasing Administrator place the order electronically with those distributors that have the capability or call for price negotiation before sending out a PO to the distributor. It is a visual tool, giving you control for finalizing an order and then automatically exporting that information into your accounting system. Once the purchase order has been created, information is available on status, ship to, ship from (which distributors if more than one), and the specific account or owner. The Reseller Order Processing® module is a separate but completely integrated add on to the Reseller Advantage product.