



Tree Logic proudly presents:

SXconneX

Online Catalog and Ordering System

SXconneX is an online catalog and ordering system designed to interface directly with Infor's™ ERP SX.enterprise™. **SXconneX** is a web based order entry and catalog system specifically designed for wholesale distribution. **SXconneX** can function with other ERP solutions, as long as they support some type of order import, however, for the purpose of this informational overview, we will focus on how **SXconneX** works with the SX.enterprise™ product.

SXconneX is completely customizable to each and every company that purchases the product. From color schemes and layout, to utilizing all of the business rules you have set up in your ERP solution, **SXconneX** is a perfect 24/7, online customer service solution for your company.

SXconneX is an e-commerce application written using the LAMPS architecture. LAMPS, an acronym for Linux/Apache/Mysql/Php/Ssl, can also be distributed as WAMPS on Microsoft Windows. The Apache web architecture constitutes 47% of all websites worldwide making it the most used HTTP server on the planet and almost as popular as all other web architectures combined. Because of its popularity, access to support and documentation is unprecedented considering the architecture is free to license and use.

SXconneX is sold as a package product, totally customized to your company, with **NO recurring annual license fees**. The product is developed, delivered and installed for a one-time purchase price. Any further development that may be desired in the future can be done on a time and materials basis. The opportunity to change content at any time by the purchaser is handled through Adobe Dreamweaver. This is an easy to use program that can be taught in less than 1 day. No HTML coding knowledge is needed to keep your site updated as you desire. Each page can be changed by you, so when something is worthy of taking center stage, the home page can be changed to show content as needed. This allows for reactionary marketing where the issues of today can be confronted and customers can be put at ease.



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R.O.I.

In this tough economic time, many prospective customers want to know how much current **SXconneX** users are bringing in through the website per month. This answer is a bit complicated, as different companies are utilizing **SXconneX** for different reasons. One example of revenues generated is a company that uses the website to produce \$200,000 per month in sales, after only 8 months of being live on the system. These product sales are open to anyone, not just those signed-up with the company through the site. Anyone can order without even having to register. This company also uses the web site for inside sales reps and field sales reps to enter orders, thus reducing SX.e™ training cost for any new employees.

Other companies, due to their line of business necessitating industry experts to help customers with their orders, are utilizing **SXconneX** as a showcase for their products. With all products in the database shown in great detail; providing full descriptions of those products, and useful links regarding the products. Still others are utilizing the site to allow customers access to their account information, history, invoices, etc. to reduce their correspondence costs. Some customers are projecting up to a \$30,000 savings on mail alone. In regard to marketing, emails are collected and can be used to send targeted marketing to a specific customer, or blanket emails to all users of the online catalog and ordering system. As **SXconneX** is built to be Google and SEO friendly, customers are using it to reach out to new territories for new customer bases.

We have one customer that stated he wants his people talking to his customers, but in a world that is so internet dominated, when his customers, in the future, demand online order and account access, he would lose. Therefore, he installed the product to get a step ahead of his competition and prepare for total customer service.

The bottom line is that each of our current users may have a totally different view of R.O.I. and are utilizing **SXconneX** to benefit them and return their investment in a multitude of ways. We need to know what is important for your company to gain through the use of **SXconneX**. Since this software is completely customized to each user, this will allow us to focus on what you want the software and site to help you accomplish.

The initial focus is to let customers know 'Who you are', 'What you do', and 'Every product you offer'. Customer service is paramount, and **SXconneX** allows customers to shop, place orders, review account information, and much more. The beauty is that they can do this 24/7, 365 days a year. As an added bonus, your field reps can do the same, on-site with your customers.



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How it Works:

When your customer goes to your site, they see ‘Who you are’, ‘What you do’, and any specials, issues, or other content that you choose displayed for that time, day, week, etc.. They have quick links to all of your products, based on Category or type of product, Vendor, alphabetical index, etc. This is totally up to how ever you choose your products to be sorted and shown in the products section of the page. This list will be seen on virtually every page for easy access to different products. With these categories of product on each page, it helps with search engine ranking, as those keywords show everywhere with quick access to items. This site design has been developed to be very SEO (Search Engine Optimization) friendly.

Customers can browse through the entire site without logging in, however most companies do not display price without a log-in. (We do have a customer that allows pricing and ordering via credit card without a log-in or account set up.) Both long-time customers, and new accounts, can register online, or can be entered by your staff in-house. Once a customer registers, your staff will tie that customer log-in to their account in SX.e™, or create a new account, and they are ready to order, look at account statements, order history, invoice history, and more. Again, all of the rules set up in SX.e™, for each customer will now apply to anything they do on the site. If they are a credit customer, they will be able to order on account up to their account ceiling. Any rules you set for the customer will apply throughout the site, to include ordering rules.

When your customer logs in to their account, their log-in ties to their customer number and their current pricing is pulled from PDSC. This is all accomplished in milliseconds. Now they can look at any product and order at their individual pricing scale. Some companies show list price and customer price, but again, that is dependent on how you want your site customized.

Searches:

Customers can look for products in a multitude of ways. They can browse product categories, vendors, etc. and be able to find what they are looking for easily and quickly. They can drill down into a product for details, descriptions, and find MSDS sheets, manufacturer information, specs, or any other number of links to more information.

Category and Index searching:

Products are organized by category and index so that users can locate product by simply clicking the category they want to shop. The category feature allows users to “drill” through category



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layers where each layer is a subset of parent category. This allows for an easy selection tool so that users can quickly locate what they need by simply using their mouse.

Index searches are very similar to the index at the back of any catalog. They are sorted alphabetically and have specific descriptions tied to a small number of products. A user can click any index and be shown a list of products tied to the product index. This, like the category searches, allows for easy identification of products by point and click.

Keyword Searches:

Keyword searches have been optimized to use more than just product descriptions. Keywords incorporate each category that can be tied to a product, product index, product manufacturer and snippets. This enables the user to type in a wide variety of words and the results are returned by a keyword score identifying matches that are closest to the users search criteria.

Keyword searches have also been optimized to return results within fractions of a second so that information is delivered quickly. These searches are set up in a Google fashion, so that each word is “scored” and the most relevant items return. This uses a robust SQL system where products returned are sorted by how well they “score” against the keywords entered by the user.

Shopping Lists:

Each user can create custom shopping lists. These lists allow each user to customize packages or kits that they order for a specific job that is repetitive. This allows a customer to create any number of lists that can be selected and ordered without the need to go through and find each individual product that needs to be ordered.

Build On Demand Kitting:

Items that are sold as kits can be bought as a kit or each piece can be purchased individually. Each kit has all of its components listed so that when a customer needs to replace a part of the kit they can simply order the part they need.



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Catalog:

All products offered and identified as ones that can be sold over the Internet will be placed onto the Internet and refreshed through the Query Rocket server. Items will display descriptions, relations, pricing, superseded, kit components and recommendations. Items will display their availability based on SXe product codes in ICSW. For instance, “s” items will display as “normally in stock” and “x” items without a quantity on hand will display as “call for availability”. If “x” items have a quantity on hand, they will display as “normally in stock” until the stock is depleted. Quantity availability can also be displayed if desired.

All items are indexed for keyword searching and category drill downs. Categories and Index menus are made available as different search options.

Each item displays the exact price as setup in SXe for the customer logged in. Customers can order from any product listing on the web site. If a product is displayed, the customer can order it. Users can also select each product and click to view product detail and related information. Links for video, MSDS, Bulletins, and any other product related material are displayed to the user in the product detail screen. The product detail screen also allows users to view and order kit components, related items, common items, and substitutions.

Carts:

Customers logged into the web application can add products to a cart. Each cart is tied to the user’s login and is stored in the database so that the cart is always kept correctly for the next time the user logs in. The cart allows customers to assemble orders and view line item totals. The cart can be maintained and/or turned into an order through the checkout process.

A base shipping and handling price can be added to every order or an estimated shipping charge can be calculated if weights are available in the system. In addition, heavy items that carry additional shipping charges can be identified. Each piece ordered will multiply the shipping cost through and the cost will be added to the order.

Users can change quantities and remove items from their cart.



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Checkout:

Web site users are able to checkout their carts using an SSL secured page where credit card information can be entered or a customer can place the order on account depending on how the customer's terms are setup. Orders will automatically be sent to SXe through the standard SXe batch import process. All SXe business rules to accept, reject, validate and report on such errors will be in place.

Order Entry:

Representatives can use all of the functionality provided for a normal, internet user to place orders for selected customers. In fact, we have one company that no longer enters orders through SX.e. All of their sales reps order directly through their website due to the ease of use, and low cost to train any new sales reps to utilize the ordering system.

TERRITORY MANAGEMENT

Administrators and sales managers can add sales users and set which territory each sales user is responsible for. A sales representative and manager can have more than one territory.

SALES MANAGEMENT

Sales managers can maintain sales users for any user that exists in the territory the sales manager is set to manage. Sales managers can also view every open cart in their managed territories for any sales user that exists in that territory. Sales users and managers can view current account balances for any customer in their territory. They can also view commission reports for the territories that they are assigned to.

Perhaps most important, your sales representatives can enter orders over the internet for their customers while in the field, saving valuable time and cost of returning to the branch to enter the day's orders.

Conclusion:

This is a simple overview to introduce **SXconneX** to your company. We have just scratched the surface on the functionality of this online catalog and ordering system. We would love to



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talk to your company in greater detail about our product. Also, we would welcome the opportunity to demonstrate this system to you at your convenience. This can easily be done for you via remote, so that you can see how the system works, view from a customer, manager, and administrative basis, and see for yourself how quickly this system works online due to a powerful library and caching system in the background.

Please feel free to contact me at your convenience to learn more about **SXconneX** and schedule your demo right away.

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