



**Franchise Services Inc.**

**Advanced eCommerce Sales**



# OrderCloud

## Introducing...

***Sir Speedy***<sup>®</sup>  
OrderCloud Solutions

**PIP**<sup>®</sup>  
OrderCloud Solutions



# Advanced Sales Program for eCommerce Growth

## Program Objectives

### **GROWING eCommerce Sales**

1. More Catalogs
2. More Orders
3. More Commerce



**Today, we believe there exists. . .**

***Missing Business Strategy***

Leaves no foundation for

***Technology Strategy: Connecting People,  
Process and Technology***

Which leads to

***Poor Selling Strategy***

And it's happening in a

***World of Opportunity***

*By the end of 2013, online commerce will drive \$1.3 trillion in transactions, more than half will be B2B. Less than 1/2 of U.S. printers are online, even fewer in other parts of the world.*



# Business Strategy

- **Who are my customers today?**
- **What are their needs?**
- **What are their needs for tomorrow?**



# Technology Strategy

## Questions printers should be asking about online commerce strategy:

How will online commerce change the basis of competition in print?

How is online commerce helping me win against traditional or new competitors?

How can I use online commerce to enter new markets?

What will it take to exceed my customers expectations in an online world?

What will my customers expect in the future?

Do I have plans to meet or exceed those expectations?

Does my business plan reflect the full potential of online commerce to improve sales performance?

Are my current partners able to play in my long term thoughts?

**Where will they get the answers to these questions?**



# Selling Strategy

**Stop selling ecommerce. Stop selling print.**

**Start selling solutions that focus on driving costs and inefficiencies out of your customers Supply and Demand Chains and make your customers businesses more productive.**



# The opportunity

**The B2B relationships already established, position you to take substantial advantage of growing B2B commerce demands.**





# Going beyond W2P software vendor

**Help our prospects assess their technology needs and confidently establish and maintain online relationships.**

**Help our customers by providing access to better marketing, sales and account messaging.**

**Help customers maintain and optimize sites to continually drive traffic and orders.**



**Software vendor**

becomes

**Online commerce service provider**

**Stick to competencies.**

**You know print.**

**We know customized online ordering.**



# Why?

- **Customers who use multiple channels are more brand loyal.**
- **Four51 clients see over 90% retention of accounts that employ online ordering.**
- **Online commerce opens new opportunity like: expanding your offerings for existing customers without increasing your costs**
- **Online Commerce let's your sales team focus on strategic, key accounts.**
- **There are 2.4 billion people online with 189 million more going online every year.**
- **By the end of 2013 there will be \$1.3 trillion online commerce conducted, more than half of that B2B.**
- **Your competition is already online in a big way, (nearly half of all U.S. printers have online commerce)...you have to differentiate!**



# The Dilemma

- Print **Product** Sellers => Business **Solution** Providers
- To compete, you will have to combine the following with the products you currently sell:
  - Comprehensive eCommerce Catalogs
  - Delivered & Managed Technology Services
  - Customized Applications and Configurations
    - Customer Systems Integration
    - Comprehensive Reporting Services



# OrderCloud Advanced Sales

- **Build on Existing Strengths of Now/My/Easy Docs Sales**
- **Re-orient existing go-to-market strategy and Sales Support**
- **Create segmented approaches based on Vertical Industries and Corporate Functions**
- **Offer more and advanced ideas to your customers and prospects**
- **Share responsibility & opportunity with Four51...we will HELP you sell more!**



# Existing Strengths

**You are already good at this!**

- **PIP 872 – MAAX Mpls – 6230 LIO/Yr**
- **PIP 046 – CareMore – 4799 LIO/Yr**
- **SS 80180 – United Rentals – 4751 LIO/Yr**
- **SS 01470 – Yard House – 4646 LIO/Yr**



# Mpls MAAX

**MAAX is a leading North American manufacturer of bathroom products: Bathtubs, Showers, Showers Doors, Tubs Showers and Medicine Cabinets.**

☰ Reports

✉ Messages

⚙ Admin

📞 Contact

---

**PRODUCTS**

MAAX

Eastern US

Western US


US Retail

Products


---

**MAAX**  
Enjoy the experience


MAAX



Eastern  
US




Western  
US



US Retail



# Potential - Burroughs

**Burroughs**   
Store

[About](#) | [Home](#) | [Contact Us](#) | [Sign-In/Register](#)

Search:

[Web Store Home](#) | **Products** | [View Cart](#)

**Products**

- ATM Supplies
- Check and Document Scanners and Software
- Supplies for Check and Document Scanners
- Check Sorter Supplies
- Check Joggers, Encoders and Check Strippers
- Coin and Currency Products
- Paper
- Printers
- Printer Supplies, Cables and Accessories
- Power/UPS Products
- Signature Pads
- SmartCash Vault
- Storage and Media Storage
- International Orders

**Welcome to the Burroughs Web Store !**

To Sign In: For customers already registered, click on the Sign-In/Register link and enter your username and password in the "Returning Customers" section. If you have not registered, click on the Sign-In/Register link and complete the required information under "First Time Customer". Call **1 800 BURROUGHS (287 7684)** or email [webstore@burroughs.com](mailto:webstore@burroughs.com) with any sign-on issues or other questions. Thank you for your visit today.


**Burroughs**  
Payment Systems

## Statement Printers (BMS55/ 65/ 75/ 85/ 95/ 105)

For more powerful document handling.

- 55 to 155 pages per minute
- Duty cycles from 200,000 - 750,000
- Monthly print range 20,000-300,000

**Contact Your Sales Rep for More Information**



● ● ● ● ●

<b>My Account</b> <ul style="list-style-type: none"><li>&gt; <a href="#">Sign-in/Register</a></li><li>&gt; <a href="#">View Saved Cart</a></li><li>&gt; <a href="#">Order Status</a></li></ul>	<b>Company Information</b> <ul style="list-style-type: none"><li>&gt; <a href="#">Corporate Website</a></li><li>&gt; <a href="#">About Burroughs</a></li><li>&gt; <a href="#">News &amp; Events</a></li><li>&gt; <a href="#">Contact Us</a></li></ul>	<b>Support</b> <ul style="list-style-type: none"><li>&gt; <a href="#">Product Support</a></li><li>&gt; <a href="#">Warranty Information</a></li><li>&gt; <a href="#">Privacy Policy,</a></li><li>&gt; <a href="#">Terms &amp; Conditions</a></li></ul>	<b>Partners</b> <ul style="list-style-type: none"><li>&gt; <a href="#">North American Partners</a></li><li>&gt; <a href="#">International Partners</a></li></ul>	<b>Product Information</b> <ul style="list-style-type: none"><li>&gt; <a href="#">Spec Sheets, Catalogs and Solutions Documentation</a></li></ul>
--	---	--	--	---





# CareMore

Started over 15 years ago, caring for seniors as a Medical Group.

**CAREMORE**  
It's what we do.™

**SEARCH PRODUCTS**

**PRODUCTS**  
CareMore Fulfillment-Materials  
Fulfillment-Materials (LA/OC/SB)  
Fulfillment-Materials (RIVERSIDE/SAN BERNARDINO)  
Fulfillment-Materials (SANTA CLARA/STANISLAUS)  
Fulfillment-Materials (CLARK)  
Fulfillment-Materials (MARICOPA/PIMA)  
Fulfillment-Materials (ALAMEDA)  
Fulfillment-Materials Stationery  
CareMore CMA Envelopes  
Thank You Cards and Envelopes  
CareMore Fulfillment-Broker Kits  
APPT Masters - INVENTORY  
PostKit - PIP ONLY  
Telesales (PreKit) - PIP ONLY

**CareMore Fulfillment-Materials**

Products > CareMore Fulfillment-Materials

 <b>LA/OC/SB</b> Fulfillment-Materials (LA/OC/SB)	 <b>RIV/SANB</b> Fulfillment-Materials (RIVERSIDE/SAN BERNARDINO)	 <b>Santa Clara/Stanislaus</b> Fulfillment-Materials (SANTA CLARA/STANISLAUS)	 <b>Clark</b> Fulfillment-Materials (CLARK)	 <b>Mar/Pima</b> Fulfillment-Materials (MARICOPA/PIMA)	 <b>Alameda</b> Fulfillment-Materials (ALAMEDA)
	 <b>CareMore CMA Envelopes</b>				



# Potential - Humana

Humana. Search Products:  [→ Go](#) [→ Log out](#)










[Marketing Materials](#) [Products](#) [Cart](#) [Contact Us](#)

Large Group

**PRODUCTS**

- Small Group
- Large Group
- Medical
- Pharmacy
- HumanaVitality
- LifeSynch
- Dental
- Vision
- Life
- Disability
- Workplace Voluntary Benefits
- HumanaOne
- Veterans

**Products > Large Group**

-   
Medical
-   
Pharmacy
-   
HumanaVitality
-   
LifeSynch
-   
Dental
-   
Vision
-   
Life
-   
Disability
-   
Workplace Voluntary Benefits

Powered by Four51<sup>®</sup>  
Copyright © 2013 Four51 Inc.  
All Rights Reserved.  
Conditions of Use

r51.com



# United Rentals

**850 Locations...As the world's largest fleet of problem solvers, our customer-driven people provide best-in-class specialty solutions, safety training and 24/7 support for even the most demanding industrial, commercial and construction jobs.**



allied printing services, inc.

800.227.0125



## SEARCH PRODUCTS

Go

## PRODUCTS

- Business Cards
- Stationery

Other Printed Materials

## Home

Welcome to Allied Printing Services. Please click on a product item on the left-hand menu or on one of the thumbnails below.





# Potential - Deluxe

DELUXE CORP.  
In-House Services

**Search Products**  **GO** **Products** [Products](#) [Quick Order Form](#) [View Cart](#) [Order Search](#) [Admin](#)

[Search Tips](#)

**Order Reports**

- Order Report
- Line Item Report
- Shipment Report
- Pending Approval Report
- Saved Reports


**Help Documents**

- Categories Help
- Adding a cover letter to your order
- Filling out the Shipping Screen
- Shipping an order to Multiple Addresses
- Locating & Tracking an Order
- Backordered Items List


**Links**

- Contact Information
- Arden Hills Database
- Deluxe Phone Directory


[Terms of Use](#)



**Company Information**




**Business Cards & Stationery**




**Fulfillment**




**Expense Envelopes**




**Human Resources**




**Employee Resources**



**Marketing & Sales**



**DLES**



**Sustainability**

©2010 Deluxe Corporation Phone: 1



# Yard House

35 Location Restaurant and Bar

The screenshot shows the Yard House website interface. At the top left is the Yard House logo. Below it is a navigation menu with 'Products', 'View cart', and 'Orders'. The main content area is titled 'Home' and features a grid of eight location tiles, each with the Yard House logo and a state name: Arizona, California, Colorado, Florida, Illinois, Hawaii, Nevada, and Business Cards, Stationery and Envelopes. A search bar is located at the bottom left of the page.

**Yard House**

Products  
View cart  
Orders

**PRODUCTS**  
Arizona  
California  
Colorado  
Florida  
Illinois  
Hawaii  
Nevada  
Business Cards, Stationery and Envelopes

Search PRODUCTS

**Home**

**Yard House**  
Arizona

**Yard House**  
California

**Yard House**  
Colorado

**Yard House**  
Florida

**Yard House**  
Illinois

**Yard House**  
Hawaii

**Yard House**  
Nevada

**Yard House**  
Business Cards, Stationery and Envelopes

Orders





# Potential – Papa John's

**PAPA JOHN'S**  
Better Ingredients.  
Better Pizza.

[Home](#) [Orders](#) [View Cart](#) Search:  [GO](#)

## PJ Catalog

Home

Orders placed after 2PM EDT for next day air & second day air delivery, will be shipped on the next business day.

**EXCEPTION:**  
Customized products will ship within the specified amount of days listed in the product description.

For those products where you already have chosen multi address shipping, just enter in your basic address here.

Please note:  
International Shipments - Additional Shipping & Handling Charges will apply to your order upon processing. You will be notified via e-mail of these charges. All orders ship from Louisville, KY USA. A minimum additional charge of \$60 USD for transportation will be applied to your purchase. Please note, duties and taxes are not included in these additional charges and you are required to pay all duties and taxes upon delivery of the order.

 <b>Promotional Print &amp; P.O.P.</b> National / Local Promotions	 <b>Standard Print</b> Print Products	 <b>Promotional Products</b> Promotional Products	 <b>Uniforms</b> Uniforms
 <b>Team Store</b> Team Store	 <b>Operating Resources</b> Operating Resources	 <b>Downloads</b> Free Downloads	 <b>Meet the Team</b>



# More Potential – PJ's

**PJ Food Service**  
Quality Control Centers

**Products**

**View cart**

**Reports**

**Messages**

**Admin**

**Contact**

**PRODUCTS**

- Premium Order Form
- Premium Funded Order Form
- Event Funded Order Form
- Event Order Form
- Standard Non Trad Order Form
- Standard Funded Order Form

Search PRODUCTS

**Home**

**Spring LTO -Action Required by 1/25-open LTO Attachment January 2013 below.**

[Click Here To Download](#)

- Premium Order Form
- Premium Funded Order Form
- Event Funded Order Form
- Event Order Form
- Standard Non Trad Order Form
- Standard Funded Order Form

**Orders**

- Unsubmitted (0)
- Open (1601)
- Completed (473)
- Canceled (1)

Favorite Orders

**FAQ** [Click Here To Download](#)

**PJ Food Service Item List** [Click Here To Download](#)



# Even More Potential – PJ's

93 Total  
Products!

**PJ's FOOD SERVICE**  
Quality Control Centers

**Products** | **View cart** | **Reports** | **Messages** | **Admin** | **Contact**

**PRODUCTS**  
Premium Order Form  
Premium Funded Order Form  
Event Funded Order Form  
Event Order Form  
Standard Non Trad Order Form  
Standard Funded Order Form

Search PRODUCTS

**Standard Non Trad Order Form**

Products > Standard Non Trad Order Form

Add To Order

<b>Sauce, Fully Seasoned Pizza</b> Sauce, Fully Seasoned Pizza 1006 Order Quantity: <input type="text"/>	<b>Dustinator</b> Dustinator 1028 Order Quantity: <input type="text"/>
<b>Olive, Black Ripe Pouch</b> Olive, Black Ripe Pouch 1031 Order Quantity: <input type="text"/>	<b>Pepperoni</b> Pepperoni 1040 Order Quantity: <input type="text"/>
<b>Cinnamon Spread</b> Cinnamon Spread 1041 Order Quantity: <input type="text"/>	<b>Drizzle</b> Drizzle 1042 Order Quantity: <input type="text"/>
<b>Bacon</b> Bacon 1049 Order Quantity: <input type="text"/>	<b>Cheese, Pizza</b> Cheese, Pizza 1056 Order Quantity: <input type="text"/>
<b>Beef</b> Beef 1063 Order Quantity: <input type="text"/>	<b>Sausage, Pork</b> Sausage, Pork 1065 Order Quantity: <input type="text"/>
<b>Sausage, Italian</b> Sausage, Italian 1066 Order Quantity: <input type="text"/>	<b>Anchovy</b> Anchovy 1071 Order Quantity: <input type="text"/>
<b>FNF Thin Crust</b> FNF Thin Crust 1072 Order Quantity: <input type="text"/>	<b>Dough, 10 Inch</b> Dough, 10 Inch 1075 Order Quantity: <input type="text"/>
<b>Dough, 12 Inch</b> Dough, 12 Inch 1077 Order Quantity: <input type="text"/>	<b>Dough, 8 inch</b> Dough, 8 inch 1078 Order Quantity: <input type="text"/>
<b>Dough, 16 Inch</b> Dough, 16 Inch 1082 Order Quantity: <input type="text"/>	<b>Chicken, Grilled Topping</b> Chicken, Grilled Topping 1084 Order Quantity: <input type="text"/>





# More OC Examples - ASU

The screenshot shows the ASU Course Books website. At the top left is the ASU logo with the text "ARIZONA STATE UNIVERSITY". To its right is a corkboard graphic with a note that says "Pick your Course Books Below". Further right, the words "Course Books" are written in a large, stylized font. Below this is a dark red navigation bar with white text for "HOME", "PRODUCTS", "VIEW CART", "ORDERS", "MESSAGES", "ADMIN", "HELP", and "LOG OFF". On the left side, there is a "SEARCH PRODUCTS" section with a text input field and a "Go" button. Below that is a "PRODUCTS" section with the text "Spring 2013 - Course Books". In the center of the page is a stack of seven books with spines labeled: "MICROECONOMICS", "WEST'S BUSINESS LAW", "CALCULUS", "CHEMISTRY", "PSYCHOLOGY", "Architecture", and "MANAGEMENT". On the right side, there is a "Home" button.



# More Examples OC - AHA

**American Heart Association**

**ShopHeart.org**  
Shop with Your Heart

Shopping Cart: Your cart is empty.  
My Account | Check Out

SEARCH  **GO**

**WOMEN    FAMILY    EDUCATION & COOKBOOKS    HEALTH & FITNESS    HOME    COLLECTIONS**

## Celebrate 10 Years of Going Red by Wearing Red

# FREE

10<sup>TH</sup> Anniversary Lapel Pin with your purchase of \$30 or more.  
Enter Sale Code **FREEPIN30** at checkout to receive your discount.

Go Red For Women  
10 Years

(\$5 Value)

Offer expires 03/06/13. Limit one (1) free 10TH Anniversary Lapel Pin per order.  
Offer cannot be combined with any other offer, discount or promotion.

Support Our Mission

**Shop Now** ▶

All profits benefit the mission of the American Heart Association.

1 2 3

SHOP OUR NEW VIRTUAL ONLINE CATALOG

ShopHeart.org  
Shop with Heart to Save a Life.

2012 Winter Catalog

SHOP NOW ▶

Most Popular Items

Pack of 50  
Go Red Dress Lapel Pins  
\$22.00

Ladies Glitter Heart American Heart Association T-Shirt  
\$28.00

Ladies Inspire T-Shirt  
\$28.00



# The Question ???

**What will it take to exceed  
your customers' expectations  
in the future?**

**Comprehensive Business &  
Technology Solutions!**



# Keys to OC Selling Success

- **Key in on the Different “Opportunity”**
- **Vertical Industry Focus – Problems**
- **Role based selling – Mktg, Sales, Ops, IT, Fin**
- **Specific Solution Development Activities - AIM**
- **Specific Presentation/Demonstration – Custom**
- **Positioning -- Comprehensive Order Automation benefits**
- **Sell the PROBLEM you know they have, not the items you want to sell them...**



# OrderCloud Sales Progress

- Mark Hildebrandt to complete and discuss based on activities since March Meeting in Dallas...



# Program Elements

- **Targeted Approach for Existing Accounts**
- **Targeted Vertical Industry Sales Focus**
- **Targeted Corporate Function Categories**
- **Comprehensive Product Sets**
- **Comprehensive Technology Solutions**
- **Consulting – Implementation - Product**



# Targeted Vertical Industry Solutions

- **Retail**
- **Health Care**
- **Financial Services**
- **Wholesale Distribution**



1. **Comprehensive Business Solutions**
2. **Adaptable RFI/RFP Response Services**
3. **ERP/CRM/MIS Integrations**
4. **Multi-Channel Solution Configurations**
5. **All Compliance Requirements**



# Variable Corporate Function Categories

- **Marketing**
- **Sales**
- **Human Resources**
- **Information Technology**

=====

1. **Focused functional Solutions for each area**
2. **Collaborative Solutions when required**
3. **Marketing Materials designed to support each Value Prop...more attack points**
4. **Sales Support based on specific Roles/Responsibilities**





# Defined Product Sets

- **Marketing Collateral**
- **Corporate ID**
- **Branding, Signage**
- **Commercial Print**
- **Business Forms**
- **Training Materials**
- **Documents**
- **Sales Support Material**
- **Promotional Products**

=====

**Combined with capability for Franchisee to work with Clients to include non-sourced items including:**

- 1. Direct for-sale goods (Food products, manufactured materials, etc.)**
- 2. Digital Asset Management & Distribution**
- 3. MRO**
- 4. Facilities Equipment and Materials and Fixtures**
- 5. Uniforms, Linens, etc.**



# Comprehensive Technology Solutions

- **Integration Consultation and Design Services**
- **Punch-Out Consultation and Development**
- **Web Services Development**
- **Java Script Development**
- **Custom Themes Development**
- **Custom Reporting and Data Import/Export Services**
- **Advanced Configurations and Workflow Analysis**
- **Custom Variable Data Templates**



# How this Works?

- **Sign-up in the Program**
- **Register your Accounts & Prospects**
- **Joint discussions and assessment of existing accounts and prospects**
- **Sales Activity Plans created**
- **Solution Discovery & Implementation Plans created**
- **Sales Presentation Assistance**
- **Activity documented and tracked**
- **Success Reporting & Analysis**



# Dedicated Advanced Catalog Solution Services

- **Sales Training & Presentation Development**
  - Pre-Sales and Demo Assistance
  - Consultation and Live Involvement
- **Marketing Support and Materials**
  - Vertical Industry Packaging
  - Corporate Function Packaging
  - Sample Sales Presentations
- **Ongoing Service Management Best Practices**
  - Service Level Agreement Samples
  - Training and Orientation for providing Services by Franchisee
  - Access to Four51 Service Desk



# Summary

**Sign Up Today!**