



ENTERPRISE MANAGEMENT SYSTEM
for FULFILLMENT SERVICE PROVIDERS

MAKE EVERY CLIENT FEEL LIKE THE ONLY ONE NO MATTER HOW MANY CLIENTS YOU SERVE.

Because each client is different, you tend to lose control over your operation's efficiency in an attempt to cater to individual needs. What evolves are clients operating as costly silos within your organization, often requiring specially trained, dedicated staff and resources. InOrder addresses this growth barrier by enabling your clients to have control over their websites, inventory levels, and order information without disrupting your internal flow. Your clients become long-term advocates of your company and services.

With your clients in control of their own information, you can streamline all operations with data import mapping, warehouse bin optimization, picking logic, packing verification and customizable client billing. Your clients receive higher levels of service and satisfaction while you maintain lower overhead and control over internal efficiencies.

InOrder supports the unique brand of every one of your clients — no matter how many you have.



client A



client B



client C



client D



client E



InOrder Enterprise Management System



One central system manages all aspects of your operations and your clients' needs.

AN ENTERPRISE SOLUTION YOU CAN ACTUALLY AFFORD, FROM A COMPANY YOU CAN COUNT ON.

InOrder is Morse Data Corporation's flagship product and our third generation of enterprise management software; a total end-to-end solution that is both robust and affordable. InOrder was designed to be a cost-effective and practical solution developed with the customer in mind – easy to use, easy to deploy, and easy to love. From the very first order, to the ones you never dreamt you'd have, Morse Data is there to keep you growing strong. InOrder is completely modular; allowing you to purchase only the features you need for your business today. Additional features may then be added as the need arises.

Morse Data Corporation was founded by Jim Morse in 1975. The original mission of the company was to provide computer-based order management to businesses in the Chicago area. From that successful beginning, Morse Data has transformed itself into an innovative leader in the development of Enterprise Management Systems for national and international businesses in the Multi-Client Fulfillment, Publishing, Direct Marketing, Multi-Channel Merchant, and Internet Retailing industries.

InOrder's complete end-to-end solution has a wealth of options to support your continued growth.



AN EXPANDABLE SOLUTION THAT GIVES YOU THE ABILITY TO SAY “YES” AND STILL TURN A PROFIT.

The beauty of InOrder is that it grows at the pace of your business, and not a second before. InOrder is modular, so you can immediately deploy only the features you need today, with the confidence that the system will effortlessly support you tomorrow – allowing you to leverage existing investments, extend functionality to your clients as they mature, and providing a practical migration path to get from here, to there, with ease.

InOrder Provides:

Exceptional Client Retention

Real-time access to data means happier customers

- Internet access for up-to-the-minute management reports
- Real-time client access to customers, inventory and orders
- Your clients' customers get true inventory availability, order accuracy and order acknowledgements
- Automatic notices of inventory receipts and levels

Multiple Sales Channel Management

InOrder supports all order sources

- Web, Fax, EDI & Electronic files, Phone, Mail

Real-Time Shopping Carts for Each Client

Undreamed of efficiencies for you and your clients

- Shopping carts have access to actual inventory levels
- Web orders commit inventory as if placed in-house
- Customer service reps can support a web shopper because they can view and change shopping cart items in real time
- Customers can view order status and track orders from the client's website
- Your clients' B2B customers can see and receive discounted pricing on orders placed over the web

Improved Customer Support

Better, accurate, more timely responses at a lower cost

- Complete order history available for all sales channels
- Email and letter generation – both standardized and custom
- A single, easy-to-use screen for order entry, customer notes, inventory availability, order history, returns, exchanges, catalog requests and address changes
- Phone system interface can take a new call and populate the reps screen with caller information

Accounting

Total integration between Operations and Finance

- Manage purchasing, payables and receivables
- Multiple credit cards permitted on a single order
- Track gift cards, gift certificates and installment billing
- Track and forecast inventory and upload vendor pricing

Smarter Marketing & Promotions Programs

Help your clients to know their customers better

- Clients can track their customers' buying behaviors through promotions and order sources
- Clients can generate lists from your system based on buying history, RFM scores and demographics
- System suggests additional merchandise based on customer interests
- Clients can create and track marketing campaigns

Streamlined Order Management

Fast and accurate transactions every time

- Data import mapping utility to easily import client orders
- EDI import scheduling
- Easy-to-use single screen for fast order entry, catalog requests, no-hassle returns, and inventory viewing
- Real-time inventory commitment as each line item is entered
- Customers can follow their orders from sale through delivery right on the web

Integrated Warehouse Management

Cost effective, best practice operations

- Multiple locations per SKU and multiple SKUs per location
- Storage billing at the push of a button
- Lot tracking, serial numbers, and expiration dates
- Accurate receiving and put away

Management Reports

Forecast, manage, and grow your business

- Over 200 proven, in-demand management reports
- Customize reports based on your unique business needs
- Track sales by customer, sales person and sales region
- Customizable client billing reports

Other Capabilities You May Need

For requirements that come up from time to time

- Drop shipping, continuity fulfillment and consignment inventory
- Personalization, subscriptions and membership programs
- Commissions, royalties and job cost
- Loyalty programs, gift certificates and gift cards