



*InOrder Enterprise Management Software*  
**PRODUCT CATALOG**

# An enterprise solution you can actually afford, from a company you can count on.

InOrder is an enterprise management system for multi-channel merchants, fulfillment service providers and publishers. Easily deployed as an off-the-shelf system, InOrder accommodates all sales channels, including web, phone, fax, EDI, POS and catalog sales in real time for immediate and accurate inventory and order processing. Cost effective and modular, InOrder is the scalable, end-to-end solution that serves as one central system to manage everything from eCommerce, customer response, campaign & list management, order, inventory & warehouse management, accounting and reporting.

Visit us online at [www.getinorder.com](http://www.getinorder.com), or call (888)667-7332 to set up a demo today.



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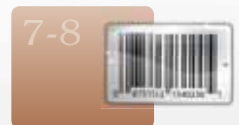
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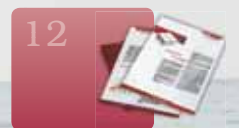
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# Customer Response

Everything your CSRs need all at their finger tips: order entry; collecting demographics; return authorizations; repeat orders; order history; correspondence and order tracking. Perfect for any call center whether you have 1 or 1,000 CSRs.

Empower your sales agents with InOrder Outbound CRM! Manage contacts with follow-up scheduling; call capture; unlimited notes; manage multiple call lists; sort by follow-date, priority flag and time zone.

## **Contact Management Module (Inbound)**

The Customer Service program gives you viewing and updating capabilities for all aspects of a customer or prospect's data. It lets you enter orders and credits. It lets you make a record of each call, and whether or not anything was purchased or returned. It also shows you a complete chronological history of all notes, contacts, orders, credits, correspondence, payments and returns. RFM and lifetime value information are also available.

## **Contact Management Module (Outbound)**

The Contact Management (outbound) adds many useful extensions to the base InOrder system. It provides each Customer Service Rep with a tickler list of prospects and customers to call. These lists may be generated manually by the Rep or automatically using a selection from the house prospect list.

## **Call Center Software**

If some of your employees spend their entire day on the phone taking orders and answering customers' questions, then the Call Center Program may be the perfect, cost-effective tool for them. This one program lets them look up inventory, check on orders, enter orders, enter credits, update addresses and demographics, correspond with customers and many other customer service-related tasks.



## ***Customer Response Module Enhancements***

### **Phone System Interface**

Empower your InOrder CRM software with real time connectivity to your phone system for customer record retrieval through caller ID prior to answering the call.



# Marketing

Complete promotion management with targeted list generation, special offers and pricing. Total marketing analysis capabilities including square inch analysis, RFM scoring, sales by rep/geo-territory/promo code. Automatic generation of up-sell/cross-sell increases per order revenue. Manage newsletters, specials and a variety of customer/prospect communications with InOrder's email marketing.

## Loyalty Program Module

What separates your company from your competition? It's your loyalty program. Boost your program's success with InOrder's Loyalty Program Module. You can have rewards for signing up for the program, providing email addresses, referring a friend, or buying more merchandise. You can have double and triple point promotions, perhaps only if they spend over a certain amount. Point redemption is another winner. You can offer special items, like a t-shirt, car or dollars off an order. You can offer more dollars off if a customer accumulates more points. You can expire points after a certain period of time. You can send emails automatically to customers to let them know their points are expiring or to let them know how close they are to the next reward level. Experience customer loyalty like you have never seen before!

## Marketing Module

InOrder brings your marketing department all of the tools it needs to find opportunities within your product, prospect and customer lists. You may analyze promotions, test new sales territories, predict future demand and assign each customer an RFM cell.

## List Management Module

InOrder's List Management Module provides you with the power to cultivate and grow the most profitable segments of your list. Using InOrder's address correction software, the InOrder program, "Validate Addresses", can regularly cleanse all your prospect addresses and highlight those that are not recognized.

## Marketing Module Enhancements

### Email Acknowledgements

Utilize email acknowledgements to create personalized and standard notifications for a variety of transactions, such as orders, shipments and receipts.

### Email Marketing

Communicate with customers and prospects on a regular basis. Let them know about new products, "hot items", promotions or electronically distribute your monthly newsletter (and save a tree too!).

### Gift Cards and/or Gift Certificates

Secure and customizable for increased sales and more ways to buy.

### Multi-Language

Sobrealimentar tus ventas con las facturas y las declaraciones en la lengua local de tus clientes.

### Offsite InOrder

We give you the ability to get InOrder on the road when you just can't get internet.

### Word and Email Correspondence

Standard or personalized emails or letters to your customers and vendors.



# Order Management

InOrder's extensive order management system includes standing orders; continuity orders; consignment sales; on approval sales; quotes; proforma orders; subscriptions and future orders. With many special features including Item Personalization, Inventory Matrix with Dimensions™, Electronic Order Importing and Line-by-Line Real time inventory allocation.

InOrder's POS has more functionality than most stand-alone POS systems. It is firmly rooted in the InOrder database. The POS module can access most areas of the InOrder system, locating inventory throughout the store, the warehouses, or any of the other stores as well. This increased control over inventory will help serve customers better, at the same time giving more information to the employees in the store.

The Enterprise Management Toolkit sets InOrder apart from any other solution available. InOrder enterprise tools give you control over your ongoing use of the software by allowing you to create customized business rules. You control important core behaviors within InOrder without the need of costly modifications and programming. The EMT allows virtually limitless possibilities for your InOrder Installation.

## Inventory and Order Processing Module

The foundation of the InOrder system is its order processing and inventory module. This module brings you a number of benefits that permit you to process orders and track inventory under a variety of scenarios. This flexibility keeps inventory accurate at all times and provides the order department with the tools they need for fast and accurate order processing.

## Subscription Module

The Subscription Module is a full circulation management system that is tightly integrated with the rest of InOrder. The same customer – in fact the same order – can have both subscriptions and regularly stocked items. The Subscription Module also does full unearned-to-earned income accounting and has extensive renewal capabilities, including various renewal testing scenarios. Membership accounting with special Membership Price Lists and earned/unearned membership dues is also supported with the Subscription Module.

## Continuity Module (includes subscriptions)

Our Continuity Module lets you send your customers a series of items over time in a predefined sequence, regardless of when your customers place their orders. What makes InOrder's continuity series so special is its flexibility in how each series is defined. You may test different series sequences to determine the optimum series sequence for maximum customer retention. InOrder tracks what each customer has actually received so that if you redefine the sequence, InOrder ensures that you don't ship the same item twice to a customer, and, it can ship new items as they get added to the series.

## Item Personalization Module

InOrder lets you define which of your items have personalization and what personalization features are available. For example, each item might have its own personalization location (chest or sleeve), choice of colors, font choices, and font sizes. Other items might have a choice of logos or decals. The number of personalization traits is unlimited, as are the number of choices within each trait. There are special personalization screens within order entry that let you quickly enter the specific requirements of an entire team's needs. You will love InOrder's personalization capabilities!

## Point of Sale (POS) Module

InOrder's POS has more functionality than many of the stand-alone POS systems. It is firmly rooted in the InOrder database. The POS Module can access most areas of the InOrder system, locating inventory throughout the store, the warehouse, or any of the other stores as well. This increased control over inventory will help serve customers better, at the same time giving more information to the employees in the store. The Point of Sale Module is designed for touch screen order processing. This is the most efficient means of running a register. Utilizing this technology InOrder

is able to create an environment where the mouse is rarely used. The system also has drill down capability at the register, making looking up inventory from the register a painless task. If your customer would prefer to ship their order or if the item is not in your retail store, you can have the POS system ship those items from your warehouse or have the item held for pickup. There are a number of POS register-terminals available. They are all PC-based but differ in options such as touch screen, number of cash drawers, CPU speed, PC memory, PC disk space, pole display, scanner, card reader, receipt printer, etc.

## ***Order Management Module Enhancements***

### **Address Correction (+Melissa Data annual subscription)**

*with optional residential / commercial flag and Canadian address correction*

The InOrder address correction and data cleansing suite gives you the ability to stop bad customer and prospect data from entering your system. Powered by Melissa Data Address correction tools, you can be confident that your in-house database is reliable and accurate.

### **Batch Scheduling**

In every business there are repetitive routines and functions, which require some form of manual activation. Batch Scheduling allows you to automate many of those tasks—such as imports, reports batch jobs and more.

### **Consignment Sales**

Lets you store your inventory at multiple locations and bill only when the item is sold.

### **Catalog Request Manager**

Stop the clutter of catalog requests amongst your paid orders and create a mailing list for bulk distribution.

### **Data Import Mapping**

InOrder offers a complete suite of data import tools for everything from orders to inventory.

### **Electronic Order Filing**

Powerful, easy to use tool for order file import.

### **Inventory Spreadsheets**

For global updates and changes by inventory type or vendor.

### **On Approval**

Allows you to sell products for review, billing the reviewer only as opposed to the reviewer's organization.

### **Standing Orders**

Perfect for nutraceuticals, or any other ongoing order program.

### **Enterprise Management Tools**

The Enterprise Management Toolkit sets InOrder apart from any other solution available. InOrder enterprise tools give you control over your ongoing use of the software by allowing you to create customized business rules. You control important core behaviors within InOrder without the need of costly modifications and programming. The EMT allows virtually limitless possibilities for your InOrder installation.



# Warehouse Management

InOrder's Warehouse Management System is fully integrated with all other InOrder modules and is specifically designed for your industry. With InOrder's WMS you don't have to spend a fortune to gain control over your warehouse operations. Included with the Warehouse Management System is InOrder's suite of Picking methodologies.

Enhance your efficiency further with InOrder's Radio Frequency Devices throughout your operation. RF enabled picking, receiving, put-away, counts and replenishments can make a major difference in your bottom line.

Additional features of InOrder's WMS include barcoded item and location labels, lot tracking and Serial Number Management.

## Warehouse Management Module

The Warehouse Management System is a fully integrated module that extends the power and usefulness of the Inventory module. With WMS, you track your entire inventory to the bin level. Each item can exist in many bins and each bin can hold more than one item. The Picking List program takes advantage of the WMS by selecting the bins with the oldest stock and the most logical location for picking efficiency.

With InOrder's Warehouse Management System, you can have product in an unlimited number of bins and you can have multiple products in a single bin. One of the many picking methods included with the Warehouse Management System is InOrder's Cart Picking program. This program sorts all orders that are to be picked into groups. Each group contains orders with similar line items. The number of slots on the cart determines the number of orders in each group. This highly efficient method of picking needs only a single pass through the warehouse to pick all orders in the group.

## RF Program Module

InOrder's RF capability brings wireless handheld devices to the pick, pack, put away and transfer processes within your warehouse(s). Along with these devices come more efficiency and more accuracy in your operations.

## Client License Module

If you are purchasing the MultiClient Module, the InOrder Client License is available so that you can offer your clients real time access to their data while at the same time prohibiting them from seeing your other clients' information. You control how much access they have. If you permit it, they can view inventory levels, recent sales and even enter orders themselves. They can run sales reports and generally obtain the information they need to run their businesses, which in the past, would have been provided by your account reps.

This is a real win-win offering to your customers. You save on support costs and generate a new revenue stream from Client License rentals. Your customers get the information they have always needed whenever they want it, day or night, in real time.



## ***Warehouse Management Module Enhancements***

### **Catalog Request Manager**

Stop the clutter of catalog requests within your paid orders and create a mailing list for bulk distribution.

### **Inventory Labels**

Fully integrated barcode label creation software.

### **Inventory Physical Inventory**

Tells you what to count and reconciles discrepancies.

### **Kitting and Kits-on-the-Fly**

Whether you need to create kit assemblies for new inventory or kits to be assembled on the fly, our kitting programs will bring ease to your process.

### **Packing Verify**

Reduce picking errors to zero. Verify picked orders at the packing station for release prior to shipping.

### **Shipping System interface**

Connect InOrder to your favorite manifest system or carrier system for real time communication and functionality.



# Accounting

InOrder offers you a complete ERP solution. Manage all of your financials with Accounts Receivable, Accounts Payable, General Ledger and Purchasing. Designed with you in mind, InOrder's Financial modules are tightly linked with the other areas of your InOrder system, allowing visibility and functionality to take place in real time across all departments.

## Job Cost Module

Job Cost is InOrder's module for tracking and reporting on the many detail-oriented tasks within your organization. It is flexible and comprehensive. Designed to be used for a variety of situations within the fulfillment industry, it can be used to quote ongoing fulfillment jobs and individual kit building projects. Estimated project costs and profitability are always calculated as the job parameters change. This feature lets you know how low a quote you can submit and still turn a profit, or when to turn down a project. This feature alone should pay for InOrder in a short period of time! Job templates may be defined for your standard projects. When a new job request comes in you just copy the template into a new job record, making changes as necessary. You may start the job as a quote or just begin it as a job. The quote is used as the job budget if the job is accepted. All hours and materials are recorded against each job. Job progress reports and job profitability reports are available.

Within the publishing community, Job Costing for acquisitions and reprints can help you track forecasted income and expenses for new and existing titles. The forecasted sales and expenses become your budgeted amounts for titles that you decided to (re)print. Job progress reports keep you posted on the status and costs of each job.

## MultiClient Module

InOrder's MultiClient module lets you process orders for all of your clients while keeping each client's customers, prospects, inventory, promotions and accounting data separate from the other companies.

The design of InOrder allows all of your clients to co-exist in one InOrder database. You can allow clients to access their own data by extending them real time access to their information via the internet. See our client licenses. You may also offer each client their own eCommerce system that can be custom-tailored to their needs and can access their data in real time.

## General Ledger Module

InOrder General Ledger is a true accounting marvel. It summarizes complex transaction data from all areas of InOrder and presents that data in easy to understand management and financial reports. Not only can you specify General Ledger accounts for each type of transaction within InOrder – you can also specify different accounts that should automatically apply in certain situations. For example, InOrder can automatically assign sales and cost of sales accounts to a line item on an order based upon the type of customer that is purchasing the item and the type of inventory that is being purchased. This is the kind of power and flexibility that you should expect from a true Enterprise Management System.

## Purchase Order Module

InOrder's "Reorder List" program produces a recommended list of items to reorder based upon reorder quantities, predicted promotion demand or statistical analysis of past sales. Your marketing people can massage this list and then transfer their needs to the purchasing department. Using InOrder's Purchase Order Module, the purchasing department can then further refine this list based upon purchase quantity discounts, vendor pricing and other criteria and then generate a purchase order. Unit of measure conversion, vendor SKUs and vendor descriptions are fully supported.

## Accounts Payable Module

InOrder's Payables system is tightly linked to our Inventory Control, Purchase Order, Commission and Royalty Modules. This linking removes the need for re-keying information and permits an automatic three-way check of Purchase Order, Receipts and Vendor Invoices. Customer refunds can be processed through Accounts Payable without the need to add each customer as a vendor.

## **Accounts Receivable Module**

This module is InOrder's completely integrated Accounts Receivable system. It is tightly linked with InOrder's Order Processing Module. You may apply a payment directly to an invoice or to a customer account where it will be applied to the oldest invoices first. You may reapply a payment from one invoice to another or from one customer to another. You may also merge two customers into one and combine their receivable information at the touch of a button. Statements and dunning letters are available.

## **Commission Module**

Commissions are never straightforward. There are always special deals and other motivators offered to sales reps to increase their enthusiasm and your revenues. InOrder addresses the complexities of commission contracts with its Commissions' Module using a unique method to describe each clause of the sales rep's contract with a high degree of flexibility. This approach gives you the means to have your commissions calculated quickly and accurately – usually without any additional manual adjusting (although that is also available.)

## **Royalty Module**

Royalties are a much more than a liability of your organization. They are a reflection of an important relationship between you and your licensors or authors. We have developed a Royalty Module that will allow both parties to be pleased with the results. The system that we have developed comes from nearly three decades of experience dealing with companies and their royalty needs. Our Royalties Module is extremely flexible. You are able to arrange for royalties to be paid in a variety of ways. The system allows for advances to be paid. It is also able to handle multiple payees and multiple items on a contract. You may pay royalties based upon list price, net price, paid invoices and other options.

## ***Accounting Module Enhancements***

### **Credit Card Processing**

Credit card processing in real time is today's standard. We offer a multitude of processor interfaces. Please contact our sales team for a complete list.

### **Exchange Rates**

Allows your company to bill and receive payments in multiple currencies.

### **General Ledger Export Interface**

Transfer all of your InOrder transactions to your favorite GL.

### **Installment Billing**

Increase sales with payments over time.

### **Inventory Cost Tracking**

Capture inventory and sales costs using FIFO, LIFO, AVERAGE or STANDARD costing methods.

### **Refund Checks**

Automated refund processing.

### **Tax Rate Interface**

Lets you import all sales and use tax rates by state, county, city and local tax jurisdictions directly into InOrder.



# eCommerce

Imagine a web store that gets its information from the same database as your CSRs. You would possess the ability to provide your online customers with real time inventory availability, accurate pricing and promotions, item backorder status, complete order history with order tracking, individual ship-to by line item, ship-via by line item & ship-date by line item all available at checkout.

InOrder's eCommerce gives you complete content management, including multiple images per item, short and long item descriptions, category and hierarchy controls, up-sell & cross-sell, b2c or b2b presentations based on login criteria and completely customizable look & feel.

## **Real Time eCommerce Module**

InOrder separates you from your competition by linking your website directly to your InOrder database. You may use the InOrder eCommerce Module out-of-the-box or you may customize the site to your own look and feel using the site's "presentation layer." This unique capability permits your website customers to view a subset of the same information that is available to your order processing and customer service personnel. Inventory availability is shown in real time. If your website says an item is in stock, it is. If it's not, the eCommerce Module will tell your customer the expected due date. As each item is ordered it is instantly placed on reserve in the InOrder database. Customer address, any open prior order, credit card information, applicable price list, and appropriate discount rates are all retrieved from the InOrder database when an existing customer logs into the eCommerce Module. If a website customer has a question with a current order, they may call your office. Your customer service rep can work with the customer's order on their screen and assist the customer! Conversely, your customer can look up a phoned-in order's information using your website.

## *eCommerce Module Enhancements*

### **InOrder 24/7**

Worried about tornados, hurricanes, blizzards or any other natural or unnatural disaster shutting you business down for a period of time? InOrder 24/7 is a fully functional offsite backup of your InOrder system – ready to go live at a moments notice.



## Reporting

InOrder uses Crystal Reports from Business Objects for all reports. This world-class tool allows you to easily change fields and create custom reports without outside assistance or a large time commitment. Report drill-down and exports to a wide range of formats, including Excel or Adobe are part of the standard package.

We provide you with hundreds of Crystal Reports in a variety of areas. We provide you with the source code to those reports as well as open access to the data dictionary. This allows you to customize existing reports and create an unlimited quantity of custom reports for your business.

