ordersimplicity

1 Executive Summary

Order Simplicity is a fully automated order fulfillment and order processing systems.

- Allows medium-to-large scale businesses the ability to focus on the promotion and growth

  of their product line, while utilizing ORDER SIMPLICITY for the order management or

  logistics aspects of their

  business.

- Optimize your delivery process so products are received in mint condition, in a timely

  manner, as well as in an economical fashion.

- Provide a customized online platform and logistics solution that is client specific and fully

  integrated with some of the industry's leading solutions.

Order Simplicity is a turn-key, start-to-finish solution, providing customized online order management and logistics solutions for international brands worldwide. With locations across the globe, ORDER SIMPLICITY provides the insight and experience necessary to help ease online ordering and product fulfillment processing for both mid-to-large scale companies.

Solutions include: Order Management, Inventory Management, Customer Relationship Management, and Order Fulfillment. All ORDER SIMPLICITY Modules interface with some of the industries leading E-Commerce Platforms, Accounting Systems, Call Centers, and Payment Gateways.

2   ORDER SIMPLICITY Summary

Order Simplicity was specifically created to provide customized e- Commerce, online order management and specially tailored logistics solutions for order processing, inventory and purchasing control, credit card invoicing & processing, accounting and worldwide distribution for manufacturers, distributors and marketing companies worldwide. Our Systems are comprised through integrated technological innovations such as our SaaS (Software as a Service) order management system and our WRAP (Warehouse Remote Access Program) with a radio- frequency identification (RFI) system integrated with a traditional brick-and-mortar distribution model to create a service that keeps pace with today's current economic demands by providing a fast-paced, full turn-key solution for customers needing order management.

"ORDER SIMPLICITY Mid-Market" is a flexible and scalable ORDER SIMPLICITY Platform solution which is hosted in a high availability dedicated application pool within a multi-tenant hardware environment. Clients may request changes and customizations to the ORDER SIMPLICITY Platform at any time. Such requests will be reviewed by ORDER SIMPLICITY and an official quotation will be issued defining the change and associated costs. When the Client provides written instructions to proceed work will be carried out in an agreed upon timescale and implemented in to the staging environment for testing by Client. Once the changes are approved in the staging environment by the Client, they are released to the production environment per Client approval.

3   ORDER SIMPLICITY FEATURES

The ORDER SIMPLICITY Platform is the HUB of all business activity and customer management tools. It incorporates all the tasks and projects Client and its team will need to perform within one system so that they may effectively manage and monitor their business all through a single interface.

Each Client is different and has different business rules and needs. The ORDER SIMPLICITY Platform is modular and flexible enough to be customized with the Client's custom dashboard and / or with the Client's specific business processes in mind.

3.1   Customer Relationship Management:

ORDER SIMPLICITY Platform can support multiple Membership Roles where each role can be granted different permissions, pricing, credit limits, and promotional rules. For each customer, custom metadata can be captured based on the Client's business rules. A customer service representative has the ability to see how many times a given customer has called, emailed, and ordered before. At the same time they can create, edit, or view any pending order quotes, schedule orders, create reminders all directly from the ORDER SIMPLICITY CRM module or 3rd Party module like SalesForce.

3.2   Transaction Management:

The ORDER SIMPLICITY Platform distinguishes and allows for the management and creation of the

following types of transactions: •   Sales Orders

- Sales Order Quotes
- Purchase Orders
- Purchase Order Quotes
- Advanced Shipment Notices
- Return Merchandise Orders
- Return Merchandise Authorizations
- Exchanges
- Re- Shipments
- Order Cancelations
- Credit Memos

All Quotes, regardless of order type, can be emailed and/or faxed via the ORDER SIMPLICITY Platform. All orders are configured so that they can be modified via the ORDER SIMPLICITY Platform and all changes appear in realtime.

Order statuses can be customized per the Client's business rules to establish the appropriate workflow steps necessary to operate its day to day business. Order data can be exported to Excel or CSV formats and can be scheduled to be emailed automatically at set frequencies with pre-defined filters if necessary.

3.3   Product Catalog & Inventory Management:

Client has full control to manage its product catalog & inventory for any of its warehouses/locations using the ORDER SIMPLICITY Platform. The inventory data can be synched from Client's existing ERP/POS system(s) for an automated solution. Additionally, stock levels can be viewed and updated by warehouse personnel by performing Stock Adjustments or other relevant transactions utilizing the ORDER SIMPLICITY Platform. The stock can also be moved from one warehouse to another warehouse by doing a Stock Transfer within the ORDER SIMPLICITY Platform. The Client may optionally have full visibility of the warehouse cycle counts being performed and all stock level transactions taking place within the ORDER SIMPLICITY Platform based on additional customizations done with the Client's existing warehouse management system.

3.4   Auto-Replenishment, Purchasing, & Advanced Shipment Notifications:

ORDER SIMPLICITY Inventory Replenishment module has a built-in velocity based threshold calculator which can recalibrate product thresholds based on various meta data such as composite lead times, production time, shipping time, demand rate, minimum / maximum quantities, increments levels etc. This recalibration essentially allows for forecasting to occur by calculating the estimated depletion date and next re-order quantity amounts for all active items in the system.

At any given time the Client has full visibility of how much money is tied up in each physical location. The raw cost of an item is averaged out over a period of time based on the purchase history for each item to help calculate this data. Additionally the data can also be calculated and presented to Client if all necessary product metadata (i.e. Setup Costs, Production Costs, Interest Rate, etc.) is provided and entered by Client's administrative staff as part of Inventory Setup for the necessary computations to take place.

Finally, the ORDER SIMPLICITY Order Management Backend Platform is capable of automatically generating Purchase Order quotes and/or Purchase Orders based on the Client's business rules. If Purchase Order quotes are created, then an email is sent for manual approval by a staff member of the Client. If Purchase Order is created automatically, it can be emailed or faxed to the vendors

automatically. If the Vendors require the Purchase Orders to be submitted via Electronic Data Interchange (EDI), ORDER SIMPLICITY can also support that functionality as well via its EDI Module.

3.5   Pre-Order & Back-Order Management:

Clients try to avoid backorders but are often dealt with an increased sales demand causing delays in production and a rise of back orders. At the same time, Clients try to have pre-orders to collect sales ahead of goods arriving into stock. Both of these scenarios pose similar challenges from an order management perspective.

The ORDER SIMPLICITY Pre-Order and Back-Order Management feature assists Clients with the sales process, fulfillment process, and also with the fiduciary responsibility to the Client's customers.

The ORDER SIMPLICITY Team can optionally configure the ORDER SIMPLICITY Platform to provide many options to the end Customers. They can be electronically notified whenever products return back in stock, or they can be asked to visit the website on a given future date, or the system can be configured to simply accept their order. However, based on how long the backorder will be, the ORDER SIMPLICITY System can either authorize the consumer's credit card or charge the full amount.

During the fulfillment process, the ORDER SIMPLICITY Platform can help automatically manage the order. As products are received into the warehouse, an order can be fully or partially released for fulfillment based on the Client's business rules. If a partial order is fulfilled, an email notification can be sent notifying of what was shipped and what is backordered. Additionally, if the end customer's credit card was only authorized at the time of sale, a delayed capture against the credit card will take place to capture any funds necessary prior to fulfillment.

The Client and its team will have full visibility of the cost of fulfilling each backorder and also how many shipments occurred on each sales order. Each shipment's details are available in the ORDER SIMPLICITY Platform for review in real-time.

3.6   Executive Reporting:

The ORDER SIMPLICITY Order Management Backend Platform not only collects data through various sources and applications but also provides key reports which allow Clients' Executives to manage their business. These reports can be exported to Excel at any time and can be filtered based on criteria specific to each report being accessed. ORDER SIMPLICITY Reports can be broken down in to Transaction Reports,
Membership Reports, Customer Service Reports, Warehouse Reports, e-Commerce Reports, Inventory Reports, and Custom Reports. A few examples of reports belonging to the above categories include Order History, Item Activity, Freight Comparison, Payment Types, Customer

Activity, Customer Demographic, Survey Reporting, Warehouse Bin Location Activity, Real-time Inventory Status, Serial Number Utilization, Customer Support Summaries, etc.

Client may at any time request Custom Reports to be added based on Clients specific needs. These reports will appear under Custom Reports subcategory.

3.7   Marketing & Affiliate Tracking:

The ORDER SIMPLICITY Platform allows the marketing department of a Client to schedule and email attractive campaigns based on various filters to target a segmented customer group or all customers if required. Client's customers can be granted access to manage and control their own privacy preferences via the ORDER SIMPLICITY Customer Portal, and at the same time a Customer Service Rep may manage them as well on behalf of Client's customers.

Optionally, the opt-in data can be custom programmed to synchronize with the Client's sales channel and/or custom integrations can be built with 3rd party Email Syndication systems such as Bronto, Constant Contact, Send Grid, etc.

The ORDER SIMPLICITY Platform allows Clients to create and manage affiliates driving traffic to their website(s). Exact metrics can be viewed and reported on the number of hits, clicks, and conversions to sales. This conversion tracking allows Clients to pay commissions if necessary to certain top performing affiliates.

3.8   Email and Telephone Support Management:

Client has the ability to log and track all incoming and outgoing phone calls. Via the Call Center application, a customer service representative can quickly locate a customer, modify their account information if necessary, place new orders, cancel orders, etc. All phone calls can be assigned to particular categories and this data being collected becomes extremely valuable for building custom reports or using existing Executive reports.

Customer service representatives also have the capability of emailing customers directly from the ORDER SIMPLICITY Enterprise Backend Platform instead of using external email systems. This allows for all conversations between Clients' staff and the customer to be threaded and logged in one central location. This allows easier management of support tickets via Escalation and/or other Workflows as established by Client all through one Platform.

3.9   Web Services Automation API:

Clients with advanced IT teams often seek control over their data and business processes. Often they are also faced with many complexities of working with not only the ORDER SIMPLICITY Enterprise Systems but also their own in house built systems or large ERP implementations. The ORDER SIMPLICITY Web services Automation API solves many of these problems by delivering the much needed robust functionality to the Client's IT Teams so that they may help manage their company's business in an automated manner across multiple platforms such as Linux, Windows, Macs, etc.

ORDER SIMPLICITY currently offers the following SOAP based web services which can be consumed by developers:

3.9.1   Order Automation API

Allows developers to submit and process Sales Orders, Purchase Orders, and Advanced Shipment Notices electronically. Also allows clients to retrieve detailed data on each order of what was shipped, backordered, view tracking number details, dates of shipment, etc., to be loaded into 3rd party systems. This API Also allows orders to be pulled in batches and acknowledged after imported into a 3rd party system such as a 3PL Warehouse or other system.

3.9.2   Inventory Automation API

Allows IT Teams to import and update product catalogs. Also allows them to sync inventory levels to and from ORDER SIMPLICITY Platform. Often clients will hold the master product catalog at ORDER SIMPLICITY and have 3rd party systems which will update their databases with the information in ORDER SIMPLICITY. It is also possible to retrieve Item Activity Reports, Bin Location, and Lot Number Reports by SKU, date range, or other fields based on customer needs electronically.

3.9.3   Membership Automation API

Clients may import existing Membership data and/or synch ORDER SIMPLICITY Membership data periodically with their existing database. Additionally the ORDER SIMPLICITY Membership Automation API comes in extremely useful when trying to validate subscriptions, perform digital rights management, validate order history, user preferences, culture settings, etc. Membership password synchronization can also be performed using the Membership Web service API.

3.9.4   Single Sign on API

Clients with multiple development teams often end up with multiple systems. Each system may have its own membership and authentication mechanism. Some will implement their own single sign on modules and ORDER SIMPLICITY can certainly support and integrate with any single sign on module in the market for an added cost.

However, those clients who do not have their own single sign on APIs, can utilize the ORDER SIMPLICITY Single Sign On API and seamlessly integrate all their existing applications with the ORDER SIMPLICITY suite of Enterprise Platforms and Modules in a short amount of time.

4   OPTIONAL ADD-ON FEATURES

The following features are optional and are not included as part of the standard rollout of an ORDER SIMPLICITY Platform.

4.1   ORDER SIMPLICITY Integration with Demandware, Magento, and Others:

The ORDER SIMPLICITY Platform will support Client's existing e-Commerce system to be seamlessly integrated reducing the need for any manual extraction or manipulation of data. The ORDER SIMPLICITY Platform will be fully integrated with the existing inventory SKUs, descriptions, and newly established bar-codes. The disposition of, tracking of, and reporting of all transactions will be available via exportable reports for your Operations and Accounting Department.

The ORDER SIMPLICITY Platform will be interfaced in such manner that the product catalog and order data can be imported from their existing shopping cart or order entry system into the ORDER SIMPLICITY system without any additional programming required from the Client's IT Team. The ORDER SIMPLICITY Team will provide the Client's IT Team with the necessary technical and user manuals along with any corresponding Extensions or Cartridges required to make the integration work between the two systems. Any updates made to order data in the ORDER SIMPLICITY system will preferably be updated back to the Client's eCommerce system in an automated manner, or live Webservice calls will be made by the ORDER SIMPLICITY supplied Extensions and Cartridges to the ORDER SIMPLICITY Platform to retrieve and display the current data to the end users. Clients will also be provided online access to the ORDER SIMPLICITY Platform where Client's staff may enter manual orders, advance shipping notices, and manage inventory.

4.2 ORDER SIMPLICITY CRM Integration:

ORDER SIMPLICITY can integrate with Client selected CRM system in order to manage your customer's data.

4.3 ORDER SIMPLICITY Accounting System Integration:

Typically Clients utilize the ORDER SIMPLICITY System as the master of record database to place all orders into first. As orders are shipped, the order information is periodically exported to 3rd party systems such that Sales Invoices / Tax Invoices can be issued by external systems to the Client's Customers directly.

Accounting System Integration is optional and can be customized per client requirements.

4.4 ORDER SIMPLICITY Shipping Station

The ORDER SIMPLICITY Shipping Station is a thick client Windows application which is installed locally at a Client's distribution center to allow the warehouse operators to generate shipping labels for their cartons and packages. When shipping labels are generated, they are updated in real-time in the ORDER SIMPLICITY Platform and also trigger the ORDER SIMPLICITY Platform to update the corresponding sales channels at the same time. Email notifications can be triggered to be sent to customers with their tracking numbers.

The following shipping carriers will be supported at Client site by the ORDER SIMPLICITY Shipping Station:

- USPS, UPS and Fed Ex

Please note that the ORDER SIMPLICITY Shipping Station requires the use of internet and will not function or operate without an active Internet connection. This limitation is due to some carriers requiring a live API call being made to their servers in order to generate a shipping label.

4.5   ORDER SIMPLICITY Returns Automation

The ORDER SIMPLICITY Platform offers variety of different options for automating Returns, Exchanges, and Reshipments. All of these options can be customized to meet the needs of a Client based on their specific business rules in regards to having the ability to limit the number of days at an Item level or allowing returns to be dropped off at retail store fronts or allowing returns for specific user groups, etc.

Additionally, the ORDER SIMPLICITY Platform can be integrated with domestic carriers such that the consumer automatically receives pre-paid shipping labels based on the return reason specified. The ORDER SIMPLICITY Returns Station software could optionally be subscribed to and installed at the distribution center handling the processing of Returns to receive and book in the goods back into stock. The ORDER SIMPLICITY Returns Station allows the warehouse personnel to take digital pictures and associate any questionable items immediately and flag them for review by a CSR where all of this information will be made available in real-time. The ORDER SIMPLICITY Returns feature also supports goods with Serial Numbers to help track how many times a given serial number has been shipped out and received back into stock to mark it as defective.

4.6   ORDER SIMPLICITY Warehouse Management System

ORDER SIMPLICITY's WMS system is known as WRAP (Warehouse Remote Access Program). It is natively integrated with the ORDER SIMPLICITY Architecture enabling for real-time communication between the warehouse and the ORDER SIMPLICITY Platform. Optionally, at an additional implementation and ongoing costs, local warehouse database servers can be installed to permit for warehouse activities to take place with limited or no internet connectivity.

The WRAP Technology is installed on Windows based PC's and Motorola Windows Mobile RF handheld devices. WRAP supports many warehousing functions including but not limited to Packing, Receiving, Stock Put Away, Move Stock, Locate Stock, View Stock Levels, Adjust Stock Levels, Cycle Counting, Break Inventory, Log Incoming Packages, etc. The WRAP system fully supports advanced features such as Serial Numbers, Lot Numbers, Time Tracking, and Scheduling. The access to certain features and functions of the WRAP system can be turned on and off for specific users based on the user group they are assigned to.

Additionally, the WRAP System natively interfaces with the ORDER SIMPLICITY Shipping Station, however, it can also be made to function with 3rd party Shipping Systems and allows warehouse personnel to seamlessly package shipments and generate domestic and/or international labels on the go without having to use other systems. This system would be deployed at each warehouse location which requires outbound packages to be shipped.

4.7   ORDER SIMPLICITY Customized Dashboards & Reporting

The ORDER SIMPLICITY Platform supports an unlimited number of business roles within the platform. A Client may have a Sales Executive role, Customer Service role, Supplier role, Buyer role, Logistics Manager role, etc. Each Role may have certain KPIs and measures that they must stay on top of and keep track as part of their day to day responsibilities. So the Client may want to customize the Dashboards within the ORDER SIMPLICITY Platform based on the Role of the user and based on the KPIs that are pertinent to their business. The Dashboards can be customized per Client request.

Additionally Reporting in the ORDER SIMPLICITY Platform can be custom tailored and offered as static reports based on Client specifications. Ad hoc reporting capability with Report Builder access can also be granted on a per user basis with advanced BI capability.
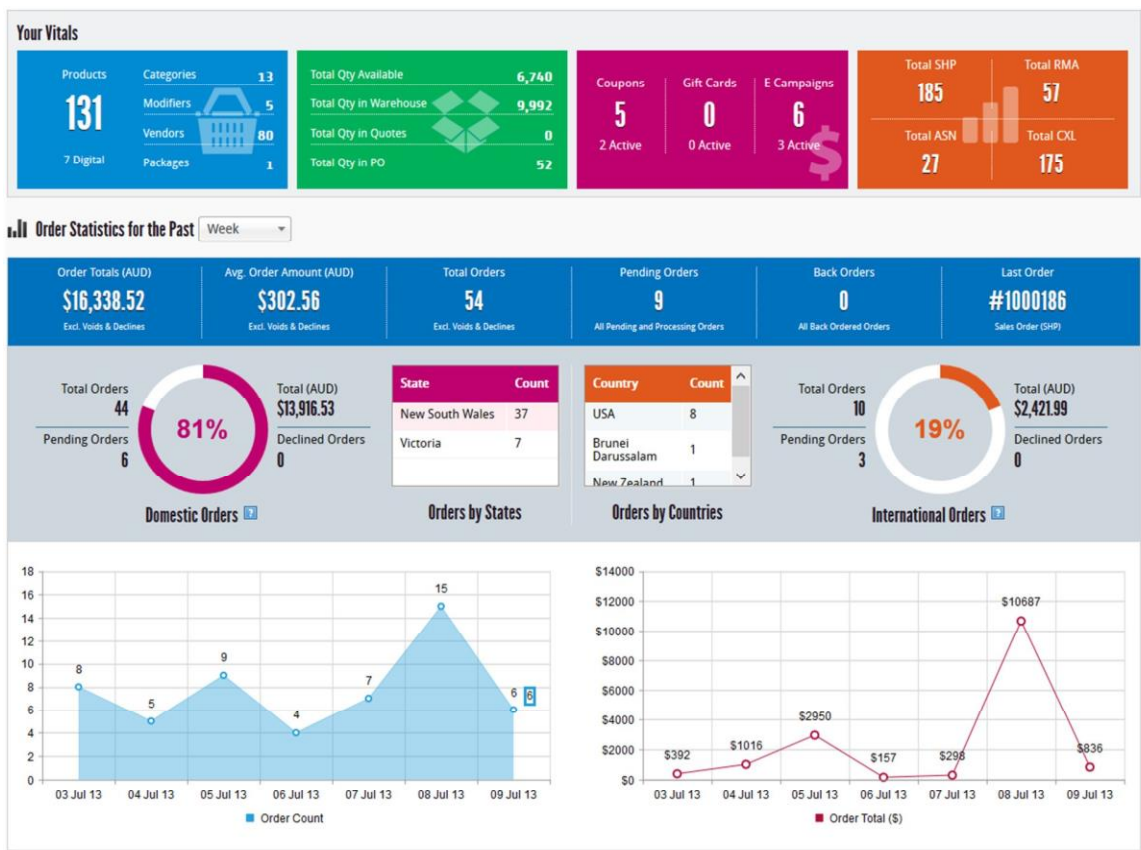
4.8   ORDER SIMPLICITY Workflow Management System

The ORDER SIMPLICITY Workflow Management system is an optional feature used to define custom workflow steps for validation, approval, and routing of transactional data within the ORDER SIMPLICITY Platform. Workflow steps can be customized at a Customer Level, Order Level, Supplier Level, and/or at the Warehouse level, and can have dependencies based on when a particular

action passes or fails. Workflows Steps can also be used to re- prioritize orders based on business rules, or perform stock allocations in a certain sequence, or route orders or line items to appropriate suppliers and/or warehouses based on proximity to destination or stock levels, and/or trigger custom events that the Client defines based on certain actions. Please note that due to the complexity of the Workflow Management system, at present the Workflow steps must be configured by the ORDER SIMPLICITY Team based on the Client's specific business rules and requirements.

4.9 ORDER SIMPLICITY Exception Management System

The ORDER SIMPLICITY Platform has an Exception Management system as part of its core. It allows the Client to see exceptions being raised at the Membership, Transactional, Product Catalog, Inventory, and/or Customer Communication level. Events can also be raised as part of the exceptions, and notifications can be triggered. Since each Client is different and their needs are varying in nature, the Exceptions Management System can be customized to fit their needs.

Orders Marked as Fraudulent Exception

NOTE: this report identifies all orders that have been marked as fraudulent. CSR's are responsible to review these orders and action them.

Search:

Order #	Order Total	Customer Name	Ship-to Address	Ship-to Location	Exception Message	Order Date
1000159	$56.58	Debbie Morgan	7182 Viscaya St.	Doral, FL 38214	Duplicate Transaction	April 22, 2013
1000164	$241.92	Burgess Bryon	50-12 Capital Court	Sebring, IL 61223	Fraud Protection Services Filter	April 25, 2013
1000172	$14.22	Eric Jones	44 Park Blvd	New York City, NY 10012	IP Address is invalid	April 26, 2013

Showing 1 to 3 of 3 entries   First Previous **1** Next Last

4.10 ORDER SIMPLICITY Global Email & SMS Messaging System

The ORDER SIMPLICITY Platform is capable of relaying emails via its internal email servers assuming the Client designates ORDER SIMPLICITY to relay email on their behalf for a particular domain or a sub-domain. Additionally the ORDER SIMPLICITY Platform is also capable of relaying mail via external mail relay systems via SMTP protocol or Web Service APIs. The Client has full capability of controlling the look and feel of the messaging being sent out to the end customers.

For SMS Messages where customers provide an email address equivalent of the SMS address (i.e. 18382839283@messaging.sprintpcs.com), the message can be routed via a SMTP server similar to the email messages above. However, the messages will be formatted for a mobile device. Alternatively, for those end customers who only provide a telephone number, the Client may choose to utilize the ORDER SIMPLICITY's pre-existing Global SMS gateway integration to send out such

communication via SMS. Optionally, a custom integration can be done with a Client's SMS Gateway of choice.

4.11 ORDER SIMPLICITY Global Address Verification System

Clients may choose to centralize the Address Verification logic in one central system. The ORDER SIMPLICITY Platform can be the System of Record for the Client and any of its external systems to help in this process. The ORDER SIMPLICITY Platform provides web-service APIs so that the Global Address Verification can be handled in a seamless manner within the ORDER SIMPLICITY Platform and also in any external systems being used to capture transactional data.

Clients may choose to utilize the existing integration that the ORDER SIMPLICITY Platform already has in place with Address Verification providers, or they may optionally opt to have a custom integration performed with their own Address Verification system provider.

4.12 ORDER SIMPLICITY Fraud Verification System

Clients may choose to centralize the Fraud Verification logic in one central system. The ORDER SIMPLICITY Platform can be the System of Record for the Client and any of its external systems to help in this process. The ORDER SIMPLICITY Platform provides Web service APIs so that the Fraud Verification can be handled in a seamless manner within the ORDER SIMPLICITY Platform and also in any external systems being used to capture transactional data.

Clients may choose to utilize the existing integration that the ORDER SIMPLICITY Platform already has in place with Fraud Verification providers, or they may optionally opt to have a custom integration performed with their own Fraud Verification system provider.

5   Project & Account Management

ORDER SIMPLICITY assigns a dedicated or semi-dedicated project manager and an account manager based on the size and duration of the engagement. The project manager will be responsible for creating timelines, coordinating the project with all vendors, providing detailed meeting notes, and attending phone calls with Client. An account manager will be responsible for making sure the business relationship is intact and all the Client expectations are being met satisfactorily by ORDER SIMPLICITY.

ORDER SIMPLICITY proposes a pre-defined number of hours included for each project as defined in a Scope of
Work, which may be utilized by Project Managers, Architects, Developers, QA Resources, Network Analysts, and/or Content Writers to remotely consult with the Client, System Implementers, and/or 3rd party Vendors over email, phone, skype, or video conferencing for status updates, SIT ("systems

integration testing"), pre-UAT ("user acceptance testing"), UAT, Beta Testing, Go Live Testing, Customer Training, and/or coordination of efforts between all parties.

6   CUSTOMER SUPPORT & TRAINING

A team of Client's customer service representatives (CSRs) will be remotely trained to coordinate with the Client's corporate team and administrative staff to insure a seamless integration between the customer service, purchasing, and accounting departments. Onsite support and/or training can be performed at a daily rate plus travel, room, & board. Remote support and/or training can be offered at an hourly rate.

7   ORDER SIMPLICITY PRICING

Pricing includes onetime fees such as Initial Discovery, initial Setup and Staging and Training, and recurring fees to host the ORDER SIMPLICITY solution.

7.1   Change Orders

ORDER SIMPLICITY facilitates a formal change order process designed to clearly define the requirements for each change request. All change orders go through discovery, evaluation, documentation, review and approval.