



MOBILE COMMERCE NETWORK



MCNI & EDFI – Mobile Commerce Network

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**Mobile
Commerce
Network**



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I. Introduction

A. State of Distribution and Sales Force Environment

To say the least, running a distribution or service is hard work. Battling with inventory, customer's service, collections and cash flow can be over whelming. Small and medium sized businesses who should be spending their time concentrating on improved customer service and expanding sales, often times get bogged down in paperwork and non- productive administrative tasks. Without substantial automation, the daily struggle leaves little time to seek growth and profitability.

B. Information Needed to Manage Your Business

Without timely and accurate accounting and sales information, businesses find it difficult to survive, let alone thrive and grow. This is why business owners invest in accounting systems that best meet their needs. The accounting systems help keep track of customer accounts, receivables, invoice/statements. Inventory as well as various reporting tasks such as P&L reporting.

The two keys in information flow with a distribution or service business are accuracy and timeliness. While these two factors are at top of the list, they also seem to be the two items with which most distribution and service companies have trouble. Those companies running "manual tickets" in the field are often bothered with having to disseminate a delivery person's or service technician's handwriting or typing to correct price extentions or tax calculations. This further

compounded by the passing of time. As more times passes, the delivery person's memory becomes less reliable when trying to correct manual tickets.

The only way to eliminate errors and expedite information is to collect the information as close to the sale or delivery as possible, not days later.

C. The Direction of Route Systems

There are two types of route systems available today. The first type uses completely wireless connections to access home office systems via cellular networks. This type of system is usually very costly and difficult to implement. A completely wireless solution is also limited to available cellular service, and in many cases with route sales, CDPD cellular service is not available.

The second type of route system is a self-contained and stand -alone system. Theses systems are designed for order entry and synchronization with the home office computer on a daily basis. Hardware used for these systems includes portable devices from manufacturers, like Norand and are commonly very expensive. Most of these systems have their own management programs that are independent of the company's accounting system. So double entry of data is imminent and constant.

II. Technology and Route Sales

A. The Problem

It is safe to say that until now, no software vendor has taken the lead in creating a direction the Route Sales software market. Why should a bakery or auto parts supply company purchase one system in lieu of another? Commonly, most systems cost between \$60,000 and \$90,000 to implement for a small 4-6-truck system. The hand-held computers are basic service units that run one program to take

orders and usually require memorization of customer numbers and SKU's. These systems talk in proprietary languages through a serial cable to home office computer. Links to accounting systems are cursory at best.

Advances in computer hardware and communications software have allowed MOBILE COMMERCE NETWORK to put the power of your home office systems in the palm of your hand. With new technology comes a reduced pricing and enhanced capability. New features include things like Email, Voice recorder, Excel, MSWord and InfraRed Communications for "beaming" data between hand-held. The new hardware available allows MOBILE COMMERCE NETWORK to implement systems for about 1/3 the cost of competing systems.

In addition to the power of the hand-held application, MOBILE COMMERCE NETWORK Route Manager utilizes FULL INTERGRATION with your company's accounting system, creating "islands of information". MOBILE COMMERCE NETWORK uses data directly from your accounting system eliminating redundancy.

II.The Problem

A. What Other Route Systems Suppliers Offer You Today

Most route systems available to small medium sized businesses have a rigid set of functions, usually built for a certain type of business and adapt for others. The route systems that run on Telxon or Norand systems are written MSDOS Basic and are not open for easy adaptation to the real needs of a business.

As a result, there is a number of route management system vendors providing their own solutions representing the way that they think route management should operate. Each package had it's own set of strengths and features, but all packages are weak in some areas of operations.

Most products are sold and supported from a single headquarters. Once you decide to purchase the product, a representative comes on site to install the system and do the initial training. After that, support and maintenance is performed from the central office. Updates and enhancements come infrequently and at the discretion of the software supplier.

IV. The MOBILE COMMERCE NETWORK Solution

A. Using Technology to Solve Problems

MOBILE COMMERCE NETWORK uses Microsoft Windows CE/Pocket PC 2002/2003 on Pocket PC's and Microsoft ActiveSync to synchronize sales, customer and item updates between your hand-held computers and the home office. The Route Controller uses deep integration techniques to pull information directly from your accounting system (credit limits, balances, on-hand quantities, etc.) this information is exchanged with the hand-held and available to the driver.

Route drivers now can easily dial-in to upload orders and download updates and new service orders easily and multiple times per day. Utilizing your company's cell phones, synchronization after each sale if you wish.

Because MOBILE COMMERCE NETWORK uses Visual Basic for CE, additions to software are developed rapidly. Each new release of MOBILE COMMERCE NETWORK brings powerful new features that help you increase communications and affords you tools to improve sales. Download the updates automatically from web and install them immediately with minimal intervention.

B. Going Vertical with a Shrink-wrapped Product.

Distribution businesses vary widely in their requirements from route systems. How can a single program answer all of the questions of all types of delivery businesses? In most cases, MOBILE COMMERCE NETWORK can provide these services through an extensive set of features built over time. In other cases, MOBILE COMMERCE NETWORK cannot immediately provide the solution, but through our open architecture, MOBILE COMMERCE NETWORK can provide the consulting services to give you the features you'll need to run your business.

C. Integration is Imperative

MOBILE COMMERCE NETWORK Route Manager offers the ultimate in accounting partner integration. MOBILE COMMERCE NETWORK uses direct links to its accounting partners' packages' data files for on-line interfaces and updating hand-helds. No need to import and export data and double enter information. Once the information is entered in your accounting system, it's available to MOBILE COMMERCE NETWORK and the hand-held computers.

D. Improving Communication Beyond Belief

Keeping your route drivers or service technicians up to date is now possible even beyond what you could imagine. Imagine entering a service order at the office for a technician in the field and having the technician automatically paged. Or imagine attaching an MSDS sheet to an item being sold and have that MSDS automatically faxed to the customer.

With MOBILE COMMERCE NETWORK, communication is the key. Route drivers can track inventory on their trucks and even

automatically enter replenishments and transfers, beaming the information back and forth with irCommunications.

E. Sales or Service

MOBILE COMMERCE NETWORK is designed to facilitate both sales and service functions. For services, enter a work request with the descriptive narrative at your office and have the service technician paged to pick up the service order by synchronizing. Track time and materials on each job and even track the serial numbers of the items serviced.

F. The best Support Possible

MOBILE COMMERCE NETWORK's technical support department is the best in the business. MOBILE COMMERCE NETWORK technicians make it their #1 priority to follow through with all support calls until a solution is found. Our regional representatives, who guide you through everything from pre-sales questions to post-sale technical support, facilitate this department.

VI. Case Studies

A. A Road map for Your Analysis

1. Self contained solutions

Professional accounting system vendors dedicated entire staffs of developers to the functions that some "do everything" developers support as ancillary functions. Selecting a software company that

provides everything in a self-contained solution will frequently leave you wanting more.

2. Wireless Solutions

There are three things to consider when considering a completely wireless solution. First consider the price. Most fully integrated wireless solutions have a hefty setup cost as well as the expensive monthly and airtime fee. Second, consider functionality. Make sure that'll of the functions you'll require are in the system. Last make sure that all of your customers and potential customers have service for your service provider. Just because you have cellular service in all areas doesn't mean that you'll have CDPD service or Data services.

3. The MOBILE COMMERCE NETWORK "Productivity through Integration" Approach

There is only one productive solution to implementing route systems and that is to implement a full-integrated solution. At MOBILE COMMERCE NETWORK we realize that we shouldn't compete with top accounting packages. In contract, we seek them out! We want the accounting system to do what it does best and to allow us to excel with our forte...route/service systems.

This approach is the most productive and effective use of systems and resources. Since MOBILE COMMERCE NETWORK's accounting partners manage the inventory and customer data, we can devote our time enhancing our route software and provide the user with the most productive distribution and service tools ever developed.

VII. Recommendations

When you evaluate the solution for your route or service operation, always think two steps beyond the immediate needs for the business. Ask yourself questions such as " If this business grows 200% in the next year, will the proposed solution satisfy the needs of the business?" Or " With the solutions that are being offered, which one require the most information and the least amount of annual effort?"

At MOBILE COMMERCE NETWORK we're confident that the Route Manager full integration is the ultimate solution and the future of Route Sales Systems. When evaluating any package, look beyond the bells and whistles to see how much work ill have to be done outside and or around the system to do what needs to be done. The MOBILE COMMERCE NETWORK integration is the easiest and most productive use of distributors' time and money.