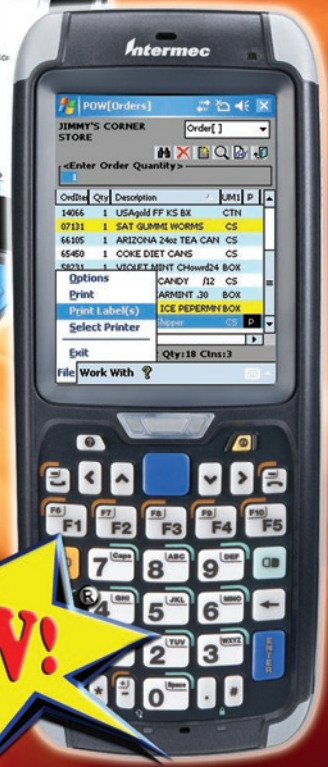


SALES FORCE AUTOMATION FOR WINDOWS



HOW AI2 GIVES YOU SMARTER SELLERS AND BETTER BUYERS

Here's why companies like yours have chosen Ai2 sales automation solutions since 1986.

Order Speed

If your sales rep saves just five minutes per sales call by getting the order finished faster, that's five more minutes that rep can spend pitching new programs and products or strengthening the customer relationship and adding value.

Reduced Returns

Research has shown that the cost of a processing a return can be up to 10 times the cost of avoiding that return in the first place. Ordering a discontinued item could mean a hole on the shelf and a missed opportunity. Boost your fill rate with Ai2 solutions.

Item Info

Do your sales reps and customers know which items in your catalog are returnable? If not, they will when they use Ai2 solutions. Knowing the difference saves a lot of errors. They'll also know every other item detail, meaning a sales rep can answer the customer's question *now* and make a sale, not *later* when the rep has left the customer location.

Eliminated Errors

A device with no screen cannot confirm that you entered the right item number. Entering the wrong item means double-checking, getting on the phone, manually fixing it, or worst of all, shipping the wrong item.

Better Margins and Additional Profit

Superior tools for managing margins on the fly are an asset to your sales force. Calculate your profit margin with a number of handy tools from Ai2. You can only do this if your pricing is perfectly emulated in the field, another Ai2 strength.

Fuel Savings

Unnecessary returns and credits mean extra pickups for drivers. Reduce those returns and save fuel.

Paper Savings

Do you print flyers, A/R books, price books, reports, spreadsheets, bids or quotes? What if you could cut your printing budget in half by digitizing everything and syncing it on-demand with the devices in the field? One company said Ai2 took them from "paper to no paper." How much paper do you print every month and what does it cost you?

Time Savings

How many inside salespeople do you have supporting your staff? If the outside staff was more self-sufficient, could you reassign inside people to other functions?

Administrative Time and Cost Savings

Does your customer service staff spend a lot of time supporting your outside staff? If those phone calls were eliminated, it would improve productivity. Even better, your customers would spend less time on hold.

Warehouse Productivity

Is your warehouse moving at optimal capacity? Is there "down time" you can eliminate that occurs when staff is waiting for a rush of incoming orders? Reduce the number of hours your warehouse needs to stay open and save on electricity and heat.

Support Savings

Does your current provider give you everything you need for support? Is 24/7/365 support available? What if you need a custom modification? Are you waiting for an implementation to get started? Call Ai2 and we'll schedule your project the day you sign up.

Longevity

How long has your current software provider been in business? Are they still in business? We've been here since 1986, growing every year. We're not going anywhere. You can count on us. – ask the 75,000 users who count on us every day.

Find the solution that will increase your sales and save you a lot of money at Ai2.com.



SALES FORCE SOLUTIONS: WINDOWS LAPTOP, TABLET

POET® is the most powerful order entry tool in the industry today. Developed with 26 years of input from people like you, it is the solution that will help you edge competitors and eliminate inefficient business practices.

Take your sales force productivity to the next level. Increase your sales and cut down order processing costs and times.

You'll save time, money, paper, fuel and manpower.

You'll sell more, every day.

POET displays key information in the most effective manner allowing your sales representative to quickly and easily review a wide variety of data elements and files. The information can be displayed to meet your sales team's selling approach or customized to the individual's preference.

Accessing information and generating an order or quote is faster than ever before. Search your entire price book instantly, manage your profit margins and view detailed customer purchase or accounts receivable information. Salespeople can quickly generate returns and print labels.

POET supports integration with other Windows applications such as Excel, Word and Media Player, allowing you to get the most out of many applications while increasing sales and productivity.

Check out a demo today at www.ai2.com.



POET runs on Windows 7, Windows 8 and is compatible with Microsoft XP. POET runs on most Windows notebooks, netbooks, tablets and desktops as well as the Surface Pro and Intel tablets.

Send in your orders via wide area network with wireless internet, wi-fi or modem. You don't need to be connected to the Web for full POET functionality.

- Lightning Fast Search
- Orders
- Historical Order Guide
- Returns/Credits
- Bids
- Quotes
- Custom Order Guides
- Price Calculator
- Margin Management
- Menu Planning
- Group Browse
- Cost Per Portion
- Excel Integration
- Item Image & Video Display

GET YOUR DEMO AT WWW.AI2.COM

SALES FORCE SOLUTIONS: WINDOWS LAPTOP, TABLET

Use tabbed browsing to organize information the way you want. Search your entire catalog lightning-fast. See item status by using colored lines to indicate out of stocks or specials. Order using the keyboard, mouse or a scanner. Prepare bids and quotes with a few simple clicks. See penny-perfect pricing for every customer, every time.

The screenshot displays the Access Poet software interface. At the top, there's a title bar with 'Active: [Order(1)] [031578 CHINOS] - Access Poet'. Below it is a menu bar with 'Work With', 'Communications', 'Other', and 'Orders'. A toolbar contains icons for 'New Order from History', 'Find Item', 'History Group', 'Order Log', 'Guide List', 'Find Customer for this item', 'Find (F3)', 'Delete (F9)', 'New (F6)', 'Look Header (F8)', and 'Close (F4)'. The main window is divided into several panes:

- Order(1) x:** A table for entering order quantities.

OrdItem	OrdQty	Description	Pack	Sell	um2	L	OnHand	Group
92069		CABBAGE, GREEN, DICED	2	19.40	S		66	AP
93009		CABBAGE RED US#1	1	22.00			7	AP
98015		CARROTS, JUMBO	1	11.30			14	AP
107070		CORN, YELLOW #1 54 CT	1	2.16			68	AP
121003		BOSTON LETTUCE, 24 CT.	1	24.70			3	AP
121010		BOSTON LETTUCE 12 CT	1	19.50			9	AP
172010		LETTUCE ICE#1 24 CT	1	14.47			0	AP
- History x:** A table for order history.

Item	OrdQty	UM	Description	OnHand	UM2	Pack	Sell	Last\$	10/11/	10/04/	09/27/	09/20/	09/13/	09/06/	08/30/	Week
31110			ORANGES,NAVEL CHO 88 CT	108		1	18.88	18.88								84
45066			GRAPES, RED SEEDLESS	65	S	4	32.75	32.75								31
45600			GRAPES,WHITE SEEDLESS	560		1	10.20	10.20								31
59030			KIWIFRUIT 108 CT	29		1	25.60	25.60								17
- Order Log x:** A table showing order log details.

Reference	Status	Order	Last Update	Lines	Total	Lower	Cartons	Order Type
Image test Items	Print Back Receive	Short 2	10/24/2008 6:50	6	279.8			
Price Verification \$267.1	Sent		1/24/2008 1:45	10	267.9			
test text chabae	Print Back Receive	Short 6	1/29/2009 3:52	18	323.2			
testna	Print Back Receive	Short 3	10/24/2008 6:50	13	567.4			
Test Total Pricing	Print Back Receive	Short 3	10/25/2008 4:22	10	447.6			
- Product Catalog:** A list of product categories on the right side, including 'CANNED JUICES', 'CANNED MEAT & POULTRY', 'CANNED PREPARED', 'CANNED SEAFOOD', 'CANNED VEGETABLES', 'CEREALS & RICE PRODUCTS', 'CONDIMENTS, SAUCE MIX, ETC.', 'COOKIES, CRACKERS, CANDIES', 'CUTLERY', 'DAIRY', 'DESSERTS & GELATINES', 'DIETETIC FOODS', 'DRIED FOODS', 'EQUIPMENT', 'EXTRACTS, FLAVORING, COLORS', 'FRESH MEAT', 'FRESH SEAFOOD', 'FROZEN & FRESH POULTRY', 'FROZEN BREAD', 'FROZEN COFFEE', 'FROZEN DESSERTS', 'FROZEN FRUIT', 'FROZEN JUICES', 'FROZEN MEAT', 'FROZEN PREPARED', and 'FROZEN RETAIL PRODUCTS'.

We could not be happier than we are with Ai2.

POW improved not only the quantity of our orders but the quality of orders the reps took in the field and saved them time.

Our business is growing as a result of using ACE.

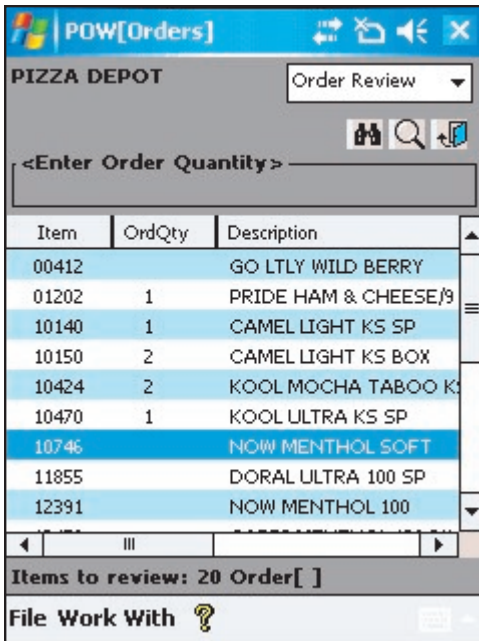
PINE STATE TRADING CO.

J. Polep
DISTRIBUTION SERVICES

HAROLD LEVINSON ASSOCIATES
DISTRIBUTION FACILITIES:
Farmingdale, NY - Albany, NY - Naugatuck, CT

GET YOUR DEMO AT WWW.AI2.COM

SALES FORCE SOLUTIONS: WINDOWS HANDHELD



With POW®, a sales rep can rapidly build accurate sales orders. Users can view specific customer information like order history, ship-to, bill-to and delivery information, credit status, payment terms, price history, and product profitability. Your entire price book is available at any time, even offline, with accurate prices for each individual customer.

Scan, point and click, write, type, or use the customer's history to generate an order. POW empowers your sales team to **spend less time ordering and more time selling**. This will enable them to increase line item penetration in every account.

Distributors in today's competitive marketplace need to provide intuitive selling tools to their sales force. This is the solution you need to increase sales and improve productivity. See your personal demo today by visiting www.ai2.com.

FEATURES OF POW:

- Generate and send orders
- Automate the return / credit paperwork
- Track cash collection payments
- Provide customer specific pricing
- Track pre-book, future and show orders
- Coordinate out of stock and discontinued items
- Identify promotional and special products
- Scan UPC and translate to your item number
- Understand and evaluate customer buying history
- Print bar coded shelf labels

ADVANTAGES OF USING POW:

- Significantly lower operating costs
- Streamlined order processing
- Expedited order-to-fulfillment
- Improved productivity
- Increased order accuracy
- Highlighted items that make it easy to identify and up-sell promotional items and discounted items
- Inventory information in a sales rep's hands without calling or emailing the office
- Increased revenue, market share, and customer satisfaction

LEARN THE ROI AT WWW.AI2.COM



RETAILER SOLUTIONS



With **ACE™**, each customer will have a complete view and description of products they can order – including promotions – on the handheld computer display. Customer satisfaction will improve and no one will ever order a discontinued item again. Customers can use the numeric keypad, UPC scanner, or touch screen to order. Communicate with or without Internet access.



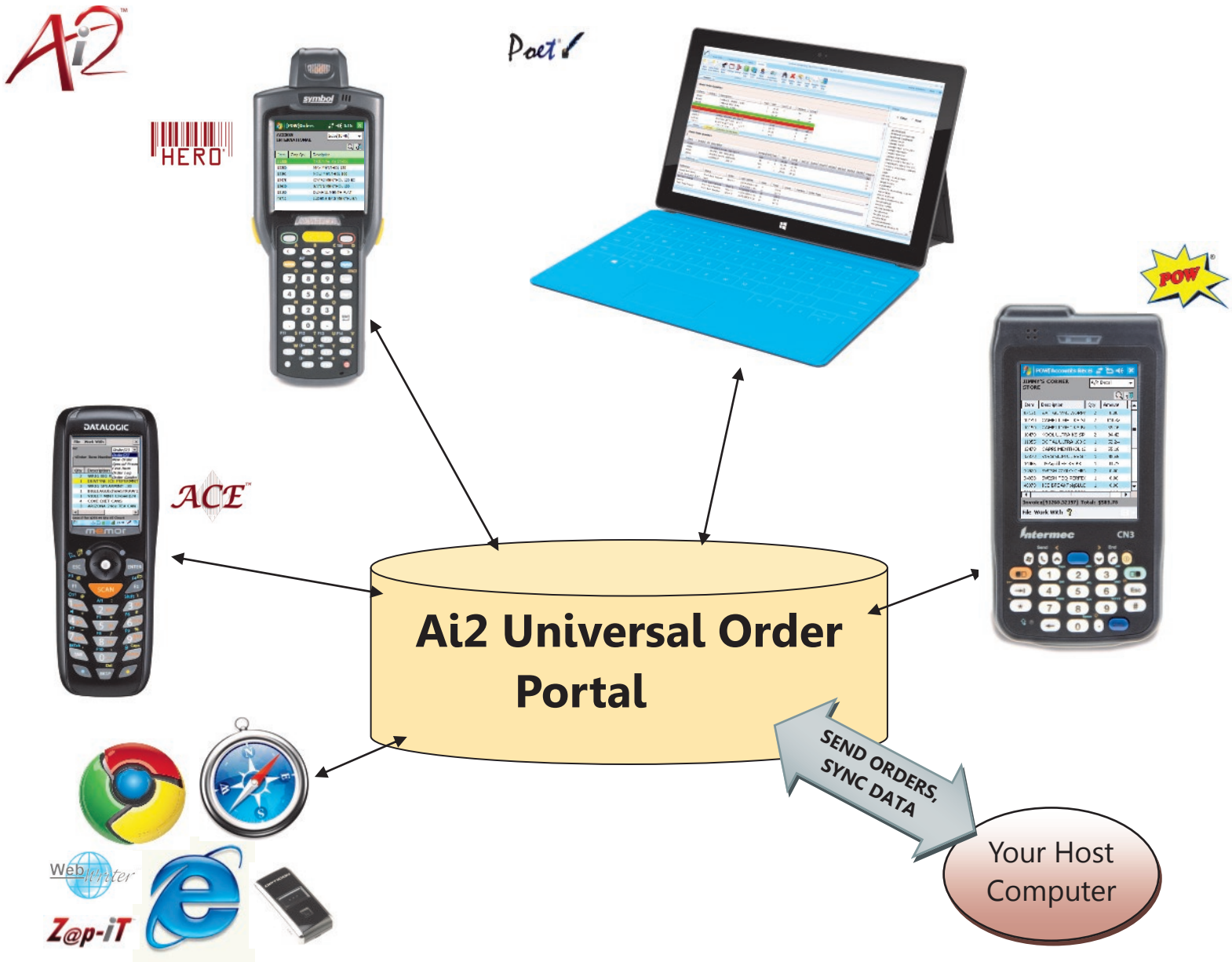
HERO® is advanced order entry solution to meet retail's most demanding requirements. Customers can generate an order by scanning, viewing history, entering inventory and more. View purchase history, price changes, order confirmations, pre-book and in-transit orders, "never out" and promotional order guides and more. Providing your customers with this software and any handheld running Windows Mobile or CE.NET will help you add more value to your customer relationships.



WebWriter™ is a low-cost solution for online order entry. Your customers will have access to all the items they can order, their history, special order guides, and much more. Enable retailers to build bigger and more accurate orders without the assistance of your customer service staff. Use links within the order pad to direct your customer to manufacturers' product information or food nutrition profiles. Add bar code scanning to WebWriter to create Z@p-iT—a low-cost yet durable scanner that loads orders fast.



THE MANY CAPABILITIES OF ONE PARTNER



With one interface, your outside and inside salespeople, customers and managers can all be fully automated and totally connected.

CONNECT WITH A SPECIALIST AT WWW.AI2.COM

Next Steps:

- Needs analysis
- Demo
- ROI Calculation
- Proposal
- Agreement
- Implementation



Smarter Sellers, Better Buyers Since 1986

Ai2

Prudential Plaza

180 N. Stetson, Suite 3660

Chicago, IL 60601

(800) 835-3200 US

(877) 286-3804 CANADA

www.ai2.com

sales@ai2.com

twitter.com/Ai2Software

Find us on Facebook

Ai2 Blog: Ai2Software.com