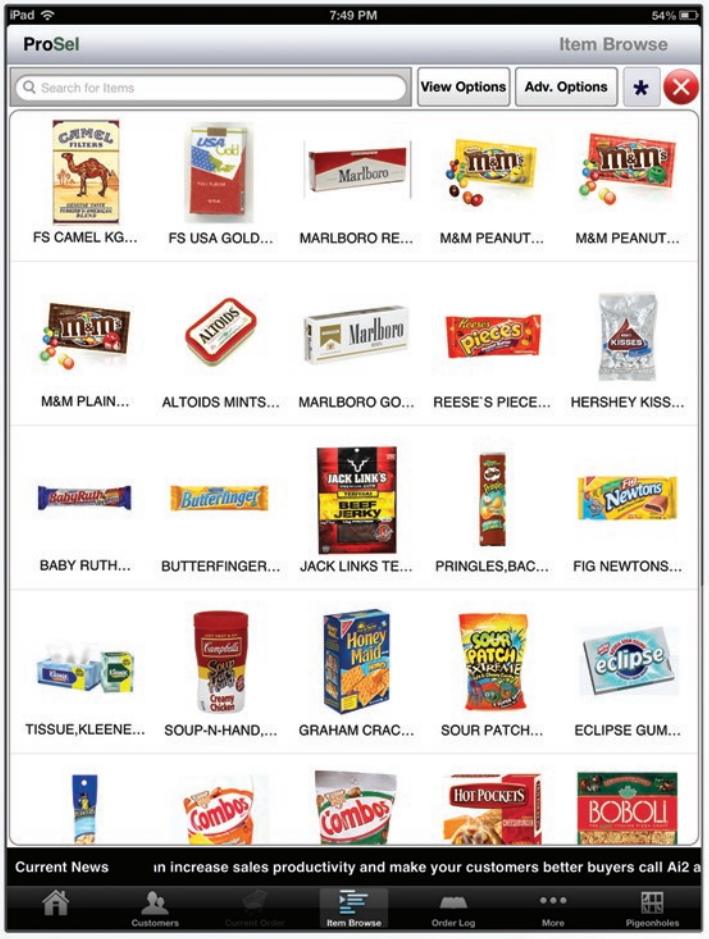
Ai2

SALES FORCE AUTOMATION FOR iPAD



P$ ProSel™

the post-PC era

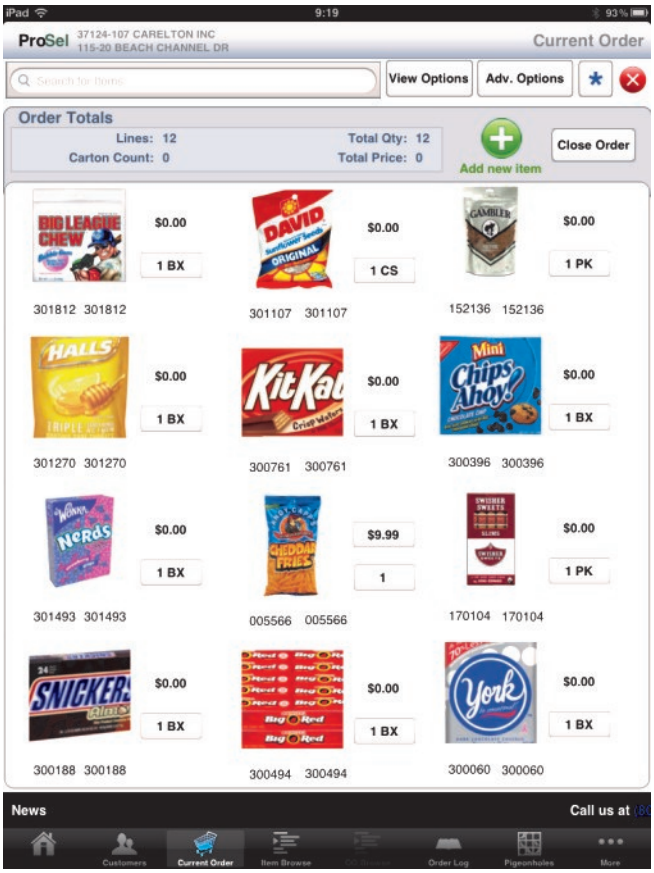
The iPad and the applications it runs are changing the way we do business. Today's C-Store sales professional needs instant access to detailed information on tens of thousands of products. This mobile rep needs the ability to order quickly and easily.

Your staff needs to deliver better service than your competitors or risk losing your most valuable accounts.

We're Ai2. Our mission is to give you the best applications for your sales force and customers.

This app is called ProSel® for iPad, and it's going to change the way you work.

Take a look through this brochure and give us a call.



*"**ProSel** has streamlined the way we call on existing and prospective customers. We no longer need a giant sales book to **sell new items and programs** or to present HLA.*

*All of our programs and presentations are **neatly organized** in Pigeonholes—sometimes the retailer grabs the iPad from us and starts scrolling through themselves!*

*The most important tool has been the **up-to-the-second data**. We can let stores know exactly what they stand with vendor programs and make sure that they are carrying all of the **top selling items**."*

-Michael Berro, H.L.A.

Ai2
PREMIER SALES AUTOMATION SOLUTIONS

always be closing

ProSel gives you amazing methods for getting your client the information they need - whatever that may be - and in turn helping you get them from "maybe" to "yes." Your salespeople will close more business when they have faster access to better information.

Information like **manufacturer rebate program compliance, pre-book notification and buying history** is part of the ProSel deliverable.

The iPad form factor lends itself to easier connection with your customers—laptops can be physical barricades and handhelds have small screens that make sharing difficult. With ProSel, you will retain more accounts by connecting with prospects.

With ProSel's **short learning curve** and **ease of use**, the app requires almost no training. This helps your new salespeople gain confidence and produce sales faster. Your company will benefit from a lower turnover rate.

smarter sellers, better buyers

- ProSel searches through your price book faster than any application of its kind.
- ProSel helps you make a powerful, interactive presentation to your customers.
- The app lets you digitally sync and sort all your marketing content, flyers, reports and multimedia.
- A promo video from a manufacturer that your salespeople display directly to customers adds a potential new revenue stream.
- Add bar code scanning to speed up ordering and improve accuracy.
- Sync the database with your server as often as you wish and give real-time information to your salespeople.
- Review customer's up-to-date status on manufacturer program rebate compliance—a feature exclusive to Ai2 and ProSel
- Use expanding dynamic windows to provide a wealth of product information to your customers.

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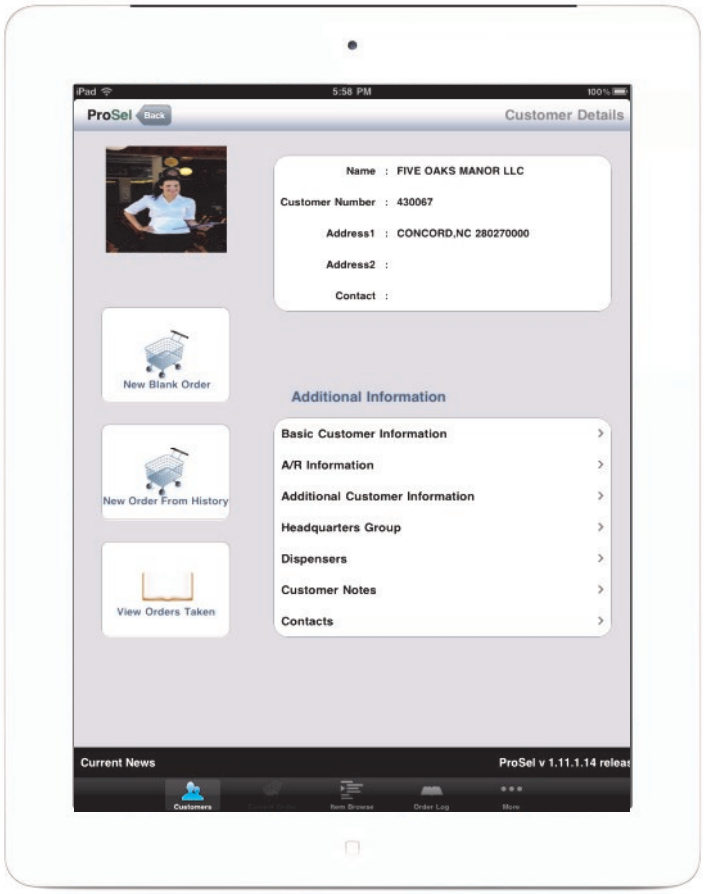
customer details



Any piece of information that resides in your back-office ERP database—we can find a place to put it in ProSel.

Your sales team will never be without the most important information on all your customers.

In fact, you don't need to be online to perform any ProSel function. You only need to connect to send orders and receive database updates.

"OUR SALESPEOPLE ARE MORE PRODUCTIVE, **THEY LOVE THE APP,** AND THEY REQUIRE VIRTUALLY **NO TECH SUPPORT. ProSel just works."** -CITY WHOLESALE GROCERY

ProSel exclusives

- Locally created order guides – salespeople make a shopping list that helps them upsell to achieve quotas and sell user-specific items.
- Display of cigarette carton count totals.
- In-transit notification of pending shipments, which reduces returns
- Order sharing between salespeople, managers and customers.
- Program compliance capabilities – for both your company and manufacture provided programs.
- 100% configurable—use the features you want and leave out what you don't need.
- Substitute items—with just a tap, find and sub in an item if something's out of stock or discontinued.
- Retail order entry configuration–ProSel can be set up for retailers to order directly from you.

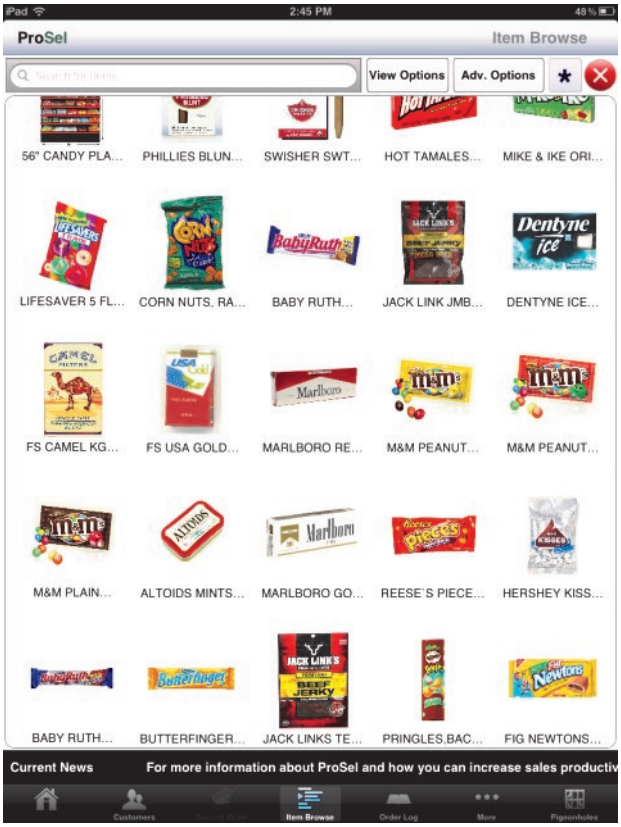
Navigating ProSel is easy as you move through **your complete price book**, the customer's **purchase history,** order guides (custom shopping lists) and **invoices**.

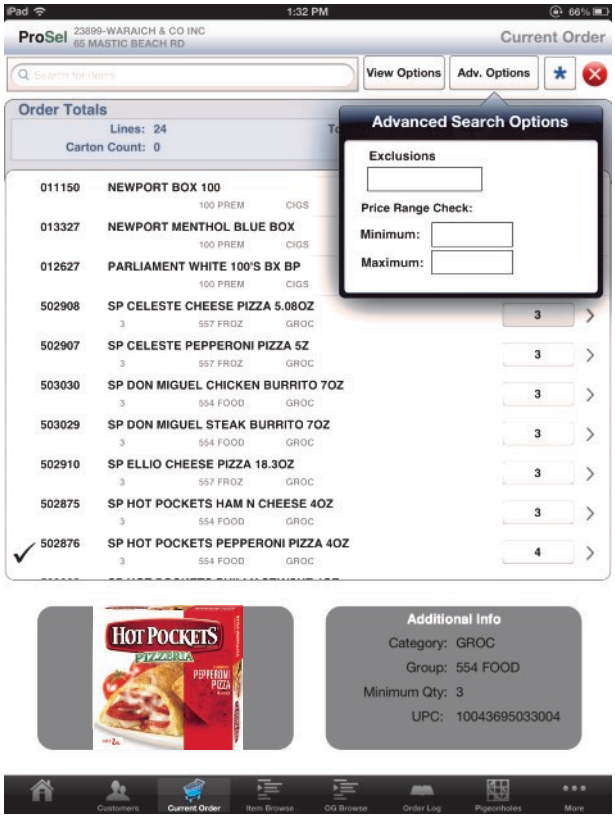
Browse a basic or detailed list, or for maximum effect attach **images** to each item. If a picture's worth a thousand words, what's an extra line item on every order worth to you?

Create custom **order guides** (shopping lists) for individual customers, certain sales reps, or send them to everyone: new items, warehouse blowouts, seasonal specials, whatever you can think of. Order guides help your sales reps hit quota faster.

ProSel displays **carton counts** and **in-transit notifications**, helping reduce over-allocation and returns.

New specials? New items? Information different from yesterday? **Sync with the home database** as often as you like so your salespeople can avoid emailing and calling the home office.





find it fast order it now

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ProSel for retailers

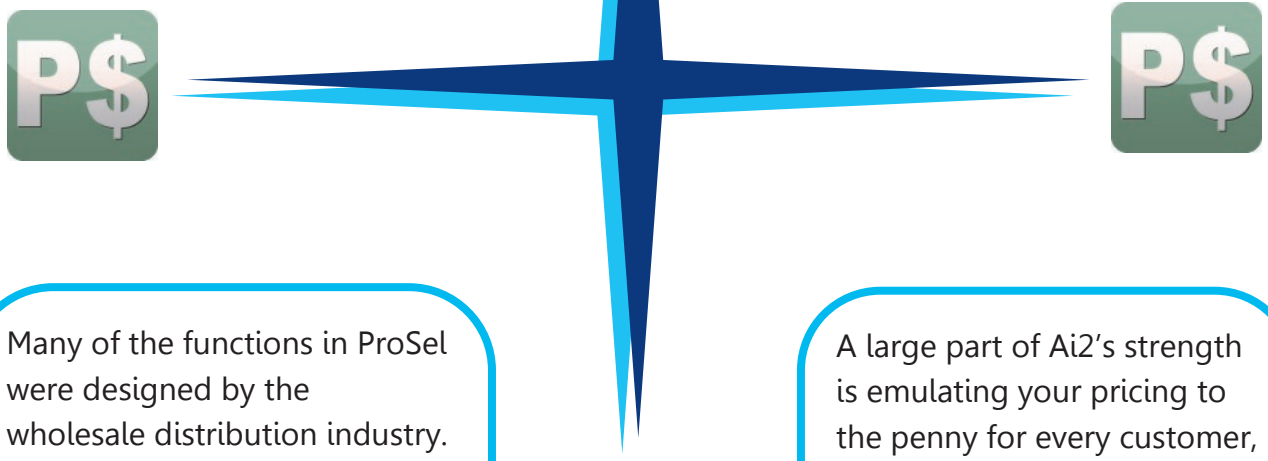
Many of your retail customers are already using iPads to email, chat, browse and play. Why not put an ordering portal right on the device they use most? ProVision™—a customer configuration of ProSel—is an excellent way to encourage customer stickiness as well as control the flow of information to each of your retailers. It requires almost no training, which means it's easy to support. It delivers promotional pictures and video directly to your customers who place their own orders—right at the time they're buying. Differentiate yourself from competitors in a big way and give your customers a complete, immersive experience when they're doing business with you.

- Review customer history and build orders based on historical sales data.
- Review customer's up-to-date status on manufacturer program rebate compliance—a feature exclusive to ProSel and ProVision.
- Read instruction manuals, view multimedia presentations and see planogram images.
- Create a unique "never out" list per customer that can be reviewed and used to ensure the customer always has stock.
- Notify customers of items arriving on future orders.
- Force review of promotional items during each order.
- Print bar code labels/shelf tags (requires additional hardware).
- View and search velocity, commission and other reports.

category leader

Ai2 has spent more than 27 years developing the behind-the-scenes processes that make ProSel's environment so powerful. The data on the application auto-populates and you can sync several megabytes of data between the server and individual units in seconds.

ProSel can run in a server environment in your location, or Ai2 can host the application in the cloud. There is a different price structure and a different set of responsibilities for your staff—talk to your Ai2 rep for more details.



Many of the functions in ProSel were designed by the wholesale distribution industry. Like manufacturer rebate program compliance, order sharing and notification of items on a pre-book order. ProSel is flexible enough to fit your business.

A large part of Ai2's strength is emulating your pricing to the penny for every customer, every time. We have a top-secret proprietary algorithm that allows us to show the correct price on the device without querying the server.

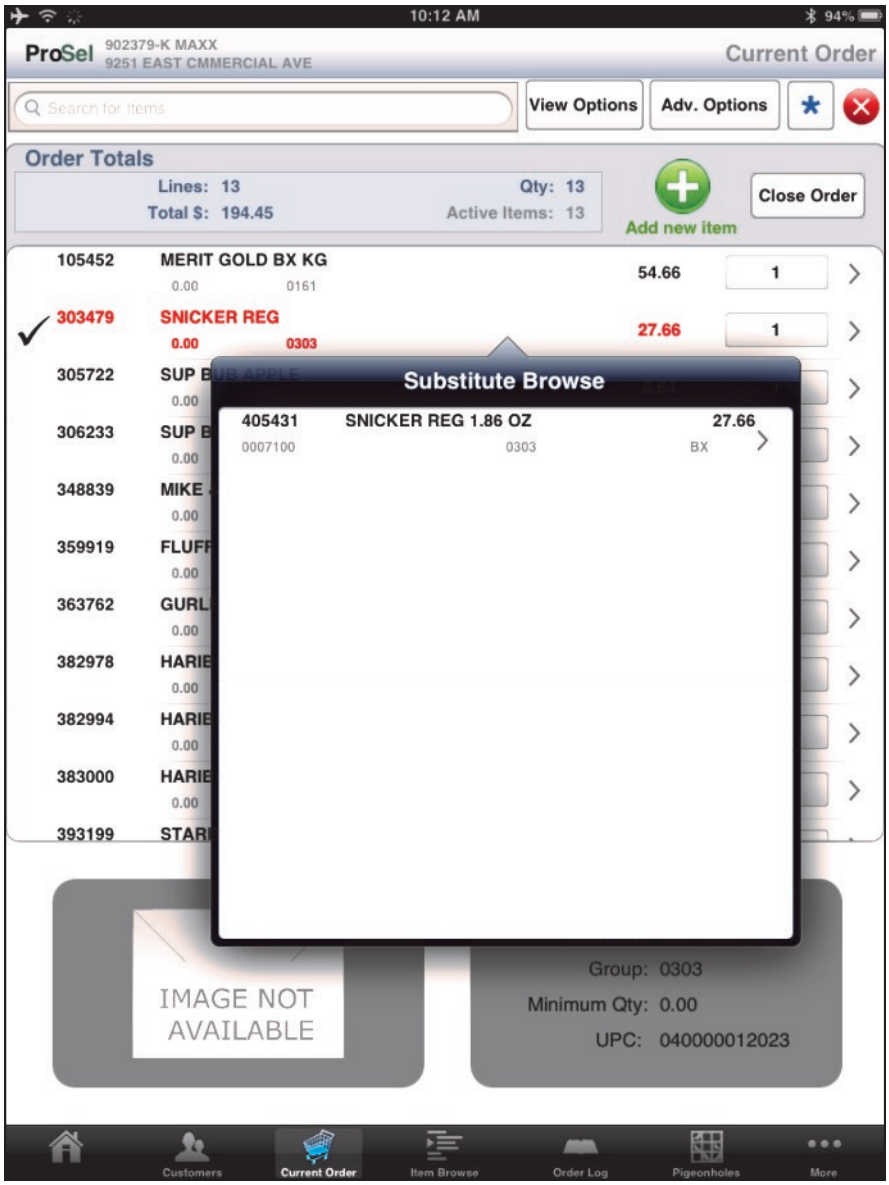
substitutes

Substitute items are a great way to make sure you don't order a discontinued item.

ProSel supports a quick-tap approach to find a substitute item (here it's noted in red that a sub is available). ProSel supports the substitutes your ERP system uses.

With a constantly changing pricebook and catalog, it's critical that salespeople know exactly what's available at all times.

ProSel helps you ensure there's no hole on the customer's shelf.



Available on the App Store

www.Ai2.com

content management and sync

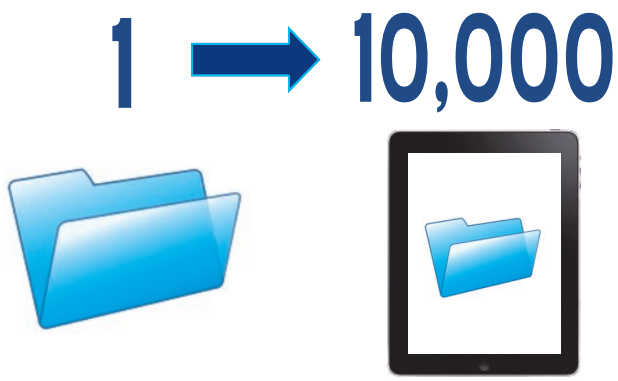
Ai2's proprietary iPad content management and syncing technology was designed specifically for the distribution industry. We call it Pigeonholes™.

This is the best way to control distribution of all your company's most critical documents to the field iPads. PDFs, images, spreadsheets and more: just one click away from total synchronicity.

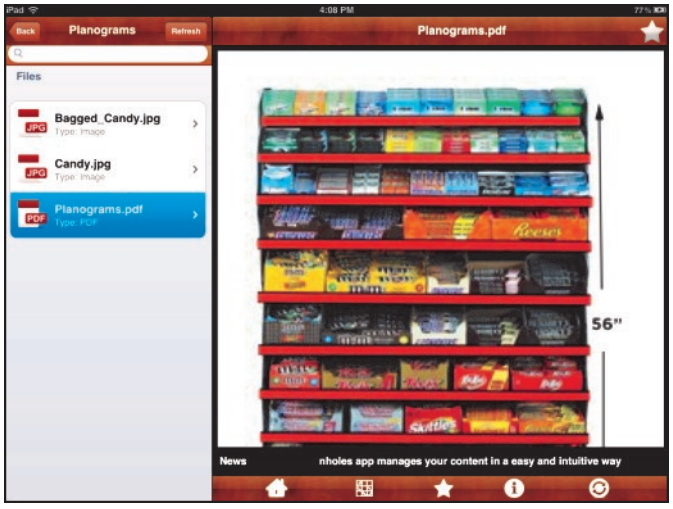
With Pigeonholes, your administrator only needs to place a document one time in order to sync that document with hundreds or thousands of remote iPads.

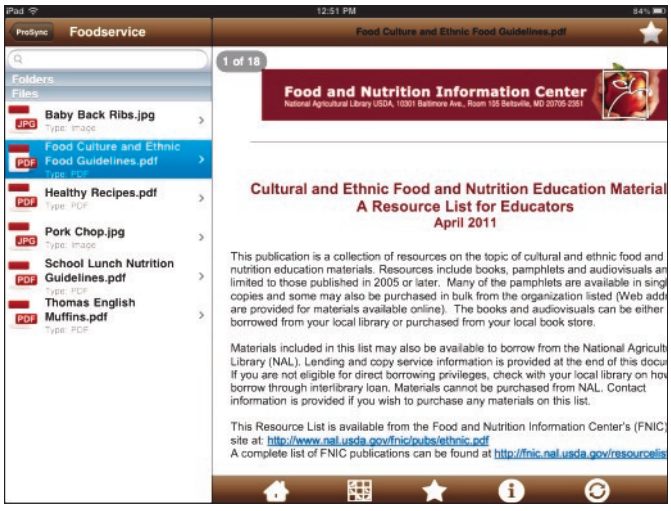
The administrator has total control of which documents are to be synced and when, how those documents may be used or viewed by the iPad user and when those documents will expire.

The administrator can also determine the manner in which the documents are to be synchronized with the field iPads – automatically or via alert notification.



With ProSel, you have an instant-messaging functionality that can deliver a message to every iPad in the field. Notify every sales rep and customer about a product recall, updated holiday delivery schedule, or a new special.





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go green and fly high

Drop each file once—to a single user, to everyone, or to a custom list. It's as easy as creating a folder.

Sync at the administrator's discretion or the user's, as often as you like. Fast, easy and accurate.

Stay informed on the go, give powerful presentations, and ruffle your competitors' feathers.

manage and share:

- Promotional information
- MSDS Sheets
- Invoices
- Surveys
- Product Images
- Diagrams and Planograms
- Reports
- Manuals
- Memos
- Recipes
- Commission Statements
- Videos

Twitter: @Ai2Software

the big picture

You're not just deploying an enterprise application. You're taking complete control of every piece of information that's disseminated to the field. Salespeople and customers see what you want them to see, when you want them to see it. That's the kind of focus that puts salespeople at the top of their game and makes customers stick with you.

ProSel ROI in a nutshell: Eliminating paper-based processes entirely, reducing printer expense, giving a slick and modern presentation to customers, giving yourself an advertising channel directly to retailers and promoting customer loyalty. Reducing returns, increasing sales, reaching 100% rebate compliance, making it easier to train new reps and customers and positioning yourself as a leader and innovator in your field. ***Smarter sellers and better buyers.***

Contact Ai2 for a demo today or visit the App Store and search for "ProSel." After you check out the free demo version, give us a call: (800) 835-3200 or (312) 920-9366.

The only iPad case designed for sales reps—one handed operation and bar code scanning.

ProSel™

Ai2

PREMIER SALES AUTOMATION SOLUTIONS

Available on the App Store

"We Could Not Be Happier Than We Are With Ai2."

-Pine State Trading

See a demo of ProSel or any other Ai2 solution today and see how Ai2 can help you work faster and more efficiently than ever before. Take complete control of your information flow and foster customer loyalty with Ai2's application suite.

We are available for a complete analysis of your needs, software demonstrations, calculation of your return on investment and much more.

Call (800) 835-3200 or email sales@ai2.com to get started today.

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