

Take Your Business to the Next Level...with FourChain!

FourChain™ provides resellers of information technology products and services with a powerful tool to automate and enhance their sales process and the procurement process of their customers, leading to new efficiencies, increased business and customer satisfaction.

As a comprehensive, yet easy to use Web-based solution, FourChain integrates product, pricing and availability information in real-time, from multiple sources, into a single system for quoting and creating orders. In addition, it gives resellers a quick and easy way to create customized, Web storefront sites for each of their key customers, while leaving the sales team in complete control of all transactions. Building customer relationships and responding to inquiries and orders has never been easier, thanks to FourChain's dynamic functionality and robust feature set.

Power and Convenience in an Integrated Solution

The typical reseller supply chain of Manufacturer – Distributor – Reseller – Customer encompasses an often complex and inefficient set of relationships. This chain of four separate entities, when linked together by FourChain, will become more efficient, resulting in a more accurate and timely flow of information for making buying decisions. This new convenience means business is accelerated, reducing costs and increasing profit potential.

Developed by IT reseller/distribution industry pros, with years of first-hand experience, FourChain includes a wealth of quoting and ordering features. On-line links provide real-time distributor pricing and availability, rich product content leads to faster decision making, and customer-specific profiles and storefront sites let you tailor the system to unique customer needs. Its Web-based order management system has been tailored to the needs of IT resellers and handles special contracts, large deal and rebate pricing, as well as custom SKU's, product bundles, unlimited custom fields, and much more!

Accelerate your E-Business Strategy – Online, 24 x 7



WHY FOURCHAIN?

FourChain is helping IT resellers large and small take their business to the next level by making it easy to implement a complete e-Business strategy. FourChain can quickly produce tangible results that increase business efficiency. This in turn creates a host of benefits for the reseller and their customers.

Grow Productivity & Customer Relationships – A key to increasing business is to keep your sales team actively selling – by providing them the tools they need to work smart and be competitive. With FourChain, they'll have product information, customer profiles and distributor price and availability at their fingertips, conveniently organized and accessible. This helps keep productivity high, allowing them to spend more time building and enhancing customer relationships using FourChain's built-in Web and email marketing tools.

Build Your Business, Online, 24 x 7 – FourChain effectively ties your customers to your business, so it can be selling for you, 24 hours a day. Enabling customers to conduct business online, at their convenience, encourages customer self-service, and can go along way toward building the solid relationships you need to grow your business.

Who Uses FourChain?

Business to Business IT Resellers

From successful, multi-location VARBusiness 500 resellers to small start-ups seeking a competitive edge...FourChain has what it takes to create a more efficient business.

Reseller Customers

Include Fortune 500 companies, major universities, government agencies, and businesses of all sizes.

Resellers for whom e-Business is

a long-term business strategy, and who value the efficiency made possible through integration with their existing business systems.

Resellers with a Mission Critical

focus paid to their Supply-Chain Automation—where only an in-house system will do.

KEY BENEFITS

- Increase Sales Productivity
- Grow Sales Revenues
- Expand Selling Time, 24 x 7
- Increase Supply-Chain Efficiency
- Reduce Administrative Costs
- Increase Customer Satisfaction
- Lock-in Customer Relationships
- Reduce Customer Procurement Costs
- Secure your Competitive Position

PRODUCT HIGHLIGHTS

Multi-Sourcing through Aggregated Catalogs – Access combined electronic catalogs from sources including Ingram Micro, Tech Data, Synnex, or your own. Simplify data access and data management.

Real-time Price & Availability – A single screen displays up-to-the-moment status for multiple sources simultaneously making it easy to make product sourcing decisions.

Unlimited Customer Pricing Profiles – Create specific profiles for each customer, user or group, that determine the product-line and pricing they'll see, exactly as you want it. Profiles are applied dynamically allowing you to customize your system for every need.

Customized, Customer-Specific Storefront Sites – Create Web storefronts for each key customer, with customer-specific information, pricing, product lines, product bundles, custom fields, color schemes and logos. Achieve just the right look and feel, in minutes, with no programming skills required.

Customer Procurement System Features – Create value-add for your customers by automating their own purchasing process to save time and costs. Or integrate with existing customer e-procurement solutions from Ariba, eScout and others.

Workflow automation and notifications – FourChain's flexible administrative tools allow you to create customized user roles, access rights and workflow options, to respond to a variety of needs. Automatic alerts and notifications keep everyone in-the-know and up-to-date.

E-BUSINESS vs. E-COMMERCE WHAT'S THE DIFFERENCE?

Resellers who have built their business by developing strong *customer account relationships* understand that providing exemplary customer service means far more than having a simple e-Commerce shopping cart for placing orders.

Manage the Entire Business Relationship – E-Business means making your company more efficient by enabling tools to help you manage your entire sales process – quoting, sourcing, ordering, order history and e-commerce. By helping your sales team to improve their own processes, you'll help your customers as well, saving them time and money. This extra level of service is what will keep them coming back again and again.

E-Business via FourChain provides:

- An all electronic system that is faster, easier and more convenient for the customer than the process it replaces (paper, faxes, spreadsheets, etc.)
- A way to reduce your own transaction costs, while helping your customers reduce theirs as well.
- The ability to segment customer users into requisitioners (those who need) and purchasers (those who buy) to help the customer control unauthorized purchases.
- The ability to limit the product selection to only those customer-approved products or vendors, to re-enforce customer buying decisions and policies. This helps them meet their own contractual commitments and reduces ordering errors and returns.
- The ability to create customer-specific bundles to re-enforce their product standards or to simplify ordering.
- Special tools to facilitate high volume or repeat orders, which mean more business for you!
- The ability to convey customer-specific information throughout the procurement-process to facilitate the customer's internal needs. Control number, asset tags, configuration instructions, and the like can all be communicated, uniquely for each customer.
- Built-in customer marketing tools to extend and enhance your sales team effectiveness.
- A platform for integration to reseller back-office accounting systems to provide complete start-to-finish visibility of orders and order status.
- Punch-out capability to pre-existing customer e-procurement solutions such as:



INDUSTRY-SPECIFIC SOLUTION FOR IT RESELLERS / VARS / SOLUTION PROVIDERS

As an Information Technology reseller, you are on the front lines of a very dynamic and competitive industry. Success depends on more than luck or wishful thinking. It takes great customer solutions, supported by a sales and service infrastructure that truly delivers.

We Understand your Business – The principals behind Ingeniasoft and the FourChain solution understand your day-to-day challenges, having owned and managed a \$200+ million, multi-location VAR operation. Much of our growth and success can be attributed to the early emphasis placed upon having state-of-the-art systems in place to automate the sales process.

Strengthen your Partnerships – FourChain is the result of many years of application development and refinement, much of which was implemented based upon the first hand experiences working with customers, resellers, distributors and manufacturers in the IT industry. Linking your own supply-chain in an efficient manner can only help strengthen the partnerships you depend on to serve your customers.

Real-time Price and Availability – and download information from supported distributors such as Ingram Micro, Tech Data, and Synnex is made much more convenient by consolidating all information onto a single screen.



IT Reseller-Specific Features – FourChain provides uniform product specs and tech notes, industry standard UNSPSC product classification, the ability to manage manufacturer rebate and bid pricing, and unlimited custom fields for configuration instructions, asset tagging, customer budgeting, and a host of other needs.

Flexible, Scalable, Reliable and Affordable – FourChain brings e-Business to IT resellers in a way that makes sense for each reseller's unique needs.

FourChain is the leading on-premise solution for IT Resellers. VARs seeking the flexibility and control of an in-house, self-hosted system will find FourChain as a web-native platform perfect for integration with existing back office systems. Based on industry standard Microsoft SQL and web technologies, FourChain can accommodate your business growth.

FEATURES	SELF-HOSTED (Perpetual License)
E-Business Capabilities	
Unlimited, customizable, customer-specific store sites, login and welcome screens, logos, color schemes	Yes
Unlimited custom roles that define reseller and customer access rights	Yes
Quote, order sharing option among customer users or sales team members	Yes
Single user interface aggregating multiple supplier catalogs, in real-time where available	Yes
Unlimited customer/user specific pricing profiles	Yes
Unlimited customer-specific standards and product bundles	Yes
Sales Quoting & Order Processing	
Customer self-service quoting and order placement for 24 x 7 selling	Yes
Unlimited, rule-based pricing profiles calculate pricing dynamically	Yes
Ability to exclude specific products, product lines, distributors or manufacturers from profiles	Yes
Real-time price and availability connection capability, if available from source	Yes
Built-in connections to IT distributors Ingram Micro, Tech Data, Synnex	Yes
Easy customer management, with unlimited customer users per customer account	Yes
Unlimited customer-specific custom fields to handle unique requirements	Yes
Sales team customer account sharing for flexible account management	Yes
Easy quote preparation, handles reseller needs such as rebates, bids, or special pricing	Yes
Quick-Quote for fast lookup of lists of products	Yes
Pricing calculation by gross margin, % markup, discount off list, or fixed price	Yes
Efficient sales order processing and status reporting	Yes
Automatic order acknowledgement emails to customer, alert notification to sales team	Yes
Sales reporting and real-time activity dashboard	Yes
Catalog Management	
Aggregate multiple catalogs into a single user interface.	Yes
Manage own custom product/service SKUs online	Yes
Manage custom distributors and manufacturers	Yes
Automated management of product/price file uploads	Yes
Unlimited number of SKUs	Yes
Real-time price and availability connection capability or nightly download	Yes
Powerful search capability by Mfgr #, Distributor #, Description, Category, Keywords, Price Range, and Availability	Yes
Pre-defined IT industry categories using UNSPSC categorization	Yes
Integrated Marketing	
Your company branding throughout customer store sites	Yes
Integrated Promotions/Ad manager	Yes
Integrated Email blast manager	Yes
Customer-specific profiles allow unlimited, individually tailored product offerings or bundles	Yes
Customization & Integration	
Customizable company (reseller) site (logos, color scheme, features, etc.)	Yes
Customizable customer storefront sites (logos, color scheme, features, etc.)	Yes
Customizable user groups, sources (distributors), manufacturers, profiles, payment methods, shipping methods.	Yes
Administration of access and features through reseller defined group roles	Yes
Custom integration with existing customer e-procurement solutions from Ariba, eScout, etc.	Yes
Custom integration with reseller back-office accounting systems	Yes
Complete control over hardware and infrastructure to meet specific requirements	Yes
Integration with 3rd party reporting tools, such as Crystal Reports	Yes
Direct access to customer records /quote & order transaction data via database tables	Yes

SELF-HOST ENTERPRISE LICENSE MINIMUM SYSTEM REQUIREMENTS

Operating System & Servers:

Microsoft Windows 2000 or Windows 2003 Server
Microsoft SQL 2000 Server
Microsoft IIS Server
Current with all service packs and patches

Internet Browser:

Microsoft Internet Explorer v5.5 or higher

Hardware:

Web Server: PIII 700mghz+, dual processor, 500mb RAM,
18GB Mirrored Drives
Database Server: PIII 700mghz+, dual processor, 1GB RAM,
RAID level 5, capacity based upon volume of transactions.
Content Server: PIII 700mghz+, dual processor, 1GB RAM,
RAID level 5, capacity based upon volume of transactions.

Implementation Services

FourChain can be configured to meet your exact requirements – ranging from the standard installation to a high-availability, dual-fail-over, clustered environment for the most demanding needs.

Ingeniasoft technical services will be there to support you in getting your system installed and configured, establishing connections to distributors and learning how to administer your system.

Application Support

FourChain installations are supported via an annual software maintenance agreement, based upon your system configuration, so that you only pay for the exact level of support you require.

Administrator and User Training

Ingeniasoft offers a variety of training options to meet your unique needs. Please contact us for specific details regarding:

- Instructor-led, Web-based Training
- Customized Training Programs
- On-Site Training
- Administrator Workshop Training

Application Customization and Integration

As a full-service, e-Business application development firm, Ingeniasoft can help you integrate or customize FourChain to suit your specific needs. We have the tools, technology and business savvy to help you realize your own e-Business goals.

For a Demonstration, or to Purchase

Contact Ingeniasoft at the location listed below, or by email at: info@ingeniasoft.com

For More Information and a Quick Tour

Please visit our website at: <http://www.ingeniasoft.com>



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