



eBUSINESS

The DPS Suite of Products for Wholesaler-Distributors

DPS Flash eBusiness

DPS Flash™ -- The low-cost way to get your company into eBusiness -- in a “Flash.”

If you're contemplating a shift to an eBusiness model, DPS Flash is the ideal solution for you. DPS Flash provides eBusiness integration software and services designed specifically for mid-sized companies. No matter how many customers you serve or what kind of legacy system you currently have, DPS Flash packages the software as well as the implementation and training services, so you will make a smooth, seamless transition to eBusiness. Following a four-step process, we evaluate your needs, provide appropriate hardware/software/hosting recommendations, and help with implementation and training to assure your success every step of the way.

Business Advantages of DPS Flash

- **Quick implementation**
Making the transition to eBusiness with DPS Flash doesn't have to be a long and involved process. Implementation of base functions such as Customer Order Status Inquiry can take place quickly without any system or business downtime.
- **Low cost**
Our tailored eBusiness solutions are designed with cost-conscious companies in mind, making these solutions affordable.
- **One-stop shop**
With DPS, you not only get great eBusiness solutions, you get great technical implementation and ongoing support, all from one convenient, knowledgeable source.
- **Custom-fit solution**
With DPS's tailored technology approach, we custom fit our solution to your legacy system, implementing only the functionality you need.
- **Increased revenues**
Through value-added features such as customer self-service, you will be positioned to increase competitive advantage and market share while increasing internal resource productivity.
- **Available standalone or ASP**
We will integrate our recommended eBusiness solution with your system or we will host it for you through DPS SureSource — our secure hosting as your Application Service Provider (ASP).
- **Training and support**
When you choose DPS Flash, you also get the confidence of knowing all your technical staff and customers will be trained on the new system with our continuing support.
- **Platform Independent, Allowing Future Host Growth**

Product Features

Stored in HTML Templates for Easy Customization

Real Time, Dynamic Order Entry, Order History, Order Status Inquiries, and Accounts Receivable History

Business-to-Business (B2B) and Business-to-Consumer (B2C) Options

Thumbnail (small) and Full Images Supported for Catalog Entries

Offline Access to Site Data via CD Catalog Publishing Feature

eMarketplace Support via XML Interfaces to Ariba, Novation, Higher Markets

Order Processing Features

- Order Entry Methods: Catalog Browsing, Based on History, Favorites, Quick Order
- Multiple Catalogs including Optional User Restriction
- Associated and Substitution Products
- Complete Search Capabilities: Product Number, Descriptions, Attributes
- Authorized Shipping Methods
- Multiple Favorites Lists can be Created by User
- Credit Card Payments Available for B2B and B2C Customers
- Multiple Product Specials Tailored by Site Administrator

Customer Self-Service Features

- Order History Inquiry
- Shipment Tracking Numbers Available with Direct Link to Carrier Web site
- Real-Time Product Availability and Pricing Inquiry
- Account Creation and Address Maintenance

Customer Service Features

- Customer Support Rep Gateway for Customer Order Creation and Inquiries
- Sales Rep Gateway to Assigned Customers for Web Activities and A/R Inquiry
- Order Confirmation Email Sent Upon Order Creation
- Confirmation Email Sent Upon Shipment from Host
- Configurable Price Override Option
- Configurable Display of Warehouse Level Product Availability Detail

Security Features

- Authorized User's Password Protected with Change Password Option
- Encryption Available for Password and Credit Card Information
- Additional Security Features: Password Change Options, Account Expiration Rules

Administrator Features

- Data Synchronization and Importing Options, Including Real-Time Triggers
- Catalog Export for eMarketplace Publication
- Web site Report Card: Activity Recaps and Statistics
- Enhanced Email: General Notices
- Configurable Security Profiles for Assignment of Site Functions to User Roles

Statement of Direction

While ongoing development continues to focus on additional ways to access and leverage "backend" data in a production environment, the current release of DPS Flash focuses on three audiences. They are customer buyers (online access plus offline access via the CD Catalog Publishing feature), your own sales and customer service reps, and your eBusiness Site Administrator. Features and authorizations are tuned to these requirements.

By starting your eBusiness implementation with a solution that includes the server database component, backend transaction and data synchronization interface logic, and configurable HTML templates, your project team can focus on tailoring the look and feel of the web site. Since DPS Flash uses the backend business logic for pricing, shipping charges, and taxation, you need not maintain business rules on two systems.

The following panels are from the shell templates provided with DPS Flash and illustrate what each guest may see. Specific features are mentioned on the previous page.

User Experience 1a: Customer Buyer -- Online Access

This flow may be business-to-consumer (which does not require logon until the checkout process) or business-to-business (which requires logon before allowing site access). B2C supports real-time account creation. The same catalog and shopping features are available to both B2C and B2B. Pricing is controlled by the business logic of the backend ERP application.



User Experience 1b: Customer Buyer -- Offline Access/CD Catalog

With DPS Flash 6.0, the User Experience may include viewing Flash product catalog content in an offline mode. The initial release of CD Publishing focuses primarily on the ability to generate that content. Some of the highlights in the CD Catalog publishing feature include:

- Easy access to the CD content by the end user
- CD content base templates that are separate from the Flash web site templates
- The ability to override one or more of the base CD content templates for each published CD
- The ability to generate and retain multiple co-existing versions of CD content
- The ability to generate CD content based on a subset of products
- The ability to generate CD content that may or may not show prices
- The ability to include one or more product special types
- The use of existing Flash product category descriptions
- The use of existing Flash product images and descriptions
- The ability to enable or disable links to referenced web site content that is external to Flash
- The ability to enable or disable links to referenced web site content that is internal to Flash
- The ability to include referenced web site content that is internal to Flash
- The ability for the end user to search CD content based on product description text or product attributes
- The ability for the end user to print a blank order form that can be completed and mailed or faxed

End user access to the CD content is simple and easy. The user's default web browser (Internet Explorer, Netscape, etc.) is used to display the HTML content contained on the CD.



User Experience 2: Salesperson Access

In addition to Buyer user types on the Flash site, DPS Flash supports access by Salesperson or by **Customer Support Reps (CSR)**. The Sales Rep logon will present a list of customer accounts assigned to that Rep. This feature is provided to allow the Sales Rep to select a customer and check inventory, order status, or to place orders on behalf of that customer. An Accounts Receivable Inquiry is also available to Sales Reps. The CSR flow has the same features as those available to the Sales Rep User but allows access to all customers authorized on the DPS Flash Site.



User Experience 3: Site Administrator Access

Ease of maintaining the site data, catalog hierarchies, and data synchronization can be a critical factor in presenting a dynamic, successful site. To that end, all administrator functions are accessed via the browser. Powerful data import options simplify the creation of product relationships and specials. And the Site Activity and Trends feature makes it easier to analyze site traffic and sales statistics.

