

THE VALUE OF A WEB-BASED STOREFRONT



DO YOU NEED A WEB-BASED STOREFRONT?

Advances in technology have always driven the way distributors service their customers. When the automobile replaced the horse and buggy, distributors began using trucks to make deliveries. The advent of the fax machine gave distributors a new way to take customer orders. And the affordability of computers made it easy for distributors to streamline processes that affect customer service.

Today, Web-based storefronts make it possible to serve customers 24 hours a day, seven days a week.

Still, many distributors question the need to offer services via the Internet despite an increasing call among customers to manage accounts, enter orders, check order status and inventory availability, and pay bills online. The demand for Web-based storefronts is further evidenced by the explosive growth of wireless mobile computers and Web-capable phones with the ability to access the Internet.

Distributors who don't offer the convenience of a Web-based storefront will lose customers. Distributors who do will gain ground in an increasingly competitive industry.

IMPROVE CUSTOMER SERVICE

As a distributor, you know the importance of providing your customers with outstanding service. Being responsive to their needs and making it easy for them to do business with you is key to profitability.

In addition to giving customers access to information and order capabilities 24 hours a day, seven days a week, a well-designed Web site will allow customers to select how they see information and in how much detail. The site should provide faster service than calling or faxing.

For larger customers, such as manufacturers and other suppliers, giving them online access to account information helps them streamline their operations and frees their employees from lengthy phone conversations seeking basic information.

Smaller customers, such as independent contractors, will appreciate using your site to plan the next day's projects in the evening – after regular business hours – according to what you have in inventory. When a contractor goes to your warehouse to pick up his order the next morning, he can start his day with exactly what he needs rather than scrambling for parts because you're out of stock of something he planned to do that day. He'll value the timesavings – which relates directly to his bottom line.

A Web site that brings value to your customers will in turn create more loyal customers and ultimately more sales. Best of all, since your customer service representatives aren't spending their days re-keying orders or answering customer inquiries, they can spend their time doing what most benefits your bottom line – growing your business by selling to new customers.

INCREASE SALES, REDUCE COSTS

The benefits of a Web-based storefront go well beyond customer service, helping you increase sales and reduce costs.

Since the Internet knows no geographic bounds, a Web site can open new markets to your business without the expense of additional staff and warehouse space.

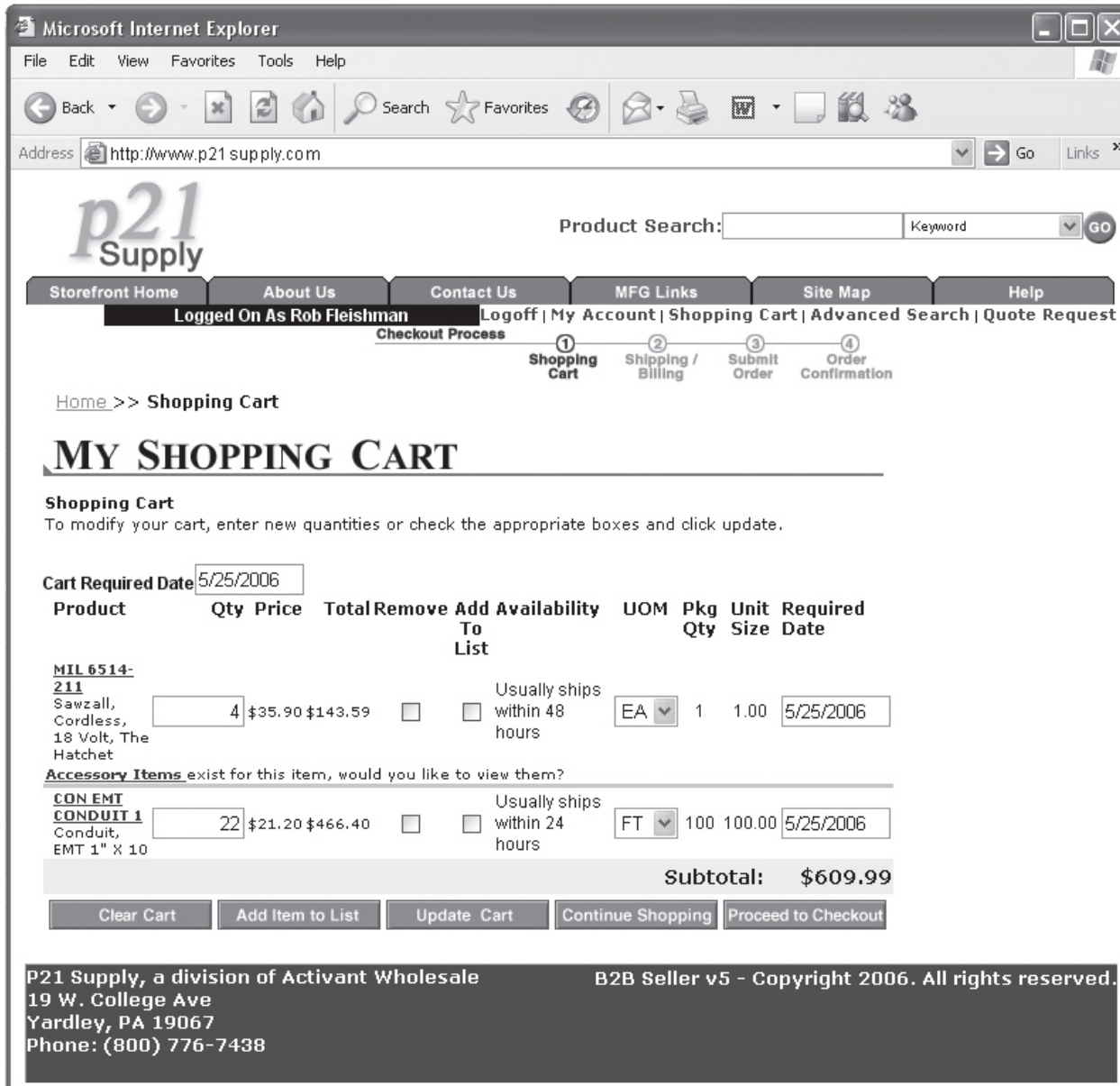
In addition, a Web-based storefront can shorten the sales cycle dramatically by speeding order processing. And, since orders are taken and processed much more quickly, you can reduce the amount of safety stock you keep on your shelves.



Today, many customers expect you to offer a Web-based storefront in order to do business with them.

Tied to your enterprise software solution, your Web-based storefront can even suggest go-together items and offer customer-specific pricing.

Creating a Web-based storefront for your business will benefit your bottom line with increased sales, improved customer service, and reduced operating costs. It's a service customers will value, and in this highly competitive marketplace, a Web site just might be what keeps your customers from going to another distributor.



Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.p21supply.com> Go Links >>

p21 Supply

Product Search: Keyword

Storefront Home About Us Contact Us MFG Links Site Map Help

Logged On As Rob Fleishman Logoff | My Account | Shopping Cart | Advanced Search | Quote Request

Checkout Process

1 Shopping Cart 2 Shipping / Billing 3 Submit Order 4 Order Confirmation

[Home](#) >> Shopping Cart

MY SHOPPING CART

Shopping Cart
To modify your cart, enter new quantities or check the appropriate boxes and click update.

Cart Required Date

Product	Qty	Price	Total	Remove	Add To List	Availability	UOM	Pkg Qty	Unit Size	Required Date
<u>MIL 6514-211</u> Sawzall, Cordless, 18 Volt, The Hatchet	<input type="text" value="4"/>	\$35.90	\$143.59	<input type="checkbox"/>	<input type="checkbox"/>	Usually ships within 48 hours	EA	1	1.00	<input type="text" value="5/25/2006"/>
<u>Accessory Items</u> exist for this item, would you like to view them?										
<u>CONDUIT 1</u> Conduit, EMT 1" X 10	<input type="text" value="22"/>	\$21.20	\$466.40	<input type="checkbox"/>	<input type="checkbox"/>	Usually ships within 24 hours	FT	100	100.00	<input type="text" value="5/25/2006"/>
									Subtotal:	\$609.99

P21 Supply, a division of Activant Wholesale 19 W. College Ave Yardley, PA 19067 Phone: (800) 776-7438

B2B Seller v5 - Copyright 2006. All rights reserved.

Increase sales by giving customers a chance to browse through your offerings online rather than calling in their usual order. Tied to your enterprise software solution, your Web-based storefront can even suggest go-together items and offer customer-specific pricing.

ABOUT ACTIVANT'S WHOLESALE DISTRIBUTION SOLUTIONS

Activant provides technology solutions and services to more than 3,800 wholesale distributors throughout North America. A leading technology provider for the distribution industry, Activant develops comprehensive enterprise software solutions to help distributors improve customer service and maximize the return on their technology investment. In addition, the company offers an Internet trading network that expedites sourcing, expands geographic reach, and streamlines transactions between distributors and manufacturers. Activant solutions are backed by a host of professional services, including support, consulting, and educational programs.

Activant Solutions Inc. (“Activant”) is a leading technology provider of business management solutions serving small and medium-sized retail and wholesale distribution businesses in three primary vertical markets: hardlines and lumber; wholesale distribution; and the automotive parts aftermarket. Founded in 1972, Activant provides customers with tailored proprietary software, professional services, content, supply chain connectivity, and analytics. More than 30,000 customer locations use an Activant solution to manage their day-to-day operations. Activant has operations in California, Colorado, Connecticut, Illinois, New Jersey, Pennsylvania, South Carolina, Texas, Utah, Canada, France, Ireland, and the United Kingdom.

For more information, please visit www.activant.com, e-mail distribution@activant.com, or call 1-800-776-7438, press 1.

© 2006, Activant Solutions Inc. All rights reserved. Activant and the Activant logo are registered trademarks of Activant Solutions Inc. All other company or product names are the trademarks or registered trademarks of their respective companies.

6B2BWP-VALUE