



WEB **ENABLE**

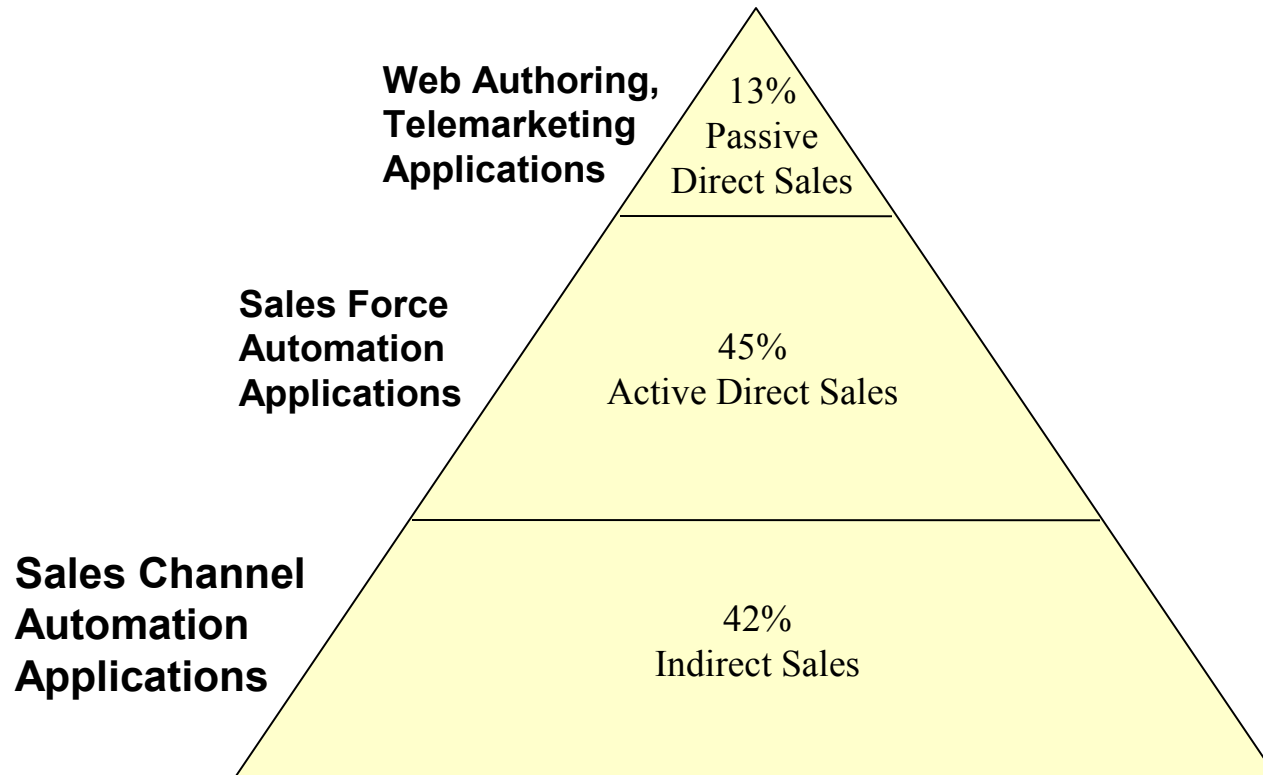


WEB ENABLE

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US Manufacturers Sales



US Manufacturers Average Sales Distribution

Indirect Sales Channels

- **Manufacturers Reps**
- **Master and Regional Distributors**
- **Dealers**
- **Value-Added Resellers (VARs)**
- **Systems Integrators (SI)**
- **International Distributors**
- **International Subsidiaries**

New Attention to Age Old Challenges

- **getting up-to-date product information to partners**
- **wrestling with differences in language, currency, taxes**
- **capturing lost sales**
- **reducing/managing cost of sales & cost of relationships**
- **integrating channels sales info into supplier DP systems**

Challenges using SFA Marketing Encyclopedias

- **network incompatibilities**
- **security constraints**
- **system incompatibilities**
- **business information incompatibilities**

Extranet, WWW, EDI Resolve Problems

- **Transition to Internet technologies leads to interconnected Extranets** (resolves network incompatibilities)
- **Exploit firewall, tunneling and authorization software** (resolves security concerns)
- **Build on Web technologies to deliver highly portable software** (resolves system incompatibilities)
- **Exploit EDI standards for business data interchange** (resolve business information incompatibilities)

Marketing Encyclopedias

improve

Indirect Sales Channel Relations

- **Communicating latest product information, pricing, etc.**
- **Managing Marketing Programs, Leads and Orders**
- **Monitoring Pricing, Sales Programs and Orders**
- **Tracking Product Introductions, Training and Orders**

Next Wave: Sales Channel Automation

Marketing Encyclopedias and Support Applications are moving off the laptop and Intranet and onto the desks of your Indirect Sales Channel Partners via the Extranet.

WebEnable Mission

Intranet, Extranet and Internet international business-to-business electronic commerce through Java-based EDI-integrated sales and marketing automation applications

WebEnable Marketing Encyclopedia

- Sophisticated Information Management
- Multi-Lingual
- Multi-Currency
- Multi-Duties/Taxes
- Sophisticated Pricing/Discount Plans
- Secure, Partitioned Access
- EDI-Integration

WebEnable Products

- » [Marketing Encyclopedia](#) (Current Beta-test)
- » Sales Channel Automation Suite
- » Purchasing Manager Automation Suite

Unique Features

Multi-lingual
Multi-currency
Multi-tariff
Multi-duties/taxes

EDI-integration
Secure Partitioned Data
Extranet Accessible
Platform Independent

Back-office Comprehensive
Integrated Solutions
Java-based
Highly Customizable



WEB **ENABLE**

WebEnable Marketing Encyclopedia: Products

WebEnable Marketing Encyclopedia: Orders

WEAPPLSAPP - Microsoft Internet Explorer
 File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites Print Font Mail Edit

Address <http://localhost/wemeweb/weapplsapp.htm> Links

GOULD SHAWMUT Products
 A world of solutions in circuit protection

Partners Products Orders Pricing Inventory Administration

Purchase Orders

- Goold
 - GS12752-1025
 - GS12752-1106**
 - GS12752-1198
 - GS12752-1367
 - GS12752-1549
- Orion
- Reuters
 - RT124567-A
 - RT456723-A
 - RT653298-C
- Physicians Pipeline
- Shipley

ProductId	ProductName	Description	Quantity	Price	Total
464	AJT1.00	UL Class J, Time Delay, Current	5	1.00	5.00
465	AJT1.25	UL Class J, Time Delay, Current	2	10.00	20.00
469	AJT2.00	UL Class J, Time Delay, Current	10	1.00	10.00
473	AJT3.00	UL Class J, Time Delay, Current	15	2.00	30.00
499	AJT90.0	UL Class J, Time Delay, Current	5	1.00	5.00
503	AJT150	UL Class J, Time Delay, Current	5	1.00	5.00
504	AJT200	UL Class J, Time Delay, Current	5	1.00	5.00
505	AJT250	UL Class J, Time Delay, Current	5	1.00	5.00

Ordered By | Ship To | Payment | Spec Rates | Tax

Name: David Burgener
 Company: ValueLand
 Address: 123 Main Street
 City: Anywhere
 State/Province: State51
 Zip/Postal Code: 00000-0000
 Country: USA
 Phone (day/night): 123-456-7890/111-222-3333

Addl Costs	Total
Total price of products	105.00
Delivery in IL add 6.25%	5.25
Ship/Pack/Hand	16.95
UPS Next Day Air (\$6 add	6.00
Canadian/International S	
TOTAL	133.20
Delivery in NY and WI****	
TOTAL New York and Wis	133.20

Expansion Complete.

WebEnable Marketing Encyclopedia: Partners

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GOULD SHAWMUT Products
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Partners Products Orders Pricing Inventory Administration

Welcome David Burgener of BDS Electronics, Inc.
Last login on 12-FEB-1997 11:05:36

Specials

Discounted Products

AJT - AMP-TRAP 2000 Class J Time Del
ATDR - AMP-TRAP 2000 Class CC

News

Gould Forms Circuit Protection Group

News of the day quote---> Gould Electronics Inc., headquartered in Eastlake, Ohio, announces the formation of the Gould Circuit Protection Group, consisting of Gould Shawmut, Lindner GmbH, and Gould Electric, S.A. . . .

David, Congrats on over \$1,000,000 in sales this quarter !!

GOLD LEVEL

Just another \$900,500 to go to get Platinum Level trip to Aruba!

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