Accelerate By RepSpark

FEATURES LIST

WHOLESALE B2B ECOMMERCE

Mod One Piece Swimsuit
BEASW90   Tangerine
Summer   Units 50+
W $155.00
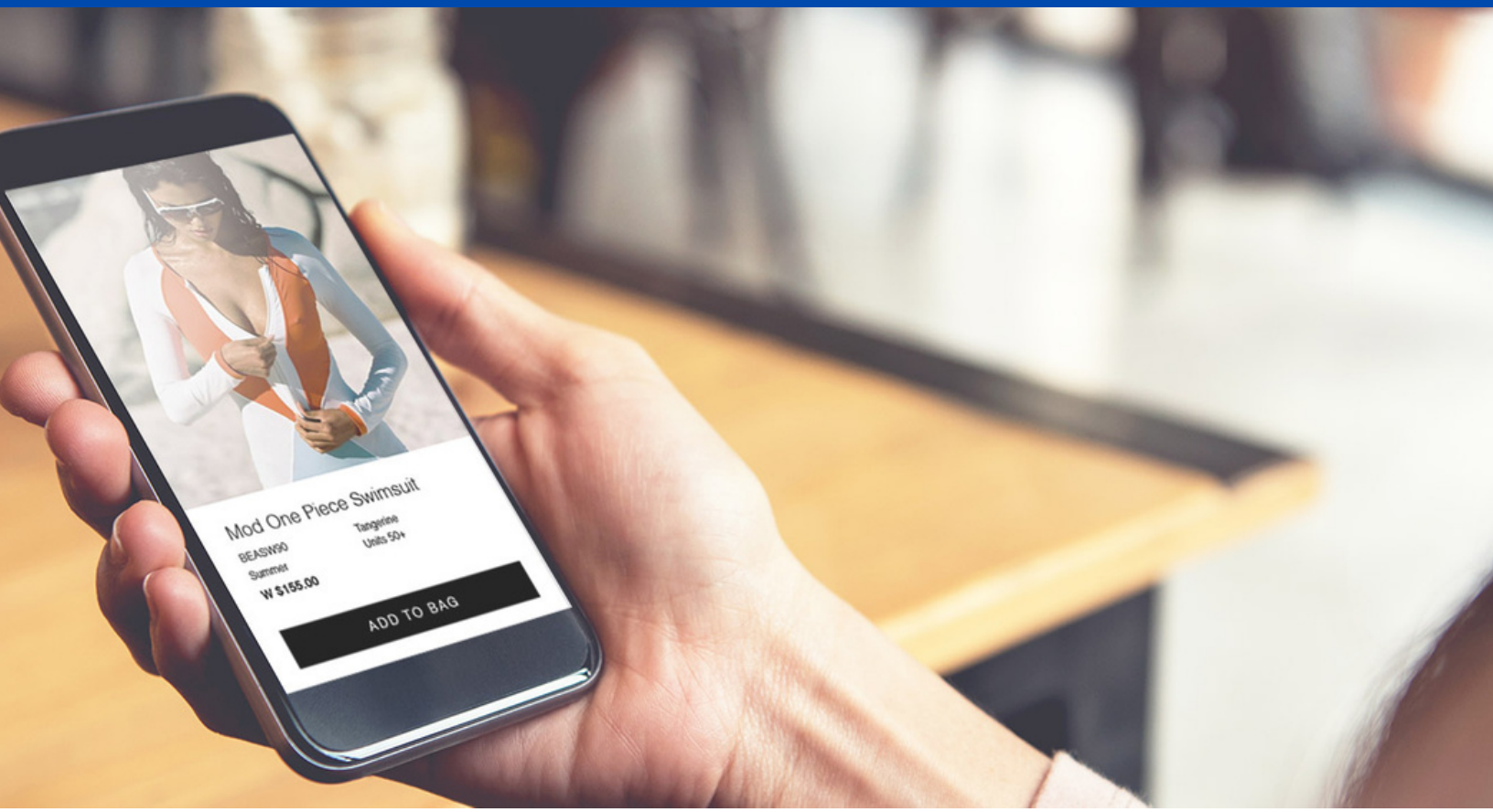
ADD TO BAG

Sell More Product with One Simple Online Platform for B2B Wholesale Ecommerce

RepSpark is an online B2B e-commerce solution for wholesale businesses that allows sales reps and their buyers to place orders against real time inventory 24/7, create digital marketing communications, and virtually present the line. With RepSpark brands leverage technology to drive sales growth, reduce customer service costs, and better serve their retailers.

Learn what RepSpark can do to improve your sales operations by exploring:

Platform Highlights

Provides a high-level overview of RepSpark's most powerful features that will help your organization drive product sales, reduce customer service costs, and better serve your retailers.

Core RepSpark Features

Illustrates RepSpark's comprehensive feature set that when integrated with your organization's inventory management system drives sales growth, builds your brand, and improves efficiencies throughout your sales operations.

Platform Highlights

Digital Marketing Tools

Digital Catalog & Line Sheet Creator: Bring Your Products to Life Digitally to extend the in-person experience with RepSpark's interactive, flippable, clickable Digital Catalog. Allow buyers to Digitally mark up the catalog with notes, favorites, and ratings or directly place an order. Eliminate the costly production of paper catalogs & line sheets by using the Digital Catalog Creator, complete with approved templates, brand assets and real time dynamic inventory.

Virtual Showroom: Exceed buyers' expectations as your brand delivers a dynamic shopping experience via video story telling. Combine video with curated product collections to provide a truly unique buying experience. Combine brand creative, showroom line walkthroughs, technical product overviews, influencer clips or even provide a front-row seat to your latest fashion show, all while allowing buyers to immediately interact with the product in each video.

WhiteBoard: The free form marketing tool that will transform the way you sell. A less structured version of the Digital Catalog Creator, sales reps can use the handy drag & drop functionality to add marketing images, overlay embroidery or art onto product, stack images to show a color run, and/or see alternate views of the merchandise.

Branded Portal Page: Connect key digital marketing assets with sales reps and buyers via a fully branded "Homepage" that can show top seller assortments, new and featured products, video assets, and connect to various social media platforms.
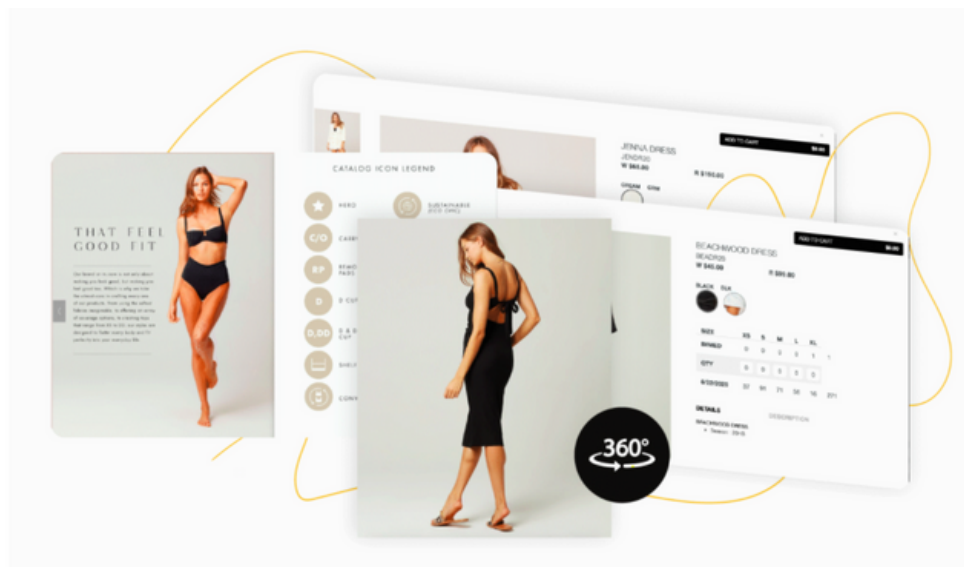
# Core RepSpark Features:
Digital Marketing Tools

Marketing, Merchandising & Promotions

Virtual Showroom
- Link product, marketing, fashion show, merchandising, and technical overview video for virtual line review
- Tag associated products for buyer interactions
- Add to cart, make notes or add to a favorites list as products are featured in each video

Digital Catalog
- Choose from a list of templates or select whiteboard mode for a less structured merchandise presentation
- Decide what product information to show/hide which could be price, wholesale price, long description, codes, inventory at once & future, and currency.
- Choose default product sort (product name, number, or category, inventory, or catalog order)
- Choose to populate product images automatically based on default sort or manually place images through drag & drop
- Add cover photos
- Add brand marketing images
- Option to overlay embroidery, logo, or art onto product image (Whiteboard only)
- Add your logo & page numbers
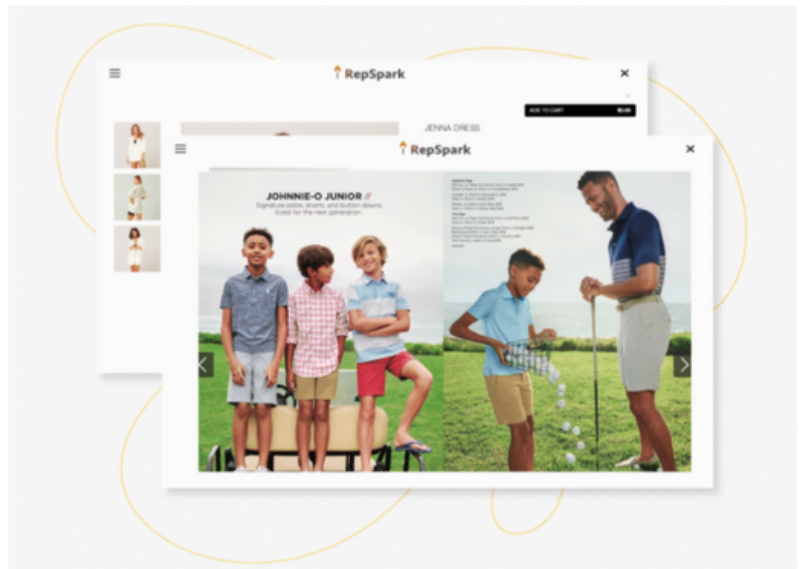
- Sort products to choose from
- Insert products into formatted templates
- Insert marketing assets: brand storytelling imagery
- Include dynamic (real time) inventory
- Can be saved as an interactive PDF, email, and convertible to an order
- Whiteboard only- Alternate views of product (front, back, side)
- Whiteboard Only- capability to stack images to show color run
- Whiteboard only- overlay product on top of in-store merchandising
- Whiteboard only- table image to show merchandising inspiration digitally
- Order directly from digital catalog with always up to date inventory

Visual Merchandising Board
- Automatically create boards by first delivery date
- Visually represent each delivery
- Drag, Drop and Clone products from one board to another

Core RepSpark Features:
Digital Marketing Tools

Marketing, Merchandising & Promotions
Driving Product Selection through Marketing Assets
- Branded homepage with e-commerce friendly layout to tell the brand story and create awareness of featured products
- Utilize key visual marketing assets such as photography & video to drive buyers to specific product assortments
- Link to associated social media platforms to connect all marketing platforms
- Present product category items in grid or list formats
- Show multiple products in a grouped view
- Customize the look and feel of categories and assigned product pages with predetermined product assortments
- Provide visual direction for placed or proposed orders
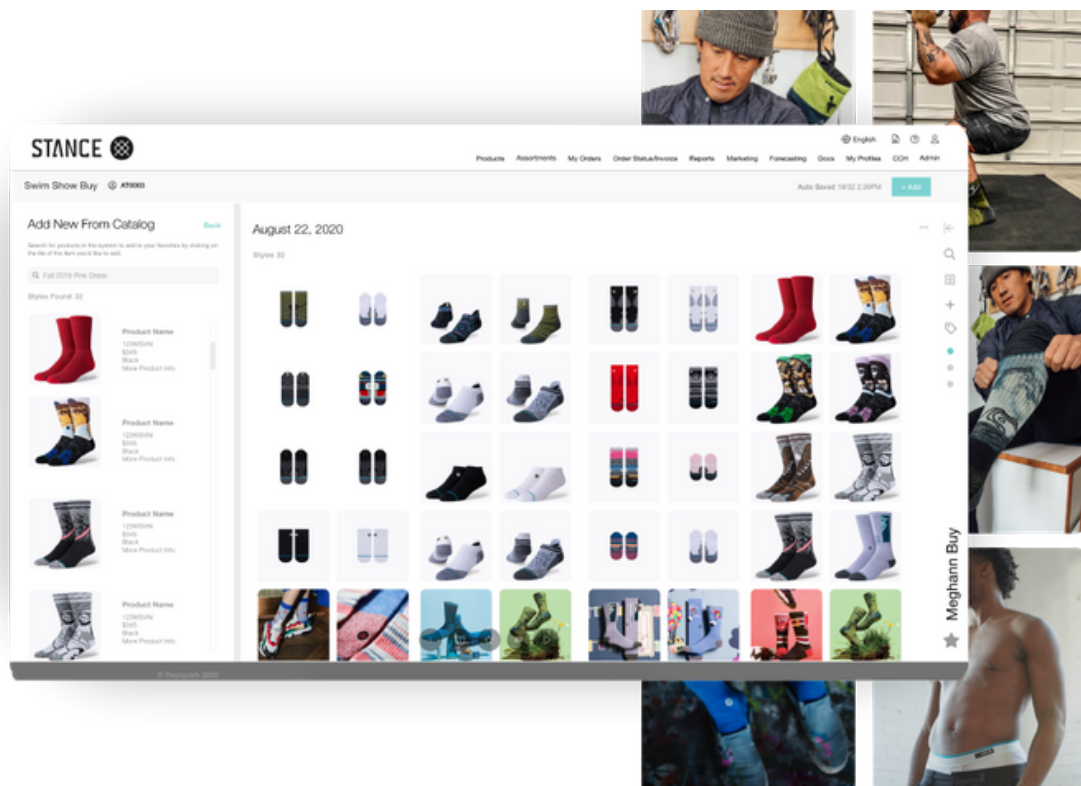
Core RepSpark Features:
Sales Order Entry & Sales Order Management

Browsing/Shopping the Product
- Show multiple images per product (product or lifestyle images)
- Zoom-in on product images
- Indicate stock availability (on hand, future dates and future production dates with infinity inventory)
- Show discounted products
- Provide an option to add products to an assortment
- Re-order and quick view of products previously purchased by the customer account
- Copy previous orders for easy re-order
- Export ATS to excel with images
- Ability to add product swatches to product details pop up
- Ability to add long descriptions to product pages
- Display product videos from YouTube or Vimeo

Inventory Management
- Upload and manage at once, future and future production inventory
- Up to date inventory as RepSpark decrements quantities as each order is placed.

Pricing & Payment Management
- Default pricing based on customer set discount
- Discount on the fly for all users or based on role
- Price change on the fly for all users or based on role
- Define minimum product quantities that can be added to the cart
- Configure workflows based on pricing and discounting

B2B Assortment (private)
- Create one or many assortments
- Organize and sort products within the assortments to visualize the product layout before adding to a cart
- Order directly from the assortment
- Share wish list with others
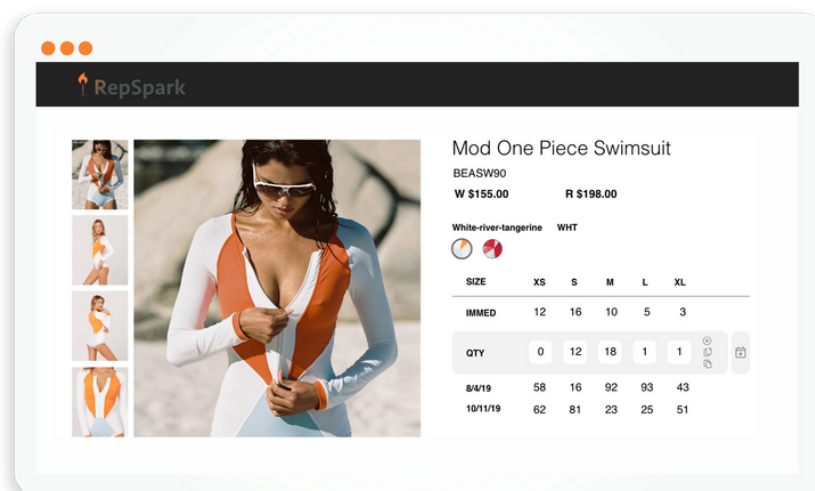
Core RepSpark Features:
Sales Order Entry & Sales Order Management

Checkout
- Include a mini cart on store pages to summarize products in the cart
- Display an order summary with product images in checkout
- Allow customers to save their shopping carts to complete their purchase later
- Export order summary as PDF, Excel or link to order
- Display the status of an order on the review page

Product Segmentation
- Provide separate catalogs and assortments per customer
- Drive ordering from emailed assortment

Order Entry & Management
- Cart/Order Entry
  - View, edit, create, and fulfill orders
  - Enable customer service representatives to create orders for buyers
  - Allow customer service to update products, prices, and discounts in customers' shopping carts and wish lists
  - Save draft orders to return
  - Collaborate with buyers on suggested orders
  - Email suggested cart to buyers
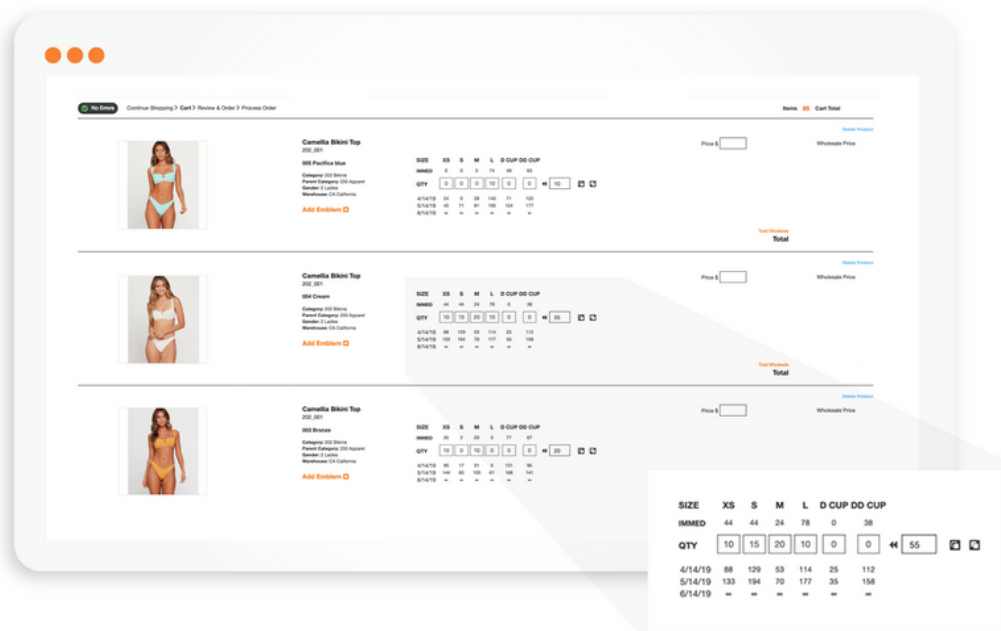
Core RepSpark Features:
General Infrastructure & Platform Management

Excel Upload
- Upload and manage products and customers through excel
- Export orders as excel through UI
- Upload images through Image Manager UI

Theming & Brand Personalization-- show what areas within the portal are customizable w/brand.
- Logos
- Login screen
- Branded Landing Page
- Digital Catalogs
- Virtual Showroom

Doc Engine
- Upload images, marketing shots, price list, customer service docs, etc.

Digital Asset Management (video, images, etc)
- Automatically sync and resize images to different views on upload

## Hosting, Infrastructure, Performance & Security
- Infrastructure hosted on AWS
- Use stable service interfaces to make site upgrades and customizations easier and durable over multiple releases
- Accelerate time-to-market and improve code quality with a fully-automated testing framework
- Performance monitoring with New Relic

Mobile Application
- Catalog browsing
- Order entry and management
- Customer Geo-locator
- View Assortments
- Create Assortments
- View Order History

PRODUCT

View up to date inventory, pricing and alternate colors.
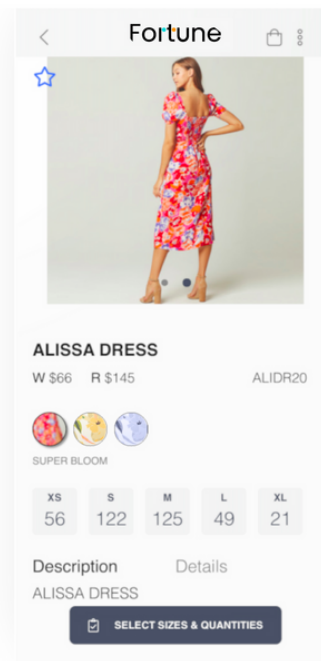
Why RepSpark

"I don't know how we would operate without RepSpark. They allowed us to scale & grow extremely fast." Katie Daly-Benjamin, COO johnnie-O

🔥 Brands using RepSpark's B2B e-commerce tool drive, on average, over 150% growth in order volume by independent retailers.

🔥 Sales reps using RepSpark are selling on average 34% more in 2019.

🔥 Brands using RepSpark have seen an average of 157% increase in orders through the system in 2109.

Brands that are growing are using RepSpark to get there.

About RepSpark:

Most apparel brands use multiple systems that don't communicate with each other to forecast, manage and ship inventory.

RepSpark is a B2B e-commerce solution for wholesale businesses that simplifies the sales order entry and fulfillment processes by bringing them onto one simple digital platform.

Easily integrated with your inventory management system, your sales team & independent retail buyers can now use a custom, branded portal to place orders against real time available inventory, create digital marketing communications, and analyze key sales data 24/7.

RepSpark helps you: Eliminate order errors, drive sales growth, reduce customer service costs, and better serve your retailers.