RepSpark
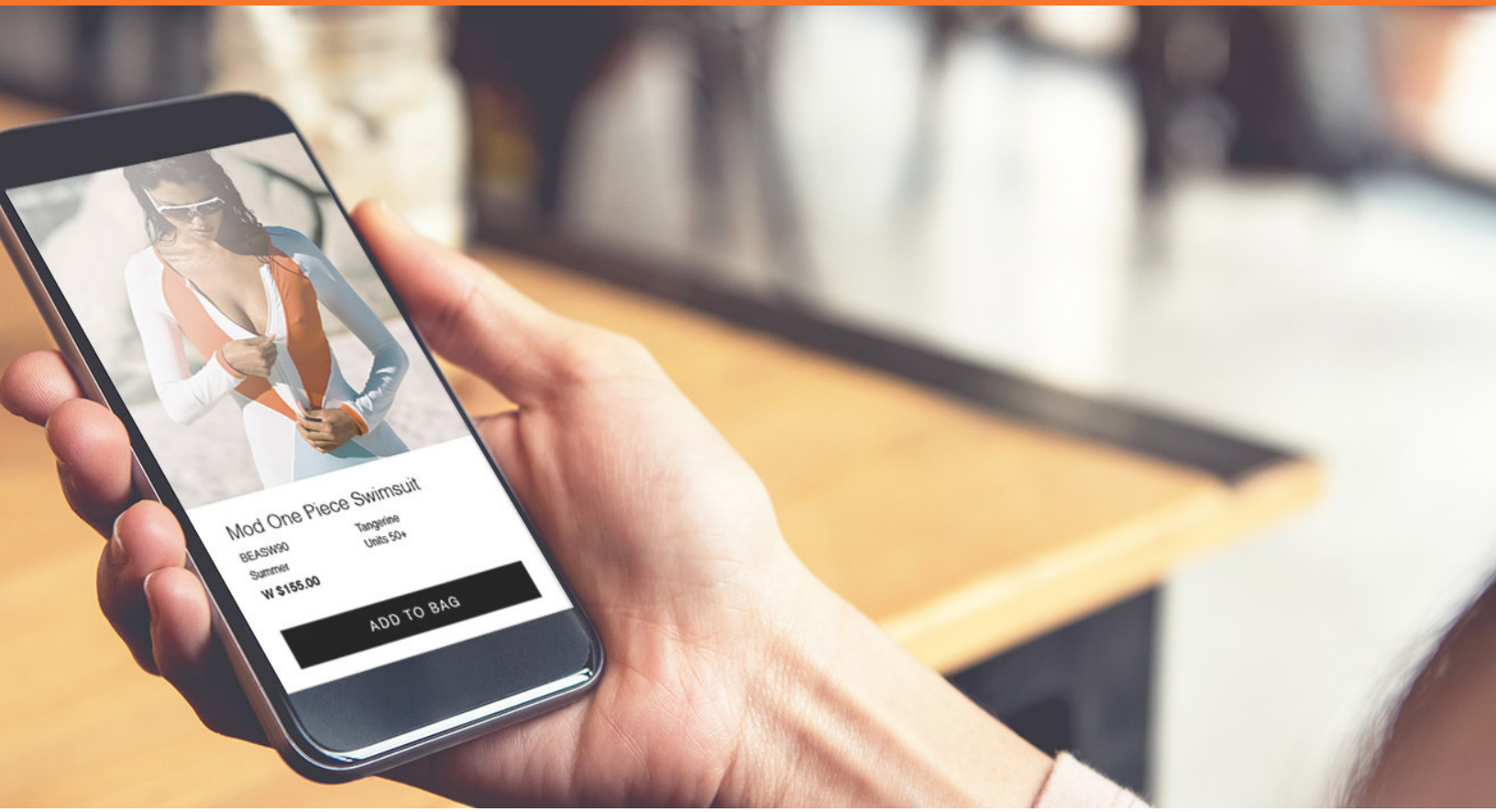
FEATURES LIST

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, create digital marketing communications, and analyze key data 24/7. With RepSpark brands leverage technology to drive sales growth, reduce customer service costs, and better serve their retailers.
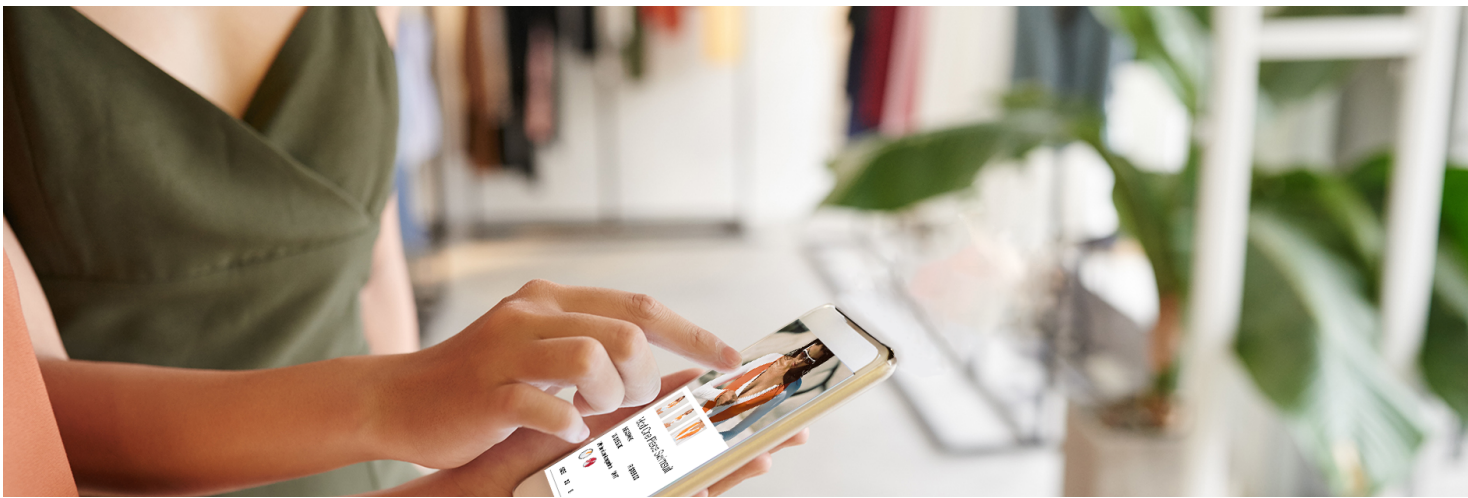
Learn what RepSpark can do to improve your sales operations by exploring:

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

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.

Digital Catalog & Line Sheet Creator: 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.

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.

Email Marketing: Continually communicate your brand story to buyers with our customized email communication templates that make sharing digital marketing materials quick, easy, and measurable.

Event Microsites: Offer exclusive shopping experiences with customized e-commerce micro-sites to facilitate individual product orders for participants in live marketing events such as: golf tournaments, surf competitions, sporting events, retail trunk shows, trade shows, and more.

Sales & Account Management Tools

Customer Communication Hub: This proprietary CRM tool allows brands to view, document, manage, and execute communication between management, sales reps, customer service, and retail accounts.
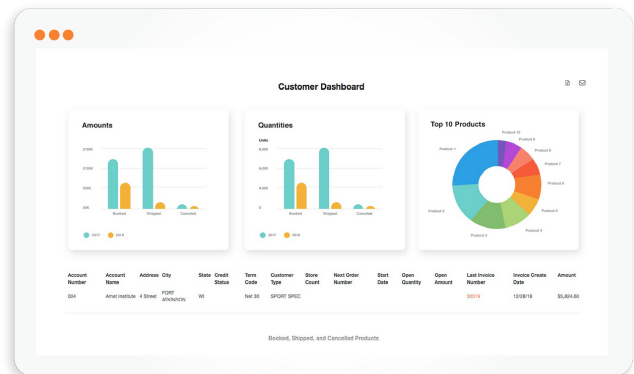
Sales Forecasting: Easily identify current sales volume to goal by time, sales reps, account, category, or product type.

Booking Status Report: Quickly view a snapshot of how many of your pre-book orders are complete, pending, lost, or not started.

Meeting Prep for Intelligent Selling: With key account data at their fingertips and easy to run reporting tools, sales reps can now go into every sales call prepared to help buyers maximize product sell through and enhance gross margin.

Platform Highlights

Sales Order Entry

Online Order Entry: Allow sales reps and buyers to create and execute orders anytime, anywhere, against real time inventory.

Customization: Easily facilitate the customization of product with embroidery, art, or brand assets via a simple online order entry process that eliminates the opportunity for error and the need for customer service involvement.
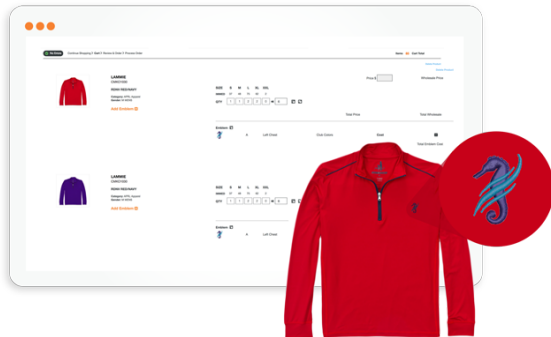
Incentive Programs: Motivate retailers to increase their average order value with volume or date-based incentives such as free shipping and % off discounts.

Product Segmentation: Drive sales and in store traffic with a custom curated product assortment that makes every retailer's merchandise unique.

Sales Insights

Customer Dashboard: Everything you need to know about a single customer, on a single screen. With easy to view reports available from what's on order to what the top selling products are this year vs. last year.

Order Status: Sales reps & buyers can quickly and easily know the status of every order that is placed.

Invoices & Package Tracking: View, email and print invoices with images. Decrease customer service hours required to serve retailers by providing ongoing access to package tracking information online

Reporting: Utilize a wealth of reporting tools to better understand the health of your brand including total dollars & quantities sold, top products, trends across accounts, and much more.

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
- Control which products and categories can be viewed by each customer group
- Provide visual direction for placed or proposed orders

Coming Soon!
- Merchandising Rules
- Recommendation Engine
- Promotion Code Support
- Cross-Sell & Up-sell
- Optimize your product assortment through attributes like best sellers, color, highest margin, or newest addition.
- Show side-by-side product comparisons with two or more products

Event Microsites & Digital Pop Up Shops

- Private branded microsites and digital pop up shops facilitate product giveaways during live and virtual marketing events
- Allow event attendees to place orders for complimentary product independently
- Offer retailers the ability to host customized events such as trunk shows and allow attendees to place orders online within a designated time window.
- Easily manage embroidered/customized product orders for branded event merchandise
- Offer set packages or limit packages by package or product category to drive engagement
- Capture valuable customer data for future B2C marketing
- Easily manage product allotted for sponsored athletes and influencers, including total $ limitations and pre-defined package selections

Coming Soon!
- Allow drop ship and email capture for invited site visitors
- Allow post event flash sales with credit card or club member number purchase as well as drop ship
- Allow users to define if customization should be added to each style

# Core RepSpark Features: Digital Marketing Tools

Marketing, Merchandising & Promotions

Digital Catalog & Whiteboard Creator:

- 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

Coming Soon!
- Order directly from digital catalog with always up to date inventory
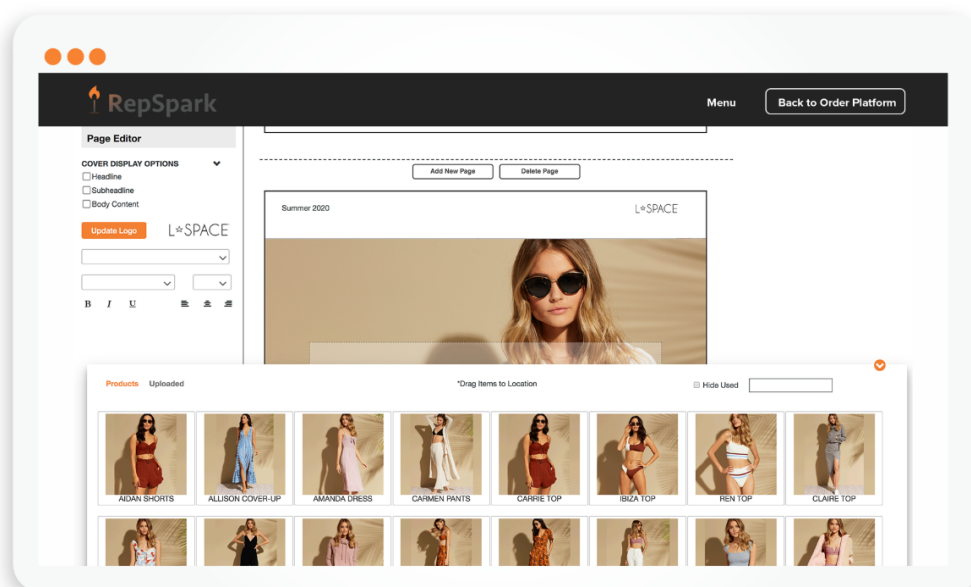
Core RepSpark Features:
Sales Management & Account Management

Customer Communication Hub (CCH)
- CRM tool for enhanced, trackable customer service communication with retailers
- Account and contact management
- Retain key account information regardless of sales rep employment
- Branded email templates for sales rep communication with buyers
- Top down view of customers including activity history, key contacts, customer communications, and internal account discussions.
- Email Analytics: Viewed campaigns, Ordered from email
- View campaign data directly on the contact event thread.
- Task Management: Create and route tasks to the proper individual, Create tasks and automatically email task assigns through email, Schedule and generate follow up tasks and reminders for overdue tasks, Manage and monitor tasks assigned to the group (admin)
- Add events and notes to accounts and contacts
- Manage leads and convert to accounts
- Collaborate with multiple business units on an account level
- Activity Notification, Tasks and Campaign Dashboard

Audience Segmentation (CCH)
- Create lists based on customer type, location and other user defined attributes

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 pricing tiers
- Show discounted products
- Promote new products and best sellers
- Provide an option to add products to a wish list
- Re-order and quick view of products previously purchased by the customer account
- Copy previous orders for easy re-order
- Export ATS to excel including UPC codes and images
- Ability to add icons to product pages
- Ability to add long descriptions to product pages

Coming Soon!
- Include downloadable/digital products per order
- Display product videos from YouTube or Vimeo
- View recently ordered items on the products page

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
- Discounts and Booking Programs
  - Set promotional pricing for specific stores, categories, customer segments, or products
  - Offer free shipping and percent off, fixed amount, and buy X get Y free discounts
  - Set multi-tier pricing for quantity discounts
- Default pricing based on customer set terms
- Discount on the fly for all users or based on role
- Price change on the fly for all users or based on role
- Configure workflows based on pricing and discounting
- Define minimum and maximum product quantities that can be added to the cart

Coming Soon!
- Payment Gateway Integrations
- Customer loyalty

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 price lists per customer, customer type or channel
- Ensure proper ordering from emailed assortment with constrained carts
- Export customer specific order forms
- Segment products based on pre-season order selection

## Product Customization & Embroidery
- Upload .dst files to generate web appropriate formats to view on site
- Limit logo by customer
- Allow logo placement on product limited by product number, product/color number, product category number
- Drive embroidery add throughout order entry process
- Add embroidery upcharges
- View product logo overlaid on product image. Export this overlay image
- Allow on the fly image upload.
- Configure embroidery workflows.

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
  - Configure workflows for buyers on credit hold
  - Roll up multiple orders for multi-date summation

Coming Soon!
- Add multiple start dates to a single order
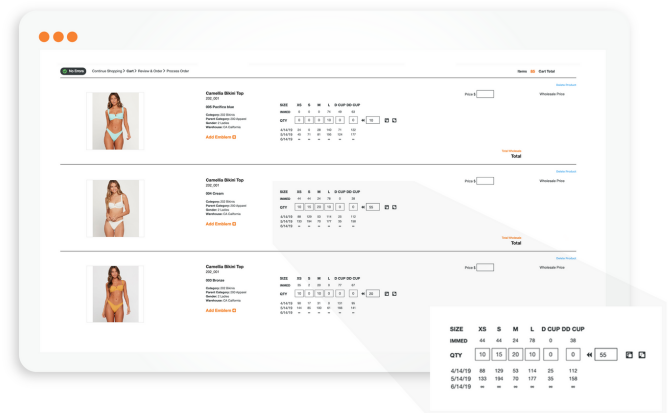
Core RepSpark Features:
Sales Order Entry & Sales Order Management

Order History
- View orders in open, shipped and Canceled status
- Identify credit hold orders
- Coming Soon
- Produce automatic notifications with order status updates (returned lines, shipped orders, customers on credit hold)
- Send automatic notifications with order status updates to B2B buyers

Invoicing
- View, email and print invoices with images
- Easily track packages directly from invoice view
- Issue credits or refund requests

Coming Soon!
- Allow users to pay invoices through the platform

Order Status
- Send email notifications with order status (allocated, picked, shipped, canceled, returned)
- Streamline re-ordering by enabling shoppers to add products to the cart by SKU

B2B Wishlists (private)
- Create one or many wish lists
- Organize and sort products within the wish list to visualize the product assortments before adding to a cart
- Order directly from the wish list
- Share wish list with others

Coming Soon!
- Automate reminders to B2B customers to review their wish lists.
- Report on B2B wish list items
- Allow management to review all wish lists
- Alert users when sold out product added to the wish list becomes available again
- Auto email B2B accounts when product has been in the wish list for x number of days to buyer to click through to the cart and order

Core RepSpark Features:
Sales Insights & Reporting

- Gain insights with supported Google Universal Analytics
- Access the following dashboards:
  - Customer Dashboard for Quick View of an Account prior to visit
  - CCH Booking Status

Coming Soon!
- Forecasting: Easily spot sales personnel who are below goal amount (the new chart Rachel designed)

- Access the following reports:
  - Daily salesperson comparison
  - Order Summary Status
  - Order Detail Status
  - Crosstab
  - Orders Overview
  - Book/Ship/Cancel/Return Report
  - Customer IIst
  - Top Accounts
  - Top Products
  - UPC Listing
- Access the following reports through the Admin:
  - User entry summary
  - Order Analytics Report

Coming Soon!
- Abandoned shopping cart report
- Best viewed products report

Sales Forecasting
- Input sales forecast for specified timeframes
- Easily negotiate goals between sales managers and sales team
- Monitor time based to date sales by rep, account or product category
- Easily spot sales personnel who are below goal amount

Mobile Application (Coming Q4 2019)
- Scanning
- Catalog browsing
- Order entry and management
- Customer Geolocator
- Inventory counts for count and fill
- Add to wish list

Core RepSpark Features:
General Infrastructure & Platform Management

API
- Documentation
- Authentication
- Logging

Integration Module
- Support for Legacy ERP's through integration module
- Documentation
- Authentication
- Logging

Theming & Brand Personalization-- show what areas within the portal are customizable w/brand.
- Logos
- Color pallet
- Login screen

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

Coming Soon!
- Automatically/online fill in of credit applications or return authorization to generate an authorization workflow through CCH

Digital Asset Management (video, images, etc)
- Automatically sync and resize images to different views on upload
- Mass export product images with all views as a zip file from the order or by using a hierarchy/search by product attributes

Coming Soon
- Choose out-of-stock messaging and display options
- Choose top product messaging
- Upload and link video to product page

Global
- Support multiple currencies
- Support multiple Warehouse
- Limited Distributor Access

Coming Soon!
- Work with any language
- Use accented characters and right-to-left text
- Use EU cookie notification to simplify EU Privacy and Electronic Communications Directive compliance

Hosting, Infrastructure, Performance & Security
- Infrastructure hosted on AWS
- Use stable service interfaces to make site upgrades and customizations easier and durable over multiple releases
- Integrate with RepSpark using efficient web APIs with REST support or Integration Module
- Integrate RepSpark with third-party applications using efficient web APIs with REST support
- Accelerate time-to-market and improve code quality with a fully-automated testing framework
- Performance monitoring with New Relic

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.