

Integrated Supply Consultants, LLC

Envision. Plan. Implement.

Presented by

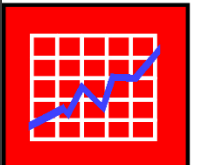


Integrated Supply Consultants, LLC



Mission Statement

“ISC provides resources to independent resellers to help achieve their sales goals in the most cost effective and expeditious manner possible. ISC enables companies to successfully capture new sales in business consumables with their existing customers.”



Who is Integrated Supply Consultants (ISC)?

- A company founded in 2006
- Focus on the need of resellers to develop new category sales within their existing business model
- Over 20 years of experience in the office products industry combined
- Experience with understanding and working within a reseller's business
- Experience working with the end user
- Proven track record for success in previous corporate life
 - Dealer experience: FBS Corporate Solutions, Charles Ritter Company, American Solutions for Business
 - United Stationers National Channel Manager
 - USSCo Regional Alternate Business Development
 - Boise Cascade OP Sales Executive

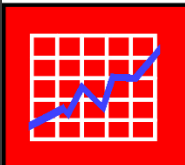


Why Use ISC?

- Attain expertise at a fraction of the cost
 - Timely and efficient
- Investment in new employees is expensive and can be risky
 - Does the person have the experience they say they do?
 - Will the person be a good fit for your company culture?
 - Hiring & firing is an expensive process
- What will be your ROI?
Go to:
www.integratedsupplyconsultants.com/roi.html to do a calculation

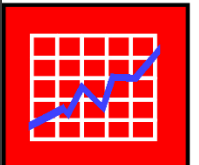


Increased sales but at what cost and how quickly?



Why Use ISC?

- Time, time, time: not enough of it!
 - Where do you get the necessary resources?
- Most businesses can plan but few execute a plan at a high level. Why?
- Resources are prioritized on maintaining core business (as they should be)
 - Planned execution is put off
 - Difficult to divert precious resources to new business development activity
 - Underdeveloped category business
- Understanding an integrated supply chain in another industry takes time
 - Gather information to make a good decision
 - Marketing strategies
 - Pricing strategies
 - Compensation strategies



What resources can ISC provide your business?



Procurement Process Management
for the End-User

- Office product channel expertise and experience
- Understand the supply chain for the channel
- Understand the end user procurement process
- Understand where cost savings can be obtained



What resources can ISC provide?

- Recommending the correct software model to capture sales
 - Have helped software companies develop and integrate the procurement model within their product
 - necessary for the transaction-intensive nature of the procurement process
 - E-commerce is very important
- Integrated supply chain technology solutions
- Vendor knowledge
- Marketing models for different product categories



How can you use ISC?

- **Project Manager**
 - Develop new sales plan for vertical market
 - New sales plan execution
 - Timelines
 - Cost analysis for new launch
 - Spreadsheet analysis for new business
 - Product pricing models
- **Sales Manager**
 - Sales training using PPM*
 - New sales budget
 - Sales coaching
 - RFP response
 - Compensation models
- **Marketing Manager**
 - Touching your customer
 - Creating new perceptions; enhancing your brand
- **Channel Research Manager**
 - Know your competitors
 - Understand the supply chain
- All or some depending on market plan readiness and what has already been executed

* Procurement Process Management is an ISC copyright proprietary sales training process



ISC Experience in the MRO Channel

- We understand MROP Integrated Supply
- We understand MROP site management
 - HNA (now Sonepar)
 - ~\$400K/month
 - IDG (going private with Luther King Management)
 - ~\$250K/month
 - Scores of independent distributors
 - Do It Best
 - ~\$110K/month
- This channel had grown to \$8M in just 18 months
 - Growing 45% in 2008 for USSCo



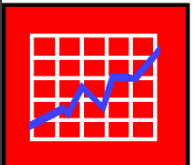
ISC Experience in the Advertising Specialties Channel

- We understand your distributors
- Have used and worked with PPAI (Promotional Professionals Association International/SageWorld) and ASI (Advertising Specialties Institute)
- Sanmar Branded apparel eStores
- Experience with graphic file types and best vendor sources for different product lines
 - Category has highest margins ~40-45% GP
- Recently greenfielded \$53K new business in 9 months for office products dealer who was not in the business.



ISC Experience in the PSDA Channel

- **Print Services Distribution Association**
 - Custom print eStores (variable print solutions) through Navitor
 - We understand that office products are just one more product category you'll be selling
- ISC has worked with hundreds of PSDA distributors to help develop OP vertical
 - National Channel Manager of USSCo
 - Worked directly with eQuantum & DemandBridge to develop the OP module
 - Created \$7M new business in 18 months for PSDA distributors



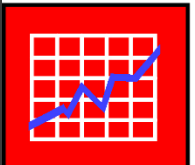
Focus for the Reseller Sales Team

- You have an excellent single source, supply chain solution integrated within your legacy system
 - Market the fact you sell the category as part of your total service solution portfolio
 - You're not just selling products: a procurement solution
 - Market proactively to your end user to change perceptions
- Sell a solution to a process not a product
 - Improvements lead to reduced operating costs
- Know and sell to your strengths
 - Understand the competition's weakness
 - Understand and know how to demo your model to the end-user with features & benefits
- Market fulfillment excellence
 - Remember, it's a transactional sale



Summary

- Have an integrated e-commerce solution to develop an OP vertical market
- Focus on selling improved procurement solutions
 - JumpTech
- Have a viable private label to compete
- Leverage low operating costs (assume distributor partner's operating costs)
 - Don't re-create the wheel and add operating costs
- Brand your new service (how do your customers know you?)
- Market excellent fulfillment capabilities
 - Make the ordinary extraordinary
- Margins are high enough to make money
 - Use a variable margin price strategy



Where do we start?



- A no-cost consultative call
 - dave@integratedsupplyconsultants.com
 - C: 614.886.0500
 - ISC to create a *Scope of Work* based on the needs
- Time line for completion determined
- Signed contract

