

2016

ProTrac Storefront Interface Ready to be YOUR STOREFRONT



Everything is UP TO DATE in KANSAS CITY

Kansas City and Professional Data Systems are moving forward. Kansas City has Brand new Street Cars and at PDSI we have made **ProTrac StoreFront Friendly**.

In 2015 Industrial End Users purchased **>One Billion Dollars** worth of product from StoreFronts. An **Information Only Website** cannot compete with this trend. The ProTrac StoreFront will let our customers stay competitive.

Professional Data Systems, Inc.

800-711-7374

8/29/2016

Announcing a new ProTrac Partnership

A newsletter from the National Association of Wholesalers reported that in **2015, over a BILLION DOLLARS worth of hard goods was sold to INDUSTRIAL END USERS, via WEB StoreFront operations. That figure is staggering.** A website without a **StoreFront** cannot compete for these dollars. This PDSI announcement makes it possible for our ProTrac customers to have a **StoreFront** that is integrated with ProTrac.

The **Storefront** can be:

- **A Part of a Brand new Website** that will replace your current website with a modern and State-of-the-Art website. **OR**
- **Linked to or from your current Website.** Your customer would go to your current website and click on an icon and it would take them to your **StoreFront**.
 - In both instances that **Storefront will be interfaced to ProTrac.**

We are working with ***Elemen Design**, a website developer in Liberty, MO. They began developing websites in 2008 and today support and manage websites and SEO for over 300 company websites.

To see a wide variety of samples of websites they have created, check out this link:

<http://elemenoweb.com/portfolio/>

This is the Web site for our new ProTrac warehouse



(800)-711-7374
info@protrac.com

Search here



HOME

BLOG

STORE

LEASING

CLASSES

CONTACT US



ALL PRODUCTS



Chemicals



ProTrac Software and your Web Site can be linked with our Store Front software.

Elemeno Design created a **ProTrac Storefront** with a **Demonstration Data Base**. The Website below has real (demo) products and pricing. The only access to this front door is on the Internet.

Take a stroll through our just "built and ready" for Business, PDSI Warehouse

Control Click on this link <http://www.pdsi.com>

Please give the link a few seconds to load Click on the StoreFront Tab

- **During your Tour:** If you want to get an **E Mailed Order Acknowledgement** of your demo order, input your name, address, and email. When you close out the order, an emailed order (like the one in this document) will be sent to you. The orders from the site are **just a demo** and you will not receive a bill. In a **ProTrac Storefront** your customer can pay for their order with a **Credit Card, PayPal**, or (if they are an *approved* wholesale customer) they can send the order in as charge to their **ProTrac Account**.

Keeping a Website Current with your products and pricing

A lot of **Web StoreFronts** go by the wayside, because they are not kept up by the distributor. PDSI knows that an up to dated **StoreFront** - is a **Selling StoreFront**. **We have addressed this issue with this new program.**

With ProTrac's Web Site/Storefront

We would set up a **Product / Pricing report** that would run automatically, at set times. That report would be electronically uploaded to your **Web Storefront**. If you are reporting availability, that information can be gathered and submitted with our **StoreFront** update report.

There are two different "Customer Portals" that can be a part of your StoreFront

Portal for your Regular Wholesale Customers/Dealers - In the set up of your Storefront you would use ProTrac to upload your customer's billing information. They would access their account through the **Wholesale Customer Portal**. It is secured by a password and an email address. They would go to the **StoreFront**, go through the secure "**Customer Portal**", and input their **Password** and **Email**, before selecting their products and submitting their order.

If you sell Retail

Portal for Retail customers: Retail customers could be a **One and Done**. They would be paying retail prices and they would have to key in their shipping and billing information. If they want, they could add their shipping and billing information, along with a password and Email in the **StoreFront**.

When the Retail Customer comes back to reorder: They would identify that they are a previous customer and sign into their Retail Account with their **Password** and **Email address**. Your website would then fill out their billing information including their email. Your **StoreFront** maintains this information. The **StoreFront** does not maintain Credit Card or PayPal information and the retail customer would have to reenter that information each time that they order.

Each **StoreFront** search would be unique to the Companies' Products. When a customer locates their product, they would put the products into a shopping cart.

When your customer is done shopping

- o Your Website *could* fill out their billing information
- o They can pay by **CC** or **PayPal**
- o An **Approved** Customer can mark the order as a **Standard ProTrac Charge ticket**.
- o All orders would be sent electronically to ProTrac

As soon as the Order is electronically sent to ProTrac:

- o An **Email will be sent to the Distributor**. This is an alert that a new order has arrived.
- o **An Email will be sent to the customer** that their order has been received
- o When the Pick Ticket has been generated that order is a part of the normal ProTrac Processing.
- o If the customer paid by CC or PayPal, **A FormTrap Emailed Invoice** will be sent as a courtesy billing.

ProTrac Store Front / Shopping Cart

This order was entered on the **ProTrac StoreFront** and submitted to ProTrac.

The ProTrac Store Front has sent the order to ProTrac. It **alerts, with an Email**, like the one displayed, to a designated person at the distributor.

Note: *The information that comes to ProTrac includes model numbers.*

Once it is received by ProTrac - a Pick Ticket can be printed and the order becomes a part of the normal ProTrac order processing.

Payment options will be:

A regular customer:

- Can pay with CC or PayPal
- If customer is approved, they can send the order through as a ProTrac Charge
 - If a customer is not approved to charge they will have to pay by Credit Card, PayPal, or COD.

Retail Customer:

- Credit Card
- PayPal

New customer order

You have received an order from Mel Carney. The order is as follows:

Order #7196 (February 3, 2016)

Product	Quantity	Price
BRASS 45° STREET ELBOW 1/4 M x F	5	\$15.45
Drum Pump 15 Gallon	2	\$107.66
Kool Glide Pro	1	\$578.76

Shipping:	Pick Up in Store
Tax:	\$47.20
Payment Method:	Cash on Delivery
Total:	\$749.07

Customer details

- Email: melc@pdsi.com
- Tel: 800-711-7374

Billing address Mel Carney Professional Data Systems, Inc 664 SE Bayberry Suite 105	Shipping address Mel Carney Professional Data Systems, Inc 664 SE Bayberry Suite 105
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Customer Thank You E Mail sent out at the end of the order on the ProTrac StoreFront.

- As soon as the order is received by the **StoreFront** the order is sent to ProTrac.
- An order acknowledgement is sent to the distributor
- **A Thank you for your order is emailed to the customer.** This also serves as a verification of the order.

Note: The Distributor verification E Mail serves multiple purposes. Management should always check the Bill to And Ship to information.

Thank you for your order

Your order has been received and is now being processed. Your order details are shown below for your reference:

Pay with cash upon delivery.

Order #7192

Product	Quantity	Price
Esteam Tile & Grout Alkaline Cleaner	2	\$32.80
HOS Orbot Tile & Grout Brush	2	\$650.00
Subtotal:		\$682.80

Shipping:	Pick Up in Store
Tax:	\$45.92
Payment Method:	Cash on Delivery
Total:	\$728.72

Customer details

- Email: melc@pdsi.com
- Tel: 8007117374

Billing Address

Shipping Address

Mel Carney PDSI 664 Bayberry Suite 105 Lee's Summit, MO 64063	Mel Carney PDSI 664 Bayberry Suite 105 Lee's Summit, MO 64063
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First Impressions Count

When looking for a provider, a new customer will often find that provider, on the Web. **When they find your company** you want them to become a customer in the most direct line possible. **A StoreFront Integrated with ProTrac** is one of the solutions.

Elemeno’s designs, ensure that your website will be completely **mobile, tablet, and desktop compatible**. With about **40%-60%** of all website viewing being on Androids and I-Phones, you want to be sure that your website can be easily read and navigated with those devices.

They will provide a solution with these capabilities. **You also want to be found online**. To keep a steady flow of customers coming to your website they provide Search Engine Optimization (SEO) and online marketing services as well. Find them at www.elemenoweb.com

Each ProTrac Customer’s Website will be unique

On the Elemeno Website - there is a wide variety of websites that they have designed for all kinds of businesses.

When you call, we will talk with you about two variables:

1. The **number of Pages** you will need to describe your Website/Company, Example: Our Warehouse has Five Pages



2. The **number of inventory Items** that you want displayed on the **StoreFront**
 - a. A Storefront can end up with literally hundreds of **“PAGES”** of inventory, which include category pages, sub-category pages, individual product pages, checkout and shopping cart pages, etc. Review the page with sample items from our warehouse. This “Page” displays some 15 items



- b. **Pricing considerations:** **Websites** and **StoreFronts** are priced based on the **number of pages** required to tell your company story and the **number of products** with pictures and prices that a customer wants displayed on the website.

We have negotiated with Elemeno to give all of our customers a storefront that is designed to meet their size requirements.

- Level One Pricing - Up to **1000 inventory items** in the **Storefront** – Includes a **5 pages of company information**
- Level Two Pricing - From **1001 to 5000 items** in the **Storefront** –Includes a **15 pages of company information**
- **Level Three Pricing which covers 5000 items and up in the Storefront** –
 - Includes a website with Company Un limited Company Information Pages and **Unlimited Product/Inventory pages**

Elemeno can handle any size of inventory. We wanted to offer our customers a way to get started for a set amount. Know that you can start small and grow your On Line offering over time

With Elemeno Design:

- ***You can create a brand new Website, with the ProTrac StoreFront as part of that Web Site***
- ***You can have them place a StoreFront Link on your current WebSite***

Working with PDSI and Elemeno Design we will try to take the mystery out of the Web StoreFront process. It is our wish to make it easier to add a StoreFront or a New WebSite that includes a ProTrac StoreFront. We also want to keep that StoreFront up to date!

Mel Carney
800-711-7374