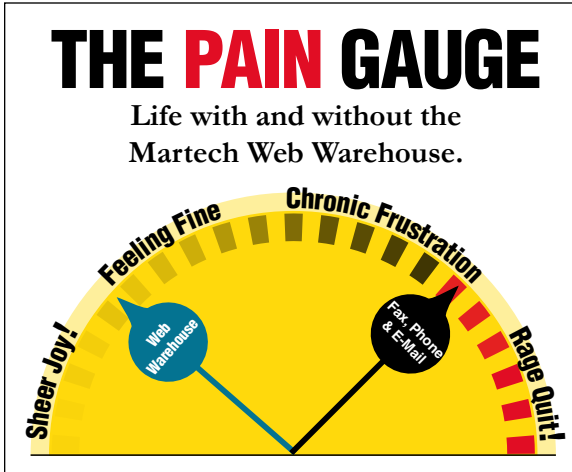
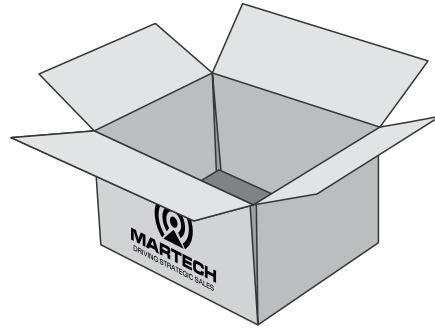


Benefits for purchasers



WHAT'S THE PAIN: We know the pain because we deal with some awesome vendors and some really time-consuming vendors. Martech wants to be awesome FOR YOU.

Purchasers:

- HAVE YOUR ORDER PROCESSED FAST
- FIND YOUR PRICE FAST
- FIND AVAILABLE STOCK FAST
- Quickly convert existing quotes into Purchase Orders
- Quickly send in Purchase Orders directly to Martech's sales order system
- Quickly check the status of current and past orders

Sales people:

- FIND YOUR PRICE FAST
- FIND PRODUCT SPECIFICATIONS FAST
- Create and save shopping cart quotes
- Ask your Martech sales rep for help with quotes

Simple stock and price questions will continue to interrupt your workflow, slow you down and inhibit your ability to get quick answers for your customers. The Web Warehouse site is here to give you quick access to simple purchasing, stock, price and order status questions.

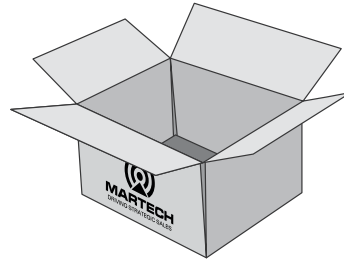
Eliminate frustrating interruptions.

Gain time for profitable activities.

Get your stock and price answers with the Web Warehouse.

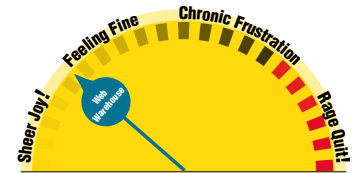
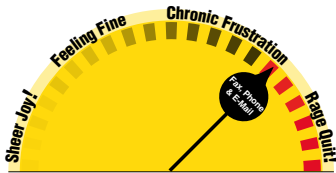
<http://store.drivingstrategicsales.com>

Benefits for purchasers



Q: Why is the Web Warehouse here?

A: To save you **TIME!** and make each transaction **EASIER!**



THE PAIN:

COST:

THE WEB WAREHOUSE:

| | | |
|---|---|--|
| Errors resulting in: - the wrong product shipped, - confusion in receiving, - request RMA and shipping information, - waiting for RMA and shipping info, - sending the wrong product back, - waiting for the correct product to arrive, - dealing with delayed/waiting customers, - receiving the right product days later. | \$25 to \$33 | 100% correct order entry done by you the purchaser |
| What is my price? - find a price list - look up your discount - use a calculator and figure your net cost | \$7 | Your customer pricing displayed online |
| How many units are in stock? | \$5 to \$10 | Detailed stock availability data online |
| Did my order ship? Where is my shipment? | \$8 | Order status and shipment details online |
| Product sold out to another customer while your order sits in an Order Entry queue | \$17 to \$33 | Product allocated to your order the instant you press the "Submit Order" button ¹ |
| Searching to find a quote in e-mail, paper, someone else's desk, wherever | \$7 | Quotes online, ready to convert to POs |
| How to communicate demand and ask for higher stock levels? | \$7 | Request increased inventory via feedback to Martech's Customer Support Manager |
| What products go along with this item? | \$8 | Suggested accessories speed product selection |
| Question/answer voice mail phone tag delays | \$10 to \$25 | All pertinent communications are wrapped up with the online order |
| High cost for every transaction | \$94 to \$138 ¹ (113 to 166 minutes) | Lower your per-transaction cost by up to 85% |
| High cost over the entire year (24 orders) | \$2,256 to \$3,312 (5.6 to 8.3 eight-hour business days) | Not every order has all these problems, but potentially, that's a high cost over a year. |

¹ Calculated using actual "work time cost" results from real Martech customers and a rate of \$50/hr.