



Ironside Technologies – Permission e-mail series

To: <name>

Subject: The 5 Key Business Benefits Of E-Commerce.

Benefit #1: Cost Reduction

Dear <name>,

Reducing costs is one of four biggest management challenges for CEOs in 2001, according to a recent survey by The Conference Board.

How important is reducing costs for your business? Click on the link below to find out ...

- How companies are using e-commerce to reduce their order processing costs by as much as 46%
- Answer a quick survey on cost reduction in your organization
- Sign up to receive a free E-Commerce Needs Analysis workbook

(HTML Letter)

<p>Reducing Costs Through E-Commerce</p> <p>J.L. Hammett “E-Zone” Story</p> <p>Cost Reduction Meter Survey</p>	<p>Dear <name>,</p> <p>For many organizations, the primary justification for an electronic commerce system is in the reduction of the cost of sales.</p> <p>Telephone and fax orders can average \$5 to \$35 to manually enter them into the system, while the cost of an e-commerce order can be less than \$1. Backorders add time and costs to trace, handle and ship. Product returns due to miscommunication add more to your operating costs, ranging from \$50 to \$900 per item. Finally, there are non-revenue-generating activities that tie up your telesales force – routine price checks, inventory checks and order status calls. It all adds up to a significant portion of the indirect costs of completing a sale.</p> <p>J.L. Hammett Cuts Costs By 46%</p> <p>Now a number of manufacturers and distributors have determined they can dramatically reduce these costs by giving customers 24/7 access to order status and inventory availability through e-commerce.</p> <p>One example is J.L. Hammett Co., the largest school products distributor in the U.S. In the two years since implementing their “eZone” e-commerce infrastructure using Ironside Technologies’ Ironworks, the company has achieved a <u>46 percent reduction</u> in the cost of processing transactions and a <u>200 percent increase</u> in average order size.</p> <p>For the full story on how J.L. Hammett is using e-commerce to not only reduce costs, but also extend their business strategies, click on the link to the left.</p> <p>How important is reducing costs to your business? Take a moment to click on the “Issue Importance Meter” at left to register your view. We’ll give you the results of our survey in a subsequent e-mail.</p> <p>Have you received a copy of our E-Commerce Needs</p>
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[Order your FREE
E-Commerce Needs
Analysis Workbook](#)

info@ironside.com

Analysis Workbook? This 28-page workbook helps you set your e-commerce objectives, strategies and define the features and functionality your organization needs. Just e-mail workbook@ironside.com for your copy.

Ironside Permission E-Mail Policy

This e-mail is the first in a series of five mini reports on the Key Business Benefits Of E-Commerce.

Please note that Ironside does not distribute unsolicited e-mail. You are receiving this message because you have previously indicated an interest in the business benefits of e-commerce. If you would like your name removed from future e-mailings, simply forward this message in its entirety to:

remove@ironside.com

We welcome any requests for information or comments. Please send them to info@ironside.com. Thank you.

(E-mail teaser)

To: <name>

Subject: Key Business Benefit of E-Commerce #2: Improving
Customer Retention

Second In The Series – “The Key Business Benefits Of E-Commerce”

Dear <name>,

FACT: Customers are more likely to switch vendors because of inadequate customer service than any other reason.

How are you retaining your most valuable customers and increasing their lifetime value to your company? Click on the link below to find out ...

- How to improve customer retention through e-commerce
- How a large paper manufacturer is not only increasing customer satisfaction, but also reducing costs by over 60%
- How to get a Free E-Commerce Business Case Workbook to help you quantify the benefits of implanting e-commerce

[For more information ...](#)

(HTML Letter)

<p><i>“Customer service is the 2001 e-commerce business priority. Close to 80% of global businesses have prioritized the use of the Internet to better serve customers.”</i> - eMarketer, February 2001</p> <p>Loyalty Counts</p> <p><i>According to Jupiter Research, sellers who want to succeed in the online B2B market need to recognize that most buyers prefer to continue doing business with their current suppliers.</i></p> <p>-- E-Commerce Times® March 6, 2001</p> <p>Fox River Paper’s E-Commerce Solution [Full Story]</p>	<p>Dear <name>,</p> <p>Customers expect superior customer service – no matter how they do business with you.</p> <p>As more and more customers start to do business online, they expect to receive the same level of service as they do over the phone or face to face. As their supplier, you must be prepared to provide customers with that level of customer service or risk losing their business.</p> <p>How does e-commerce improve customer service, satisfaction and retention?</p> <ul style="list-style-type: none">➤ 7x24 Convenience – customers can place orders or inquire about pricing, availability or order status whenever it's convenient for them.➤ Greater Accuracy -- orders are significantly more accurate when they're completed by customers themselves. This can result in 35% - 50% fewer returns, less chance of misinterpretation over the telephone, and fewer errors during the order entry process.➤ Immediate Access to Answers – self-service answers to routine inquiries like “Is it on the delivery truck?”, and immediate access to product searches, spec sheets, photos and descriptions – all without having to wait in line or being put on hold – enhances customer satisfaction and aids in the selection process.➤ A Personalized Experience – a customer’s online experience can be tailored to their specific needs and ordering preferences through 1-to-1 marketing and customization. <p>How does this translate into bottom line benefits? It actually reduces the costs of serving your customers. Read the case study below to find out more.</p> <p>E-Commerce Enhances Fox River Paper’s Order-Entry System, Boosting Accessibility and Increasing Efficiency</p>
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<p>Fox River Paper's E-Commerce Solution [Full Story]</p> <p>Cost Reduction Meter Survey</p> <p>Results From Last Survey</p> <p>Request Your FREE E-Commerce Business Case Workbook</p>	<p>Fox River Paper Co. of Appleton, Wisconsin, manufactures and sells premium printing paper to high-end art reproduction companies, fine paper merchants and paper specialty manufacturers. The company has four manufacturing facilities and annual sales of \$225 million. They were looking toward e-commerce as a way to better serve their customers.</p> <p>Fox River chose an e-commerce solution from Ironside which integrated seamlessly with their J.D. Edwards ERP platform and gives customers the data they want over the Internet. It allows for immediate access to information, such as order status or account information, on a 24x7 basis. According to their Director of E-Commerce Strategy, Brad McCarville:</p> <p><i>“Instead of waiting days for answers to their questions, customers can access information instantaneously. Sales happen faster as customers place orders directly online. And the amount of time sales representatives have to spend on the phone has dropped dramatically.”</i></p> <p>McCarville said he expects a nearly <u>two-thirds reduction</u> in the cost of entering an order, and a three-fourths reduction in order errors.</p> <p>For the full story on how Fox River Paper is using e-commerce to reduce costs and improve customer satisfaction and retention, click on the link to the left.</p> <p>How important is improving customer service to your business? Take a moment to click on the “Issue Importance Meter” at left to register your view. We’ll give you the results of this survey in a subsequent e-mail.</p> <p>Do you have a copy of our FREE E-Commerce Business Case Workbook? This comprehensive workbook contains a series of formulas to help you define both the revenue increase and cost savings you can expect from an e-commerce system, and provides you with information on how electronic commerce will meet your business priorities. For your copy, just e-mail businesscase@ironside.com</p>
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<p>Questions? Comments? Send them to info@ironside.com</p>	<p>Ironside Permission E-Mail Policy This e-mail is the second in a series of five reports on the Key Business Benefits Of E-Commerce.</p> <p>Please note that Ironside does not distribute unsolicited e-mail. You are receiving this message because you have previously indicated an interest in the business benefits of e-commerce. If you would like your name removed from future e-mailings, simply forward this message in its entirety to: remove@ironside.com</p> <p>We welcome any requests for information or comments. Please send them to info@ironside.com. Thank you.</p>
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(E-mail teaser)

To: <name>

Subject: E-Commerce Business Benefit #3: Gaining Competitive Advantage

Third In The Series – “The Key Business Benefits Of E-Commerce”

Dear <name>,

Question: Would your best customers stay loyal to your company if one of your top competitors offered them ...

- Quicker, easier product ordering with fewer errors
- Faster turnaround times
- An instant “real-time” view of product pricing, availability, specs and promotions
- The ability to track their orders online – from the moment they order to when it arrives on their doorstep
- Plus the capability to place orders anytime, anywhere, through an Internet browser, eProcurement system or wireless device?

I can tell you this much – an independent study shows that 58% of customers would switch vendors, if offered these capabilities.

And I can guarantee you that at least half of your competitors are evaluating this type of e-commerce solution right now.

Interested? Then click on the link below to find out how a top industrial products distributor was able to use e-commerce to [revitalize the value of their existing distribution network](#) and gain a valuable competitive advantage at the same time.

(HTML Letter)

<p>B2B Buyers Want Online Ordering</p> <p><i>In a study published by Jupiter Reports, the majority of B2B buyers (70%) say moving online is a top priority. According to the study, a key reason buyers are not moving online faster is because their preferred vendors do not yet transact via the Internet.</i></p> <p>Revitalizing An Existing Distribution Network To Gain Competitive Advantage. The PTS Story.</p> <p>Competitive Advantage Importance Meter</p> <p>Results From Our Last Survey – Improving Customer Service</p>	<p>Dear <name>,</p> <p>The power of e-commerce goes beyond the frequently mentioned benefits of increased sales, reduced costs and improved customer service.</p> <p>E-commerce can be just as effective injecting a new vitality into an existing and proven value chain, to make your company even more competitive in today’s business environment.</p> <p>That’s the case with Production Tool Supply, a world leader in the distribution of industrial products, through a network of 7,000+ independent distributors.</p> <p>Their <i>ptsXpress2 solution</i>, powered by Ironside Technologies, provides their small and midsize distributors with real-time, customizable online ordering capabilities that, until now, have only been available to large national consolidators and publicly traded companies. And this support for their existing network of local distributors has paid off.</p> <p>Since implementing the system, PTS has reduced cost per sale by 50%, improved order accuracy. They are now receiving 40 to 60 online orders directly into their ERP system daily, which amounts to online sales of approximately USD\$10,000 to USD\$15,000 per day. Their President Mark Kahn also credits the system with a 20% increase in average order size. You can read the full story right here.</p> <p>How are you planning to gain a competitive edge over your competition? Take a moment to click on the “Quick Poll” at left to register your answer.</p> <p>Ironside E-Commerce Planning Tools. Ironside Technologies has published a number of documents that can benefit your business during the e-commerce planning stages. They include:</p>
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[Request Any Of Ironside's E-Commerce Planning Tools](#)

- *The E-Commerce Needs Analysis Workbook* -- to help you set your e-commerce objectives, strategy, and define features and functionality;
- *The E-Commerce Road Map* – to help you identify whether electronic commerce is right for organization;
- *The Business Case Workbook* –a comprehensive planning tool to determine the financial impact of implementing an e-commerce solution;
- *Build Versus Buy White Paper* – which discusses the differences between buying a pre-engineered e-commerce product, or designing and building your own e-commerce system from the ground up.

If you would like a copy of any of these tools, just click on the link at left.

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Ironside
Permission Marketing Email #4
Transitioning Revenue Online and Realizing ROI
Draft: July 24, 2001

(E-mail teaser)

To: <name>
Subject: Achieving Rapid Return On Investment (ROI): E-Commerce Benefit #4

Fourth In The Series – “The Key Business Benefits Of E-Commerce”

Dear <name>,

“Show me the money.” It’s the new mantra for B2B E-Commerce.

In today’s shifting business environment, companies are focusing on short-term, proven strategies that produce hard dollar returns which please both Wall Street and customers.

Is it possible to achieve rapid ROI with E-Commerce? The attached e-mail gives you the answers including...

- How transitioning revenue online can produce significant profits
- How a major foodservice company achieved an eight-fold decrease in order costs
- The secret to keeping customers ordering online
- Which B2B implementations provide the fastest ROI
- A FREE ROI Analysis Workshop from Ironside

For a closer look at generating the fastest payoff in the quickest amount of time, [click here now](#).

(HTML Letter copy)

Customer Service Drives Rapid ROI

Over the next few years, the primary driver of ROI will be the ability to deflect customer service issues to the Web. The economics are certain. Rich self-service environments are serving customers 10 times to 200 times cheaper. One company reports that simple calls cost \$5 compared to 20 cents (25 times cheaper) online and complex calls cost \$80 compared to 50 cents (160 times cheaper) online. The company, which gets 20 million calls per year, is on track to eliminating 30% of the cost to serve its customers by handling 6 million calls online over the next three years.
- AMR Research.

[SERCA Serves Up Exceptional Service with Ironside-Powered SERCANet Online](#)

[How to keep customers doing business online](#)

[B2B implementations with the fastest ROI](#)

[FREE ROI Analysis Workshop from Ironside](#)

Dear <name>,

Driving customers to an online ordering system can produce significant additional revenues and enhanced profitability.

That's the finding of independent research firms such as AMR and Cap Gemini, Ernst and Young, as well as our clients.

By transitioning revenue online (offering customers online access to order entry, order status, inventory availability, content management, etc.) firms can achieve significant and *rapid* investment returns that enhance business performance and overall profitability. It's the result of...

- ✓ Reduced transaction processing costs
- ✓ Increased average order sizes
- ✓ Incremental revenues through cross selling and online catalogs
- ✓ Improved operational efficiency through reduced inventory carrying costs

Here's an example of how a major foodservice company implemented a Web-based order management system and discovered that [online orders were eight times more economical](#), and dramatically lowered infrastructure costs. The company is currently tracking over \$500,000 in online sales per week and growing.

Equally important, [you need to learn how to keep customers doing business online](#), so they don't revert back to traditional methods of placing orders and making inquiries via Phone and Fax.

Researchers are discovering there are common elements in B2B implementations that have the [best potential for rapid ROI](#) at brick-and-mortar firms, according to this article from Line56.com.

What's the ROI potential of your e-commerce investment? Our FREE ROI Analysis Workshop can help you calculate the ROI for your e-commerce solution in less than two hours. [Click here for details about this FREE workshop opportunity.](#)

<p>Questions? Comments? Send them to info@ironside.com</p>	<p>Thank you for your continued interest in Ironside and E-Commerce.</p> <p>Ironside Permission E-Mail Policy This e-mail is the fourth in a series of five reports on the Key Business Benefits Of E-Commerce.</p> <p>Please note that Ironside does not distribute unsolicited e-mail. You are receiving this message because you have previously indicated an interest in the business benefits of e-commerce. If you would like your name removed from future e-mailings, simply forward this message in its entirety to: remove@ironside.com</p> <p>We welcome any requests for information or comments. Please send them to info@ironside.com. Thank you.</p> <p><u>(Additional copy for hyperlinked windows)</u></p> <p>TEXT LINK #1</p> <p>(See attached file – SERCA Final Case Study)</p> <p>TEXT LINK #2</p> <p>Transitioning revenue online is all about driving your customers to your online ordering system, but more importantly, it's about keeping them there so they don't revert back to traditional methods of placing orders and making inquiries via Phone and Fax.</p> <p>What keeps them doing business online?</p> <ul style="list-style-type: none">• Improved speed and convenience in completing transactions• An easy-to-use system that requires little or no training• Greater accuracy of information – such as real-time access to order status and inventory to make more informed strategic purchasing decisions• Direct real-time integration to the ERP system (SAP, JD Edwards, Baan etc) that provides the level of integration you need to meet the demands of the business buyer• Flexibility in how you reach customers and how customers
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can reach you – through web browsers, wireless devices, eMarketplaces, and ERP-to-ERP connectivity.

TEXT LINK #3

See attached file – ROI Versus Strategy Excerpts

TEXT LINK #4

See attached file – ROI Analysis Workshop

Ironside
Permission Marketing Email #5
Leveraging Existing ERP systems
Draft: August 22, 2001

(E-mail teaser)

To: <name>

Subject: Leveraging ERP Assets: E-Commerce Benefit #5

Fifth In The Series – “The Key Business Benefits Of E-Commerce”

Dear <name>,

What single ingredient is crucial to getting the maximum benefit from your e-commerce system?

In a word, it's integration -- leveraging your existing ERP systems and data.

With seamless ERP integration, all the other benefits of e-commerce cascade into place – better quality information, enhanced customer service, faster customer acceptance, reduced costs and accelerated ROI.

What's the best way to achieve all this? The attached e-mail will give you the answers, including...

- Why integration can deliver a higher level of information accuracy to customers;
- How one major manufacturing company found a “drop and deploy” e-commerce solution that integrated with their Wonderware® Prism™ ERP system;
- How to get a FREE special report on the Value of ERP Integration

To learn more, [click here now](#).

(HTML letter copy)

Customers Need An Intuitive Interface

“ERP systems aren’t easy to use. Customers can’t be expected to learn J.D. Edwards for us, or SAP, Baan or PeopleSoft for other companies. Ironside addresses this problem by providing a simple-to-use front-end that navigates through complex backend systems with incredible ease.”

-- Frederik Wenzel
Executive VP
Finance and
Administration
Weidmüller Inc.

“Ironside was the only “drop and deploy” option we found. Integration was virtually seamless and allowed us to leverage our investment in our Prism™ system extensively.”

- Fred Bond
Director of Systems
Intertape Polymer

[iSeries and Ironside](#)

Dear <name>,

Delivering better information to customers, faster, easier, on a more timely basis, is what drives return on investment for your e-commerce system.

The key to all this is integration -- leveraging your existing ERP data and logic. The host business data and business logic that reside on your enterprise applications are the result of years of corporate investment in information technology. These business assets need to be extended to the Web in a secure, controlled way so that you can leverage their value for customers and employees ... and continue doing business as usual – only more efficiently and profitably.

Providing customers with direct, real-time access to ERP data enables you to deliver a higher level of information accuracy and speed of transaction/inquiries than traditional methods. It also opens the door to opportunities such as:

- * real-time order status and product inventory inquiry
- * dynamic account information displays
- * electronic catalogs that can be easily updated
- * real-time remote price modification by sales staff

Bottom line: better quality of information for customers ... enhanced customer service ... faster acceptance of your e-commerce system, lower transaction costs and accelerated ROI.

Best Practices In ERP Integration: Intertape Polymer

Does your service staff spend hours on routine customer service inquiries? Do multiple plants or a complicated distribution network create further customer service challenges?

Read how [Intertape Polymer](#), a packaging industry leader in Marysville, Michigan, was able to give their customers self-service account management and secure access to its order management system in real time, that included links to its distribution partners and carriers.

[Technologies offer Intertape Polymer a complete package](#)

[FREE white paper from Ironside: The Value of ERP Integration](#)

Questions? Comments?
Send them to
info@ironside.com

Free White Paper On Integration

You can also learn more about the benefits of integrating e-commerce with ERP systems by [downloading our free Value of Integration white paper.](#)

Ironside Technologies Inc. is a global leader in supplier-focused business-to-business e-commerce solutions responsible for powering the eCommerce strategies of some of the world's most prominent manufacturers and distributors. To find out more about how we can help you, please call us at: 1-800-495-IRON or go to www.ironside.com

ERP Integration Survey

How important is leveraging your existing ERP system in your e-commerce strategy? Take a moment to click here to register your answer.

We'll give you the results of our survey in a subsequent e-mail.

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