

Simplify
Your Business

ProfitMAKER[®]

TAKE CONTROL of your business.

GAIN CONFIDENCE from one package.

ProfitMAKER®

ProfitMaker is one of the most efficient business management solutions designed specifically for the promotional products industry.

We created ProfitMaker to address an entire set of intricate business processes in a single, flexible, powerful application to help you through each step of the sales process, from order entry to final invoice. ProfitMaker also helps with customer service, marketing, accounting, rating suppliers and even integrates with ESP®!

See how ProfitMaker can help keep you ahead of the competition, including:

- Powerful Sales and Marketing
- Effective Customer Service
- Efficient Order Processing
- Streamlined Accounting and Reports
- Expanded Inventory and Fulfillment
- Dynamic Web Stores
- Inventory Management
- Complete Supplier Control



“I am basically very “computer illiterate” and I was in a panic when I was thrown into buying computer software. The entire team at ASI® was very helpful from start to finish.”

My system has functioned very well, and whenever I do have a computer glitch, the tech support team has been very helpful. I have been extremely grateful for their quick response.

The ASI Computer software has been very easy for my employees to learn.”

Strand Art Co. Inc.
asi/89865

Powerful Sales & Marketing

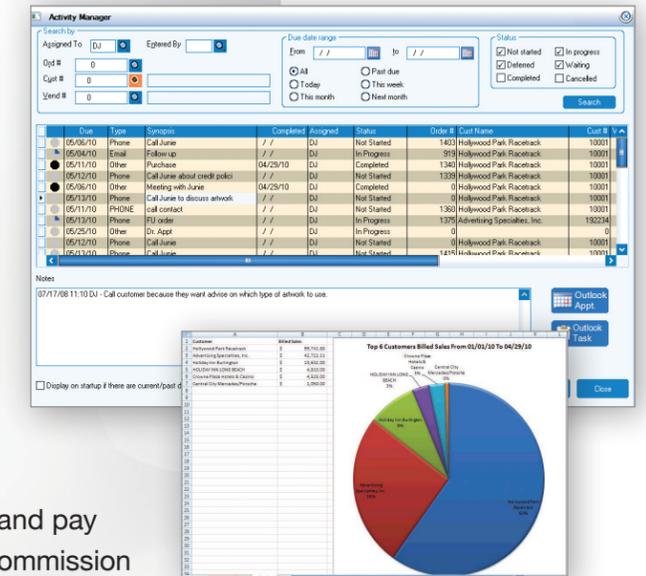
From finding new customers to thanking them for prompt payment, ProfitMaker helps your front office manage your relationships with your customers.

ProfitMaker is an indispensable sales and marketing tool providing qualified lead reports, dynamic outreach scheduling with the built-in Activity Manager, and full integration of the Microsoft Office Suite. Track critical data like customer buying habits and marketing costs by generating customized reports to get the data you want, when you want it.

ProfitMaker will greatly reduce the time it takes to calculate and pay commission with direct integration of order processing and commission tracking features. Whether you pay commission on booked, billed, gross profit or net sales, ProfitMaker streamlines the process.

Sales Analysis & Marketing Features

- Generate customer callbacks, emails, faxes and letters
- Convert quotes to orders to invoices with ease
- Manage your daily activities
- Integrated with ESP Web®
- Mail merge
- Comprehensive reports
- Integrated with the Microsoft Office Suite



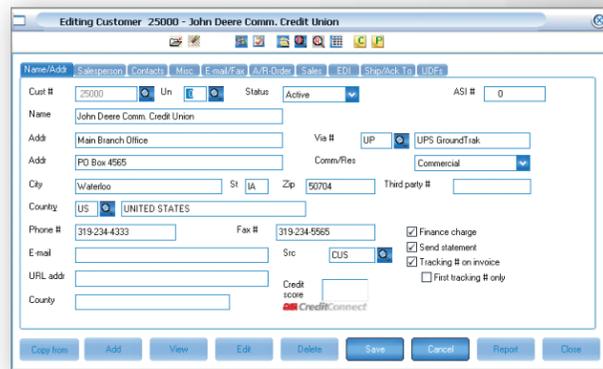
Effective Customer Service

Communicating with your customers before, during and after the order is easy when you use the many customer service features found in ProfitMaker.

One of the most important features of ProfitMaker is the customer record – a library of data that can be accessed at any time throughout the system.

Your team members will have the access and the ability to update customer information in real time to help make quick decisions.

Our integration with ESP Web allows distributors to rate ASI suppliers, while suppliers can immediately check the credit score of ASI distributors with ASI Connect™. All of this can be done directly in your ProfitMaker software.



Customer Service Features

- Full-service customer management
- Access ESP Web supplier ratings (distributors)
- ASI Connect data (suppliers)
- See financial transaction history
- Marketing, sales and service reports
- Quote, order and shipping reports
- Speed repeat orders by attaching graphics to customers or orders



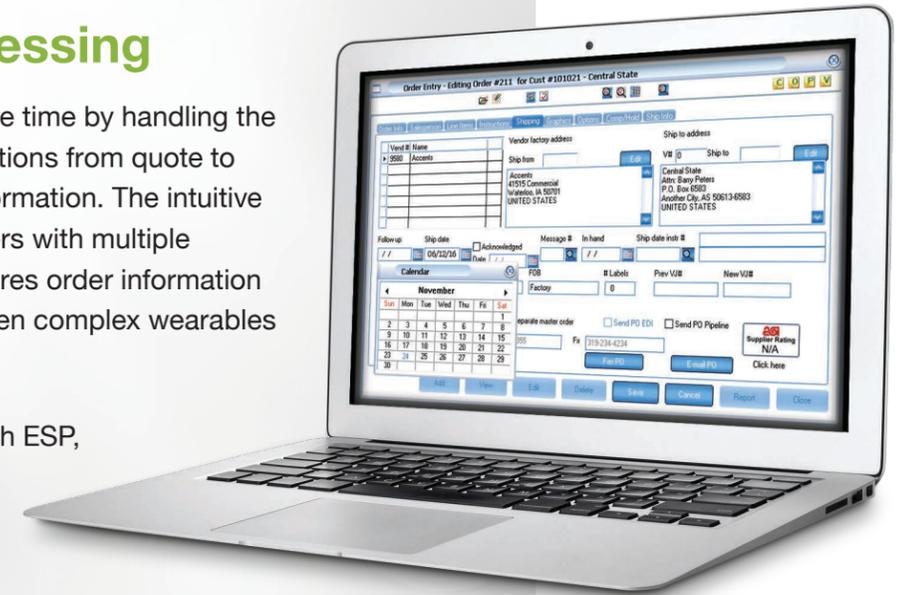
Efficient Order Processing

ProfitMaker is designed to help you save time by handling the unique paper-flow and accounting functions from quote to invoice by retaining customer order information. The intuitive system also allows you to manage orders with multiple vendors with ease. ProfitMaker also stores order information to help make repeat orders a snap – even complex wearables from multi-vendor orders.

And because ProfitMaker integrates with ESP, you can source products instantly.

Order Processing Features

- Multi-vendor ordering capabilities
- Complete order tracking and history
- Complete commission solution



There is no need to integrate with another accounting program. ProfitMaker has complete accounting features built in.

Streamlined Accounting and Reports

ProfitMaker allows you to analyze your profit position daily. You maintain full control over receivables with the A/R Aging Summary and analyze based on custom settings by customer and company totals in simple daily or monthly reporting.

General Ledger and Accounting Features

- Payables
- Receivables
- General ledger
- Checks and balances
- Purchase orders
- Invoices
- Bills
- Statements
- Bank reconciliation
- P&L and balance sheets
- Commissions and 1099s
- Credit cards
- Web payments
- Sales tax

Your Company Name										
Profit & Loss Statement										
Time: 16:35:58										
GL #	Name	MTD balance	MTD %	YTD balance	YTD %	MTD budget	YTD budget	Prev Yr/MTD	Prev Yr/YTD	LYR %
300	Gross Sales	75,222.14	100.00	166,085.01	100.00	50,000.00	200,000.00	0.00	202,444.09	99.63
301	Sales-Inventory	0.00	0.00	0.00	0.00	10,000.00	40,000.00	0.00	750.00	0.37
302	Trade Discounts Allowed	0.00	0.00	0.00	0.00	-100.00	-400.00	0.00	0.00	0.00
305	Sales Ret and Allowances	0.00	0.00	0.00	0.00	-100.00	-400.00	0.00	0.00	0.00
306	Cash Short or Over	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
600	Cash Discounts	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Sales		75,222.14	100.00	166,085.01	100.00	59,800.00	239,200.00	0.00	203,194.09	100.00
400	Cost of Sales-Drop Shpmt	38,662.37	51.40	83,475.16	50.26	27,000.00	108,000.00	0.00	107,628.99	52.97
401	Cost of Sales-Inv Items	0.00	0.00	25.00	0.02	5,000.00	20,000.00	0.00	255.00	0.13
402	Inventory Adjustments	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
403	Inventory Variance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
404	Purchases-Before Computer	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
405	Purch Returns and Allow	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
410	Freight Paid on Purchases	30.00	0.04	170.00	0.10	4,200.00	16,800.00	20.00	182.34	0.09
310	Freight Billed	-130.00	-0.17	-526.00	-0.32	-4,200.00	-16,800.00	0.00	-110.00	-0.05

Designed for the unique needs of promotional product companies, the ProfitMaker inventory option allows you to streamline your order processing.

Inventory Management

ProfitMaker comes equipped with an Inventory Management feature allowing you to track inventory you might be storing as well as vendor inventory activity and costing information.

Get a quick view of an item's availability, allocations, value and on-order information as needed throughout the system.

Reporting Features

- Manage inventory levels
- Know how much your inventory is worth
- Track back orders
- Item availability
- Purchase requirements
- Below minimum
- Full shipping management
- Inventory performance analysis



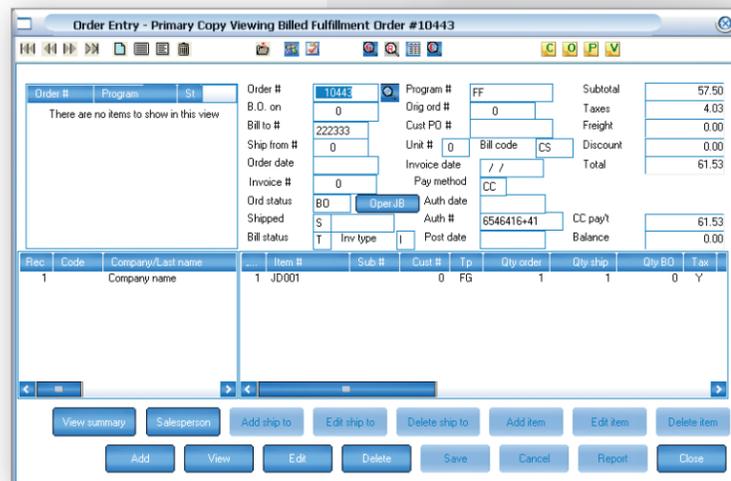
Designed specifically for the distributor who needs to administer catalog/fulfillment-type programs for their clients, the Fulfillment module takes the guesswork out of tracking activity and profitability of “program” sales and administration.

Expanded Inventory & Fulfillment

ProfitMaker streamlines the accounting and business functions that coincide with customer inventory programs. You have access to hundreds of fully customizable reporting options to help administer your programs.

The built-in Fulfillment module handles large volumes of orders associated with fulfillment programs. Additionally, it interfaces easily with the eCommerce module bringing Web stores into the mix.

Fulfillment Module Features



- Item size/color matrixes
- Warehouse management
- Zip code control
- Customer and in-house owned inventory
- Consolidated invoicing
- Freight and shipping management
- Bill of materials
- LIFO/FIFO costing

Designed for the company that produces items, Manufacturing administers multiple components and processed in a manufacturing environment.

Complete Manufacturing / Supplier Control

The Manufacturing module provides a needed link between your front office and your back office manufacturing processes. ProfitMaker’s flexible order entry system gives you the ability to utilize items in stock, select items to be produced – even substitute components during Order Entry to build an item on the fly.

With industry-tested reports and integrated processes built into the system, the Manufacturing module provides a level of security that is not found in other generic applications. Maintain close control of your inventory and production activity and expenses.

Improve your customer service offering by tracking and scheduling your orders within your production facility. From imprinting garments to the production of multiple component items, the Manufacturing module will handle your needs. While the Manufacturing module was designed with the promotional product supplier in mind, many distributors utilize the production capabilities for their in-house processing.

Manufacturing Features

- Manage components and assemblies
- Schedule jobs
- Control production flow
- Material scheduling
- Work-center scheduling
- Inventory integration
- Control assembly costs
- Manage for factory capital efficiencies
- Optimize factory productivity
- Make-to-order process

“Now I can spend more time selling instead of spending countless hours in paperwork. Since the program allows us to see the company history in numbers for previous months and years, we can more accurately forecast our sales, make goals and make more smart decisions, based on the true measure of our past performance.

In the past, it was very difficult for us to know the standing of the business without first having to spend minutes and hours doing some calculations, but now, with just a few clicks, I can see how our company is doing at any given moment.”

Better Graphics
asi/522786

Experience dynamic flexibility and seamless integration online with ProfitMaker's advanced eCommerce solutions.

Dynamic Webstores

ProfitMaker is equipped with an eCommerce module allowing you to integrate your Web store directly to your inventory control and order processing module. In addition, our integration with top credit card processors has made credit card processing a breeze.

STANDARD

Eliminate the need to re-key orders while facilitating the transfer of XML or ASCII files from your existing Web store into your ProfitMaker system. A built-in Query program allows for data to be passed from your ProfitMaker system into your existing Web store.

GOLD

eCommerce Gold dynamically links ProfitMaker with your Web stores and provides a customizable Web store template, which acts as an extension of your ProfitMaker package. Information is read directly from your ProfitMaker software and presented instantly on your Web store in real time. Your pages are as current as the last entry in ProfitMaker. Adding/deleting items, changing prices and displaying customer service information is a breeze! Plus, as orders are placed on the Web stores, they are automatically transferred to your ProfitMaker system.

ELITE

The most complete and comprehensive of the eCommerce offerings, eCommerce Elite bundles nearly every eCommerce option available into one offering and includes all of the options listed with Gold and Standard. Elite also offers Points, Gift Certificate, Supervisor Override, Budgets by ship-to location and Online Proofing or PDF capabilities.

eCommerce Features

- Unlimited number of Web stores**
 With one low price, you can create and maintain an unlimited number of Web stores.
- Shopping cart program/ import orders**
 Automated order entry from online, real-time catalog of items. Orders are generated on your website and imported into ProfitMaker. No re-keying of orders.
- Email order confirmation**
 Email order confirmations are automatically generated to your customers.
- Real-time inventory levels**
 Integrates directly with the ProfitMaker inventory module.
- Order status**
 Real-time order status, customer history and shipping tracking information.
- UPS/FedEx integration and more**
 Online immediate real-time shipping charges.
- Credit card payments**
 Online credit card authorization.
- New customers**
 Create new customers on the fly from your Web page.
- Simple maintenance**
 Add, delete and edit the detail of items on your website simply by making a change in your ProfitMaker inventory module, eliminating the need to pay a Web designer to make changes.
- Shipping interface**
 Integrated shipment tracking information included with Elite option.
- Shopping cart integration**
 Available with Elite and Gold options.

“ProfitMaker keeps your business on track, allowing you to easily follow products from order to delivery. Back orders are a breeze to follow up on and the reports are excellent! ASI Computer Systems' support is always extremely helpful and friendly. I have been able to keep better control of our overhead since using their system.”

Frank C.
All American Awards Inc.
asi/34257



- **Streamlining Business Operations**
- **Enhancing Customer Relationships and Increasing Sales**
- **Integration with Top Apparel Suppliers**
- **Integration with ESP Web®**
- **Offering the Most Powerful Inventory Control**
- **Delivering Superior Customer Service**
- **Estimating and Quoting Quickly and Accurately**
- **Making Quick, Educated Financial Decisions**

Have questions or suggestions, or are you ready for one of our expert staff to lead you through a thought-provoking demo of ProfitMaker®? Contact us today!

ProfitMAKER®

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