



# Unlock Your Potential

**The best business management software in the industry.**

*Take a Look Inside*  
**ASI SmartBooks**

## CREATED FOR OUR INDUSTRY. DESIGNED FOR YOUR BUSINESS.

### ASI SmartBooks: The must-have business software that manages ALL of your back-office operations.

From sourcing to sales to accounting, one application does it all and more – including integration with ESP®, the industry's #1 product database, and PromoPayment, the industry's top credit card processing system. ASI SmartBooks is the best industry-specific software available to help you seamlessly run your business.

Ready to save time and increase efficiency? Take a look at everything you can do with ASI SmartBooks to make growing your business easier:



- Source products and place orders
- Process and track orders
- Calculate commissions
- Perform accounting functions
- Manage inventory
- Oversee eCommerce solutions

Trust ASI SmartBooks, the smart software made for our industry and for you.

## ESP-ENABLED PRODUCT SOURCING & ORDER ENTRY

### Save time and say good-bye to rekeying and data entry errors!

Get complete access to ESP, the industry's #1 product sourcing database, without switching programs.

- **Search & Source.** Search nearly 1 million promotional products from 3,000+ suppliers.
- **ESP Shopping Cart.** If you prefer to search in ESP, don't worry – you still have direct access to your shopping cart through ASI SmartBooks.
- **ESP Presentations.** Import product data directly from your client Presentations.
- **ESP Orders.** Your back office can import order info from ESP and process immediately.



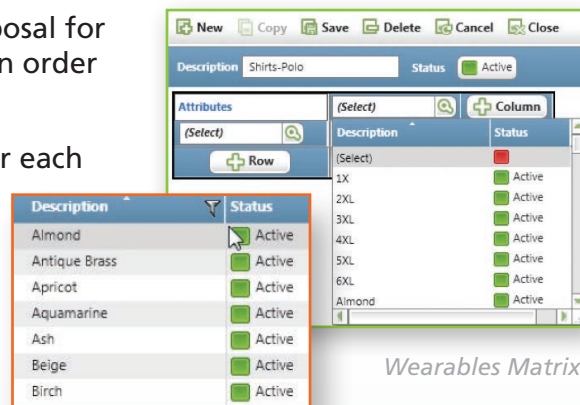
Products (1)									
Code	Description	Ordered	Unit	IPC	Price	Price Total	Cost	Cost Total	
		1	Each	(S)	\$0.0000	\$0.00	\$0.0000	\$0.00	
Image	Name	Code	Vendor	Vendor SKU	Category	Qty	Price	Cost	
	Hanes (R) - This yellow Hanes Authentic Tagless tee will make a bold and bright statement.	107Y	Cafe Press asi43167	107Y	T-Shirts- Unisex		QUR	QUR	
	Hanes (R) - No set-up fees, full color prin	108G	Cafe Press asi43167	108G	T-Shirts- Unisex		QUR	QUR	
	Hanes (R) - 7.8 oz. 50% cotton/ 50% polyest	133AGR	Cafe Press asi43167	133AGR	Sweat Shirts- Children		QUR	QUR	

# ORDER PROCESSING & COMMISSION CALCULATIONS

## Improve your forecasting.

Customize ASI SmartBooks to incorporate your own workflow components and maximize productivity.

- **Document.** Every quote, order and invoice that has been printed or emailed is stored.
- **Trend Reporting.** For better forecasting, review a snapshot of orders placed and invoiced monthly for the last three years. Easily find your top selling product, most profitable product and highest spending customer.
- **Repeat orders.** Copy the previous order with the click of a button – it's that simple.
- **Wearables Matrix.** Quickly create a customized wearable matrix for colors, sizes, etc.
- **Quotes.** Create a quote proposal for your client, and turn it into an order with one click.
- **Commissions.** Calculated for each order automatically.



*Commissions*

Name	Order	Invoice	Invoice	Customer Paid	Amount	Paid	Balance	Customer	Type
Grouped by: Name									
Jane Doe - 002 (22)									
					\$7,891.31	\$10,720.80	(\$2,829.49)		
John Smith - 001 (2)									
John Smith	467	10336	05/31/2012	None	\$56.92	\$0.00	\$56.92	C & S Car Company	Commission
John Smith	491	10341	06/25/2012	None	\$204.15	\$0.00	\$204.15	Community Motor Co	Commission

# ACCOUNTING

## Improve the accuracy of financial info.

Quickly go from "Quote to Cash," and strike the right balance between automation and control.

- **Fully-Integrated General Ledger.** Balances update while you do your work. Transaction detail is always available.
- **Financial Statements.** Use the included trial balance, balance sheet and profit and loss statements, or customize financials and add cost centers for more detailed financial reporting.
- **Accounts Payable.** Enter and pay supplier bills and view accurate gross profit margins.
- **Accounts Receivable.**
  - o Invoice clients
  - o Create collection reports
  - o Enter customer payments
  - o Reconcile daily bank deposits

*Financial Statements*

	Current	New
Fiscal	\$ -6,480,000.00	\$ -6,480,000.00
January	\$ -540,000.00	(\$540,000.00)
February	\$ -540,000.00	(\$540,000.00)
March	\$ -540,000.00	(\$540,000.00)
April	\$ -540,000.00	(\$540,000.00)

*Financial Statements*

- **Invoice Consolidation.** Condense multiple purchase orders into one invoice.
- **Customer Credit Card Processing.** ASI SmartBooks is fully integrated with PromoPayment and Authorize.net so you can securely store credit card numbers.
- **Budgets.** Easily maintain your monthly budgets for Profit and Loss accounts. Plus, ASI SmartBooks has comprehensive budget comparison Profit and Loss reports.

*Budgets*

*Profit & Loss*

	Balance
Income	
300 Gross Sales	\$244,624.95
<b>Total Income</b>	<b>\$244,624.95</b>
Cost of Sales	
400 Cost of Sales-Drop Shpmt	\$124,631.93
410 Freight Paid on Purchases	\$19,227.37
<b>Total Cost of Sales</b>	<b>\$143,859.30</b>

*Trial Balance*

Number	Description	Debit	Credit
100	Cash in Bank		\$88,495
102	VISA	\$120.00	
104	Petty Cash	\$0.00	
108	Savings Account	\$0.00	
110	Undeposited Funds		\$14,947
112	Investments	\$0.00	

# INVENTORY MANAGEMENT

## Easily maintain proper stock levels.

The tools and real-time data you need to analyze your inventory are right at your fingertips.

- **Fulfillment Programs.** Once you set up your products, product info automatically populates into a new order, so you can replenish and release stock quickly.
- **Inventory Replenishment.** Purchasing info defaults on a purchase order, including imprint and shipping instructions.
- **Robust Reporting.** A variety of customizable reports are available to help you manage your inventory, including a summary of sales for the previous year.
- **Distributor and Client Owned.** Keeping track of the inventory you and your client own is easy and can be separated on reports and your financials.

Stock	On Hand 100	Allocated 50	Available 50	On Order 2150
Location	WH	My Warehouse	Storage Location	Bin 120
			Minimum	250
	On Hand	Allocated	Available	On Order
Leistad Inventory Sales	100	50	50	1500
C & S Car Company	0	0	0	650

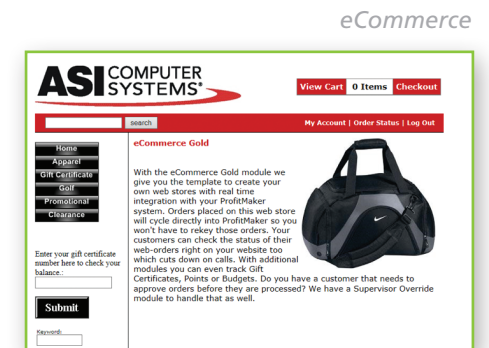
Inventory

# eCOMMERCE

## Expand and solidify customer relationships

Dynamic flexibility and seamless integration online with ASI SmartBooks advanced eCommerce solutions.

- **Company Stores.** Provide clients with their own corporate branded store of promotional products. Host your own unlimited number of web stores, all fully integrated with ASI SmartBooks.
- **Real-Time Inventory.** Inventory automatically updates, so shoppers know if you can fulfill their orders.
- **Punch-Out Enabled.** Seamlessly accept requests and purchase orders and send invoices when you directly integrate procurement software like Ariba, Basware and Peoplesoft.
- **Order Status.** Clients can track their orders since updates are made in real-time.



- **eBuilder.**
  - o Customize the look, workflow and shopping experience for your clients.
  - o Import real-time shipping rates from UPS, FedEx and USPS.
  - o Process credit cards with Authorize.net or PromoPayment.



eCommerce

# ASI SMARTBOOKS HOLDS THE KEYS TO YOUR SUCCESS

## Unlock opportunities with the business management software designed for our industry.

ASI SmartBooks isn't just software – it's an application specifically designed for the promotional products industry. It integrates with ESP, Company Store and PromoPayment, and thinks like you, with workflows and reporting that make sense.

Use the best industry-specific software and streamline all of your business operations:

- **Product Sourcing & Order Entry**
- **Order Processing & Commission Calculations**
- **Accounting**
- **Inventory Management**
- **eCommerce**

Trust ASI SmartBooks, the smart software made for our industry and for you.

Discover what else ASI SmartBooks can do for you!  
Email [asismartbooksinfo@asicomp.com](mailto:asismartbooksinfo@asicomp.com) or call (800) 544-1274.