

**Simplify Your Entire Business**  
from Order Processing to Inventory Control.

# ProfitMAKER<sup>®</sup>



**Gain Confidence  
Knowing That  
You Can Access  
Any Piece of Data  
Easily, Within  
One Package.**

# ProfitMAKER®

**ASI Computers** has been an integral part of the Promotional Products Industry for over 30 years. We understand the fundamental differences between promotional product suppliers and distributors. Our team has utilized this key knowledge of the industry, as well as our partnership with ASI, the leader in information and advertising solutions to shape *ProfitMaker*® into the most efficient business management solution available for your business.

With *ProfitMaker*, your company can manage its entire **front-office and back-office** functions with a single, flexible, powerful business application – integrating customer relationship management, customer service, marketing, sales, accounting, inventory management, ecommerce, mobile solutions and more. *ProfitMaker* equips you with the fully integrated software vital to success in the competitive promotional products arena. *ProfitMaker* makes it easier than ever for promotional product distributors to communicate with promotional product suppliers while offering each group a completely customized solution, tailor fit to both of their unique business needs.

The power behind *ProfitMaker* extends even further by offering you the training and support of our experienced service experts ready to help you become secure and successful. We invest in our products constantly and will continue to enhance the software taking into account your business's ever-changing needs. *ProfitMaker* offers you a team that will continually support your business.

**Become a performance-driven organization with sales and marketing, inventory and purchasing, fulfillment and shipping, and ecommerce solutions all in one easy to access location. Aspire to *ProfitMaker* and start superior business management today!**

## Distributors

*ProfitMaker* provides powerful and flexible management solutions that give you the tools needed to manage every aspect of your business, from order entry, shipment management, and in-depth reporting, to credit card billing, an **ESP Online™** integration, the ability to import **LogoMall®** orders, and the ability to rate suppliers. These integrated solutions can be deployed quickly and inexpensively, with the fastest implementation times available. *ProfitMaker* allows you to stay ahead of your competitors by:

- Streamlining Business Operations
- Improving Inventory Management
- Enhancing Customer Relationships and Increasing Sales
- Integration with Top Apparel Suppliers
- Integration with **ESP Online**

## Suppliers

*ProfitMaker* offers you success in an industry that requires you to respond to the ever-changing needs of distributors. Meeting these demands requires the ability to make quick decisions based on accurate data. As a supplier, you need to provide the right products, in the right quantities, at the right time, maintaining quality, and at a price that is competitive within the industry. *ProfitMaker* provides you powerful inventory control, shipment management, and complete customer service tools, while offering you the ability to check credit with **ASI CreditConnect™**, and integrate collaboration and communication imperative for success. *ProfitMaker* allows you to stay ahead of your competitors by:

- Offering the Most Powerful Inventory Control
- Delivering Superior Customer Service
- Estimating and Quoting Fast and Accurately
- Make Quick, Educated Credit Decisions

“**ASI Computer Systems** has provided **MadeToOrder, Inc.** with terrific customer service and technical support since 2003. We have evaluated a number of other options but the simple truth is nothing else has offered us the price performance ratio. ASICS firm has always provided familiar, friendly, patient, and helpful support.”

Barbara Sedgwick Brown  
MadeToOrder, Inc.  
asi/259540



“**Custom Logos** has been using **ProfitMaker** (including **Manufacturing, Fulfillment and eCommerce Gold**) for ten years. The software has allowed us to double our revenues while cutting operating costs. The key to **ProfitMaker** is the support team at **ASI Computer Systems**. Without them, neither the software nor our company would be a success.”

Alan Mittleman  
President, CFO  
Custom Logos  
asi /173183





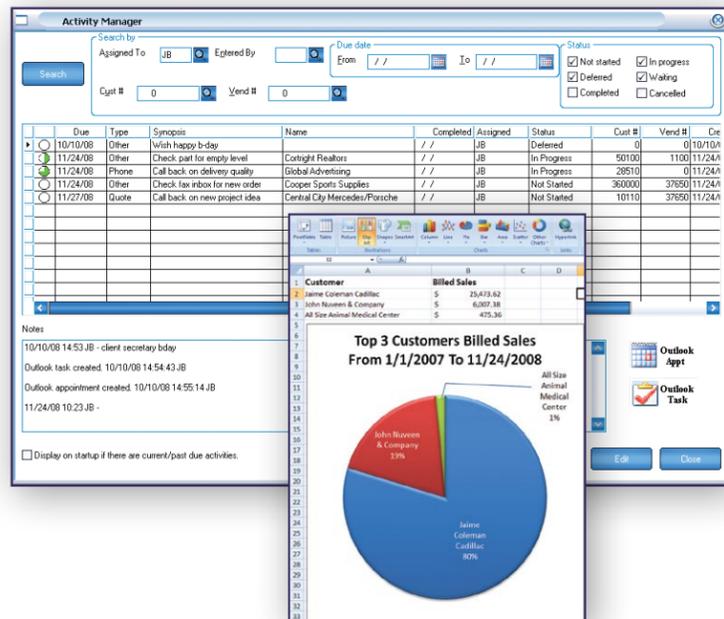
# Front Office

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

*ProfitMaker* effectively manages your sales & marketing activities by providing you with vital information to help make your sales and marketing decisions.

## Powerful Sales & Marketing

With *ProfitMaker* you will be able to provide your sales team with qualified lead reports to help ensure your customers and prospects are being contacted regularly. Activity Manager allows you to schedule and manage all daily activities including phone calls, emails, faxes, and letters. Now you can keep track of your customers and their buying habits, generate callbacks & follow-up activities to customers by automating these communications directly in your system. *ProfitMaker* keeps you in front of your customers while monitoring your salesforce contact activity simultaneously. You will also greatly reduce the amount of time you spend calculating and paying commissions with *ProfitMaker's* direct integration of the order processing and commission tracking programs.



Now take even better control of your business with the power and flexibility of *ProfitMaker's* sophisticated technologies. ASI Computers has integrated the Microsoft Office Suite into *ProfitMaker* allowing your company to leverage the power of Outlook, Excel, Word, Access, and other tools. Use this integration to produce complex reports from customer, order, or vender performance reports to sales person grading and time/profit analysis. Track everything as the flow of information from your client's concepts to their grateful check for services and products rendered moves through your *ProfitMaker* system.

## Sales Analysis & Marketing features

- Complete Commission Solution
- Detailed Contact Management
- Comprehensive Reports
- Generate Customer Callbacks, Emails, Faxes, and Letters
- Salesperson Scheduling
- Mail Merge
- Produce Complete Presentations
- Proposal to Quote to Order with Ease
- Drop Ship Orders
- Multiple Vendor Orders
- Integrated with ESP Online™
- Open Line of Communication Between Distributors/Suppliers
- Integrated with the Microsoft Office Suite





# Front Office

***ProfitMaker***® includes customer service capabilities in every area of the software giving your customer service and sales teams quick and easy access information imperative to keeping your customers happy.

## Effective Customer Service with Complete Real-Time Access

The customer record is one of the most important areas in *ProfitMaker*. Information recorded in the customer record becomes a library of data that can be accessed automatically throughout the system. Whether you are answering customer service questions, needing detailed financial information or creating sales/marketing reports, the customer record provides updated information in real-time and will help you make quick management decisions based on financial history. Information recorded in the customer master will update all affected modules in the system. *ProfitMaker* gives you the flexibility to set up and track your clients on an individual basis. The data in each portfolio is specific as to how you do business with each customer.

Then analyze your customer activity and profitability with the customer service reports available throughout the system. In addition, distributors can rate suppliers instantly in *ProfitMaker* and the ratings auto-populate ESP Online™. Suppliers can check the credit scores of distributors using information pulled directly from ASI CreditConnect™.

The screenshot shows a software window titled "Editing Customer 25000 - John Deere Comm. Credit Union". It features a menu bar with options like Name/Addr, Salesperson, Contacts, Misc, E-mail/Fax, A/R-Order, Sales, EDI, Ship/Ack To, and UDFs. The main area contains several input fields: Cust # (25000), Un, Status (Active), ASI # (0), Name (John Deere Comm. Credit Union), Addr (Main Branch Office), Via # (UP), UPS GroundTrak, PD Box 4565, Comm/Pies (Commercial), City (Waterloo), St (IA), Zip (50704), Third party #, Country (US), UNITED STATES, Phone # (319-234-4333), Fax # (319-234-5565), E-mail, Src (CUS), and Credit score. There are also checkboxes for Finance charge, Send statement, Tracking # on invoice, and First tracking # only. At the bottom, there are buttons for Copy from, Add, View, Edit, Delete, Save, Cancel, Report, and Close.

## Customer Service Features

- Full Life-Cycle Customer Management
- Constant Contact Point Control
- Access ESP Online™ Supplier ratings (Distributors)
- ASI CreditConnect™ Data (Suppliers)
- Preloaded list of ASI Suppliers and ASI Distributors
- See Financial History
- See Transaction History
- See Personal Details
- Marketing, Sales and Service Reports
- Delivery/Shipping Reports
- Billing/Collections Reports
- Quote, Order, and Shipping Reports
- Complete Invoicing
- Aging
- Attach Graphics to Orders for Suppliers and Repeat Orders





# Front Office

Experience dynamic flexibility and seamless integration online with *ProfitMaker*®'s advanced eCommerce solution.

## Dynamic eCommerce Shopping Cart Software

Choose to simply import orders into Order Entry, or have a dynamically linked solution that ties your web store directly to your inventory control module and your order processing module. ASICS has options to suit your web store needs. Link your web stores to your *ProfitMaker* system with the eCommerce Module. Whether you already have a custom web store, or if you have the need for a “website in a box”, the eCommerce module will fit your needs. If you have a client who needs you to administer a web store for them, or if you want to offer the service, the eCommerce module has a full set of tools and options for you. In addition, with the ACCESS GROUP/NPC connection to the eCommerce module credit card processing has never been so easy and affordable.



### STANDARD

Eliminate the need to re-key orders into your *ProfitMaker* system 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

Utilizing the Fulfillment module in *ProfitMaker*, eCommerce Gold dynamically links *ProfitMaker* with your web stores. eCommerce Gold 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 on your webpages eliminating the need for tedious updates. Your pages are as current as the last entry in *ProfitMaker*. Adding/deleting items, changing prices, displaying customer service information is a breeze! Simply work in *ProfitMaker* and your webpages automatically reflect the current information. Plus, as orders are placed on the web site(s), they will be automatically transferred to your *ProfitMaker* system.



### PLATINUM

The most complete and comprehensive of the eCommerce offerings. eCommerce Platinum bundles nearly every eCommerce option available into one offering and includes all of the options listed in the Gold and Standard offerings, Platinum also offers Real-time Shipping system interface (UPS, FedEx), Enhanced Credit Card Authorization options and points-in-lieu-of-cash capabilities.

## Commerce 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 on-line, 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/FEDX Integration & more**  
 On-line immediate real-time shipping charges and package detail.
- Credit Card Payments**  
 On-line credit card authorization.
- New Customers**  
 Create new customers on the fly from your webpage.
- Simple Maintenance**  
 Add, delete, and edit the detail of items on your website simply by making a change in your ASICS *ProfitMaker* inventory module, eliminating the need to pay a web designer to make changes.
- Shipping Interface**  
 Integrated shipment tracking information included with Platinum option.
- Shopping Cart integration**  
 Available with Platinum and Gold options.





# Back Office

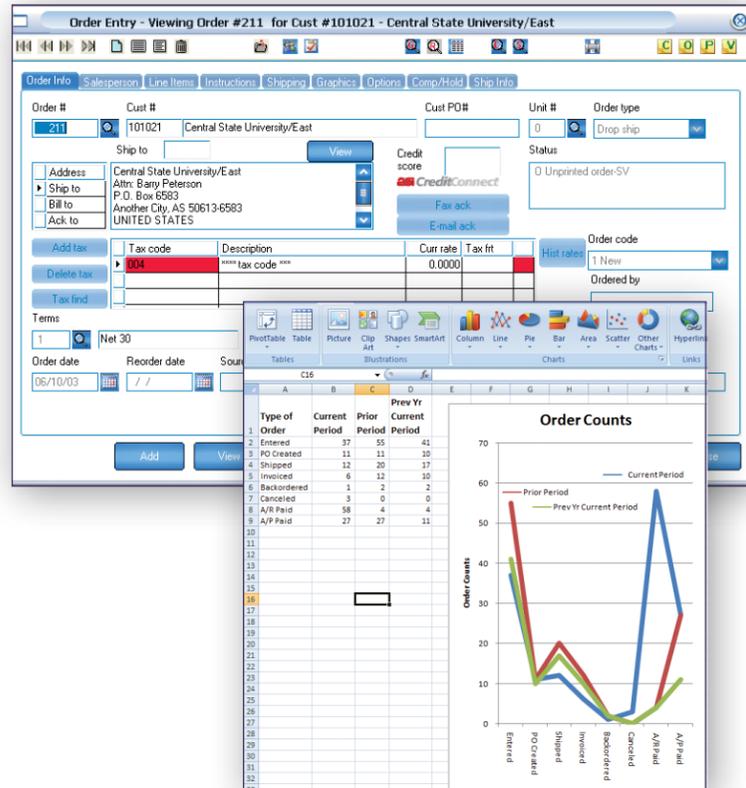
Power and flexibility are at your fingertips with the Quotation, Order Processing and Inventory functions available in *ProfitMaker*®.

*ProfitMaker*® effectively manages your sales & marketing activities by providing you with vital information to help make your sales and marketing decisions.

## Efficient Quote – Order – Invoice Processing

Easily turn a Quote into an Order and then an Invoice without having to re-enter data. Unlike off-the-shelf accounting packages, *ProfitMaker* was designed to handle the unique paper-flow and accounting functions involved with “drop-ship” orders. Multiple vendor orders are also handled with ease, allowing you to spend less time during invoicing and commission calculation. Now with *ProfitMaker*'s direct interface with key ASI products **ESP Online™** and **LogoMall®** you can import order information from ESP Online Client Projects and LogoMall orders. Plus, we have integrated with top apparel suppliers SanMar, Alpha, Broder, Bodek & Rhodes, NES Clothing, and Ash City. From start to finish the order entry process could not be easier or more streamlined!

*ProfitMaker* handles new and repeat orders with ease; even complex wearables multiple vendor orders are processed on the same order quickly & easily. Simply enter the vendor responsible for each item on the order and the system will track the purchase and cost automatically under the same job number. Increase your efficiency even more by utilizing the optional item master; while not required, it can be extremely helpful for inventory items or for frequently utilized miscellaneous charges (e.g., artwork, handling charges).



## Order Processing features

- Complete Commission Solution
- Detailed Contact Management
- Multi-Vendor Ordering Capabilities
- One Data Entry Point
- Order Tracking
- Order History
- Backorder Tracking
- Re-Orders
- Integrated with UPS® and FedEx®
- Integrated with Key ASI Products: ESP Online™ and LogoMall®
- Integrated with Top Apparel Suppliers SanMar, Alpha, Broder, Bodek & Rhodes, NES Clothing Co. and Ash City

logomall®

esponline™





# Back Office

Maintain control of your business with a fully integrated real-time accounting system that allows you to drill deep into detailed financial and customer information.

## Reliable Interactive Accounting Applications

Interfaced directly with order processing, *ProfitMaker*® allows you to analyze your profit position daily. Be confident by knowing that the unique “costing” associated with drop-ship accounting is handled automatically in the system. With “work in process” logic for your drop-ship activity, the accounting portion of the software keeps track of when your costs actually need to affect your general ledger. This provides an accurate representation of your profitability. Maintain control of your receivables with the A/R Aging Summary. Providing a quick look at your aged receivables, *ProfitMaker* also allows you to analyze your receivables by customer or by your company totals. Determine the receivable information you need to see and *ProfitMaker* will automatically create custom screen or printed reports accordingly to keep you informed of every dollar you are owed. From simple daily and monthly reporting, to more detailed activity and budgetary analysis, the accounting functions in *ProfitMaker* will handle all your needs.

## General Ledger and Accounting features

- Payables
- Receivables
- General Ledger
- Checks & Balances
- Purchase Orders
- Invoices
- Bills
- Statements
- Bank Reconciliation
- P&L & Balance Sheets
- 1099's & Commissions
- Credit Cards
- Web Payments
- Sales Taxes

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

## Inventory Control with Sales Analysis

Many systems require you to “create” an item record even though you may never actually stock it. While not required, *ProfitMaker* allows you to create one, if you choose. This keeps your item activity reports more accurate and streamlined. For the times you do need to stock physical inventory, the system will track the activity, profitability and availability. It also keeps track of vendor activity and costing information. *ProfitMaker* will keep track of the purchasing information related to the item record. Now you can quickly access the vendor costing information as needed throughout the system. Get a quick view of your item availability, allocations, value, and on-order information from this window. In addition, with eCommerce Gold, you can maintain your web store easily from within the *ProfitMaker* system.

## Inventory Control features

- Auto-track inventory levels
- Control Item movement flows
- Manage inventory layouts
- Know how much your inventory is worth
- Backorder
- Item Availability
- Purchase Requirements
- Below Minimum
- Full Shipping Management
- Inventory Performance Analysis



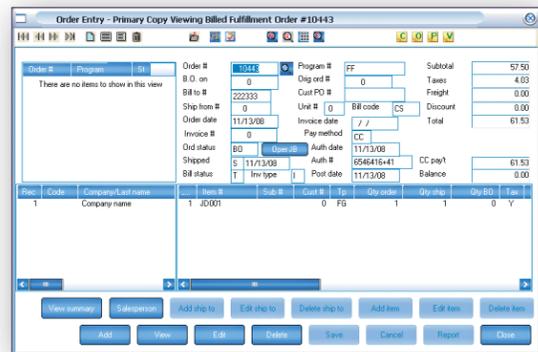


# Back Office

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

## Ultimate Business control with the Fulfillment Module

The Fulfillment module takes the “guess work” out of administering your fulfillment programs. This module streamlines many of the “behind the scenes” accounting and business functions that go hand-in-hand with customer inventory programs. You will have access to hundreds of fully customizable reporting options to help administer your programs.



You can feel confident in knowing the order processing function of the Fulfillment module is able to handle the large volume of orders associated with fulfillment programs. Plus, the Fulfillment module interfaces easily with the eCommerce module to incorporate 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
- Integrate with Inventory Management
- Bill Customers directly or by Program
- Standard Cost vs LIFO/FIFO Costing

Designed for the company who produces items or has a process to complete an item for sale, the Manufacturing Module administers multiple components and processes in a manufacturing environment.

## Improved internal communication with the Manufacturing Module

The Manufacturing module provides a needed link between your “front office” and your “back office” manufacturing processes. Unique item setup options provide flexibility to your order entry system. Utilize items in stock, select items to be produced – even substitute components during Order Entry to build an item on-the-fly. With quick and easy order routing/tracking, you can easily inform your clients on the status of their orders. Likewise, your production manager has a wealth of information at their fingertips relating to production and labor schedules based on the orders that are being input throughout the day.

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



# ProfitMAKER<sup>®</sup>



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

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Fax: 319-266-7693

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