2018 TECHNOLOGY SHOWCASE

Our industry is energized by new technologies and empowering tools. This special section features content from consultative software firms that are ready to help distributors grow.

Forward-thinking distributors work hard to turn each client's missions into milestones. The journey to those solutions is sometimes long and filled with roadblocks, but more than ever, distributors are in the driver's seat. They know which direction to take their customers and their own companies.

They just need some keys. They need technologies to make advancement possible. That's why we created this special magazine section.

The 2018 Technology Showcase includes a mix of content from consultative software firms that understand the nuances and challenges faced by distributors. These firms are heaping with innovation, and a genuine desire to infuse the industry with a great mix of imagination, initiative and information.

Want to approach new prospects with confidence? Boost the efficiency of your back-end operations? Arm clients with new campaign management tools? Increase the speed of your workflow procedures? Ensure better brand control? The best software takes those kinds of hard problems and turns them into powerful differentiators.

Over the next 18 pages, six software firms do more than tout their technologies. They prove their expertise by sharing insight, discussing answers, spotlighting projects and embracing thought leadership.

The content begins when you flip the page to a cool chart outlining the main capabilities of PSDA member software firms.

Check Out These 6 Companies

This special section features a mix of content produced by six software providers. As you consider your biggest needs for software solutions, check out their content and give them a call:

Foundry Commerce	**Pg. 38-41**
sourceit	**Pg. 42-43**
BCT International	**Pg. 44-45**
DemandBridge	**Pg. 46-47**
Launchpad Intelligent Software LLC	**Pg. 48-51**
Xetex Business Systems Inc.	**Pg. 52**

Who Does What: PSDA Me

	Accounting/ Financial Reporting	Bar Coding	CRM	Campaign Management	Data Analytics/ Dashboard Creation	Data Security Solutions	Digital Asset Management	Distributor Operations	Document Imaging/Indexing
All Barcode Systems		●					●		
BCT International				●			●	●	●
ComplyRight	●							●	
Demand Bridge LLC	●	●	●	●	●		●	●	●
DirectMail2.0				●	●				
Foundry Commerce	●			●			●	●	
Four51	●		●	●	●	●	●	●	●
Launchpad Intelligent Software LLC	●	●	●	●	●		●	●	●
SAGE			●	●	●			●	
sourceit					●		●	●	
Support One, Inc.	●	●	●	●	●	●	●	●	
Xetex Business Systems Inc.	●		●				●	●	

Tech Showcase sponsor

ember Software Providers

Document Publishing Tools	E-Commerce Solutions	Inventory/ Warehouse Management	Marketing Automation	Mobile Marketing/ App Development	RFP/RFQ Tools	Payment Gateway	Project Management	Web-to-Print Software	Website Development/ Design Tools	Workflow Automation
		●								
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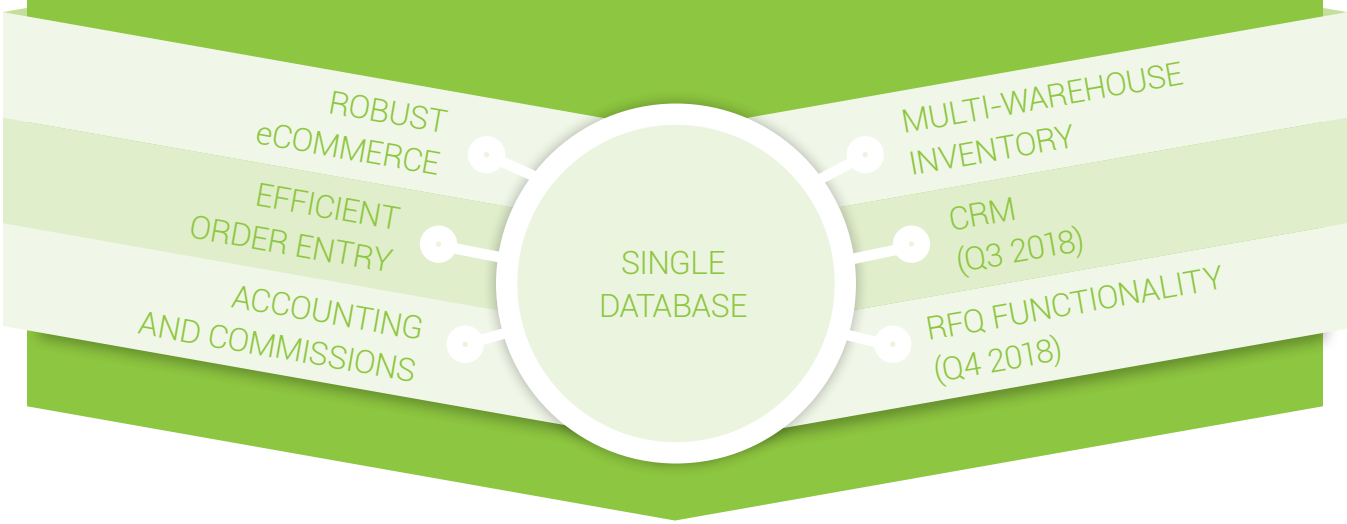
All suppliers listed under the Software category within PSDA's Online Supplier Directory were offered the opportunity to complete our technology survey. Listed here are PSDA member companies that completed the survey and primarily sell software solutions to distributors. Information comes from the companies themselves, and is not meant to be a comprehensive list of capabilities.

OrderForge

This is the future.
We think you'll like it.



THE BEST IN CLASS eCOMMERCE AND OPERATING SYSTEM HAS BEEN BUILT FOR TODAY'S DISTRIBUTOR

WHO WE ARE

OrderForge is a **complete eCommerce and operating system** that has been built for today's distributor. It is designed to accommodate print and promotional products with equal strength and handle online and **offline orders through the exact same process**.

Our sole goal is to help print and promotional product distributors become more efficient at attracting orders, managing their supply chain and processing orders through to invoice creation. Our **system is built to assure that data is entered one time** and that single or multi-vendor supply chains are streamlined. If we add value to your operation we will earn the right to be your partner for generations to come.

1 MILLION+ USERS | **5,000+ STOREFRONTS** | **200+ DISTRIBUTORS**

BEST IN CLASS

eCommerce System

Customizable Themes

CUSTOMIZE THEMES, URLS AND COMPLETE WEBSITES

Flexible Display Options

NUMEROURS ARRANGEMENT OPTIONS FOR APPAREL AND PROMO ITEMS

Responsive Design

MOBILE FRIENDLY B-TO-B AND B-TO-C SITES

Shipping For Distributors

Real time calculations that accounts for where each item will come from

Robust Approval Engine

Rule structure to handle every business case

Multiple Payment Options

Gift cards, spending accounts, credit cards, purchase orders and more

Advanced Promotions

Coded or auto-apply codes manage discounts or employee uniform programs

250+ Permissions

Settings that can be enabled at company, group, user, category and product levels

Learn More

Schedule a demo to see how you can say yes to all your client needs

Contact Merlin at 616-212-3233 or mbuhl@foundrycommerce.com

FOUNDRY COMMERCE

www.FoundryCommerce.com

ORDERFORGE IS AN

Operating System FOR TODAY'S DISTRIBUTOR

1 **ORDER ENTRY**

Orders come in from online source or order entry

2 **PO ISSUED**

Cut single or multi-vendor POs automatically or via bulk processing

3 **PRODUCTION & SHIPPING**

Product flows through the production chain and is shipped to client

4 **VENDOR INVOICE**

Vendor invoices are reconciled against POs

5 **ORDER INVOICE**

Orders are prepared for invoice creation

6 **INVOICES SYNCED**

Vendor and client invoices are created/synced to accounting

7 **CREDITS/ COMMISSIONS**

Credit Memos are issued as necessary and Commissions are generated

ORDER CREATION

- Build orders with all product types
- Generate production files in the order entry process
- Real time shipping calculations and multiple payment methods

SINGLE AND MULTI-VENDOR WORKFLOWS

- Create supply chains with internal and external vendors
- Automate PO creation based upon product, ship to and quantity
- Stage POs in supply chains until previous steps are complete

EFFICIENT INVOICE PROCESSING

- Flexible process designed to match your flow
- Post customer and vendor invoices together or separately
- Generate individual, summary or rolled up invoices
- Robust commission rules and reconciliation

WHY DO YOU WANT TO

Learn More About OrderForge

FROM FOUNDRY COMMERCE?

On average orders are 20% smaller today than 5 years ago and the number of orders processed is growing. Being able to efficiently process orders of all sizes is critical to your business. Through interviews with our clients we have found efficiency gains in the way orders are processed:

66% SAVED

PROCESS APPAREL ORDER

- Previous System: 18 minutes
- OrderForge: 6 minutes

66% SAVED

PROCESS PRINT ORDER

- Previous System: 12 minutes
- OrderForge: 4 minutes

69% SAVED

PROCESS COMBO ORDER

- Previous System: 29 minutes
- OrderForge: 9 minutes

60% SAVED

RECONCILE VENDOR EXPENSE

- Previous System: 5 minutes
- OrderForge: 2 minutes

70% SAVED

ISSUE CLIENT INVOICES

- Previous System: 13 minutes
- OrderForge: 4 minutes

ORDERFORGE MAKES YOU A WELL-OILED MACHINE

Become a company that can profitably process all orders that come your way.

ORDERFORGE MAKES YOU MORE PROACTIVE

Stop wasting time working around antiquated systems and reinvest that energy into driving more sales.

FOUNDRY COMMERCE CARES ABOUT OUR INDUSTRY

We are people who are passionate about this industry – we grew up in this industry and it is all we know...we want it to thrive.

THE FUTURE IS NOW SCHEDULE YOUR DEMO TODAY

Contact Merlin Buhl at 616-212-3233 or mbuhl@foundrycommerce.com

FOUNDRY COMMERCE

FOUNDRY COMMERCE www.FoundryCommerce.com

sourceit

Making the shift to sourceit is as easy as 1 2 3

1. Set up

First we create your own sourceit site.

Next we help you build out your supply chain, upload your customers and contacts.

Then we kick off training with your sourceit Administrator, create business rules and ensure they have a great understanding of the configuration options within sourceit.

We'll ensure your Administrator is self sufficient and able to on-board new clients without having to engage us.

Finally, we provide training to your users to ensure they can start using sourceit successfully from day one.

From launch to expert in just 6 hours.

2. Use

Changing to new software can be a difficult time, we get that.

But it's a bit like learning to ride a bike, once you get started, you get the hang of it pretty quickly.

And we'll be there to support you, ensuring your users are up and running with sourceit as quickly and efficiently as possible.

3. Integrate

Want to integrate sourceit with other applications? We come fully equiped with open APIs and lots of experience.

So whether you've got the latest platforms or your working with older technology, we can support any integration.

Fees

No contracts, no transaction fees and no supplier fees.

Our fee model is 'per client' and 'user based' letting you start with a plan that best suits your business today.

psda member

Microsoft Azure

sourceit

So why make the shift?

Value Propositions

Ease of use
Specifically designed as an easy-to-implement, easy-to-use application sourceit enables users to become proficient almost instantly.

Margin improvement
Competitive bidding and improved productivity leads to better margins.

Collaboration & Milestones
In-built collaboration and milestone tools help keep all stakeholders informed and on time.

Control
Everything in one place and always accessable, sourceit retains all documentation, artwork, specifications and change orders.

It's your cloud-based digital job bag that can be accessed from any location on any device.

Marketplace

Not ours, but yours.

Build your own supplier marketplace, share with your customers and maintain your own supplier relationships.

Invite suppliers to integrate with sourceit helping them become more productive, its the smarter way to reduce costs.

Customer Relationships

Successful distributors have great customer relationships, built on service and innovation.

Sourceit's powerful functionality and in-built analytics changes the conversation you and your team will have with clients.

Let sourceit be the extra set of hands that helps you do more for less.

Revenue Streams

You're in control of which sourceit solution you deploy.

Simply manage your own customers, or create new revenue streams with our **Enterprise**, **Self-managed** or **Co-sourcing** solutions.

Contact us today

sales@sourceithq.com

Dallas Toronto Sao Paulo Melbourne

ORDERPRINTING.COM

CORPORATE IDENTITY PRINT PROGRAMS

ONE
PLATFORM
12,000,000
ORDERS
INFINITE
SOLUTIONS

INDUSTRY LEADERS IN WEB-2-PRINT ONLINE ORDERING SOLUTIONS

Available exclusively at BCT

www.Profit.OrderPrinting.com

- Custom Template Driven Website - Ensure consistent corporate identity with predesigned templates and layout options
- Website with Your Branding
- Order Anywhere in the World
- Order Printed Products with Instant Online Proofs
- Generate Management Comparison Reports
- Corporate Approval Process Available
- Data Upload Capabilities
- Online Ship Tracking
- Two Year Order History in Excel Format
- Premium Options including Shopping Cart, Credit Card Processing and Sales Tax Calculation
- Integration with Your Website and/or Major Software Platforms

BENEFITS

HELP YOUR CUSTOMERS CONTROL

THEIR CORPORATE BRAND

A one-of-a-kind print distribution platform built for delivering top quality, fully customizable stationery solutions for your business - at wholesale costs! Configure shopping pages and management dashboards using our robust customization toolkit.

FEATURE-RICH TOOLSETS

Orderprinting.com® is a web-to-print website that allows you to customize your order processes via a highly robust workflow management system.

- **No Setup Costs**
- **Order History**
- **Management Reports**
- **Secure**
- **Shipment Tracking**
- **Layout & Design**

PLATFORM INTEGRATIONS

We can help you link an existing site or build a custom integration with your 3rd party software. We proudly support the following platforms (and are constantly expanding our options upon request):

ORACLE
demandbridge
ARIBA
FOUR51
e-Quantum

Build website layouts according to your business workflow while preserving your own corporate branding and identity - we work behind the scenes with your team to help define and build your client experience according to YOUR specifications.

For a Live Demo & to Set Up your account visit www.Profit.OrderPrinting.com

ORDERPRINTING.COM

SYMBIOTIC

Leverage a solid network of distributors and vendors to give your business what it needs today to compete.

"DB Alliance arms distributors with critical insights into their supplier base, and provides suppliers long-awaited access into new opportunities. The power of this alliance is that connection. Our technology allows this to happen quickly and easily."
— Anthony Abunassar, Chief Strategy Officer, DemandBridge

RELATIONSHIPS

Be proactive–not reactive–and foster quality relationships with the best partners on behalf of your customers.

Creating an Alliance: We're Strongest Together

Customers and brands count on distributors to help them achieve the best possible pricing for their print, promotional and marketing services needs. Distributors rely on technology partners to provide valuable solutions to assist in offering these services to win and maintain accounts. At the end of the chain, suppliers crave access and opportunity...and help distributors meet end customer needs. With DB Alliance:

- Distributors can leverage their combined spend along with their peers in the industry to lower costs and increase margins
- Customers receive market-competitive pricing as jobs are sourced to industry-vetted suppliers
- Suppliers receive quote requests and job specifications from their various distributor partners in a consistent format, through one common portal
- Robust supplier profile features help differentiate manufacturers from their competitors, facilitate new distributor-supplier connections, and strengthen existing relationships
- Everyone benefits from increased efficiency in quoting and order entry processes, less offline communication, and a consistent way of doing business

db alliance sourcing exchange

When companies adopt a common set of tools, industry-shared services like Sourcing, Finance and Accounting, and Back Office IT/Integration becomes more achievable. This is where DemandBridge comes in. We firmly believe that the DB Alliance sourcing exchange offers a unique way for distributors and suppliers to come together in one common marketplace, resulting in stronger bottom lines.

CONTACT US FOR MORE INFORMATION:

Anthony Abunassar, Chief Strategy Officer
tabunassar@demandbridge.com

David Rich, Chairman + CEO
drich@demandbridge.com

Learn more about the DB Alliance sourcing exchange at
www.demandbridge.com/sourcingexchange

Liftoff

Best in Class Ecommerce, Company Stores, and Web-To-Print.

Content Management

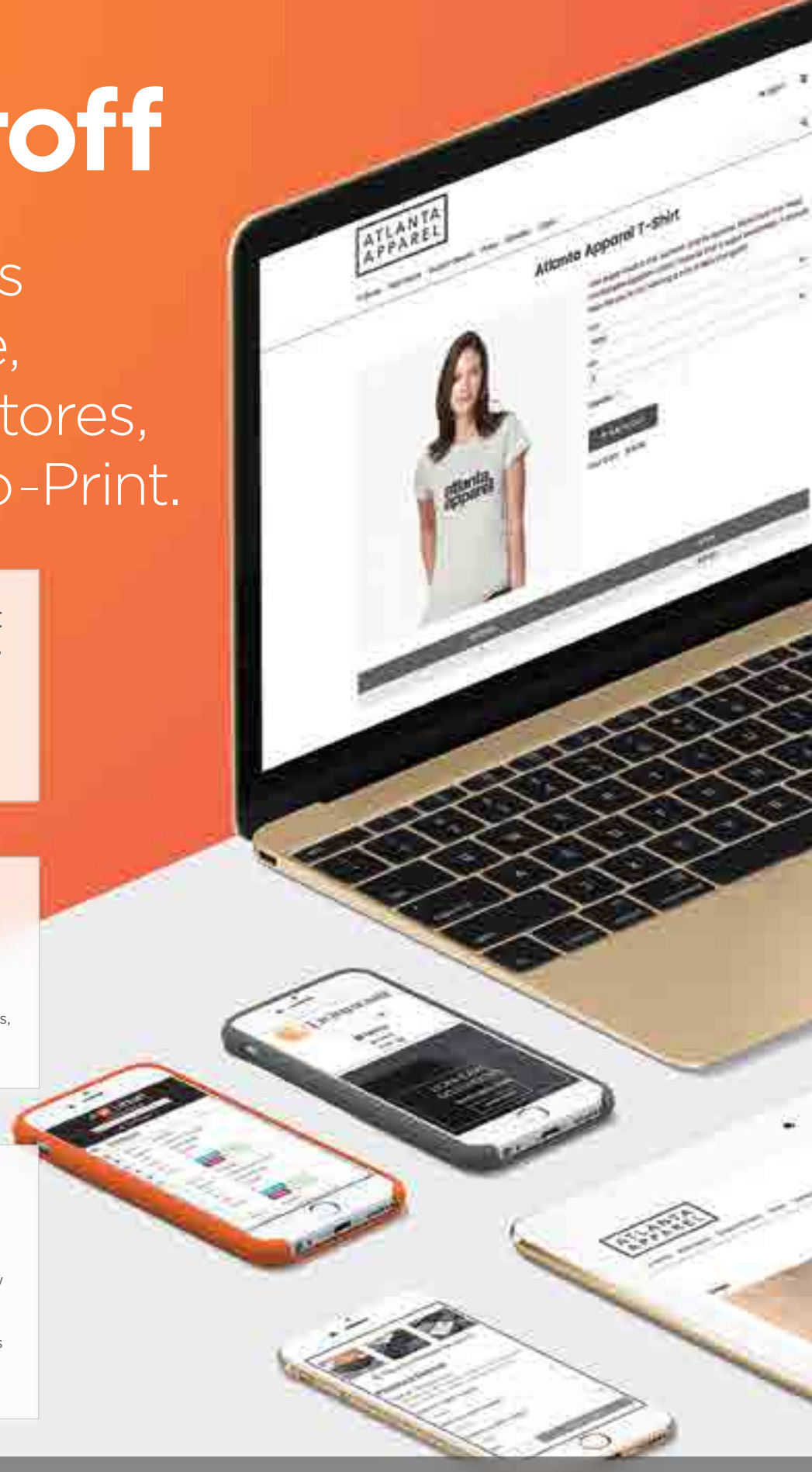
Want to start a blog, update your content, or create new pages? Our content management system gives you control of what your users see, and when they see it. Version and schedule your content to be published ahead of time without the need of an IT professional's help.

Customization

Liftoff comes with a large variety of great built-in themes. However, if you're looking for more than an "out of the box" solution, Liftoff can be dressed for success. We expose our interface through handlebars.js, allowing you the ability to develop your own custom themes.

Order Management

Keeping track of client orders is easy using Liftoff's robust order management features. Establish simple to complex order routing rules for managing the flow of orders to your vendors and internal staff, all based on criteria you can customize. Utilize Liftoff's reporting tools to reconcile and visualize what's taking place within your operation.



LAUNCHPAD
INTELLIGENT SOFTWARE

SCALABLE
Easily maintain client growth

MOBILE FRIENDLY
Supports practically any device

A BRIEF HISTORY OF Liftoff

Integrations

Tap into truly connected ecommerce with Liftoff's integration engine. Whether you're looking to integrate with your own ERP system or automate the delivery of orders to your vendor, Liftoff works well with formats such as cXML, REST and other common APIs. Check with your account manager for compatibility with existing ERP vendors.

Rules & Events

All Liftoff plans are equipped with our powerful rules engine that allows you to track and set up events such as order approval. The powerful "If-Then" builder lets you construct custom rules that can be nested and connected based on other events taking place in your shop.

Inventory

Point of sale inventory management is simple with Liftoff. Track inventory down to the product variant level. Liftoff automatically deducts the correct amount of stock to ensure your storefront represents the proper on-hand balance. With ERP integration, you can keep track of your inventory in real time without the worry of synchronizing your counts by hand.

Web-to-Print

Powered by Pageflex, Liftoff is equipped to infuse powerful web-to-print capability into your storefront. Templates developed for other providers can usually be easily ported to Liftoff.

MAR. 2012 — Launchpad first opens its doors, featuring ecommerce, web-to-print and marketing services.

SEPT. 2012 — The first iteration of Liftoff is released under the name "iCommerce".

MAY 2014 — Liftoff v 1.0 launches, ushering in the next generation in company store and ecommerce technology.

JUNE 2015 — Launchpad marks the first $10,000,000 in sales processed through Liftoff.

FEB. 2016 — Launchpad opens its supplier partnership program, enabling fast and open integration with participating suppliers.

JAN. 2017 — Liftoff reaches a milestone of 12,000 active customers and over $25,000,000 in platform generated revenue.

OCT. 2017 — Liftoff releases an all-new REST API, allowing full automation of the platform.

2018 — **Launchpad is working on the next generation of software that will change the way you do business.**

CLOUD-BASED
Highly available PaaS Solution

CONNECTED
Robust REST API

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INFO@LIFTOFF.SHOP
877.600.2019

Case Studies

Users share their story of how

ANDREW ALFORD

PRESIDENT
Launchpad Intelligent Software, LLC

Over the past 20 years, Andrew has committed his career to building rich, interconnected software for the print, promotional, and apparel industry. In 1999, he pioneered one of the first web-to-print platforms in the industry, featuring real-time product configuration and interoperability between distributor and supplier systems.

His current focus is developing customer-first software, and intuitive ordering experience, regardless of device or point of access. His belief is that the future of the industry depends on open, interconnected systems, leading to expanded capabilities not available in monolithic legacy software platforms.

WHAT YOU NEED TO KNOW

- Launchpad has a team of 12 seasoned experts in ecommerce and software development
- Liftoff is utilized in practically every industry, and by multiple Fortune 500 companies
- For six years, we've consistently released new software features every two weeks, never ceasing platform advancement
- Our team employs user experience experts, ensuring an intuitive and easy to use platform.
- We have a professional services team geared towards ensuring you always have the best experience setting up sites and portals

Q&A WITH DAVID KOLKO

Brand Consultant
Cooley Group, Inc.

1 What led you to explore Liftoff as an ecommerce solution?

DK: I saw a very early version of Liftoff at the PSDA show in 2013. I started speaking with Andrew, and the rest, they say, is history. I recognized immediately the value the solution could provide with variable printed pieces.

2 What business challenges did Liftoff help you overcome?

DK: How to process numerous small order commercial print jobs without involving design work. We built the parameters and Liftoff took care of the rest.

3 What feature of Liftoff do you feel is most powerful, and why?

DK: The ability to work within Pageflex, one of their design partners. It allows for so much variation from order to order, but is all controlled as to not exceed the branding requirements defined by the end user client.

4 What was the deciding factor that led you to choose Liftoff over other solutions?

DK: The last factor was the enthusiasm and pride of Andrew Alford. I enjoy working with a partner who truly believes he provides the best solution and is willing to go the extra mile. Andrew has set up a user friendly company that just wants to deliver the best product possible.

5 What would you say to other distributors looking to utilize Liftoff to enhance their business?

DK: Liftoff allows you to automate so many processes, it is worth the investment alone if you handle many orders across many locations. This does not even take into account how flexible and easy their variable data products are. This is a company who lives and breathes their mission. They simplify handling a client with multiple locations requiring robust variable data.

6 What product mix do you run through your Liftoff stores?

DK: We run the gamut from stationery packages, promotional products, commercial print products, welcome mats, outdoor signage and clothing!

Liftoff helped them accomplish their goals.

Q&A WITH ERIC GRANATA

VP of Business Development
ROBYN Promotions

1 How many of your clients rely on ecommerce as a standard for doing business?

EG: Our go-to-market strategy is company stores. As a result, an overwhelming majority of our business is done with the assistance of ecommerce.

2 How do you work and engage with the team at Launchpad to achieve your goals?

EG: We work with our Account Manager, Alexandrea, on projects ranging from store customization to Pageflex template creation. We find the team at Launchpad to be responsive and knowledgable of both their product and our industry, which is important to us.

3 How are you using Liftoff to seamlessly connect with your vendors and partners?

EG: We connect with print suppliers for stationery programs. Liftoff makes it so easy to get up and running with a new supplier and has many options, out of the box, for integrating. It really takes a load off of our order processors.

4 What product mix do you run through your Liftoff stores?

EG: Print, promo and apparel. Inventory that we keep on-site and drop-shipped merchandise from our supplier friends.

5 How has technology helped change the way you do business?

EG: Technology gives us new solutions to offer, a broader audience and the ability to work more efficiently.

6 What led you to explore Liftoff as an ecommerce solution?

EG: Print is a huge part of our business. We were having a hard time finding a solution that supported both hard goods and web-to-print.

Q&A WITH JEFF GREENBURY

President / COO
NPN360

1 What led you to explore Liftoff as an ecommerce solution?

JG: Although we have several industry-leading ecommerce solutions implemented with good success, when we received a special request from a strategically significant client, only Liftoff was able to deliver what we needed. The other solutions came back with customization costs that were much more than our customer would pay and could not deliver the upgrades within the time frame needed. Many of these upgrades we needed were already built directly in to the Liftoff platform.

Liftoff delivered what we needed plus a few more enhancements within our customer's budget and within the project timeline. They held our hand throughout the process in a way we do not see from the other solutions.

2 How many of your clients rely on ecommerce as a standard for doing business?

JG: All of our major clients utilize ecommerce from one degree to another. Some utilize our solution strictly as a shopping cart and others as a true marketing portal. As important as ecommerce is to our clients, it is critical to our business.

As margins decrease, the need to automate our interactions with our clients becomes even more important. Also, the ability to route jobs to the right equipment in the right geographic locations helps us, as a distributor, provide value and cost savings our clients cannot get without us.

3 What feature of Liftoff do you feel is most powerful, and why?

JG: I believe what makes Liftoff so powerful is how new the technology is to the market with tons of industry experience behind them. The fact that they are HTML5 is important and shows very well with our clients. Their open platform with great APIs allows us to look at additional integrations we have not been willing to do with other platforms. The pace Liftoff releases new functionality is amazing beyond their ability to add custom functionality for our clients quickly and affordably.

$1,000 off site conversion for new clients

Mention this article and receive $1,000 in credit towards the cost of converting existing sites from other platforms to Liftoff. **Valid through August 2018.** Only one use allowed. New accounts only.

xetex xebra
TECHNOLOGY

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