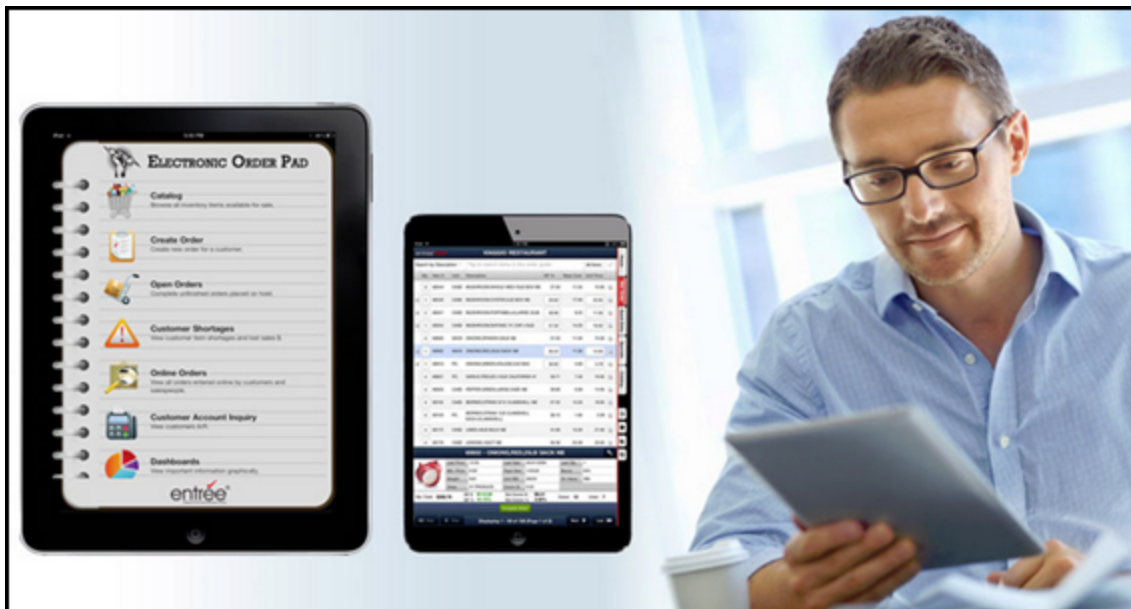


entree

Electronic Order Pad



Product Features

Table of Contents

Chapter I	Electronic Order Pad Overview & Features	1
1	Electronic Order Pad General Features	3
2	Electronic Order Pad Create Order Features	5
3	Electronic Order Pad Customer Prospecting	9
4	Electronic Order Pad Dashboards	10
5	Electronic Order Pad Reports	11
Chapter II	Contact NECS	12

1 Electronic Order Pad Overview & Features

The Mobile App to Make Your DSRs Very Happy

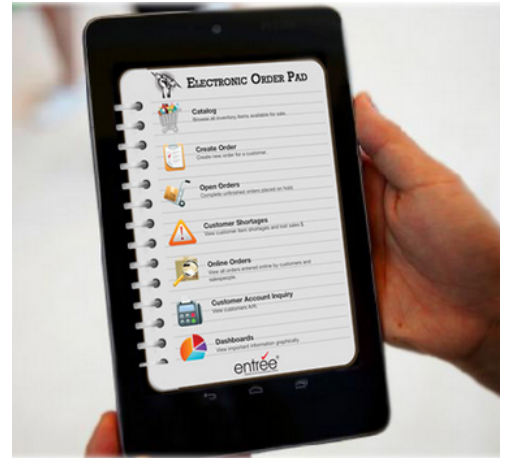
The [Electronic Order Pad](#) will become the tool your DSRs (Distributor Sales Representatives) value most to get their jobs done effectively and efficiently. It is one of our top selling and popular software modules for food distributors in the history of NECS. It was created to be run on a tablet computer (such as the Apple iPad and Android) and is unlike anything your DSRs have ever experienced. The large, high-resolution display of a tablet allows your DSRs to see their work like never before. Tablets such as the Apple iPad, are incredibly thin and light, and provide instant-on access at the press of a button so work is always at-hand. The Multi-Touch screen on the tablet is incredibly precise and responsive, which allows DSRs to work using just their fingers or a stylus, with little need for training or support. And with up to ten hours of battery life on tablets such as the Apple iPad, the [Electronic Order Pad](#) is always ready to work whenever your DSRs are. When your customers see it in action, they can't help but to be impressed as they realize your food distribution company is on the leading edge in technology.

Order Entry and much more

The [Electronic Order Pad](#) was created primarily as an order entry tool for your DSRs. It was designed to create customer orders quickly while providing important information to increase sales volume and profit margins.

Besides order entry, it also provides for creating customer credits, exchanging messages between the office and your DSRs, defining a customer's order guides, generating reports with up to 13 months of sales history, creating quotes and managing new customer prospects.

Your DSR can view your entire product catalog, informative dashboards and their customer's open orders, short shipments, and accounts receivable with payment history. If you use our [entrée.DOC](#) software for scanning signed invoices, they can also view those as well.



How It Works

The [Electronic Order Pad](#) is a mobile application which works with our cloud based [entrée.NET](#) servers. This means the [Electronic Order Pad](#) communicates directly with our [entrée.NET](#) system in the cloud, and in turn that cloud based system communicates with the local server in your office. This means your tablet must have Internet access to create orders, etc. This can be either WIFI or through a cell network such as Verizon with a data plan.

None of your company's precious data is stored on the device, so if the tablet is lost or stolen you are not at risk.

Also, all activity such as creating a customer order is saved on the [entrée.NET](#) cloud servers as the order is built. Because of this, if the tablet loses wireless access or powers down suddenly, no data will be lost. The DSR will simply log back in, and complete the order exactly where they left off.

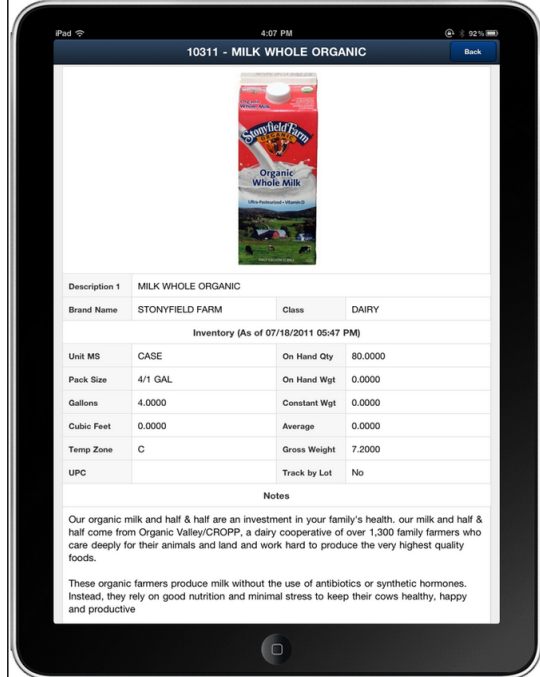


"Almost Real Time" Inventory, Costs, Pricing, AR and more

At any point while using the [Electronic Order Pad](#) (ex: viewing the Catalog, creating an order, etc.), you can double tap an item, or single tap the small image of the item in the information panel at the bottom of the screen, to view important details about that item.

Note that the item's current On Hand Quantity and Weight will be displayed as of the last time your [entrée.NET](#) server was updated. This update process happens via a scheduler utility that lives on your local [entrée](#) server. You can have inventory, costs, pricing, customer accounts receivable and other details updated in regular time frames which you define.

For example, you can define that inventory is updated every 5 minutes, which is adequate for most food distributors and provides your DSRs with an "Almost Real Time" view of key information.



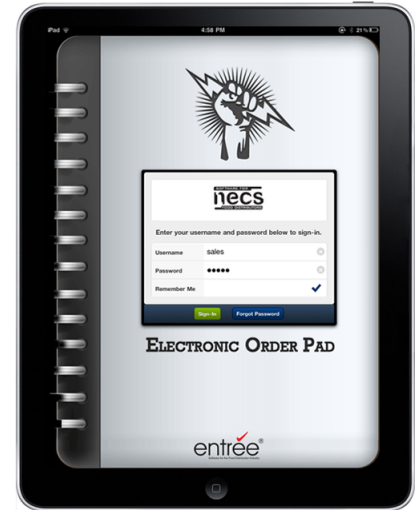
1.1 Electronic Order Pad General Features

Signing In

When first starting the [Electronic Order Pad](#), you will be presented with the Sign In screen in order to log onto your [entrée.NET](#) server.

Each DSR will have been assigned a unique Username and Password. Once the DSR signs in, the [Electronic Order Pad](#) will know all the details about their assigned customers, commission formulas, etc.

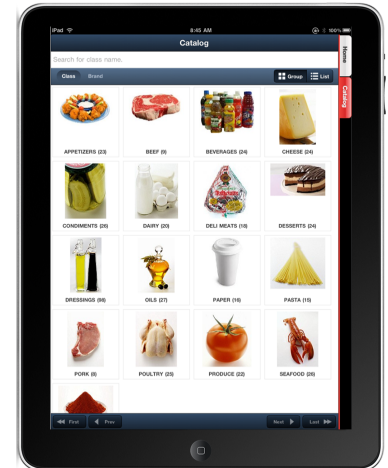
Note that you can touch the "Remember Me" button (the check mark will become highlighted) and the [Electronic Order Pad](#) will remember the Username and Password for the next time the DSR sign's in. If the DSRs tablet ever becomes lost or stolen, simply change their Username and/or Password to provide unauthorized access, as no data is stored on the device.



Viewing Your Catalog

When viewing the Catalog, your DSR will have full access to your complete inventory data file, with the ability to group by item "Class" or "Brand Name" with advanced search capabilities.

An extensive amount of information can be displayed or disabled for your Catalog, including Pricing (will display customer specific pricing when customer is selected), Product Image, Brand Name, Unit of Measure, Pack Size, UPC Number, Item Constant or Average Weight, Minimum Sell Price, On Hand Quantity, comprehensive item notes and more.



Note that the number in parenthesis next to the name of each product class or brand grouping represents the total number of unique line items in that category.

Customer Shortages

The Customer Shortages option allows your DSR to be aware of and view shortage information from customer invoices. This feature will make it easier to take care of shortage situations with customers early and avoid losing sales.

Only orders that have been submitted to the main [entrée](#) system and have been printed as an invoice are used when generating shortage information.

When the Quantity Shipped is less than the Quantity Ordered it is interpreted as a shortage. The "\$ Lost" because of shortage is displayed per line item and the "View Invoice" button shows the entire customer invoice.

Inv #	Inv. Date	Cust No. #	Company	Total Qty Short	Total \$ Lost	Short Qty	\$ Lost
23210	10/12/2011	CAFEM	CAFE MILAN	268.70	3.00	149.58	
23219	10/14/2011	BERWL	BERNARDO'S CAFE	119.00	1.00	36.00	
23220	12/05/2011	COURCS	COUSINS RESTAURANT	343.43	2.00	7.58	
23247	12/05/2011	PUNCH	PUNKY'S PIZZA, PASTA & MORE	75.81	7.00	113.20	
23204	10/11/2011	ALLPLA	ALL STAR PIZZA LAND	383.82	2.00	21.54	
229	10/19/2011	ALLPLA	ALL STAR PIZZA LAND	386.97	47.00	1,887.21	
23240	11/15/2011	PUNCH	PUNKY'S PIZZA, PASTA & MORE	271.44	3.00	92.80	
23206	10/11/2011	BERWL	BERNARDO'S CAFE	55.71	12.00	1,292.80	

Item #	Description	Unit	Qty. Ord	Qty. Ship	Short Qty	\$ Lost
10011	MILK WHOLE ORGANIC	CASE	12.00	11.00	1.00	10.77
10020	SWEETENED CONDENSED MILK	CASE	3.00	0.00	3.00	89.28
10098	EGGS MEDIUM AA USDA SHIEDED	CASE	6.00	0.00	6.00	87.60

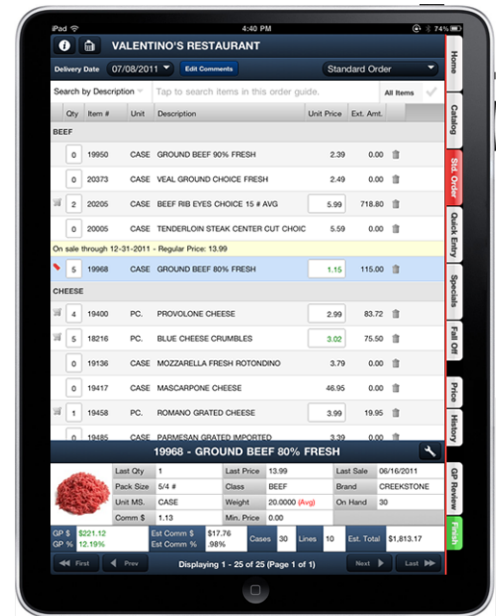
1.2 Electronic Order Pad Create Order Features

Standard Order for Fast & Comprehensive Order Entry

The "Standard Order" tab will display all of the items that customer has purchased from you in the past. Besides the customer's standard order, the DSR can also select specific "Order Guides" that have been defined for the customer. Many DSRs find this the fastest method for creating a customer's order, while not forgetting key items the customers may need.

Here you can:

- Search for items without the need to scroll through their entire standard order listing.
- Touch the "Qty" box and select the quantity of that item the customer wishes to order.
- Touch the "Unit Price" box to change the selling price on the order. This feature will not allow the DSR to go below your set "Minimum Sell Price" and can be disabled.
- Touch the garbage can icon to permanently remove the item from the customers standard order.
- View sale pricing and promotions for each item that the customer may qualify for.
- View the product image and other key information about the item. Double tapping an item will display an enlarged item image and even more specific information about the item.
- View estimated gross profit dollars and profit margins.
- View estimated commission information and totals.
- View the total cases and line items as the order is built.
- View the orders estimated total as the order is built.

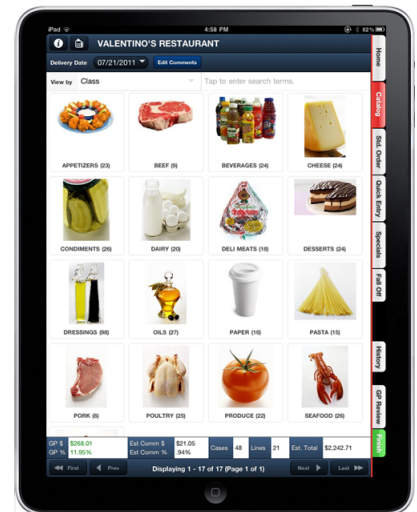


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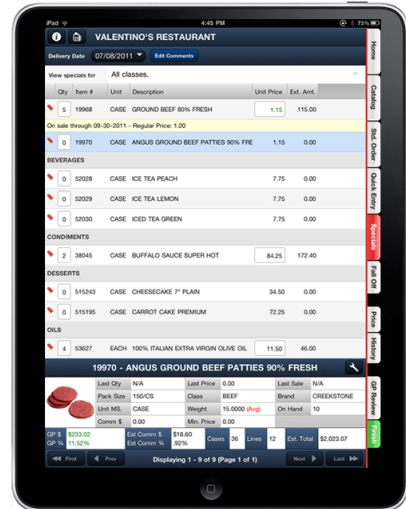


Customer Specials

The Specials tab will display all the item's which have sale pricing or promotions defined, which the customer qualifies for.

Simply touch the item, and the special pricing and promotional details will appear above it.

You can view all specials sorted by class, or select a specific class to view. Your DSR has access to touch the "Qty" box on this tab to add items on this page to the order.

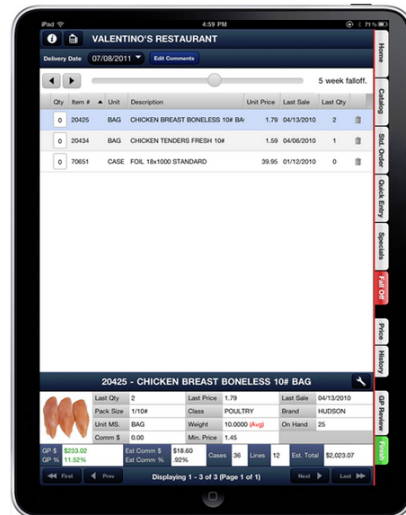


Customer Fall Off Items

The Fall Off tab allows your DSR to easily see the items that have "fallen off" a customer's ordering history, usually because they have started purchasing these items from another source.

Whenever a DSR is entering an order, they can hit the "Fall Off" tab, and it will show those items the customer is no longer purchasing from you.

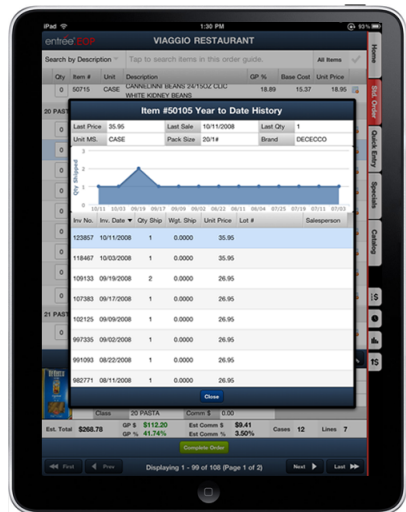
The top of this screen displays a slider bar, which controls how far back to show items the customer is no longer purchasing from you. This slider bar goes by increments of one week. You can select to display fall off items starting from the current order, one week, and then extending back to twelve weeks.



Customer Item Sales History

The History tab will show the customer's sales history for the selected item. It includes a chart showing the sales history by invoice.

More specific information about the customer's buying history for this item, broken down by invoice, is displayed, including: Invoice Number, Invoice Date, Qty Ship, Wght Ship, Unit Price, Change \$, Lot Number and the DSR who created the order.

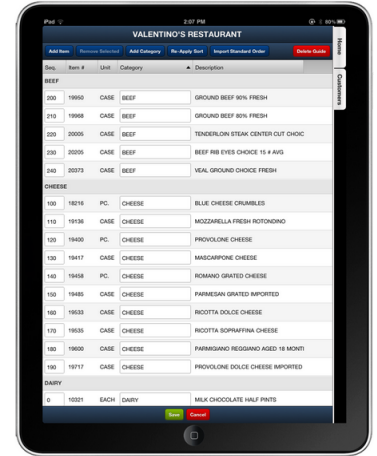


Order Guides

The Order Guides option allows the setup of an unlimited number of targeted lists of items to make the ordering process easier and faster for each customer of the DSR. They can be defined to provide specialized lists by department such as frozen foods, dry goods, canned goods, dairy, meat, seasonal, day of week, etc.

For each Order Guide defined, you can select specific items and the order sequence in which they will appear. To make defining Order Guides even easier you can import the customer's entire Standard Order and then just remove the items that are not applicable.

You can create Order Guides for each business location, making them perfect for franchises or multi-location customers with varying needs. Once created, your Order Guides can be easily copied, edited or deleted.



Gross Profit Review

The GP Review tab, by color coding each ordered line item, will quickly let your DSR know how a customer's pricing is affecting your company's profit margins. Line items that appear in RED represent a gross profit margin % which falls below your company's minimum requirement. Line items that appear in YELLOW represent a gross profit margin % which is above your minimum, but below your ideal level. Line items that appear in GREEN represent a gross profit margin % which meets or exceeds your ideal level.

The DSR can change either the line item's "Unit Price" or "GP %" directly on this screen to bring pricing to acceptable levels. When entering the "GP %", the **ELECTRONIC ORDER PAD** will immediately calculate and insert the revised "Unit Price".



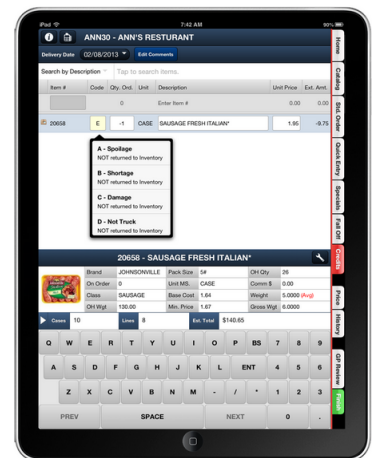
The goal for your DSR is to have a completely GREEN screen. This not only is in your company's best interest, but also the DSR's as it will increase the commission they earn.

Issuing Customer Credits

There is no longer any need to wait to go back to the office or have office staff interrupt their work to submit credit memos in the main **entrée** system.

If your DSR has the appropriate permissions and the customer's history shows they have actually purchased the item, the DSR can create credit memos or issue customer credits while creating new orders. They can determine the proper credit pricing to provide based on the customer's order history as well as the correct "Return Code" to assign which indicates the reason for the return and how inventory should be handled.

For example, "Return Codes" account for spoilage, shortage, damage, not on truck, refused, miss pick, driver error, etc.

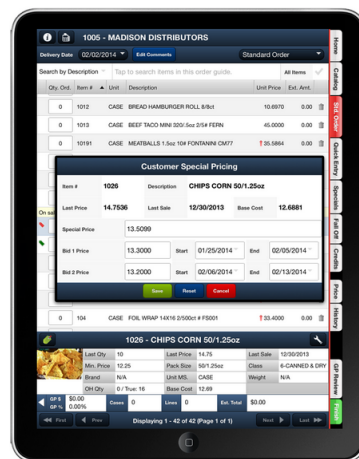


Editing Customer Special Pricing and Bid / Contract Pricing

If allowed, your DSRs have the ability to edit their customer's Special Pricing and Bid / Contract Pricing per item. This feature allows you to free up your office staff from making these entries, as the DSRs can edit them directly and have them transmitted to your main entrée system automatically.

Note that an item's Minimum Sell Price will still be respected and the DSR cannot create Special Pricing below the minimum price point that you've defined. Any Special Pricing defined can float above your cost, so if your cost goes up or down on an item, the Special Pricing can automatically adjust.

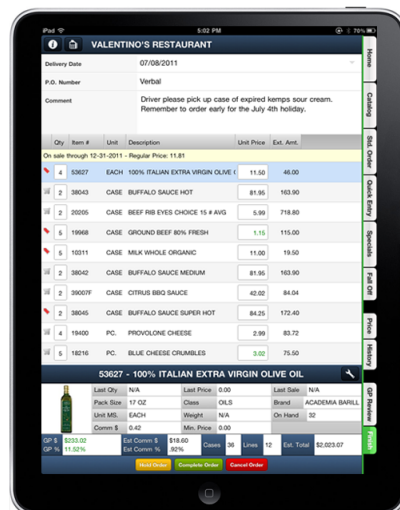
The Bid / Contract Pricing provides a locked in price point for the defined date range, regardless if your cost for the item goes up or down. If the delivery date of a customer's invoice falls within the date range of the Bid / Contract Pricing, then the Bid / Contract Pricing will override other pricing methods. You can define two sets of Bid / Contract Prices per item per customer.



Finishing an Order

The Finish tab will display all the item's on the customer order, and is the recommended area to review with the customer all quantities ordered. Quantities and pricing can be adjusted on this tab and also allows the DSR to edit the Delivery Date, Customer's PO Number and add Comments related to the order.

If the order is not complete, but the DSR needs to move on with another task, they can select HOLD ORDER and finish it later. If the order is complete, they will select COMPLETE ORDER which will generate emails to the customer, the DSR and your system administrator showing all line items ordered and other key information.




Note that a "Scheduler" application running on your local entrée server will automatically handle the importing of Electronic Order Pad orders and the automatic printing of Loading Sheets, if you desire.

Email Document

When an order or credit memo has been completed, an email of the pending order is generated and delivered to the customer, the DSR and your system administrator.

This email includes all the line items purchased with quantities and pricing. It will include an "Estimated Total" as the exact quantities and/or catch weights to be delivered are not known at this time.

When calculating pricing extensions on catch weight items, the system will use the items "Average Weight".



Online Order
Printed: 02/06/2013 08:07 AM
Status: Pending transfer to distributor.

MADISON FOODS
168 Boston Post Road
MADISON, CT 06443
Phone: (203) 245-3999
Fax: (203) 245-4513

Bill To:
ANN SAND ENTERPRISES
2419 WEST ST
SALEM, MA 01912

Ship To:
ANN'S RESTAURANT
51 SOUTH ADEMA LN
GLOUCESTER, MA 01956

Customer No.	Order Number	Customer Purchase Order	Order Date	Req. Delivery Date	Invoice No.		
ANN30	100028	Verbal	02/06/2013	02/08/2013	PENDING		
Item Number	Qty Ord	Unit Meas	Pack Size	Description	Brand	Unit Price	Estimated Ext. Amount
40706	1.00	CASE	1/15DOZ.	EGGS LARGE CARTON 15DOZ	LAND O LAKES	21.55	21.55
30148	1.00	CASE	6/10	TOMATO SAUCE	PARADE	17.90	17.90
30305	1.00	CASE	35#	VEGETABLE OIL CLEAR FRY	PARADE	10.45	10.45
20658	3.00	CASE	5#	SAUSAGE FRESH ITALIAN*	JOHNSONVILLE	1.95	29.25
10500	1.00	CASE	12/2#	BROCCOLI SPEARS	GREEN GIANT	17.45	17.45
10337	2.00	CASE	6/5#	FRIKS REG 3/8*CUT	NORWESTERN	12.50	25.00
10117	1.00	CASE	1/10#	CHICKEN STRIPS BREADED	PARADE	28.80	28.80
** CREDITS **							
20658	-1.00	CASE	5#	SAUSAGE FRESH ITALIAN*	JOHNSONVILLE	1.95	-9.75

Estimated Total
140.65

Pricing is estimated and subject to change.

Comments for distributor:
DOUBLE CHECK EVERYTHING...

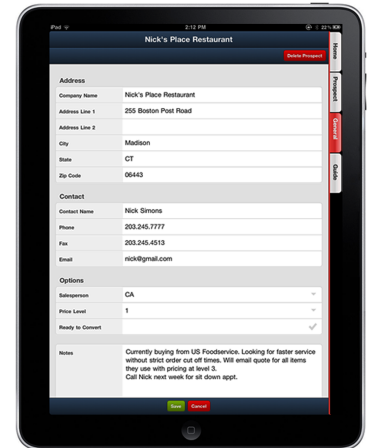
1.3 Electronic Order Pad Customer Prospecting

Prospecting for New Customers

The purpose of the Prospects feature is to provide a set of tools which can be used by the DSR to manage and prepare quotes for potential customers.

An important part of this feature is the ability to easily convert a prospect into a regular customer account in the main **entrée** system.

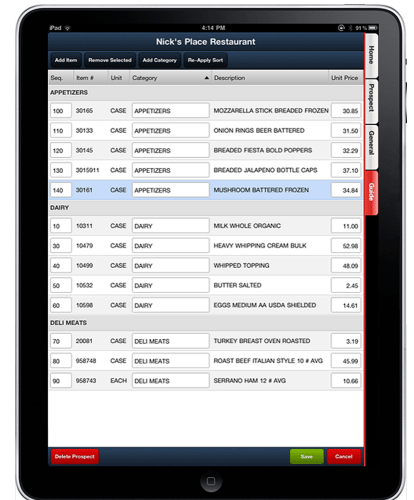
DSRs can create, edit, and delete prospect accounts and create "Prospect Guides" to provide price quotes. The DSR can indicate a default Price Level to be used for pricing and quote specific pricing when needed to earn the customers account.



Prospect Guide

The Guide tab of the Prospects section is similar to the "Order Guides" your DSR can create for customers. It is here that you can define all the items to appear on a price quote to a prospect.

A DSR is allowed to edit one guide per prospect and can editing the pricing by touching the "Unit Price" field. The pricing is normally determined by the price level when creating the prospect.

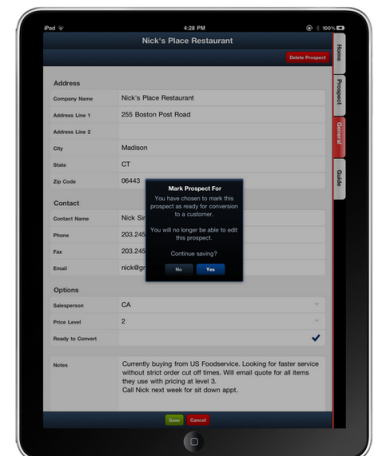


Converting Prospects to Live Customers

When a prospect is ready to become a live customer, the DSR will touch the "Ready to Convert" check box and the status of the prospect will be set to "Pending".

At this point the DSR will not be allowed to make any additional changes to the prospect. Now only the user assigned as the "Prospects Manager" via the **entrée.NET** Administrator area can change the prospect information and prospect guide and will complete the simple process to convert to a live customer account.

When converting they have the options of assigning a live Customer Number and creating a Standard Order with the items and pricing defined by the DSR.



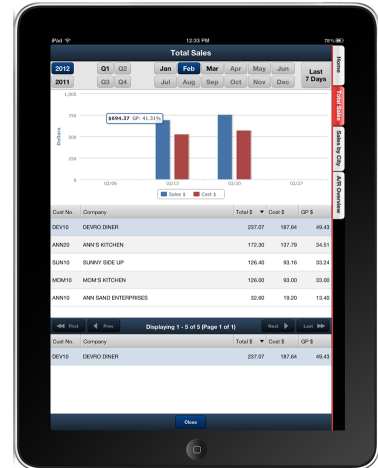
1.4 Electronic Order Pad Dashboards

Total Sales Dashboard

Your DSRs can easily track their progress toward sales and gross profit goals and target customers where more attention is required by using the Total Sales dashboard.

They can select a time period and view detailed sales, cost and gross profit amounts for each of their assigned customers.

When touching a specific customer, a drill down section will show them the specific invoice detail information for that customer.



Sales by City Dashboard

The ability to focus on geographic areas by city for a selected time period allows you DSRs to manage their territory more effectively.

The Sales by City dashboard allows them to view their total customer sales, cost and gross profit amounts by city in the pie chart. This dashboard is automatically generated and grouped by their assigned customers from the city location assigned to each of them.

When touching a specific customer, a drill down section will show them the specific invoice detail information for that customer.



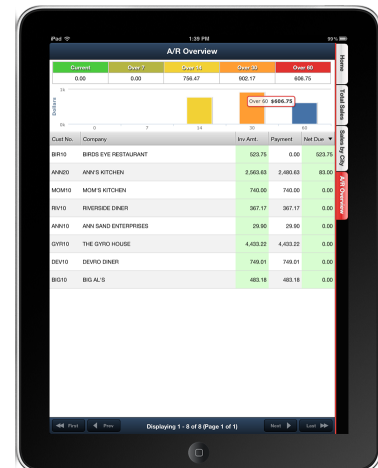
Accounts Receivable Overview Dashboard

Especially in today's economic climate, your DSRs need to keep on top of their accounts receivable.

The A/R Overview tab allows your DSRs to see an overview of all their customers accounts receivable status for periods from zero to sixty days.

They can quickly determine if a customer owes on previous invoices and how many days past due the customer payment is.

When touching a specific customer, a drill down section will show them the specific past due invoice detail information for that customer.



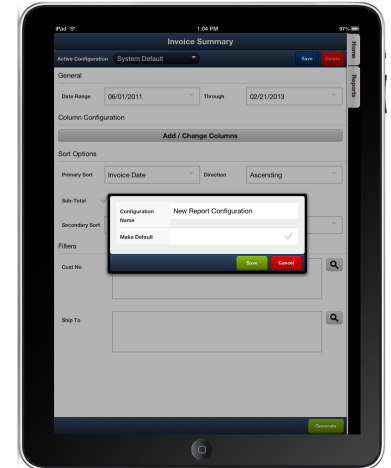
1.5 Electronic Order Pad Reports

Creating Reports

Your DSRs will love taking advantage of all the reporting features that the [Electronic Order Pad](#) provides. This includes having access of up to 13 months of customer sales history and being fully customizable to provide control over data fields to include, filtering, as well as sorting and grouping on select fields. Multiple "Filters" can be defined per report to provide the exact information needed. Reports can be based off an entire "Bill To" account or can be based on specific "Ship To" locations.

Report styles include:

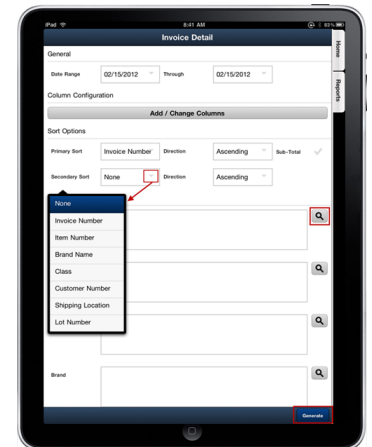
- **Invoice Detail** - Customer purchasing details by item.
- **Invoice Summary Report** - Customer purchasing details summarized by invoice.
- **Item Consumption** - Customer purchasing details by item with additional consolidated filtering options.
- **Order Guide / Product Listing** - Customer Order Guides & Price Lists.
- **Open Balances** - Open invoices for customers similar to an AR customer statement.
- **Prospect Listing** - Listing of your Customer Prospects not converted to live customers yet.
- **Prospect Order Guide** - Order Guide of defined item pricing for a prospect.



Report Generation

When generating reports, your DSR can specify such parameters as the beginning and ending date ranges, data fields to use as columns, primary and secondary sorting orders and filtering options.

This is a very flexible and easy to use reporting engine which provides many options to create the exact style of report required.



Emailing Reports

Reports can be emailed as either a PDF or Excel document and sent to any number of recipients.

Recipient email addresses can be added from their customer list or typed using the pop up key pad.

It's important to note that your System Administrator must first enable the report email feature for the DSR, and also must indicate which reports are allowed to be emailed. This helps prevent situations where you want to restrict a DSR from emailing important information which they are not authorized.



2 Contact NECS



- Please visit our website at necs.com to learn about our other add-on modules, products and services.
- If you would like more information about entree.PEN, the Anoto Digital Pen interface, please contact NECS Sales by emailing Anoto@necs.com.
- Contact our **NECS Sales Department** at sales@necs.com for more information.
- Contact the **Tech Support Department** at tech@necs.com for assistance.
- For information about current NECS software training classes use this link: necs.com/training.php

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