

Artbeads.com



A Winning Growth Strategy More Orders and Less Cost

OrderMotion's Web-based Order Management Solution
Handles Artbeads.com Increased Volume Without
Increasing Manpower and IT Infrastructure.



About Artbeads.com

Artbeads.com was established in 1999 as an online bead store specializing in handmade sterling silver beads from Bali and India. The store caters to individual bead artists as well as bead stores and professional designers. The company has grown substantially since its inception in the home of company founder Devin Kimura to its current 24,000 sq. ft. warehouse in Gig Harbor, Washington. Artbeads.com was recently included in Internet Retailer Magazine's top 400 list of online retailers and ranked 8th in growth from 2003 to 2004.

Challenge: Implement an Order Management Solution that Could Expand to Meet Growth Without a Large IT Investment

By 2003, Artbeads.com had grown from 10 to hundreds of orders per week. When Artbeads.com's growth necessitated a move to a larger facility, they also wanted to be sure that their order management system could handle the growth. Artbeads.com managed the software on their own equipment and handled all back-up and data security issues.

The software only met part of their needs and required several full-time staff to operate it and process orders. Not only was the manual work required a cost issue, but the company was also charged for the software by the number of users, and as their number of employees grew, the cost of the software increased as well. Artbeads.com became

concerned that the pricing structure could get out of hand if their growth continued and that their off-the-shelf software package would simply not be able to accommodate an ever-increasing volume of incoming orders.

"We were being charged on a per seat basis, and as we added employees, both our staffing and our order management software costs increased as well," said Devin Kimura, Founder and President of Artbeads.com. "I was also concerned that we would require additional hardware to address our anticipated growth and I envisioned our IT costs skyrocketing."

Kimura began searching for a cost effective order management solution that would automate his operations and grow with his business without requiring a huge IT investment. The new system needed to be compatible with Yahoo! Merchant Solutions, extensible to accommodate growth, and shouldn't require a dedicated IT person to manage it.

Solution: OrderMotion's Web-based Order Management System Handles Order Volume Without the Stress of System Management

After evaluating several alternatives, Kimura chose OrderMotion's Web-based solution to manage order processing for its growing business.

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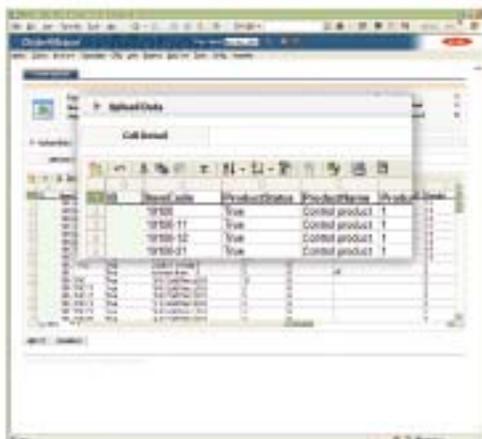
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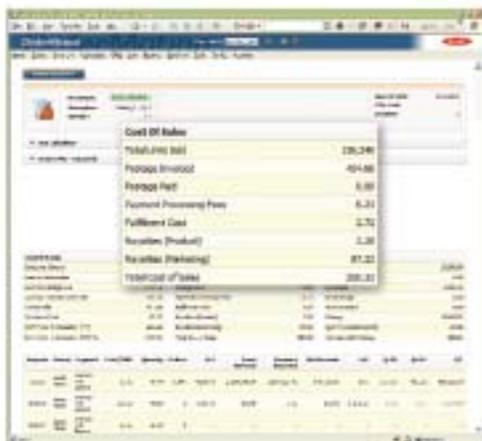

OrderMotion
A CommercialWare Division



A simple glance allows you to see the pulse of your business.



The item uploader allows you to add new inventory with ease.



Track your marketing with the ROI Calculator.

"With OrderMotion's Web-deployed solution, not only have we finally automated our operations, we also don't have to worry about an investment in dedicated hardware, security, backup systems and associated costs, and I don't have to hire an IT person to manage it," said Kimura.

Increased Order Processing Efficiency Saves Manpower

According to Kimura, OrderMotion greatly improved the efficiency in processing orders. Before, they had to manually download and import orders from Yahoo! Merchant Solutions into their order processing system. With OrderMotion, there is an automatic feed directly from Yahoo Store. Now, only orders that don't satisfy the appropriate criteria need to be touched by an administrator.

"OrderMotion's automated order processing capabilities saves us at least 2 people required for order processing," said Kimura.

Live Inventory Saves Lost Sales

OrderMotion's live inventory features allow Artbeads.com to block customers from ordering an item that is out of stock. Typically, online buyers don't know what is out of stock until they are ready to checkout or the shipment arrives. Knowing inventory availability in real time allows Artbeads.com to offer alternatives during the purchase process, and thus, increase the chances of a completed purchase.

Artbeads.com currently processes between 500 to 1,000 orders per day and hopes to double its sales in 2006.

"OrderMotion can handle our growth and we won't have to make any further investment. They also have excellent tools for tracking sales and providing real-time metrics to help run my business."

Devin Kimura
 Founder and President
 Artbeads.com



TheFerretStore



Rock-Solid e-Commerce Brings Peace of Mind

OrderMotion's Web-based e-Commerce Management Solution Brings Reliability, Operational Efficiency, and Customer Service to Neeps, Inc.



About TheFerretStore.com

NEEPS was founded in 1994 as a home-based online business for food and supplies for pet ferrets and was one of the first e-commerce businesses of its time. The company has enjoyed significant growth since its inception and now has its own 20,000 square foot distribution center with an in-house call center. Combined revenues for 2005 are expected to top \$7 million. TheFerretStore.com is the company's core operation and they have since launched 7 additional pet-oriented online retail stores.

NEEPS' Challenge: Implement a solid e-Commerce management system that could easily handle multiple online businesses.

In early 1998, NEEPS implemented an on-site e-commerce software package to manage their online business. Their hope was to streamline the order management, customer service, and fulfillment operations for their 3 online stores and better serve their customers.

NEEPS installed the software on their Windows Server and managed their own multiple back-up systems. In May of 2003, the system crashed after installing a service pack onto the operating system - leaving their 3 commerce sites out of business and no hope of restoring lost customer data and getting back online.

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or email
info@ordermotion.com

"Essentially, we were out of business for a full week," said Scott Sanfilippo, President and CEO of NEEPS. "After the crash, we were unable to recover data and our 30 employees could not work. I estimate that we lost more than \$100,000 in that one week alone."

NEEPS scrambled to quickly install a temporary e-commerce solution while they searched for a permanent service provider. They needed a solution that easily integrated with Yahoo! Merchant Solutions and could efficiently handle invoicing, pricing, inventory, and distribution from multiple e-commerce operations and they needed it fast. Based on their experience on hosting the software themselves, they decided to find an ASP-hosted e-commerce application that could service their operations and eliminate the risk and expense of managing the operation themselves.

Solution: OrderMotion Delivers a Web-based e-Commerce Solution Without the Overhead and Management Hassle.

NEEPS went to work evaluating a number of e-commerce solutions and found that OrderMotion's hosted service best met their criteria for operating multiple online properties in conjunction with Yahoo! Merchant Solutions. They could also handle the email communication, invoicing, and packing slips generated from multiple stores.



Date	Quantity	Source	Value
01/01/00	10000	Internet	10000.00
01/01/00	5000	Phone	5000.00
01/01/00	2000	Fax	2000.00
01/01/00	3000	Mall	3000.00

Track order volume and where they are coming from.

Order ID	Date	Quantity	Status
1001	01/01/00	1000	Shipped
1002	01/02/00	500	On Hold
1003	01/03/00	200	Cancelled

Easily view customer order history and contact information.

Item Name	Current Inventory	Backorder
Widget A	1000	0
Widget B	500	200
Widget C	0	500

Inventory in real-time lets you know what is on hand or on backorder.

OrderMotion is a web-accessible order- and fulfillment-management system. It centralizes all aspects of a direct marketing company's back-end operations, including order capture, fulfillment, inventory management, payment processing, database management, and reports generation.

OrderMotion also integrates all order channels into one convenient platform for optimal control and information gathering. Whether orders come in from mail, phone, fax, the internet or a combination of all four, OrderMotion seamlessly captures them and reports on them in real-time.

Within 30 days, NEEPS and OrderMotion successfully implemented their hosted management package.

"OrderMotion's support team pulled out all of the stops to implement their solution and get us back in business quickly. The switch from our temporary package to theirs went very smoothly," said Sanfilippo.

OrderMotion Streamlines Order Entry and Improves Customer Service

With their previous system, NEEPS found themselves often bogged down with too many manual operations that were labor intensive and non-productive. The email support system was cumbersome and their call center was inundated with shipment tracking requests.

"With OrderMotion, over 90% of our order entry processes are automated and customers can track their own shipments online at any time. As a result, we were able to provide better service to our customers while reducing our customer service staff by 50%," said Sanfilippo.

Real-Time Inventory Management Optimizes Warehouse Operations

Prior to OrderMotion, NEEPS had no efficient means to manage and update inventory and deal with backorders. With OrderMotion, current inventory levels are presented in real time. If an item is out of stock, customers are presented with alternatives immediately during the online purchase process.

"With the ability to view inventory in real-time and offer alternatives to our customers, we greatly reduced the number of backorders and lost sales if an item was out of stock," said Sanfilippo. "Furthermore, the increased efficiency allowed us to reduce our warehouse staff by 15%."

Since the implementation of OrderMotion, NEEPS has added 5 additional online stores and their business has grown 33% in just 2 years.

"If you are selling on the Web, you need OrderMotion."

Scott Sanfilippo
President and CEO
NEEPS, Inc.

OrderMotion
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AlwaysForMe.com



Back-End Labor Savings Delivers Bottom Line Growth

OrderMotion's e-commerce process integration, from order capture through fulfillment, reduces labor and management costs.



About AlwaysForMe.com

AlwaysForMe.com is an online women's clothing store specializing in plus size lingerie, swimwear, and workout gear. Founded in 2001 by Susan Barone, AlwaysForMe.com is one of three e-commerce sites catering to plus size women. Combined, AlwaysForMe.com, uniquelyme.com and plussizeliving.com attract over 1.8 million visitors per month.

Challenge: Implement an Automated Order Management System that is Easily Accessible from Multiple Locations.

Susan Barone operated UniquelyMe.com, a Web portal for plus size women shoppers, from her headquarters in New York City. Eight months later, she opened the AlwaysForMe.com e-commerce store. Her partner, Cheryl Anderson, managed the warehouse and customer service in Illinois. In 2002, they also launched a plus size online magazine called PlusSizeLiving.com. As the sites grew in popularity, Barone considered implementing order management software to automate their order processing administration.

In 2004, they chose an order management solution and were hoping to enable remote access to the system and transfer customer data between the New York and Illinois offices via a VPN. They absorbed the IT costs to install the VPN connections in both offices but were unable to efficiently connect and transfer data.

"It took 12 minutes just to log into the order management start page via the VPN," said Barone. "We also couldn't synchronize our Quickbooks financial application between offices and accurately and efficiently transfer data."

After 6 months of futility, Barone returned the software and decided to look for another order management solution.

Solution: OrderMotion's Web-based Order Management Solution Allows 24 x 7 Access from Anywhere, at Anytime

Barone chose OrderMotion in early 2005 because it integrated seamlessly with Yahoo Store and it could be easily accessed from anywhere at anytime

"I was able to get up and running without spending thousands of dollars up front for IT infrastructure or staff. I feel like OrderMotion is my full time staff. And, the Web-based aspect of OrderMotion is huge for me. No matter where I am, I can check on my business. I only need an Internet connection," said Barone.

OrderMotion centralizes all aspects of backoffice operations, including order capture, fulfillment, inventory management, payment processing, database management, and reports generation.

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Day	Date	Orders	Revenue	Profit	Net Profit
Mon	8/1/2005	9	120.00	0	0.00
Tue	8/2/2005	3	42.00	5	2,842.11
Wed	8/3/2005	0	0.00	4	2,097.12
Thu	8/4/2005	31	50.30	5	320.24
Fri	8/5/2005	0	0.00	2	0.00

Track order volume and where they are coming from.

Customer: 10977
 Name: Shari Miller
 Phone: +1 (212) 5551234
 Email: info@ordermotion.com

Date	Order Amount	Prod Amount	Status
8/1/2005	51.00	0.00	Shipped
8/2/2005	1,128.57	0.00	Shipped
8/3/2005	874.24	0.00	Shipped
8/4/2005	96.20	0.00	Shipped
8/5/2005	0.00	0.00	Shipped
8/6/2005	47.26	47.26	Shipped
8/7/2005	0.00	11.20	Auto-generated
8/8/2005	0.00	11.20	Auto-generated
8/9/2005	224.87	224.87	Auto-generated
8/10/2005	0.00	11.20	Auto-generated

Easily view customer order history and contact information.

Item	On Hand (All Facilities)	On Hand (Warehouse)	On Order	Pending	Warehouse	Credit Card	Usage 30	Backordered	Available
Item 1	11,639	11,639	0	100	100	0	0	0	11,639
Item 2	0	0	0	0	0	0	0	0	0
Item 3	0	0	0	0	0	0	0	0	0
Item 4	0	0	0	0	0	0	0	0	0
Item 5	0	0	0	0	0	0	0	0	0
Item 6	0	0	0	0	0	0	0	0	0
Item 7	0	0	0	0	0	0	0	0	0
Item 8	0	0	0	0	0	0	0	0	0
Item 9	0	0	0	0	0	0	0	0	0
Item 10	0	0	0	0	0	0	0	0	0

Inventory in real-time lets you know what is on hand or on backorder.

Integrated Order Processing, Warehousing, and Fulfillment Realizes Significant Labor Savings

AlwaysForMe.com gains tremendous benefit from OrderMotion's integration of order processing, warehousing, and fulfillment.

"Automated order processing and integration with our warehouse saves about 4 hours a day or more of employee time. The fact that inventory is reflected and updated in real time on my Web-site saves another 2 hours of updating work each day. I was able to streamline operations and even shut down the office in Illinois," said Barone. "In addition, the integration of Order Motion and the fulfillment center saves about another 4 hours of manual follow-up and phone time each day."

The significant labor savings is accomplished by the seamless integration between OrderMotion, the warehouse, and the fulfillment center. Daily orders are received in batch, invoices are generated, and shipping information is uploaded into OrderMotion without human intervention. The fulfillment center uses OrderMotion to track inventory and accept purchase orders. All returns are processed through OrderMotion which automatically generated credits to the customer via e-mail.

Furthermore, OrderMotion's Fulfillment Executive module manages and controls the flow of shipping batches and provides all the necessary tools to ship orders without the need for additional software. The module provides online reporting of pending jobs; courier (UPS/FedEx/DHL) integration and tracking; customer order shipping status updates in real-time; automated e-mail warnings for shipping delays; and simplified fulfillment purchase order generation.

"Without OrderMotion, I would have shut down my online business."

Susan Barone
 Founder and President
 AlwaysFormMe.com

