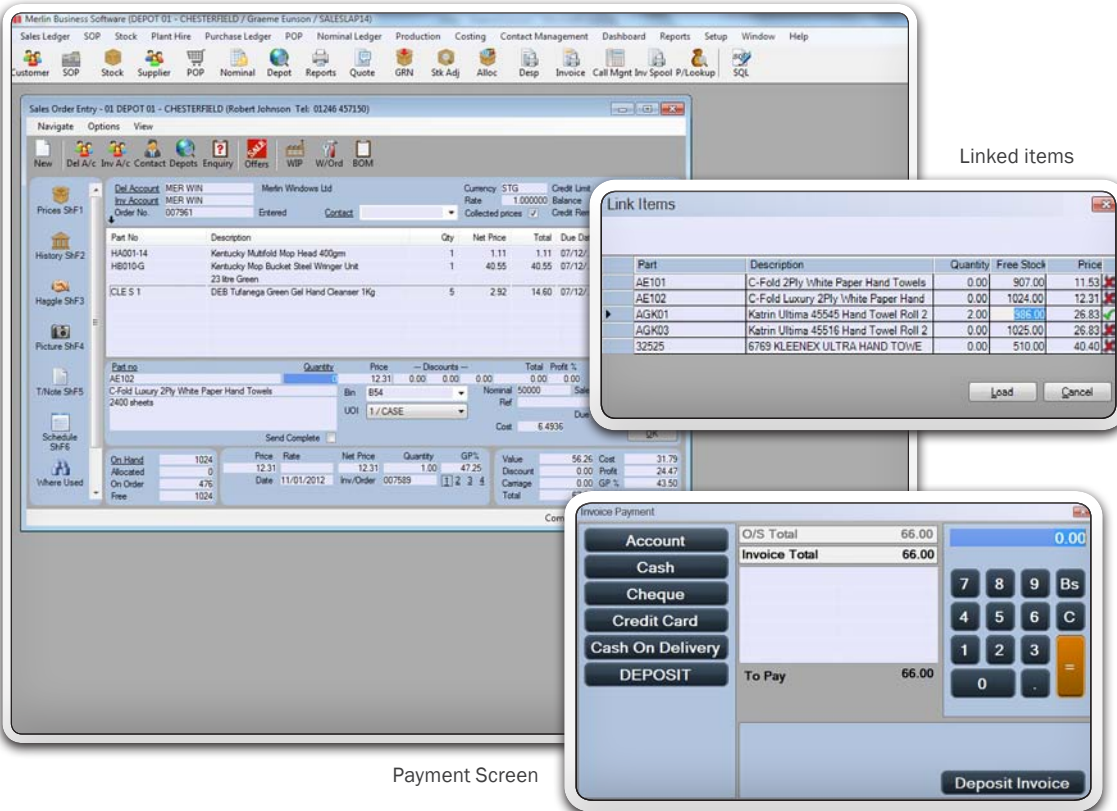


Sales Solutions

Merlin's Sales Order Processing Module gives you the facility to create sales orders and quotations quickly and easily via the web, trade counter and back office sales.

Sales Order Entry



Key Features ...

Purchase History

Review your clients full purchase history at the touch of a button

Notes and Warnings

From reminders to junior staff requiring authorisation, Merlin puts you in control

Strike a Deal

See the affect that discounts have on your margins in real time and protect your margins

Cherry Pick

Easily find items your customers have previously ordered

Special Pricing

Ensure your clients automatically receive their own pricing

Maximise Sales

With the ability to set up Linked Items, Alternative products and Special offers.

Maximise every sales opportunity

LINKED ITEMS - when adding line items to any order, Merlin will prompt the user to cross-sell by showing linked items i.e.

- When a customer is ordering hand cleanser, a pop-up screen will prompt the salesperson to offer hand towels.
- Similarly the salesperson would be prompted to offer cement when a customer is purchasing bricks

ALTERNATIVE PRODUCTS - prompt your sales staff to offer alternative products when a product is out of stock or has been discontinued, to save a potential order from being lost.

SPECIAL OFFERS - notify your sales staff of current special offers i.e. quantity breaks and "BOGOF"

Customer Special Pricing

Quickly and easily set-up customer special pricing in a number of ways for individual accounts or groups of customers.

Sales Order Routines

GET THE RIGHT INFORMATION AT THE RIGHT TIME

Merlin's sales routines are designed to provide the operator with the relevant information at the appropriate points of processing and order.

- **Purchase History** - see at-a-glance the customer's previous purchase price of any product, with the ability to drill down and view all previous purchases.
- **Cherry Pick** - duplicate previous orders, cherry pick and load items from previous orders or search your customers entire

purchase history for a specific product.

- **Haggle** - instantly see the affect that discounts have on your margins, enabling you to protect them when negotiating with a customer on a single item - what's more, the haggled price can be saved away as the customers special price.

Notes and Warnings

Set warnings and/ or require authorisation when a user attempts to process an order outside a given parameter i.e. minimum gross profit margin. Notes can be set to appear to remind staff to get customer order numbers or to advise the customer that their payment is overdue.

Merlin can also be configured to set default due dates, delivery methods, or even automatically charge carriage for a particular set of circumstances.



Don't just take our word for it ...

Darnall Tools & Abrasives

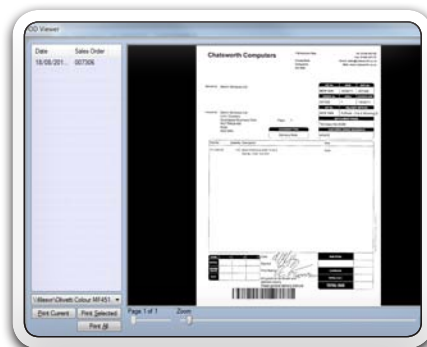
"The key I believe to any sales order processing system is not only the ability to quickly identify a customer's ordering requirement, regarding price, availability and discount on standard items; but also to identify the occasional item or special that a customer has purchased in the past. Often only a brief description is given by a customer for these items.

Merlin performs this task exceptionally well via sales order history and stock history and has been an enormous benefit in this area."

Thamesmead

"We often process over 150 orders per day so we needed a system that would allow us to input large quantities of orders as quickly as possible. Merlin allows us to do this and gives instant access to customer history so we can add previous products to the order on the spot. We were also able to link Merlin with our website, so now any orders placed online are automatically downloaded onto Merlin, saving hours of input time."

Additional Features...



**Ecommerce
Web Services Tool Set**

Merlin's fully integrated web applications allow you to make the most of the opportunities of trading online, whether you're already doing so or looking to develop your online presence. Allow new customers to find you and apply for an account online and give your existing customers access to manage all their account details.

**Proof of Delivery (POD)
Document Imaging**

Improve cash flow and reduce paper chasing by instantly overcoming disputes with an electronic archive of all signed proof of delivery notes and purchase invoices.

Automatically associated with customer accounts by barcode when scanned, these can then be emailed or faxed directly to your customers from within.

**Purchase and Credit
Card Integration
AdFlex and Verifone**

- **Chip and Pin** - Merlin integrates with Verifone to process payments via debit and credit card.
- **Customer not present** - Similarly AdFlex integrates with Merlin, enabling you to take payments over the telephone.

Merlin Business Software

Specially designed for Merchants, Stockists, Distributors and Wholesalers, Merlin Business Software is a fully integrated Sales and Purchase Order Processing, Stock Management, CRM and Accounting System.