



# Exchange eCommerce Operations

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John Engroff – SVP Ecommerce

Karen Cardin – VP Ecommerce Operations

Linda Mihalick – VP Ecommerce Website & Marketing

# Ecommerce

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- New online store launched September 29, 2014
  - Key strategic priority for the Exchange
- Continuing to increase product selection available
  - Online and in brick & mortar stores
  - Extended assortment online (special sizes, colors or styles)
  - Focus on intensifying national brands
- Success
  - Key Performance Indicators
    - Avg. order \$230 (down slightly due to Softlines lower avg. sell price)
    - Number of orders up 3%
    - E-mail conversion rate 3%

# Supplier Options

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- Merchandise stocked in...
  - Exchange distribution center
  - 3<sup>rd</sup> party distribution center
- Drop Ship
- Online Specialty Stores (described later)

# VendorNet Drop Ship Solution

<b>VendorNet Dropship Manager Features and Benefits</b>	
<b>Streamlined Order Retrieval and Processing</b>	<ul style="list-style-type: none"><li>• Access your orders via the Internet through your retailer-specific web site, or</li><li>• Import your orders directly to your order management system via FTP (EDI, XML, CSV or any custom layout)</li><li>• Eliminates manual processes and reduces errors</li></ul>
<b>Easy Access to Orders</b>	<ul style="list-style-type: none"><li>• Orders are batched together, eliminating one-off emails or faxes</li><li>• Orders are available to be printed and reprinted at your convenience</li></ul>
<b>Real-time Order Notifications</b>	<ul style="list-style-type: none"><li>• Email notifications alert you when orders are ready for retrieval, or any action or response needed for any transaction – eliminating the need to manually check the website</li></ul>
<b>Interactive Web Portal</b>	<ul style="list-style-type: none"><li>• Communicate directly with your retail client for order exceptions, order status etc. All communication is logged providing a built-in audit trail and eliminating phone calls and faxes</li></ul>
<b>Automated Invoicing</b>	<ul style="list-style-type: none"><li>• Submit your invoices through VendorNet eliminating paper-based invoicing and decreasing revenue recognition time</li></ul>
<b>Real-time Reporting</b>	<ul style="list-style-type: none"><li>• Leverage sophisticated reporting capabilities to manage performance and compliance</li></ul>

- **Mirror all or part of supplier's online store**
  - Vendor site within our site
  - Vendor establishes pricing
  - Ability to refine assortment as it is vendor's own site
- **Buy through Exchange Online shopping cart**
  - Customer checks out only once
  - Orders sent to vendor for fulfillment (drop ship)
  - Orders are tax free
  - Orders qualify for free standard shipping options

# Supplier Next Steps

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- Contact buyer for your category
  - See Ecommerce web page in ‘Doing Business With The Exchange’ section for buyer contact information
  - No separate buying team for Ecommerce
- If buyer selects your product(s) to be online
  - Buyer will contact Ecommerce team for coordination meeting to discuss details with supplier, including:
    - Website requirements
    - Online marketing strategy



Thank You!

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