



DigiBinder™ Service Summary

Service: DigiBinder™

Overview: DigiBinder™ is a “Virtual Filing Cabinet” that can be accessed via the web, provides secure controlled access, and includes powerful reporting tools.

Market: Independent Manufacturers Representatives, Sales Agency offices, Wholesalers, Distributors, Business Brokers, Organizations with distributed sales forces, Organizations with offices in multiple locations.

<u>Business Concern</u>	<u>Feature</u>	<u>Description</u>	<u>Benefit</u>
How do you ensure that everyone in your organization is using the most up to date information. How do you reduce costs for copying, postage, fax, and labor associated with distributing information.	Web Access	Information can be accessed from any location worldwide via a web browser connected to the Internet.	Remote access to information is easy and fast. No need to worry that the information is “back at the office”. Provides easy collaboration with people at diverse locations. All clients know where to go for the most recent version of any asset.
Costs associated with purchase / development and ongoing support of a software based solution.	Web Based	DigiBinder™ is a hosted application in the Software as a Service (SaaS) model.	Clients do not need to purchase and install any software. All clients automatically have access to the latest version and all updates.
Storage and access to any type of data format.	Accepts any data file format	Any type of “digital asset” can be stored: images, video, audio, word processing documents, spreadsheets, databases, etc...	Clients do not need to worry that only certain types of files are supported.
How do you share / send large data files? How do you reduce the costs of burning cd’s and sending them express carrier?	No files size limitations	Files of any size can be stored	Clients can access and exchange files without consideration of file size limitations imposed by email programs and ISP’s.
Data sent as email attachments is limited by size constraints (see above) and recipients reluctance to open messages with attachments.	Non-email based	System does not rely on email protocols or delivery systems	Clients can access information without concern for viruses typically delivered via email attachments. Anti-virus programs and corporate firewalls will not effect access.



Business Concern	Feature	Description	Benefit
How can you send / share sensitive data? Email is not secure.	High Data Security	Systems encrypts data during upload, download, and while it is stored on the server.	Data security allows exchange of sensitive information. Lawyers, CPA's, others can use system knowing confidential information will remain confidential.
How do you provide user access so not all clients see all data on the system	Controlled Access	System allows each user to have a unique username and password. Based on login, clients will only see data that the Administrator has granted them access to.	Data security and confidentiality is maintained.
In a sales organization, how do you "see" activity in the field across a large number of clients.	Extensive Reporting Tools	System allows real time monitoring of access to information by date, by file, or by user.	Enables proactive approach to sales based on observed access to data. A powerful tool to help "make the business happen".

In addition to the above, DigiBinder™ offers the following direct benefits to rep firms:

- Your clients can access your product information 24/7/365, not just when your office is open. If your products are easier to specify they will be specified more often.
- You maintain control of your clients by not sending them to a manufacturer's website. Sales is all about maintaining control of the client. In addition, your office often has updated information long before the manufacturer updates their website.
- You are providing your clients with a huge time saving benefit by consolidating the information they need in one location.
- You will differentiate your firm in the market by offering your clients a technically advanced service that other rep firms calling on the same client do not have.
- You will increase your value to the manufacture's you represent by being a technology leader and ensuring that their product information is easily accessible to the market you serve.
- Your team members can focus on "making the business happen" instead of responding to those "... can you please re-send me the" phone calls and emails.
- DigiBinder™ will drive more traffic to your web presence as Users will have to go to your site to log in. This will allow you to obtain greater use of the site to announce new products, specials and promotions, etc...
- You will have more room in your trunk for your golf clubs because you will not need to carry around lit.

You can ask "What is the cost of having DigiBinder™" but the better question to ask is "What is the cost of not having DigiBinder™"?