

Bergman

Technology Solutions

Company Stores - Simple Stores - Order Management

TABLE OF CONTENTS

Company Stores come in various levels with add-ons and integration options to meet your every need.

PART 1: COMPANY STORE BENEFITS

Page	4	Ordering Efficiency
	5	Brand Management
	6	Spending Control
	7	Company Store Programs

PART 2: COMPANY STORE FEATURES

Page	8	Store Design
	10	Users & Groups
	12	Categories & Products
	14	Inventory & Pricing
	16	Logo Management & Personalization
	18	Store Configuration & Checkout
	20	Orders & Reports

PART 3: MORE SOLUTIONS

22	Simple Stores
24	Bright Orders
26	Facilis @ease & BrightStores



Benefits of a **COMPANY STORE**



Ordering Efficiency

One centralized location to help streamline how your client orders their promotional products. Shoppers simply choose their product and product options - sizes, colors, logos, personalization, and quantities - from one easy location.

Features

- ☒ Mobile Responsive Design
- ☒ Intuitive Shopping Cart & Checkout
- ☒ Customizable Checkout
- ☒ Email Notifications

Brand Management

Your client has worked hard and invested time and money into building their brand. Ensure the correct product and logo will be used with every order. With Logo Management and Virtual Sample technology, shoppers can see how the final product will look.

Features

- ☒ Logo Location & Management
- ☒ Personalization & Virtual Samples
- ☒ Logo & Product Permissions
- ☒ Variable Data Capabilities

Benefits



CONTINUED

Spending Control

Easily manage and control spending with a Company Store. Set permissions to control each user's shopping experience. With various payment methods and approval features, your client has the flexibility to manage their bottom line when ordering.

Features

- ☒ Custom & Advanced Payment Methods
- ☒ Credit Card Payment Gateways
- ☒ Payment Permissions
- ☒ Budget & Manager Approvals

Company Store Programs

A Company Store can manage all the details of your client's promotional products program. With secure permission technology, advanced spending controls, and product customization - no program is too big or too small to manage.

Features

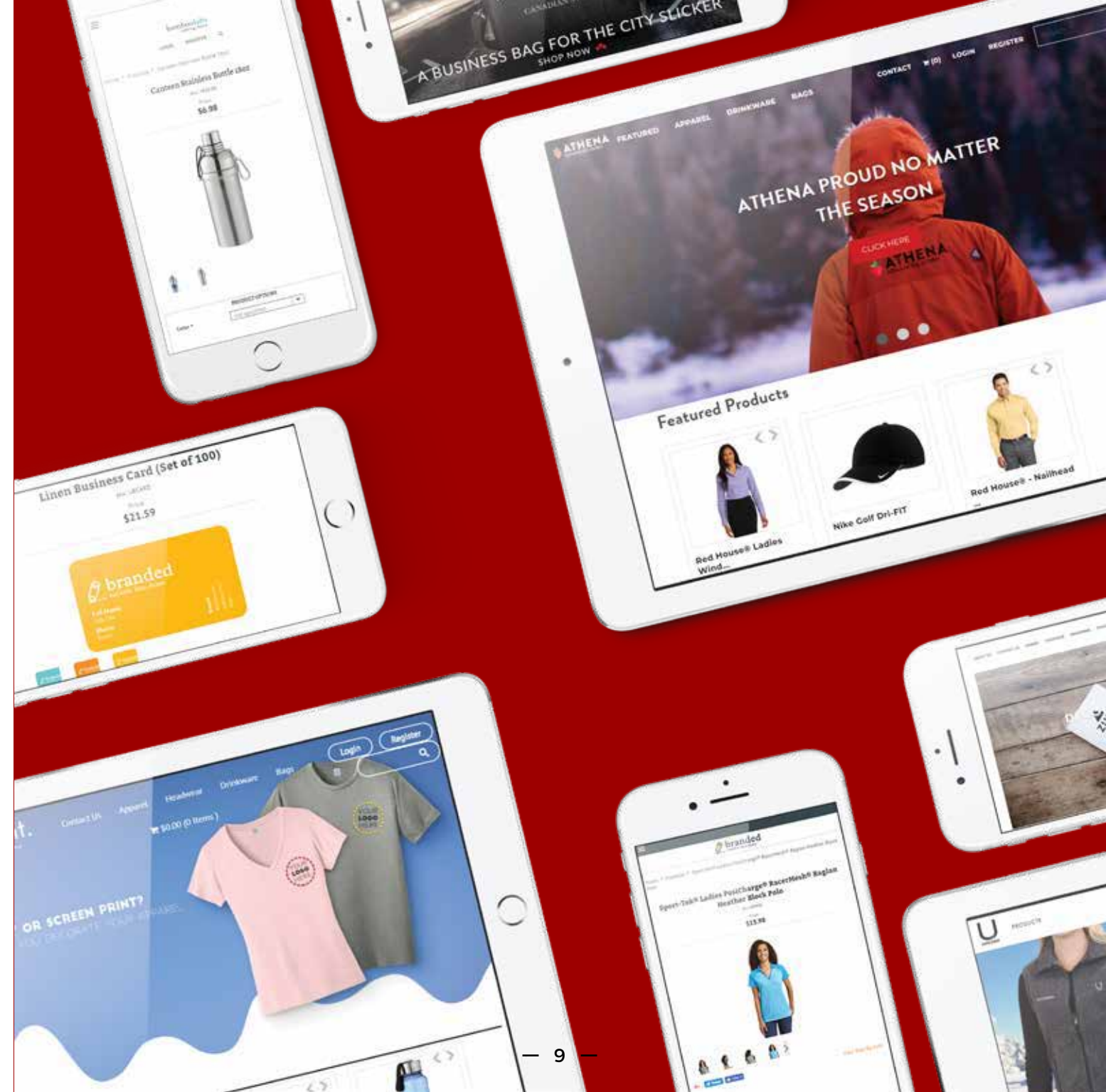
- ☒ Sales & Marketing Programs
- ☒ Uniform Programs
- ☒ Reward & Recognition Programs
- ☒ Print Programs

STORE DESIGN

Reflect your client's branding in the store. Easily incorporate logos, colors, and images into the store or let our designers help create a custom design. With modern product pages and streamlined checkout, stores are easy to navigate on any device.

Features

- ☒ Modern Storefronts
- ☒ Multiple Company Store Themes
- ☒ Theme Designer
- ☒ Built-In Slideshow on Homepage
- ☒ Custom Pages for Contact Us, FAQ, and More
- ☒ Mobile Friendly / Responsive Design
- ☒ Source Code Access for Customization
- ☒ Google Analytics & Maps

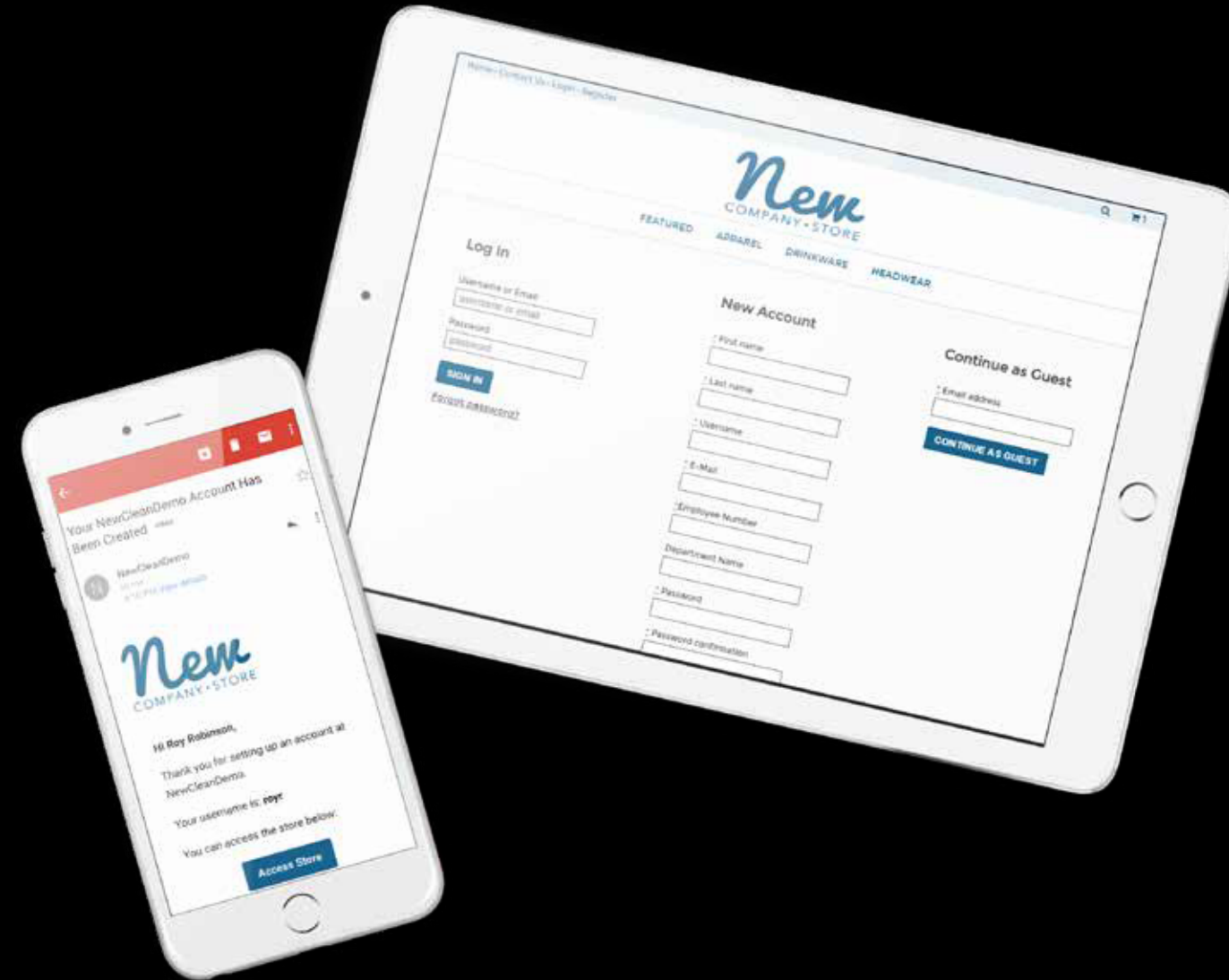


USERS & GROUPS

Creating user accounts allows shoppers to manage their information and track orders. Set users up in the admin area or allow shoppers to self-register from the storefront. You can also group users together to mass assign user settings so the store adjusts automatically to your parameters.

Features

- ☒ Users & Groups
- ☒ User Guest Checkout
- ☒ Group Users for Permission Control & Reporting
- ☒ Upload Authorized User List
- ☒ Custom User Fields
- ☒ Mass User Delete



CATEGORIES & PRODUCTS

Sell any type of product. It's easy to add your own or choose from our product database. Categories can be strategically set up to lead shoppers through the store. Display products in multiple categories and mark special or seasonal items as featured products.

Features

- ☒ Unlimited Category Options
- ☒ Multi-Level Categories
- ☒ Category Permissions
- ☒ Product Database
- ☒ PromoStandards Product Data
- ☒ Mass Product Upload
- ☒ Mass Product Edit
- ☒ Customizable Product Options (Color/Sizes/Etc.)
- ☒ Recently Viewed & Related Products
- ☒ Controlled Product Reviews
- ☒ Featured Products

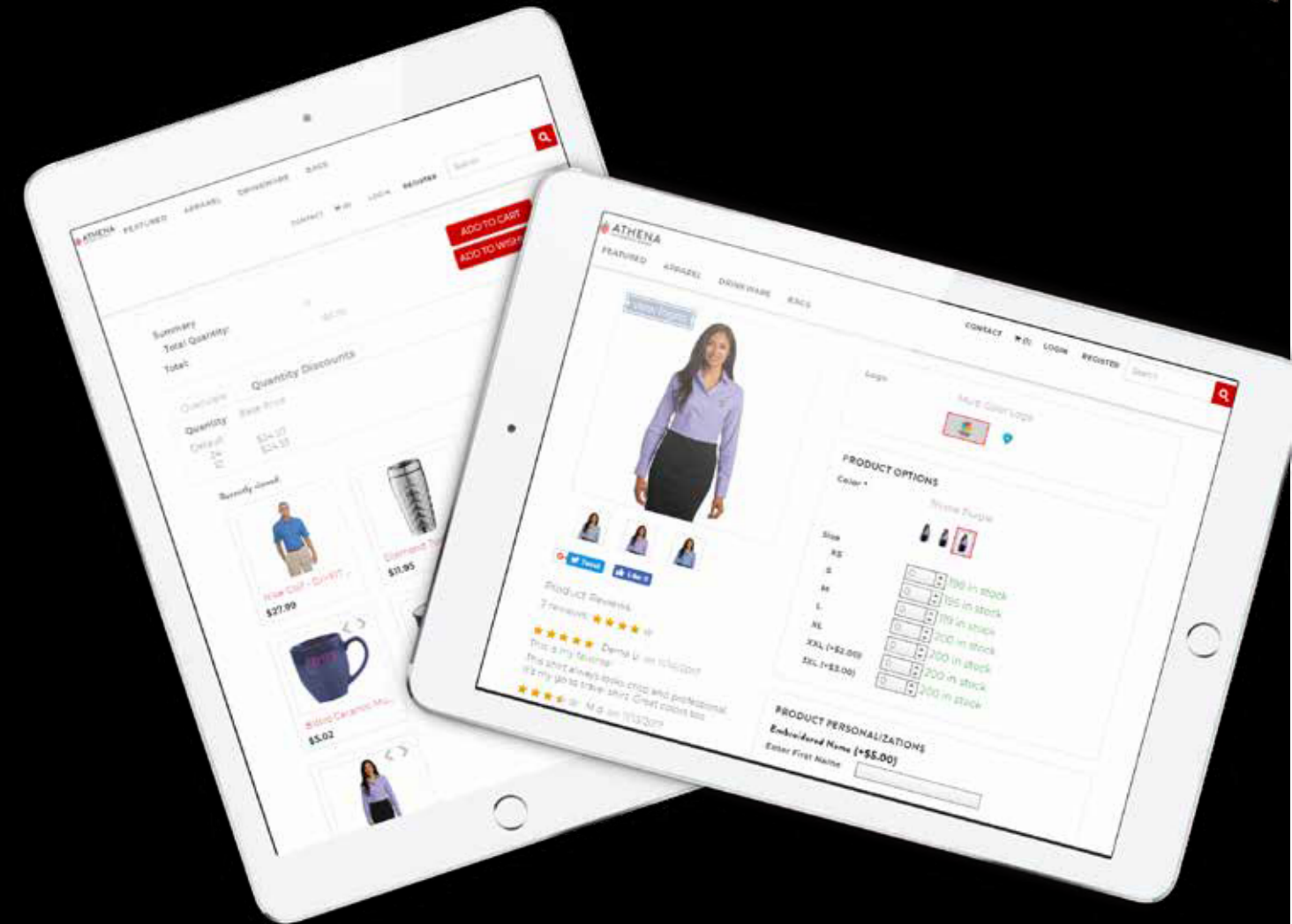


INVENTORY & PRICING

Keep track of all products in your store, including in-house and dropship products. Choose to display the actual stock or generic messaging on the storefront. Low and negative inventory notifications alert you when it's time to restock.

Features

- ☒ SKU & Sub SKU Management
- ☒ Internal Product ID
- ☒ Min/Max Quantity Controls
- ☒ Inventoried & Non-Inventoried Products
- ☒ View Online Order History
- ☒ Storefront Re-Order Button

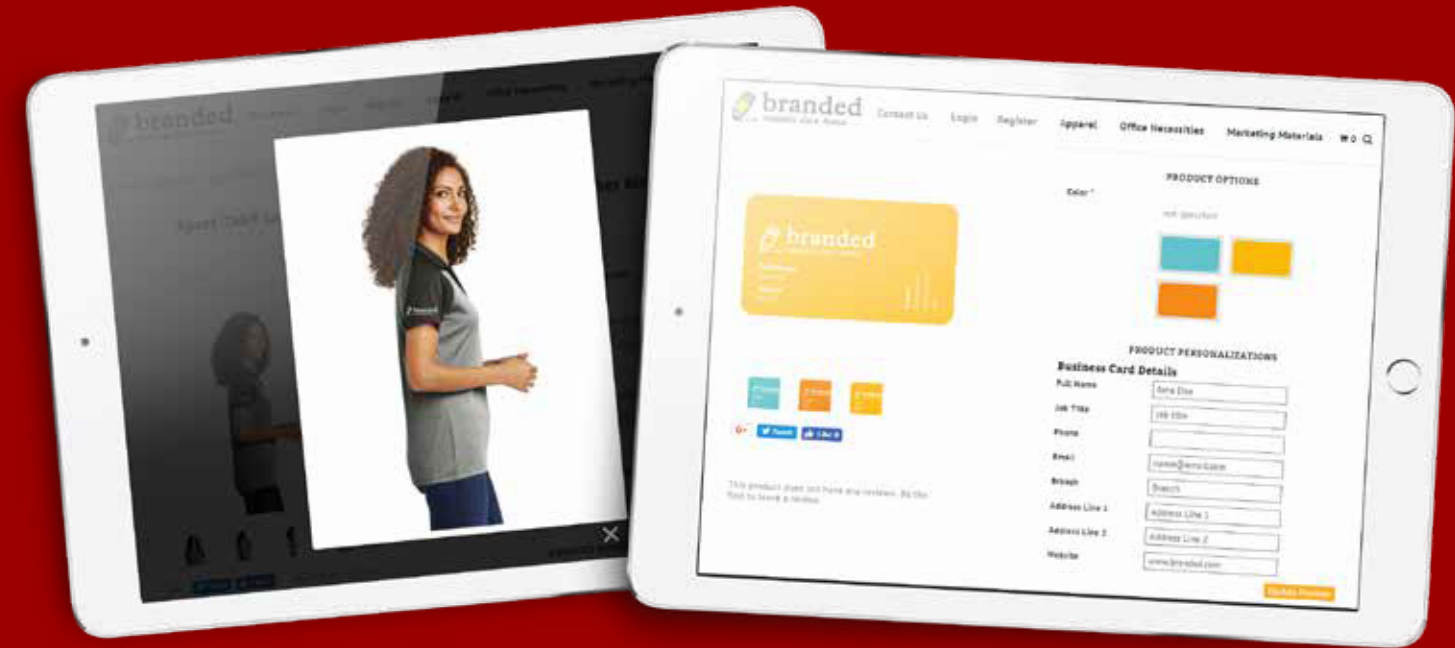


LOGO MANAGEMENT & PERSONALIZATION

Allow shoppers to customize their products and print materials from the storefront with Logo Management and Product Personalization tools. Virtualization technology allows the shopper to see and approve the final product.

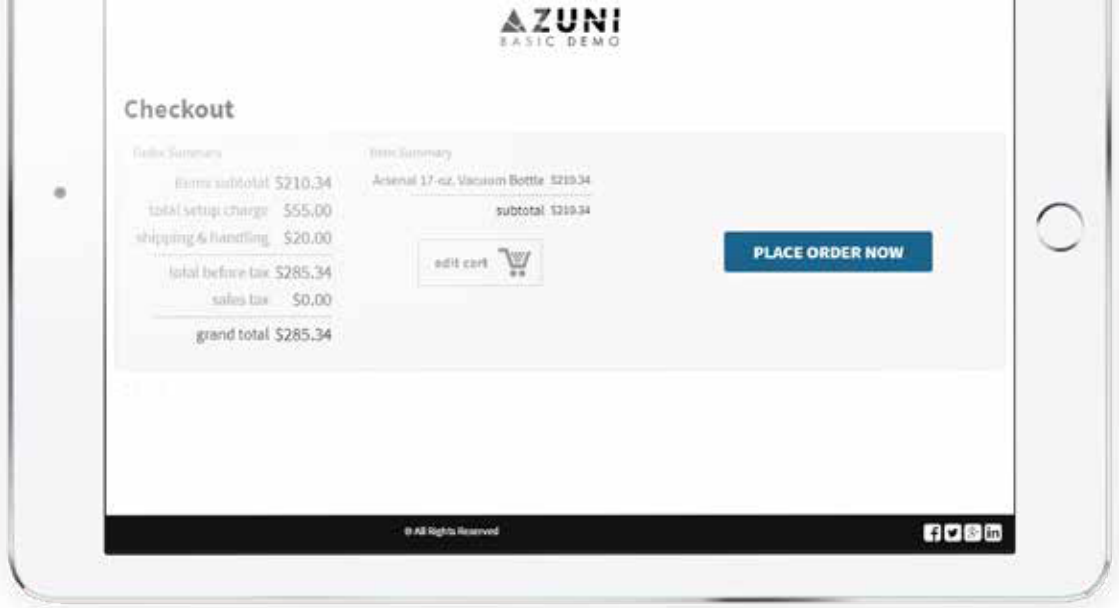
Features

- ☒ Personalization & Customization
- ☒ Logo Management
- ☒ Logo Virtualization
- ☒ Logo Permissions
- ☒ Multiple Logo Locations
- ☒ Product Personalization Quickfill
- ☒ Online Proof Approval
- ☒ Logo Charge
- ☒ Decoration Methods
- ☒ Variable Data for Print Materials
- ☒ Virtual Samples
- ☒ Print Ready PDF



STORE CONFIGURATION & CHECKOUT

Set up the store to function exactly how your client needs it to work. Store configuration can be as simple as including a standard cart and checkout to adding permission technology, advanced spending controls, and checkout customization.



Checkout

- ☒ Guest Checkout
- ☒ Edit Shopping Cart
- ☒ Save/Edit Wishlist
- ☒ One-Click Checkout
- ☒ Custom Data Collections



Payment Methods

- ☒ Payment Gateways for Credit Cards
- ☒ Custom Payment Methods & Point Stores
- ☒ Account Balances, Coupons, & Gift Certificates
- ☒ Manager Order Approval (MOAS)



Taxes

- ☒ Avalara Sales Tax Integration
- ☒ Zip Code Sales Tax
- ☒ Sales Tax Integrations
- ☒ Custom Sales Tax Builder



Shipping

- ☒ Shipping Based on Weights & Dimensions
- ☒ Flat Rate Shipping
- ☒ Shipping Address Validation
- ☒ In-Hands Date
- ☒ 3rd Party Integrations

ORDERS & REPORTS

Keep track of order statuses, product details, order history, payments, tracking numbers, and shipping confirmation emails - all in one place. All stores come with a report suite or you can choose from over 60 fields to create a Custom Report.

Features

- ☒ Manage Orders
- ☒ Update Tracking Information
- ☒ Cancel Orders
- ☒ Sales Reports
- ☒ Product Reports
- ☒ Custom Report Builder
- ☒ Distributor Reports
- ☒ End-User Reports



Simple Stores

Single Page Online Ordering



Temporary Pop-Up Shops



Redemption Sites



Fundraising Stores

*Built on
Bright Orders!*



Single Page Storefront

In the spirit of simplicity, all products are listed on one page. No clicking through multiple categories or pages. Just add items to your card and checkout.

Redemption Sites

Create a site where shoppers must enter a code to access and redeem their products. Either generate the codes in the system or upload your own.

Countdown Clock & Order Goal

Motivate shoppers by displaying when the store closes or the organization's sales goal. Perfect for temporary or seasonal stores.

Email Marketing

With a variety of templates to choose from, you can send email blasts directly to the store shoppers reminding them to make their purchases.

Payment Methods & Shipping

Utilize a single customized payment method or integrate with a credit card gateway. Streamline checkout by including one flat shipping rate.

Manage Orders

Track and manage all Simple Store orders directly in Bright Orders! Edit details, change the status, send notifications, and set reminders for each store order.

Bright Orders

End-to-End Order Management



Collect Orders



Manage Orders



Accept Payments

Build Proposals & Estimates

Build attractive and professional proposals and estimates for your clients in just minutes by simply adding products. Turn approved proposals and estimates into orders with just a click!

Create Simple Stores

A Simple Store is a streamlined single-page store you can set up quickly and allows your clients to easily place orders with you online.

Bright Sites Company Store Orders

Import all order information from your Bright Sites Company Stores directly to Bright Orders for processing. No need to upload, integrate, or re-key data.

Manage All Orders

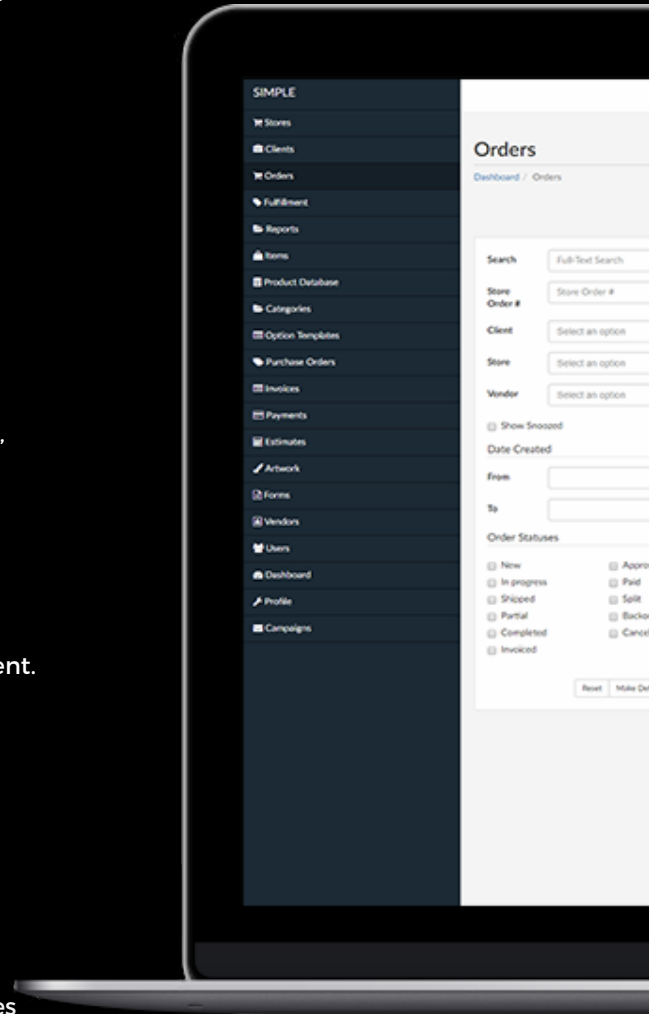
Manage all orders from Proposals, Estimates, Simple Stores, and Company Stores! Create and send Purchase Orders to your suppliers and generate Pick Tickets and Packing Slips for fulfillment.

Invoice Your Clients

After the order is completed, you can easily generate an invoice. Receive payments online and manage all receivables - easily improving your cash flow.

Client Dashboard View

Your clients can manage artwork, view and comment on estimates and proposals, check order statuses, and pay invoices in one place. With permissions, you're in control of what they see.



We help brands take shape.

- ☒ Automated Product, Client, & Order Creation
- ☒ Manage Program Orders from a Single Queue
- ☒ Inventory Management
- ☒ Reconciliation & Reporting
- ☒ Accounts Receivable & Accounts Payable Takes Place in @ease

Contact Bergman for more information.

CONTACT INFORMATION

Mike Battershell, President

Email: mike@bergmanbrand.com

Phone: 402.661.7929

