

Vision Quick Start Guide

Vision is full of useful information and resources that can help you grow your business. To get started, here are some tips for using Vision to enhance your own selling process. As you get started, feel free to explore other areas in the system to identify the features that work best for you!

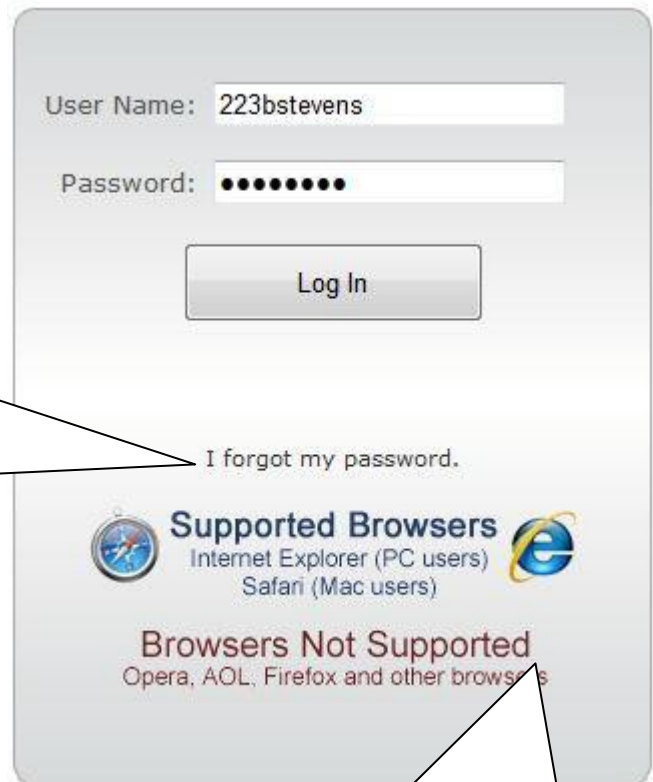
Vision's BW360° empowers you with the up-to-date information you need to increase sales. This interactive dashboard allows you to get all of your account's information in one place and link to the other features of Vision from one central location.

1. Logging In

Begin by navigating your web browser to <http://e.brandwise.com> and logging in using the username and password that has been provided by the supplier.

Lost your Password?

- Click I forgot my password to get started.
- Enter your username to reset your password and have a temporary password emailed to you.




The screenshot shows a login form with the following elements:

- User Name: 223bstevens
- Password: [masked with dots]
- Log In button
- A link: "I forgot my password."
- Supported Browsers section with icons for Internet Explorer (PC users) and Safari (Mac users).
- Browsers Not Supported section listing Opera, AOL, Firefox and other browsers.



Tips & Tricks

If you're having trouble with Vision, try disabling pop up blockers or adding e.brandwise.com to Internet Explorer's trusted sites.

Just open the tools menu  and select Internet Options

What Web Browser Should I Use?

With Vision, you should use Internet Explorer when on a Windows based system.

If you use a Mac, Safari is supported.

Other browsers may not render correctly and that can keep you from getting to all the information and resources packed into V.

2. Navigating Vision

After logging in to Vision, you can navigate through the site's features using the navigation bar at the top of the screen. When you click on one of these menu items, a list of pages containing different data, reports and features becomes available.



3. Using BW360°

When you open BW360°, you are immediately taken into the mapping feature, where you will be able to access all of your account information plotted visually on the interactive map.

BW360°

BW360° offers one-stop shop access to your account information including order and shipping history. Click on this menu item to open the mapping feature and begin searching for your accounts.

The screenshot shows the BW360° interface. At the top is a navigation bar with items: Home, Orders & Ships, Accounts, Reports, Analysis, Resources, My Prospects, 360°. Below this is a sub-navigation bar with: Search, Result, Detail, Planner, Yellow Pg, Prospect. The main area is divided into several sections:

- Mapping Types:** Map By: State (dropdown), Report Type: Order Dollars (dropdown), Map Using Bill To:
- Retailer Filters:** Rep: Barry Stevens (dropdown), State: All States (dropdown), Zip Code: (text), Name Starts With: (text), Name Contains: (text), Account Type: All Types (dropdown), Account Class: All Classes (dropdown)
- Map:** A map of the Southeastern United States with color-coded regions. Georgia is shaded in red, indicating a decline in sales. Florida is shaded in green, indicating an increase in sales. Bar graphs above the map show sales trends for 'Shrink > 10%', 'Marginal', and 'Growth > 10%'.
- Trending:** A section on the right showing bar graphs for 'Shrink > 10%', 'Marginal', and 'Growth > 10%' with corresponding data points.

Tips & Tricks

By default, BW360° looks at your shipping addresses. Check this box to map using the bill to.

Search

Begin by searching for your accounts. You can search by state, zip code, account name, type or class.

When searching you can view trending information by ordered or shipped dollar amount.

Trending

See how sales are trending using the color code and bar graphs on the map. After having searched by state, we can see that sales in Florida are up while Georgia's are down.

4. Getting order details for your accounts through BW360

When you map by account, you can view details for each account by clicking on the bar graph for that account. Details include when the most recent order was placed or a shipment was posted as well as some key statistics. From this screen, you can link to other parts of Vision.

The screenshot shows the BW360 software interface. At the top, there is a navigation menu with options: Home, Orders & Ships, Accounts, Reports, Analysis, Resources, My Prospects, and 360°. Below the menu, there are tabs for Search, Result, Detail, Planner, Yellow Pg, and Prospect. The main content area is divided into two sections. On the left, there is a detailed view of the account 'Flame & Art Depot', including contact information and a table of order and shipment statistics. On the right, there is a map view showing the location of the account in Boca Raton, Florida, with a callout window displaying the same account details as the left section.

Account Information:
Flame & Art Depot
 803 E Palmetto Pk Rd
 Boca Raton, Florida 33432-5105
 Contact: Bobbie
 Contact Phone:
 Main Phone: (561) 417-8773
 Main Fax:
 Email: BrandwiseTest+9690@Gmail.com
 Website:

Relationship 9 years

	Days Since Last	Last Year Total	YTD	Last YTD	Trend	Trend Percent
Order	43	\$50	\$320	\$50	undefined	538%
Ship	43	\$50	\$320	\$50	undefined	538%

Buttons: Capsule, Find Orders, Find Ships

	# Orders	Order \$	Shipped \$	Open \$	Cancelled \$	Credit \$
Recent Orders	0	\$0	\$0	\$0	\$0	\$0
Recent Ships	0	\$0	\$0	\$0	\$0	\$0
Open Orders	0	\$0	\$0	\$0	\$0	\$0
Hold Orders	0	\$0	\$0	\$0	\$0	\$0
Recent Cancels	0	\$0	\$0	\$0	\$0	\$0

Buttons: Credit Info, Add Activity, Add Note, Add To Planner

The Find Orders & Find Ships buttons allow you to jump into other parts of Vision. With one click, you can access an account's complete ordering and shipment history.

Convenient one-click access to the account's sales capsule - an indispensable tool for planning appointments and encouraging larger orders

Adding Account Activities and Notes allows you to track progress with an account and keep important account information in one place.

Tips & Tricks

Try adding the account to a planner, which will allow you to plan your day with a list of accounts to visit, driving directions, and the option to print sales capsules for several accounts at once.



5. Sales Capsules

BW Outdoors
Account #BW123
1818 Denver West Blvd Bldg 26 Ste 450 Lakewood, CO 80401 Phone: 8192332362 Fax: Email: Sales@brandwise.com Requested on Apr 21 2011 11:28AM Eastern

Sales Capsule

Account Information **BILL-TO ACCOUNT**

Company Name: Todd Lipton Representative: Jeff Sines
Last Order Date: 4/12/2011 Account Type: OUTDOOR SPECIALTY
Last Ship Date: 4/12/2011

Key Statistics Previous Four Seasons

Season	Spring to Spring Comparison				Fall to Fall Comparison			
	\$00	\$10	Var \$	Var %	F00	F00	Var \$	Var %
Preseason								
-Bookings	\$169,059	\$216,992	\$47,933	28 %	\$112,699	\$222,883	\$110,184	98 %
-Invoiced	\$169,059	\$153,108	-\$15,951	-9 %	\$112,699	\$0	-\$112,699	-100 %
Inseason								
-Invoiced	\$2,515	\$114	-\$2,401	-95 %	\$81	\$0	-\$81	-100 %
Offseason								
-Invoiced	\$0	\$0	\$0	0 %	\$11,693	\$0	-\$11,693	-100 %
Total Invoiced	\$171,574	\$153,222	-\$18,352	-11 %	\$124,477	\$0	-\$124,477	-100 %

Best Sellers not bought by any Location
Most popular products based on the number of OUTDOOR SPECIALTY storefronts ordering in the last 365 days.

Item #	Description	Last Price	Avail. Qty	# Shipments	# Locations
1241-0020A	M BOXER BRIEF	\$12.00		140	
1241-0020A	M BOXER BRIEF	\$12.00		107	
2241-1153M	W BIKINI	\$7.50		96	
2241-1151M	W FULL CUT BRIEF	\$8.50		95	
1241-0016A	M BOXER	\$12.00		90	
1241-0020A	M BRIEF	\$8.50		81	
2015-0514B	W IRRESISTIBLE NESKA V	\$27.50		71	
3053-1400E	WRRES NESKA STRIPE SCARF	\$18.50		69	
2015-0514B	W IRRESISTIBLE NESKA V	\$27.50		67	
2241-1403M	W GNG LACY LOW RISE BIKINI	\$8.50		64	
1241-0016A	M BOXER	\$12.00		61	
2241-1403M	W GNG LACY LOW RISE BIKINI	\$8.50		59	
2241-1153M	W STRIPE BIKINI	\$7.50		58	
1241-0020A	M BRIEF	\$8.50		57	
2241-1020B	W CROSS OVER BRA	\$10.50		57	
1002-1366A	M GOTTRECK S/S	\$26.00		51	
2030-1412D	W NOMAD SHORT	\$27.50		51	
2001-1346B	W NTN ARTISAN	\$30.00		50	
2015-0514B	W IRRESISTIBLE NESKA V	\$27.50		50	
3053-1400E	WRRES NESKA STRIPE SCARF	\$18.50		49	
2015-1446B	W YONA CARDIGAN	\$50.00		47	
3053-1400E	WRRES NESKA STRIPE SCARF	\$18.50		47	
1001-1284A	M TRIP'R CHECK L/S	\$37.50		46	
1245-1207A	M GNG THAT'S FLY BOXER BRIEF	\$13.50		46	
2241-1020B	W CROSS OVER BRA	\$10.50		46	

Ship-To Locations associated with this Bill-To

Account #	Information	Company Name	Last Order	Last Ship	Order #
BW123	BW Outdoors 1818 Denver West Blvd Bldg 26 Ste 450 Lakewood, CO 80401 201-8192332362 Fax: Email: Sales@brandwise.com	BW Outdoors	4/12/2011	4/12/2011	8206726

Key Statistics for Ship-To Locations associated with this Bill-To

Account #	Account Name	YTD Ship \$	YTD Order \$	Chg	YTD Order %	YTD Ship %
BW123	BW Outdoors	\$153,222	\$108,583	45.9 %	8222,997	\$123,388
		\$153,222	\$108,583	0.0 %	8222,997	\$123,388

Orders Received from all Locations in the last 90 days

Order #	PO #	Type	Season	Order #	Ship #
4/12/2011	213683	INBN	Spring 2011	4/12/2011	Closed
				5/14	\$114

Account #BW123 BW Outdoors © 2011 Brandwise, Inc. Page 1 of 3

Sales Capsules are an integral feature within Vision that allows you to get all of an account's information and the tools sales reps need to create larger orders and faster reorders.

Compare Order & Shipment History: Key statistics outline the order and shipment history entered over your last few selling cycles. A statistics snapshot will give you an immediate overview of an account's bookings vs. invoiced shipments.

Identify Best Sellers not Ordered: Sales Capsules allow you to provide a list of the most popular products that have been ordered by similar accounts over the last year that this account has not purchased.

All of the account's shipping addresses will list here as well, showing the last order placed for each and a summary of key statistics by ship-to

Vision has the tools and resources that sales reps need to place larger orders more quickly on the road. Using these tools has been shown to increase average order size and simplify the selling process for sales reps.

Tips & Tricks



You can export Sales Capsule reports to Microsoft Excel, allowing you to tailor the report to the information your account needs most!

Identify Open and Back-Ordered Items: Track open and back-ordered items. You can use this section to simplify reorders and avoid purchasing any item that has already been ordered.

Get a snapshot view of invoice and sales activity here.

Simplify Reorders: Plan reorders using the Sales Capsule's reorder worksheet. This tool identifies previously shipped items and quantities so you can easily plan reorders.

BW Outdoors
Account #BW123
1818 Denver West Blvd Bldg 26 Ste 450 Lakewood, CO 80401 Phone: 8192332362 Fax: Email: Sales@brandwise.com Requested on Apr 21 2011 11:28AM Eastern

Sales Capsule

Orders Received from all Locations in the last 90 days

Order #	PO #	Type	Season	Status	Order #	Ship #
2/9/2011	300120	PRSN	Fall 2011	11/1/2011	Open	\$5,273
2/9/2011	300119	PRSN	Fall 2011	10/1/2011	Open	\$36,445
2/9/2011	300117	PRSN	Fall 2011	9/1/2011	Open	\$79,170
2/9/2011	300118	PRSN	Fall 2011	9/1/2011	Open	\$53,796
2/9/2011	300117	PRSN	Fall 2011	8/1/2011	Open	\$16,200

Open and Back-Ordered Items for all Locations
(ADV123) ADVENTURE 16

Item #	Description	Order #	PO #	Price	Req'd Date:
0/17/2010		312507	213545		2/1/2011
Available Sizes: 4-18					
					04 06 08 10 12 14 16 18
210241200	W BALDIWA CONVERTIBLE - RED	8020-L KHAKI	\$48.00		5 11 13 7 2 1

Shipments to all Locations in the last 90 days
(ADV123) ADVENTURE 16

Invoice #	Invoice Date	PO #	Order Date	Req. Date	Invoice \$	Ord \$
470320	4/13/2011	213683	4/12/2011	4/12/2011	\$114.48	\$114.00
468668	3/22/2011	213682	4/17/2010	3/21/2011	\$6,890.00	\$19,800.00
468668	3/22/2011	213642	4/16/2010	3/21/2011	\$7,210.00	\$7,210.00
468111	3/21/2011	213648	4/17/2010	3/1/2011	\$2,832.80	\$5,183.00
468124	3/21/2011	213641	4/16/2010	3/1/2011	\$4,680.00	\$6,360.00
468118	3/21/2011	213647	4/17/2010	3/21/2011	\$4,362.80	\$4,703.00
468112	3/21/2011	213648	4/17/2010	3/21/2011	\$13,300.00	\$26,990.00
468104	3/18/2011	213647	4/17/2010	3/1/2011	\$7,765.00	\$23,520.00
461807	3/4/2011	213647	4/17/2010	3/1/2011	\$16,970.00	\$23,826.00
461789	3/4/2011	213641	4/16/2010	3/1/2011	\$9,388.00	\$9,388.00
468233	2/18/2011	213640	4/16/2010	4/6/2011	\$711.00	\$28,370.00
468240	2/18/2011	213697	9/30/2010	2/14/2011	\$15,714.00	\$18,836.00
468242	2/18/2011	213646	4/17/2010	2/1/2011	\$16,488.00	\$17,268.00
468241	2/18/2011	213683	4/17/2010	2/18/2011	\$16,118.00	\$33,338.00

SKUs shipped to all Locations associated with this Bill-To in the last 365 days

Item #	Description	Color	Price
3151-0214H	IS ADVENTURE HAT	8020-CLIVE	\$17.50
Available Sizes: BM, LXL			
			SM XL
3151-0214H	IS ADVENTURE HAT	8020-L KHAKI	\$17.50
Available Sizes: 18			
			18