

# The Uniform Solution eCommerce (TUSe) & The WebStore

16th Annual URA Trade Show

10/23/2022



# Agenda

01

The Value of  
eCommerce

02

History of eComm  
with TUS

03

Considerations in  
Choosing Your  
eComm

# Necessity of eCommerce



Open all day, every day



Reach is beyond immediate locale



Customized buyer experience



Additional revenue with low maintenance



Buyers are online more than ever

# Our Goals With eCommerce

- Provide easy to use tools for your business
- Expand your reach into online sales
- Help you create a positive shopping experience for your customers
- Efficiently showcase your products and services



2010



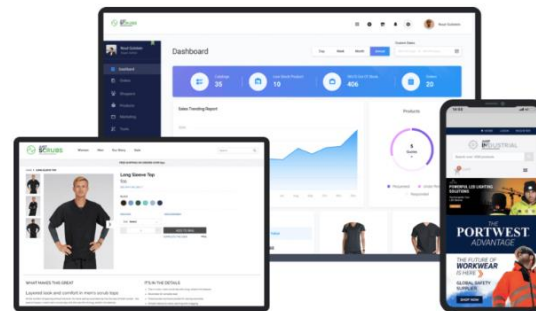
The WebStore is released

2017



The WebStore is updated with a mobile friendly design

2021



The Uniform Solution eCommerce (TUSE)

# Choices

- Two integrated solutions
  - Realtime inventory
  - Group / Contract selling
  - Multi-store capable
  - Customizable framework
  - TUS order receiving

## Enhanced Features

Live Vendor Stock and Store Inventory	✓	✓
Group and Contract Selling plus Coupons	✓	✓
Shop by Store and In-Store Pickup	✓	✓
Customizable Work Orders	✓	Pro Version
Display and Upload Customer Logos for Customizations		✓
Extensive Supplier Catalog with all Product Details	✓	✓

## Design

Customizable Framework for Menu and Pages	✓	✓
Constantly Evolving Best-Practice eCommerce Designs		✓
Professionally Designed Store Templates		✓
Graphical Design Tools for Content Pages		✓

## Shopping

Shop by Brand and Customizable Categories		✓
Private Stores for Groups		✓
Upselling and Item Suggestions		✓
Handles 100+ Active Shoppers		✓

## Extras

Professional Development Services for Customizations		✓
Email Marketing Tools		✓
Robust SEO Capabilities		✓
Sales Tax Service		✓
Powered by Sellers Commerce		✓

## Integration with The Uniform Solution

eCommerce Orders Automatically Received	✓	✓
Contracts, Customers, Pricing, Billing, Allowance, and Credit Limits in Real-time	✓	
All Products with Real-time updates	✓	

# Choosing Your eCommerce Solution

01

Ease of Use

02

Marketability

03

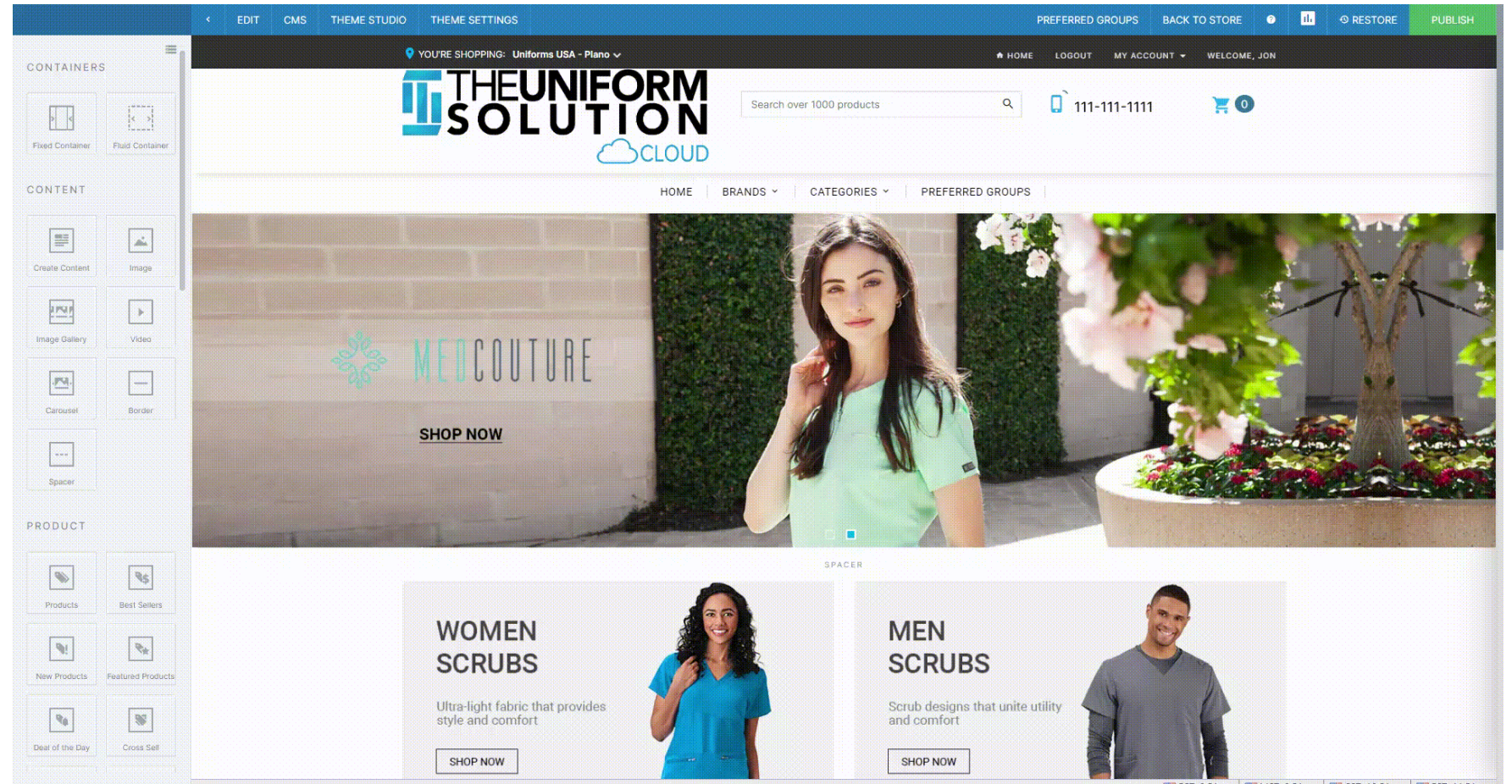
eComm Capability

04

Time and Cost

# Drag and Drop with TUSe

- Drag and drop capability
- Web knowledge is not a requirement
- DIY framework





# Adding Content With the WebStore

- Familiar experience
  - Same interface
  - Little to no learning curve

The screenshots illustrate the user interface for managing the WebStore content:

- WebStore Configuration List - Centrally Maintained:** A table showing configurations for different stores. The table has columns for Status, Store, Cart, Show Stock (Store, On-Line, VStock), and Name. Two rows are visible: 'WebStore - Add To Cart' and 'WebStore DDS'.
- Content Page List - Centrally Maintained:** A table listing content pages. The table has columns for Name, Category, and Type. The 'Home Page - URA 2022' entry is highlighted.
- Changing Content Page (Home Page - URA 2022):** A form for editing a specific content page. It includes fields for Name, Type, and Category, along with OK and Cancel buttons.
- Changing Content Section:** A form for editing a content section. It includes dropdowns for Show, Alignment, and Type, and a text area for the content. The text area contains the following text: "We would love for you to try out our Group Sign-in feature to view items and pricing for a Group. Just select 'Group Sign-in' at the top and enter the code '1234'. Then click to see items for the group and you are on your way!"

# Marketability

- Determine your customer base
  - Group buying / contract
    - Billing and allowance privileges
  - New buyers



# TUSe Marketability

- Devoted marketing section
  - Deals
  - Offers
  - Category Suggestions
  - Product suggestions
  - Email templates
    - Abandoned cart emails

**30" Lab Coat**  
Code: 1302

**CHEROKEE**  
inspired comfort

ADD TO WISH LIST    REQUEST QUOTE

**OFFERS**

- 20% off today only!

Color : White (WHT)    ~~\$38.98~~ **\$31.18**

Size : 2XL    Change

Quantity: - 1 +

[Size Chart](#)

[Check Stores Nearby](#)

**Add to Cart**

**Quick Buy**

**ACCESSORIES**

3M Littmann CORE Digital ...  
**\$538.50**

**CROSS SELL**

Retractable Badges  
**\$11.95**

Also found in:



# TUSe Deals



- Item specific pricing
  - Flat amount or percentage
- Start and end date
- Run several simultaneously
- Visualization of savings


Home / Barco One / Bottoms / Barco One Amplify Pant


## Barco One Amplify Pant

Code: 0217

Color : BLACK  Fit : SHORT 

Size : XS 

 [Size Chart](#)

~~\$99~~ **\$33.15** [Check Stores Nearby](#)

- 1 + [ADD TO CART](#)

**OFFERS**

This product is already at its best price.

# TUSe Offers

- Coupon discount
  - One time use
  - Abandoned cart
  - Combine with other offers
  - First order only
- Multi-level
  - Store
  - Supplier
  - Category
  - Product

15% OFF

BESTSELLER



See more colors

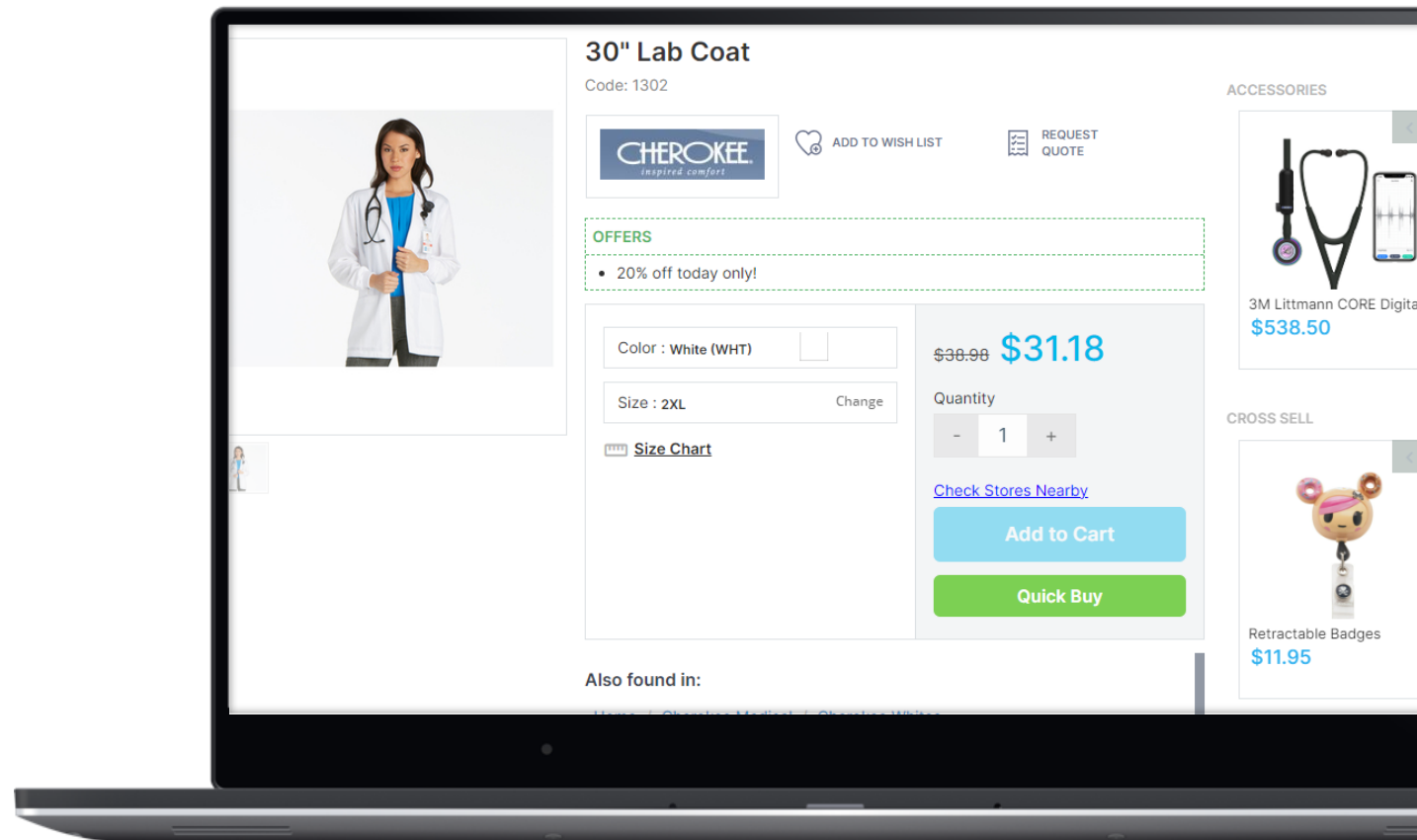
Barco One Amplify Top

0115

\$31 \$26.35

# TUSe Category & Product Suggestions

- Accessorize
- Cross sell
- Up sell
- All customizable wording



# Abandoned Cart Email

- Retains missed sales
- Navigates buyer back to the site
- Personalizes the buying experience

## You left too soon... You have an Abandoned Order

Would you like to complete your purchase?

Hi [FNAME] [LNAME],

Did you forget to complete your order? We still have your items ready.

[CouponCode]

Please follow this link to complete your purchase

[MY CART](#)

Thank you for visiting our store.

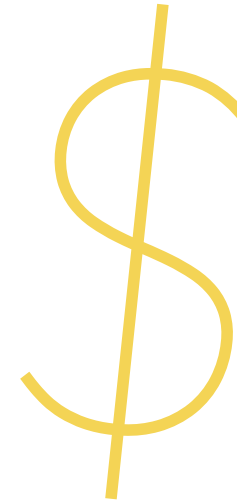
# eCommerce Capabilities

WebStore	TUSE
Real time product updates	Real time product updates
Order receiving into TUS	Order receiving into TUS
Vendor catalog / stock	Vendor catalog / stock
Handles up to 60 visitors at a time	Handle 100+ visitors at a time
Real time customer billing, credit limit and allowance, customer pricing updates	



# Investment of eCommerce

- Time
  - Product build
  - Training
  - Maintenance
    - Single or joint venture
- Cost
  - Setup
  - Recurring
  - Ancillaries
    - Domain name
    - SSL certificate
- Expectations



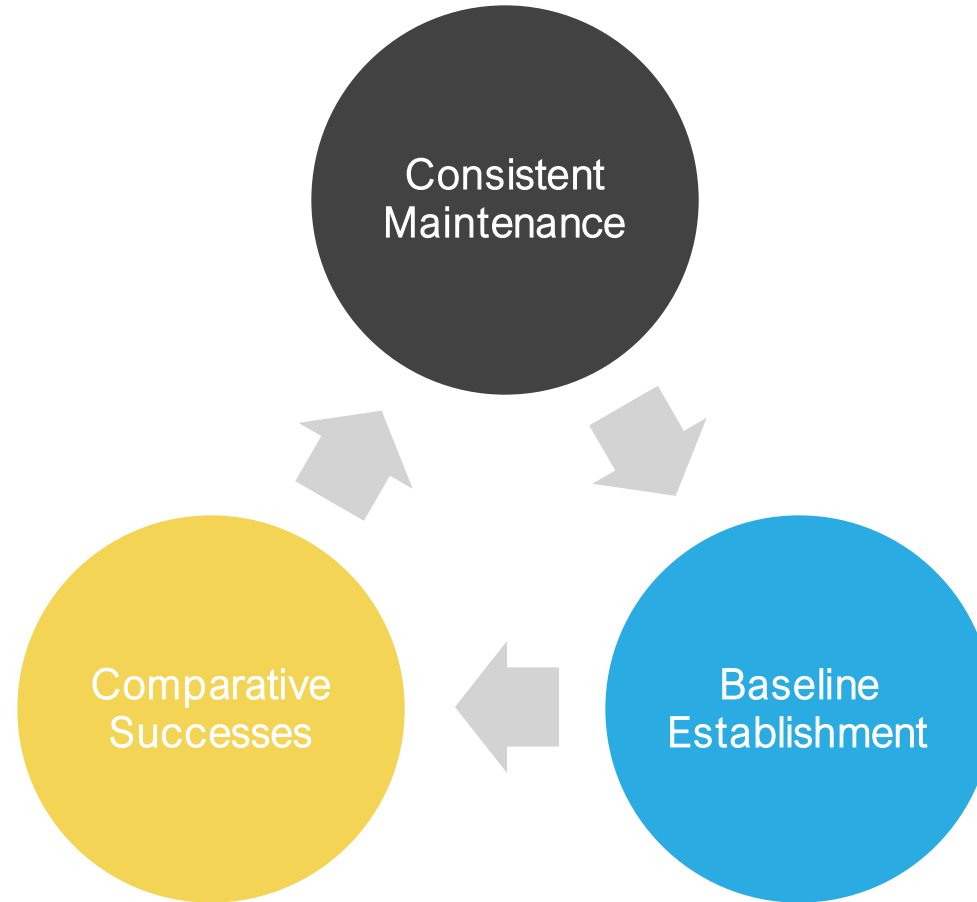
# Time Investment

	WebStore	TUSe
Product build	Fast setup	Highly configurable setup
Training	3 sessions	3 sessions
Maintenance	Decided effort	Decided effort

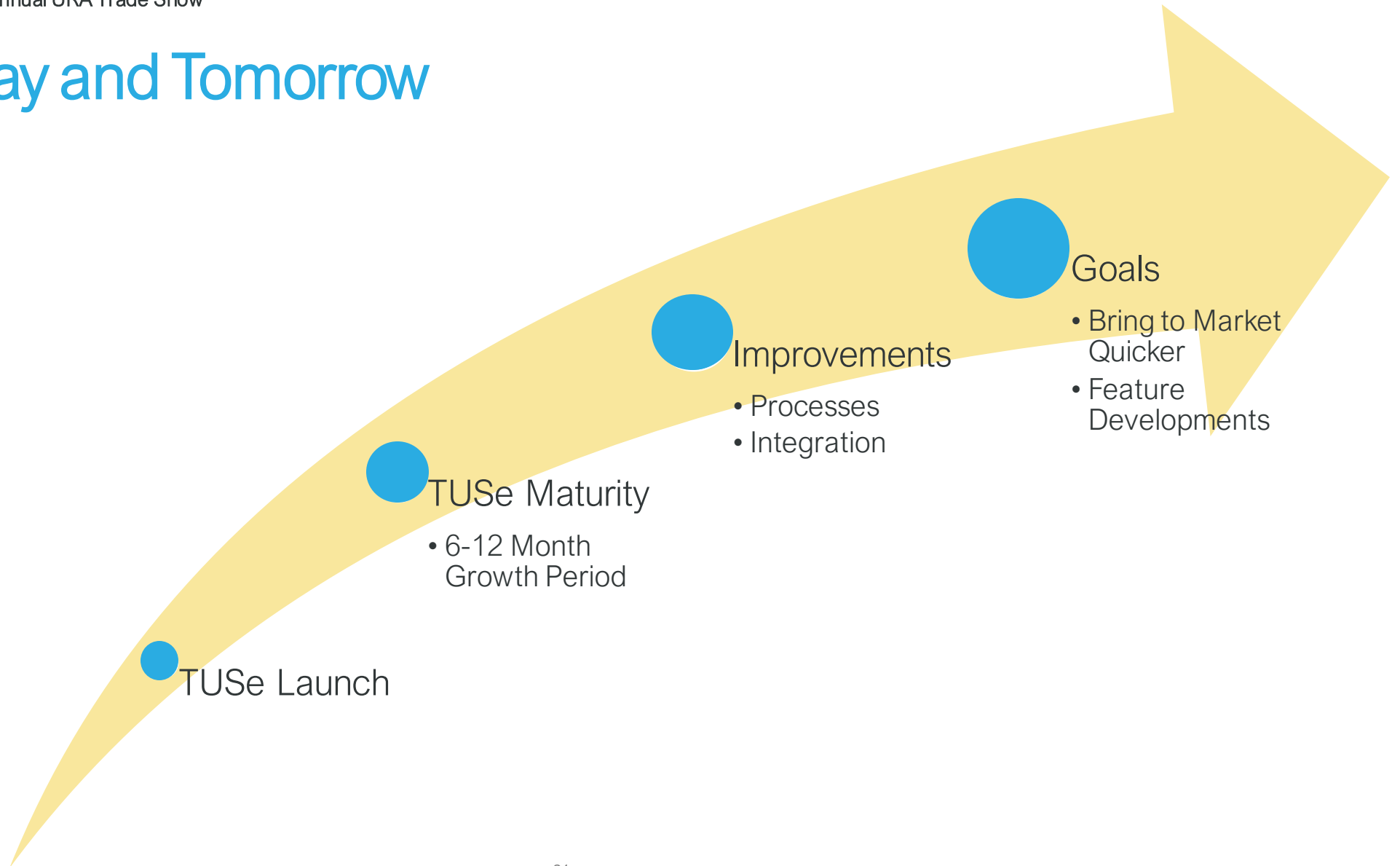
# Cost Investment

	WebStore	TUSe
Setup fee	\$0	\$750
Monthly fee	\$35	\$150
Domain name	\$0.99 - \$20	\$0.99 - \$20
SSL certificate	\$0	\$60+

# Slow and Steady



# TUSe Today and Tomorrow



# The Best Solution is Your Solution



## Identify Your Needs

Customers Base  
eCommerce Capabilities



## Determine Your Investment

Time and Cost  
Maintenance



## Get Started Today

# Get Started Now

“The secret of getting ahead is getting started.”

- Mark Twain