

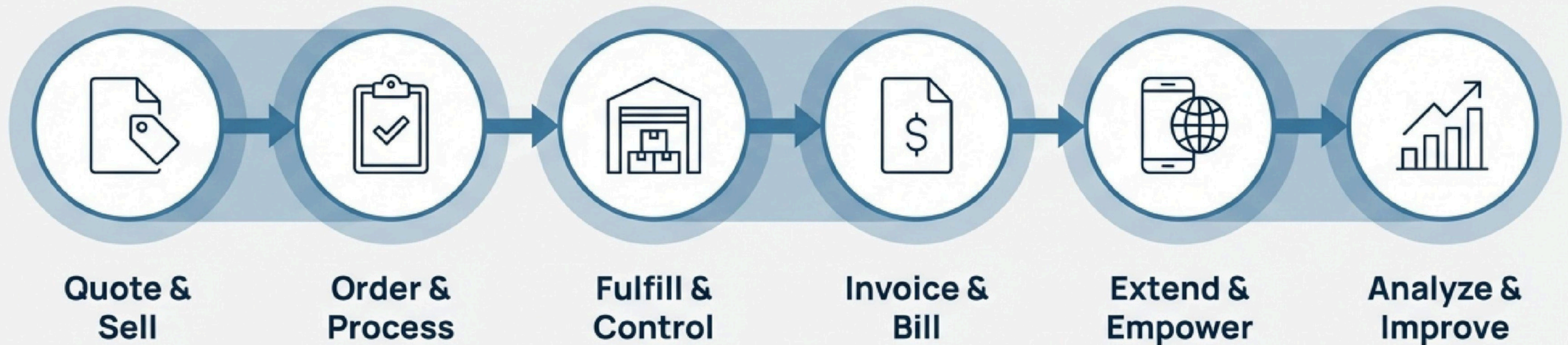
Master Your Entire Operation

The Integrated Quote-to-Cash Journey with Ostendo

A single, powerful system designed for distributors, manufacturers, and service businesses to achieve seamless control from the first quote to the final payment.

From First Contact to Final Insight: A Seamless Workflow

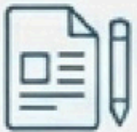
Ostendo transforms your operations by integrating every step of your business cycle into one cohesive system. We'll walk you through this journey, showing how data flows intelligently from one stage to the next, eliminating friction and creating value.




A smaller version of this process flow graphic will appear at the bottom of the following slides to highlight our current position in the journey.

Capture Every Opportunity with Flexible Quoting & Intelligent Pricing


Build Professional Quotes, Fast


 Create quotes with multiple layout options and include product photos.


 Quote lines can include: Inventory Items, Kitsets, Supplier Catalogue Items, Non-Inventory Charges, or Custom Configured products.

 Attach any electronic document or image to a quote or specific line item.


Never Lose a Deal's History


 Create and maintain an unlimited number of Sales Quote Revisions.

 Easily convert quotes to Orders or mark as Lost with a reason code to track win/loss ratios.

 Set Expiry Dates on quotes to trigger follow-up actions.

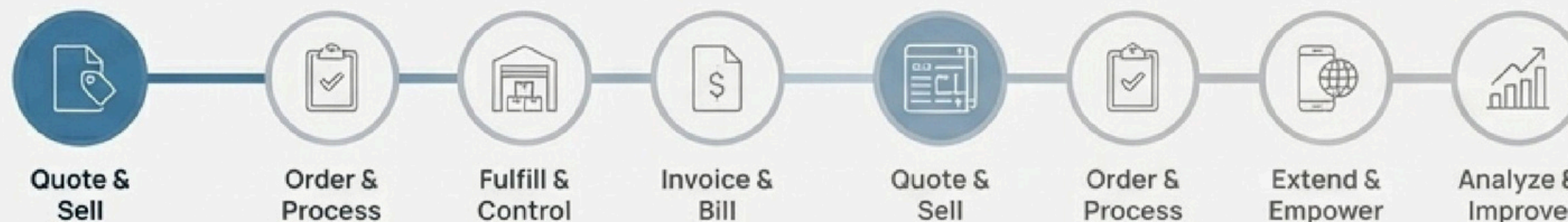
Price with Precision and Confidence

 Extensive pricing policies with unlimited Price Levels, discounts, and special pricing with effectivity dates.

 Full Multi-Currency capability, with pricing rules specific to currencies.

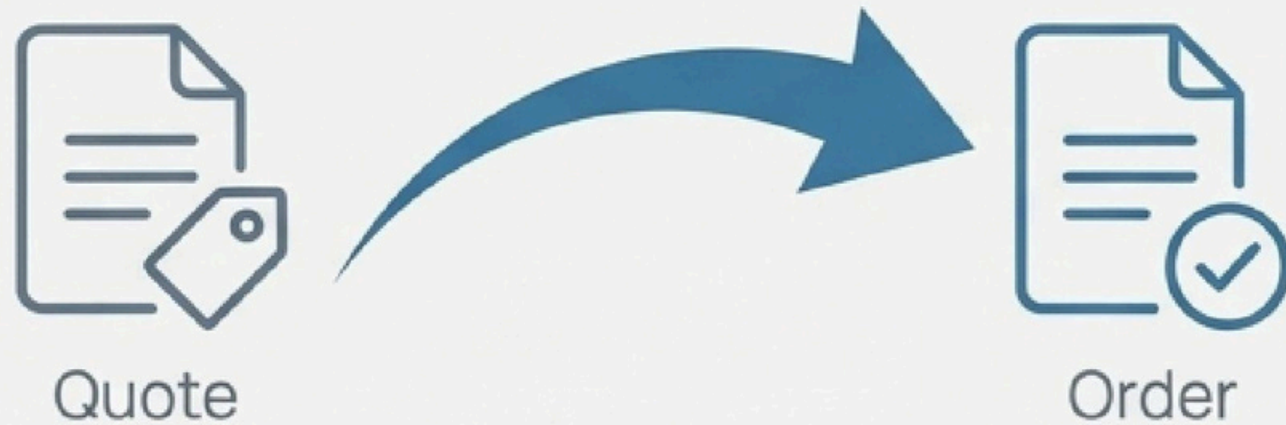


Manage your sales pipeline with user-defined Tracking Codes and colours for at-a-glance status updates.



Transition from Quote to Action with Seamless Order Management

Convert quotes to orders with a single serif Pro, Convert quotes to orders with a single click, carrying over all details and ensuring data integrity. Ostendo's order process is designed for both speed and detail.



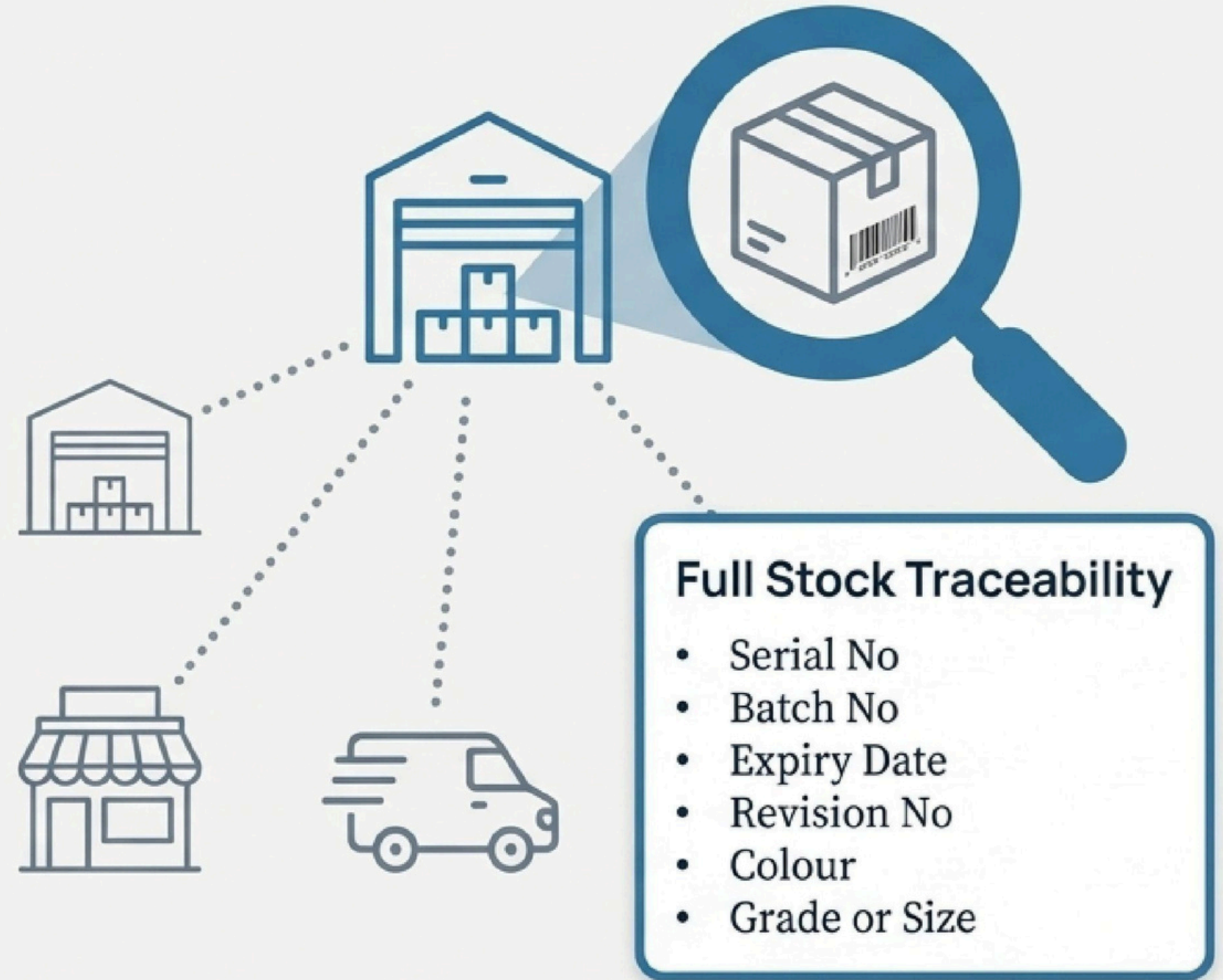
- **Multiple Input Methods:** Populate order lines via Drag & Drop, Batch Select, predefined lists based on historical sales, or single line entry.
- **Automated Conversion Warnings:** Get alerts if cost/sell prices or item attributes have changed since the initial quote, protecting your margins.
- **Powerful Upselling:** "Add-On Sales" capability prompts users with related products or services (e.g., accessories) for items being ordered.
- **Promotional Rules Engine:** The "Order Pricing Matrix" automatically inserts lines for special offers, like "order 3 widgets and get a product free for the month of June."
- **Complete Record Keeping:** Log unlimited date/time-stamped History Notes against any Sales Order.



Achieve Total Visibility and Control Over Your Inventory

Know Exactly What You Have, and Where

- ****Multi-Stock Warehousing****: Manage inventory across multiple warehouses and specific locations (Aisle / Rack / Row).
- ****Site-Specific Costing****: Optionally spread costs like freight charges across internal stock transfers between sites or branches.
- ****Stock Reservation****: Ability to reserve stock for specific customer orders, guaranteeing fulfillment.



Quote & Sell



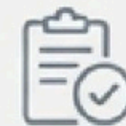
Order & Process



Fulfill & Control



Quote & Sell



Order & Process



Extend & Empower

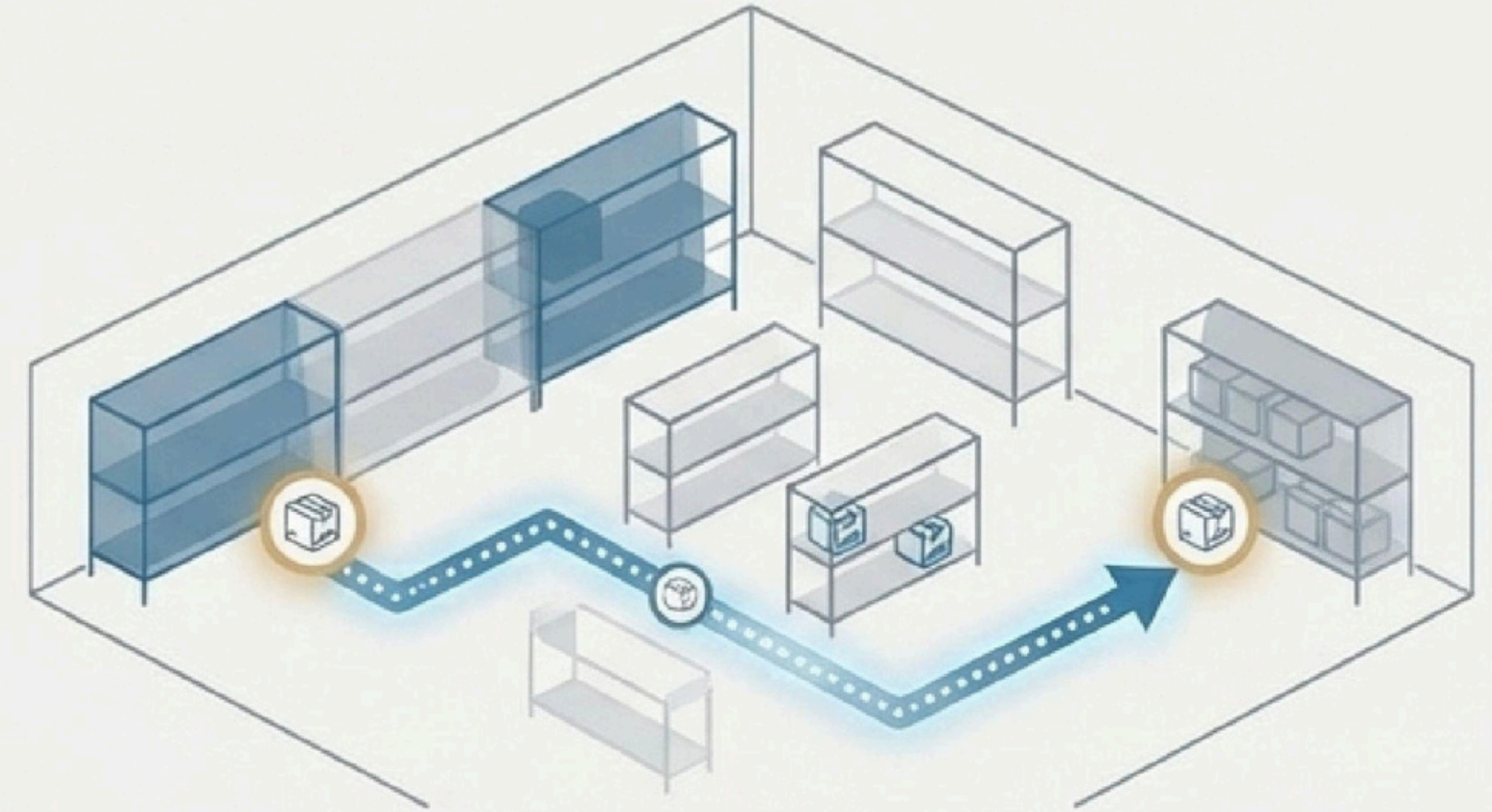


Analyze & Improve

Streamline Fulfillment and Proactively Manage Demand

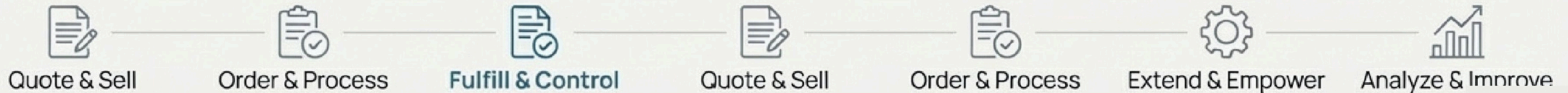
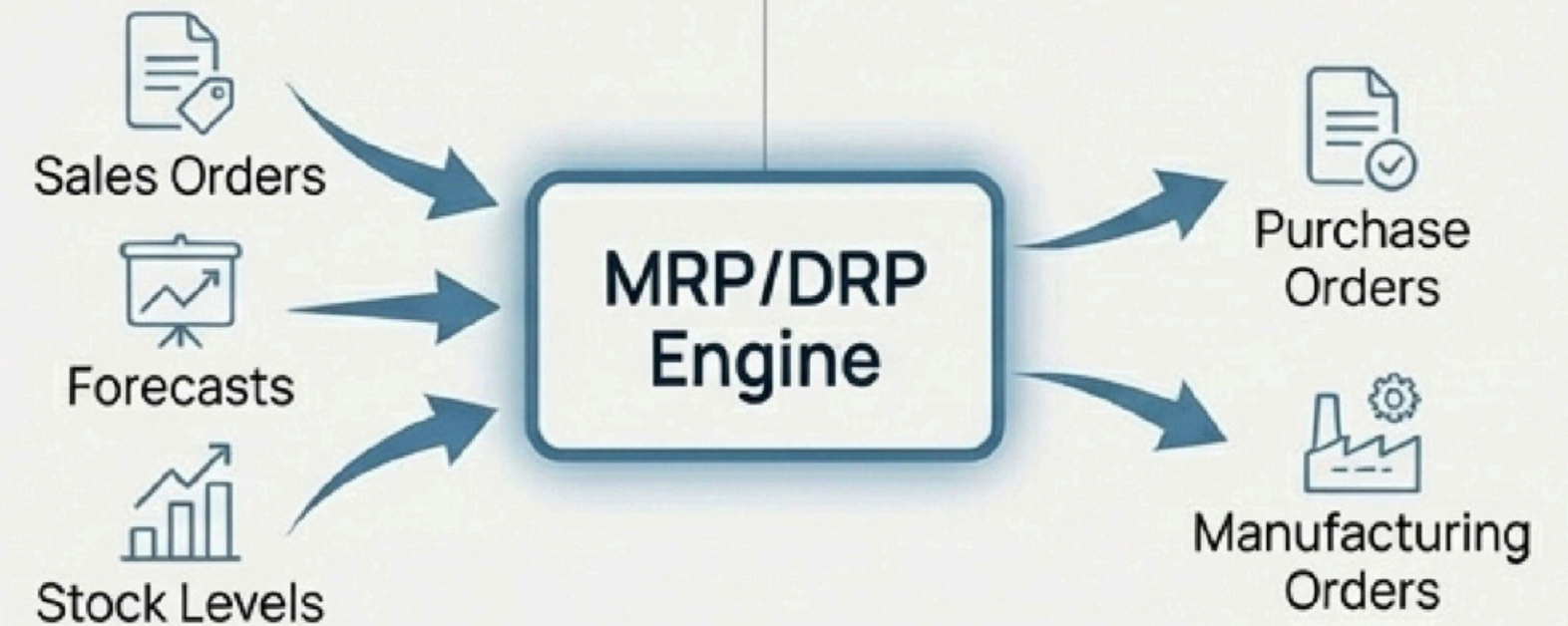
Intelligent Warehouse Operations

- Full 'Pick / Pack and Despatch' workflow support.
- **Auto Picking Capability:** System can suggest picks for all products.
- **Intelligent Picking Logic:** Configure the system for 'picking oldest expiry first' to minimize spoilage and waste.



Proactive Replenishment Planning

- **Distribution Requirements Planning (DRP):** Allows for multi-site processing of orders and stock, ensuring optimal inventory levels across all locations.
- **Materials Requirements Planning (MRP):** Determines product requirements to satisfy current and future demand.
- **Automated Re-ordering:** Set Re-Order Levels and Quantities based on sales history or fixed amounts. The system can auto-create Purchase Orders or Manufacturing Orders for replenishment.



Ensure Accurate and Timely Cash Flow with Flexible Invoicing

Tailored Billing Processes

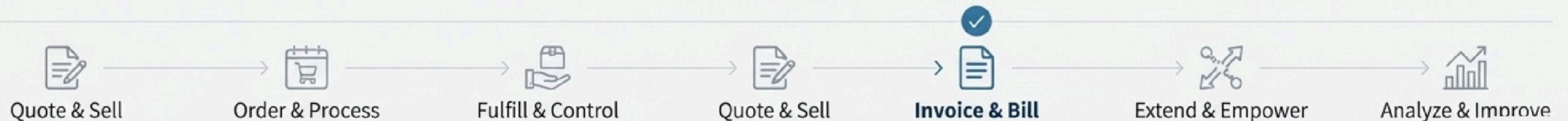
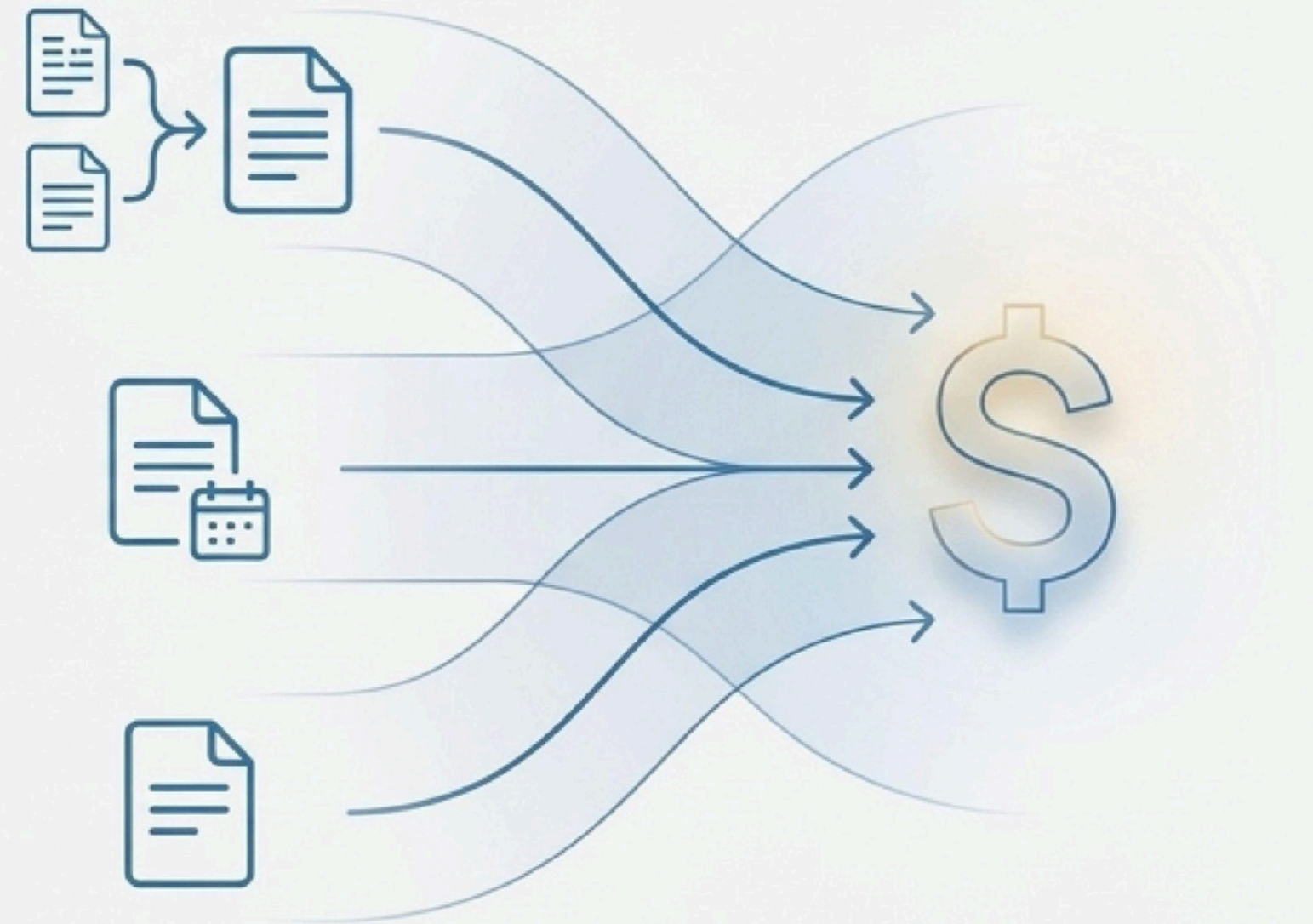
- **Consolidated Invoicing**: Generate one invoice covering multiple orders for a single customer.
- **Separate 'Bill To' Customer**: Allows for centralized billing to a Head Office.
- **Recurring Invoices**: Automate regular charges like rent or service contracts.

Efficient Processing & Delivery

- Single or batch creation of Invoices and Statements.
- Print or email Invoices/Statements directly to nominated email addresses from within the system.

Handles Simple & Complex Transactions

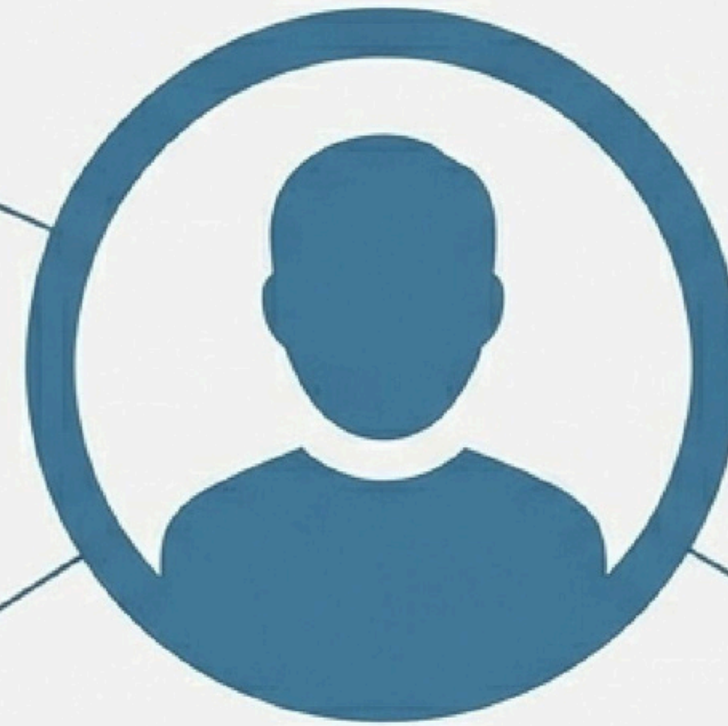
- Supports simple 'over the counter' type transactions.
- Manages Simple Rentals and Hire capability.



A Solid Foundation for All Your Business Relationships

Comprehensive Customer Management

- Define and manage **Customers and Prospects separately**.
- Link an **unlimited number of contacts or delivery addresses** to a single customer record.



Value-Added Service & Asset Tracking

- **Auto-creation of warranty and/or asset service records** upon the issue of a traceable item. This directly links the sale to the post-sale service lifecycle.

Document Everything

- Any form of electronic document or image can be linked to a Sales Order or a specific line within it.



Quote & Sell



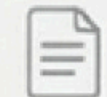
Order & Process



Fulfill & Control



Quote & Sell



Invoice & Bill



Extend & Empower



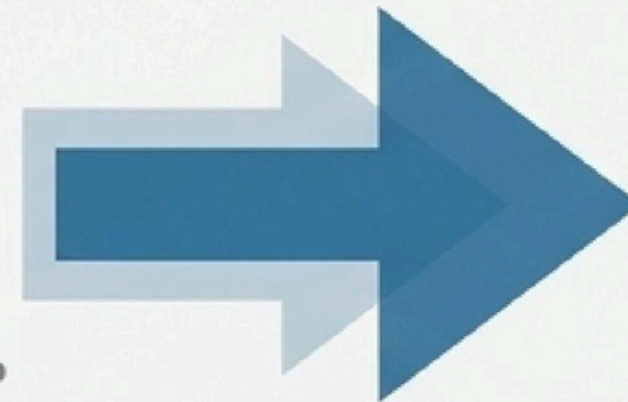
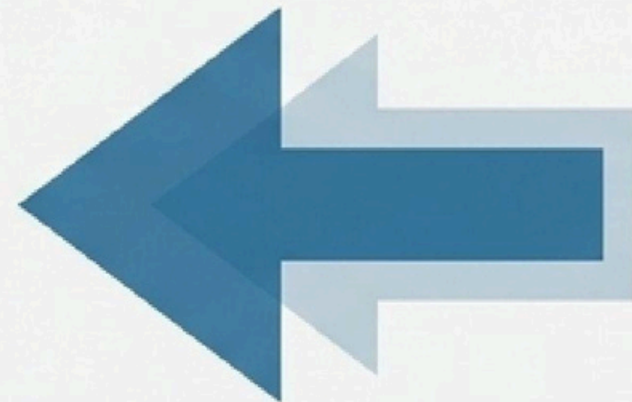
Analyze & Improve

Extend Your Control Beyond the Four Walls

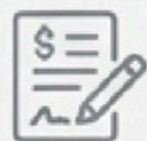
True operational mastery means empowering your team in the field and connecting directly with your customers. Ostendo extends your core system with powerful mobility and self-service portal solutions.



Mobile Workforce



Customer Portal



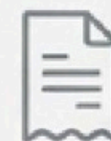
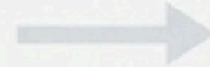
Quote & Sell



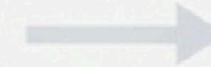
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Extend & Empower



Analyze & Improve

Empower Your Team in Real-Time, Anywhere

With standard mobility for Android & iOS, your team can execute key tasks and capture critical data directly from the field, feeding it back into your core system instantly.

For Your Sales Team

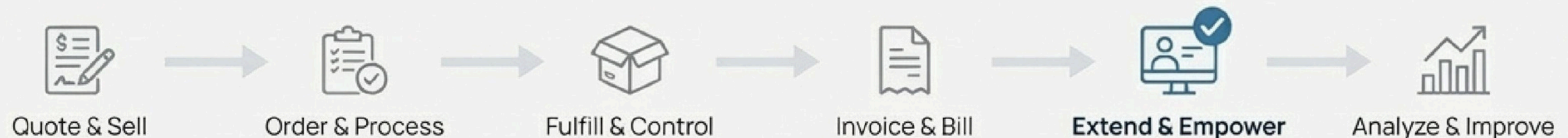
- Sales Quote / Order capture
- Quick Invoice generation
- Create new customer/prospect records

For Your Warehouse Team

- Picking of Stock
- Receipting Goods into store
- Stock Counts
- Full Scanning Capability

For Field Operations & Delivery

- Capturing Proof of Delivery (POD)
- GPS tracking
- Delivery Drop Off Information
- Update Quote / Order Status



Configurable Mobile Data Capture for Compliance and Service

Go beyond transactions. Configure mobile functions for compliance checklists or any custom data capture related to a Customer, Sales Order, or Delivery.



Checklists: Ensure processes are followed correctly.



Photos: Visual proof of delivery, service, or issues.



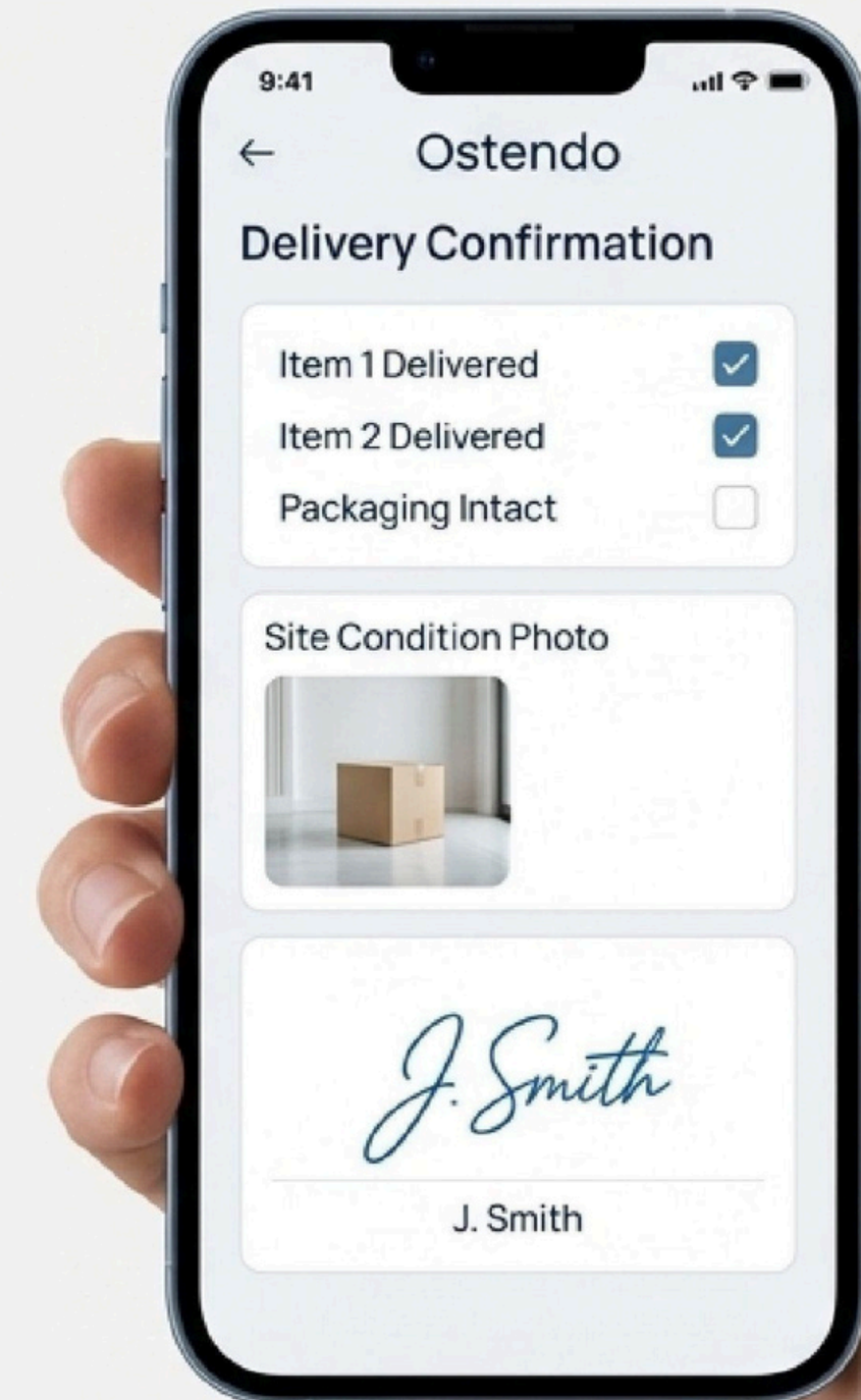
Signatures: Capture customer sign-off for POD or work completion.



Audio Notes: Record detailed notes quickly.



Typed Notes: Add specific text-based information.

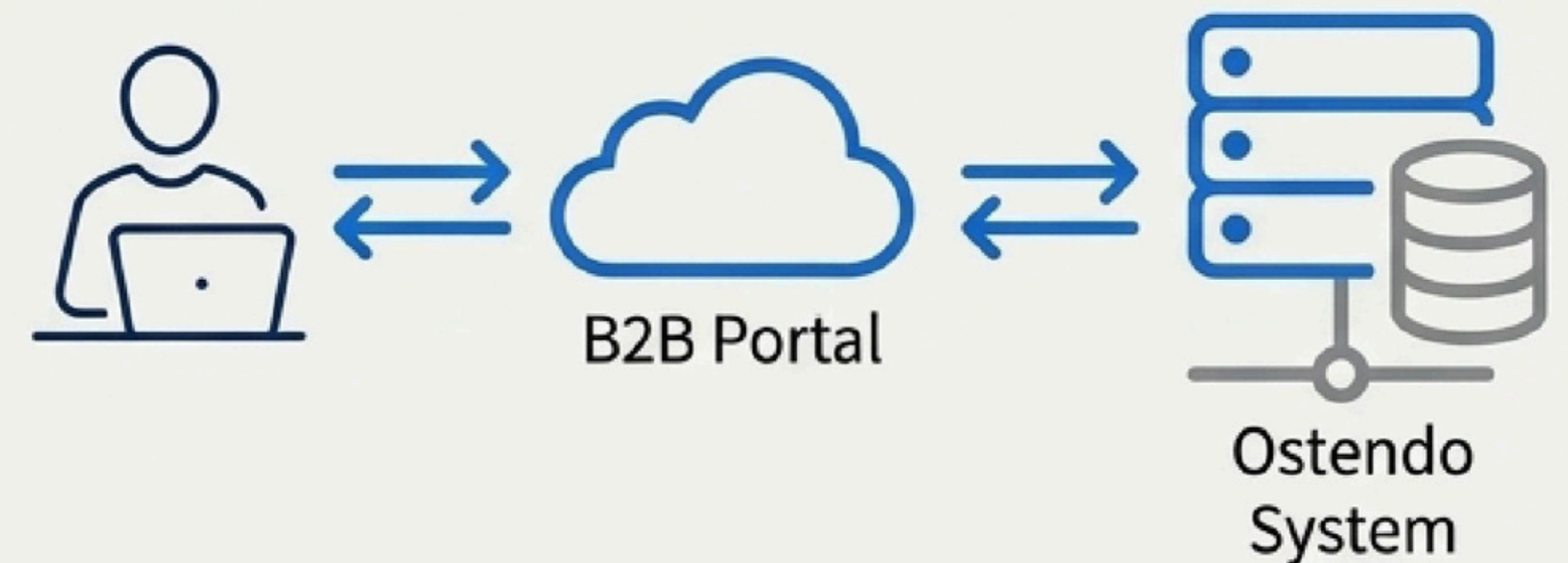


Connect Directly With Your Customers via a 24/7 B2B Portal

Give your customers the power of self-service. The Ostendo B2B Portal allows them to interact with your business on their schedule, improving satisfaction and reducing your internal workload.

Key Portal Functions for Customers

- **Automated Order Creation:** Customers can create their own orders directly in the portal, which feeds into your system.
- **Instant Data Access:** Customers can view their own data in real time.
- **Self-Service Inquiry:** Check the status of outstanding invoices, order history, and more.



Key Benefit for Your Business

- **Real-Time Inquiries:** The same real-time data is available to your own staff, ensuring everyone is on the same page.



Turn Operational Data into Actionable Business Insights

The true power of an integrated system is the intelligence it provides. Ostendo captures every detail from from quote to cash, allowing you to analyze performance and make data-driven decisions.

Reporting Capabilities



Extensive Sales & Margin Reporting.



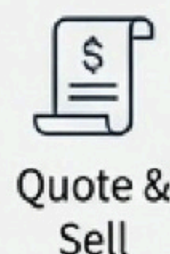
Utilize an existing suite of pre-built reports, inquiries, dynamic views, and pivot views.



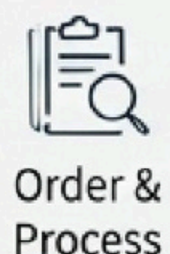
Develop your own custom reports using the built-in report writer capability.



Easily export any results to Excel, Word, and other formats for further analysis or presentation.



Quote & Sell



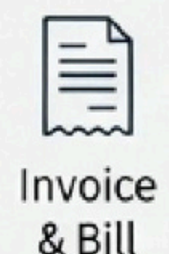
Order & Process



Fulfill & Control



Extend & Empower



Invoice & Bill



Analyze & Improve

One Integrated System. End-to-End Control.

Ostendo is more than a collection of features; it is a unified operational platform. By connecting every step of the quote-to-cash journey, it eliminates data silos, automates manual tasks, and provides the real-time visibility you need to manage your business with confidence and precision.

Increase Efficiency

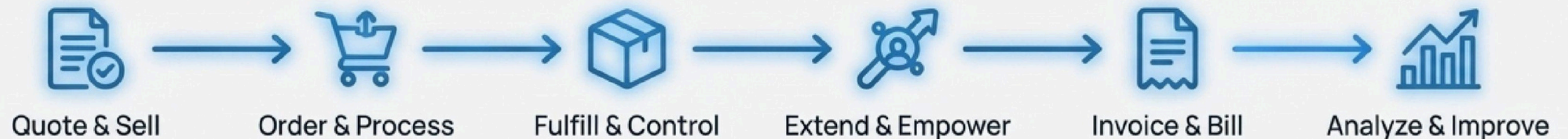
Seamless data flow from sales to finance.

Gain Total Control

Complete traceability and real-time visibility into inventory and operations.

Drive Growth

Empower your team with mobile tools, connect with customers, and make smarter decisions with integrated reporting.



Ostendo