

# "I CAN ORDER FROM ANYWHERE"

Applications for placing **sales orders** in a retail environment used to be "dumb," expensive, or **both**.

The high TCO of rugged computer hardware, the **error-prone** communication methods, and the lack of intuitive apps made ordering in the aisle difficult and **annoying**.

With smartphone cameras, almost everyone has a **barcode scanner in their pocket** and the **BYOD** approach to sales order entry is saving some distributors hundreds of thousands of dollars, while increasing overall sales by encouraging larger orders.

**Smartphone apps for sales** promote customer retention and give retailers the **convenience** they enjoy when shopping, banking, booking travel, and other services that have become a standard part of the mobile landscape.

**OrderShark™** is a BYOD approach to retail sales order entry from a distributor. The app runs on **Android and iPhone** devices.

On page 2, see how one retailer describes the OrderShark experience.



## RETAILER TESTIMONIAL: CHESTNUT RIDGE EXXON

- Montvale, New Jersey
- In business 41 years
- Uses OrderShark for iPhone



**OWNER MARTIN GALLAGHER SAYS:** “I was one of OrderShark’s original beta testers for Harold Levinson Associates (HLA). I wanted something more portable than a web order entry system, something I could carry with me. I use other handhelds from my other suppliers, but this one runs on my phone, which I carry everywhere. That means even if I’m away from my store, if I see a product I want to carry, I can scan and see if HLA carries it. If they do, I can place an order right then—from anywhere. **Now I order more from HLA and less from Core-Mark and McLane.** It’s a great tool for customers to have and it opens the door to ordering more from the distributor that gave you OrderShark.”

“Implementing OrderShark will save us \$500,000.”

-Pine State Trading

**Discover** OrderShark today at **Ai2.com**. Try the free demo version on your device, email **sales@Ai2.com** or call **(800) 835-3200** to get started. Implementation is **fast and easy** and you’re backed up by nearly **three decades of experience** in mobile sales applications. Ai2 works directly with **Apple Business** for unparalleled support and exclusive offers. Call us today.

