



POWERING SALES

Green Software Company Seeks Partner

Proposition to Resellers

"We vetted **39** other vendors before choosing Neotek"

Geoff Lynch, IT Manager at Countrywide Foodservice Australia

About Neotek

Neotek powers sales for manufacturers, importers and distributors. Our solutions automate any sales channel, enabling staff, agents and customers to easily sell, re-stock and buy from wherever they are.

Neotek was established in 2001 with a vision of creating industry leading B2B eCommerce and sales automation systems. We've kept that single minded focus, combining a deep understanding of manufacturers and distributors' sales processes with advanced software development skills.

From our base in Auckland, Neotek technology drives the sales channels for some of the best known brands in Australia and New Zealand, including Electrolux, L'Oréal, Fuji Film, Century Yuasa and Countrywide. Partnering with Neotek is an attractive option for ICT companies and resellers wanting to access the latest eCommerce and sales force automation solutions from a single provider.

Integration Specialists

Our clients range from specialist local distributors to multinational brands and are found in multiple industries.

Typically these organisations sell a wide range of nonconfigured products such as cosmetics, food, auto parts or electrical goods and want to reach more customers at a lower cost of sale. What makes us different is our experience intelligently integrating and presenting critical catalogue data in any format.

How will your customers benefit?

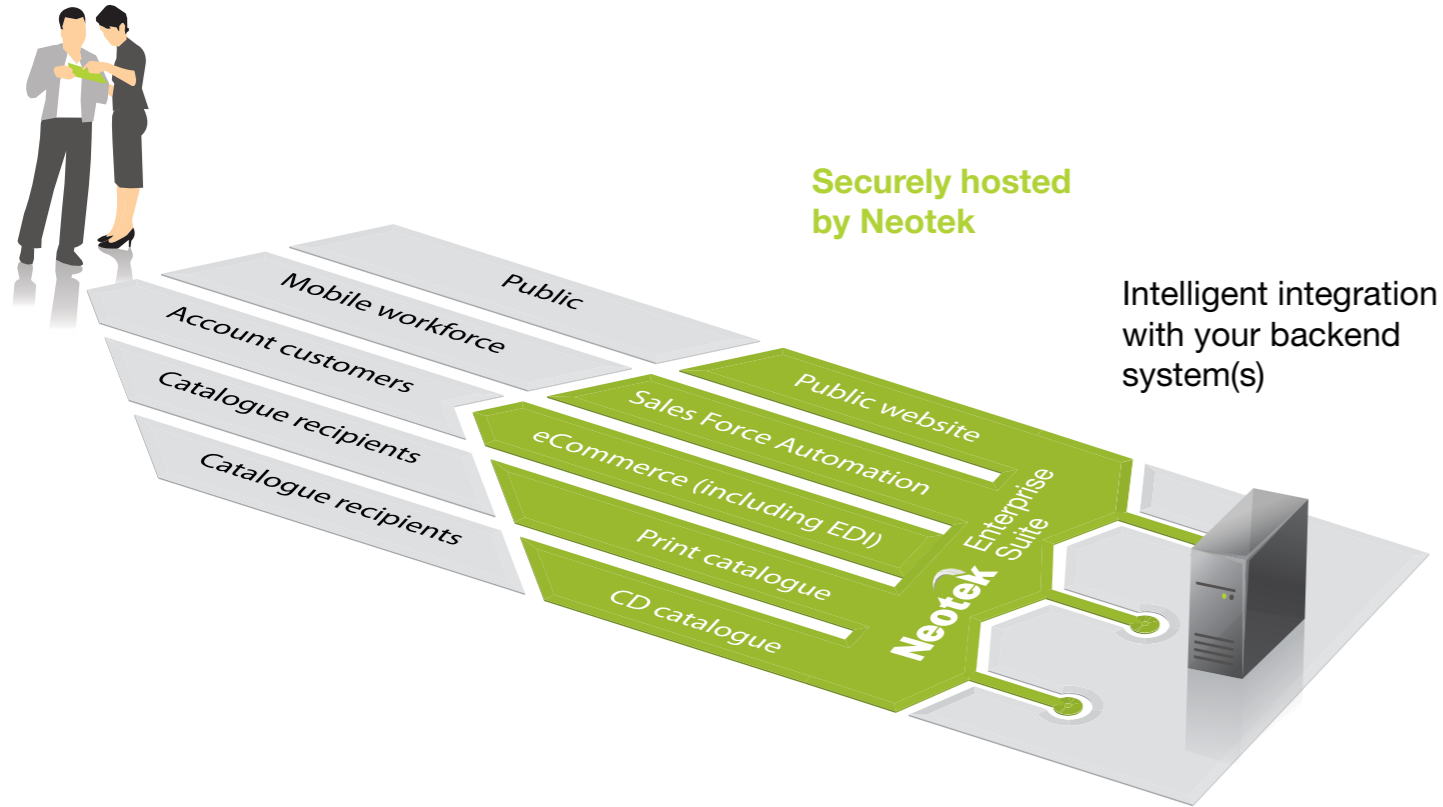
We have an engaged, committed client base. Visit our website to view case studies from L'Oréal, automotive filter distributor G.U.D (NZ), and Applico Group, a leading distributor of premium kitchen appliances.

Do you sell to distributors or importers who are seeking any of the following business benefits?

- ◆ Extracting more value from existing financial systems to provide meaningful information for staff, partners and customers
- ◆ Lifting the productivity of sales people in the field by enabling them to visit additional customers each day
- ◆ Reducing back office labour costs such as data entry
- ◆ Increasing customer loyalty through faster, more accurate order taking and processing
- ◆ Reducing debtor days outstanding by making it easier for customers to access their own invoices, statements and credit status
- ◆ Reducing old stock and increasing inventory turn by highlighting all end of line specials to customers
- ◆ Reducing support costs by providing customers a 'selfserve' option for answering simple information requests
- ◆ Ensuring that all customer facing information is up to date, including pricing, inventory, new product releases and promotions

Neotek Enterprise Suite

All of your sales automated



Neotek Enterprise is a suite of five modules, each addressing a particular sales channel and able to operate separately or in combination. Full integration to catalogue data and financial systems is provided by Neotek.

Clients simply start with either eCommerce or Sales Force Automation and add other modules as required.

Public Website

Take advantage of rich content already created within business- to-business eCommerce systems by making it available on a public web site. Clients can choose how much and what information is accessible on the public site.

Sales Force Automation

Put the latest product and customer data into the hands of a sales team and allow them to better take orders on the spot using any handheld device or tablet PC. The orders are processed immediately and accurately without any extra data entry by customer services.

B2B eCommerce

Enable business customers and suppliers to access a range of services and transact via the Internet at any time. Provide rich product information and images, online ordering and even email marketing. Connecting directly via EDI with key customers and suppliers' business systems is also available.

Print Catalogue

Take the pain out of producing print catalogues by applying the rich content already held in Neotek Enterprise. Producing a complete, up-to-date print catalogue is simple and there is no time consuming page layout or expensive publishing software to buy.

CD Catalogue

Like the Print Catalogue module, this component allows existing content to be automatically published to a new catalogue, this time on CD. There is no time consuming design necessary or expensive software to buy.

Customers by Industry

Airlines

Air NZ
Air Nelson

Automotive

Automotive Supplies
Century Yuasa
HCB
Ryco NZ (GUD)
Wurth

Computer

Compu Wholesale
Digital Rowing

Consumer Goods

Allens Calendars
Fujifilm

Cosmetics

L'Oréal
Shiseido

Education

ABC Learning Centres

Food Distribution

Countrywide
Craven Foods
Galipo Foods
Hudson Pacific
Provida Foods
Southern Foods

Giftware

French Country Collections
Parnell Agencies

Hardware

Amalgamated Hardware Merchants

Industrial

Agar Cleaning Products
EIC Electrical Importing Company
Holer Diamond Tools
Rocpac
Seal Imports Australia
Seal Imports NZ
Uneedit

Medical

Ivoclar Vivadent
Surgical Synergies

Pet Products

Pet Pacific
Petware

Stationery

NZ Office Supplies

Whiteware

Applico
Electrolux

“Our customer services staff have got better things to do than manually retype orders”

Andrew McCutcheon, Director of Finance, L'Oréal New Zealand



Partnerships

Become a Partner

We offer partners a long term relationship, based on our on-going investment in technology and market development.

Our partner model provides:

- ◆ World-class support
- ◆ Flexible licence discount model
- ◆ Full-use development and demonstration licences
- ◆ Product support
- ◆ Sales training
- ◆ Technical training discount
- ◆ Access to sales tools and marketing collateral
- ◆ Use of the Neotek partner logo
- ◆ A listing on the Neotek website
- ◆ Flexibility around implementation services
- ◆ Shared service and support programmes
- ◆ Professional services discount to assist in solution development

In return we expect partners to:

- ◆ Achieve annual reseller revenue targets
- ◆ Provide Level 1 and 2 support to customers
- ◆ Maintain Neotek Enterprise skilled development resources
- ◆ Promote the partnership through a media release and our logo on your website

Partner Models

We offer four different partner models.

1. Reseller Partners

Add a Neotek solution to your portfolio, reselling as part of a complete solution or alone. Our resellers receive discounts reflecting the value of implementation services, volume sell through and the level of support provided to the end customer.

2. Technology Partners

Choose Neotek Enterprise Advanced Server to support sales of complimentary systems including mobile hardware and cellular data services.

3. Telecommunications Partners

Neotek's Telecommunications Stack Server is a comprehensive Sales Force Automation solution designed specifically to increase wireless data revenues for cellular providers. This enables telecommunication companies to focus on fulfilling customer mobility needs while software management and integration are handled by Neotek.

4. OEM Partners

Add Neotek to an established solution, taking advantage of world class eCommerce and Sales Force Automation products, which can be tightly integrated with financial and inventory systems. We offer flexible licencing options to accommodate your individual market and pricing strategies.



Contact information

To explore partnering with Neotek, contact Ian Hassell, Director, on +64 274 77 44 57 or ianh@neotek.co.nz

Neotek Limited

Unit L – Chelsea Park, 162 Mokoia Road, Birkenhead, Auckland
PO Box 33366, Takapuna, Auckland, New Zealand

Tel: +64 9 915-6655 | Fax: +64 9 915-6654 | www.neotek.co.nz

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