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PROBLEM 1: BRIDGING THE INFORMATION GAP BETWEEN MANUFACTURER AND DISTRIBUTOR

Manufacturers have a pain-staking ordeal of passing on information to their distribution channels. Updating pricing, pictures, descriptions, skus and most notably complex products are a major hassle for distributors and manufacturers.

**Non-Syndication Method**
- Manufacturer must provide each distributor/Distributor with updates
- Each Distributor/Merchant must update product information on their web site

**RedxChange Syndication Method**
- Manufacturer provides updates to one centralized server
- All Merchants/Distributors receive automated product update information in real time

Diagram of Product Syndication - PATENT PENDING # 11/939,567
Distributors who want to sell this product on the internet have to sell each combination of variations as a separate product.

First, the Distributor must be able to attach the required levels of variations to a product such as size, color, thickness, length, width, etc. For each variation level, the Distributor must be able to specify whether the variation is mandatory or optional. A mandatory variation requires that the customer select at least one choice from the list of variations. An optional variation can be selected, but is not required. Lastly, the Distributor must be able to specify whether a variation can only be uniquely selected, in other words, only one choice can be made.

It would be more efficient to sell it as one product and let the customer select desired variations. However, this is a daunting task for most Distributors because of the complexity of interdependent variations and complex pricing models.
A common problem for many businesses is trying to have their web sites exchange data in real time to their ERP systems. Usually most data is updated and changed by the distributor’s manufacturer. If the manufacturer changes copy on a product, pricing, SKU, picture, MSDS or any other information, the distributor still needs to get this information readily from the manufacturer. Regardless if the distributor already has the capabilities of data exchange between their web site and ERP system this does not solve the real time issue of getting the data from the manufacturer into the distributor's system (some kind of human exchange needs to still occur).

The distributor still needs to be provided this information from the manufacturer in an efficient manner. It could take months or even years before a distributor posts all the correct and new information pertaining to a product on the distributor's web site and ERP system. If a price, stock quantity or other information is changed on the web or the ERP system both need to share the exact same data in real time. There needs to be one place where all this data gets entered and exchanged between both places, the web site and the back end office ERP system.

Imagine if this was all done for the distributor, in real time by the manufacturer! When the manufacturer makes a change to their product data, this information trickles down in real time to the distributors web site and ERP system.
THE SOLUTION TO BRIDGING THE INFORMATION GAP
AND SELLING COMPLEX PRODUCTS:

RedxChange™ Product Syndication

To simplify the selling of complex products and its associated content such as; photos, copy, pricing and specifications, manufacturers publish this product information as 'objects' on centralized web servers, which are then delivered upon request to Distributor web sites, to which selected Distributors would subscribe. The distributor can then allow any data change by the manufacturer to flow directly to the distributors web site in real time.

There may be millions of products in syndication, distributed to tens of thousands of Distributor web sites, thousands of times per second.
SRC REQUEST FROM DISTRIBUTOR WEB SITE TO CENTRALIZED SERVER

Each Distributor would set their own pricing, style and messaging but the underlying code that controls the selection of variations would remain on the product syndication server.

Product Encoding

The product is encoded as a Javascript or flash object and delivered directly to the web site, where it is rendered into a readable product. The customer is unaware of any difference in how the product is displayed.

When a visitor accessed a page on a Distributor site, a small ‘snippet’ of code would request a particular product from the product syndication server, which would read the appropriate database record, encode the product in Javascript or Flash, and transmit it directly to the customer’s browser. The browser would then interpret the code and render the visible product, complete with descriptions, images, pricing, and any dynamic coding needed to control how the customer selects interdependent variations if a complex product was selected.
PROBLEM 1 - INFORMATION GAP SOLVED.

All information including pictures, copy, pricing and more is updated in real time by the manufacturer and syndicated in real time to the distributor. The distributor has control to accept or reject these changes product by product. An example would be if a manufacturer updated the distributors cost by 5%, inputting the price changes into the centralized server. The distributor can then allow all price increases to reflect retail price changes by whatever gross margins the distributors desires, both to the distributors web site and ERP system.

RedxChange™ Product Syndication updates product information from the manufacturer to distributors in real time.

Changes received by Distributor Web Site. Distributor Web Site updated with new complex product data, body copy, images, colors and pricing.
PROBLEM 2 - COMPLEX PRODUCT UPDATES SOLVED.

Distributor can easily sell complex products effectively and efficiently. Manufacturer can feel comfortable that all product variations are being sold correctly in one efficient syndicated, easy-to-read object.

Database Objects
Each complex product is stored as a database object on the centralized web server. When queried by a Distributor web site, the database record is used to create a customized object which is converted to transmittable code such as javascript or flash and delivered to the web site.
PROBLEM 3 - CONNECTING INTO DISTRIBUTORS AND MFG ERP SYSTEM.

This is accomplished through system updates by the manufacturer one time in one place. Both web and ERP systems updated with data.

Behind The Scenes – ERP Updates Solved!

When the manufacturer updates data on the centralized server, both human readable data (HRD) and machine readable data (MRD) are sent to the Merchant/distributor web and ERP systems in real time.

Manufacturer can also update their own web and ERP through the centralized server.

PARALLEL INFORMATION EXCHANGE
DONE IN REAL TIME!
**EXAMPLE:** How These Gas Cans Are Being Sold The Old Way vs New Syndicated Method

**SELLING GAS CANS THE OLD WAY.**
Cluttered price boxes filled with separate sku’s for each product variation are labor intensive to maintain and a difficult and exhausting customer experience.

**SELLING GAS CANS USING RED DOOR!**
RedxChange™ Product Syndication provides an incredibly powerful and efficient way to sell these complex products online enhancing the customer experience and giving the distributor a tool not available in the industry today all syndicated from the manufacturer to the distributors “own” web site. [View Demo]

**Old Way:** Requires maintaining 3 different pages and 55 separate sku’s.

**New Way:** This one syndicated object contains 55 sku’s for 3 different styles of Type II safety Gas Cans including all possible size and color variations for each style.
SELLING SAFETY HATS THE OLD WAY.

For products that offer many variations such as color and size, having separate SKU's and price boxes for each variation can be tediously difficult for the consumer to find the specific size and color they want.

Customized products will only make the number of combinations of variations increase.

Having to update and maintain all of the copy, images and pricing data is counter productive.

Old Way:
Requires customers to search through 159 SKU’s line listed in mind numbing tables across 11 different pages.

SELLING SAFETY HATS USING RED DOOR!

RedxChange™ condenses ALL the combinations of product variations into one easy to navigate price box allowing for updates in real time. View Demo

New Way:
This one syndicated object contains 61 SKU’s for 3 different styles of Safety Hats including all possible variations for each style.

EXAMPLE: How These Safety Hats Are Being Sold The Old Way vs New Syndicated Method

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Having to update and maintain all of the copy, images and pricing data is counter productive.

Old Way:
Requires customers to search through 159 SKU’s line listed in mind numbing tables across 11 different pages.

New Way:
This one syndicated object contains 61 SKU’s for 3 different styles of Safety Hats including all possible variations for each style.
SELLING SAFETY MATTING THE OLD WAY.
A selection of standard sized mats is spread across several pages with multiple sku’s on each page. Custom sizes are either available by quote only or simply not offered at all.

SELLING SAFETY MATTING WITH RED DOOR!
RedxChange™ combines multiple styles of mats with many variations, including custom sizes into one convenient price box. This allows the distributor to offer a more comprehensive selection for the customer, hence a much better customer experience and increased sales. View Demo

Old Way:
Requires maintaining 4 types of mats on 15 different pages, yet they do not offer the Mfg’s full product offering, only 26 sku’s. No custom mats are offered at all.

New Way:
This one syndicated object contains 112 sku’s for 4 types of Diamond-Plate anti-fatigue mats including all possible variations for each style. Plus the ability to specify custom sizes.
SELLING SAFETY WEAR THE OLD WAY.
This distributor is selling just one type of Micro Max Suit showing a long list of sku’s – one for every size available. The customer can easily lose their train of thought through these mind-numbing tables.

Old Way:
Shows only 2 of the 3 types of Micro Max suits available. Suits are shown on 4 pages in long tables displaying 40 sku's.

SELLING SAFETY WEAR WITH RED DOOR!
RedxChange™ combines all 3 types of MicroMax Suits with many variations for each into one convenient price box. This allows the distributor to offer a more comprehensive selection that is customer friendly and much easier for the distributor to maintain. View Demo

New Way:
This one syndicated object contains 130 sku's for all 3 types of Micro Max suits including all possible variations for each style.
A NEW WAY OF THINKING WITH REDXCHANGE™ PRODUCT SYNDICATION.

Check out these online demo examples
to see how RedxChange™ can help you sell complex products online!

Click on the manufacturer’s logo.

Click on the links above to see live online examples of how RedxChange™ Product syndication can greatly improve and empower the way you do business, successfully selling complex products online.
A Distributor web site uses product syndication to offer products to its customers. Instead of hard-coding products in the HTML code, or constructing them from a local database, the products are rendered from code transmitted from a centralized web server.

**Distributor Web Site**

Displays updated information to customer.
Distributor Benefits

- Ability to offer complex products to their customers, enhancing the customer’s product selection experience. Result: increased sales.
- Minimal need for a webmaster or outside web dev shop. New products can be placed on distributor’s web site in minutes. Existing products, pricing, copy and more can be updated through innovative web-services-based information exchange via centralized server.
- Ability for syndicated products to be stylized to adhere to the look and feel of the distributor’s web site.
- Distributor does not need to purchase any software or hardware. All they need is a connection to the Internet and a web site. The product syndication services ‘bolts on’ to a distributor’s existing site – it doesn’t require any disruption of the existing E-Commerce solution.
- Rather than spending hours trying to figure out how to set up a complex product for sale on their web site, distributors can ‘drag and drop’ a single line of code that will cause a ready-to-view dynamic object to display for their customers. The entire process takes only minutes.
**Benefit Summary**

- Enhanced shopping experience for customers. Result: increased sales for both the distributor and manufacturer.

- Strengthens the manufacturer/distributor relationship, increasing perceived switching barriers with respect to competing manufacturers.

- Simplifies the selection process of products with complex and confusing variations such as length, width, thickness, color, etc.

- Allows product information to be efficiently and instantly downloaded from a centralized server, ensuring that product information at the distributor level is up-to-date. Information includes pricing, descriptions, SKU’s, photos, spec sheets, etc.

- A new model for managing the outreach of product information from manufacturers to distributors. Replaces tedious hands-on methods of updating product information with quick and easy automated information exchange – right over the Internet.

**MANUFACTURER AND DISTRIBUTOR**

**WIN/WIN**

**BUSINESS RELATIONSHIP**
## PRICING MODEL

RedxChange Product Syndication provides an affordable solution that offers tremendous value for distributors. Expand current and new product offerings, increase sales, and improve efficiencies through real-time ERP and Web Site Content updates. Allow your manufacturer to syndicate product images, copy, SKU’s, pricing, and other critical information on your behalf. No software, hardware or difficult learning curves to overcome, just a web site and a connection to the internet.

### Weighing the Investment:

Cost reductions to consider:

#### A. If your e-commerce/web site maintenance is done in-house:

1. **In-house Webmaster**
   - Design and maintenance of your web site
   - $70-80K per year

2. **In-house Internet/IS Technician**
   - Programming & Maintenance internal information systems, provide transfer of data and/or ERP directly to web site or to web master
   - $85-95K per year

3. **In-house Administrative/Data Entry Person**
   - Time spent preparing/distributing data in multiple formats to multiple locations
   - $15-20 per hour

#### B. If your e-commerce/web site is done by an outside firm:

1. **Outside Web Company**
   - Design and maintenance of your web site, programming for ERP systems integration - (equivalent of A1 and A2 above)
   - $100+ per hour

2. **In-house Administrative/Data Entry**
   - $15-20 per hour
   - Time spent preparing/distributing data for outside company to update your web site

### Benefits

- Ability to offer complex products to your customers, enhancing the overall customer product selection experience: **Result - increased sales!**

- Minimal need for a web master or outside web dev shop, new products can be placed on your web site in a matter of minutes. Existing products, pricing, copy & more can be updated through innovative information exchange via mfg’s centralized server.

- Syndicated products can be customized to fit the exact look and feel of your web site.

- **No new software or hardware required**, only a connection to the internet and a web site, everything you currently have stays in place with no modifications.

- List manufacturers products on your web site in a matter of minutes verse paying an outside firm or having your in-house e-commerce person spend hours, result huge labor savings.

### Distributor Investment Summary

RedxChange Product Syndication provides an affordable solution that offers tremendous value for distributors all for just $19.95 per month.

Add an optional web services interface account and integrate your ERP system for an additional $9.95 per month that’s less than half the price of DSL or Cable service. Distributor’s using syndicated products from 10 or more manufacturer’s can cut their monthly subscription costs by 25%.

### I. Base Subscription:

- Includes 1 distributor login account
- Access MFG’s entire product offering uploaded to central server

#### II. Options:

- Each Additional Web Site Content Login Account: $19.95 per month
- Each Web Services Interface Login Account: $9.95 per month

#### III. Distributor Using Syndication with 10 or more Manufacturers

- Each login account: 25% OFF Base Subscription! 25% OFF
PRODUCT SYNDICATION:
Syndication is a way of pushing rapidly changing information to remote users. Well noted examples include:

- RSS feeds, used to publish short news stories all over the Internet. Google News is an example of this

Using simple commands, Distributors can ‘drop and sell’ products or supply information right into their web pages for their customers, a model that currently exists and is widely accepted.

But RedxChange™ Product Syndication, with BUILT-IN support for complex products, takes this model to new heights.
KEY INSIGHTS THAT LED TO THE IDEA OF REDXCHANGE™ PRODUCT SYNDICATION:

1. Manufacturers have a pain staking ordeal of figuring out how information is efficiently passed to their distribution channels. Pricing and other data updates are a major hassle for distributors and manufacturers. Syndicating products eliminates these problems. As soon as information changes on the manufacturing side, it instantly trickles down to distributors, as rules logic.

2. Manufacturer will not have to support different data requests from different distributors. With one centralized location for the manufacturers data, all distributors will automatically get a data feed of any magnitude directly to their web site in real time.

3. Certain manufacturers have complex products that are difficult to sell online. Most Distributors will never effectively sell or represent the product correctly on behalf of the manufacturer. Product syndication allows manufacturers to pre-configure complex products as easily 'dropped-in' objects that Distributors can plug into their web sites quickly. This pre-configuration includes easy to use configurators and condensers.

4. Customers can become confused when choosing from many similar products that have only slight variations from one another, usually visualized through long mind numbing tables.

5. Creating the means for distributors to sell complex products creates a tremendous advantage for manufacturers. Their competitors may be slow to adopt similar technology, and their own distributors will continue to sell ineffectively. Product syndication, combined with advanced tools for selling complex products, is a FORCE MULTIPLIER for manufacturers. It increases the selling power of a mfg's installed base of distributors.
ACCESS TO REDxCHANGE™ PRODUCT SYNDICATION:

Two Steps Required

1. Print out and sign our non-disclosure form pdf, then fax it to us at 860-540-0611.

2. Fill out our online request form. Upon approval you will receive your username and password to access this restricted area.

Once you have completed the non disclosure form and recieved your username / password

Click here to Log In to RedxChange™ Product Syndication