

INTEGRATED eCOMMERCE FOR ORGILL DEALERS

CREATE AN ENDLESS AISLE FOR SHOPPERS

CHALLENGE

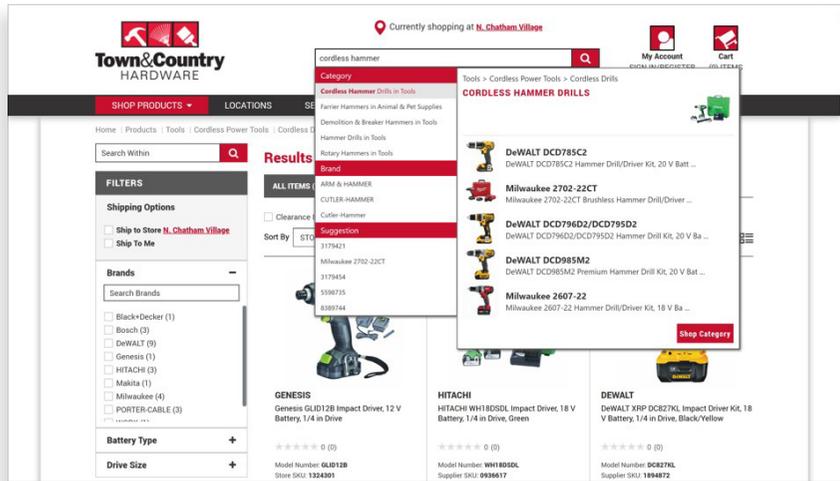
- Drive more traffic to your business, both in-store and online

SOLUTION

- An industry-leading eCommerce website that integrates with your POS system
- A vast and rapidly expanding catalog of items you can sell online, many of which you don't even need to stock
- A digital experience that will delight your customers and attract new business

As an independent Orgill dealer, you're committed to providing customers a great shopping experience inside your store. But, in today's marketplace, your shoppers want more than just a pleasurable in-store experience; they expect an online storefront where they can research and check inventory, find a greater selection of items, and shop outside of your normal store hours.

Orgill's Integrated eCommerce solution – built by Unilog – meets these growing expectations by giving your customers more convenient ways to buy your products, along with an “endless aisle” shopping experience that drives more traffic into your stores. Integrated eCommerce transforms your single-channel, brick-and-mortar store into an omnichannel business that synchronizes your traditional and digital sales channels to provide efficiency, sales growth, and better customer service.



Your eCommerce site makes it simple for shoppers to search for items they need with predictive, type-ahead search and image preview.

A FIRST-CLASS WEBSITE FOR A FRACTION OF THE PRICE

Orgill has invested heavily in this program to give dealers access to a robust eCommerce offering that's customizable, easy to use, and most of all, affordable. To help execute this initiative, Orgill has partnered with Unilog, an eCommerce and content services company specializing in enhancing digital sales channels for B2B and B2C businesses. Unilog's cloud-based eCommerce solution and integrated product information management (PIM) tool unifies your sales channels to provide a first-class online shopping experience that mirrors your stores.

The Unilog eCommerce platform integrates with many common point of sale (POS) systems, such as Epicor Eagle, Epicor BisTrack, ECi Spruce, and others. This means you can provide real-time pricing and availability on your eCommerce site, and automated order processing from online purchases.

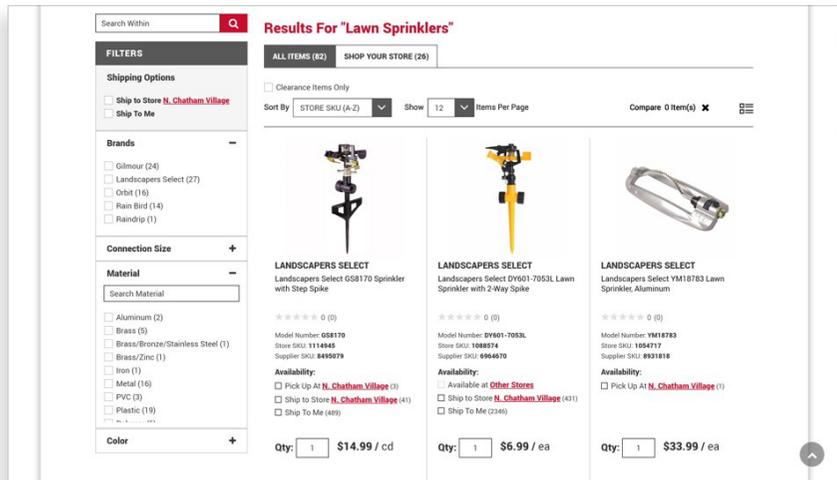
For Orgill dealers, Integrated eCommerce also allows you to:

- Sell ALL the products you carry, including items not available in your store
- Access a catalog of hundreds of thousands of content-enriched products (and growing), many of which you can sell online
- Customize your site to best fit your store type and customer needs using pre-built taxonomies
- Provide a choice of delivery options for customers
- Efficiently process customer pick-up orders with the Pickup Hub dashboard
- Rely on the strength and ongoing support of Orgill's large dealer group to continually expand and improve your online offerings

The screenshot shows the Pickup Hub dashboard. At the top, there's a search bar and user information (Natchez, Admin, Logout). Below that, there are summary statistics: Open Orders: 26, Ship To Me: 40, Closed Orders: 8. The main part of the dashboard is a table of open orders.

CREATED	OPEN FOR	ORDER #	CUSTOMER	SIZE	All Statuses
2019-02-13 8:39 AM	1 Minute	7728145778	Haley, Alex	1	Pulling
2019-02-13 4:55 AM	3 Hours, 44 Minutes	7704754855	Rollins, Tony	1	In Store
2019-02-12 1:47 PM	19 Hours, 8 Minutes	7680271386	SPF Contractors	1	Ready For Pick Up
2019-02-12 1:39 PM	19 Hours, 10 Minutes	7676783198	Ridge Plumbing	1	Ready For Pick Up
2019-02-12 12:34 PM	20 Hours, 55 Minutes	7672868850	Linden, Sara	1	Ready For Pick Up
2019-02-12 11:08 AM	1 Day, 3 Hours	7668727367	Forrester Repair	1	Ready For Pick Up
2019-02-12 10:53 AM	1 Day, 4 Hours	7664803551	Post, Ned	1	Ready For Pick Up
2019-02-12 10:51 AM	1 Day, 4 Hours	7660693482	Tri State Service	1	Ready For Pick Up

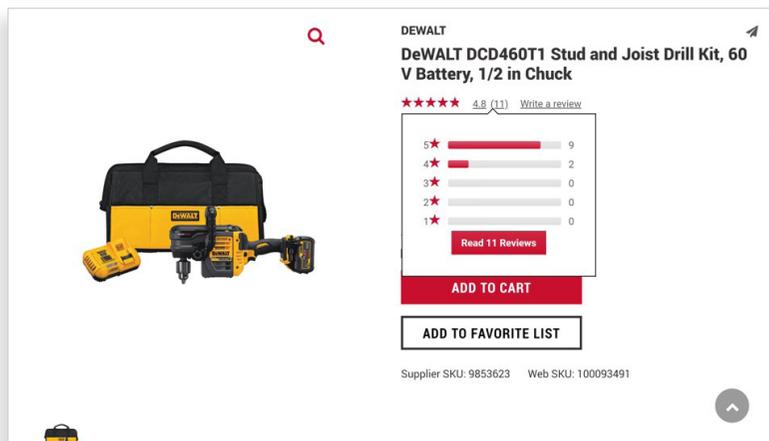
Store employees can easily process and manage customer pick-up orders with the online Pickup Hub tool.



Shoppers can filter item search results by brand, color, or any number of attributes you choose. They can also choose to pick up in store or ship direct to them.

For your customers, Integrated eCommerce provides:

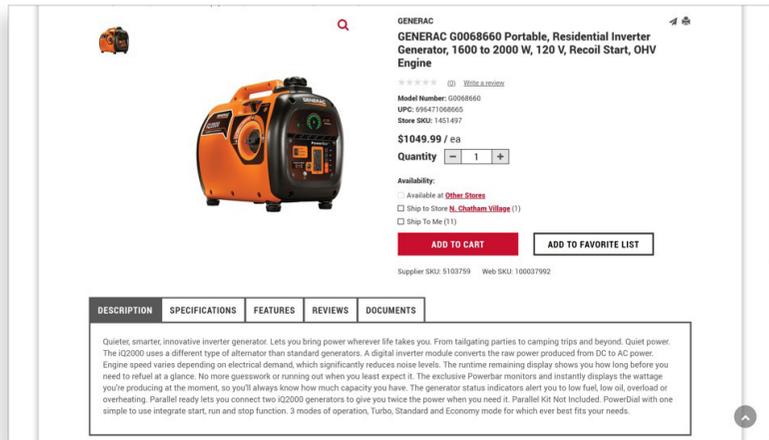
- A user-friendly interface branded with your logo, colors, and imagery
- Access to a wide range of products above and beyond what you stock in your store
- A trusted resource to research products, check pricing, and see availability
- Auto-complete search assistance with suggested search results that include product images
- Helpful navigation and filtering tools to find products
- Product comparisons, ratings and reviews
- A shopping cart with quick checkout
- Multiple ways to receive their order, including pick-up in store, ship to store, and local delivery



Product ratings and reviews from other customers help shoppers make informed decisions.

A PLATFORM THAT SERVES BOTH RETAIL AND PRO BUSINESS

Whether your business is purely retail, solely professional, or a combination of both, the Unilog eCommerce solution is built to suit all your customers. The platform provides a familiar B2C experience for your retail shoppers, but also offers B2B features and functionality for professional contractors. Online, pros can log in to their account portal to see contractor pricing, view past orders, and easily reorder items. They can also configure and save the different materials and quantities of product they need for specific jobs. With an Integrated Commerce site, you can be sure the needs of both sides of your business are met.



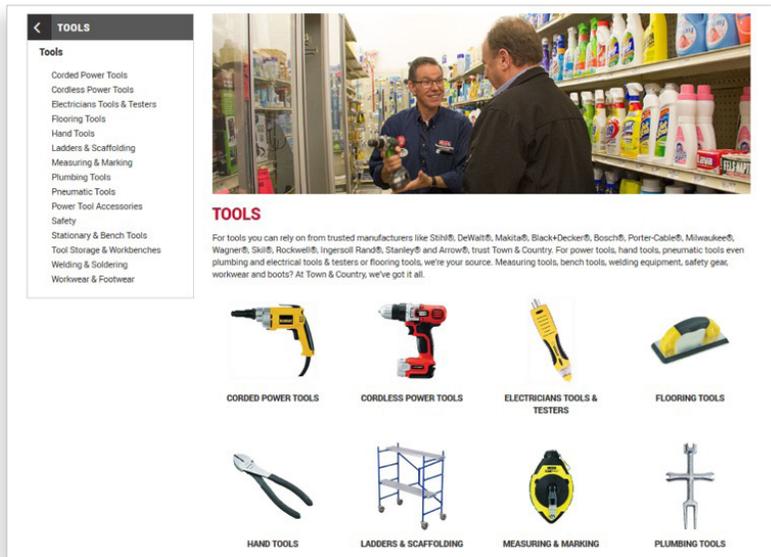
The Industry PIM is a product catalog of more than 600,000 items you can sell on your website. These items feature robust product data and content that includes images, long descriptions, specs and attributes, related documents, and more.

RICH PRODUCT DATA FOR YOUR CUSTOMERS

Most shoppers use the Internet as their preferred source for product information. What if your customers had one site they could visit to see a huge selection of products with robust product descriptions, useful specifications, product images, user manuals, pricing, and more? With the Integrated eCommerce program, they can.

As an added service to the program, dealers have access to a comprehensive catalog of products called the Industry PIM. This catalog includes Orgill and Non-Orgill products, commodity wood products, as well as new products that manufacturers bring to the market. Unilog's content service experts have captured all the important product information shoppers need to make informed purchasing decisions. Growing in size and updated daily, this vast industry catalog provides dealers the most relevant and current product data available for their website. And while rich content benefits your customers, it also helps your business by attracting search engines and driving traffic to your website.

Along with enriched content, your online shoppers can find other valuable product information and features like up-to-date product pricing that matches your POS system, customer ratings and reviews, current availability with a choice of pick-up or shipping options, plus a helpful product comparison tool.



Pre-built taxonomies with relevant product categories lead shoppers to the right product easily and quickly.

We see eCommerce as a way to extend our relationships to our customers whether they are close to a store, or live many miles away. We're excited to be online and compete more effectively.

Raymond White
VP Operations, Home Hardware Center

Unilog has built expansive product taxonomies for a wide range of catalogs to fit your retail market niche – from Hardware and Home Center to Lumberyard and Farm and Ranch – and categorizes products in a way that not only makes sense to shoppers, but also leads them to the products they want in as few clicks as possible. With a team of content experts dedicated to creating and maintaining your online product information, you can be sure the products on your site are always relevant for your shoppers.

Subscribing to Unilog's content services gives you the power to strengthen your brand and expand your product offerings to meet your customers' needs and lifestyles.

INTEGRATED eCOMMERCE SECURES YOUR PATH TO SUCCESS

Today's shoppers want more from retailers: more convenience, more product options, and more information at their fingertips. As an Orgill dealer, you have an exclusive opportunity to meet these customer expectations without making a huge investment.

The Integrated eCommerce program fosters a group-shared approach so that everyone benefits from the continual investments and enhancements made by Orgill, as well as the valuable input from multiple dealer members.

Together, Orgill and Unilog have built a strong foundation for your digital channel to help you succeed. With a stellar eCommerce platform, enriched product data, and expert support, the transition to a custom dealer website is easy. Leverage the power and size of the Integrated eCommerce program today!

To learn more, contact Unilog at www.unilogcorp.com/contact-us, email info@unilogcorp.com, or call 484-580-8933.