



THE HIGH-EFFICIENCY MARKETING PORTAL WITH REAL TIME ACCESS TO YOUR MARKETING MATERIALS AND INVENTORY

Shamrock's ReSource is a powerful eCommerce solution that allows you to manage an entire marketing program from a single source, 24/7. ReSource Marketing Portal provides brand management control with seamless online ordering, distribution and inventory management—all from a familiar and easy to navigate online interface.

SHAMROCK'S RESOURCE FEATURES

The image displays three screenshots of the Shamrock ReSource Marketing Portal interface, each with callout boxes highlighting specific features:

- Proof and review product online:** Points to a product listing in a shopping cart.
- Real time order processing, tracking and reporting:** Points to the shopping cart interface.
- Ensure brand integrity with customizable templates:** Points to a product detail page.
- Print on demand capability:** Points to a 'Print On Demand' section.
- Place orders online:** Points to a 'Place Order' button on a product page.
- Familiar online store and shopping cart features:** Points to a shopping cart interface.
- Brand it to look like your site:** Points to a product listing with a custom template.
- Fully integrated marketing system:** Points to a product page with various marketing options.
- "Smart" product templates for unique branding and customization options:** Points to a product listing with a custom template.
- Modular design to meet current and future needs:** Points to a product listing with a custom template.

HERE'S JUST A SAMPLING OF WHAT RESOURCE CAN DO FOR YOU:

Improve customer- and enterprise-wide service and communications. Manage/create promotional products inventory or online company store.

- ⊗ Brand it to look like/match your existing web site
- ⊗ Real time, 24/7 access to inventory/stock levels for improved inventory management
- ⊗ Familiar online store and shopping cart features
- ⊗ Efficient ordering/fulfillment or pre-printed collateral and point-of-sale materials
- ⊗ Electronic transaction records with order tracking
- ⊗ Reports to track customer usage and trends
- ⊗ Promote specific items and create a promotional calendar with customized announcements



Coordinate dynamic print on demand services

- ⊗ Update and order materials such as business cards, letterhead, forms, labels, t-shirts, etc.
- ⊗ Proof and review custom products online, virtually instantly
- ⊗ Save money by ordering only what you need, when you need it
- ⊗ Keep all materials up to date
- ⊗ Eliminate the need for storage space

Reduce operating, ordering and customer support costs

- ⊗ Streamline distribution and order entry process through an automated system
- ⊗ Reduce the need to field order status requests with real-time information online
- ⊗ Integrate with your existing business structures to simplify order tracking and direct shipping
- ⊗ Meet current and future needs with modular design

Generate segmented performance reports

- ⊗ Guide and support marketing strategy and goals
- ⊗ Make informed business decisions with usage trend analyses, product usage reports, order histories broken down by region, location, product and category, and more
- ⊗ Modify and develop future marketing plans using historical information

Track marketing dollars

- ⊗ View information about which programs were successful and utilize information to plan future marketing budgets
- ⊗ Ensure marketing dollars are spent wisely, efficiently
- ⊗ Check that collateral materials are reaching qualified prospects
- ⊗ Help identify strengths and weaknesses in your marketing collateral and sales approach

Streamline special event management

- ⊗ Make all communications consistent
- ⊗ Ensure brand integrity with customizable templates that you control
- ⊗ Customize items easily for specific programs or audience, while maintaining brand identity

Nurture client prospects

- ⊗ Boost response with customizable tools for one-to-one communication
- ⊗ Access your communication/contact history and automatically send prospects specific follow-up correspondence based on date, geographic region, promotional calendar, etc.
- ⊗ Build your own personal follow up program and reuse as needed

For more information about ReSource and how you can use it to work smarter and more efficiently, visit www.shamrockcompanies.net, or contact your sales representative.