

R E A L



Relationship Empowerment Access Link



24x7 wherever you are.....



**it's just a click away to total
access of your information.**

:Power of data on demand.



1.

24x7 your customers can place orders, look at order status, print copies of invoices or statements, look at price lists, see new promotions.

Each Customer Profile can be unique in how much or how little you give them access to.

2.

Improve Customer Service with independent online information 24x7.

Saves on additional staffing and provides more time to existing staff for being available for real time customer needs.

3.

Your sales reps have up to date status on sales volumes, trends and payment consistencies.

From wherever your reps work where there is an internet connection they can have access to much needed and timely information.

What are you waiting for?

It's as easy as 1... 2... 3...

1. Call OHM

2. Get Connected

3. Get REAL!

Relationship Empowerment Access Link via The Internet

Background

The OHM BDX system, while designed for the ubiquitous browser, is strictly for the Intranet (internal) user. Inside the safe confines of the office network, office and factory personnel alike can access and update the Bedding information to run the factory. As a user logs into the system, he/she gets his own space. Limited only by security rules, users can access and update information in many areas of the business. The system itself is protected from the world outside.

Since all the information is protected, customer service is provided via telephone, email, fax, mail etc. during business hours.

Internet Access

The main objective is to allow authorized customers (dealers) access to specific data in the system using the Internet. The authorized customer, having been assigned a user id and a password, signs on to the system using the internet. The customer can view his/her order and account status, learn about his past purchases, and place new orders for allowed products. He can do this any time allowing us to provide 24X7 service.

Each user id gets a cart to place products. This cart stays active until cleared by the user itself. Thus, a user can login, start an order, add items to the cart and sign out. When he logs back in, his items stay in the cart. At some point, he checks out, thus, confirming the sales order. A web order added by the dealer to the mattress maker is coded as "unapproved". The factory customer service personnel can view all web orders and release them for production.

Setup Internet Access

If you don't already have a website, the first step is to have a company website for the world to see you. A sample web page is shown below.

You will work with your local ISP (internet service provider) who hosts all your web pages. All the information is with the ISP far away from your company.

When your customer clicks the "Dealers" link, it takes him/her to a different web page that is hosted by you. This requires that you acquire a static (fixed) internet protocol (ip) address from your ISP. From that point on, your customer is scanning web pages in a computer that is at your company. This computer is not the same as the one which holds all your data.

This static ip address computer (usually placed in a closet and forgotten about) is a small server style computer that is directly connected to the internet, but not to all computers in your network. This system is referred to as the Middleware, and OHM's web software resides in this computer, and directs information from this machine to the system that holds your business data. The connection is a Remote Call Procedure (RPC) and prevents any hacker from seeing your network.

When your customer clicks the "Dealers" link on your web page, a login page from the Middleware is presented for the customer to enter a user id and a password. A sample login screen is shown below:

Welcome to OHM Systems Inc. - Windows Internet Explorer
http://localhost:8100/ohmworld/

File Edit View Favorites Tools Help

Welcome to OHM Systems Inc.

Home The Company Products Services Newsletter News & Events Demos Opportunities CRM/ERP Dealers Intranet

OHM Systems, Inc.

Login ID Password Login Did you forget your password?
Email us at admin@ohmworld.com

OHM Systems is a visionary, global company focused on delivering leading edge technologies to meet the changing demands of today's collaborative environment.

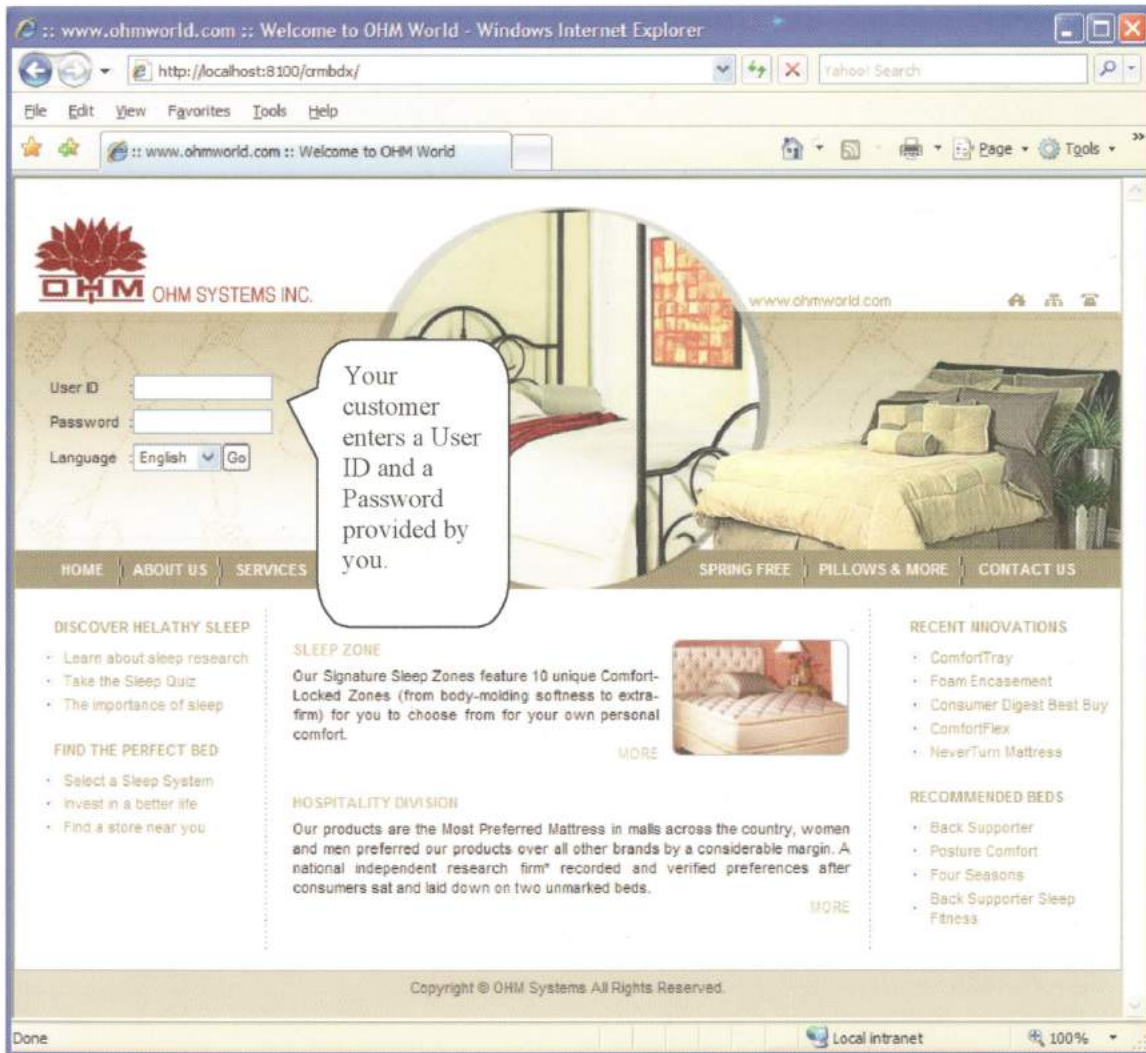
OHM's strength in manufacturing technology now expanded with a subsidiary division
Optimization & Heuristic Modeling
OHM Technology
(Newsletter page)

- **OHMWeb™ Manufacturing Application**
Version 1 released May 6th 2002 (News letter front page)
- **OHMWeb™ Tools**
Version 1.0(Products page)
- **CRM- Customer Relationship Management**
(Products page)
- **CCERP Administration**
Click here
- **CRM Administration**
Click here

OHM SYSTEMS, INC. • 10250 CHESTER ROAD • CINCINNATI • OHIO • 45215 • USA
1-800-878-0646 • FAX (513) 771-0101 • sales@ohmworld.com

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Link to your CRM login page inside your company



The web page above is only a sample. OHM works with you to develop the above web page, and subsequent web pages (shown later in this document). Each web page has to be custom designed to reflect your company's colors, motif and content.

Setup Customer User ID and Password

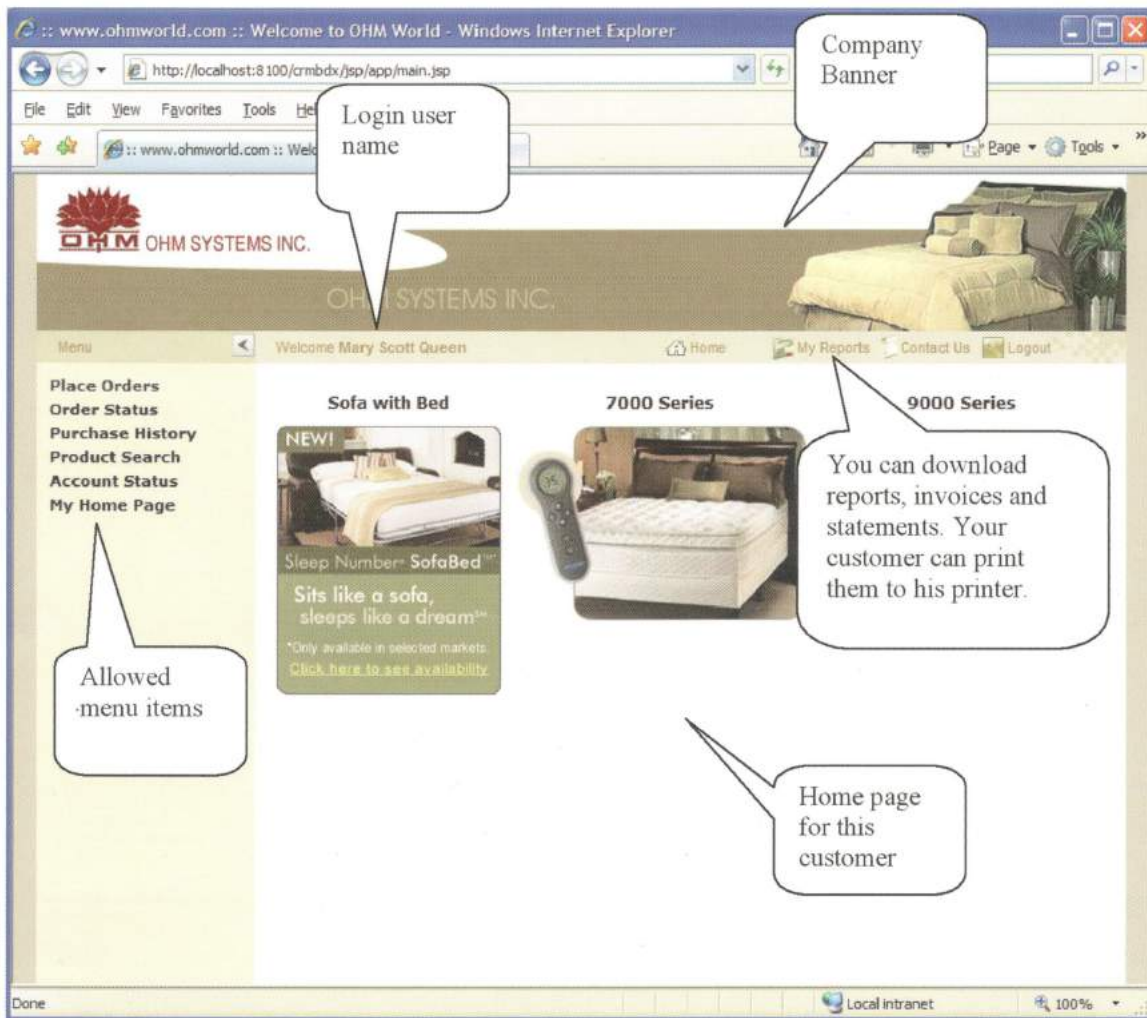
Each customer whom you wish to access your system must be assigned a user id and a password. The user id need not be the same as the customer id. All the system requires is that you relate an internet user id to an internal customer id. In a similar manner, you can tie a specific store (customer ship to) to an internet user id. This information should be passed on to him via email. He will also be provided the URL for your company web site. This process can be expanded so that sales reps and employees can also use the internet to gain access to your system.

Customer Home Page

After a successful login by your customer, he is presented with a home page and a menu as shown below

(OHM works with you for the placement of images throughout your web pages. It is your responsibility to prepare the needed images).

Your customer navigates through the system by clicking on any of the menu items.



www.ohmworld.com :: Welcome to OHM World - Windows Internet Explorer

http://localhost:8100/crmbdx/jsp/app/main.jsp

File Edit View Favorites Tools Help

www.ohmworld.com :: Welcome to OHM World



Menu Welcome Mary Scott Queen Home My Reports Contact Us Logout

Place Orders

Order Status

Purchase History

Product Search

Account Status

My Home Page

Order Status

Customer: C1 Service Representative: Candice Tyler
 Pauling Mattress Sales Rep: Hamline Trading Company
 34 Industrial Drive Primary Contact: Dave Smith
 Cincinnati, OH 45233

My Purchase Order: [View Shipped Orders](#)

Order Nbr	Store	Order Date	Promised	Your Reference	Order Value	Status	Ship Date
S1001		02/21/2007	03/28/2007	15562589	1,994.00	Open	
S1002		02/21/2007	03/29/2007	8987678-90	3,841.00	Open	
S1007		02/23/2007	03/27/2007	6786899	3,178.00	Open	
S1011		02/21/2007	03/30/2007	854589	4,612.00	Open	
S1026		02/23/2007	03/21/2007	6878989	3,401.00	Open	
S1065		03/09/2007	03/20/2007	4567	5,395.00	Open	
S1099		03/09/2007	04/02/2007	88484	2,092.00	Open	
S1102		03/09/2007	03/27/2007	66540	3,678.00	Open	
S1108		03/09/2007	04/02/2007	47474	6,451.50	Open	
S1109		03/05/2007	04/06/2007	458584	5,932.91	Open	
S1112		03/12/2007	04/16/2007	6879896456	1,119.00	Open	
S1119		03/12/2007	03/22/2007	113322	129.00	Open	
W1072		03/15/2007	03/23/2007	89345	3,209.00	Open	
Totals(13)					45,032.41		


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www.ohmworld.com :: Welcome to OHM World - Windows Internet Explorer

http://localhost:8100/crmbdx/jsp/app/main.jsp

File Edit View Favorites Tools Help

www.ohmworld.com :: Welcome to OHM World



Menu Welcome Mary Scott Queen Home My Reports Contact Us Logout

Place Orders

Order Status

Purchase History

Product Search

Account Status

My Home Page

Account Balance

Pauling Mattress Terms: 2% 10 days, Net 35 days
 34 Industrial Drive Sales Rep: Hamline Trading Company
 Cincinnati, OH 45233

View Paid Invoices

Invoice Number	Ship To	Type	Invoice Date	Order Number	Due Date	Our Reference	Your Reference	Invoice Amount	Balance Due	Late Days
C1005	CB		03/26/2007		03/26/2007	Customer Bank Credit Memo		-180.00	-180.00	
S1084-001	SALE		03/19/2007	S1084	04/23/2007	S1084_001	85846	892.00	892.00	
S1100-001	SALE		03/19/2007	S1100	04/23/2007	S1100_001	84385	1,749.00	1,749.00	
Totals(3)								2,461.00	2,461.00	

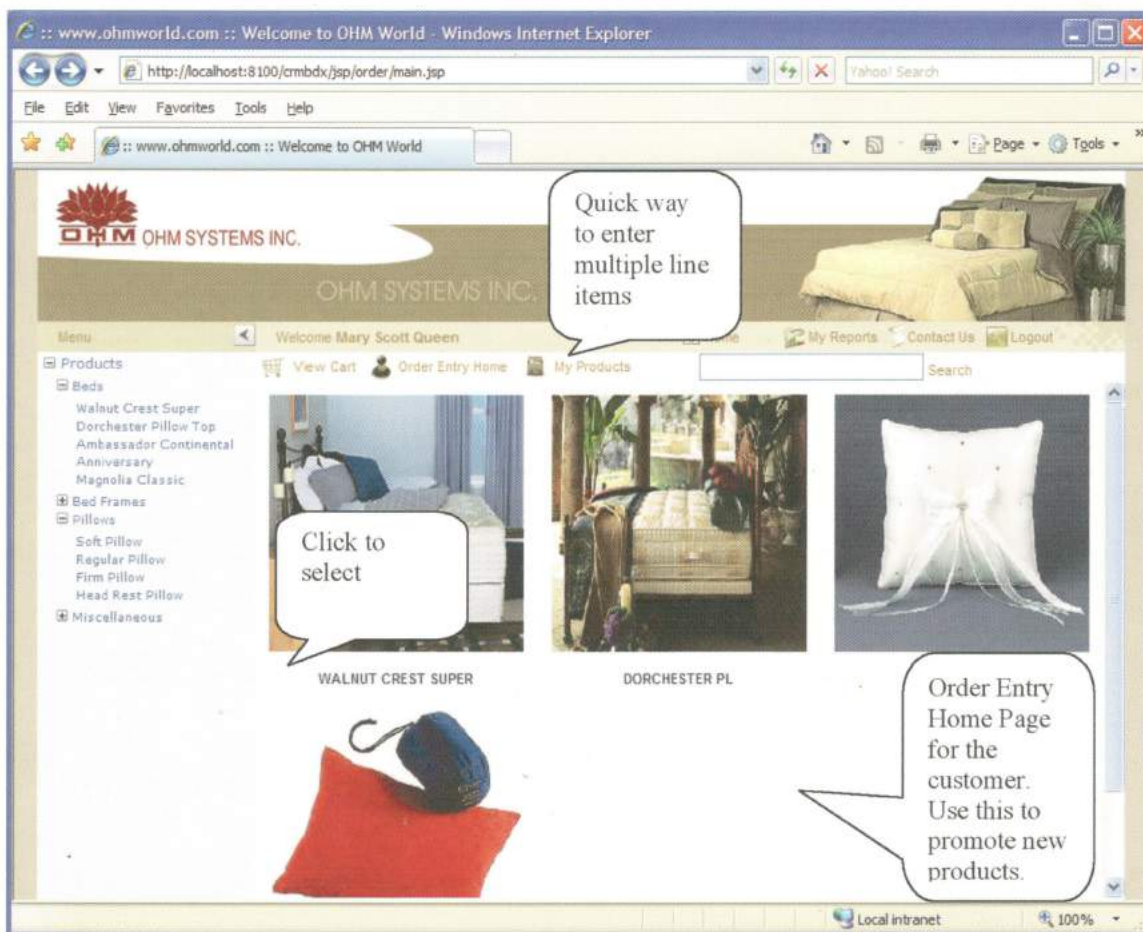
Aged based on Due Date

Current	1-30 Days	Beyond	Credits
2,641.00			-180.00

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Internet Order Entry

While the order entry process is generic, it must appear to be specific for each customer. Your customer must be presented with products that he can buy and nothing else. The products menu presented to your customer uses standard and customer price lists to collect the list of products for the internet customer. The first order entry home page appears as shown below:



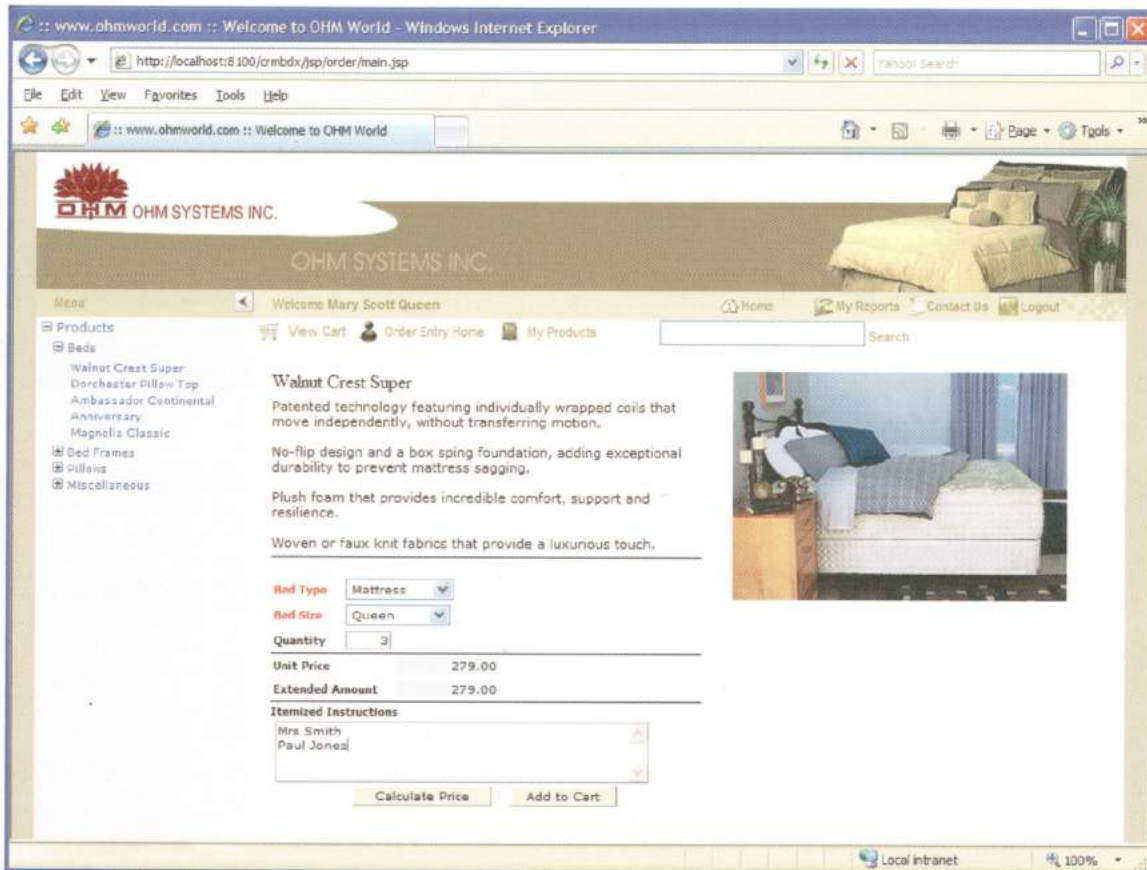
While you may produce over 200 types of mattresses and bases, this particular customer may be allowed to buy only the five (5) products shown above. The CRMBDX system determines the products "on the fly" using the customer's active price lists. Products such as Bed Frames and Pillows are allowed to be sold for all customers, and therefore appear for everyone.

To add a product to the cart, the user either clicks the picture or the link with the product name. For example, to buy a Walnut Crest Super bed, the user clicks the link.

Ordering One Product at a time

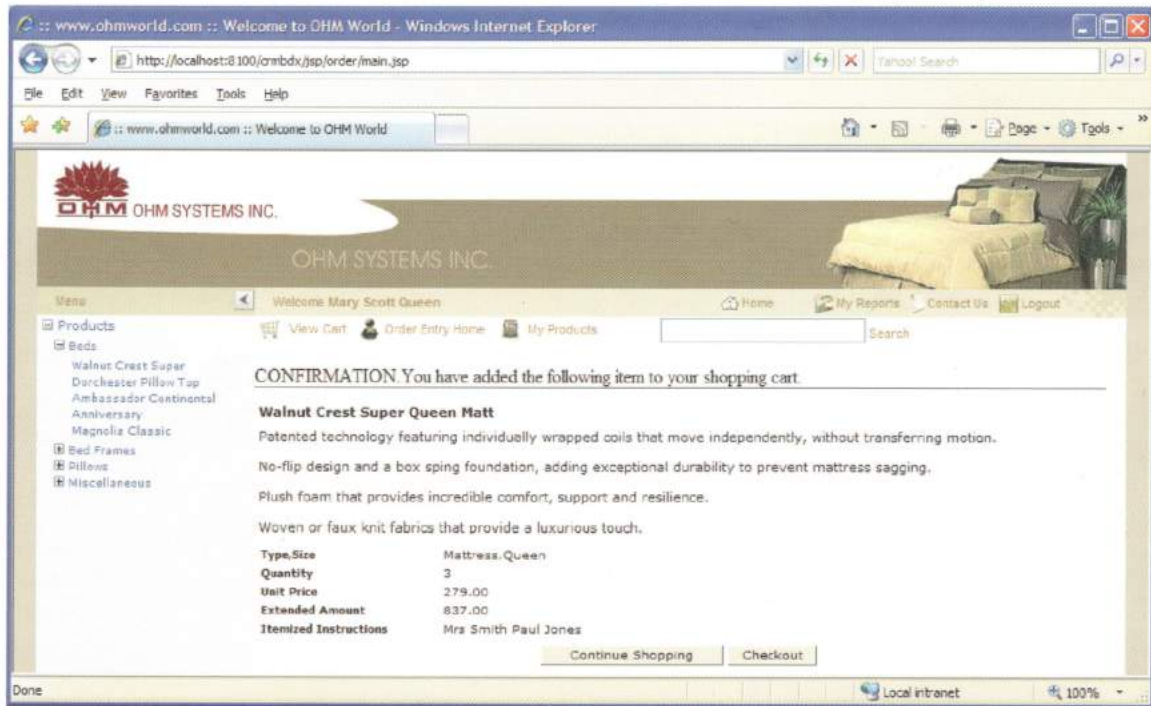
The internet user may click on the Product Name link, or the picture to order a product one at a time. He selects the bed type, and the size with an option to calculate the price. If for any reason the selected product is not available, he will be notified with a message that “the selected product is not available at this time”.

He may also add itemized instructions for the pieces ordered so that each piece can be tagged to a specific end customer. In the example below, the user has selected a queen size mattress, and tagged 2 of the 3 pieces to his consumers.



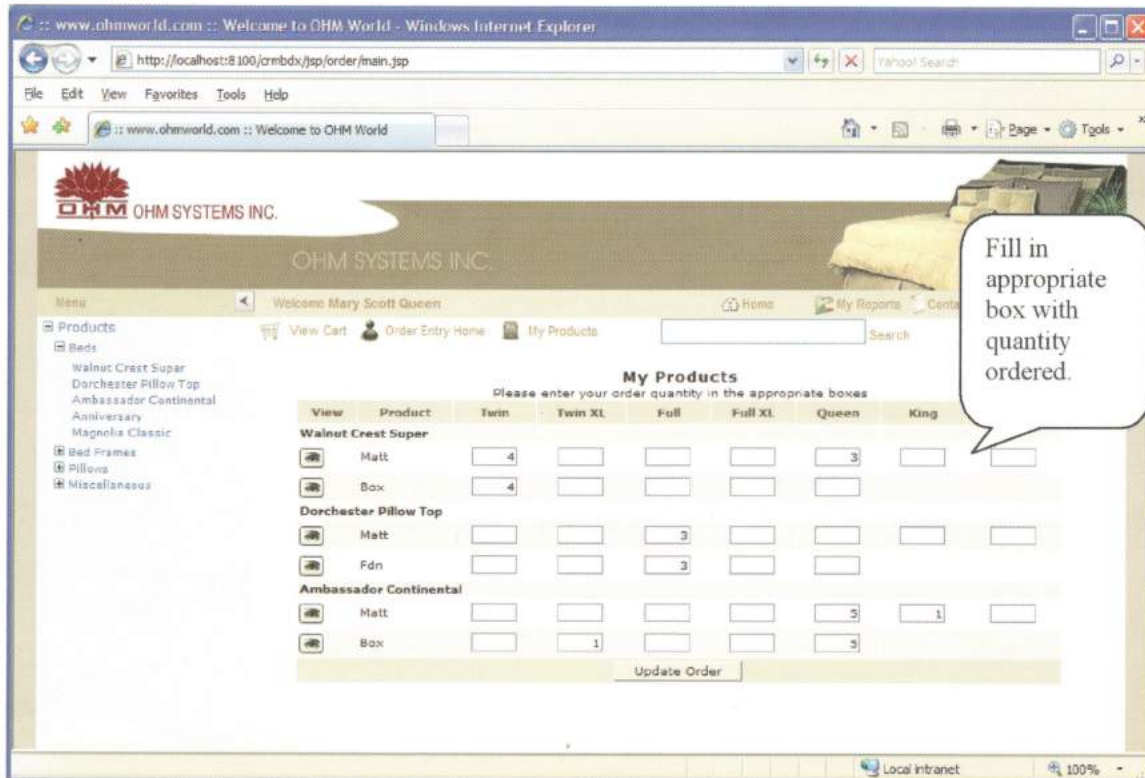
To finalize the selection, he clicks the “Add to Cart” button.

The next screen confirms the selection. The user may continue shopping, or check out the order at any time.



Ordering all allowed products in a grid format

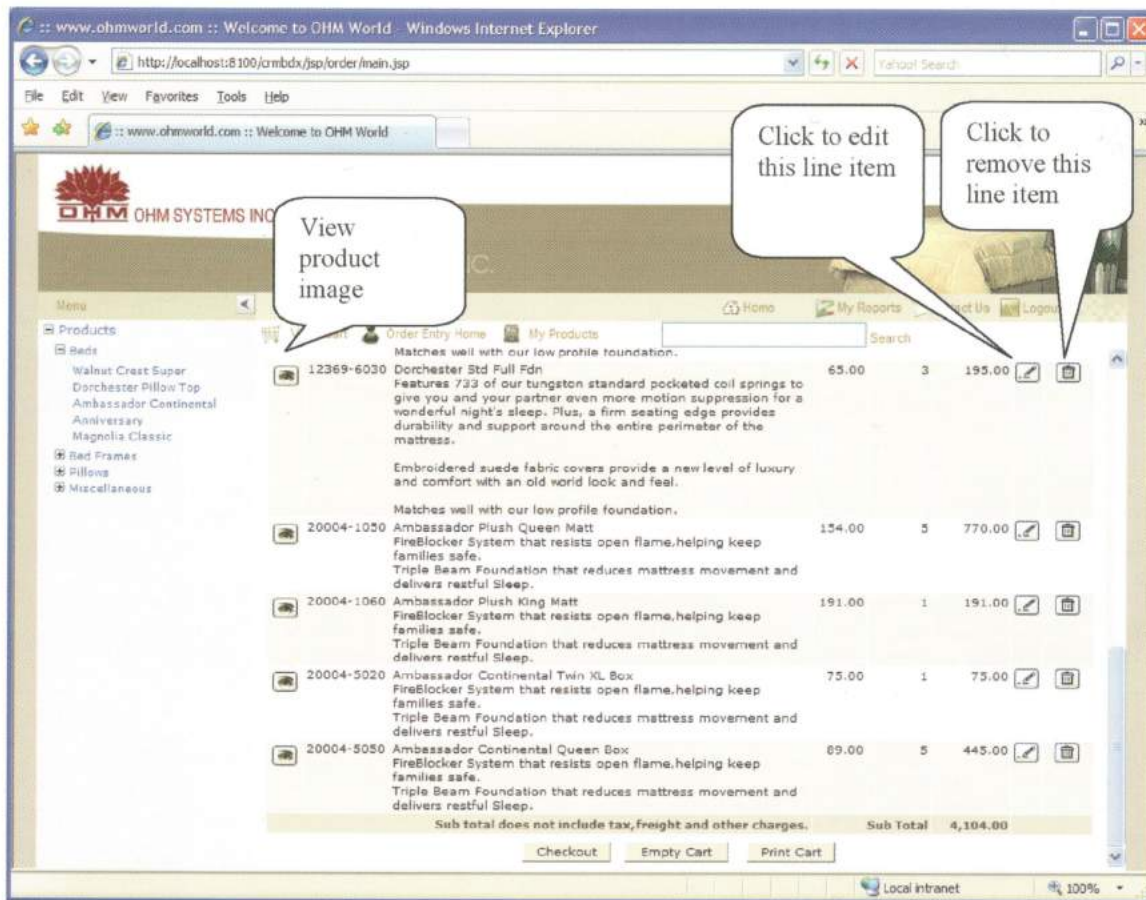
A faster way for the dealer to order products is to click the My Products link.



The above screen allows the customer to see all his products by bed type and size. He simply fills in the quantities required as shown above. When he clicks "Update Order", all products are added to his cart.

Viewing Cart

At any time, the user can click the cart image to see all items in his cart as shown below.



Notice, the cart shows all products selected with an option to edit or delete line items. He may also click the image icon to view the product.


After viewing the cart, the user may continue shopping. He also has other choices:

- Check out – All done, ready to enter final pieces of information
- Empty Cart – Start all over
- Print Cart – Print contents on paper (shown page 11)

Shopping Cart Print -- Web

Print

Click to print order at the user printer



Part Number	Item Description	Quantity	Unit Price	Extended Amount
10001-1050	Walnut Crest Super Queen Matt Patented technology featuring individually wrapped coils that move independently, without transferring motion. No-flip design and a box spring foundation, adding exceptional durability to prevent mattress sagging. Flush foam that provides incredible comfort, support and resilience. Woven or faux knit fabrics that provide a luxurious touch. Mrs Smith Paul Jones	3	279.00	837.00
10001-1010	Walnut Crest Super Twin Matt Patented technology featuring individually wrapped coils that move independently, without transferring motion. No-flip design and a box spring foundation, adding exceptional durability to prevent mattress sagging. Flush foam that provides incredible comfort, support and resilience. Woven or faux knit fabrics that provide a luxurious touch.	4	192.00	768.00
10001-5010	Walnut Crest Super Twin Box Patented technology featuring individually wrapped coils that move independently, without transferring motion. No-flip design and a box spring foundation, adding exceptional durability to prevent mattress sagging. Flush foam that provides incredible comfort, support and resilience. Woven or faux knit fabrics that provide a luxurious touch.	4	52.00	208.00
12369-1030	Dorchester Pillow Top Full Matt Features 733 of our tungston standard pocketed coil springs to give you and your partner even more motion suppression for a wonderful night's sleep. Plus, a firm seating edge provides durability and support around the entire perimeter of the mattress.	3	205.00	615.00

Check Out Process

Check out is a two step process. First the user fills in key information such as who placed the order, purchase order (or reference) number, ship to information (where applicable) and instructions.

www.ohmworld.com :: Welcome to OHM World - Windows Internet Explorer
http://localhost:8100/crmbdx/jsp/order/main.jsp

OHM OHM SYSTEMS INC.

Welcome Mary Scott Queen

Products
Sods
Walnut Crest Super
Corchester Pillen Top
Ambassador Continental
Anniversary
Magnolia Classic
Bed Frames
Pillows
Miscellaneous

Please fill in additional data below for Order Verification

Order Placed By: Hilda Queen Reference Number: 78123 Ship Via: Our Truck

Part Number	Item Description	Unit Price	Quantity	Total Price
20004-1050	Ambassador Plush Queen Matt FireBlocker System that resists open flame, helping keep families safe. Triple Beam Foundation that reduces mattress movement and delivers restful Sleep.	154.00	5	770.00
20004-1060	Ambassador Plush King Matt FireBlocker System that resists open flame, helping keep families safe. Triple Beam Foundation that reduces mattress movement and delivers restful Sleep.	191.00	1	191.00
20004-5020	Ambassador Continental Twin XL Box FireBlocker System that resists open flame, helping keep families safe. Triple Beam Foundation that reduces mattress movement and delivers restful Sleep.	75.00	1	75.00
Sub total does not include tax, freight and other charges.				Sub Total 1,036.00

Ship to Name and Location: [Dropdown]

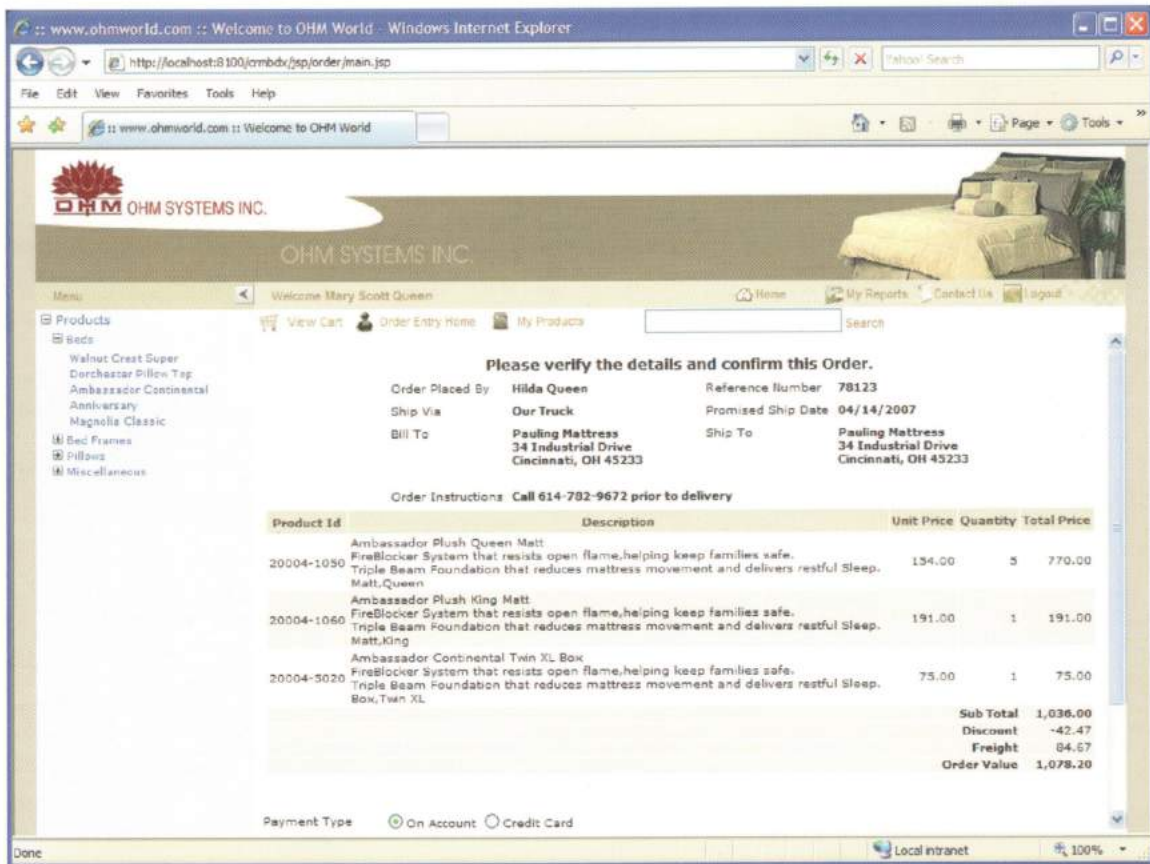
Drop Shipment

Name: [Text Box]
Address: [Text Box]
City: [Text Box]
State: [Dropdown: ---Select---]
Zip Code: [Text Box]

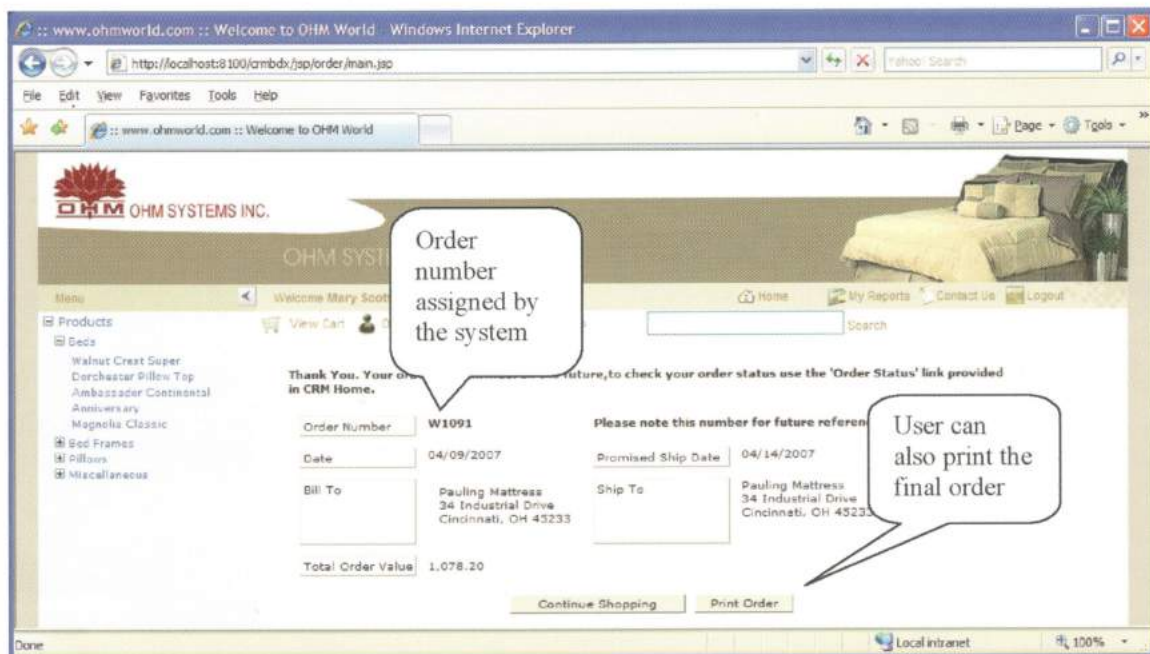
Instructions: Call 614-782-9672 prior to delivery

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When the user clicks the "proceed next" link (not shown), the next step (see page 13) appears for the user to reconfirm all the information.





After the user confirms the order (again), the order is updated and the user is shown the screen below.



The user may also print a copy of the order by clicking on the Print Order Tab.
(sample below)

Order Printing ... - Windows Internet Explorer

 Print



Order Number : W1091
Date : 04/09/2007
Placed By : Hilda Queen
PO Number : 78123
Ship Via : Our Truck
Promised Ship Date : 04/14/2007

ORDER

Bill To

Pauling Mattress
 34 Industrial Drive
 Cincinnati, OH 45233

Ship To

Pauling Mattress
 34 Industrial Drive
 Cincinnati, OH 45233

Call 614-782-9672 prior to delivery

Part Number	Item	Quantity	Price	
			Unit	Extended
20004-1050	Ambassador Plush Queen Matt FireBlocker System that resists open flame, helping keep families safe. Triple Beam Foundation that reduces mattress movement and delivers restful Sleep.	5	154.00	770.00
20004-1060	Ambassador Plush King Matt FireBlocker System that resists open flame, helping keep families safe. Triple Beam Foundation that reduces mattress movement and delivers restful Sleep.	1	191.00	191.00
20004-5020	Ambassador Continental Twin XL Box FireBlocker System that resists open flame, helping keep families safe. Triple Beam Foundation that reduces mattress movement and delivers restful Sleep.	1	75.00	75.00
Sub Total				1,036.00
Discount				-42.47
Freight				84.67
Tax				.00
Order Value				1,078.20

Thank you for your Order.



On Demand Internet Information Systems
- 24x7 - Ready when you are

What you need, when you need it!



Now is the time to get R E A L!



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