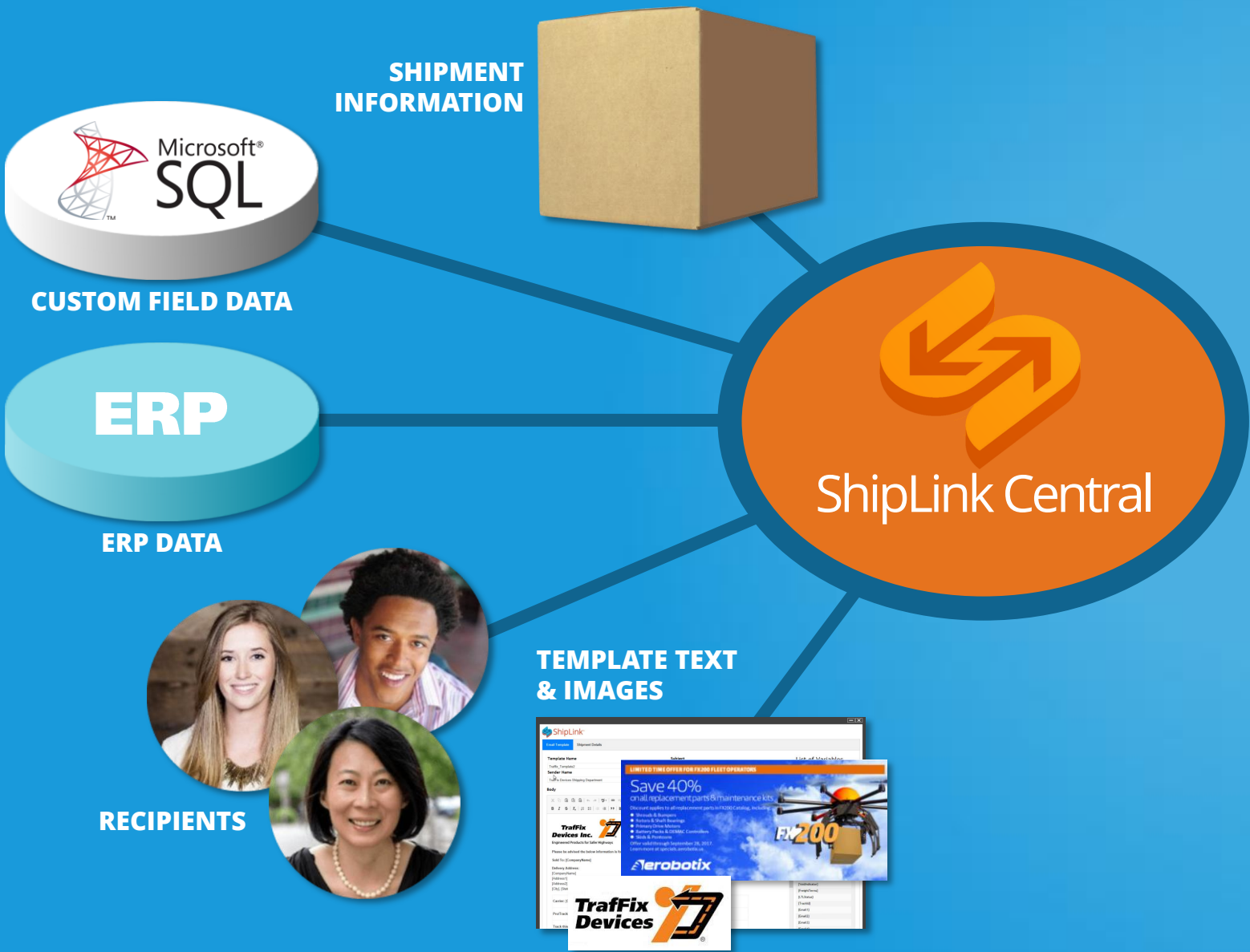


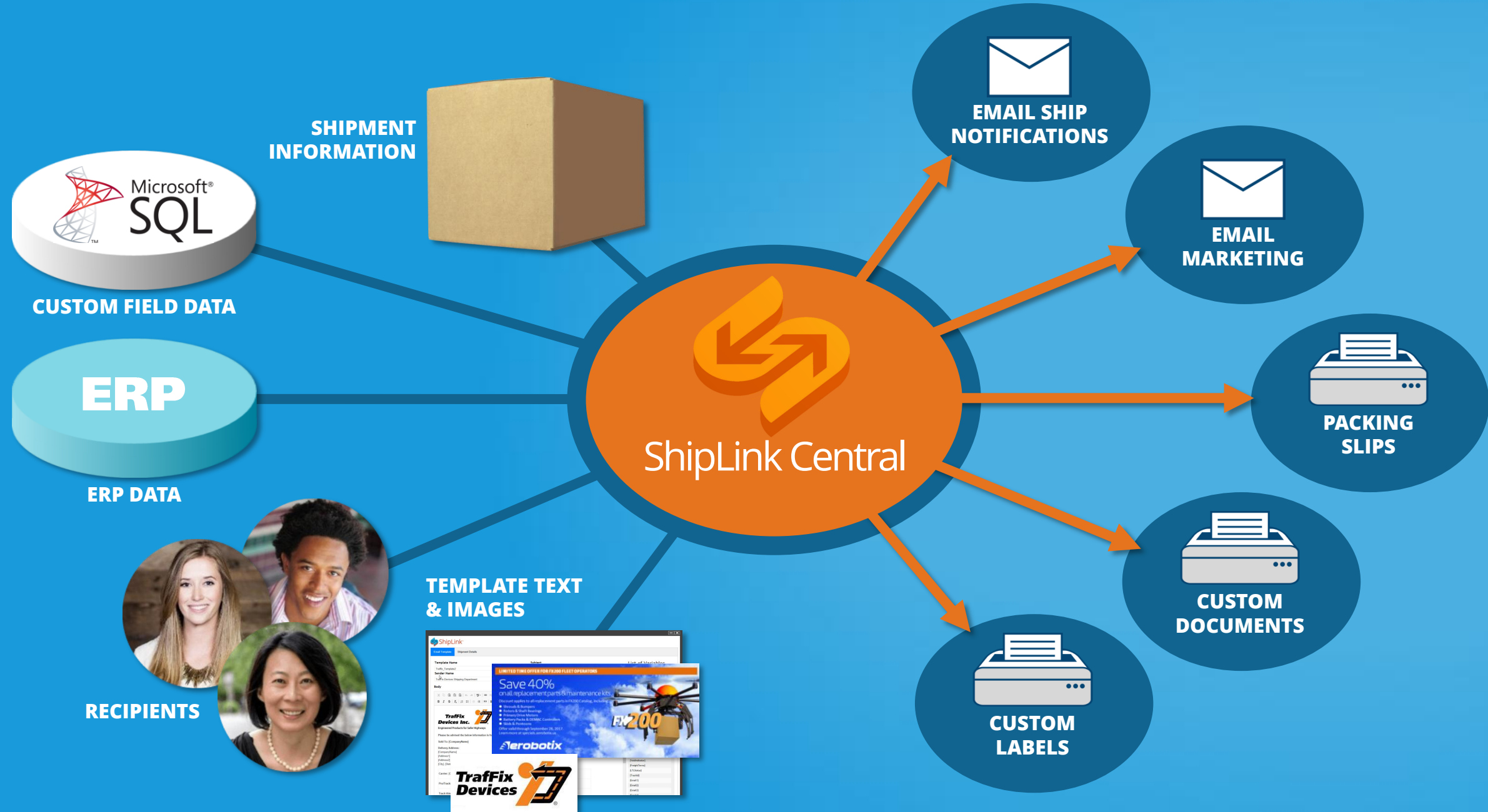
# ShipLink Central



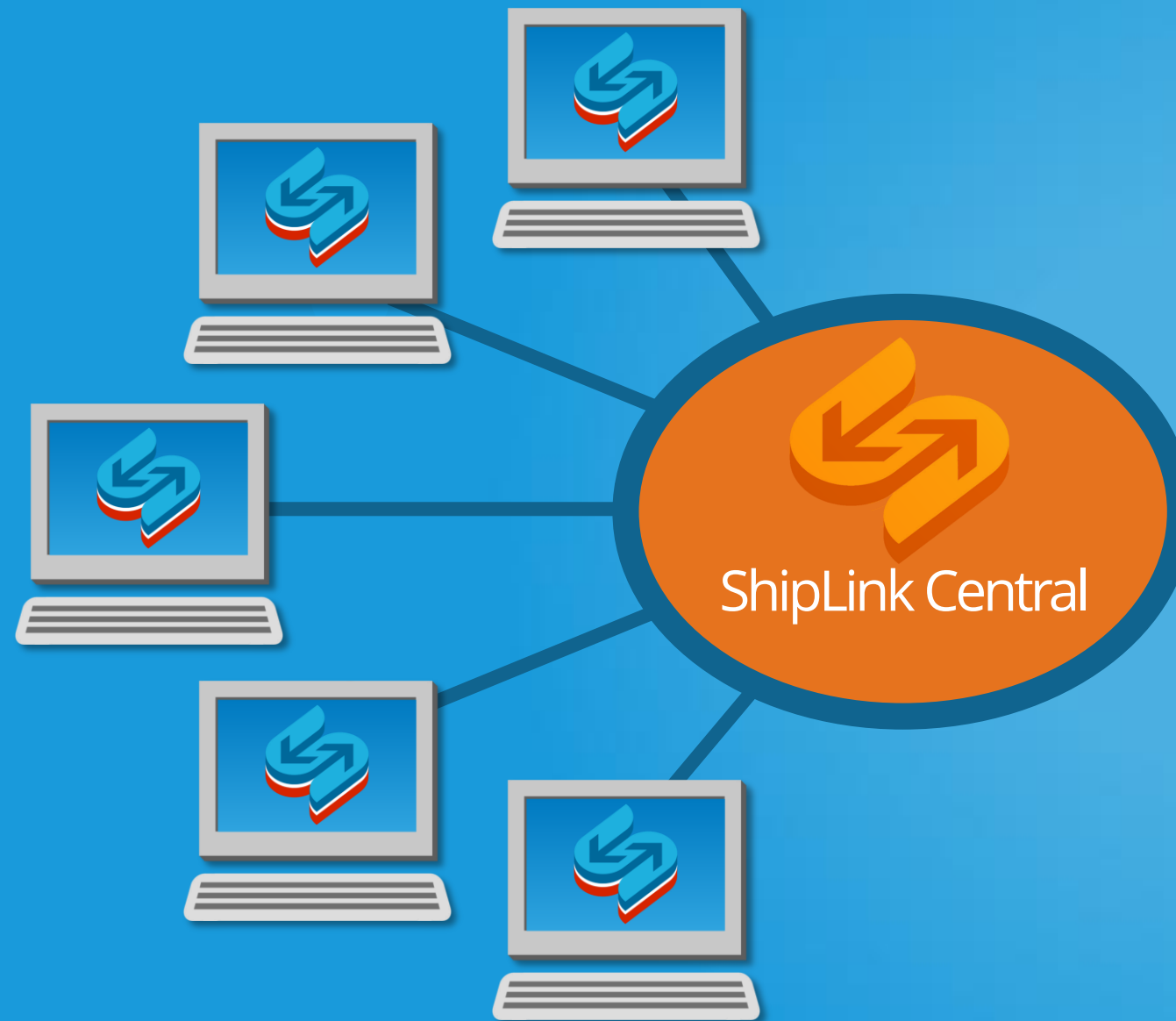
# Mines Rich Available Data



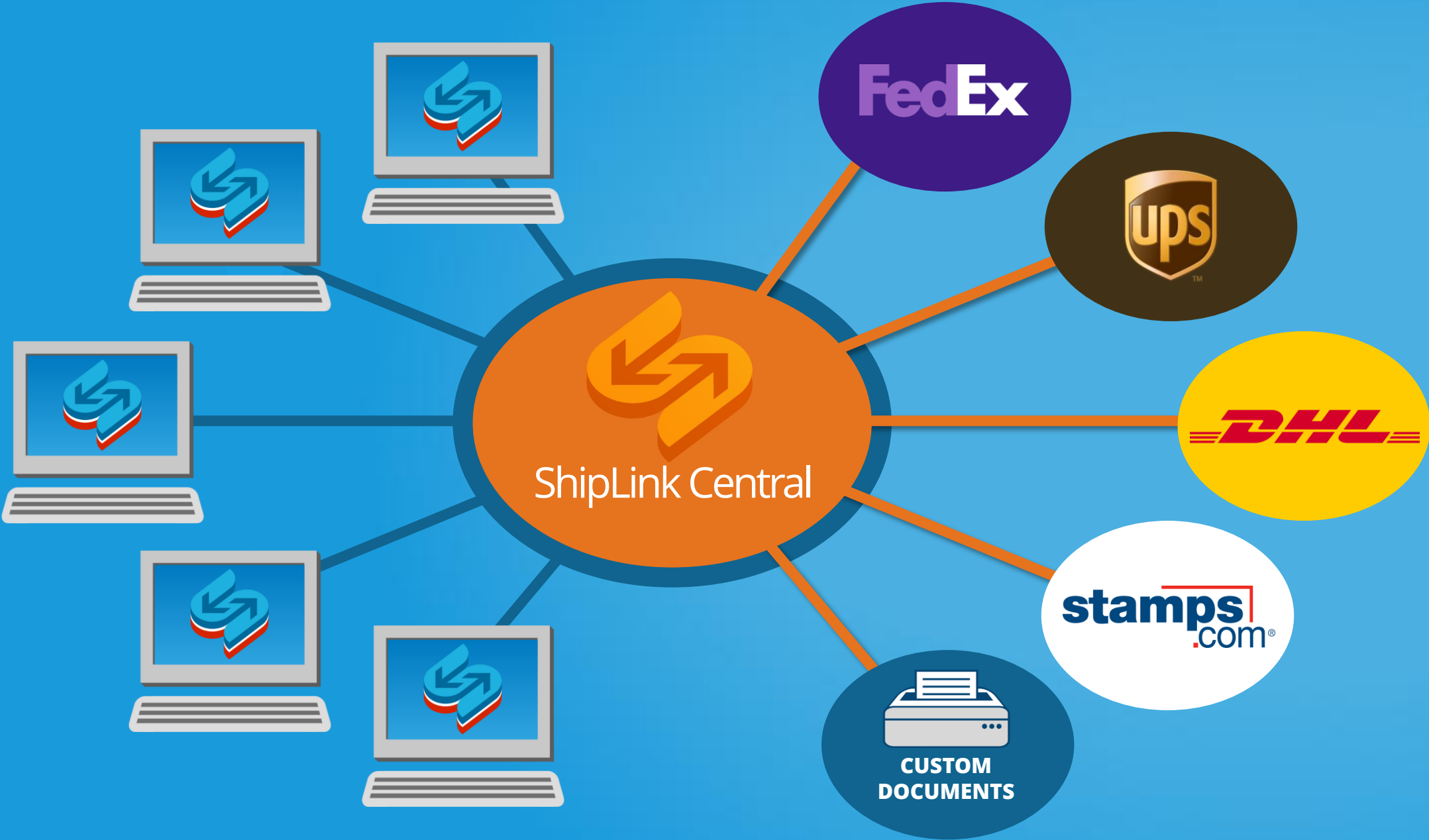
# Adds Value to Every Shipment



## Pulls From Every WorkStation



# To Capture Accurate Data



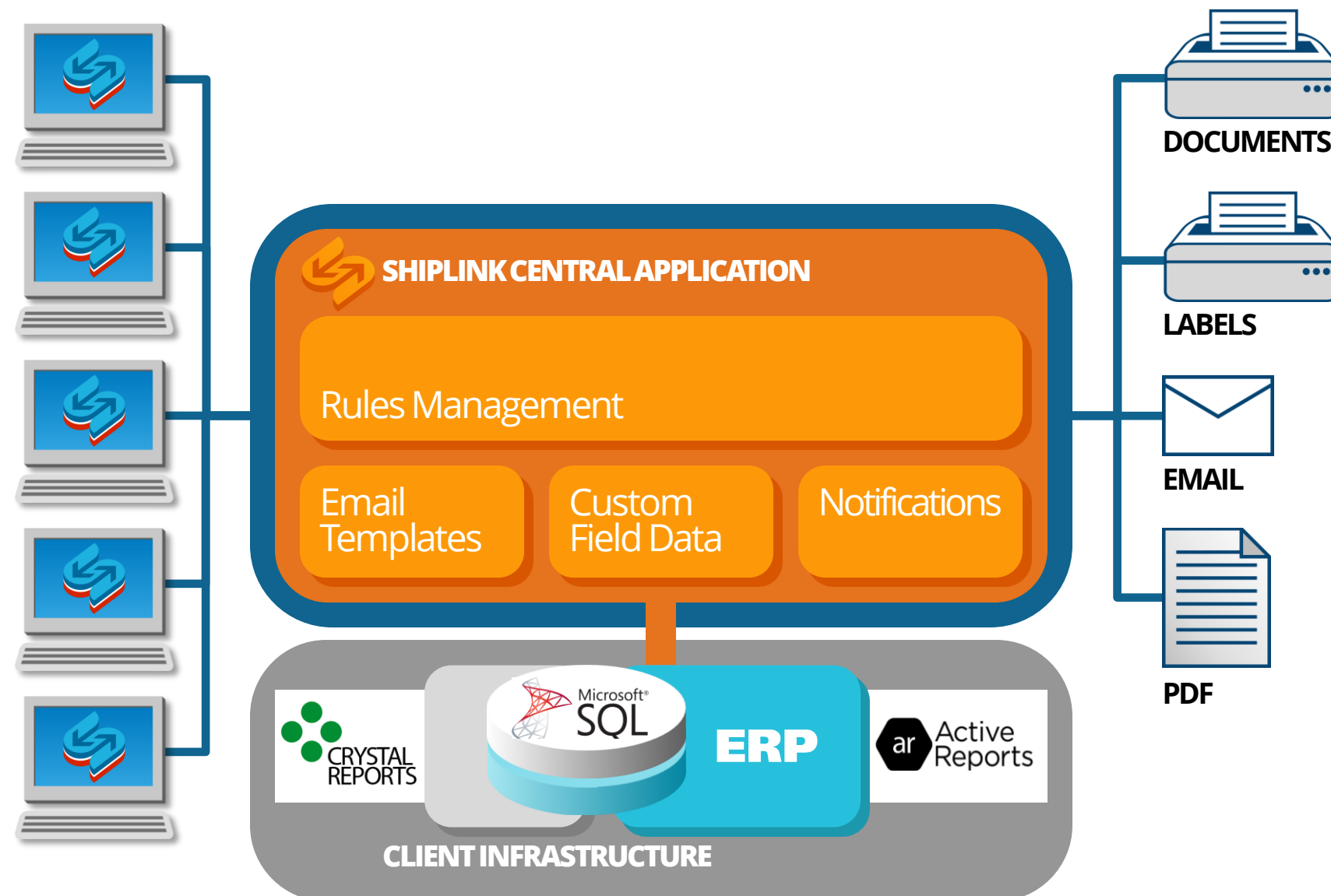
## Complete Platform



### A ShipLink Central Application

- Operates at every ShipLink WorkStation
- Creates, maintains and executes output
- Supports multiple distribution channels and formats

## Complete Platform

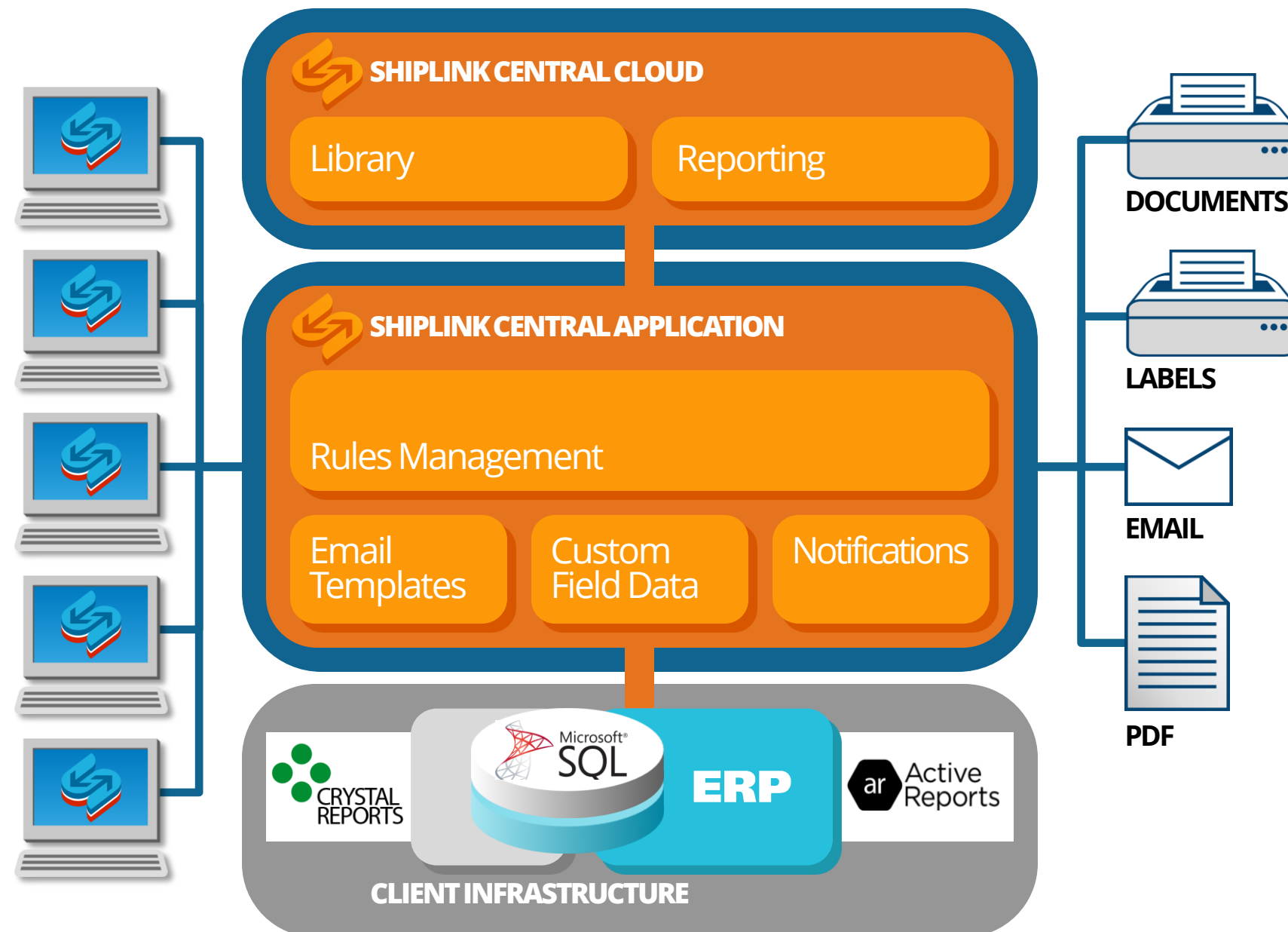


**A** ShipLink Central Application

**B** Client Infrastructure

- Provides ERP order, customer and inventory data
- Records and provides custom field data
- Records ShipLink transaction data
- Supports Crystal Reports and Active Reports

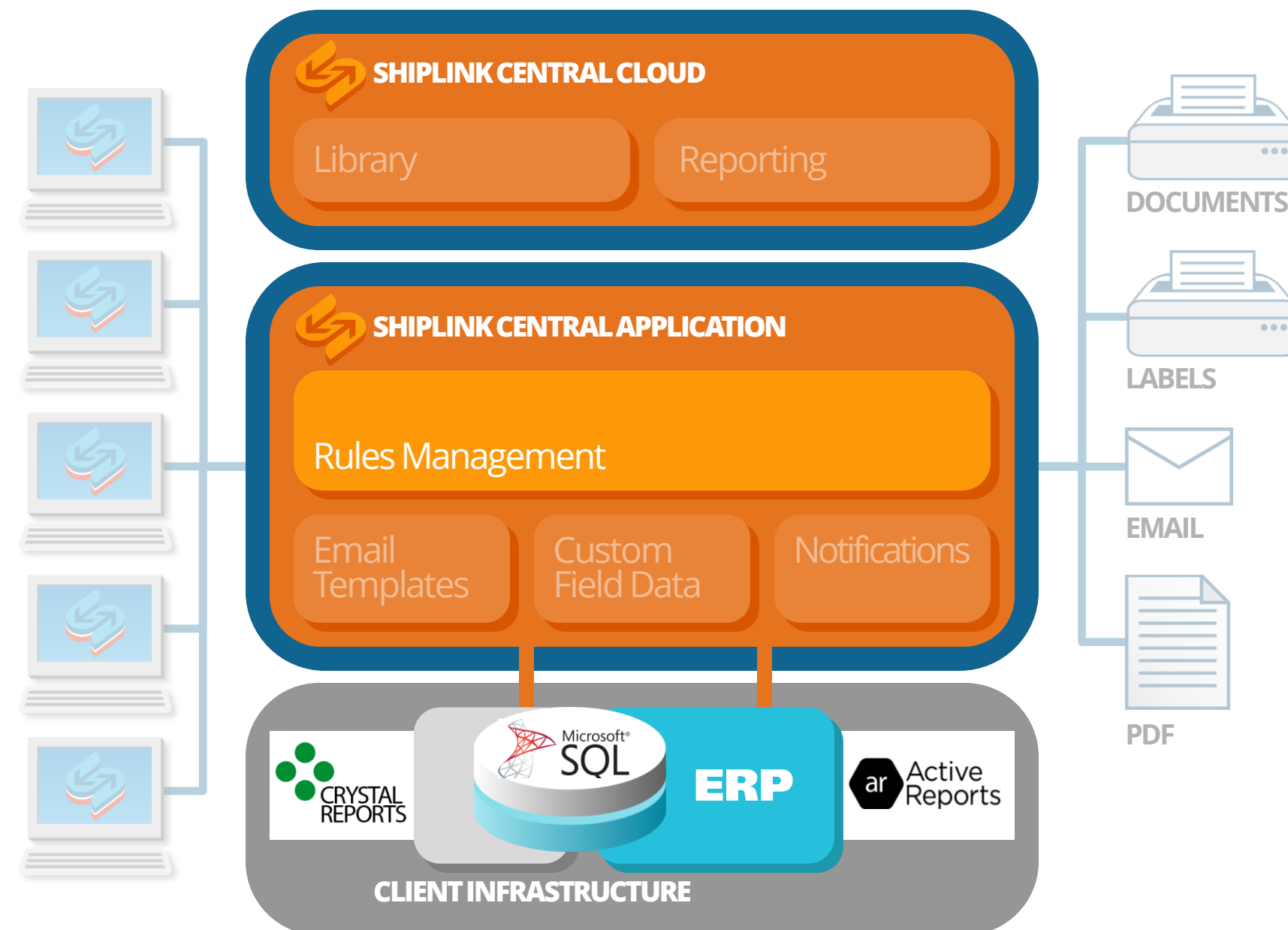
## Complete Platform



- A** ShipLink Central Application
- B** Client Infrastructure
- C ShipLink Central Cloud**
  - Maintains library of templates and images
  - Records and reports results of email distribution



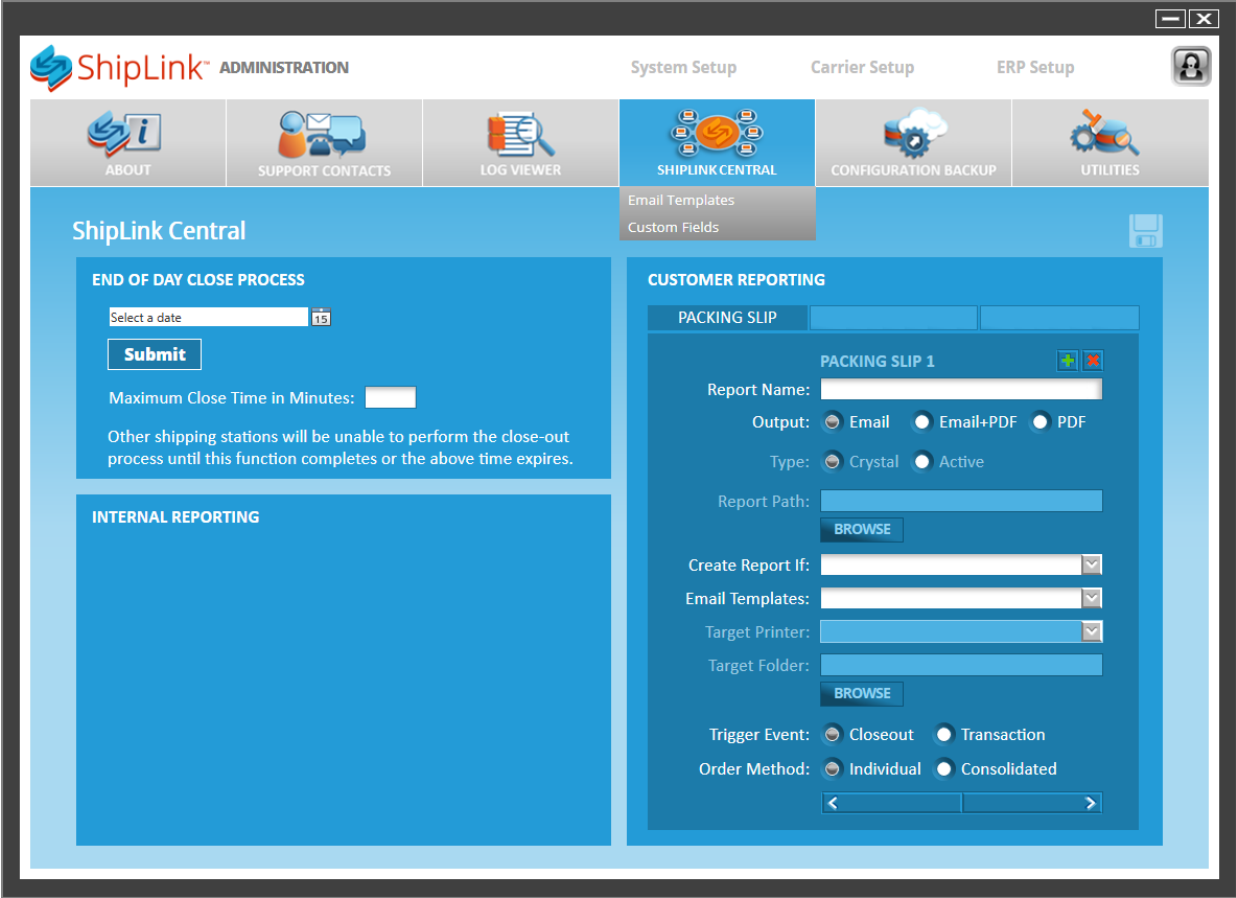
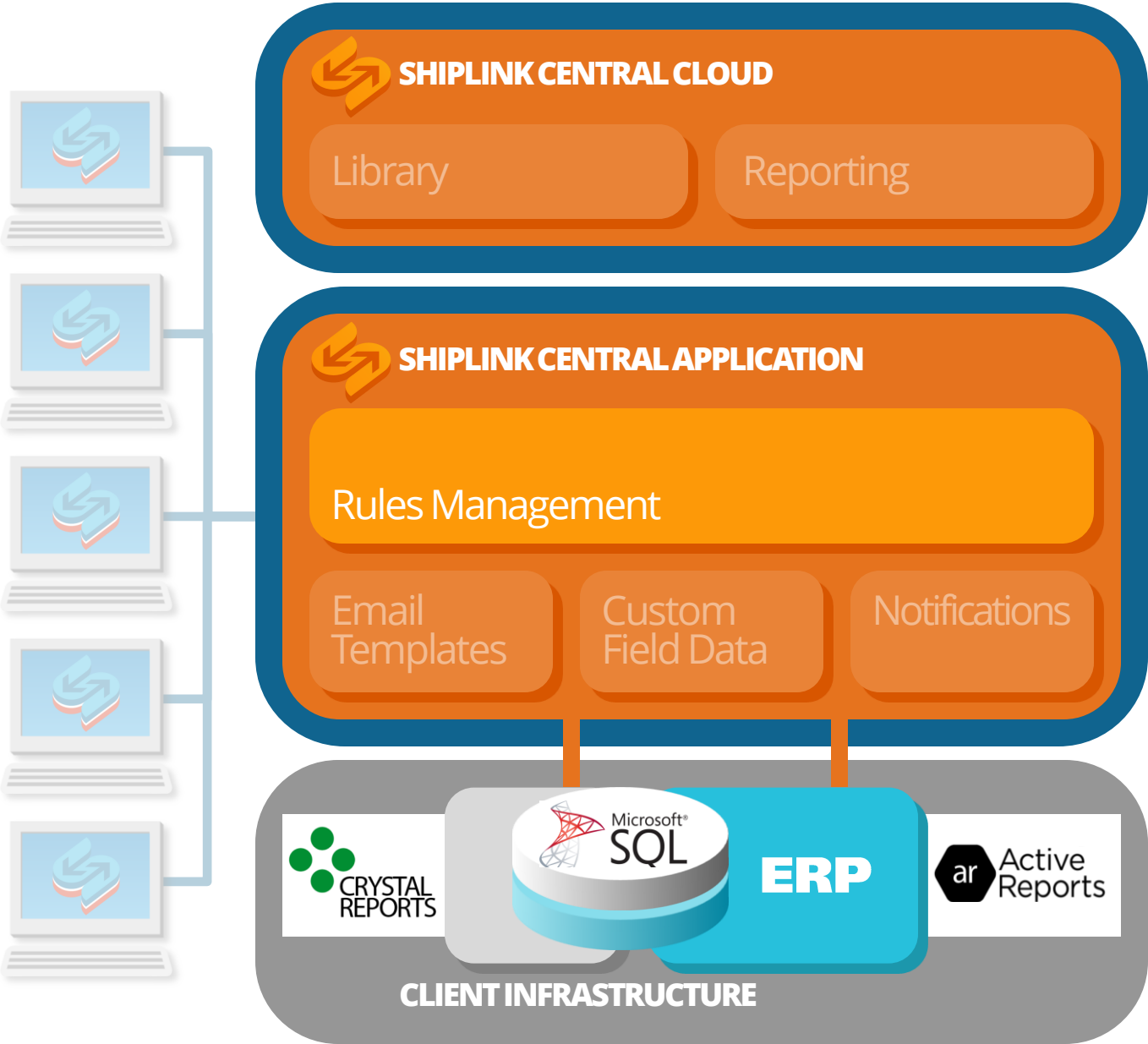
## Document Creation



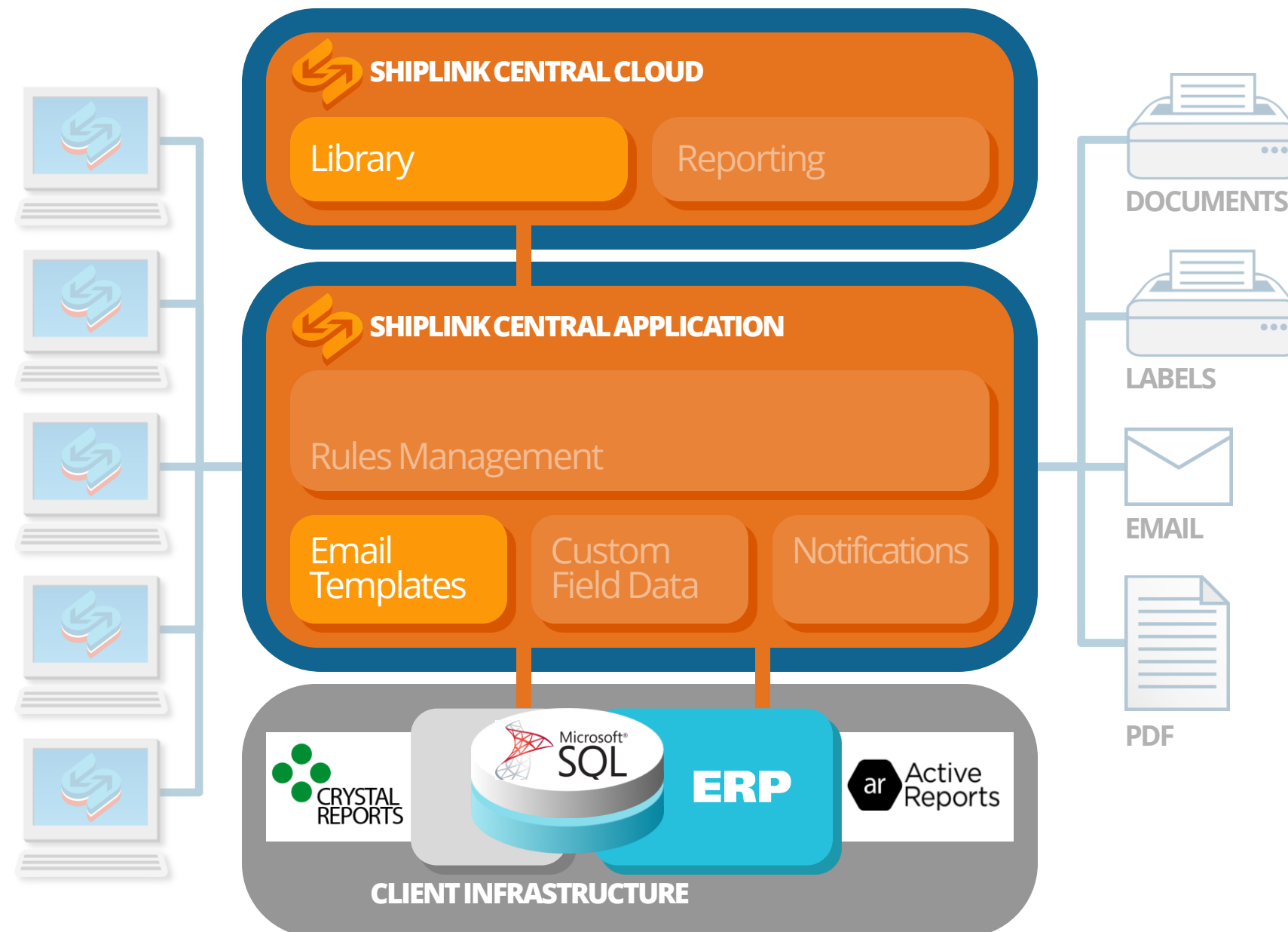
### 1 Establish Rules:

- Document Name
- Formula
- Output Type (Email, Email+PDF, PDF)
- Email Template
- Target Printer & Folder
- Trigger Event (Closeout or Transaction)
- Multi-Order Shipments: Consolidated or Individual Documents

# Document Creation



## Document Creation

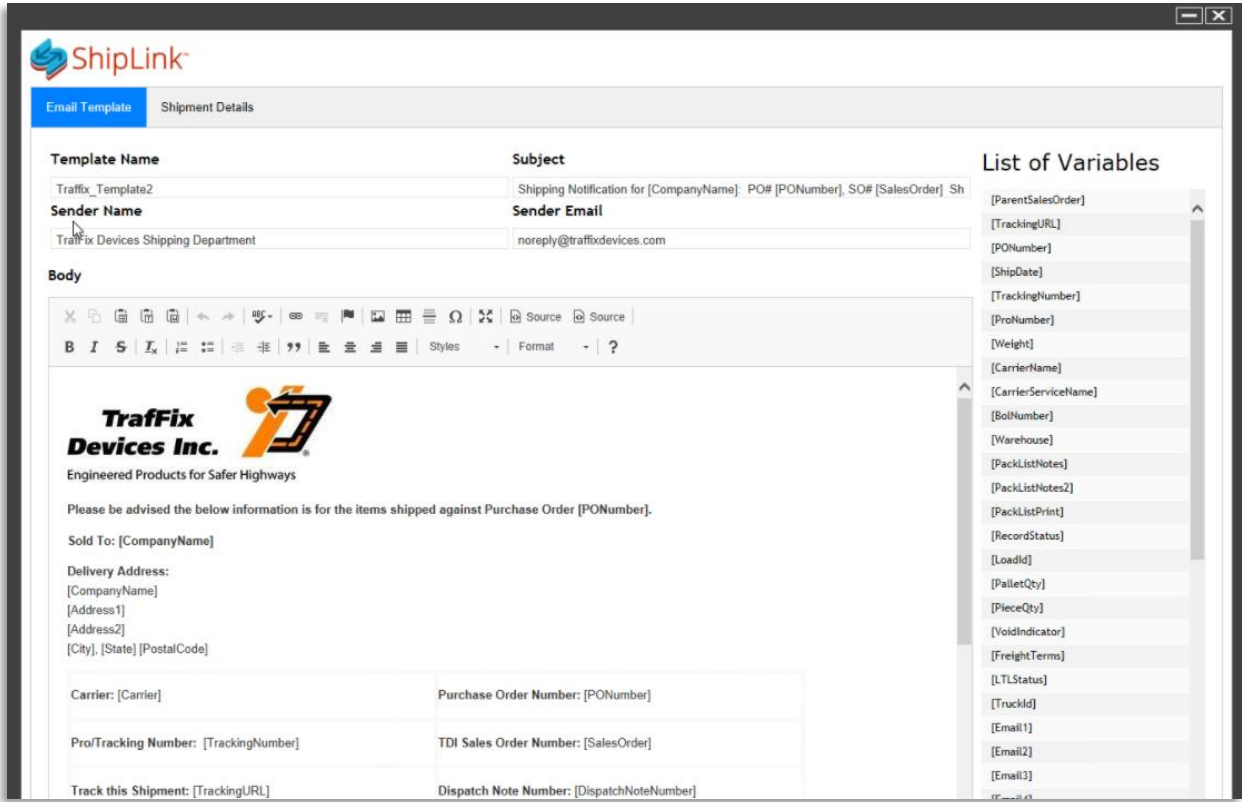
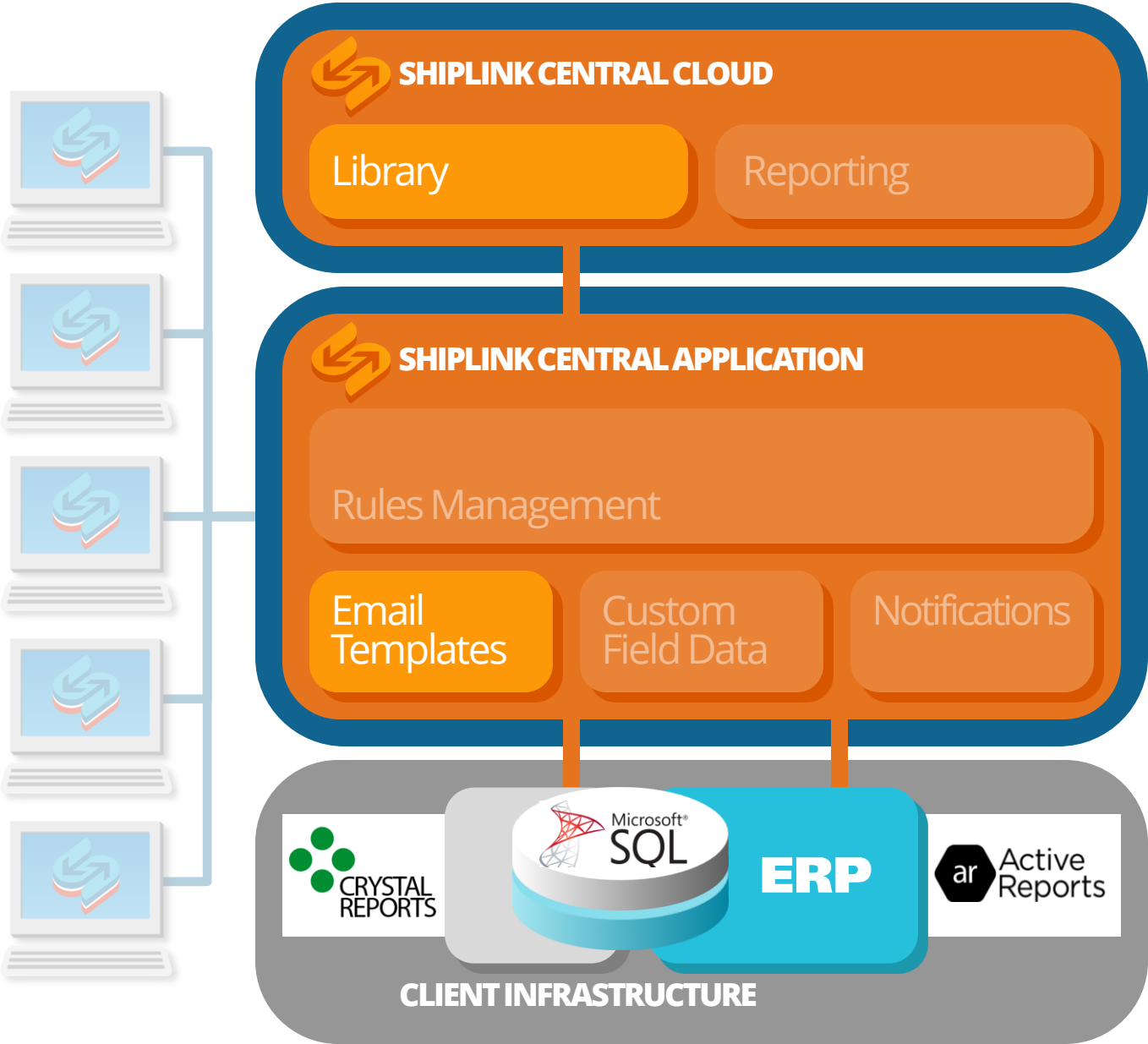


1 Establish Rules

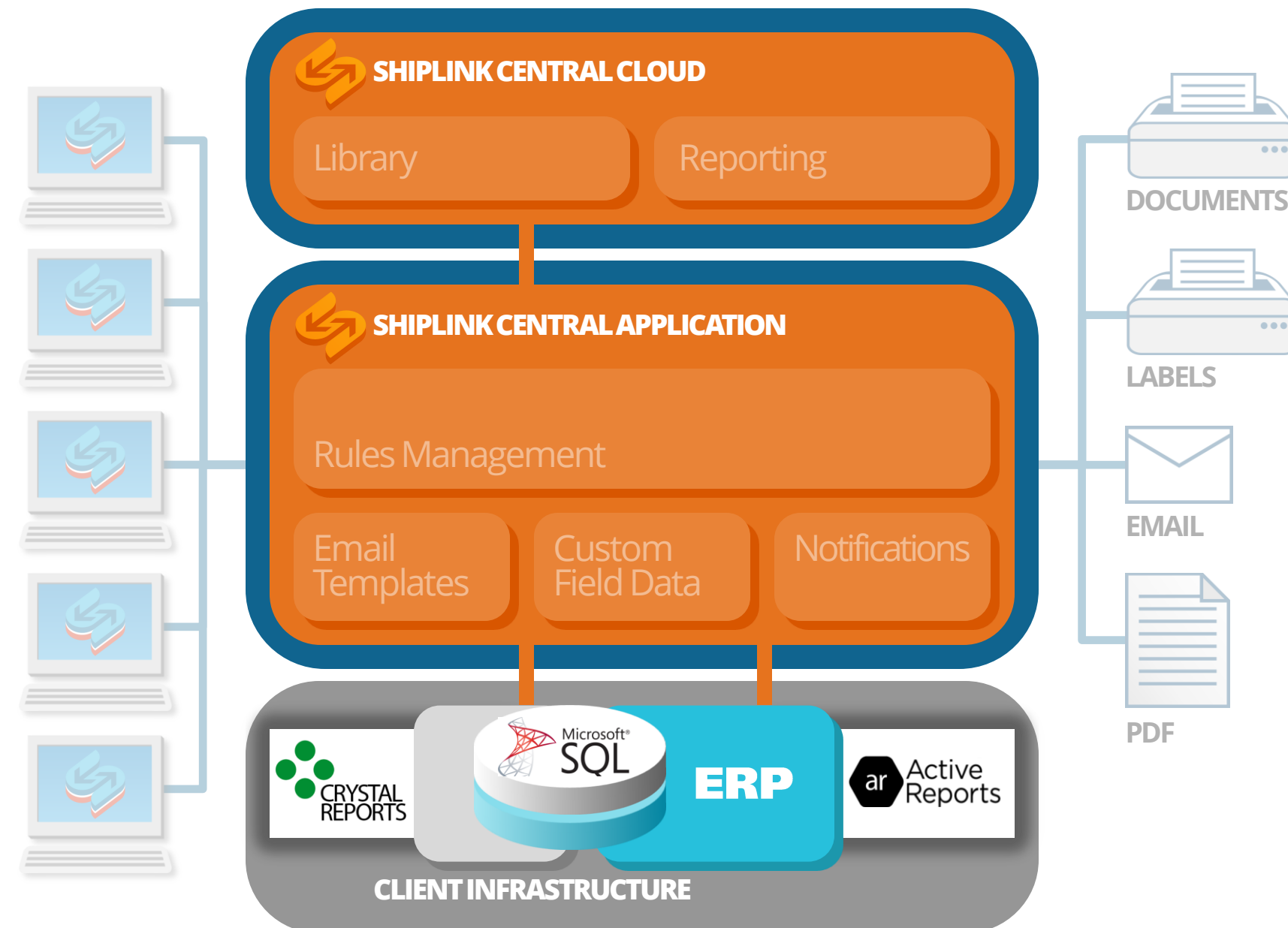
### 2A Create Email Output

- Template Name & Type
- Logo/Identity
- Header Data
- Line Item Data
- Subject Text
- Common Message Text
- Formula/Database-Generated Text
- Custom Graphics/Messaging

Document Creation



## Document Creation

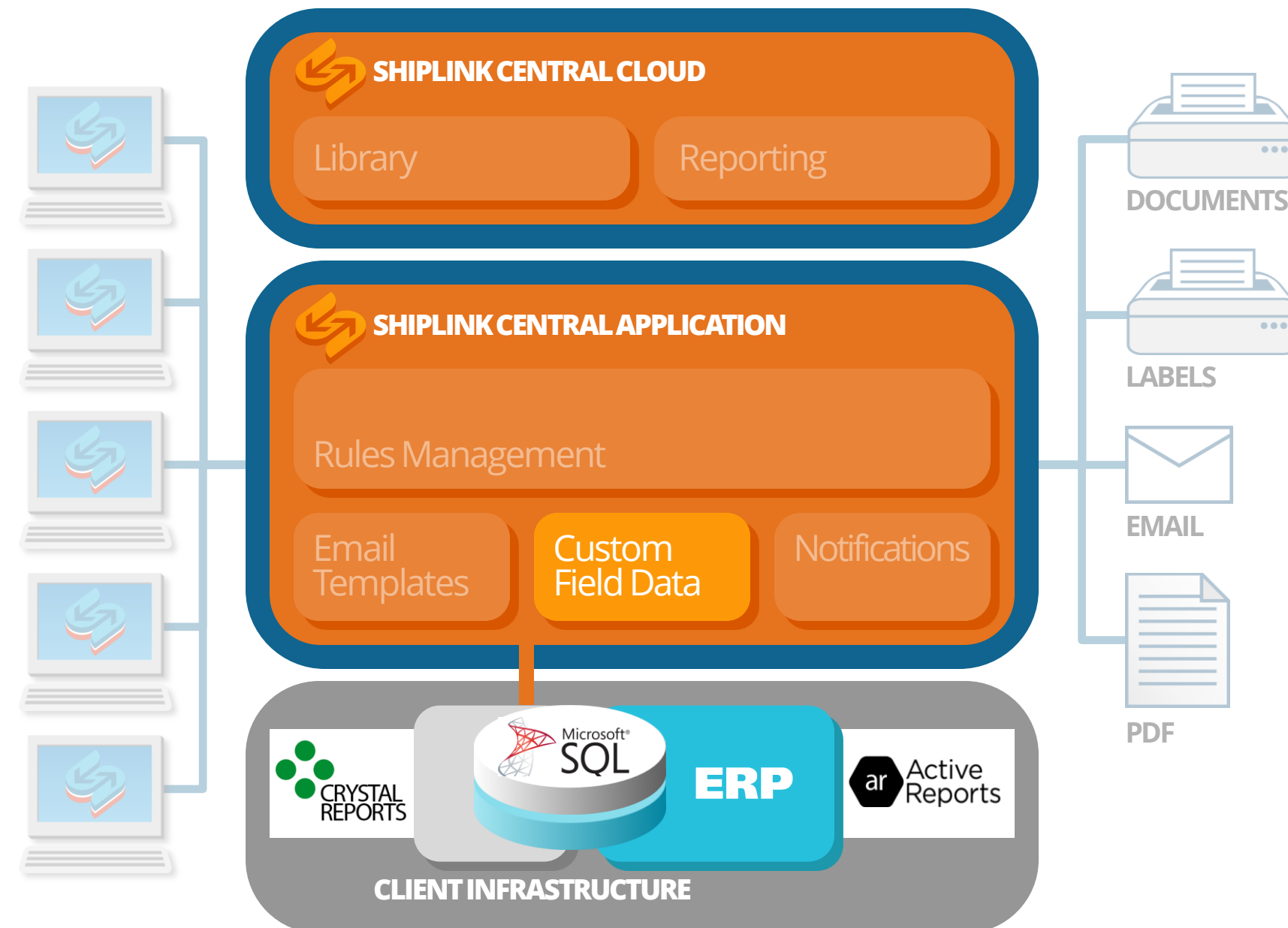


**1** Establish Rules

**2B Create PDF Output**

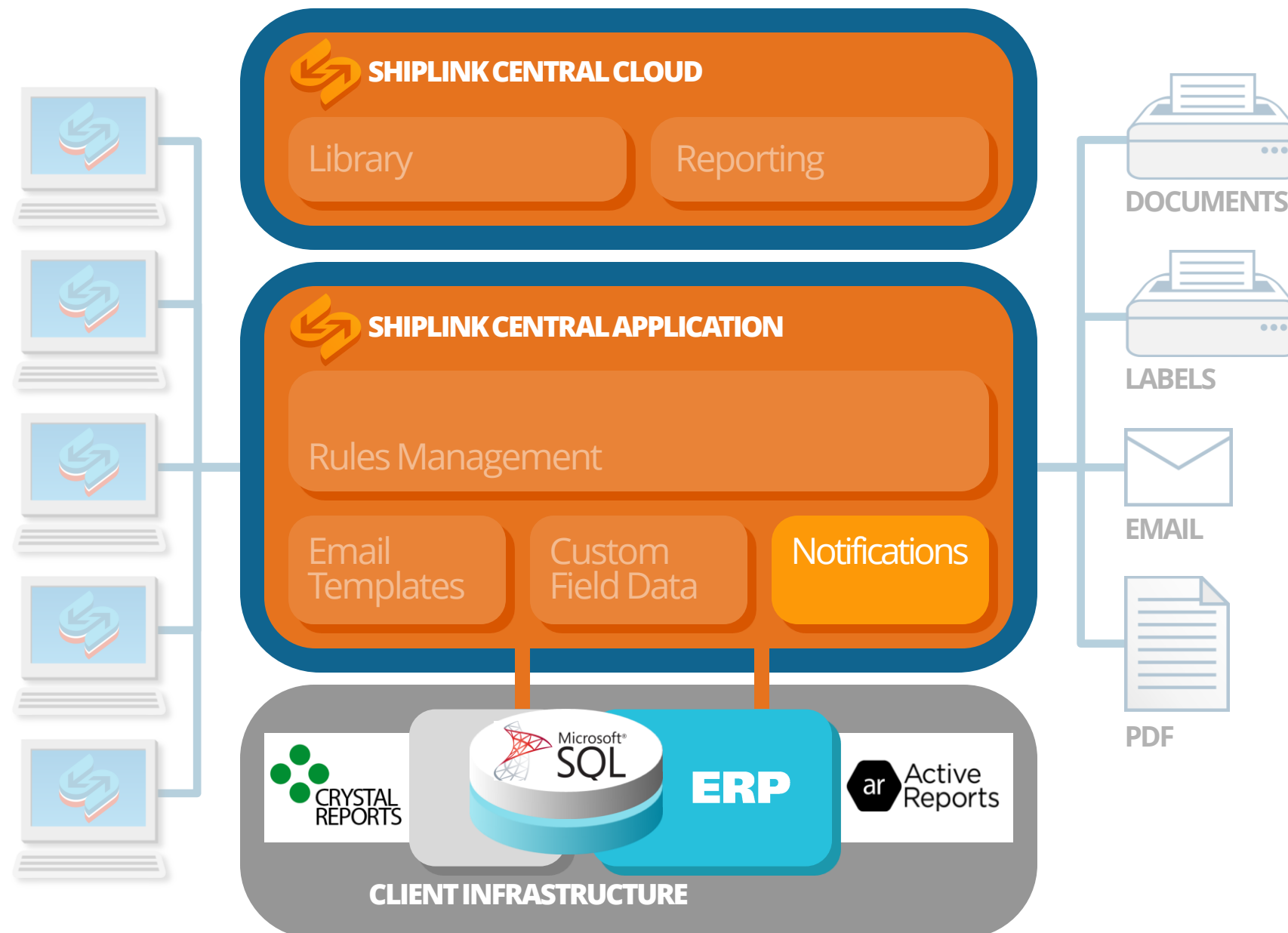
- Choose Report Writer
- ID Selection Criteria
- Create /Choose Report
- Logo/Identity
- Header Data
- Line Item Data
- Formula/Database-Generated Text
- Custom Graphics/Messaging

## Document Creation



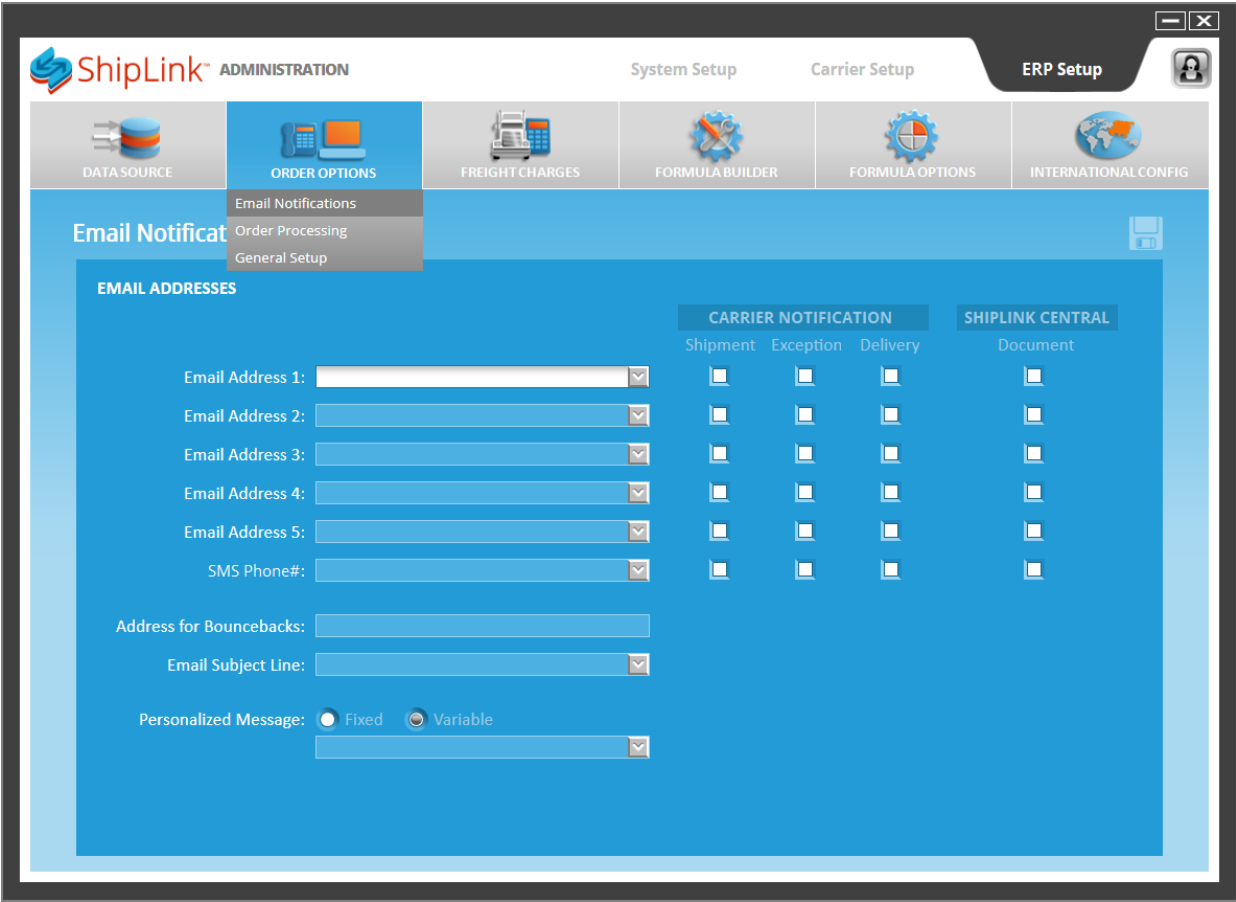
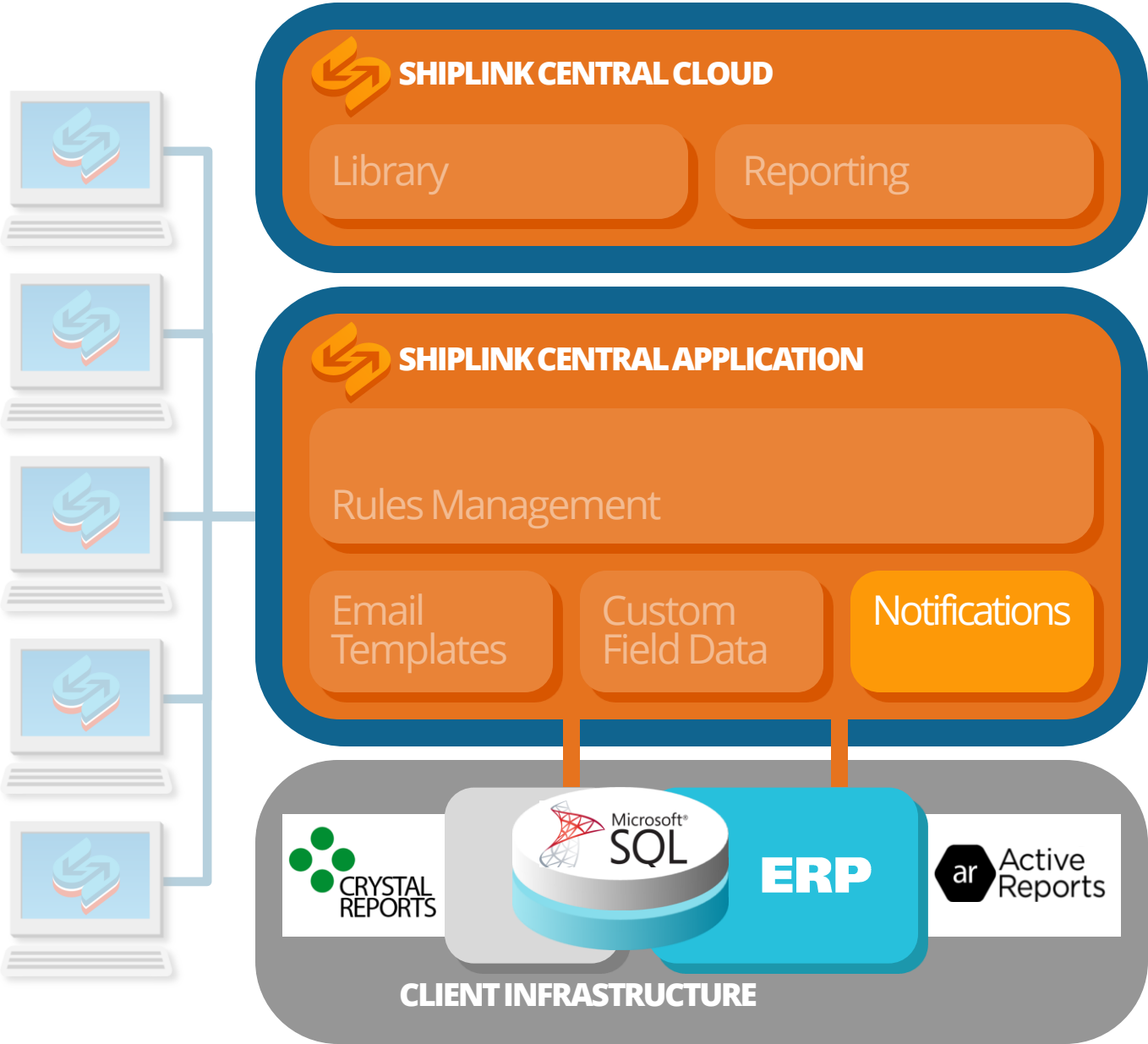
- 1 Establish Rules
- 2 Create Template
- 3 Create Custom Field Data**
  - Choose Table (Shipment, Order or Line Item)
  - Create Data Generation Formula (e.g., a formula to indicate the current Season)

## Document Creation



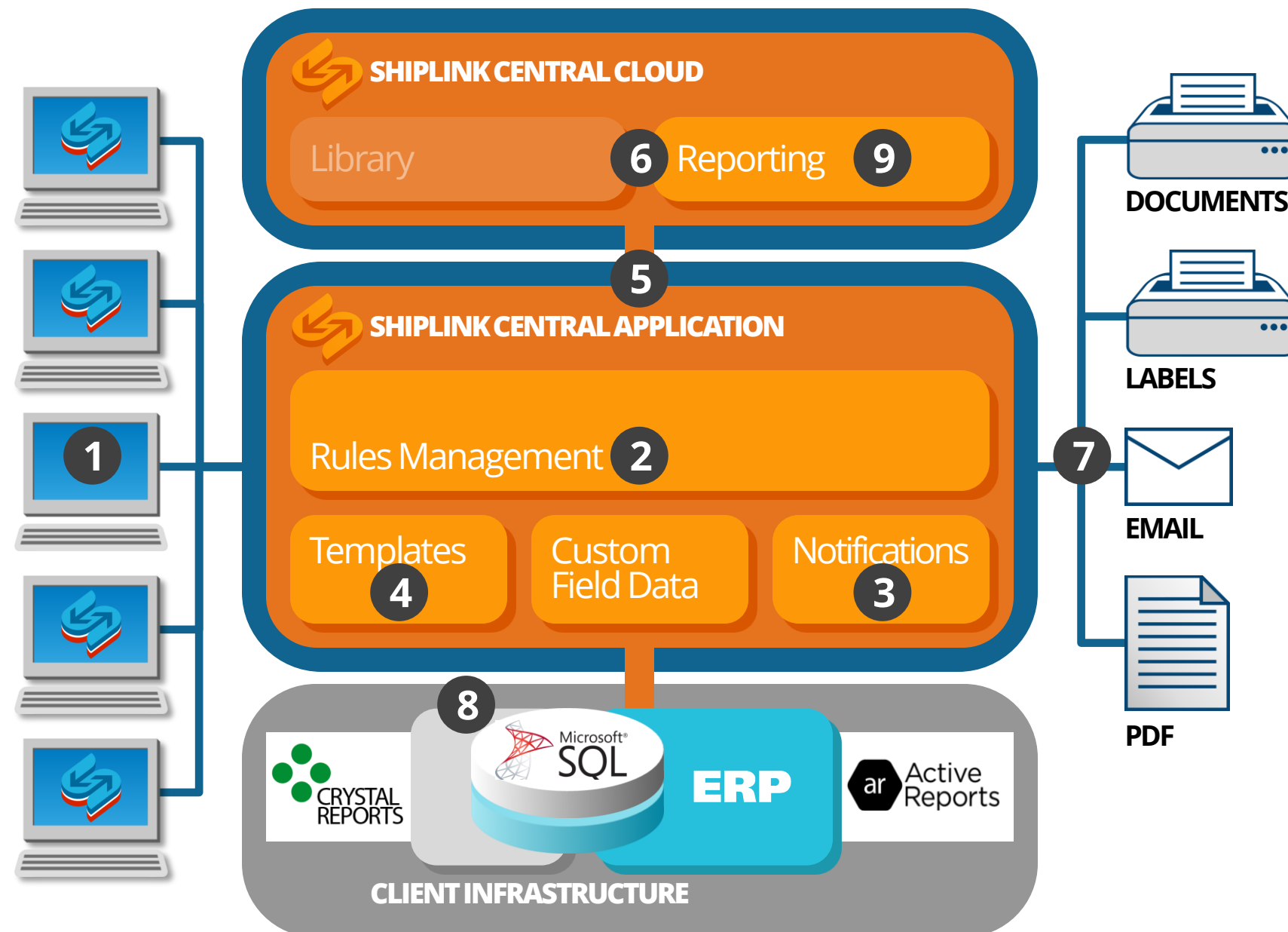
- 1 Establish Rules
- 2 Create Template
- 3 Create Custom Fields
- 4 Specify Recipients**
  - Map Email Address Fields or Create Formula

# Document Creation



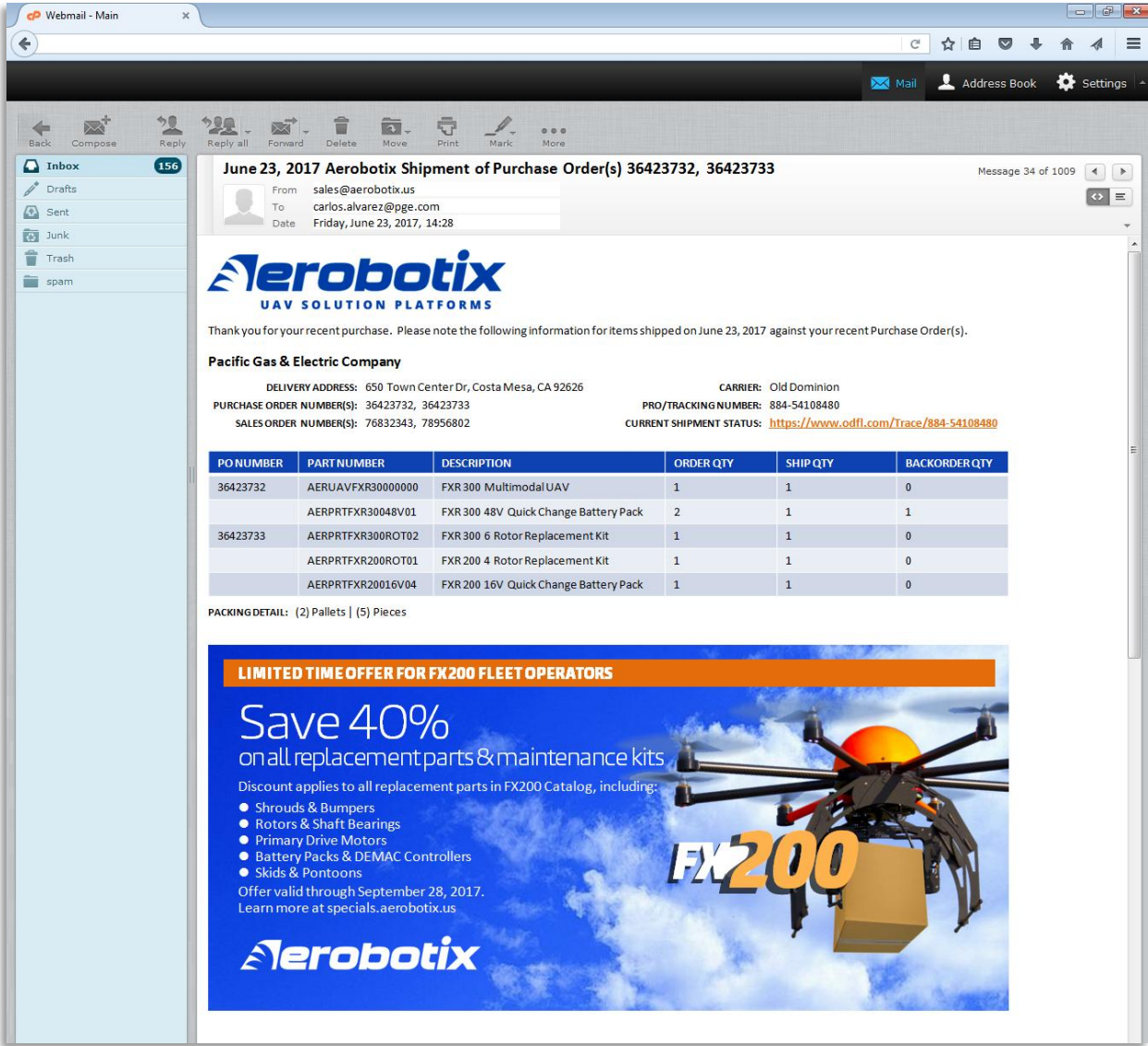
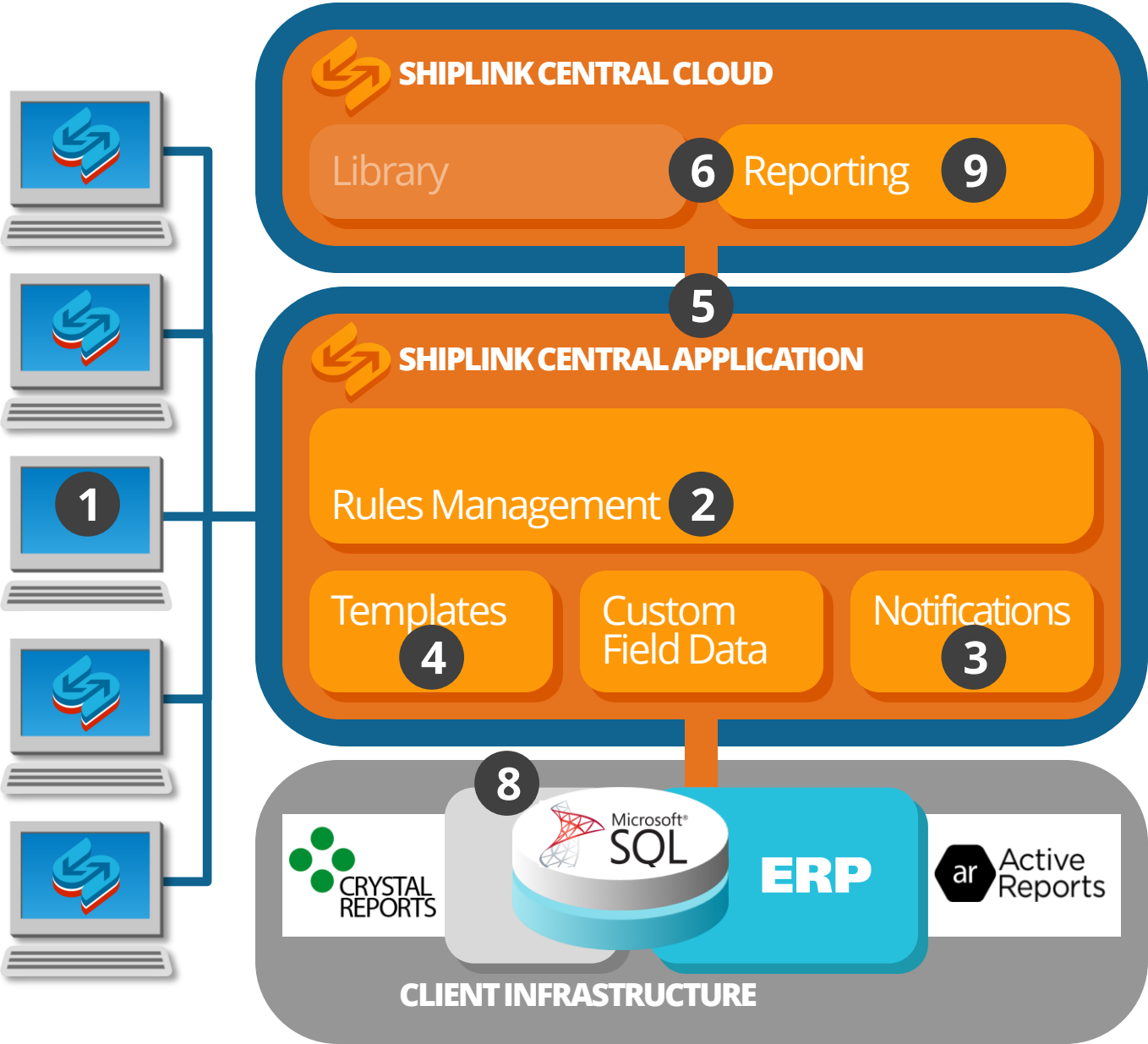


## Email Document Generation

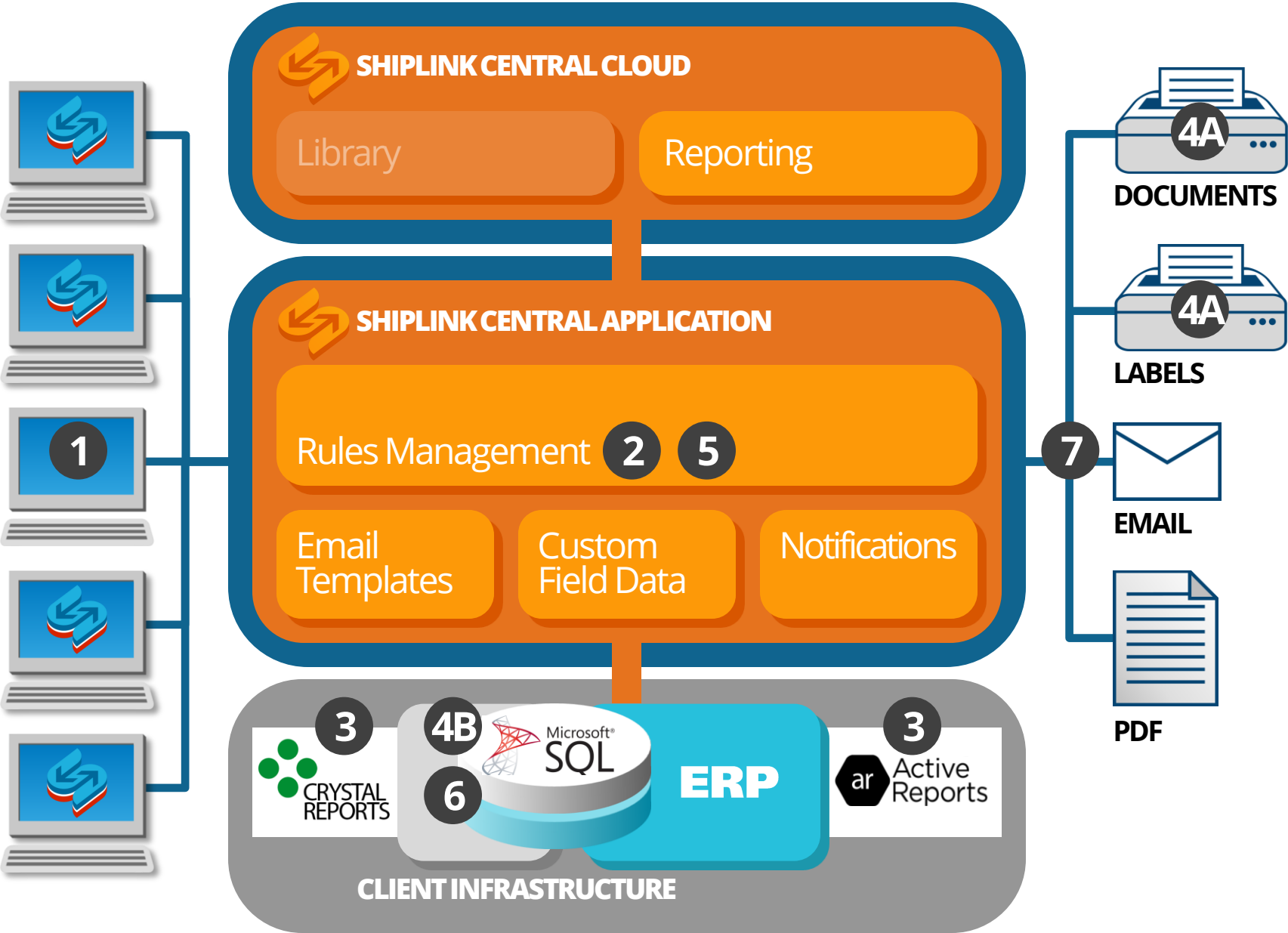


- 1 Shipment is made
- 2 Rules are invoked
- 3 Recipients are identified
- 4 Template is selected
- 5 Data is transmitted to Cloud
- 6 Email content is generated
- 7 Messages are distributed
- 8 Data is recorded
- 9 Email response is reported

# Email Document Generation

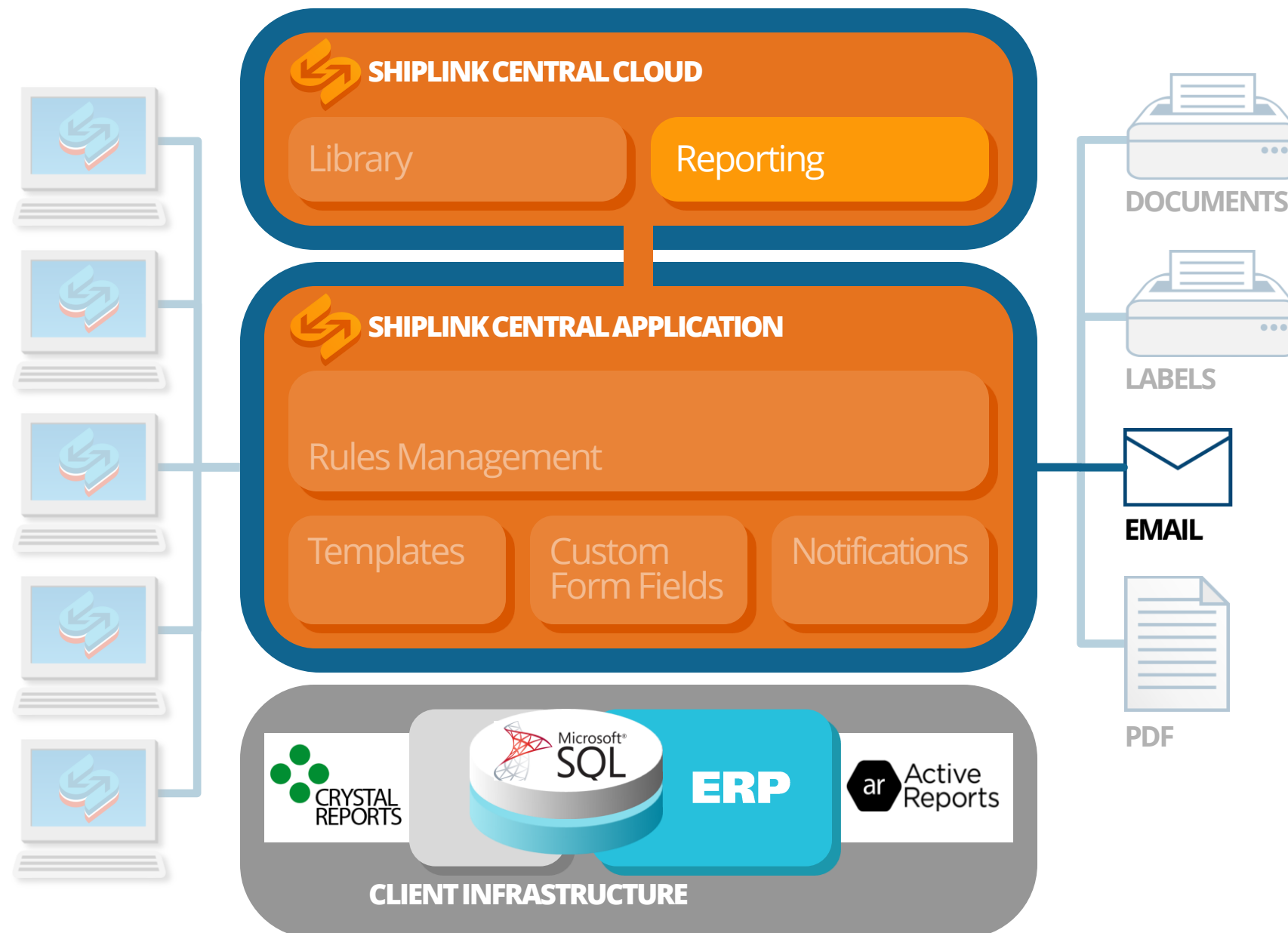


# PDF Document Generation



- 1 Shipment is made
- 2 Rules are invoked
- 3 Report is selected
- 4A Printer is identified
- 4B Drive space is identified
- 5 PDF is generated
- 6 PDF is output/recorded
- 7 PDF is attached to Email as necessary

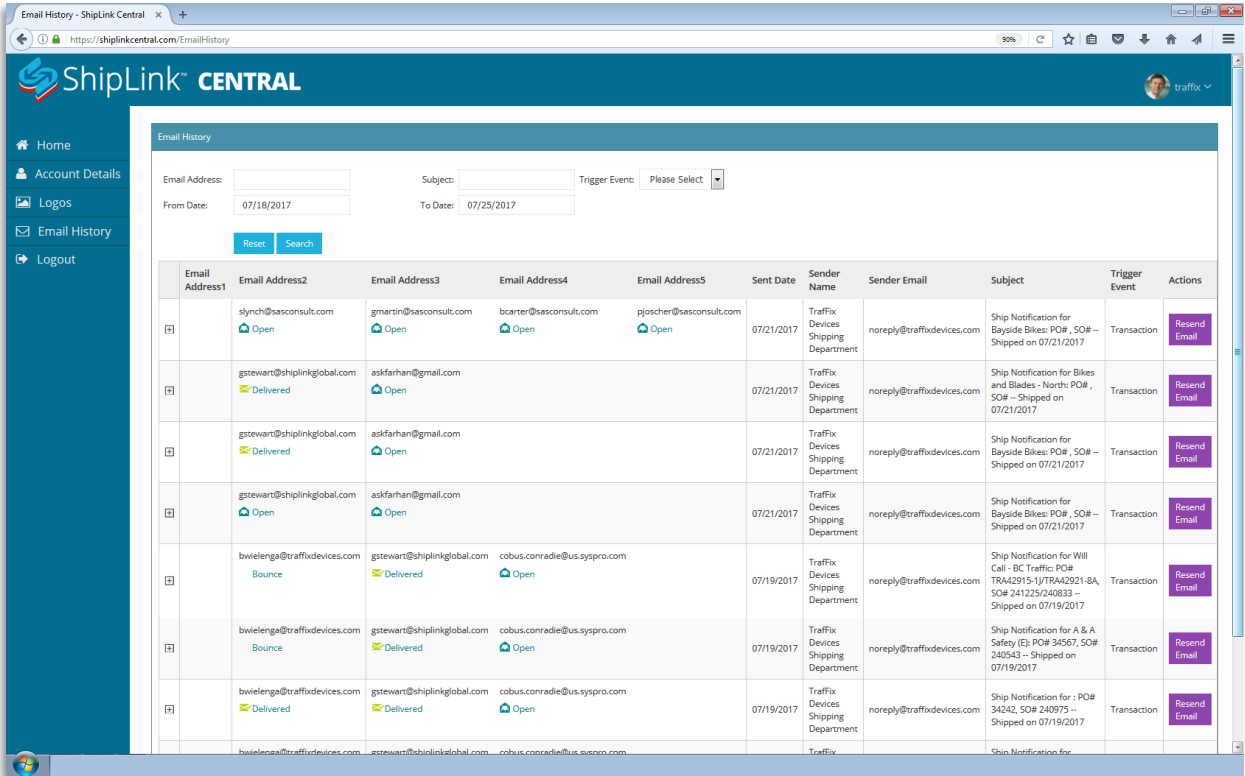
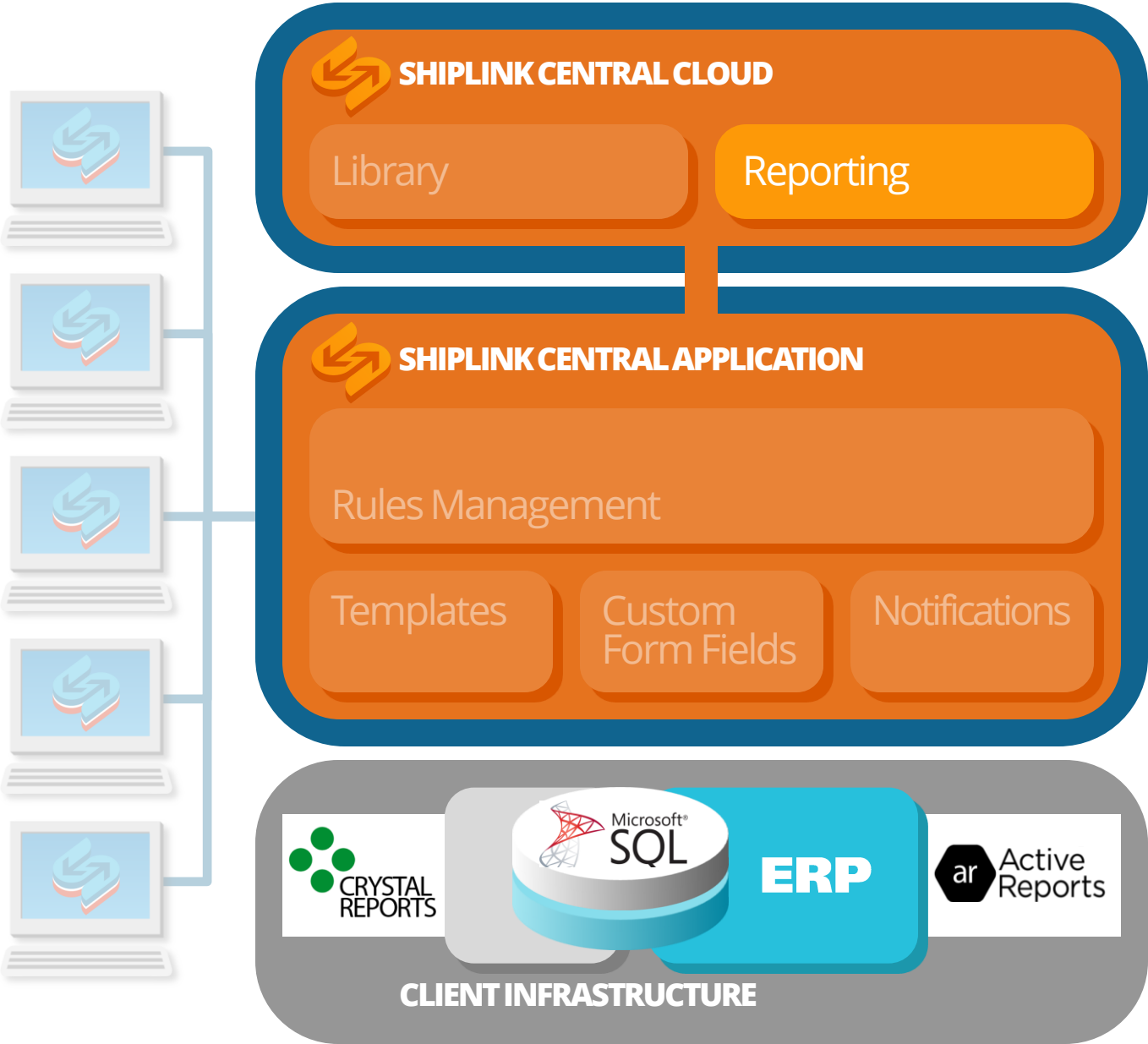
## Email Distribution Reporting



### For each document and recipient:

- Email Message Date, Sender, Subject and Trigger Event
- Delivered, Opened, Clicked-Through & Bounced Status
- Edit and Resend Capability

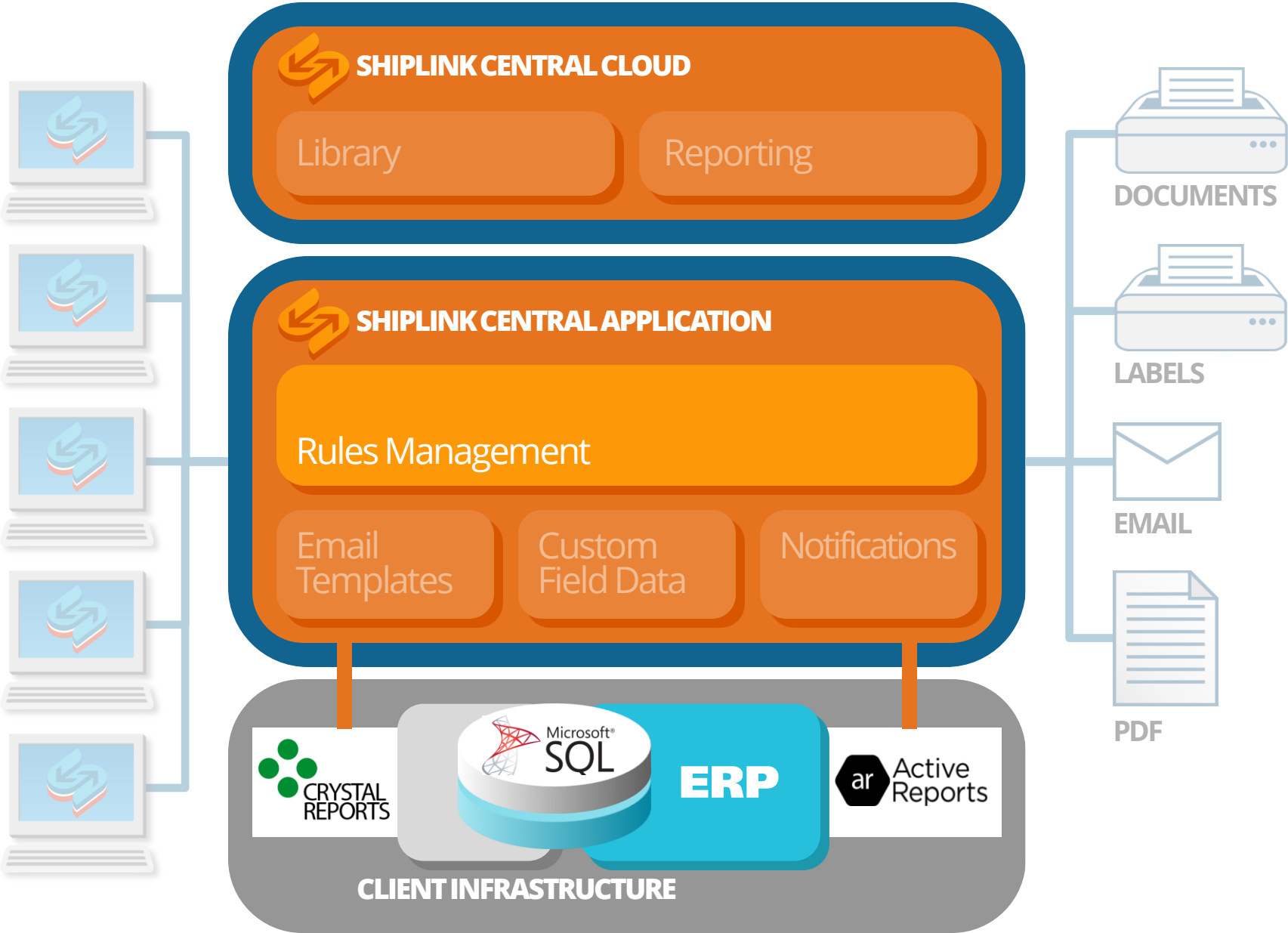
# Email Distribution Reporting



The screenshot shows the 'Email History' page in the ShipLink Central application. It includes a sidebar with navigation links (Home, Account Details, Logos, Email History, Logout) and a main content area with search filters and a table of email records.

Email Address1	Email Address2	Email Address3	Email Address4	Email Address5	Sent Date	Sender Name	Sender Email	Subject	Trigger Event	Actions
	slynch@sasconsult.com Open	gmartin@sasconsult.com Open	bcarter@sasconsult.com Open	pjoscher@sasconsult.com Open	07/21/2017	Traffic Devices Shipping Department	noreply@traffixdevices.com	Ship Notification for Bayside Bikes: PO# , SO# - Shipped on 07/21/2017	Transaction	Resend Email
	gstewart@shiplinkglobal.com Delivered	askfarhan@gmail.com Open			07/21/2017	Traffic Devices Shipping Department	noreply@traffixdevices.com	Ship Notification for Bikes and Blades - North: PO# , SO# - Shipped on 07/21/2017	Transaction	Resend Email
	gstewart@shiplinkglobal.com Delivered	askfarhan@gmail.com Open			07/21/2017	Traffic Devices Shipping Department	noreply@traffixdevices.com	Ship Notification for Bayside Bikes: PO# , SO# - Shipped on 07/21/2017	Transaction	Resend Email
	gstewart@shiplinkglobal.com Open	askfarhan@gmail.com Open			07/21/2017	Traffic Devices Shipping Department	noreply@traffixdevices.com	Ship Notification for Bayside Bikes: PO# , SO# - Shipped on 07/21/2017	Transaction	Resend Email
	bwielenga@traffixdevices.com Bounce	gstewart@shiplinkglobal.com Delivered	cobus.conradie@us.syspro.com Open		07/19/2017	Traffic Devices Shipping Department	noreply@traffixdevices.com	Ship Notification for Will Call - BC Traffic: PO# TR42015-1/TRA42921-8A, SO# 241225/240833 - Shipped on 07/19/2017	Transaction	Resend Email
	bwielenga@traffixdevices.com Bounce	gstewart@shiplinkglobal.com Delivered	cobus.conradie@us.syspro.com Open		07/19/2017	Traffic Devices Shipping Department	noreply@traffixdevices.com	Ship Notification for A & A Safety (E): PO# 34567, SO# 240543 - Shipped on 07/19/2017	Transaction	Resend Email
	bwielenga@traffixdevices.com Delivered	gstewart@shiplinkglobal.com Delivered	cobus.conradie@us.syspro.com Open		07/19/2017	Traffic Devices Shipping Department	noreply@traffixdevices.com	Ship Notification for : PO# 34242, SO# 240975 - Shipped on 07/19/2017	Transaction	Resend Email

# End of Day Closeout



**Specify:**

- Date to Close
- Allotted Processing Time (00:00)

## Output Types



### DOCUMENTS

- Packing Slips
- Invoices
- International Compliance
- MSDS
- Handling Instructions
- DVS/OmniChannel
- Vendor Compliance



### LABELS

- Chemicals/Hazardous
- Contents
- Serial/Lot
- UCC
- Vendor Compliance
- Other Compliance



## **Increases Customer Satisfaction**

- Ship Notifications + Packing Slips let customers know exactly when and what shipped.
- Tracking link provides instant status.
- Benefits extend to sales staff and customer service representatives.



## **Adds New Marketing Channel**

- Contextual promotions in Ship Notification Emails and custom-printed inserts help drive business.
- Corporate Logos and custom graphics build brand awareness and identity.

## **Cuts Shipment Processing Costs**

- Automates invoice and packing slip generation.
- Automates supplementary/required document preparation.
- Provides ERP with accurate EOD data, including shipment cancellations and carrier reassignments that would otherwise require manual entry.

## **Ensures Continuous Compliance**

- Automates the preparation and output of critical labels and documents required for particular:
  - Hazmat Materials
  - Sensitive Goods
  - Customers/Receiving

# Pricing

- ShipLink Central is offered as a metered service for a baseline fee of 10¢ per shipping transaction.
- The minimum monthly charge is \$199.00 for 2,000 shipping transactions.
- Requires minimum 8-hour initial setup fee of \$1,560.

MONTHLY VOLUME	PRICE PER TRANSACTION
First 2,000 shipments	\$199
Next 8,000 per shipment	5¢
Any additional over 10,000 per shipment	2¢

Fees apply to all shipments processed with ShipLink software.

## **Additional Information**

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