

# m2 | axis - The Merchandising Information Exchange™

At a time in which real-time information access has become a way of life, small-to-medium-sized suppliers everywhere are struggling to ensure that retailers have the most current merchandising data at all times. Standard supplier practices are often cumbersome and labor-intensive, while most software packages tend to offer expensive, proprietary solutions which create among trading partners the very inefficiency they seek to eliminate. With the introduction of m2axis, m2vc has begun to change all that.

m2axis employs powerful features to enrich the exchange of merchandising information, enabling users throughout the value chain to become more productive and effective. Consider the impact such powerful tools could have on your business:

- \* Improve productivity and efficiency throughout the value chain – m2axis makes it possible to reach all of your trading partners through a single login.
- \* Respond more quickly and more precisely to changes in the market place – With m2axis, you can create high-quality, custom prices lists and catalogs on-the-fly as needed.
- \* Reduce or eliminate revenue losses due to communication failures – m2axis makes current pricing and promotions always available to reps and retailers.
- \* Maintain total privacy and access control – Predefined authorizations within m2axis allow you to manage the distribution of sensitive information on a company-by-company or person-by-person basis.

## A DYNAMIC, MULTI-POINT REPOSITORY

m2axis is a Merchandising Information Exchange™ which employs an on-demand software application to integrate and consolidate merchandising data into a dynamic, multi-point repository. Now, for the first time, m2axis makes it possible for personnel throughout your value chain—corporate sales and marketing personnel, manufacturers' reps and field sales managers, retail partners and store managers—to have secure, round-the-clock access to state-of-the art software that allows maintenance of and access to the most current:

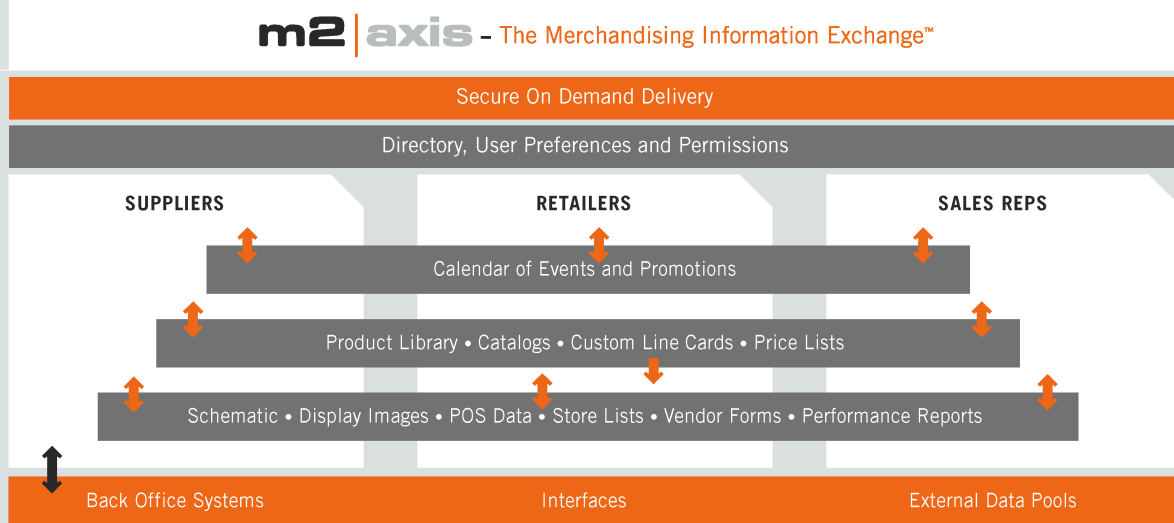
- \* Directory of all participating companies and their individual users
- \* Supplier product libraries, complete with images and specifications
- \* Customized supplier catalogs and price lists with flexible delivery options
- \* Shipment, sales performance, and POS data in easily understandable reports
- \* Downloadable schematics, planograms, display images, and logos
- \* Point-of-sale product inspection and compliance information
- \* Interactive calendar of advertising specials, promotions and events

## PERMISSION-BASED ACCESS

m2axis creates an environment in which sensitive data can be securely stored, viewed, and disseminated according to established business relationships and pre-defined authorizations. In other words, suppliers, retailers, and their partners define which members of the Merchandising Information Exchange have access to the information they post there. Thus, reps and independent brokers see the latest retailer pricing only if a supplier grants them unrestricted access to that pricing; retailers can access a supplier's custom product catalog tailored to their individual needs—again, only once the supplier has authorized them to do so. The result is a one-to-many information exchange anchored by one-to-one relationships.

**HOW IT WORKS**

By adopting m2axis, users have the chance to eliminate much of the inefficiency that currently hinders communication with their trading partners. Users manage their own profiles, preferences and content through a single login, accessible via the Internet. Once inside the Exchange, trading partners can use its powerful functionality to manage their business relationships more efficiently and effectively.



**SUPPLIERS**

m2axis lets suppliers create vital merchandising information and share it with their business partners. In the process, it enables them to empower rep companies to better represent their products to their retail partners.

- \* Maintain a product library
- \* Synchronize the library with back office systems
- \* Synchronize product data with external data pools
- \* Create and share product catalogs from product libraries
- \* Create custom pricing with flexible delivery methods
- \* Share schematics, display images and logos with retailers
- \* Upload and share shipment reports

**ABOUT M2VC**

m2vc is a provider of innovative merchandising information solutions that foster enhanced supplier / retailer collaboration. Suppliers, sales reps, and retailers rely on m2vc products to easily create, maintain, and share vital product information relating to pricing, promotion and performance. To discover how m2vc can help your business improve productivity, reduce operational costs and increase revenues, visit us on the web at [www.m2vc.com](http://www.m2vc.com) today.

**RETAILERS**

In addition to all its other features, m2axis can act as a supplier portal, allowing a retailer to create and share information with its trading partners:

- \* Put information in one place for all suppliers without involving the IT department
- \* Share store lists, new item setup forms, vendor forms, and more
- \* Access supplier price lists
- \* Create or view special events and ads on a shared calendar
- \* Share shelf schematics and other files
- \* Share POS data and performance reports

**SALES REPS**

m2axis lets sales reps log in once to access all of the product catalogs, pricing, and other merchandising information from the suppliers they represent and the retailers they service.

- \* Create custom line cards on-demand
- \* Access supplier price lists and deliver custom pricing to retailers
- \* Create or view promotional events on a shared calendar

**FREE 30-day Trial** | CALL 949.727.0640 TODAY.

Using m2axis is virtually risk-free:

- \* Quick, inexpensive implementation with minimal IT involvement
- \* No hardware or software to purchase or maintain
- \* No conflict with legacy systems or data
- \* Predictable monthly fees

