

FOUR51

— ORDERCLOUD™ —

ORDERCLOUD

OVERVIEW

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OVERVIEW

OrderCloud is an enterprise B2B commerce platform giving you the power to manage your B2B commerce, content, and customer experience across every channel and on any device. It's built with an API-First approach that enables limitless customization and extensibility.

For manufacturers, OrderCloud delivers complex multi-channel order management solutions that dramatically reduce order costs, simplify complex processes, increase order accuracy, and manage compliance.

For distribution businesses, OrderCloud provides a single interface to create multiple, customer centric, branded solutions that enforce customer buying rules and deliver customized buying experiences that today's customer demands.

For businesses requiring Custom Solutions, the OrderCloud Platform can be used to deliver any number of discrete B2B solutions including:

- Order hubs
- Content hubs
- Custom storefronts
- EE award applications
- Store operations
- Retail restaurant operations
- Countless others

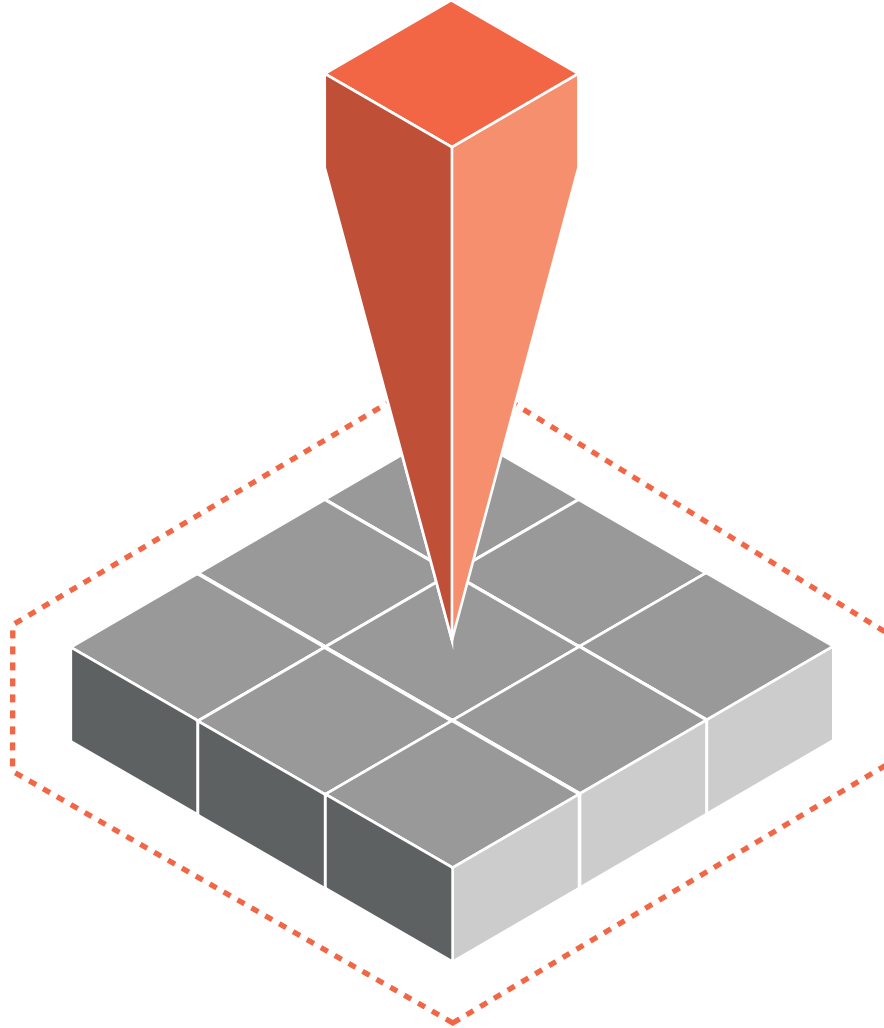
B2B VS. B2C

Since 1999, Four51 has been building up our core data model from the first line of code to address the complexity of B2B companies' needs. OrderCloud affords our clients the ability to quickly launch new buyer sites, implement complex approval processes, and enforce strict business rules. Moreover the custom workflows we build and support today are flexible and extensible like no other B2B eCommerce platform with an emphasis on the features that buyers actually need that promote efficiency and ease of use above all else. Unlike our B2C focused competitors who are just now starting to consider the unique needs of the B2B space, we have been focused on building the best, fastest and easiest B2B focused eCommerce and order management platform out there since the beginning. You'll find that OrderCloud offers the core of what companies like you need to take your unique business online and to a whole new level, and that is not something you'll find with every eCommerce provider.

THE TIME IS NOW

B2B eCommerce is brimming with potential and will continue growing rapidly for years to come. Four51 OrderCloud positions your company to be at the forefront of this fundamental and irreversible change in the way business' run. The speed, flexibility and agility afforded by our cloud-based model allows you to avoid the old barriers of costly updates and lost time found with on-premise and licensed software models. Your operations will be centralized on a platform that empowers technical resources and business process owners alike to create custom applications and sites that meet the needs of each of your various channels. Move faster, spend less, work better. It's that simple.

- Four51 offers a B2B eCommerce solution that is Faster, Easier, Better
- Agile Business - Respond to perpetual change both inside of your business and inside of the competitive landscape.
- Secure and Available - Deliver compliance and uptime.
- Predictable Costs for Growth - Our cloud-based delivery model saves you time and money.



“Almost 9 out of 10 B2B buyers would prefer to shop online, but most B2B suppliers offer little or nothing to let them.”

- Forbes.com SAPVoices



COMPETENCIES

ORDERING

Use the robust feature set within Four51 OrderCloud to accommodate the purchasing requirements of any customer in any channel. Approval rules, permissions, payment methods, cost centers, addresses, categories, product types and pricing structures - to name a few - are all at your disposal to ensure orders get placed within established business practice and on-time.

CONTENT THAT MATTERS

Every business user requires specific content to support their decision to order and the speed at which they place it. Whether it be a long and robust product description with multi-media assets, inventory, pricing and availability information or a simplified sku only ordering form, OrderCloud supports your ability to manage and deliver a value added experience.

- **Product Management — Manage your channels** with an API, web services, batch uploads and a browser based administration platform to manage all of your products, price schedules, party and application assignments. Reduce redundancy and maintenance errors common to B2B commerce management.
- **Dynamic Products — Infinite product configurations** from products that are predefined with a single SKU or through a set of established properties or products that are templated and customized to brand standards. Variable data products are easily configured, created and delivered to your channel partners while minimizing the use of precious marketing resources.

BUSINESS RULES ENFORCEMENT

Leverage the approval rules, permissions and party assignments model within Four51 to deliver an ordering experience to the right person with the right business purpose.

- **Tailored Navigation — Make it easy to place an order** by delivering navigation tailored to customers ordering requirements. Category hierarchy, navigational and pull down menus, product recommendations, search and search filtering are all mechanisms available to deliver the right experience to the right channel.



- **Rules Based Ordering — The right products for the right channel, and nothing else.** Present specific channel partners with their unique products, pricing, payment methods and other business rules to simplify the buying experience, reduce operating costs and automatically enforce compliance.

CAPTURE MORE SALES

Product descriptions, dynamic displays, availability, accompanied and replacement items are all but a few of the capabilities to incent and direct buyer behavior and deliver more value at the point of order.

- **Cross-sell, Up-sell — Leverage guided selling** by creating product groups and applying business rules to direct buyers to featured products, related products, clearance products, new products or any grouping of products the business may dictate.
- **Promotions — Make an offer** by using the power of coupons, gift cards, awards, spending accounts and company allocated point programs to deliver customer's products in the way business demands.

REDUCE ORDER PROCESSING COSTS

Inefficient or manual order processing costs rob your business of profit and frustrate users. With OrderCloud, you can automate your current inefficient workflows with new intuitive user interfaces that employees and partners want to use - driving cost out of your business and more comprehensive user adoption.

- **Automate Business Processes — The power of streamlined ordering** allows for dramatically reduced costs through the building of intuitive order management applications that tailor the user experience based on your specific business rules. OrderCloud's configurable user profiles allow you to automate complex product visibility rules, pricing plans, payment methods and checkout behavior to meet multi-channel sales requirements while custom theme and design capabilities help you maintain brand standards.
- **Manage Compliance — Order capture complexity is simplified.** OrderCloud helps eliminate rogue spending by giving users intuitive interfaces that make ordering easy and convenient. By using OrderCloud's configurable permissions and approvals engine, you can deliver completely custom experiences on a user-by-user basis - allowing your users to see exactly what they should be ordering, at the right price, from the right supplier.

AND MORE

Operational Reporting - Obtain visibility into your business
Application Management - Establish best practices and reduce risks.
Modern Applications - Each application can be templated or fully customized.
Included Scalability - The platform is designed to grow with you.
Global Enablement - Operate your business anywhere with multiple languages and/or experiences.

APPLICATION DEVELOPMENT

Delivered to the end user via a modern browser as a single page application, Four51 creates SAAS applications (such as Storefront, Approval, Employee Recognition, Corporate Identity and Proposal Generator) using the same REST API made available to customers. The REST API, with CORS enabled, exposes the domain business objects for use in creating new applications or extending the publicly available source code of the applications created by Four51.

COMPLETE APPLICATION CONTROL

Business process owners, front-end designers, and application developers can focus on the user experience across all interactions instead of worrying about expensive customizations and cumbersome upgrade processes. Together, they can build, customize and deploy workflow and custom logic to differentiate the user experience and integrate to back-end systems to meet requirements and increase efficiency.

- **RESTful API's — Define your application experiences.** Scalable RESTful API's allow OrderCloud to integrate its own deep capabilities with any number of other web applications and software to extend competencies even further.
- **Development Made Easy — Design, develop and commit code on your schedule.** Developers can create custom code, debug the code, check it into a common source code repository and deploy it to the test, staging or production environments. Whether using template reference applications as a starting point, or developing completely custom functionality using OrderCloud's REST API and B2B business objects, developers can build, customize and deploy custom workflow and logic to deliver unique user experiences at a fraction of the time and expense of traditional development.
- **Add and Capture Data — Use custom fields to extend the data model.** Custom fields are available throughout the application to define extensions to the Four51 data model. Once your data is defined, front end designers can use it to create the necessary application experience.

ENDLESS INVENTION

Choose to inherit any or all features and bug fixes created for our reference applications. Develop your own enhancements, test for accuracy, and deploy to meet your schedule.

- **Continuous Deployments — Every feature enhancement is instantly available.** Traditional licensed software requires costly and sluggish upgrade cycles. Updates to OrderCloud are delivered automatically and without disrupting your business processes. This allows for continuous innovation on the part of your own resources to update and create new applications to solve for your unique and changing needs.
- **Application Integration — Leverage the power of other applications,** key capabilities and data – enterprise-wide – with scalable RESTful APIs that allow external web applications and enterprise software to interface with all application functionality.

SCALABLE AND SECURE INFRASTRUCTURE

OrderCloud is a Platform-as-a-Service (PaaS) that runs on secure and scalable infrastructure delivering application services at 99.995% uptime across all experiences. Computing power is provisioned as needed to minimize page load times and maximize uptime. PCI DSS and SSAE 16 Type II compliance provides the security needed to run a best-in-class digital commerce presence. Our operations team continually monitors the performance of your business and watches for traffic patterns consistent with a DDoS attack, and if necessary will deploy a comprehensive operational and escalation protocol to mitigate risk and maintain the ability to take orders.



- **Scalability — Go about your business** by using a state of the art cloud infrastructure managed by Four51. The power, scalability and reliability of our architecture can manage your changing needs and scale with your utilization ensuring your order flow is not interrupted.
- **Continuous Data Protection — There is no single point of failure.** Four51 infrastructure has no single point of failure and utilizes some of the most cutting edge technologies in the SaaS market, including:
 - Database mirroring technology with automated failover capabilities
 - Continuous Data Protection (CDP) backup architecture
 - System virtualization technology
 - Intelligent, adaptive network security appliances
 - Multi-homed application architecture

Each of these components play a critical role in ensuring that the Four51 application and client data is secure, accessible and blazingly fast.



“85% of B2B buyers say they require content on B2B sites to be optimized for mobile devices, up from 69% a year earlier.”

- Internet Retailer, 2015 and Demand Gen

ORDER MANAGEMENT

OrderCloud delivers complex multi-channel order management solutions that dramatically reduce order costs, simplify complex processes, increase order accuracy, and manage compliance.

CONFIGURE THE BUSINESS

OrderCloud gives business process owners a single interface to create multiple, customer centric, branded solutions that enforce customer buying rules and deliver customized buying experiences that today's business customer demands.

- **Payment Methods — A complex business requires flexible payments.** Whether it be purchase orders, charges to cost centers, approvals, purchasing cards, credit cards or spending accounts, a workflow can be setup using any combination of payment methods to meet business ordering requirements.
- **Approvals — Apply processes to control spend.** Sequential and parallel approval rules accommodate the complex ordering requirements of today's business buyer. Configurable attributes allow you to quickly and easily create processes that map to your compliance scenarios and automate formerly arduous manual tasks.
- **Permissions — Map your business** and configure permissions at a company, group, or user level to tailor the application for product visibility, pricing, payment methods and behavior to meet channel and branding requirements.
- **Order Aggregation & Routing — Automate your supplier and fulfillment relationships** using the Four51 OrderCloud management interface. Orders across multiple channels can be self-sourced, aggregated or auto-forwarded to supply sources, with visibility into shipments, order tracking and cost schedules.



CALL CENTER

VS



B2B E-COMMERCE

OPERATIONS

With Four51 OrderCloud your team members have the ability to manage site preferences and operations quickly and easily. Administrators can control levels of access, roles and permissions for other individual users allowing them to delegate tasks with the appropriate levels of responsibility and control according to their needs.

AUTOMATE COMPLEX GO TO MARKET OPERATIONS

Multi-channel, multi-brand, multi-language, multi-everything. Your business is unique and the processes you use to run it are too. OrderCloud gives you the B2B platform to run your unique operating processes — based on your requirements, your markets and your desired outcomes.

- **Call Center Operations — Enable call center operations with OrderCloud applications** that automate complex ordering scenarios and put intuitive order entry into the hands of users themselves. Reduce error rates, ensure compliance, take orders 24x7 from around the globe, and reduce transaction costs while letting your call center reps handle more pressing customer service issues.
- **Sales Operations — Support your multi-channel sales strategy** with an order management system that works for your unique business. OrderCloud allows all your channels Direct Reps, VAR's, End Customers, and Partners —to order from you using a single application. Map multiple price schedules by user type, show product configurations based on users, build in approval processes, and create custom workflows all within a single management interface that reports back to you with dashboards and data showing you what's happening in real-time. Easily integrate to CRM and ERP systems for closed loop reporting and customer views.
- **Multi-brand Operations — OrderCloud allows you to support multiple branded experiences from a single management interface.** If your go-to-market requires customer branded storefronts, distributor or partner branded storefronts, or multiple product brands that need separate user experiences then OrderCloud is the right platform for you. OrderCloud helps reduce product administration by allowing you to share product information across sites. It replicates brand experience through state-of-the-art theming and site design capabilities, and allows you to produce user, group, or company wide experiences through simple configuration. OrderCloud puts you in charge with a single control center to easily manage your different branded experiences.
- **Multi-Location Store and Branch Operations — Centralized control for decentralized ordering.** Allow remote locations to get what they need when they need it — custom "location specific" marketing materials, point-of-sale materials, uniforms, fixtures, office supplies, printed materials, banners, posters — whatever your remote locations need to run their business OrderCloud can support. Map multiple price schedules by user type, show product configurations based on users, build in approval processes, and create custom workflows all within a single management interface that reports back to you with dashboards and data showing you what's happening in real-time. Easily integrate to CRM and ERP systems aggregated reporting.



SOLUTIONS

MULTI-CHANNEL OPERATIONS

SIMPLIFY AND AUTOMATE ORGANIZATIONAL COMPLEXITY

Four51 OrderCloud provides the right tools to create and operate your order management solutions in ways that eliminate and streamline antiquated operational processes, reduce operating cost and complexity, and enable you to enforce your business rules across channels.

Complex Channel Management — Enforce the right rules for the right channel Map all your business rules and processes into a centralized environment that automatically maintains compliance and simultaneously allows you to decentralize ordering. View customer data including their groups and users, product and category access, price schedules, purchase methods, purchasing history, business rules and channel access.

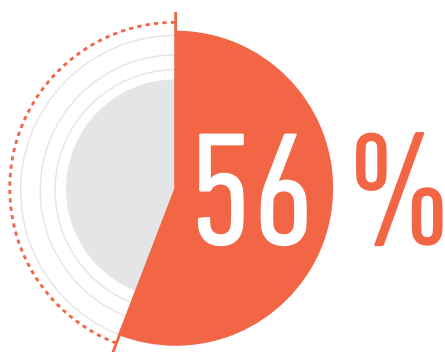
Channel Optimization — Different channels have different needs An intuitive and powerful web interface allows you to easily configure business rules to deliver a tailored experience for any channel. From a single platform, create completely different multi-channel user experiences for Sales Reps, Direct Customers, Customer Support and any other channel based on their specific order entry requirements.

Device Aware — Use with any device at any time. Responsive design allows content to automatically fit to the constraints of the device being used to view it. Four51 OrderCloud allows you to rapidly develop and deploy applications that are optimized for any device without having to worry about content formatting.

Channel Assignment — Optimize and enforce what your channel sees OrderCloud's multi-tenant architecture simplifies product information management by allowing you to create and share product information across your channels, categories and sites. Robust permissions and approval capability let's you dictate which partners see the products, prices and categories they are supposed to see - without having to manage multiple product instances.

Manage Available Inventory — Simplify inventory with complex catalogs Provide your business buyers with visibility into product inventory including the opportunity to sub-categorize inventory for product properties like size, color, weight etc. Create rules which notify users when stock drops below a certain user defined thresholds and allow specific designated users to place replenishment orders. Our REST API allows you to connect back office inventory levels to user applications.

Global Support — Currency and Content by locale At Four51, our mission is to make it easy for your online users to do business with you, no matter the location, size or complexity of your enterprise. Highly branded sites can be configured for culture and currency so you can quickly and easily set up new sites for different locations or partners around the world.



“56% of those buying from B2B eCommerce sites frequently use their mobile phones to view those sites.”

- Internet Retailer, 2015

MULTI-CHANNEL APPLICATIONS

MANAGE MULTIPLE APPLICATIONS ACROSS MULTIPLE CHANNELS

Four51 OrderCloud provides the tools your business needs to efficiently power a multi-channel digital commerce strategy in a cost effective manner. Using our platform as a centralized point to manage all of your channels and integrations you are enabled to extend limitless applications for use by all your internal users and external channels whether for order management or operational efficiency.

Full Procedural Control — Control all of your channels

OrderCloud allows all your channels - Direct Reps, VAR's, End Customers, and Partners - to order from you using a single application. Map multiple price schedules by user type, show product configurations based on users, build in approval processes, and create custom workflows all within a single management interface that reports back to you with dashboards and data showing you what's happening in real-time. Easily integrate to CRM and ERP systems for closed loop reporting and customer views.

Channel Application Management — Customize or clone applications across channels

OrderCloud's powerful administrative controls allow you to efficiently select which attributes or actions you want to display and enforce across channel applications, or apply granular control to tailor your buyers' experiences to each specific channel. For example, using built in "cloning", and "Template User" features you can easily create, share and replicate roles and permissions within and across sites.

Enforce Rules Across Channels — Administrative control at the company, group or user level

OrderCloud allows you to support multiple branded experiences from a single management interface. If your go-to-market requires customer branded storefronts, distributor or partner branded storefronts, or multiple product brands that need separate user experiences then OrderCloud is the right platform for you. OrderCloud helps reduce product administration by allowing you to share product information across sites. It replicates brand experience through state-of-the-art theming and site design capabilities, and allows you to produce user, group, or companywide experiences through simple configuration. OrderCloud puts you in charge with a single control center to easily manage your different branded experiences.

Developer Friendly — Every aspect of the application is completely customizable

Developers can create custom functionality and deploy it across multiple channels. Whether using template reference applications as a starting point, or developing completely custom functionality using OrderCloud's REST API and B2B business objects, Developers can build, customize and deploy custom workflow and logic to deliver unique user experiences at a fraction of the time and expense of traditional development.





“While many may see APIs as just a technical concept, they clearly overlook the rising Strategic Significance of APIs. Particularly with the internet of things bringing digitization to all kinds of products and services, the influence of APIs is growing far beyond technology firms.”

- Harvard Business review,
The strategic significance of APIs 2015

INTEGRATIONS

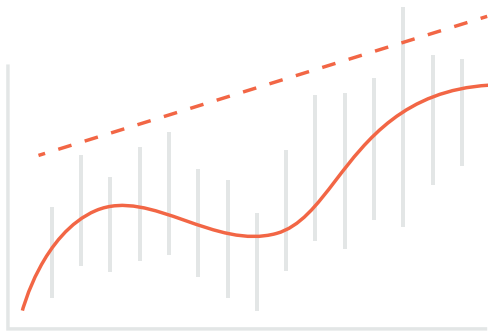
LEVERAGE EXISTING TECHNOLOGY INVESTMENTS

Extend and deepen your digital footprint by accessing and combining data from your Enterprise platforms. In order to help your business and channel partners work together seamlessly, OrderCloud provides a RESTful API integration strategy that extends the use of the platform and helps to streamline workflows within and between companies.

- Buyers require integration into native procurement systems that manage multiple vendors, or they may require the ability to sign into Four51 from an internal system.
- Selling entities require integration to their customer systems, their back-office systems, and their supplier systems.
- Suppliers require integration of orders into their production systems as well as ways to integrate their product catalogs into upstream sales channels.

OrderCloud's integration capabilities address these challenges and allow companies to maximize existing processes and systems.

- **ERP\CRM Integrations — RESTful APIs enable integration with nearly any application.** In response to the demand for integration between back-end and front-end systems, Four51 offers a comprehensive set of endpoints that access all OrderCloud resources to provide for end-to-end integration between Four51 and our customer's systems. The API can be used for common ERP integration requirements to receive order data and send back shipment data, manage catalog/user data, and build custom business rules within the checkout process.
- **Platform Integrations — As the digital economy continues to disrupt existing business processes and systems,** it is imperative for enterprises to bring together their technologies where they intersect. RESTful APIs are the best way for central IT and its partner ecosystem to manage the confluence of cloud based technologies like Four51 OrderCloud. Whether it is a Single Sign On from another platform, a PunchOut integration with another procurement system or a mashup of application functions, Four51's full coverage API is ready to be used.



“Seven out of 10 marketing executives plan to increase their spending on data analytics for decision making over the next 3 years.”

- eMarketer, 2015

PROFESSIONAL SERVICES

Experienced and specialized professionals focused on B2B e-commerce, Four51's Professional Services helps businesses effectively create and manage solutions for their complex, multi-channel operations.

EXPERT RESOURCES TO MAXIMIZE YOUR SUCCESS

Four51's team of experts helps you optimize the use of the OrderCloud platform by working with you to design solutions: use industry best practices, and streamline implementations. Our professional services resources are experienced in delivering large, complex, multi-channel solutions and can provide insight on catalog configuration, integrations, architecture, and customization.

MANAGED SERVICES EXTEND YOUR STAFF

Have other things to do besides managing your order management solution? Let Four51's experts handle everything for you. From requirements definition to implementation to ongoing solution management, we can take care of everything for you. We will be on your staff and deliver the seamless solution experience you need.

A man with short, dark hair and a light beard is looking down at a laptop. He is wearing a light-colored, button-down work shirt. The background is a blurred workshop or office environment. The entire image has a blue color overlay.

CASE STUDIES

By Industry

MANUFACTURERS

Customer Case Study: Burroughs
Multi-Channel Order Management and
B2B Commerce Solutions



INTRODUCTION

For manufacturers, OrderCloud delivers complex multi-channel order management solutions that dramatically reduce order costs, simplify complex processes, increase order accuracy, and manage compliance. Map your channel management rules right into the OrderCloud platform and control product views and pricing to multiple channel audiences in a single interface. Create unique configure-price-quote scenarios for complex products and allow users to order based on their relationship with you. Manage the distribution of product manuals and marketing materials, allowing partners to customize and co-brand materials based on your brand standards. Automate all your complex ordering processes and deliver them to your production and CRM systems 24x7, all while consistently reducing your transaction costs.

CHALLENGES

- 1 Replace Oracle iStores to support worldwide sales of Burroughs' products
- 2 Automatically recognize and apply unique pricing, purchasing and merchandising rules based on different channel partner user types including Distributors, Internal Sales, and multiple customer types.
- 3 Accept multiple payment methods and integrate with accounting, manufacturing supply-chain, and inventory

SOLUTION

- Four51 created an OrderCloud solution for Burroughs delivering a cloud based order management containing more than 2,000 products that allowed for:
 - Easy product management from multiple admin roles
 - Real-time integration to ERP for pricing, shipping, inventory and order validation
 - Cross Sell/Up Sell merchandising, specialized pricing, and custom messages based on buyer sign-on

RESULT

- Enabled a cost effective and easy to administer platform requiring no IT staff to deploy and manage
- Massive cost savings generated from quick deployment and easy to use interfaces
- Streamlined order management and multi-channel merchandising
- Delivered automated order processing, significant error reduction, and reduced staffing costs through user self-service
- Scalable and unified Customer Ordering experience across every buyer type

ABOUT BURROUGHS

- Founded in 1886
- Recognized as the world leader in image processing technology from web-enabled branch and merchant capture devices to high-speed readers and sorters
- Provides a variety of complementary payments products such as check scanners, servers, ATMs, kiosks, intelligent safes, printers, supplies and device monitoring software

WHOLESALE DISTRIBUTORS



Customer Case Study: Staples
Wholesale Distribution B2B Commerce
Solution for Enterprise Accounts

INTRODUCTION

For distribution businesses, OrderCloud provides a single interface to create multiple, customer centric, branded solutions that enforce customer buying rules and deliver customized buying experiences that today's customer demands. From customer specific product catalogs with unique business rules to branded customer experiences with automatically enforced compliance to general access catalogs with buying experiences defined by user logon, OrderCloud delivers what you need, how you need it.

CHALLENGES

- 1 Manage 400+ uniquely branded B2B storefronts from a single platform
- 2 Improve control over pricing, merchandising, and service by eliminating supplier technologies from the customer-facing solution

SOLUTION

- Staples deployed Four51's OrderCloud platform to deliver a cloud based B2B Commerce solution to its corporate contract customers:
- Individually branded private corporate storefronts managed from a single admin interface
- Granular permissions engine drives user, group and company administration at the catalog level
- Shared product capability across catalogs for streamlined administration
- Robust serial and parallel approval engine allows mapping of individual company purchasing rules
- Real-time integration to ERP for pricing, shipping, inventory and order validation
- Cross Sell/Up Sell merchandising , specialized pricing, and custom messages based on buyer sign-on

RESULT

- Provided a non-capital intensive, predictable investment and require no IT involvement
- Automated order workflow and integrated with ERP systems
- Rapid deployment enabled Staples to be up and running in less than 30 days
- 400+ unique storefronts, 20,000+ monthly orders, fully automated order management

ABOUT STAPLES

- A global company with retail and delivery businesses serving customers in 25 countries
- In addition to its 1,800 retail locations and online B2C site, Staples supports enterprise B2B Corporate Accounts through its SPS division

FRANCHISE OPERATIONS

Customer Case Study: Papa John's
B2B eCommerce Retail Resource Hub



INTRODUCTION

For franchise operations, OrderCloud provides a central platform for franchise locations to order everything they need to run their businesses. From food ingredients to fixtures to customized point-of-sale and localized marketing materials, OrderCloud allows franchisors to control the distributed ordering of operational and branded supplies while simplifying complex ordering processes and dramatically reducing support costs.

CHALLENGES

- 1 Papa John's needed to migrate from a time-sensitive Call Center to 24x7 Online Order, so franchise owners and operators could order everything required to operate a given location
- 2 Everything required includes food items, facility items, and local store marketing merchandise

SOLUTION

- Papa John's implemented OrderCloud for enterprise retail operations
- OrderCloud allowed Papa John's to create and provide a customized online order management solution for 4,000+ pizza store locations

RESULT

- Created a custom OrderCloud platform for unlimited product categories
- Enabled 24x7 online ordering for over 4,000 locations
- 7,000 users, 15,000+ monthly orders fully automated and integrated
- Responsive Design enables tablet and mobile device ordering

ABOUT PAPA JOHN'S

- Founded in 1985
- 20,700 employees
- Operates and franchises more than 4,000 delivery and carryout pizza restaurants worldwide

A man and a woman are looking at a tablet together. The man is holding the tablet and pointing at the screen, while the woman looks on. The image has a blue overlay and a white text box in the center.

THE ORDERCLOUD APPROACH



Honeywell



NETFLIX



Datacard Group



QUANTIFYING THE IMPACT OF ORDERCLOUD

Quantifying the financial impact of a platform investment is tremendously simplified in our cloud-based model. Compared to premise based software, our model provides these tangible financial benefits:

SPEED TO MARKET

Our private cloud infrastructure provides instant deployments without the need to provision hardware or install software. You can immediately begin to apply business rules, configure sites, map processes and empower your sales and marketing teams with custom applications.

MANAGED INFRASTRUCTURE

Our platform approach includes everything you need. We do the work of managing the infrastructure, hosting, CDN, disaster recovery, maintenance and security.

LESS COST

IT resources are scarce and expensive. Our model eliminates many fixed IT investments while maximizing your existing resources. And with the built-in scalability of our cloud platform, you can grow without worrying about keeping up with technology. It is all included in your subscription.

LIMITLESS INVENTION

Business process owners, front end designers and application developers can focus on the user experience across all interactions instead of worrying about expensive customizations and cumbersome upgrade processes. Through seamless upgrades, they can take advantage of the newest technologies, all delivered behind the scenes.

FASTER, EASIER, BETTER

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Since 1999, Four51's model has been able to remove the complexities of deploying innovative software solutions and allow businesses to stay at the forefront of technology at an economic value that simply cannot be attained elsewhere. Our cloud-based platform, along with a pricing model that is aligned to delivering real business value, allows our customers to manage the complexities of their B2B operations while dramatically reducing costs.

Our clients manage multiple channels, across many geographies, with multiple brands and they do it all without the constraints or operational challenges of traditional software. We help them focus their time, energy, and investment on growing their revenues, while OrderCloud automates many of the underlying operating processes that exist in complex B2B environments.



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