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The Generator:

A Web-Based System Featuring One-Time Entry Of Product Data
Repurposed Through Powerful Sales and Marketing Channels

Core Features and Benefits:

- Totally integrated system features “one-time entry” of product data
- Provides a world-class B2B website
- Instantly repurposes data throughout the entire system
- Simplifies and streamlines catalog and printed promotional materials
- Focuses on reducing production costs and decreased lead times
- Increases productivity and profitability of dealer sales initiatives
- Adds new dynamics of instant promotion via Internet, eNetwork, mail, FAX and email

FAST RETURN ON INVESTMENT (ROI)

The Generator creates a unique profit stream that pays for the system

You can build substantial recurring profits

Low number of eNetwork Stores help to achieve break-even status

You will receive a percentage of the monthly revenue from every dealer who purchases a website

Your share increases as the number of eNetwork stores grows

Build immediate and residual income from your eNetwork

Sell Ad Banners to manufacturers and vendors for placement on your B-to-B website

YOUR VENDORS SUPPORT AND UPDATE THE SYSTEM

Your vendors can update your products

You determine the frequency of the vendor updates

Vendors are reminded via email to update the system

You can place ad banners on dealer websites that support vendors

Dealers ALWAYS have the latest and most up-to-date info available

Vendor updating saves time and money while ensuring accuracy

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eCommerce Channel:

WORLD-CLASS B2B WEBSITE ENCOURAGES DEALERS TO BROWSE AND BUY



- The Generator automatically creates a powerful B2B website for dealer access
- New dealers can apply for an account online
- Visitors only see list prices, dealers see customer specific pricing
- Dealers can check prices, place orders, view order status, manage their accounts, edit credit card and contact information and more!
- You can show stock levels if desired and availability status
- New, sale and close out items are updated instantly

DEALER SHOWCASE WEBSITES AND IN-STORE KIOSK



- A Showcase features only your products
- Designed to be a multi-purpose promotional sales tool for your dealers
- Dealers can use on its own or link to their current website
- Powered by our secure and easy-to-use shopping cart system
- Can serve as a "In Store Kiosk" and utilized as your dealer's "online warehouse"
- Products are constantly updated by your Generator
- Dealers can easily add up to 6 pages of information including: store news, information, directions, meet our staff, events, FAQ's, policies and much more.

BUILD A DEALER eNETWORK AND YOUR OWN BRANDED WEBSITE SOLUTION



- Offer your dealers a full-featured eCommerce website solution customer websites
- The Generator "feeds" your designated products to your eNetwork customer website
- The Generator automatically updates the entire eNetwork of stores
- You can push new, sale and close-out items to eNetwork stores
- You can place banner ads on eNetwork dealer websites
- Saves time and increases marketing output
- We build the dealer websites and charge them a monthly fee of which you receive a portion which reduces your monthly fee
- Your sales crew qualifies dealers and supplies us with the dealer information
- We follow-up with the dealer and close the sale on YOUR behalf
- Dealers can easily customize their feature-rich websites

Print Channel:

CREATE BEAUTIFUL CATALOGS

- Create wholesale and retail catalogs instantly
- Produce Product Catalogs with accurate retail/wholesale prices
- Flexible catalog creation allows you to produce catalogs sorted by brand, categories, suppliers, etc.
- Dynamically produces multiple formats that can be exported and further edited if desired



INSTANTLY CREATE PRODUCT SALES FLYERS, POSTCARDS AND SELF-MAILERS

- Produce sales flyers and self-mailers as quickly as you can click your mouse
- Instantly produce print-ready media with substantially less cost and production time
- Automatically inserts company logo, addresses and bulk mail indicia



PRODUCE CD-ROM DIGITAL CATALOGS

- Save printing costs by sending out CD-ROM catalogs
- Hyperlinked to your B2B website
- Dynamically creates the Table of Contents and Index



EMAIL AND FAX MARKETING

- Dynamically create full color Product Specials Email Blasts that can be sent to your customers
- Blasts are hyperlinked to your website and promote immediate dealer response, click-throughs and purchases
- Fax version in full color is simultaneously created and is output as a PDF file
- Dynamically created order form





FEATURES:

BENEFITS:

Eliminates redundant manual entry of product and pricing information	Enter information one time and the system intelligently channels data to the appropriate areas
Eliminates the duplication of efforts in multiple applications	Saves time and money by channeling information from one source
Minimizes duplication of print and internet merchandising and production workflow	Effectively and accurately manages the product data used for simultaneous print and internet production
Reduces costs and creates dramatically shorter lead times for printed publishing	Provides immediate real-time e-publishing and eCommerce media production
Provides for increases in the effectiveness of the workflow	Enforces accountability and predictability throughout the production process.
Associate product pricing and/or attribute information directly to the intended media or to multiple instances across print channels or internet media	Updates the entire system with minimal actions. Easily channels target data to the appropriate applications
Reduces end-to-end media development time and cost by 40% to 70% and eliminates wasteful paper-based approval processes between departments	Saves production time and speeds up the cycle. The system provides easy ways to check work and progress
Minimizes errors and reduces correction cycle time by 90 percent or more.	Instantaneously updates the entire system and pushes corrected and new data to the network
Facilitates increased continuity, localization and/or personalization across media platforms	Use the system's flexibility to personalize your output across all channels including print and Internet
Increases marketing, merchandising, and advertising effectiveness while enhancing brand portability.	Allows you to focus on selling and eliminates the need to micro-manage your production efforts
A Generator-based system workflow enforces accountability and ensures predictability throughout the production process	Rock solid technology and ease of use creates confidence in both the system and the versatile output you create
Browser-based, secure and easily accessible from anywhere with an internet connection	Flexibility to access the system from any location. Great for companies that have multiple locations and offices
Minimal System Requirements	We do not require you to provide us any confidential product cost, vendor or supplier information. Your proprietary information remains under your control

Testimonials:

A Word From Marty Stenzler:

We have been using Pro-Active's B to B "Generator" web solution for a little over a year now and we have been very pleased with all that we can do with it and the responsiveness of Bill Walzak and his staff. The feature packed "Generator System" has given us a much larger web presence and in just a year, our web orders have increased over 50%. It has also saved us a lot of money in man hours. With the "Generator System", we can now send an email blast to all of our customers in minutes where it used to take our marketing department a full day to prepare. The "Generator System" is worth the price for this feature alone! But it does so much more than this; customers can log on, place orders, view inventory levels, view their account and history, and search for new items that have been uploaded and not yet in our printed catalog, maintain their contact information, change their own passwords and more.

We can also offer this solution to our retail clients as well and we control what goes on their sites. Plus when we run specials or get in new items, we can update all of our customer's websites at the push of a button and in just seconds all of their websites are changed and kept up to date.

Keep up the good work Bill!

Sincerely,

Marty Stenzler
M&M Merchandisers, Inc.



A Word From Larry Biernacki:

Dear Bill,

Thanks for the information on The Generator. It seems you might be able to do what IMMG has been trying to do for more than 3 years! You know I'm sold on your concept as well as the approach you are taking to website design and e-commerce and I have been doing very well with your website solution!

Having U.S. Music get on board would be a huge plus both for myself and all of IMMG. Please keep me informed of your progress. If there is anything I can do to help please don't hesitate to contact me!

Thanks for your hard work!

Larry Biernacki
Owner
Music Center of Deerfield
Libertyville Music
Antioch Music

President
IMMG (Independent Music Merchants Group)

Director
MIMM (Midwest Indie Music Merchants)

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Testimonials: (continued)

A Word From Steve Dollinger:

Hello Bill,

I just wanted to "Thank You" for introducing me to the advantages of having our own web site.

Almost immediately, we have been able to make a profit on the website you set up for Music Solutions. We did not create our own site earlier because of the huge amount of work that is required to set up a fully-functional, ecommerce website.

With your help, we were able to have a fully functional site up within a matter of days complete with direct product feeds from key vendors. We were taking orders within days of going on-line!

The support that you, Arley and your crew have shown us has made this virtually effortless.

We look forward to a long and very successful relationship!

Best regards,

Steve Dollinger
MusicSolutionsStore.com
Music Solutions



A Word From Mike Manning:

We tried all the Web ideas to no real avail in the first two years. I signed us up to a Yellow Pages.com fiasco in which the sales rep convinced me they would market our site and bring us huge sales. Zip. Cost? \$2,000 and I had to fight them and I lost! Now we have Hanser Complete (Powered by Pro-Active Websites). That was the best marketing tool we could have invested in. We also have a Web site marketing company and another Web site tool we pay for. I don't hire anyone who does not double as a Webmaster. We make several sales per month, we have a tour of the studio button, in store stock, pre-owned and consign-

Mike Manning, Owner
Sparks Music and Learning Center
Sparks and Fallon

Testimonials: (continued)

A Word From John D. Bertrand:

Bertrand's Music has been using the Pro-Active Website Solution and The Generator for over 5 years. Some of the features that have enhanced our business and on-line visibility are the real-time on-line rental program, the ability to make real-time sales and (at my discretion) have my vendor drop ship for me. Additional bonuses are an online full- color printable catalog for our customers to use and being able to upload the entire database of a vendor's product line that I wish to sell on my website.

The Generator features available to a manufacturer or distributor in the B to B solution are endless! They allow the manufacturer to communicate with their dealers through newsletters, specials, catalogs, email blasts, etc. In addition, the manufacturer can create specials that can be "pushed" over to the dealer and will automatically appear on their website. Dealers can purchase through the B to B feature. I have a karaoke business distributorship have been using The Generator for over 3 years. I've been able to increase my presence, reach and sales with my karaoke dealers. When I upload new products on my generator and push it over to my dealers, all of their websites are instantaneously updated with the new products.

If you, as a manufacturer or distributor want to expand your reach to the school music programs through your dealer base, there is no better solution (in my opinion) on the market period! There are other companies trying to catch up, but as I monitor them, they still have a long way to go to give the features that The Generator gives to me as a distributor and my customers.

One of the best decisions I have made in the 25 years of my music store ownership was to work with Bill Walzak in enhancing the features of the band websites and the features of a state-of-the-art karaoke website. I can truly say that I am proud to be affiliated with Bill and his crew and thankful that I made the right decision to trust this company!

Sincerely

John D. Bertrand
President
Bertrand Music Enterprises

Bertrand**Music** 

Original Founding Member
IMMG (Independent Music Merchants Group)



Visit our website for online demos and a sample store website

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