



ENTERPRISE MANAGEMENT SYSTEM
for PUBLISHERS

WHEN YOU'RE SUPPORTING MULTIPLE SALES CHANNELS YOU NEED ONE VERY SMART SOLUTION.

The good news? Orders are coming in from multiple channels... customers are ordering from the web, over the phone, by fax, by mail, by email or right in your stores. The bad news? Managing orders from multiple and expanding sources often requires costly changes to your organization in order to keep your customers happy.

InOrder was developed to be a practical, cost-effective solution to help you manage your channel growth without grinding your operations to a halt. Its off-the-shelf functionality allows you to immediately deploy only the features and functionality you need today, while providing a migration path that will support any level of future growth. So go ahead, celebrate your success! We're with you every step of the way.

InOrder links all your sales channels in real time, for immediate and accurate inventory and order processing.



web



phone



fax



edi



point of sale



catalog



InOrder Enterprise Management System



One central system manages all aspects of your operations and your customers' needs.

AN ENTERPRISE SOLUTION YOU CAN ACTUALLY AFFORD, FROM A COMPANY YOU CAN COUNT ON.

InOrder is Morse Data Corporation's flagship product and our third generation of enterprise management software; a total end-to-end solution that is both robust and affordable. InOrder was designed to be a cost-effective and practical solution developed with the customer in mind – easy to use, easy to deploy, and easy to love. From the very first order, to the ones you never dreamt you'd have, Morse Data is there to keep you growing strong. InOrder is completely modular; allowing you to purchase only the features you need for your business today. Additional features may then be added as the need arises.

Morse Data Corporation was founded by Jim Morse in 1975. The original mission of the company was to provide computer-based order management to businesses in the Chicago area. From that successful beginning, Morse Data has transformed itself into an innovative leader in the development of Enterprise Management Systems for national and international businesses in the Multi-Client Fulfillment, Publishing, Direct Marketing, Multi-Channel Merchant, and Internet Retailing industries.

InOrder's complete end-to-end solution has a wealth of options to support your continued growth.

EVERYTHING YOU NEED, FOR EVERY ASPECT OF YOUR BUSINESS, ALL THE TIME.

The larger you grow, the more imperative a centralized system becomes. You need access to real-time data and management reports to stay competitive in the market, track customer behavior, and improve control over all facets of your company.

InOrder Provides:

Real-Time Shopping Carts

Undreamed of efficiencies for you and your e-commerce management

- Shopping carts have access to actual inventory levels
- Web orders commit inventory as if placed in-house
- Customer service reps can support a web shopper because they can view and change shopping cart items in real time
- Customers can view and track orders from your website
- B2B customers can see and receive discounted pricing on orders placed over the web

Improved Customer Support

Better, accurate, more timely responses at a lower cost

- Complete order history available for all sales channels
- Email and letter generation – both standardized and custom
- A single, easy-to-use screen for order entry, customer notes, inventory availability, order history, and much more
- Phone system interface can take a new call and populate the rep's screen with caller information

Multiple Sales Channel Management

InOrder supports all order sources

- Web, Fax, EDI & Electronic files, Phone, Mail, POS

Efficient Subscriptions Management

Manage your subscriptions effectively

- Term and issue-based subscriptions
- Temporary addresses with date ranges
- Renewal series testing and web-based renewals

Accurate Royalties Processing

Manage royalties with precision

- Royalties Payable calculated monthly
- Automated inclusion of returns and write-offs
- Unlimited authors per title
- Track Advances, Rights and Permissions

Accounting

Total integration between Operations and Finance

- Manage purchasing, payables and receivables
- Multiple credit cards permitted on a single order
- Track gift cards, gift certificates and installment billing
- Track and forecast inventory and upload vendor pricing

Complete Marketing and Promotion Systems

Help your company know its customers better

- Track your customers' buying behaviors through promotions and order sources
- Generate lists from your system based on buying history, RFM scores and demographics
- System generates up-sells and cross-sells
- Create and track marketing email campaigns

Streamlined Order Management

Fast and accurate transactions every time

- Easy-to-use single screen for fast order entry, catalog requests, no-hassle returns, and inventory viewing
- Real-time inventory commitment as each line item is entered
- Customers can follow their orders from sale through delivery
- EDI Order Management

Integrated Warehouse Management

Cost-effective, best practice operations

- Multiple locations per SKU and multiple SKUs per location
- Simplified physical inventory maintenance, ABC analysis and cycle counting
- Lot tracking, serial numbers, and expiration dates
- Accurate receiving and put away

Management Reports

Forecast, manage, and grow your business

- Over 200 proven, in-demand management reports
- Customize reports based on your unique business needs
- Track sales by customer, sales person and sales region
- Sales and inventory forecasting

Other Capabilities You May Need

For those special requirements that come up from time to time

- Drop shipping
- Continuity fulfillment
- Consignment inventory
- Personalization and membership programs
- Commissions
- Job cost
- Loyalty programs
- Gift certificates and gift cards