

idive  
the cloud®

# The Future of Distribution



Melinda Herndon  
[melinda@idive.com](mailto:melinda@idive.com)

The image is a screenshot of a Forbes article. At the top, the Forbes logo is on the left, and navigation links for 'New Posts', 'Most Popular', 'Lists', 'Video', and '2 Free Issues of Forbes' are on the right. A search bar is also present. Below the navigation, there are three featured articles: 'Is This How We'll Cure Cancer?' (Cover Story), 'Unlocking The Wu-Tang Clan's Secret Album In Morocco', and 'Lessons In Healthcare From 20,000 Feet: Bhutan's Solution To Eye Care'. The main article is titled 'American Eagle Outfitters' Omni Channel Initiatives Should Help It Remain Competitive' by Trefis Team. It is dated 2/28/2014 at 8:41 AM and has 2,909 views. The article text discusses the growth of American Eagle's direct-to-consumer business and its efforts to develop an omni-channel platform.

**Forbes** New Posts <sup>+23</sup> Most Popular Lists Video 2 Free Issues of Forbes Search

COVER STORY  
Is This How We'll Cure Cancer?

Unlocking The Wu-Tang Clan's Secret Album In Morocco

How To Negotiate Severance

Lessons In Healthcare From 20,000 Feet: Bhutan's Solution To Eye Care

Log in Sign up Connect Privacy Terms AdChoices Help

Great Speculations  
Buys, holds, and hopes  
Opinions expressed by Forbes Contributors are their own.  
FOLLOW

INVESTING 2/28/2014 @ 8:41AM | 2,909 views

## American Eagle Outfitters' Omni Channel Initiatives Should Help It Remain Competitive

Trefis Team · Contributor

+ Comment Now + Follow Comments

Over the past few years, [American Eagle Outfitters'](#) direct-to-consumer business (which mainly includes e-commerce) has grown rapidly, driven by the increasing popularity of online retailing. From \$307 million in 2008, the retailer's direct revenues increased to \$467 million in 2012. Even as the company struggled during fiscal 2013 due to the tough retail environment, its e-commerce growth remained positive. American Eagle's online sales increased by 24% in the first quarter, 11% in the second quarter and 17% in the third.

Despite this growth, e-commerce hasn't turned into a big business for the company, which has been the case with other retailers as well. In response, the U.S. apparel industry is gradually shifting towards omni-channel retailing, which refers to providing a seamless shopping experience across stores and online channel. This is becoming an inevitable move for U.S. apparel retailers, including American Eagle that is working hard to develop its omni-channel platform.

Some reports suggest that multichannel customers have a tendency to spend more than regular customers. Response to this concept has been so strong that retailers are actually struggling to fulfill customer demand. Therefore, we believe that developing its omni-channel platform should be among American Eagle's top priorities. With its aggressive push towards this concept, the company can utilize its vast store presence to take advantage of the boom in the online retail market. More importantly, it will help American Eagle to remain competitive in the U.S. market where most retailers are adopting multichannel retailing.

“Over the past few years, American Eagle Outfitters’ direct-to-consumer business (which mainly includes e-commerce) has grown rapidly ...

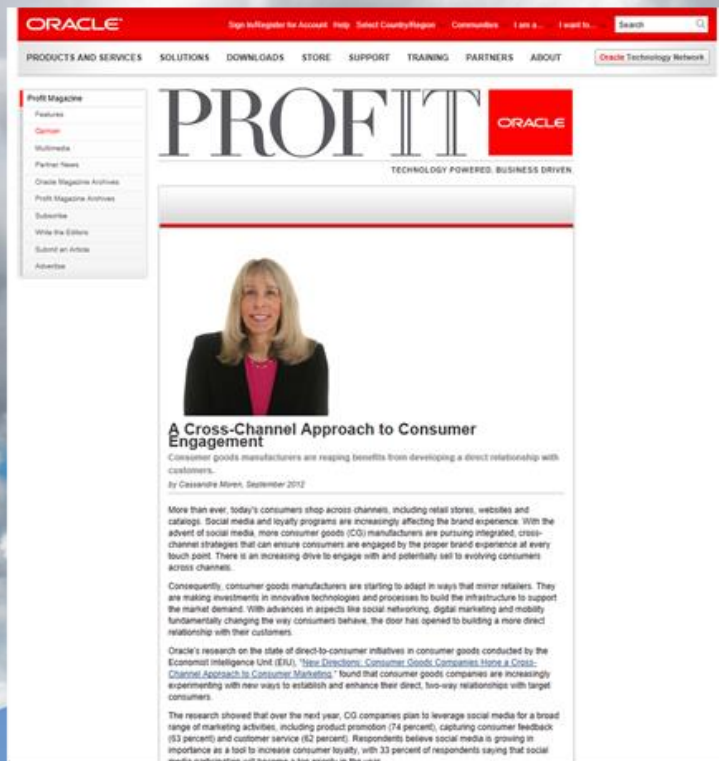
online sales increased by 24% in the first quarter, 11% in the second quarter and 17% in the third.”

Source: Forbes:

<http://www.forbes.com/sites/greatspeculations/2014/02/28/american-eagle-outfitters-omni-channel-initiatives-should-help-it-remain-competitive/>



# Consumer goods manufacturers are reaping benefits from developing a direct relationship with customers.



“Consumer goods manufacturers are ... making investments in innovative technologies ... the door has opened to building a more direct relationship with their customers”.

“ ... consumers are already going direct to manufacturers. Many consumer goods companies are increasingly using the web to connect more directly with end consumers ...”

Source: Oracle Profit Magazine:

<http://www.oracle.com/us/corporate/profit/opinion/091712-cmoren-1844759.html>

November 16, 2012, 12:30 PM

Article Tools     

## Web sales account for 74% of Q3 growth at Williams-Sonoma

Online sales increased 16.7%, while total sales grew 8.9%.

Kevin Woodward  
Senior Editor

Topics: Cooking, e - commerce, earnings, financials, housewares, Laura Alber, MarkandGraham.com, third quarter results, Top 500, Williams-Sonoma Inc.

Online sales were a highlight of third quarter financial results for housewares and home furnishings retailer Williams-Sonoma Inc. In fact, the web accounted for 73.6% of the retailer's revenue growth in the quarter.

For the third quarter ended Oct. 28, Williams-Sonoma, No. 24 in the Internet Retailer [Top 500](#) Guide, reported:

- Web sales of \$396 million, a 16.7% increase from \$339 million in the same quarter of 2011.
- Total sales were \$944.6 million, up 8.9% from \$867.2 million.
- Total direct-to-consumer sales, including web and catalog sales, of \$447 million, about a 14.6% increase from \$390 million.
- Total retail sales were \$497 million, up about 4.0% from \$478 million in the third quarter of 2011.
- Comparable-store sales increased 8.5 %.
- Net income was \$48.9 million, a 12.7% increase from \$43.4 million in the prior year quarter.

Online sales accounted for 41.9% of total sales compared with 39.1% in the third quarter of 2011.



“All sales up  
but **direct to  
consumer**  
are up the  
most at  
16.9% in Q3”

Source: Internet Retailer:

<http://www.internetretailer.com/2012/11/16/web-sales-account-74-q3-growth-williams-sonoma>



## Abercrombie & Fitch profit, shares rocket



(Photo: Wong Maye-E AP)

4:14PM EST November 14, 2012 -

NEW ALBANY, Ohio (AP) — Abercrombie & Fitch's net income rose 41% in its fiscal third quarter as international and direct-to-consumer sales strengthened.

The clothing company's results easily beat Wall Street's expectations and the chain raised its full-year earnings forecast.

The strong quarterly performance is welcome news, as Abercrombie & Fitch has been struggling to sell its preppy jeans and T-shirts at a time when fashion trends are shifting and a rough economy has left teens around the world on tighter budgets.

The company's stock ended up Wednesday \$10.74, or 34.5%, to \$41.92, highest since mid-May. The shares have lost more than half their value in the past 12 months.

Abercrombie & Fitch has been working to fix its problems. The company cut prices during the recession. It also disclosed in August that it will put a hold on opening any additional flagship stores and scale back on the number of locations it opens abroad, in part to prevent stores in international markets from cannibalizing sales from each other.

Abercrombie & Fitch Co. announced in June that it was closing 180 U.S. stores over the next few years. The New Albany, Ohio-based chain had already closed 135 underperforming U.S. stores in two years.

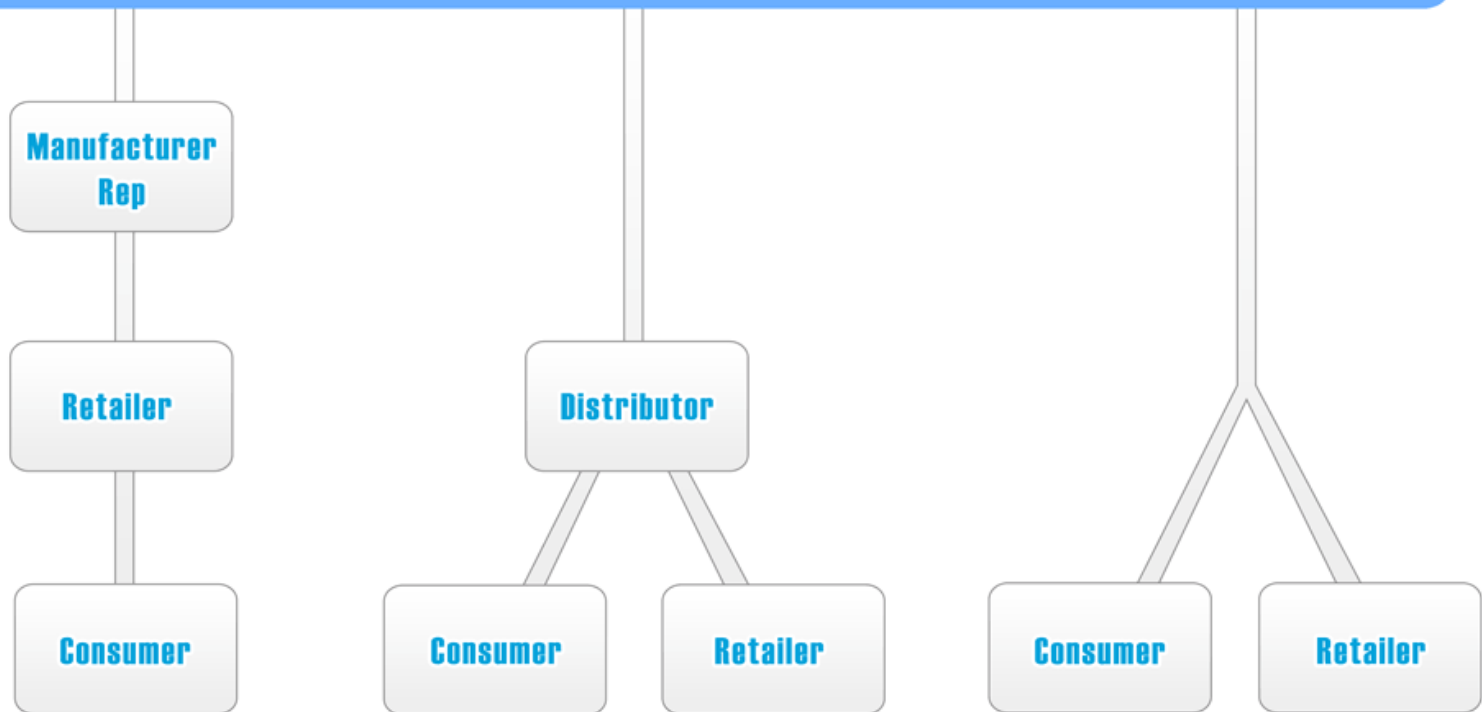
**“Abercrombie and Fitch with 40% Q3 sales growth...largely attributed to direct to consumer sales”**

Source: USA Today:

<http://www.usatoday.com/story/money/business/2012/11/14/abercrombie-earnings/1704081/>

# Distribution Options

## Manufacturer & Distribution Options



# SONY

Log in My Account Track Order Support 1-877-865-7869 Shopping Cart

**SONY**  
more.believe

Shop All Laptops Tablets TVs DSLR Cameras MEX Cameras Weekly Deals

SEARCH

## VAIO Laptops

Sony recommends Windows 8.

Overview Features Videos Accessories Support

### Shop

- VAIO Laptops
- VAIO Touch PCs
- VAIO Desktops
- VAIO Accessories

### Screen Size

- 11" - 12"
- 14" - 15"
- 16" - 17"
- 18" - 22"
- 24" - 32"

### Price

- \$200 - \$500
- \$500 - \$1,000
- \$1,000 - \$1,500
- \$1,500 - \$2,000
- \$2,000 or more

### Series

- E Series Laptops
- S Series Laptops
- Z Series Laptops
- Duo 11 Ultrabooks
- T Series Ultrabooks
- L Series Desktops
- Tap 20 Desktops

### Support

- Premium Services
- VAIO for Business
- VAIO for Education
- Weekly Deals
- VAIO Outlet

**love to give**  
**Save up to \$760 on Z Series laptops.**  
Get portable power and big savings with these feather light, fully loaded PCs.  
[Shop Now](#)

**Upgrade and save.**  
Get up to \$100 off VAIO E and T Series processor upgrades.  
[Shop Now](#)

**VAIO Clearance**  
Enjoy huge savings on Windows 7 VAIO laptops and desktop PCs.  
[Shop Now](#)

**Free Shipping:** Free ground shipping on all orders. [Sign up for special offers](#)

## Compare VAIO Series

Showing 1 of 5

Maximum series capabilities indicated below. For specific details, please see individual product specifications.


| Z 13.1"   | DUO 11.6"  | E 11.6"   14"   15.5"   17.3"                                      | T 13.3"   14"   |
|---|--|--|---|
|   |  |  |   |
| Color: Carbon Fiber Black   | Color: Sonnete   | Color: Seashell White  | Color: Silver Mist  |
| <b>Best of Everything</b><br>Save up to \$750, while supplies last. | <b>Laptop &amp; Tablet in One</b><br>New models now available. | <b>Far Beyond Basic</b><br>Save up to \$100 on processor upgrades. | <b>Ultimate Ultrabook™</b><br>Save \$80 on Core i7 processor upgrade. |




[Store](#)
[Mac](#)
[iPad](#)
[iPhone](#)
[iPod](#)
[iTunes](#)
[Support](#)

**Apple Store**
[Questions?](#) [Call 1.800.MY.APPLE](#)

[Home](#)
[Welcome to the Apple Store](#)
[Help](#)
[Account](#)
[Cart](#)


**Shop Mac**


**Shop iPad**


**Shop iPhone**


**Shop iPod**

Fast, free shipping on orders over \$50.

**Popular Accessories**

**For iPad**

- Apple Pencil
- App-Enabled Accessories
- Cases & Docks
- Cases
- Charging Devices
- Headphones
- Keyboards
- Speakers
- Stands

**For iPhone**


- App-Enabled Accessories
- Cases & Armbands
- Cases & Docks
- Car Accessories
- Headphones
- Speakers
- more...

**For Mac**

- Adapters & Cables
- AppleCare
- Audio & Speakers
- Bags & Cases
- Displays & Graphics
- Memory
- Key & Keyboards
- Printers
- Storage
- more...

**Software**

- Apple Software
- Design & Publishing



**iPad mini**

The year's biggest gift. Only smaller.

From \$329

[Buy now](#)

[Learn more](#)




**iPod touch**

As fun to give as it is to receive.

From \$299

[Buy now](#)

[Learn more](#)



**MacBook Air**

Thin and light. And easy to hide.

11-inch From \$999

13-inch From \$1199

[Buy now](#)

**More Stores**

- Education Store
- Business Store
- International Stores
- Government & Military
- Apple Retail Stores

**Store Services**



**Talk to a gift expert.**

Get advice from our Specialists on gifts for everyone. Call 1-800-MY-APPLE.



**Grant any holiday wish.**

Give a festive printed or digital Apple Gift Card. [Learn more](#)



**Download the Apple Store app.**

Shop for gifts from your iPhone or iPad touch with the Apple Store app. [Download now](#)



Microsoft Store

Visit your local store in Costa Mesa | Store locations | Contact us | Account | Sign in | Cart (0)

Free shipping on all orders

Surface  
Office  
Windows  
Xbox 360  
Computers  
Software  
PC gaming  
Accessories  
Windows Phone  
Answer Desk

Student  
Small business  
Developer


Holiday gift guide

HOME > WINDOWS 8 PRO

Share: (0) (0) (0)

## Windows 8 Pro

★★★★☆ [Read all 130 reviews](#) | [Watch a video](#)



Product Language?  
English

~~\$69.99~~ Ship it ~~\$39.99~~ Download from Windows.com\*

[Add to cart](#) [Start Download](#)


To install Windows 8 Pro upgrade, customers must be running Windows XP SP3, Windows Vista, or Windows 7. If you would like to upgrade from Windows 8 to Windows 8 Pro, click [here](#).

Box


AT A GLANCE | BEFORE YOU BUY | RATINGS AND REVIEWS | SYSTEM REQUIREMENTS

### Beautiful, fast, fluid

Windows has been reimagined to focus on your life. The beautiful, fast, and fluid design is perfect for a range of hardware: from compact, touch-enabled tablets and lightweight laptops, to PCs and large, powerful all-in-ones with high-definition screens.



# Microsoft



Home / Order Status / My Account / Store Locator / Help  
FREE SHIPPING when you join SKECHERS Elite™

Your shopping bag is empty.

WOMEN

MEN

GRLS

BOYS

COMMERCIALS

CLEARANCE

Search by style name, # or keyword

GO!

# ATHLETIC SHOES

Free Shipping Both Ways  
on all SKECHERS.com orders  
for SKECHERS ELITE members

Narrow my choices: Select from the drop-down boxes below to start browsing.

Clear all choices

Save search

StylesPriceSize / WidthColorCollections

Athletic Shoes

Clear Choice

Sort By: Top Sellers

Viewing 244 items



Women's Skechers GOcon  
Bike - Winter  
\$80.00  
see availability online



Women's Skechers GOcon  
\$80.00  
see availability online



Women's Skechers GOcon  
\$80.00  
see availability online



Women's Skechers GOcon  
\$80.00  
see availability online



Women's Skechers GOcon  
\$80.00  
see availability online



Women's Skechers GOcon  
\$80.00  
see availability online



Women's Skechers GOcon  
\$80.00  
see availability online



Women's Skechers GOcon  
all weather  
\$80.00



Women's Skechers GOcon  
500  
\$80.00  
see availability online



Women's Skechers GOcon  
500  
\$80.00  
see availability online





MEN

WOMEN

KIDS

SALE

GIFTS

STORES

MY ACCOUNT

Search

MY BAG 0

You have gone full screen. [Exit full screen \(F11\)](#)

FREE SHIPPING ON ORDERS \$75+. [\\*See Details](#)

OUR HEARTS AND THOUGHTS ARE WITH ALL THOSE AFFECTED BY HURRICANE SANDY. TO ASSIST WITH THE DISASTER RELIEF EFFORTS, THE LEVI STRAUSS FOUNDATION HAS DONATED \$100,000 TO THE AMERICAN RED CROSS AND OTHER ORGANIZATIONS. [YOU CAN DO YOUR PART, TOO.](#) [American Red Cross](#)

BLOG

HOME

WOMEN

JEANS

GIFTS

MUST-HAVES

WARM & COZY

ACCESSORIES

GIFTS UNDER \$50

GIFTS UNDER \$100

SEE ALL GIFTS

FEATURES

NEW ARRIVALS

FAVORITES

BEST SELLERS

WATERLESS™

HOLIDAY OUTFITS

CATEGORIES

JEANS

SKINNY

LEGGINGS

SLIM

STRAIGHT

BOYFRIEND

FLARE

BOOTCUT SKINNY

BOOT CUT

TOPS

JACKETS

SHORTS & SHIRTS

DRESSES

ACCESSORIES & SHOES

JEANS BY STYLE

SKINNY

LEGGINGS

STRAIGHT

BOOTCUT SKINNY

BOOT CUT

SEE MORE STYLES

JEANS BY RISE

SEE ALL

LEVI'S® CURVE ID

FIND YOUR CURVE

SEE ALL CURVE ID

JEANS

140 PEEKS

SORT BY

CHOOSE

FILTER BY SIZE

ALL SIZES

1 2 3 4 5 6 NEXT VIEW ALL

SKINNY

Tailored Cigarette Pants

REFLECTION

\$58.00

Tailored Cigarette Pants

SUMMER

\$58.00

LEVI'S CURVE ID

Low Rise Demi Curve Skinny Jeans

BANGLOD STRAPE

\$78.00

\*\*\*\*\*

5 Reviews

6

SEE ALL

SEE ALL

SEE ALL



How do you get there?

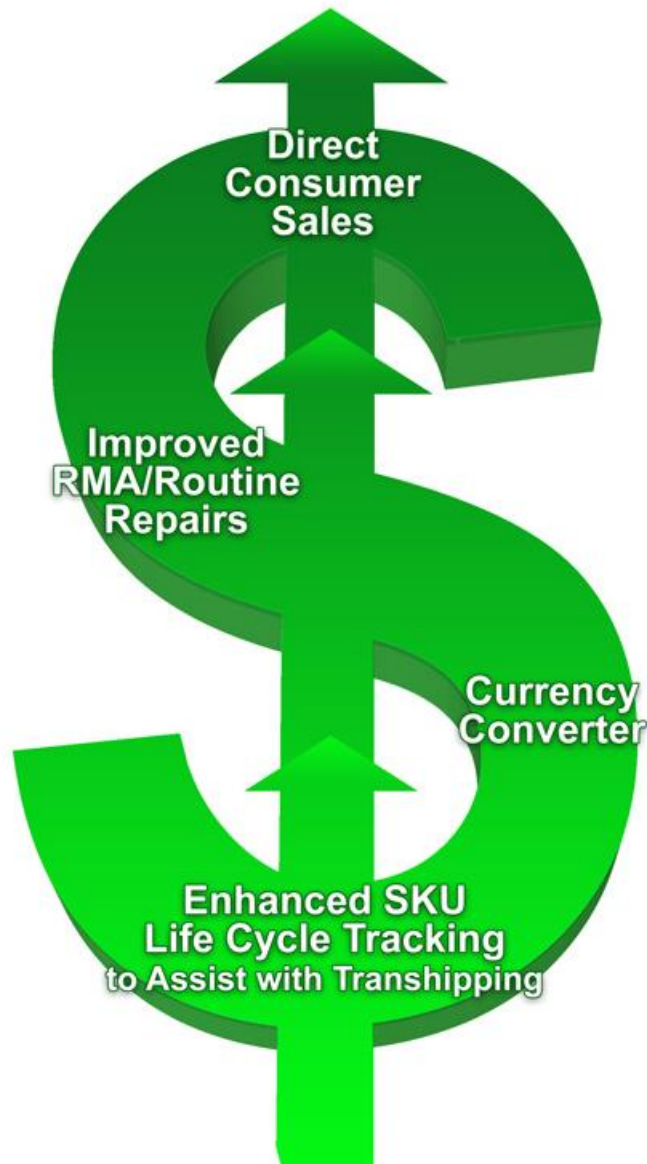




Too Many Partners  
Too Many Modules  
Too Many Acronyms



# True Profit Enhancer





# Sales



- Sell to your dealers, or directly to customers
- Secure online payment processing—reduce receivables
- Easy to use, familiar shopping cart for ease of ordering
- Transparent or opaque inventory. If transparent, builds to notify when in stock email alerts
- Emails on every stage of the transaction from order through shipment
- Setup specials and discounts on a per customer or global basis
- Automated sales collection & processing; decrements inventory & alerts you when you need to re-order

# View Change



- Easily toggle between different view modes
- Manufacturer View, Retailer View and Customer View
- Add additional view layers as needed



# Customers



- Manage dealers & customers centrally
- See sales values to find top performers
- Dealers can earn credit for future orders
- Potential dealers can sign up directly through the site, pending your review
- Create new dealers easily in the field with any device
- Create special rules, by retailer, by assigned time period
- Automatic customized flyers and product materials branded with dealer logos
- Edit all dealer account details such as login passwords, etc from one place

- **Automatic predictive ordering based on past sales**
- **Automatically generates product barcode labels**
- **Purchase orders can be easily sent via email with SKU coded labels**
- **Track invoices & shipping**
- **Audit receiving of products against purchase orders**

**AUTOMATIC PREDICTIVE ORDERING**

1 CHOOSE A DATE RANGE AND % TO ORDER

Choose Manufacturer: Pioneer Research, Princeton, NJ

Sold Since Date: 3/1/2012 Auto-order stock based on your "Sell" % (100% means order 100% of what we sell in the time period) (Change Auto-Order Dates)

2 ORDER VALUES ARE CALCULATED AUTOMATICALLY

Web Inventory: 0 On Order: 0 Sell since: 3/1/2012 Only needed for reports: 0 Qty Order: 0 Qty Order: 0

Cost: \$125.00 Dealer price: \$167.14 Net Price: \$169.35 MSRP: \$175.00 (Date Ordered: 3/30/2012) Notify Requests: 0

Create a new PO View Items On Order View Parts Needed for Pending Reports

Viewing All eScuba PO's sorted by Date Ordered

| PO Name  | Total Ordered | Status         | Date Ordered            | Date Shipped | Shipping / Tracking # | SPG              | Date Received |
|--|---------------|----------------|-------------------------|--------------|-----------------------|------------------|---------------|
| eScuba PO440 3/5/2012<br>PO Analysis<br>Barcodes:<br>Employee Name: <input type="text"/><br><input type="button" value="Create Barcodes"/> | \$6,843.15    | Received       | 3/5/2012<br>12:17:47 PM |              |                       | Pioneer Research |               |
|  |               | Date Cancelled | Date Paid               | Invoice Name | Amount Paid           | PO Notes         |               |
|  |               |                |                         |              | \$0.00                |                  |               |

**Purchase Orders**





# SKU Life Cycle Tracking



## SKU is Born

- Weight
- Size
- Color
- Origin
- Customer
- Purchase Order #
- Item # in Quantity
- Date Purchased
- Shipping Details

## SKU Shipped to a Distributor, Retailer or Customer

## SKU Returned for Service or Repair

## SKU Shipped Back to Distributor, Retailer or Customer

## SKU Lives Happily Ever After

**RMA's**

**Messy**

**Offline**

**Unorganized**

**Incomplete Details**

**Lost Profit**

**Customer Hassles**





# RMA's

Patent pending AU 2012046375

**iDive the cloud**

Customer not yet taken care of | Waiting on Item | Item Received from Customer | Shipped to Vendor | Returned by Vendor | Returned by Vendor - Outside | Defect | Other | Create a new Request

Customer Not Yet Taken Care Of

| RMA ID | Dive Shop Name                                     | Customer Name   | Expansion                        | Products                           | Date Request Received |
|--------|--|---|----------------------------------|------------------------------------|-----------------------|
| 11250  | idive Pty Ltd<br>Phone<br>Email<br>admin@idive.com | eScuba Team<br>Dealer Purchased From<br>test                | Expansion 55 More...             | Products 555<br>Serial # 555       | May 24, 2012          |
| 11254  |  | my special name<br>Phone 0111111111<br>Email info@idive.com | Expansion my expansion 2 More... | Products my products 2<br>Serial # | April 17, 2012        |
| 11253  |  |   |                                  |                                    |                       |

Request Status:  Notes:  Update

☐ Yes, customer taken care of

- Centralized management of returns, exchanges, and repairs
- Customers initiate the RMA process online
- Simple step-by-step RMA progress status organization
- Easily send out replacements under warranty
- Search by customer name, product name, SKU, or notes

# Reports



- Quickly see sales reports by date
- Overview reports with links to details to view individual orders
- Export of reports to other company processes



# Net 30 Payments

[Pending Orders](#)[Shipped Orders](#)[Bad Debt Orders](#)[Promo Orders](#)[Warranty Replacements](#)[Net 30 Orders](#)[Canceled Orders](#)[Orders w/ Credit from prev order](#)[Lost Orders](#)

Currently Viewing: **Orders with Net 30 Terms payment method:**

|  |                      |           |                     |                  |                          |                    |                                       |            |
|--|----------------------|-----------|---------------------|------------------|--------------------------|--------------------|---------------------------------------|------------|
| OrderID:<br>6080231  | Name<br>Daniel Jones | City<br>- | State<br>NSW        | Ship Zip<br>2000 | Zip<br>2000              | Total:<br>\$200.00 | Order Date:<br>4/6/2012<br>8:43:21 AM | Ship Date: |
| Status:<br>Bank Transfer. Order must be marked as paid after transfer is verified. |                      |           | Shipping:<br>Ground |                  | Notes:<br>Net 30 Payment |                    |                                       |            |

|   |                      |                |                     |                  |  |                    |                                     |            |
|---|----------------------|----------------|---------------------|------------------|--|--------------------|-------------------------------------|------------|
| OrderID:<br>6080232   | Name<br>eScuba Jones | City<br>Sydney | State<br>NSW        | Ship Zip<br>2000 | Zip<br>2000                              | Total:<br>\$339.00 | Order Date:<br>3/21/2012 6:45:07 AM | Ship Date: |
| Status:<br>Order sent to Coghlan.<br>Waiting for manifest report. |                      |                | Shipping:<br>Ground |                  | Notes:<br>Net 30 Terms (Credit Received) |                    |                                     |            |

# Many Other Reports

## Admin Menu

Change View/Login To: [Customer View](#)

Repair ID Lookup:

Find orders by Email:

Find orders by SKU:

OrderID Lookup:

Find orders by Phone #:

Find orders by Name:

## Quick Links:

**Pending Orders**

| Order ID | Customer   | Order Date | Order Total | Order Status | Order Notes            |
|----------|------------|------------|-------------|--------------|------------------------|
| 1001     | John Doe   | 10/10/10   | \$100.00    | Pending      | Order placed via phone |
| 1002     | Jane Smith | 10/11/10   | \$200.00    | Pending      | Order placed via email |

**Master Dealer List**

| Dealer Name  | Address     | Phone    | Email                | Website             |
|--------------|-------------|----------|----------------------|---------------------|
| Scuba Pro    | 123 Main St | 555-1234 | info@scubapro.com    | www.scubapro.com    |
| Dive Masters | 456 Elm St  | 555-5678 | info@divemasters.com | www.divemasters.com |

**RMA's**

| Order ID | Customer   | Order Date | RMA Date | RMA Status | RMA Notes           |
|----------|------------|------------|----------|------------|---------------------|
| 1001     | John Doe   | 10/10/10   | 10/15/10 | Open       | Defective regulator |
| 1002     | Jane Smith | 10/11/10   | 10/16/10 | Closed     | Replacement sent    |

**Sales Report**

| Order ID | Customer   | Order Date | Order Total | Order Status | Order Notes            |
|----------|------------|------------|-------------|--------------|------------------------|
| 1001     | John Doe   | 10/10/10   | \$100.00    | Pending      | Order placed via phone |
| 1002     | Jane Smith | 10/11/10   | \$200.00    | Pending      | Order placed via email |

**Price List**

| Item                   | Price    | Notes          |
|------------------------|----------|----------------|
| Scuba Pro Regulator    | \$100.00 | Standard model |
| Dive Masters Regulator | \$200.00 | Advanced model |

**Purchase Orders**

| Order ID | Customer   | Order Date | Order Total | Order Status | Order Notes            |
|----------|------------|------------|-------------|--------------|------------------------|
| 1001     | John Doe   | 10/10/10   | \$100.00    | Pending      | Order placed via phone |
| 1002     | Jane Smith | 10/11/10   | \$200.00    | Pending      | Order placed via email |

**Inventory Management**

| Item                   | Quantity | Price    | Total Value |
|------------------------|----------|----------|-------------|
| Scuba Pro Regulator    | 10       | \$100.00 | \$1000.00   |
| Dive Masters Regulator | 5        | \$200.00 | \$1000.00   |

**Dive Alert Newsletter**

| Order ID | Customer   | Order Date | Order Total | Order Status | Order Notes            |
|----------|------------|------------|-------------|--------------|------------------------|
| 1001     | John Doe   | 10/10/10   | \$100.00    | Pending      | Order placed via phone |
| 1002     | Jane Smith | 10/11/10   | \$200.00    | Pending      | Order placed via email |

**Nautilus Newsletter**

| Order ID | Customer   | Order Date | Order Total | Order Status | Order Notes            |
|----------|------------|------------|-------------|--------------|------------------------|
| 1001     | John Doe   | 10/10/10   | \$100.00    | Pending      | Order placed via phone |
| 1002     | Jane Smith | 10/11/10   | \$200.00    | Pending      | Order placed via email |

**Barcode Labels**

| Order ID | Customer   | Order Date | Order Total | Order Status | Order Notes            |
|----------|------------|------------|-------------|--------------|------------------------|
| 1001     | John Doe   | 10/10/10   | \$100.00    | Pending      | Order placed via phone |
| 1002     | Jane Smith | 10/11/10   | \$200.00    | Pending      | Order placed via email |

## Orders

- [Search for an Order](#)
- [Sales Report](#)
- [Pending Orders](#)
- [Shipped Orders](#)
- [Bad Debt Orders](#)
- [Promo Orders](#)
- [Warranty Replacement Orders](#)
- [Net 30 Orders](#)
- [Canceled Orders](#)
- [Orders w/ Credit from prev order](#)
- [Lost Orders](#)
- [View Referrers for Conversions \(inc ppc\)](#)

## Dealers:

- [Master Dealer List](#)
- [Add a New Dealer](#)
- [Dealer Purchase Credits](#)
- [Total Dealer Purchase Credits by Date](#)
- [Dealer Flyers](#)
- [See Price List](#)

## RMA

- [Create a dealer RMA Request](#)
- [RMA Requests Received](#)
- [Warranty Replacement Items List](#)
- [RMA Items Owed: Sealife](#)
- [RMA Items Owed: Atomic](#)
- [Parts Needed for Pending Repairs](#)
- [Repair Quotes Accepted by dealers](#)
- [Repair Quotes Sent to dealers](#)
- [Warranty Replacement Orders](#)



**Stop thinking in terms  
of dividing the pie**



Start thinking about  
baking a bigger pie





# idive the cloud<sup>®</sup>

**“The future is more exciting for those  
who choose to embrace change”**

**[www.idive.com](http://www.idive.com)**

**Melinda Herndon**  
**[melinda@idive.com](mailto:melinda@idive.com)**

**[www.idive.com/dema2012](http://www.idive.com/dema2012)**