

INSPIRATION STARTS WITH YOUR B2B



Hosted by:

- James Shannon, Marketing Specialist, NY NOW
- Sawyer Frank, Sr. Director of Global Sales, Elastic Suite
- Sean Smith, Director of Community Engagement, Elastic Suite

elastic
EXCHANGE



elastic
by Emerald 

Meet our Team

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- James Shannon, Marketing Specialist, NYNOW
- Sawyer Frank, Director of Global Sales, Elastic Suite
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WHOLESALE & B2B SALES POWERED
BY VISUAL COMMERCE

Agenda

01

- Preview of NY NOW Exchange
- Best Practices
- Why Elastic?
- B2B Foundational Features

Who is Elastic?



Innovators

that are constantly and continuously building best-in-class software solutions designed for both industry-leading enterprises and emerging disruptors.



Partners

of Emerald events and networks, including NY NOW, creating 365 engagement for the entire community through Exchange.

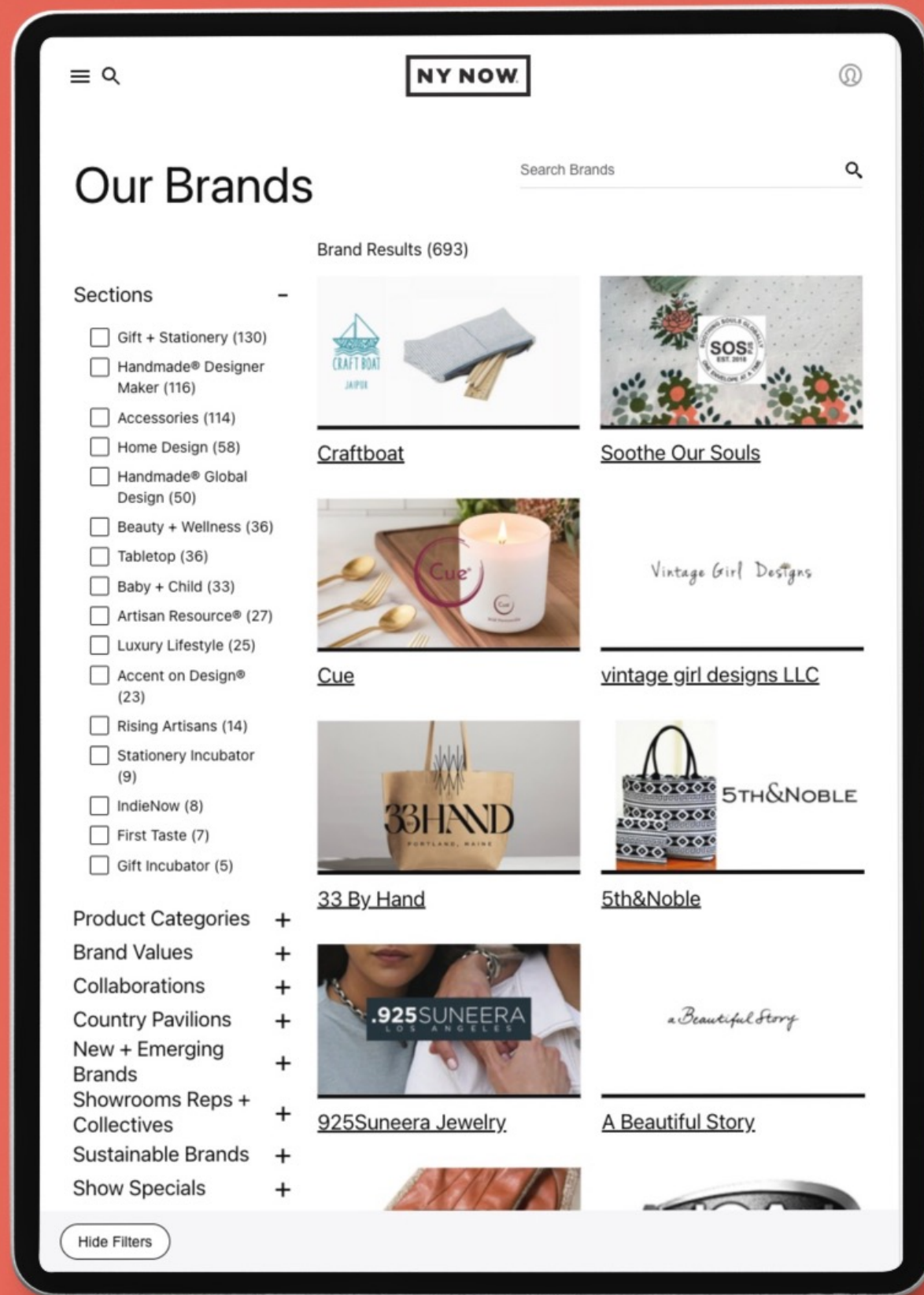


Creators

of the most globally-adopted B2B and wholesale ecommerce platform that's across industries and channels to help brands and retailers achieve shared success.

Enhanced Directory: NYNOW Exchange

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What is Exchange?

Exchange is NY NOW's supercharged enhanced directory that you get **free** access to as an exhibitor.

Exchange is where the top buyers in the industry can discover and explore your brand and products - 365 days a year.

Getting the most out of Exchange can help generate leads and increase sales.

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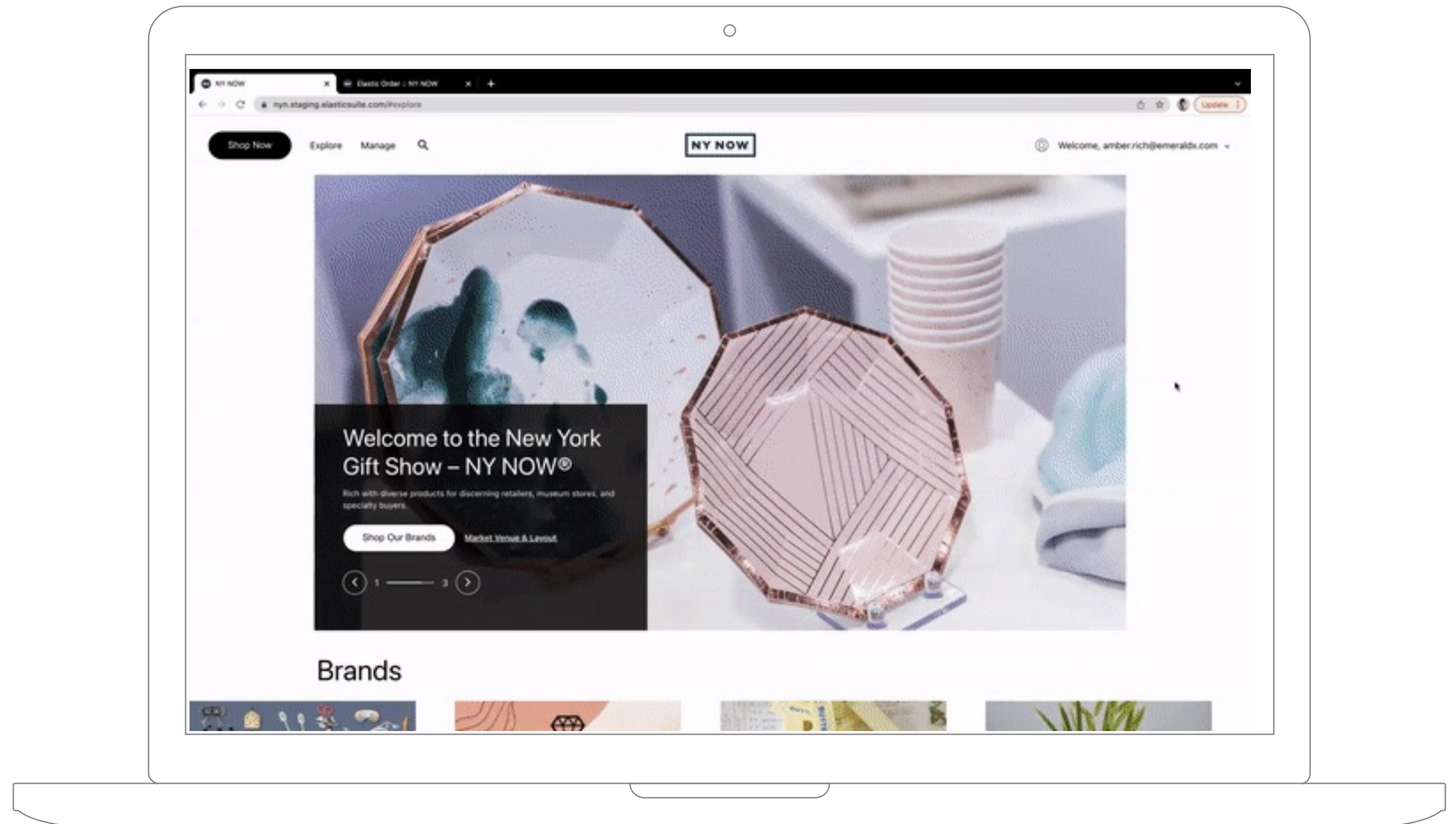
See it in action!

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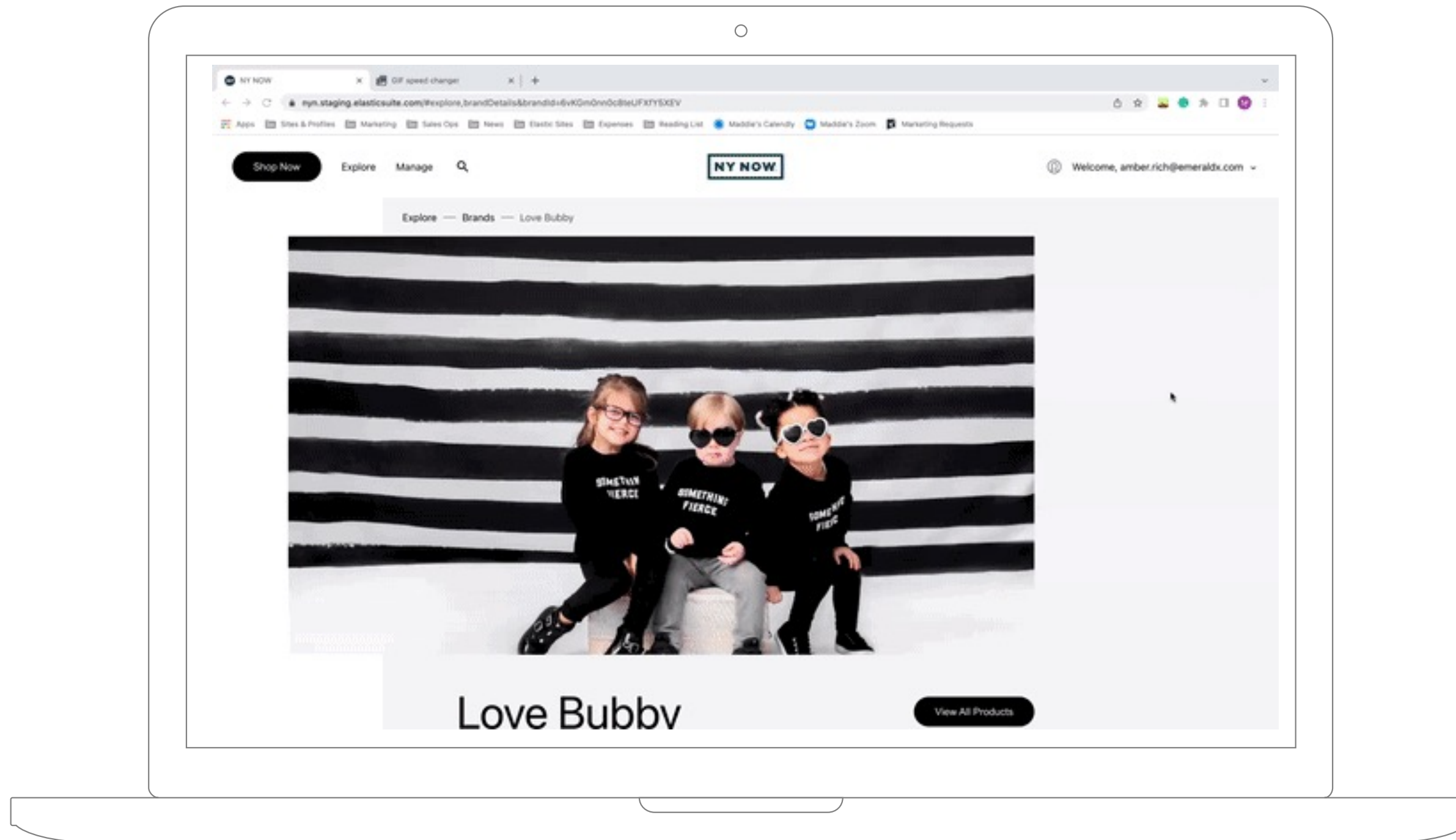
Enhanced Directory + Product Catalogs

Combining trade show discovery with
best-in-class e-commerce technology



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Foundational Features for Essential Ecommerce

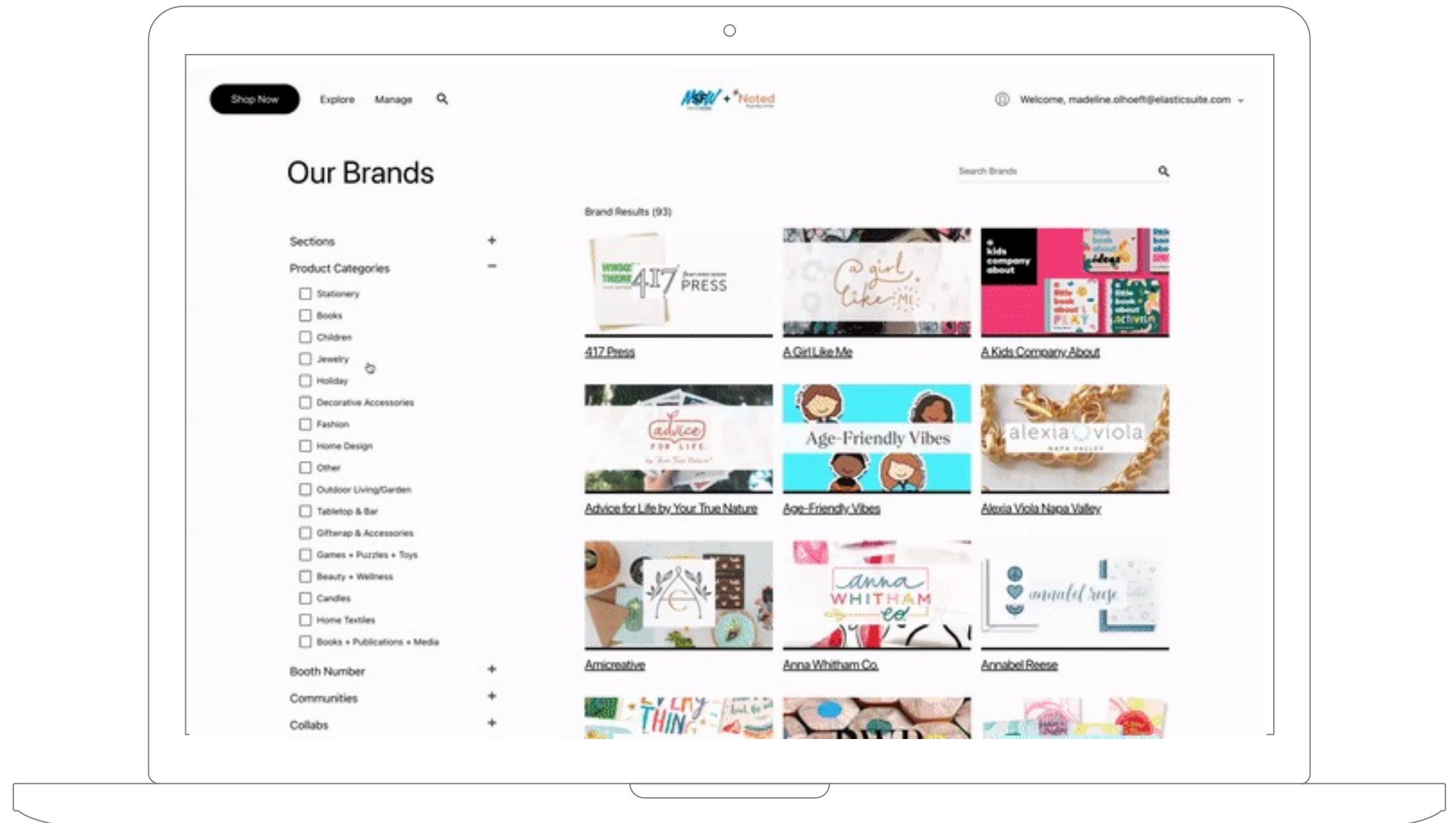


- Brand exploration
 - Filter & Search
- Visual storytelling
 - Video & Marquee Imagery
- Featured product showcase
- Founding story & Team introductions
- Tradeshaw directory information for in-person connecting

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Integrated Retail Buyer Experience

All NY NOW retail attendees have access to explore products and then place orders at no additional charge



Exchange Best Practices

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Exchange Best Practices

[Submit your Profile Updates >](#)

- Take advantage of all features such as engaging images, videos, all aspects of the brand prof
- Be sure to include all relevant "filters" so that your brand and products can be easily/quickly found
- Use a variety of product photos (materials, details, alternate and lifestyle) to give the buyer a complete view of the product
- Update often!! New products, stories, sales and discounts will remind buyers to come back and purchase more often.
- Tell your brand story. Allow your buyers to connect with you and your brand. They want to know more about you and the life behind the products so they can connect that all the way to sell-through.

Supercharged Sales Tools by Elastic Suite

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Cost Savings

- 10.3% AVERAGE SAVINGS
- REDUCTION IN CATALOG PRODUCTION
- REDUCTION IN SAMPLE SETS
- MORE ACCURATE ORDERS & REORDERS
- HUMAN RESOURCE OPTIMIZATION
- IMPROVED SPEED TO MARKET
- STREAMLINED INVENTORY MANAGEMENT
- INTEGRATED PAYMENT FUNCTIONALITY



Sales Growth

- 21.2% AVERAGE GROWTH
- INCREASED ORDER VOLUME & VALUE
- ENHANCED PRODUCT MIXES
- ASSORTMENT PLANNING
- SALES PROGRAMS & SPECIAL PRICING
- STRATEGIC SALES PLANNING
- HISTORICAL DATA-DRIVEN DECISIONS
- SALES SEGMENTATION
- INCREASE CLIENT ACQUISITION & RETENTION



Sustainability

- REDUCTION IN:
- PRINTED PAPER
 - PRINTING MATERIALS
 - FUEL USED FOR SHIPPING
 - PRODUCTION OF SAMPLES
 - CARBON COSTS OF TRAVEL



Elastic Suite Product Line

Edge

STARTING AT
\$4,300/YEAR

- ✓ Foundational Feature Set
- ✓ Elastic Exchange
- ✓ Standard Site URL
- ✓ Unlimited retailer access
- ✓ 1 Digital Catalog
- ✓ Standard Product Filters

Integration:

- Flat-file/media upload
- Guided self-service

Customer Service:

- Community engagement customer success team

Essential

STARTING AT
\$12,000/YEAR

- ✓ Everything Offered in Edge
- + Brand-specific Site
- + Unlimited Digital Catalogs
- + Limited Branded Product Filters
- + Digital Showroom Capabilities
- + Import a File to Create an Order
- + Standard Reporting
- + Image/Data Export
- + Catalog Covers & Landing Pages
- + Unlimited Retail/Buyer Access

Integration:

- Flat-file/media upload
- Guided self-service
- Sync from Shopify or QuickBooks

Customer Service:

- Platform-dedicated customer success team

Enterprise

STARTING AT
\$24,000/YEAR

- ✓ Everything Offered in Essential
- + Custom Branded Site URL
- + 2-way Order History
- + Unlimited Branded Product Filters
- + Multiple Warehouse
- + Multi-brand Dashboard
- + Sales Promotions and Discounts
- + Access to Additional Feature Set
- + Product Min/Max and Multiples
- + Drop Ship
- + 360° Images & Product/Catalog Videos
- + Custom Branded PDF Catalog Layouts
- + Product Icons, Landing pages, and revisions

Integration:

- Flat-file, database replication, API or custom adaptors
- ERP/PLM/PIM Integrations
- Dedicated technical project managers

Customer Service:

- White-glove account management team

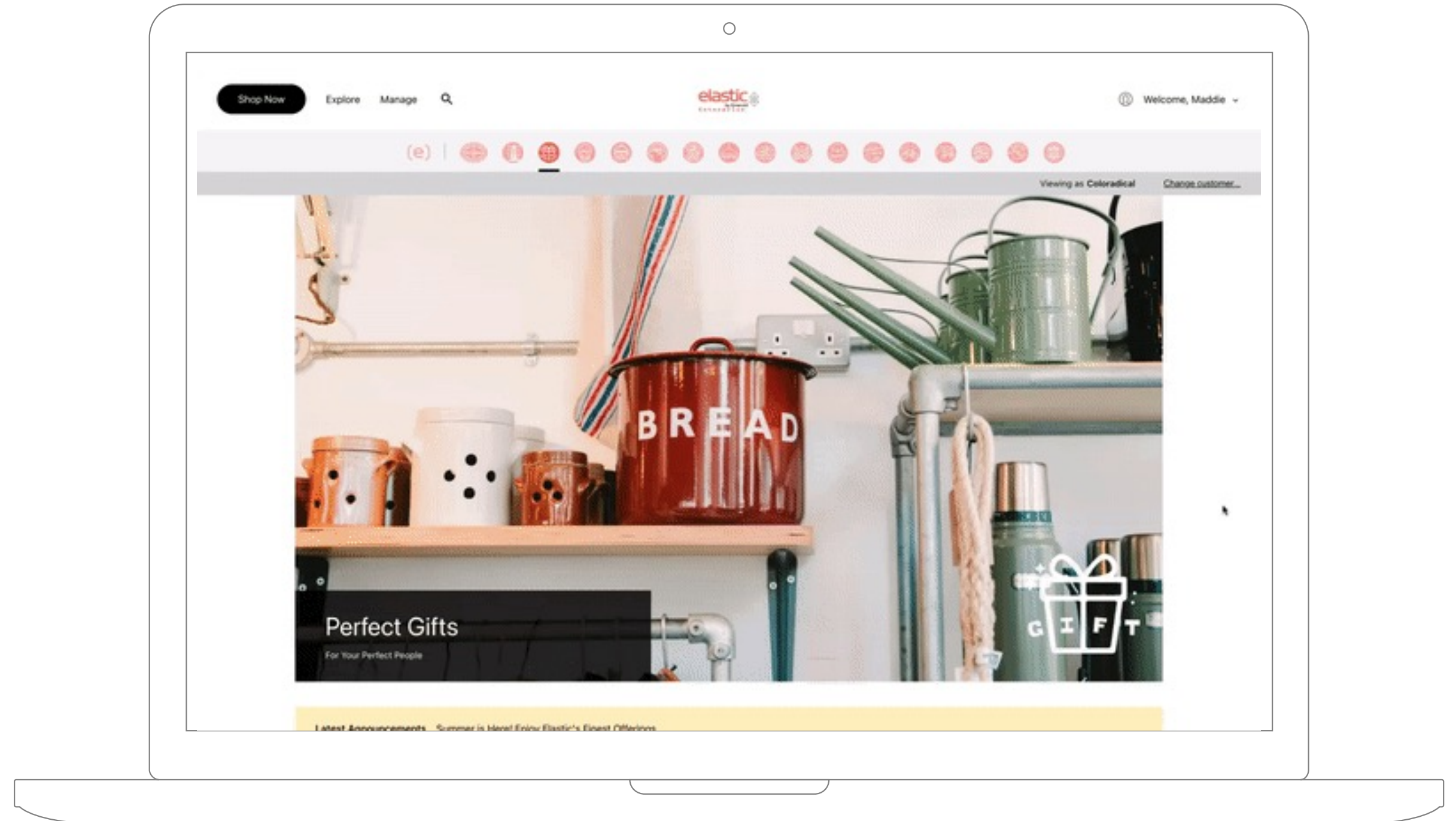
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Foundational Feature Set

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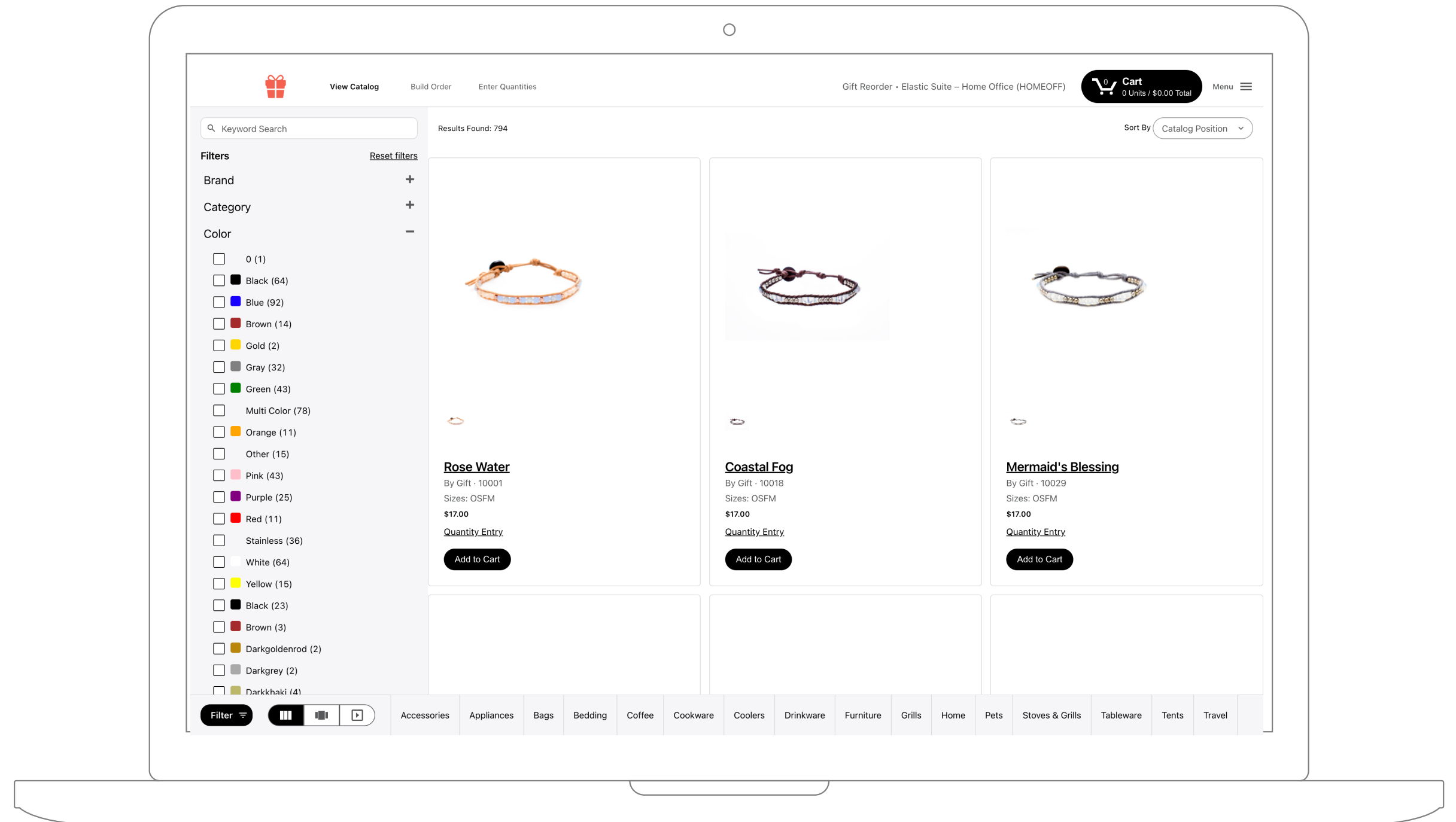
Dashboard

- Controlled by brand
- Configurable via CMS
- Photo & video assets
- Quick product search



Quick Order

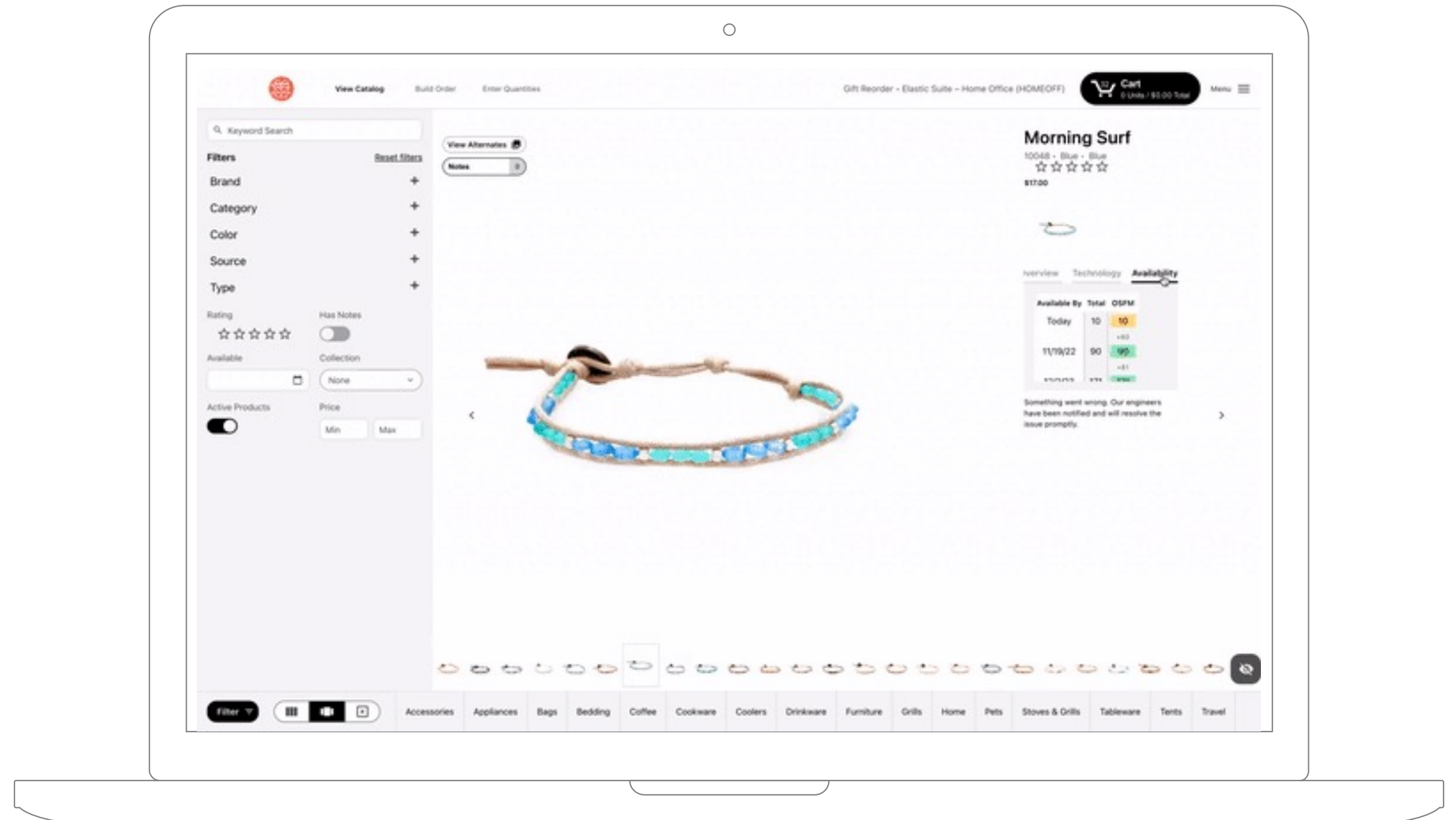
- Robust search & filter
- Real-time inventory
- Future inventory
- Multi-shipment orders
- Copy/paste quantities
- Add to cart



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Digital Catalog

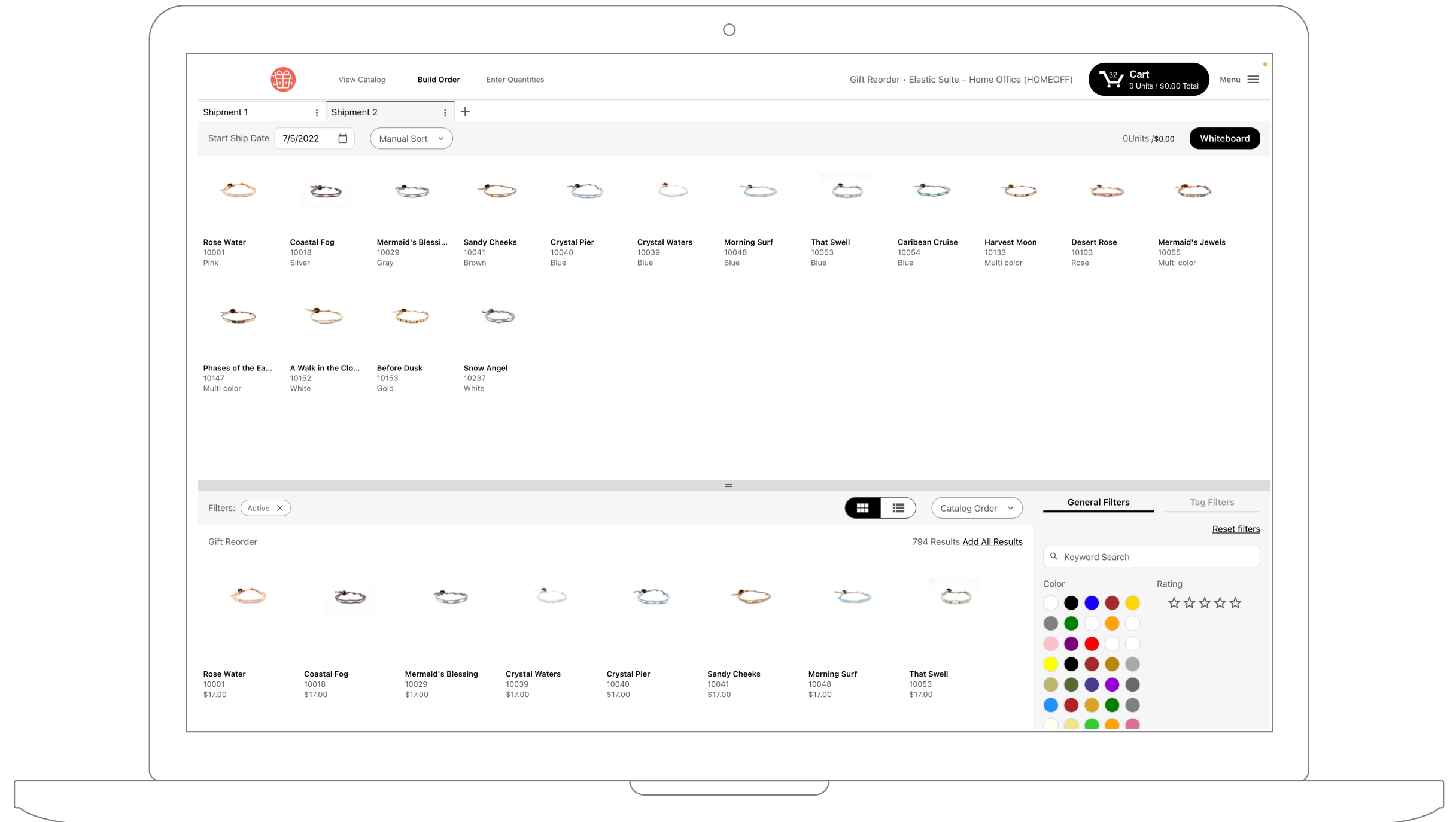
- Product overview
- Alt images & video
- Note, star & rate
- Catalog revisions
- Product availability
- Add to cart



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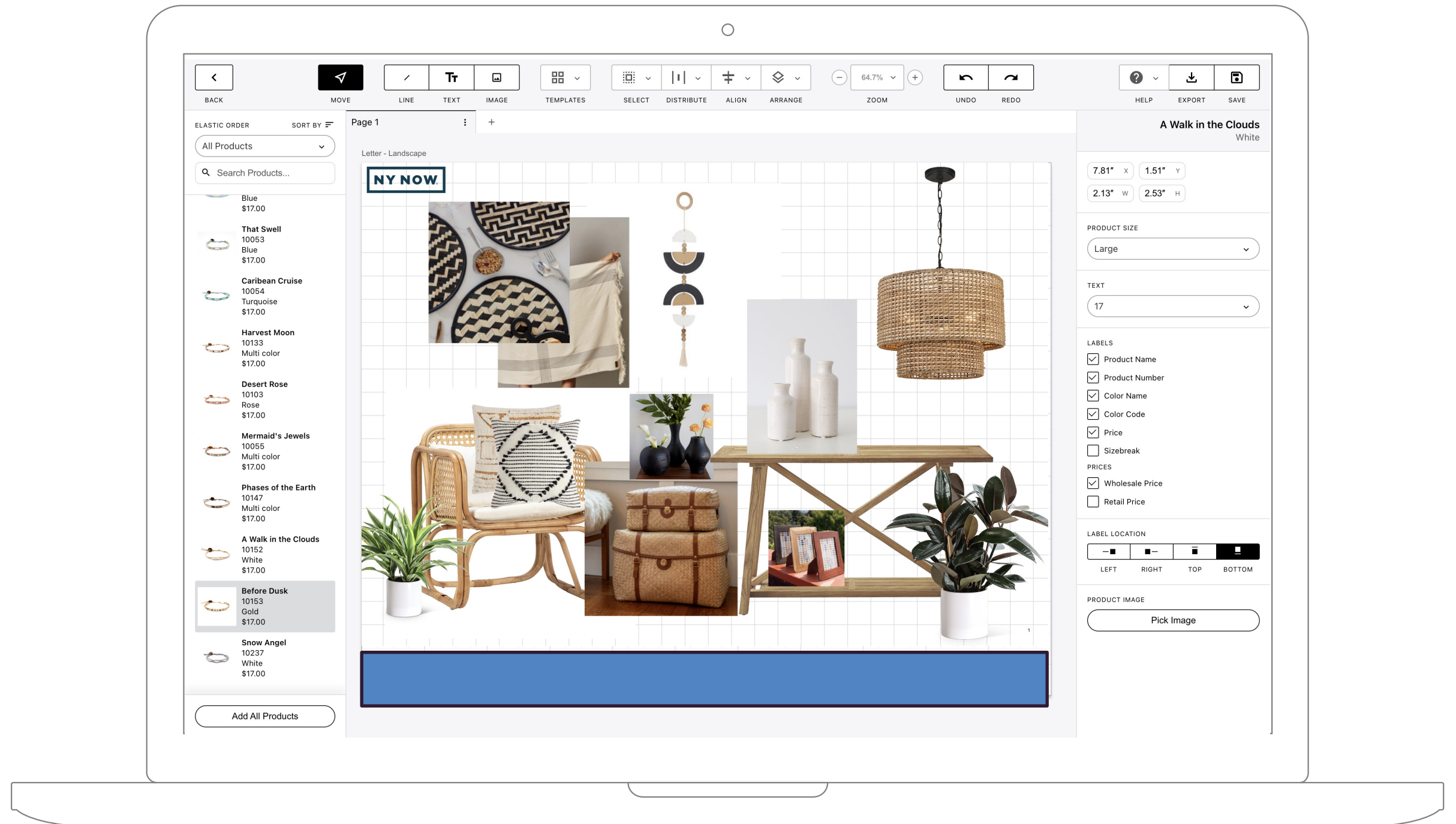
Assortment Builder

- Multi-shipment orders
- Robust search & filter
- Drag & drop
- Import/export files
- Order proposal
- Product detail page



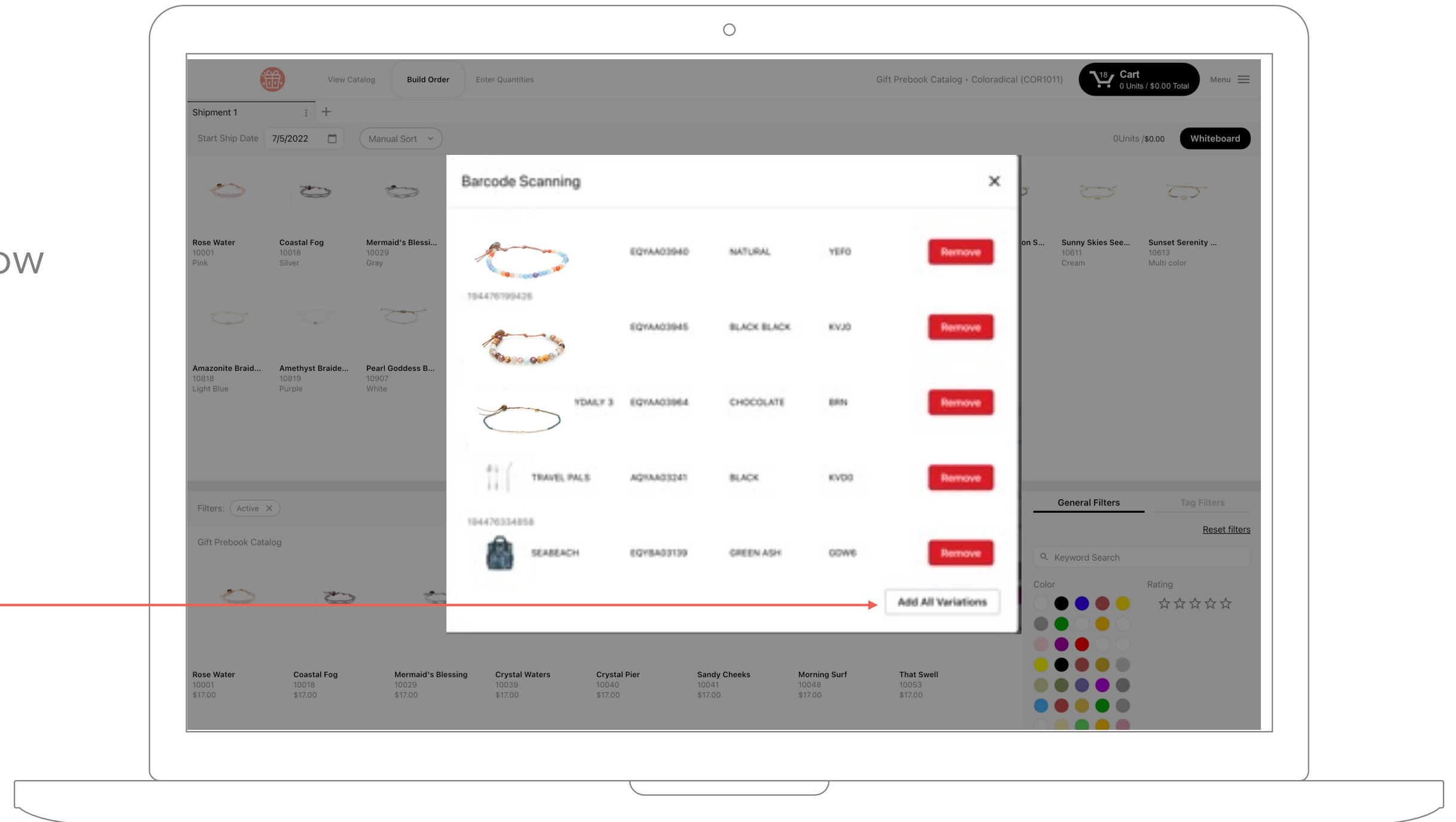
Whiteboard

- Drag & drop
- Adjust size
- Product labels
- Text & display fixtures
- Margin guides
- Print or share



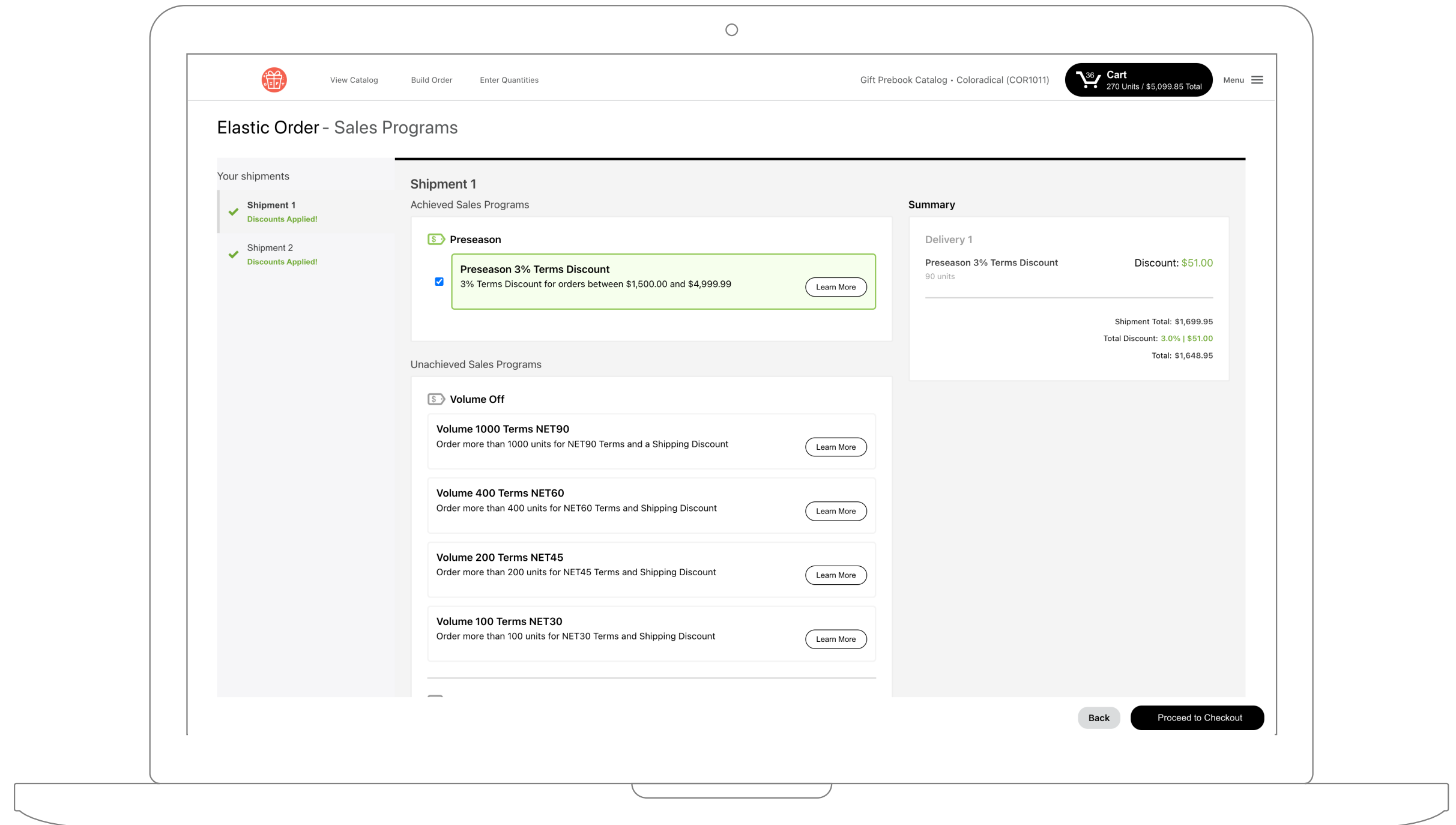
Barcode Scanning

- New menu option
- Scan barcodes into a capture window
- Add to current shipment

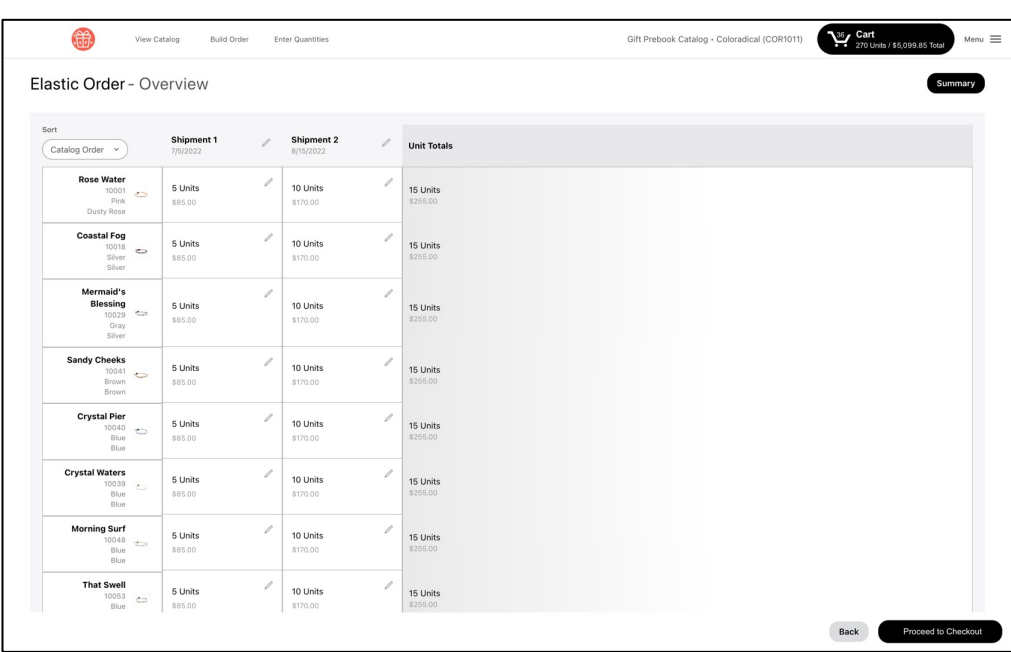


Sales Promotions & Discounts

- Program creation
- Apply & visualize programs
- Track incentives
- Real-time calculations

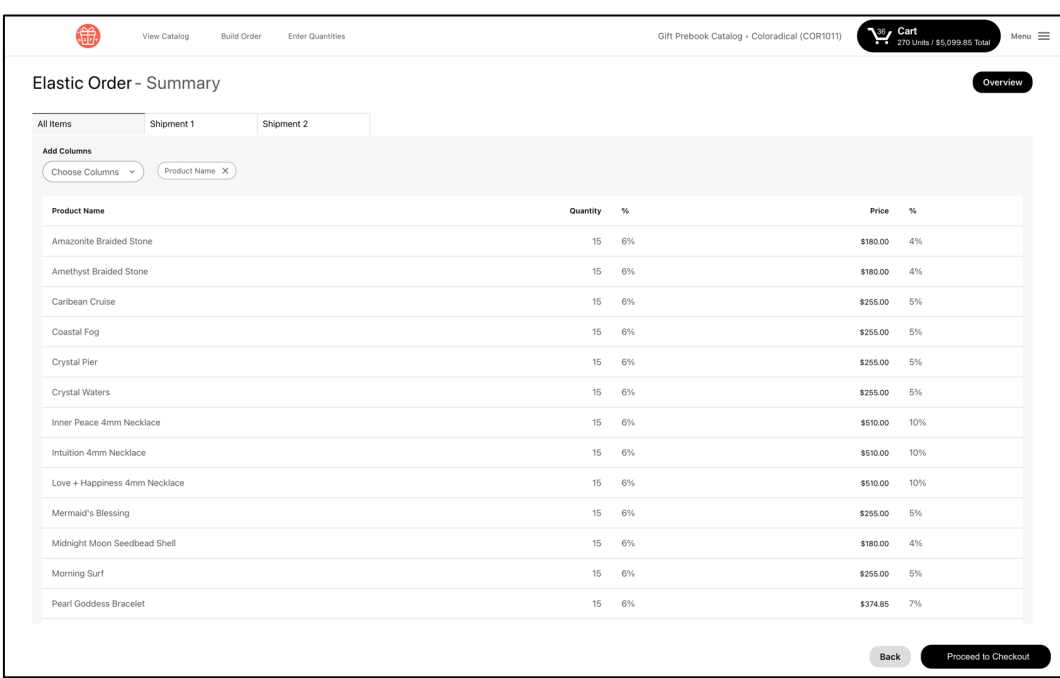


Multiview Cart



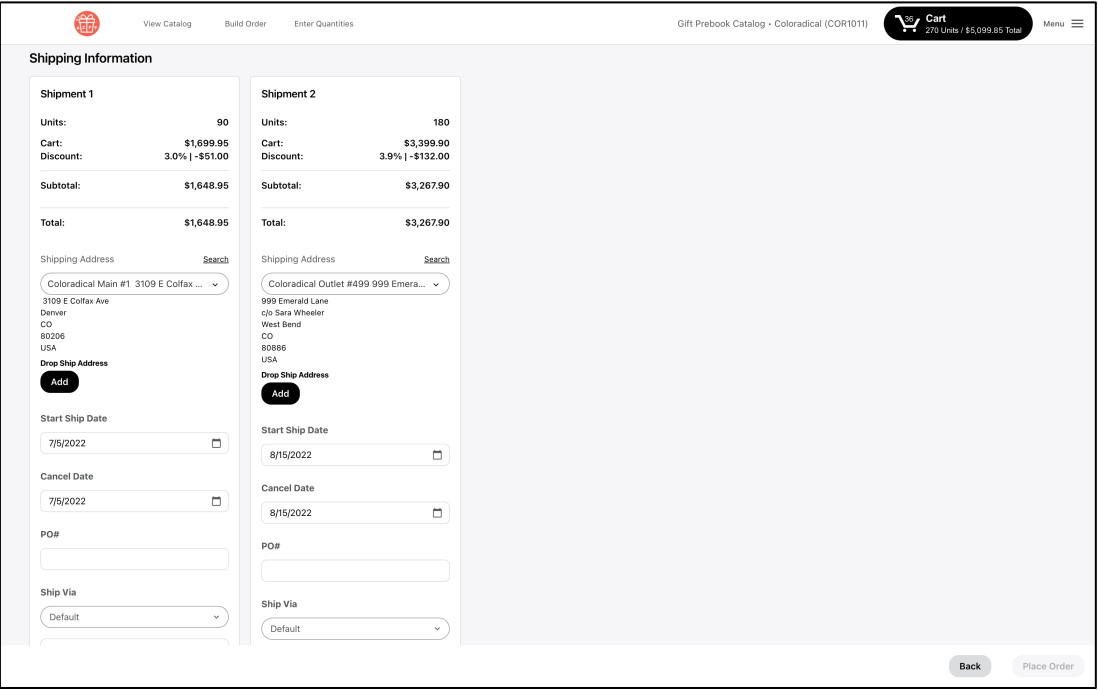
OVERVIEW

- Adjust quantities
- Shipment totals
- Order totals



SUMMARY

- Data selection
- Order data
- Shipment data

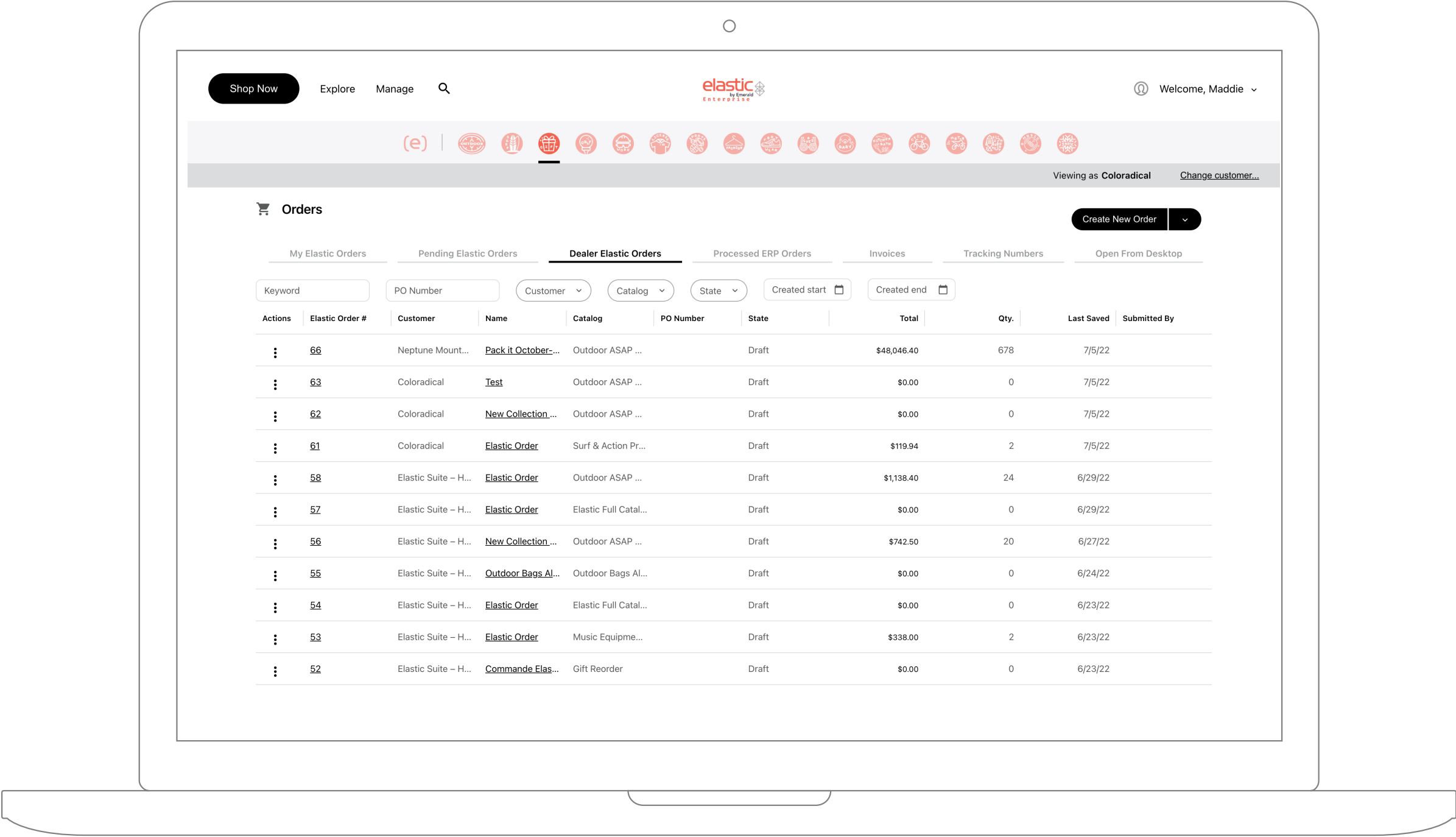


CHECKOUT

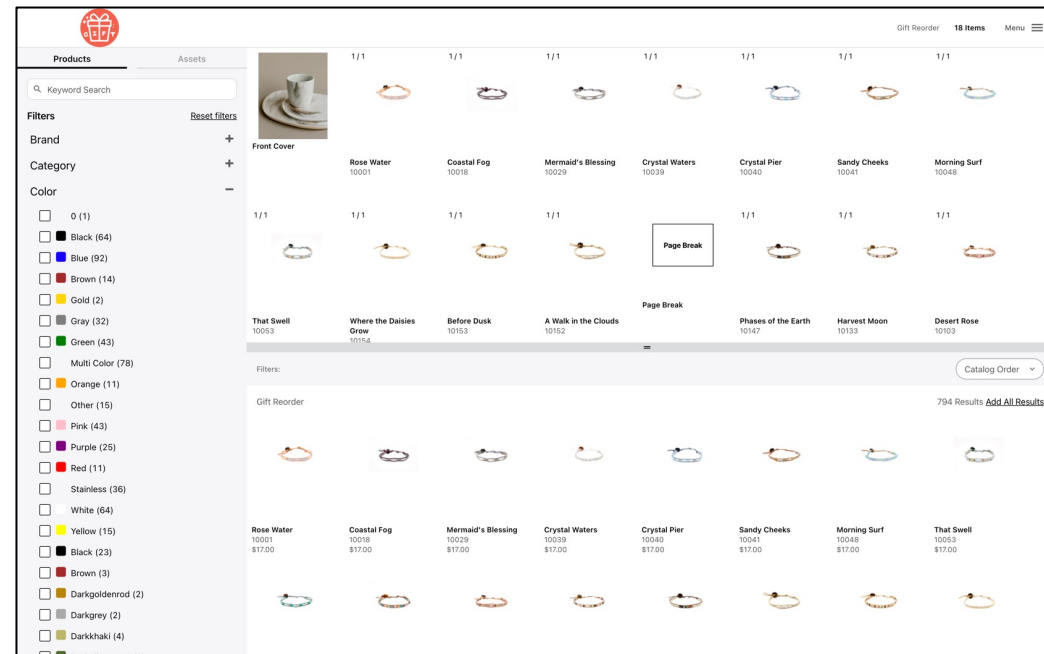
- Ship-to info
- Start/cancel date
- Enter PO #

Order History

- Robust search & filter
- Create reports
- Set date range
- Track shipping
- Duplicate orders
- Export .CSV
- View order status from ERP

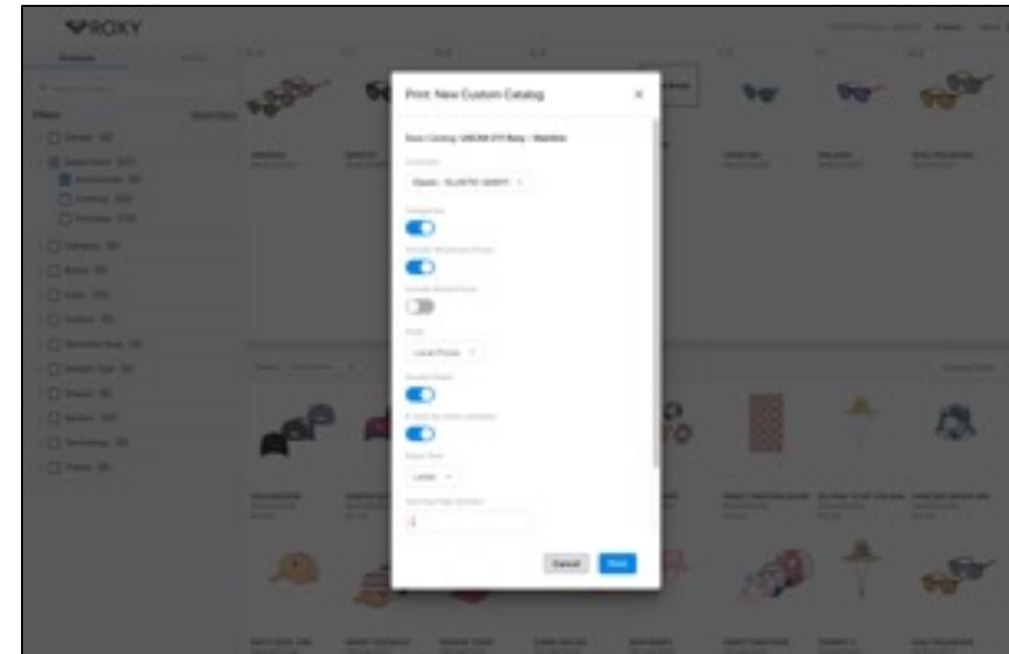


Custom Collection Builder



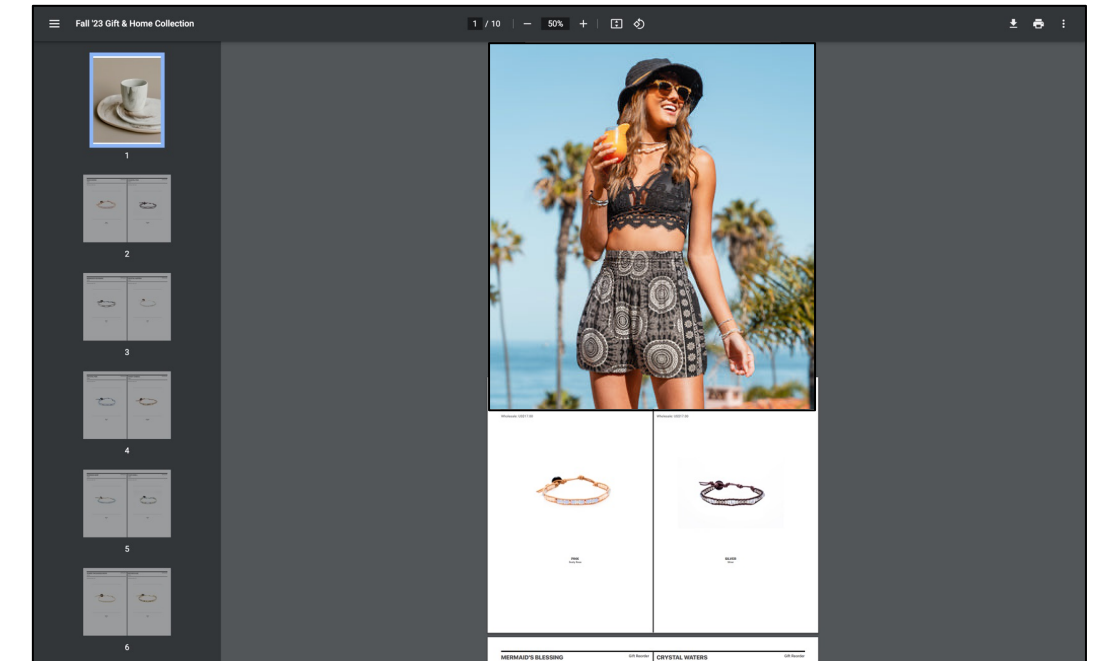
CREATE COLLECTION

- Drag & drop
- Search & filter
- Marketing assets



PRINT COLLECTION

- Select customer
- Select price
- Print options



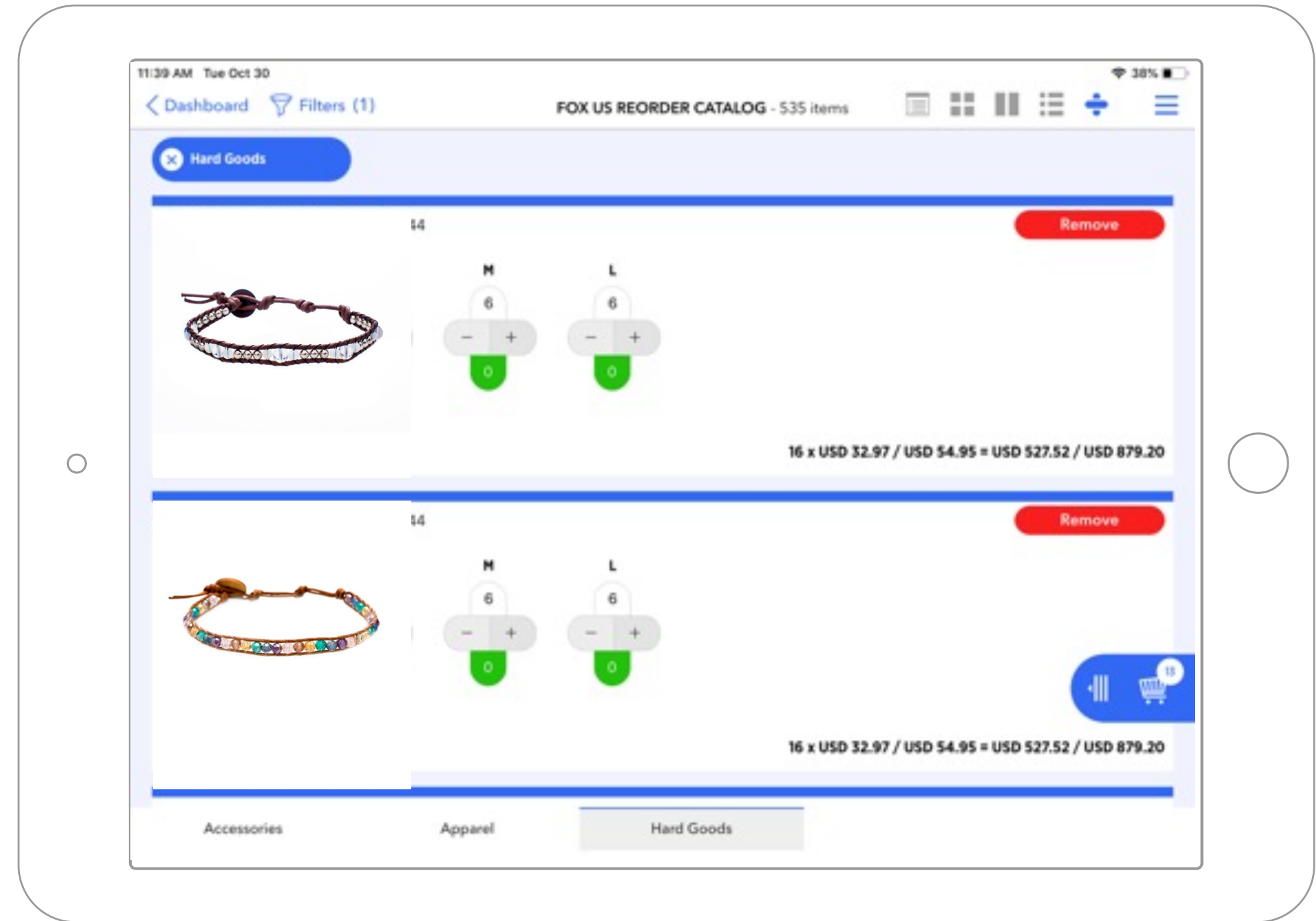
COLLECTION LAYOUT

- Branded layout
- 100% accurate
- Digital or litho

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iOS App

- Offline orders
- Syncs live data
- Multiple layouts
- Catalog details
- Inventory
- Add to cart



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Learn More About Elastic's B2B Solutions

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Get in touch with Sawyer:

EMAIL: SAWYER.FRANK@ELASTICSUITE.COM

SCHEDULE A CALL: [CALENDLY.COM/SAWYER-FRANK](https://calendly.com/sawyer-frank)

Visit ElasticSuite.com

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HAPPY HOUR
Tuesday @ 5:15 PM

NY NOW Talk Stage
Booth #501

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Questions?

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See you at
the show!

