

App4Sales[®]

by optimizers



B2B sales platform
Sales apps, webshops & PIM system

The sales app for your sales representatives

With our easy-to-use mobile sales application you can access your entire digital catalog, register new customers, add items to an order and let customers sign for their orders on the spot. Easy and time saving.



Catalog

- Catalog and list view
- Search, sort, filter and select items
- Real-time stock information
- Supports multiple languages
- Customer specific prices



Placing orders

- Advanced order processing
- Add items to an order
- Manage and register customers
- Print and email order confirmations
- Add signatures



App4Sales CMS

- Connected to your ERP
- Use price lists from your ERP system
- Create lookbooks
- Set up customer filters



Online and offline mode

- Register customers
- Create and save orders
- View customer information
- Browse through your catalog



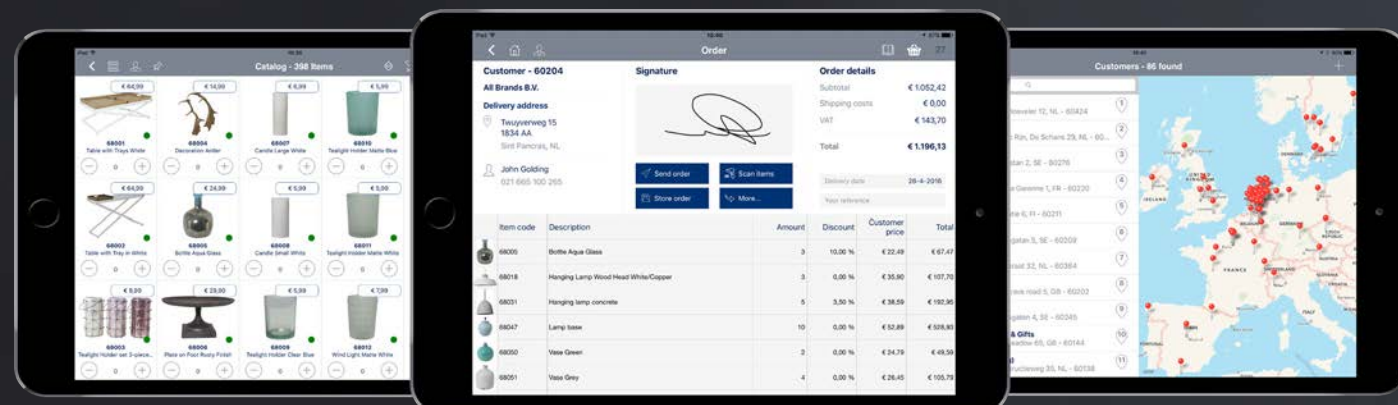
Lookbook

- Use a lookbook as your catalog
- Link your items and item groups
- Various display options



GPS location

- Location based
- View nearby customers
- Get directions



Visualize your items using a lookbook

Within App4Sales you can use a lookbook to link your items to relevant images and show them in different ways.

Link item tiles to images and quickly add the items to an order. App4Sales also allows you to easily navigate from image to image to quickly view different items.

App4Sales Fashion

by optimizers



The B2B sales app for the fashion industry

Improve the performance of your sales team with App4Sales Fashion. Your representatives can use the iPad app to access up-to-date customer and product data at any time.

They can use App4Sales Fashion as an all-in-one catalog, lookbook and order form. The app gives your representatives access to current stock levels, new marketing materials and digital documents, such as invoices and order history. Customers can sign for their order on the spot on the iPad, after which the signed order is sent directly to your ERP system for further processing.

Its extensive matrix and display options make App4Sales Fashion ideal for the fashion industry.



Buy-the-Look

Link products to photos and add complete looks to your shopping cart with a single click.



Save on samples

Use high-quality images to promote your products.



Online & Offline

Place orders at any time, with or without internet connection.



Multilingual

Supports multiple languages and currencies.

App4Customers

by optimizers



The order and catalog app for your customers

Increase your sales by facilitating your customers' ordering process. Your B2B customers can use App4Customers to view your products, place orders and view historical data such as their orders, order confirmations and invoices. They can easily add items to an order by clicking on them.

Private label app

App4Customers gives you the option of listing your own app in the Apple App store and Google Play Store under your company name. This makes App4Customers a valuable marketing tool, as well as a versatile B2B app.



Catalog

Use a lookbook as your catalog and search for items using filters.



Placing orders

Customers can place orders themselves, both online and offline.



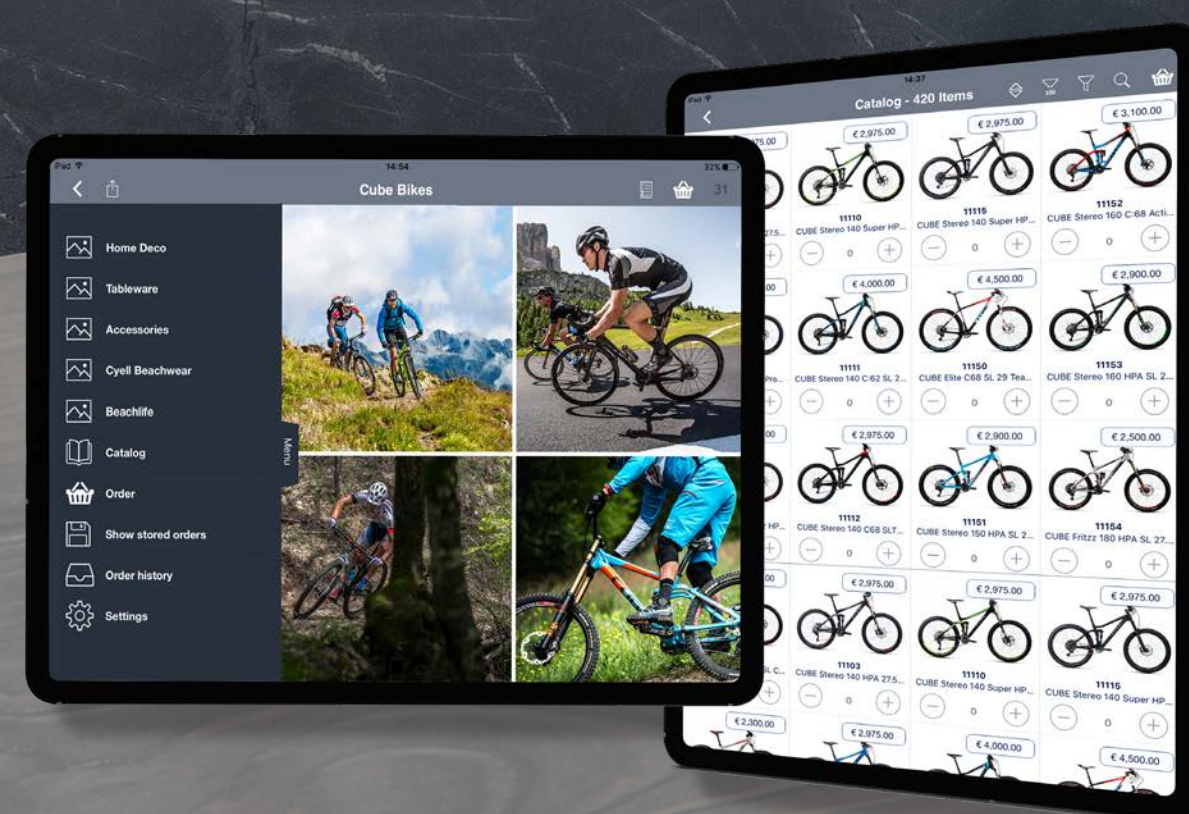
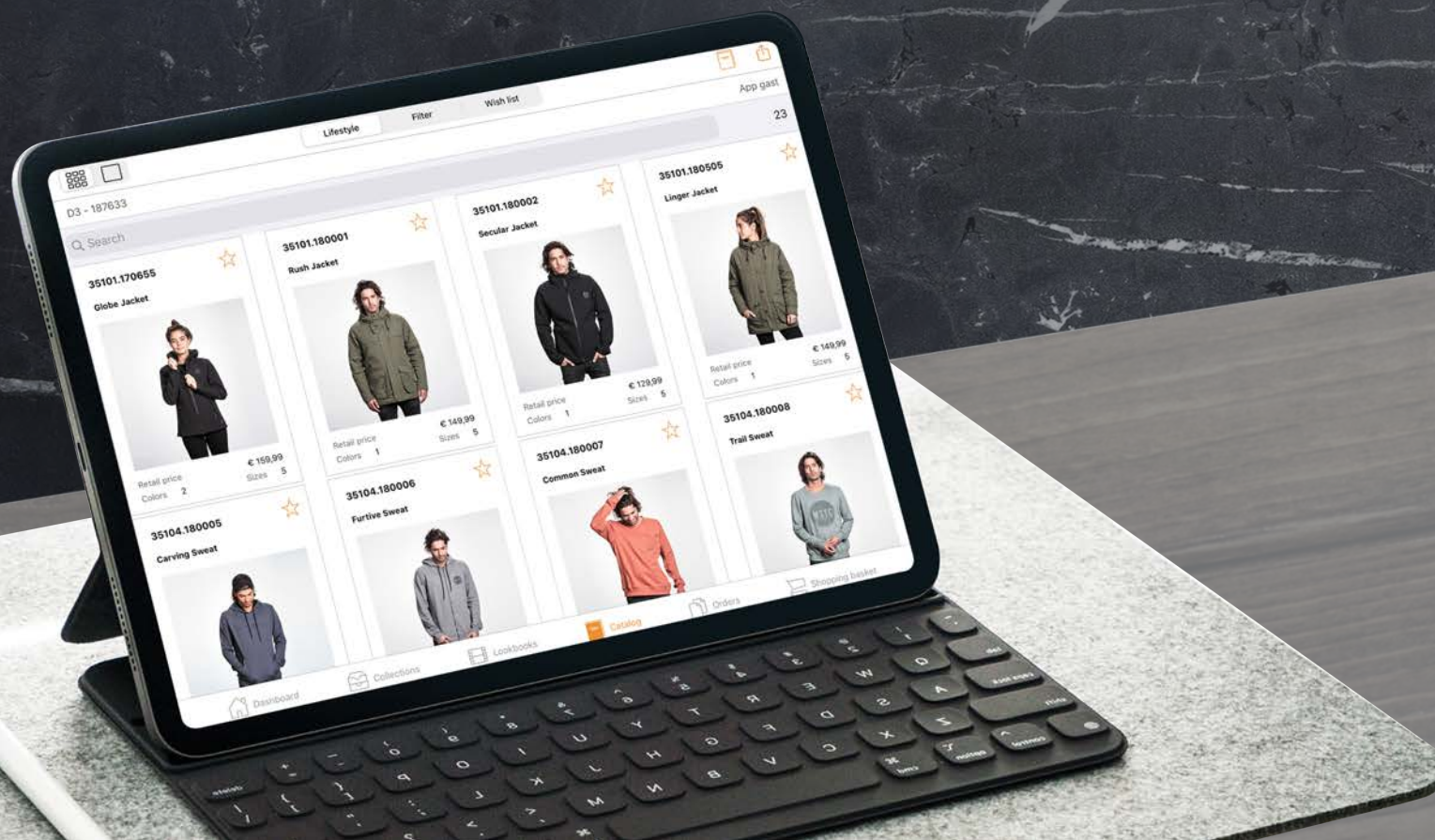
App4Sales CMS

Manage your customer logins with the App4Sales CMS and closely monitor your sales.



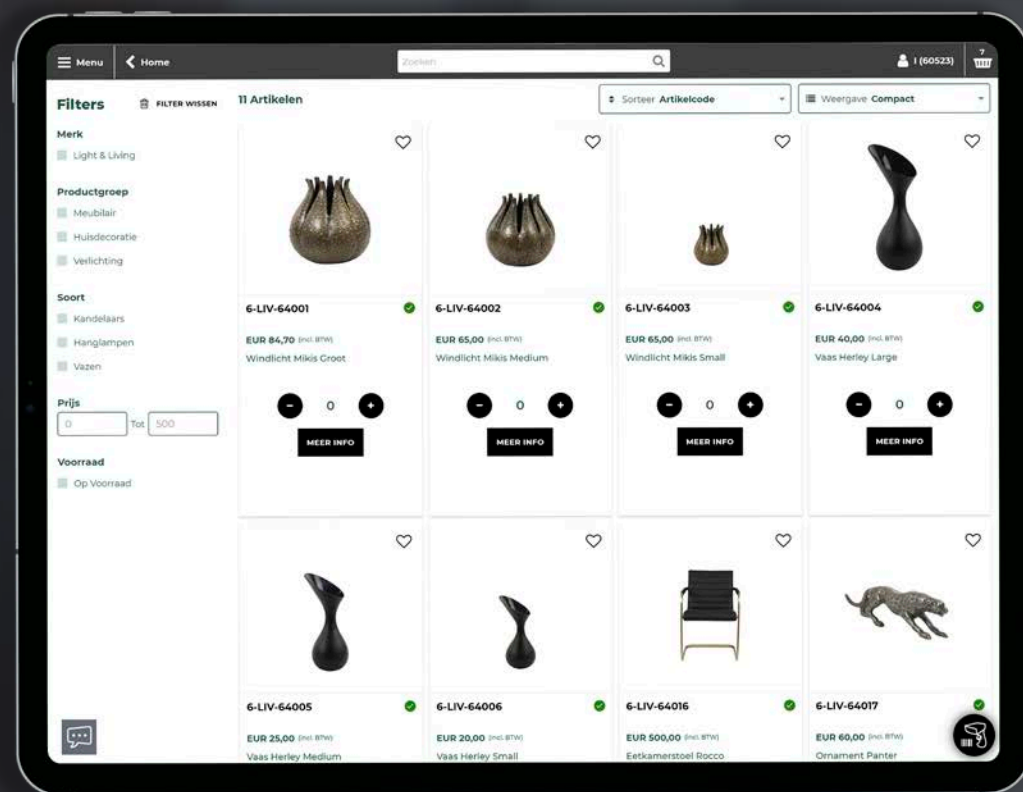
Connected to your ERP

Connected to your ERP system to provide up-to-date information at any time.



The B2B Sales Portal

Portal4Sales is a powerful plug-and-play B2B webshop. With Portal4Sales, your customers can easily place orders and view real-time item and order information. The user-friendly Portal4Sales is easy to implement. No complex B2B webshop, but a fast, high-quality portal that lets your customers enter orders on their smartphones, tablets and desktops.



Connected to your ERP

- Customer management, order and invoicing history
- Up-to-date stock information
- Apply filters



App4Sales CMS

- SAAS (Software As A Service)
- Connected to your backoffice
- Supports multiple languages



Placing orders

- View and order items
- Advanced order processing
- Send order confirmations



Fully responsive

- Available on smartphones, tablets and desktops
- One website for all devices
- Accessible from anywhere

Flexible B2B webshop

Portal4Sales Pro is an extensive, user-friendly webshop that allows your customers to place orders at any time. Thanks to the integration with your ERP system, customers always have access to a clear overview of stock levels, price information and order history.

Improve your branding

Choose the look & feel of your online store by designing your own pages, lookbooks and buy-the-look pages with our user-friendly interface. In addition, you can provide your customers with marketing materials they can download at any time. Create a consistent brand experience with Portal4Sales Pro and take your branding to the next level.



Customization

Choose the look & feel of your online store and create your own pages.



Stock overview

Show current stock levels, including future stock.



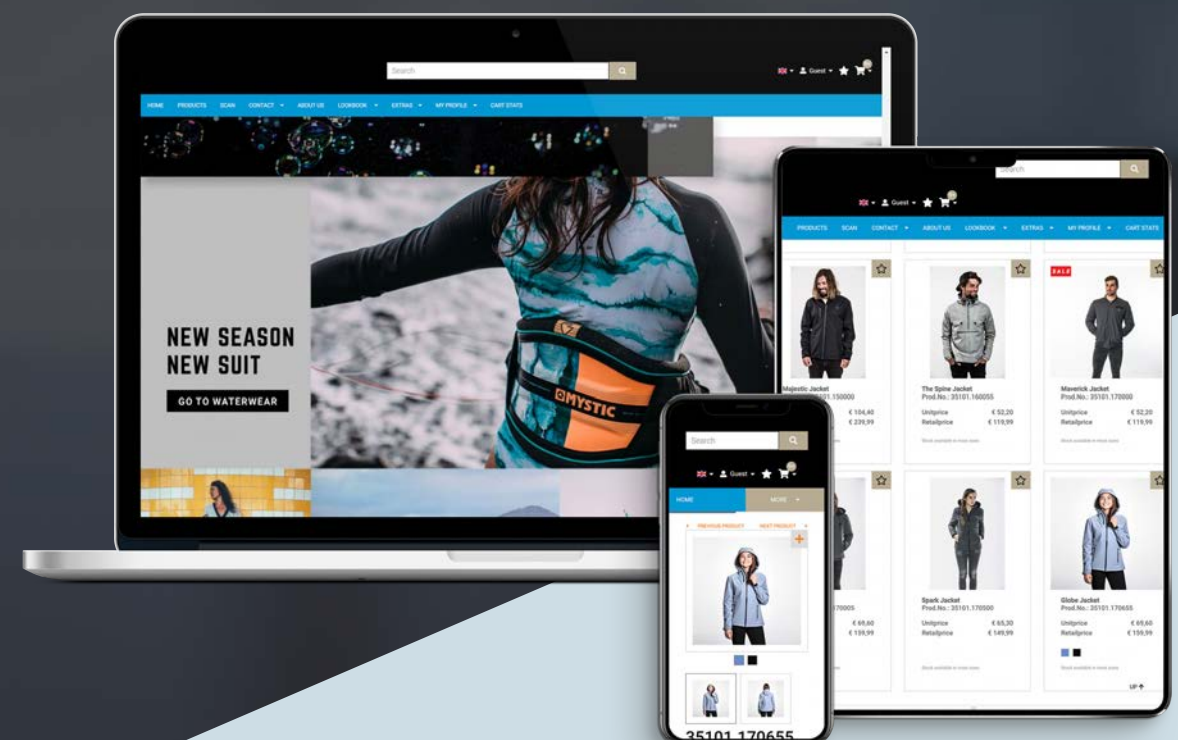
Pricing

Offer your customers specific prices, credit limits and payment terms.



Customer-specific

Provide your customers with their personal dashboard and product catalog.

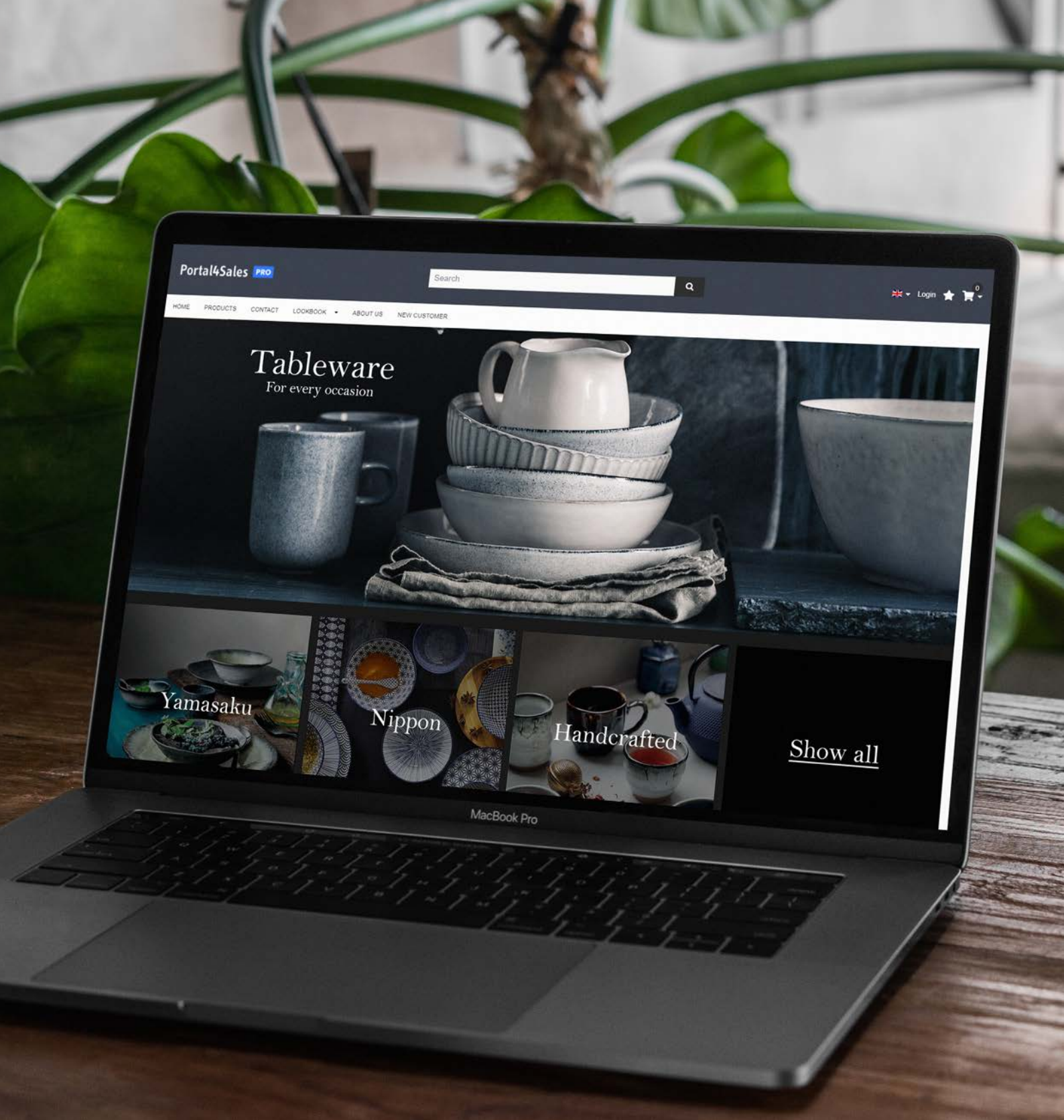


Maximize your webshop conversion with Portal4Sales Pro

The Portal4Sales platform has various options to maximize your webshop conversion. Portal4Sales Pro offers basic search functionalities, including autocorrect and instant search. This will help you improve your customer experience and boost your sales.

The Portal4Sales Enterprise lets you use extensive Site Search and Merchandising tooling, including autocomplete and dynamic redirects.

	Portal4Sales Pro Tweakwise Standard	Portal4Sales Enterprise Tweakwise Medium	Portal4Sales Ultimate Tweakwise Recommended
Site Search	Instant search, search API, typo tolerance, synonyms, algorithms management, multilingual, search banners.	Instant search, search API, typo tolerance, synonyms, algorithms management, multilingual, search banners, autocomplete, dynamic redirects.	Instant search, search API, typo tolerance, synonyms, algorithms management, multilingual, search banners, autocomplete, dynamic redirects, content search.
Merchandising	✗	Sorting rule tool, sorting templates, smart facets & filters, visual merchandising, all list pages.	Sorting rule tool, sorting templates, smart facets & filters, visual merchandising, all list pages, guided selling.
Recommendations	✗	✗	Featured products, upselling & cross-selling, business rule tool, manually featured products.



Increase turnover of your B2B webshop

If you want to increase the turnover of your B2B webshop, Portal4Sales Ultimate is the perfect solution. In addition to the standard Site Search and Merchandising options, this webshop offers the option of adding featured products and a personal feed to your online store. This includes features such as featured eye catchers and upsell and cross-sell based on business rules. Visit [Tweakwise.com](https://www.tweakwise.com) for all the details and functionalities.

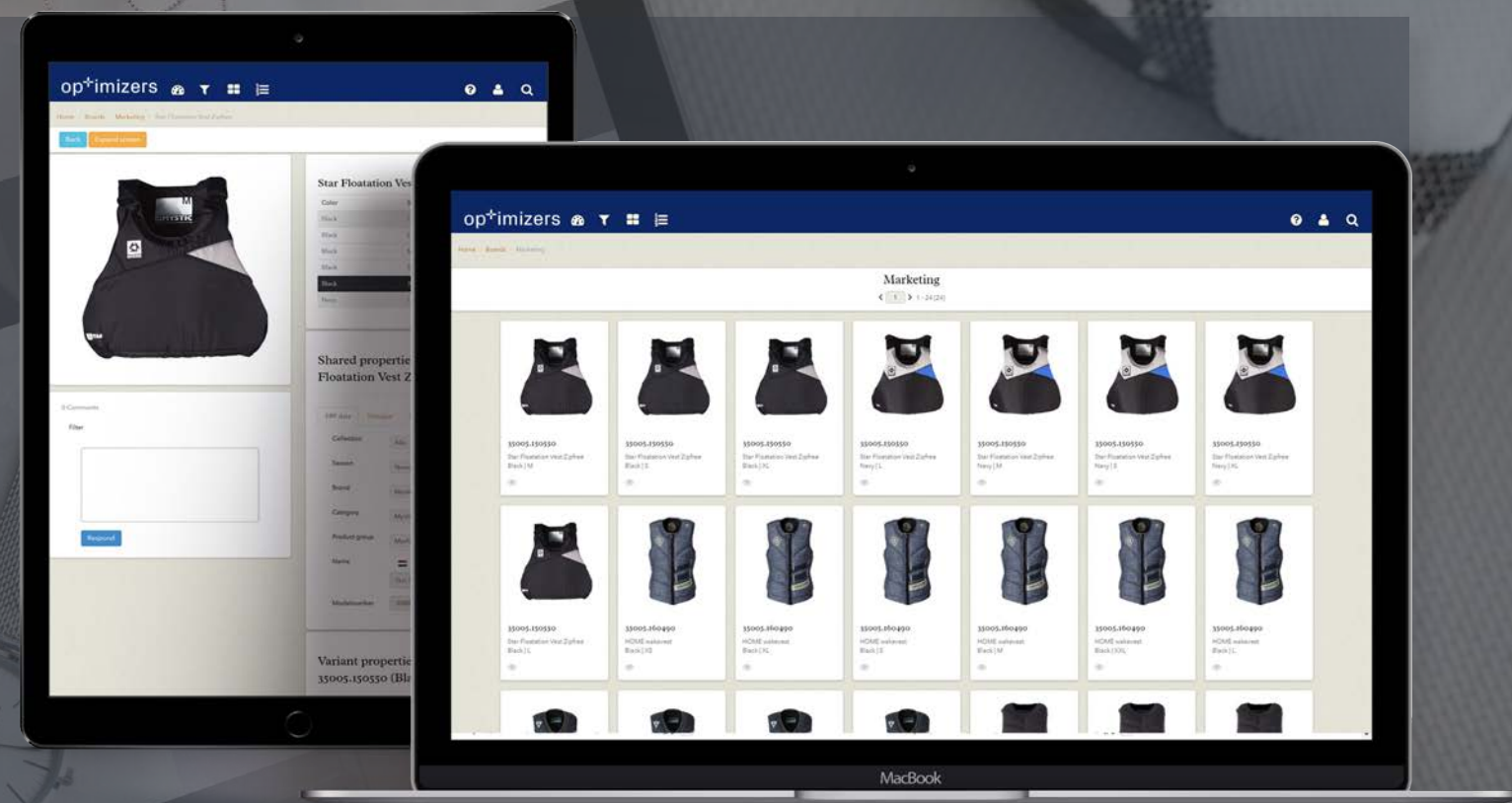
PIM4Sales

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Efficient product information management

Optimize your product information management with PIM4Sales: one single platform for all product information that is managed by different departments. With PIM4Sales, you can create one single source for all your technical, logistical and commercial product information. This information can be linked directly to related content such as images, videos, sales documentation, technical documentation and promotional materials.

All product information is managed and distributed to the desired channels from PIM. This way, you will have identical data and an equal customer experience across all channels. The Channel Manager allows you to distribute your content to more than 2,500 price comparison websites, affiliated networks and marketplaces, including Amazon and Bol.com. You decide which content is shared on which platform.



App4Labels

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Print labels easily

Does label printing take a lot of time in your organization? Optimize your label management with App4Labels. Save time by managing your labels in one place and printing them at any location.

With App4Labels, you can print labels from any location using a Bluetooth printer, including trade fairs or on site with a customer. Easily find items in your administration, select the items for which you want to print labels and print them at the push of a button. Save items in a practical list and print the labels for this list all at once.

The label designer allows you to save multiple designs. You can use different layouts to easily create labels for a showroom, trade fair or warehouse. The data for the labels is gathered from the item data in the App4Sales platform.



App4Sales can be connected to the following ERP systems:



Microsoft Dynamics 365
Business Central

ORACLE
NETSUITE

SAP Business
One



infor

exactOnline exactGlobe

snelstart

ACCOUNTVIEW
BUSINESS SOFTWARE



VIMA

FORTNOX

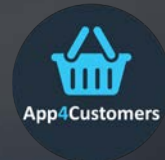


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ONLINE BUSINESS SOFTWARE



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