BlueCherry® B2B eCommerce Solution

In the time-compressed world of consumer lifestyle products, buyers and sellers find it increasingly difficult and costly to attend shows, travel to meetings, and stay up to date on order status. These challenges are multiplied as today's consumers demand more frequent new product introductions, greater variety and higher levels of service.

To meet these and other industry mandates, today's leading and fast-growing brands and wholesalers are leveraging the latest technologies to extend market reach and streamline the buying and selling processes.

Simplify Wholesale

BlueCherry® B2B eCommerce (formerly Threadvine®) enables high-growth brands and wholesalers operating in the consumer lifestyle products industry to engage retail buyers and reps, promote their products and select assortments, and receive confirmed orders virtually anywhere, anytime. It also makes it more convenient for buyers to view seller recommendations, get detailed product and availability information, and place orders online or through their mobile device.

BlueCherry® B2B eCommerce leverages the latest in mobile and ecommerce technology to speed and simplify the wholesale sales and buying processes. Instead of limiting sales opportunities to traditional trade shows, markets, and sales calls, today's savvy wholesalers use **BlueCherry**® B2B eCommerce to more efficiently make presentations and share information with buyers on a 24/7/365 basis.

Sellers can also use **BlueCherry**® B2B eCommerce on their mobile device to streamline and professionalize the order process at shows and events. Buyers enjoy the convenience and control of having access to all the information they need and the ability to conduct business when and where they want.

With all of this and so much more, **BlueCherry**® B2B eCommerce will help your company reduce sales costs, shorten sales cycles, and strengthen buyer relationships, providing more business. **BlueCherry**® B2B eCommerce provides and quick and impressive return on investment.

Contact us today to learn how **BlueCherry**® B2B eCommerce can accelerate and simplify your wholesale processes and drive more business.

Customer Testimonial

*"**BlueCherry**® B2B eCommerce is an effective communication tool. It's very user friendly. It's quick. As a merchandiser, we can give Sales the tools they need to create full line sheets for national brands like Nordstrom and Macy's to show them their full buy, in a very visual, beautiful way. I have trained sales reps on the necessary functions that they need to be up and running–in a day."*

– Kimberly Deignan
Assoc. Merchandiser, Komar Brands

Key Benefits

- Accurate Style Availability
- Simple Order Entry
- Designed for Web and Mobile
- Easily Share Information
- Software as a Service (SaaS)
- Full Integration with **BlueCherry®** Enterprise Suite and other ERP systems
- Proven Enterprise Level Feature Set
- Private Marketplace Solution
- Global Capabilities: multilingual, multi-currency

BlueCherry® B2B eCommerce Simplifies the Wholesale Process By Enabling Sellers To:

- Easily Connect with Buyers, Reps, and Showrooms
- Automate the Wholesale Order Process
- Capture Orders Immediately From Any Mobile Device
- Strengthen Buyers Self-Service and Enhance Relationships
- Cover Small Markets and Expand Geographical Coverage
- Create and Deliver Custom Line Sheets Instantly
- Share New Styles With Visual Emails No Attachments!

CGS®
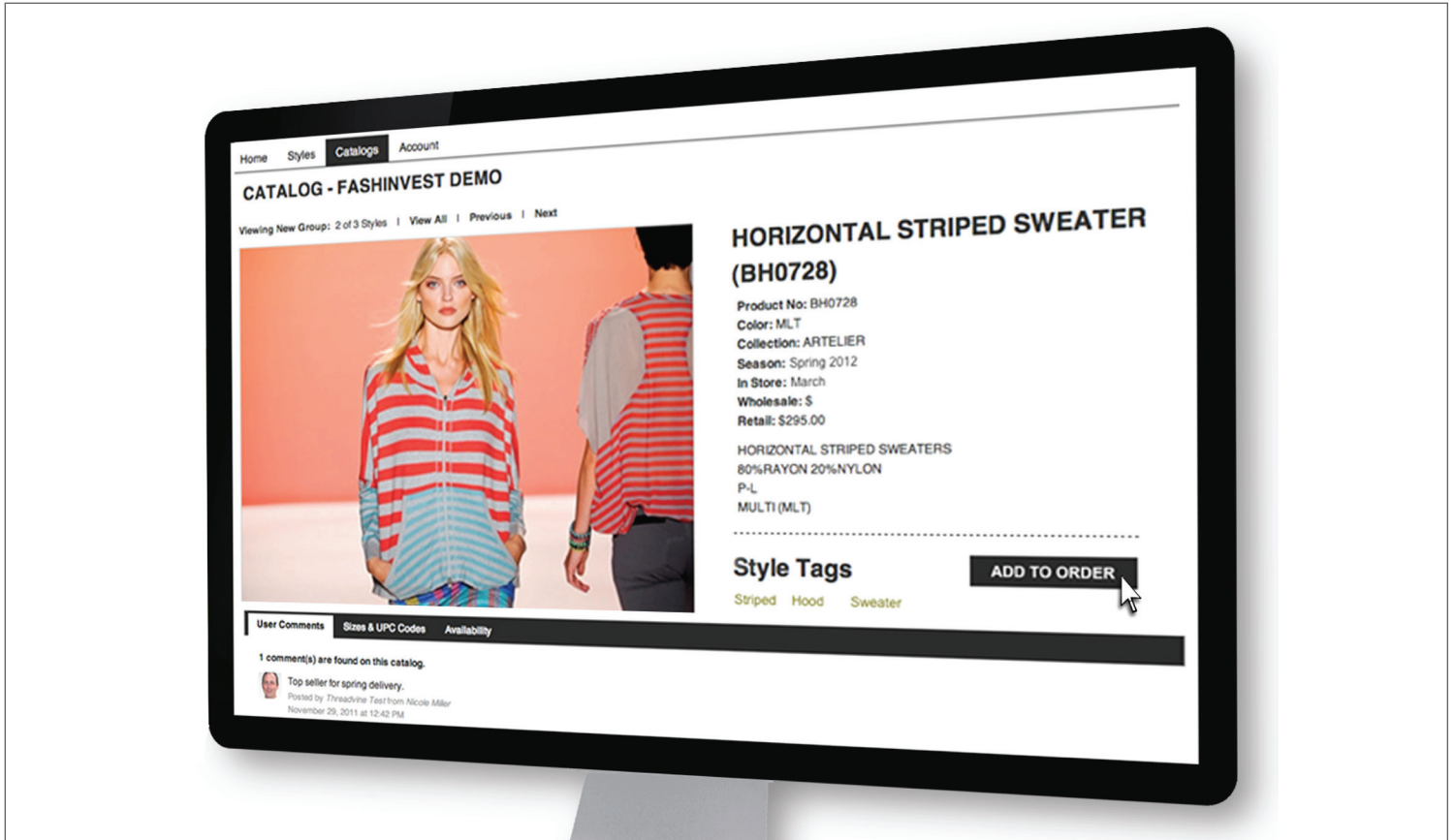
Create Digital Catalogs: Drag and drop to create line sheets, market recaps, hot sellers, close outs and more with the styles and pricing you want buyers to see.

Use Mobile Devices: Use your iPhone®, iPad®, Android®, Blackberry®, or Windows® device to show your line and capture orders anywhere.

Facilitate and Accept Orders: Create orders from a catalog or enter online. Validate availability, delivery, special pricing, multiple currencies and more.

Private and Secure: Buyers see only your styles on your own private website. Choose from standard site layouts or customize to your branding.

Reach Buyers with Visually-Rich Email: Forget attachments–show product images right in the email. Know which buyers are viewing and close business online.

Easy to Setup and Use: Manage seasons, sizes, pricing, availability, buyer access, images and more online. Integrate with back office systems.

To learn more about **BlueCherry®**, contact your **BlueCherry®** sales representative at 212-408-3809 or email us at applications@cgsinc.com. You can also visit us at www.cgsinc.com. Computer Generated Solutions, Inc., 200 Vesey Street, Brookfield Place, New York, NY 10281-1017

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