



Managing your Maintenance Section

The Multi-Level Maintenance Section is a key section which allows each distributor to provide their customers with the most out of each eFoodUSA-powered website. Many options are available to enhance each website which provides a personal touch.

For distributors to access these options, they must go to the Maintenance Section of their eFoodUSA-powered website. By entering a personal user name and password, each user will be brought to a menu with choices that were selected specifically for that person by an administrator.

In the Maintenance Index, each option has a corresponding help section, represented with a question mark graphic next to each selection. This graphic is a link, which when clicked, will open a new, small browser window and includes step by step instructions along with additional information about the corresponding maintenance option.

The Maintenance Index of each eFoodUSA-powered website may include some or all of the following options:

Update Featured Vendor—Increase vendor revenue by adding or updating one or more featured vendors with this option. A Featured Vendor will have its company logo displayed on the Home Page of the eFoodUSA-powered website. The logo, when clicked, will then link to an individual Vendors Page. This page can display featured products from the Featured Vendor that are available through the distributor.

Update Weekly Specials—Add or update weekly specials and provide customers

with a showcase of new items at a great deal! The Specials Page is accessible by clicking the Specials button on the navigation bar of an eFoodUSA-powered website.

Update Vendor Item Links—Add or update a vendor's website link or logo to be displayed with specific products listed on the order guides. Earn even more vendor revenue with this eFoodUSA-powered website feature.

Add New Contacts—Add contacts to be listed on the E-mail Page so that the operator can send email directly to a specific employee. Click the E-mail button in the navigation bar of an eFoodUSA-powered website, and a list of employees along with their telephone extensions, job titles and a link for sending an e-mail will be displayed.

Update Existing Contacts—Select this option to update existing contacts on the E-mail Page when information has changed or a contact must be deleted.

Copy Customer Order Guide Information—Copy all of the items of the *personal* order guide from one customer to another for uniform ordering. Simply type the account numbers for both operators in the fields provided.

Copy Additional Order Guide Information—Copy all of the items of one of the *additional personal* order guides from one customer to another for uniform ordering.

Update What's New Page—Add or update information for the What's New Page and keep the operator aware of advancements

In the News:

- eFoodUSA attended the Fox River Foods, Inc. Food Show on November 18, 2003 in St. Charles, Illinois.
- eFoodUSA will be attending the Multi-Unit Group Annual Conference in Scottsdale, AZ on January 21-24, 2004. Look for the eFoodUSA booth at registration!
- Happy New Year from your friends at eFoodUSA!



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Feature Focus

The Place Order Section is one of the most popular and frequently used features of an eFoodUSA-powered website. This section allows an operator to place an order with their distributor through an online order entry system. This system, however, is more than just your basic order entry system.

For an operator to access the Place Order feature, he or she must begin by signing in on the Home Page. If an operator does not yet have a username and password, a representative from the Foodservice Distributor should be contacted to create an online account for the inquiring establishment. After successfully signing in, the operator may select the Place Order button in the navigation bar, and begin to place an order.

First, an operator must determine when the order will need to be delivered. The next available ship date will be automatically entered in the requested ship date field at the top of the page, however, if the operator would like a different date, it may be changed at this time. Optional fields are also available for a PO number, shipping instructions, and driver instructions pertaining to the order.

Customized to the operators' needs, the Place Order feature allows a customer to place an order using one of several order guide choices—the Distributor Order Guide, the Personal Order Guide, or other Additional Personal Order Guides that have been created by the operator. The Distributor Order Guide includes all items available for purchase from the Distributor. The Personal Order Guides and Additional Personal Order Guides include only the items pre-determined by the operator who has created the order guide. These personal guides save time by listing only frequently ordered items in familiar categories which allow for quick and easy repeat orders. An operator may also choose to display only a portion of the order guide by entering numbers in the fields next to each order guide selection. For example, they can choose to show items 20 through 50, out of the total number of items in the order guide. All order guides also have the option to be displayed with or without prices.

If the operator has already started an order that was saved in progress, they may resume that order instead of re-creating or beginning a new order. All saved orders are listed at the bottom of the same page with the order guide listing, under the In Progress Orders heading.

“... more than just your basic order entry system.”

After the order guide and display options are selected, the chosen order guide will be shown and ready for quantities to be entered for each item to be ordered. Any special items selected on the

Specials Page will be automatically listed at the top of any order guide and will also be available for a quantity to be entered. An operator may navigate throughout the order guide by using the scroll bars or the Category hyperlinks at the top of the order guide. If a partial order guide was selected for display, another section may be displayed by de-selecting the checkbox and entering numbers in the fields provided at the bottom of the page before clicking the Continue button. Product information is available and can be displayed for many of the items listed on the order guides by clicking the highlighted item code number of the interested item. Items not listed on the displayed guide, such as new items or seasonal items, can be added to any order in the fields provided at the bottom of each order guide. To find an item, there is a search available at the top of the page for the operator to type in a description and find related products. Once a desired product is found, the item number may be typed or highlighted and “dragged and dropped” it into an empty field at the bottom of the page and added to the order.

When finished selecting items for the order, the operator will be shown a page that will list any possible errors with the order, such as an item with a large quantity ordered that could be a typing error, or an item that is discontinued or no longer available for sale. If there are any errors, the operator may click the Modify Your Order button and fix them appropriately. Also, if the operator is not ready to place the order at this time, the order has been saved at this point, and he or she may exit and resume the order later. To send the order for fulfillment, simply click the Place Order button at the bottom of the recap screen. A confirmation will be displayed when your order has been successfully placed.

Since all eFoodUSA-powered websites are available twenty-four hours a day, seven days a week, an operator is able to place an order whenever it fits into their schedule. With the variety of order guides, ease of use and convenience, you can see why the Place Order feature is so frequently utilized.

Watch for our next issue's Feature Focus - Company Info Page! If you would like to see a particular feature discussed in a future Feature Focus article, please send an email with your request to: heatherh@efoodusa.com.





TECH Corner

A Microsoft Christmas

Twas the night before Christmas, when all through the house
Not a creature was stirring, except Papa's mouse.
The computer was humming, the icons were hopping,
As Papa did last-minute Internet shopping.

The stockings were hung by the modem with care
In hope that St. Nicholas would bring new software.
The children were nestled all snug in their beds,
While visions of computer games danced in their heads.

PageMaker for Billy, and Quicken for Dan,
And Carmen Sandiego for Pamela Ann.
The letters to Santa had been sent out by Mom,
To santaclaus@toyshop.northpole.com -

Which has now been re-routed to Washington State
Because Santa's workshop has been bought by Bill Gates.
All the elves and reindeer have had to skedaddle
To flashy new quarters in suburban Seattle.

After centuries of a life that was simple and spare,
St. Nicholas is suddenly a new billionaire,
With a shiny red Porsche in the place of his sleigh,
And a house on Lake Washington that's just down the way

From where Bill has his mansion. The old fellow preens
In black Gucci boots and red Calvin Klein jeans.
The elves have stock options and desks with a view,
Where they write computer code for Johnny and Sue.

No more dolls or tin soldiers or little toy drums
Will be under the tree, only compact disk ROMS
With the Microsoft label. So spin up your drive,
From now on Christmas runs only on Win95.

More rapid than eagles the competitors came,
And Bill whistled, and shouted, and called them by name.
"Now, ADOBE! now, CLARIS! now, INTUIT! too,
Now, APPLE! and NETSCAPE! you are all of you through,



It is Microsoft's SANTA that the kids can't resist,
It's the ultimate software with a traditional twist -
Recommended by no less than the jolly old elf,
And on the package, a picture of Santa himself.

Get 'em young, keep 'em long, is Microsoft's scheme,
And a merger with Santa is a marketer's dream.
To the top of the NASDAQ! to the top of the Dow!
Now dash away! dash away! dash away - wow!"

And Mama in her 'kerchief and I in my cap,
Had just settled down for a long winter's nap,

When out on the lawn there arose such a clatter,
The whir and the hum of our satellite platter,

As it turned toward that new Christmas star in the sky,
The SANTALITE owned by the Microsoft guy.
As I sprang from my bed and was turning around,
My computer turned on with a Jingle-Bells sound.

And there on the screen was a smiling Bill Gates
Next to jolly old Santa, two arm-in-arm mates.
And I heard them exclaim in voice so bright,
Have a MICROSOFT CHRISTMAS, and TO ALL A GOOD NIGHT.

A Microsoft Christmas *courtesy of www.ajokes.com*

From the President's Desk

We are often asked, "What is the best way to "train" the distributors' operator customers?" Quite a few distributors have found that, for many customers, formal training is not needed. At this point, a good number of operators are familiar with how the internet works, and our quick-loading help section, which explains every step, is the only assistance needed. This help section is available on all eFoodUSA-powered websites.

What about the operators that need further assistance? Sometimes we are asked for a training manual book. We tried that early on, and found that it was just not utilized by the operators we were trying to help. We then decided to offer something much more powerful than an instruction manual. We invested in an online interactive tutorial. This tutorial is located on our corporate website under the "eFoodUSA-Powered Website" link on the navigation bar. Not only does it cover each feature in text on a step by step basis, but it also has a movie illustrating each step of the process. The movies are

also linked, so you can start viewing the first step and then continue to click the "next step" all the way through each website process. Many distributors have found this to be a much more effective tool for learning the basics, and even some advanced, site operations. Soon we will offer this tutorial for use on CD, with the option for distributor personalization.

Of course, there are many other methods that distributors can use to assist their operators. Most distributors have set-up a sample account on their website to demo and train their customers. Others have embraced the "Train the Trainer" mind-set. Training a few key people in their organization to become proficient in using their site, and then utilizing them to train other staff and customers has been a very effective tool. eFoodUSA is available for on-site teaching and training. By using as many of these methods as possible, it will help fill the various training needs you may encounter. If you have found other successful methods, please let us know!



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Managing your Maintenance Section (...continued from front page)

and accomplishments on the distributor's eFoodUSA-powered website or within the distribution company itself.

Purge a Forum Posting—Purge a posting from the forum if it is outdated or no longer appropriate. Forum postings are listed by clicking the Forum button on the navigation bar of an eFoodUSA-powered website.

Re-create a Sales Order—Recreate a complete sales order by typing in the order number.

Insert UPC Information into Item Master—Assign UPC numbers to the items to display additional product information such as sales and marketing information, packaging and storage information, preparation and recipe suggestions, nutritional information and photos of the items, and provide the operator with a valuable resource as they are placing their order.

Upload and Update Personal Order Guide—Upload an Excel file to create or replace the personal order guide for an operator.

Customer Master—View a master list of accounts registered to use the eFoodUSA-powered website.

Daily Orders—Check the daily status of all orders placed on the eFoodUSA-powered website that day. See which orders are in progress, placed or pending.

Passwords—Find an operator's password if it has been lost or forgotten by typing the account number in the field provided.

Weekly Orders—Check the status of all orders placed within that week on the eFoodUSA-powered website. Order details can also be viewed by clicking the link of the corresponding order number.

Food Show Admin—(optional feature) Manage the online Food Show Pre-Registration feature. This feature will place a banner and a link for pre-registration pages on the Home Page of an eFoodUSA-powered website.

User Administration—Manage multi-level access to the Maintenance section. Create, update and delete users and assign the options available to each user for the Maintenance section.

Verify Sales Data by Batch—Verify weekly sales data to provide accurate data and reports.