

*A proven secure, reliable and scalable Cloud-based software platform which delivers key functionality and supports growing businesses across finance, sales, service and fulfillment...*

# Conveyorware®

## “All-in-One” Business Distribution SaaS Software

6841 N. Rochester Road  
Rochester Hills, MI 48306  
Phone: 888-840-0235

Web Address: [www.CONVEYORWARE.com](http://www.CONVEYORWARE.com)

### Key Contact:

**Fred Ferber, President**  
Conveyorware Business Software, Inc.



### Software Description:

CONVEYORWARE is an established SaaS Suite of products which constitute a comprehensive, flexible, full-featured and scalable Business-based Distribution Management System with full Financial Accounting developed by industry professionals. The software is a totally integrated, online real-time solution for all the primary functions of a distribution business or product seller/user; specifically for those businesses that perform order fulfillment - - in either a retail or wholesale setting. A more complete view of the system can be reviewed the CONVEYORWARE website [www.conveyorware.com](http://www.conveyorware.com).

### Industry:

Software as a Service (SaaS). For Small and Medium Businesses (SMB's) and Customer-driven enterprises

### Background:

The CONVEYORWARE Business Distribution Management System has been continuously upgraded and used productively/profitably for the past 30 years by a great number of diverse customers. These customers are in a wide variety of industries including e-commerce, retail, wholesalers, importers and resellers of import/export products. CONVEYORWARE began as the core business system for a well-known wholesaler and distributor headquartered in Michigan, **HoMedics, Inc.**, and grew as the company grew to reach over \$300 million in annual revenue. Eventually, the system was offered to outside customers who operated diverse businesses through the distribution business of the successor company. The software has matured and been continually enhanced to serve a broader and demanding customer base in a true SaaS environment - - technically and functionally.

### Key Management:

The Management Team is a hybrid model - - since the software itself is an embedded toolset within the fulfillment business of a leading distribution and business services company in Michigan. The management consists of the President and CEO, Mr. Fred Ferber, with over 40 years of operational focus, Business Manager, Ms. Dianne Heath, with over 16 years of experience with the product and an IT Market Analyst, Mr. Mark Kulczyk, with over 30 years of experience with the CEO and the product, responsible for the CONVEYORWARE strategy and potential outcome.

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### Products/Services:

All of the key needs of a SaaS user are purpose-built into CONVEYORWARE including these key characteristics:

- Browser-based access to robust business-based software applications
- Breadth and depth of business functionality - - scales to any size business, industry and operation
- Ease of start-up or conversion (hours, not days or weeks) and ease of use
- The ability to add and adopt features, components and users, when and where needed
- Instant **Field Sensitive Help** programmed throughout each field and menu of the software saving the user and acquirer precious time.

Modular Core Business Features include a complete set of end-to-end business functions including:

- |                                         |                                |
|-----------------------------------------|--------------------------------|
| -Point-of-Sale & e-Commerce Integration | -Barcode-Based Processing      |
| -Purchasing & Receiving                 | -Parcel & Freight shipping     |
| -Barcode Based Inventory Control        | -Billing & Accounts Receivable |
| -Locator Warehouse Management           | -Sales tracking & Reporting    |
| -Customer Account Management            | -Returns & Warranty Processing |
| -Sales Territories & Commissions        | -Vendors & Accounts Payable    |
| -General Ledger & Financial Statements  |                                |

### Technologies/Special Know-How:

The system was built on one of IBM's most stable and prolific technical platforms in the market and currently resides on the IBM iSeries, with a fully integrated database and online operating platform. Features were added over the years and the system operates on the web with fully enabled secure internet and mobile/wireless delivery from a central shared services virtual platform. The ownership of the software and IP are solely the property of CONVEYORWARE and are protected.

### Markets:

The SaaS Buyer market is growing exponentially as most market analysis would show today, and few products are as feature rich for the SMB market as CONVEYORWARE. In head-to-head comparisons with other major products on the market, only CONVEYORWARE delivers a total integrated solution for those SMB's who "manage, sell and deliver product" to an end customer base. This target market of millions of potential businesses are clearly underserved by other SaaS products on the market today.

### Mission Statement:

Share the power of Conveyorware Software to help millions of businesses obtain success.