

Using their Deep Supply Chain Software Experience to Develop Cloud Based Tools, SaaS Company BizSlate Inc. is revolutionizing the way Small Distribution Businesses Manage their Customers, Vendors, Orders, Logistics and their overall Supply Chain

Business Services Enterprise Resource Planning

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Marc Kalman
CEO

BIO: Mr. Kalman is an experienced business leader and supply chain expert. Prior to BizSlate, Mr. Kalman was co-founder and Chief Executive Officer of eZCom Software Inc., a SaaS Electronic Data Interchange ("EDI") provider that Mr. Kalman ran successfully for 10 years. Under his leadership and with little outside capital, eZCom evolved from the ground up into a well-respected, highly competitive company. Mr. Kalman recognized the opportunity to help SMBs with increasing supply chain pains, based on his experience and track

record helping customers transform their businesses by addressing their most crucial technology challenges. As a result, he left eZCom to spinoff the ERP business and position BizSlate to capitalize on a large and growing market opportunity.

Mr. Kalman has been recognized as a leading authority in the supply chain space. He is honored by being included as one of the top supply chain professionals in the country by Supply and Demand Chain Executive for the past consecutive 5 years.

About BizSlate Inc.:

BizSlate is a Software-as-a-Service (SaaS) that is revolutionizing the way small distribution businesses manage their customers, vendors, orders, logistics, and their overall supply chain. BizSlate was established in November 2011 to help businesses solve the biggest supply chain and operational problems they face, and that have yet to be solved by other systems targeting small businesses. BizSlate's customers are small distribution businesses up to \$200 million in revenue that sell products and services to large retail chains and department stores, specialty shops and boutiques, and direct to consumer. BizSlate is led by a proven management team with deep supply chain and operations experience.

Interview conducted by:
Bud Wayne, Editorial Executive
CEOCFO Magazine

CEOCFO: Mr. Kalman, would you tell us about BizSlate?

Mr. Kalman: BizSlate is Software-as-a-Service (SaaS), also referred to as a cloud based application, that helps small and medium sized distribution businesses run their supply chain and operations. We found that incumbent solutions lack what many small distribution businesses need to succeed, let alone survive. We are combining our deep supply chain software experience with our customer steering committee to develop tools that are proving to radically improve the way small businesses manage their customers, vendors, orders, logistics, and their overall supply chain.

CEOCFO: Would you explain enterprise resource planning?

Mr. Kalman: Enterprise resource planning or ERP for short describes a system that runs a business' entire operation, from human resource and payroll, to accounting and finance, to order processing and logistics. Because ERP is a relatively broad term, ERP providers will often focus on a particular segment of ERP functionality. BizSlate's ERP focus is on supply chain and operations for small distribution businesses.

CEOCFO: Can you explain the advantages to our readers of SaaS being a cloud based business and what separates BizSlate from the competition?

Mr. Kalman: Because BizSlate is SaaS, our clients can access the application from anywhere in the world at any time from any computer with a browser and an internet connection. Additional benefits to our clients include enterprise capabilities at fractions of the cost, no hardware or up-

grades to manage, data backup and redundancy, and guaranteed access. One of the core differences between BizSlate and our competitors starts with our general understanding of small business supply chain. Most small business ERPs start as accounting packages and work forward into ordering, operations, and logistics. This causes functionality and behavior based on old out-dated accounting principles, which generally have nothing to do with how distribution companies run their operation. BizSlate is developed from the supply chain and operations perspective first, leading to new and innovative ways of addressing tedious and error prone activities.

CEOCFO: Now BizSlate Inc is the company and BizSlate is the product. Is this a customizable product or is it a one-size-fits-all product?

Mr. Kalman: By working with our customer steering committee spanning across such industries as footwear, apparel, housewares and consumer goods, we have been able to leverage our experience to offer vertical specific functionality within a single application. BizSlate is highly configurable, allowing customers to tailor their experience based on their own personal preferences.

CEOCFO: When a company starts using your system what are they going to find that is different in using your software as opposed to what they have been doing in the past?

Mr. Kalman: BizSlate clients access a system that clearly understands how they do business. BizSlate is flexible, easy-to-use, mobile, and very powerful. It is designed to solve real supply chain and operational problems small distribution businesses face on a daily

basis. BizSlate has a great user interface that is designed to be effective, efficient, and easy to learn.

CEOCFO: You just released a new mobile ERP. Would you tell us about new products and is everything done in-house or do you acquire products?

Mr. Kalman: All of our development is done in-house and through the guidance of our customer steering committee. Initial features of BizSlate include customer management, vendor management, products, multiple warehouse inventory, sales orders, vendor purchase orders, and multi-order receiving. Coming soon is integration with QuickBooks, EDI, various shopping carts, and advanced logis-

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CEOCFO: Is all the R&D done in-house?

Mr. Kalman: Yes, all of our development is done in-house. We have an amazing development team that works passionately and tirelessly around the clock. Our team is led by our CTO Michael Park, who was the former VP of technology from Fresh Direct, the country's largest online distributor of fresh produce and grocery.

CEOCFO: You just announced a strategic partnership with RER International. Would you tell us about that and the purpose of your partnership?

Mr. Kalman: I am excited about this partnership. Working with RER, BizSlate will offer small businesses a very easy way of creating retailer specific UPC tickets and hangtags, as well as item level RFID tags.

CEOCFO: Do you have an in-house sales team or do you work through distributors or partnerships?

Mr. Kalman: Our strategy includes building an in-house sales team, as well as establishing strong channel partnerships. A few of our channels are through traditional avenues you would expect a company like BizSlate to establish, and a few of our channels are atypical and unique to BizSlate.

CEOCFO: Where do you see the most potential growth?

Mr. Kalman: BizSlate's biggest potential is by focusing on our core mission of helping small distribution companies succeed. Too many companies across the United States and Canada are struggling due to inadequate ERPs designed for smaller businesses. Function by function, feature by

feature, BizSlate is eliminating bottlenecks and giving SMBs a solution they have been craving for quite some time.

CEOCFO: Why should the business and investment community pay attention to BizSlate?

Mr. Kalman: We are excited about BizSlate's future. We are solving real business problems that small distribution businesses face on a daily basis, and that incumbents have not done a good job in addressing. We are disrupting a legacy market that is in need of change. Come join "Team BizSlate" and help us make a difference!