Providing Sage Users Custom Solutions and a Personalized Shopping Experience for their eCommerce Websites

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CEOCFO: *Mr. Eichhorn, would you tell us about North49?*
Mr. Eichhorn: North49 is a Sage Gold Development Partner with a long and close relationship with Sage. We develop custom solutions for Sage customers, specifically Sage 300. We are also the publisher of Webtelligence, which is an ecommerce solution that integrates with Sage 300 and Sage 100. That integration eliminates the need to rekey anything, either to the web or to the Sage solution providing a very personal experience to the customer.

CEOCFO: *Why is Sage the basis for what you do?*
Mr. Eichhorn: My business partner and I have been involved with Sage for over 25 years. Sage has always supported their ISV network. They have concentrated on the core financial business systems and supported an ISV network for the verticals. Due to that support we felt that Sage would be a good company to partner with and for us to create solutions for specific verticals.

CEOCFO: *Would you give us a couple examples of how you work with a client?*
Mr. Eichhorn: There are a few scenarios. The first which is becoming less and less frequent is a company that does not have a web presence. Now they want to move to the web and be able to have their customers interact with them on the web. The second area is where they might have web presence and have a situation where they allow their customers to place orders online and they find that a non-integrated solution becomes prohibitively time-consuming and expensive to maintain, so they want to move into a more automated solution where customers place an order online and that rest of the fulfillment process is automated. Our strength and our experience is specifically in wholesale distribution. We do serve the B2C (business to consumer) markets as well, those tend to be easier because you have one price list for your products and payment is required at the time of order, no terms, They buy the item for $10 and they pay with a credit card. When you move into a B2B environment, which is where we excel, you start dealing with specific pricing for customers, contract pricing and maybe quantity discounts, customer discounts and maybe multicurrency pricing. You may have Canadian, US, and Euro based customers. You may also deal with multiple payment terms where you could have a customer who has to pay by credit card and others may have thirty days or sixty day terms. That is where we really excel, being able to offer that type of personalized shopping experience on the website for a merchant's regular customers. It's a higher level of service where one size does not fit all.

CEOCFO: *What is the key to offering all that seamlessly?*
Mr. Eichhorn: Typically when a merchant comes to us and they are looking for an integrated solution they don't have a clear understanding of what is meant by integrated to the level that we provide. Often people think about integration being when somebody can go to my website and place an order and automatically that order appears in my accounting system

as opposed to getting an email of the order which needs to be manually entered into their system. They think that is integration. That is a small part of true B2B integration. The bigger part of the integration is getting the information from your accounting system up to the ecommerce web site, such as customer information, pricing information, discounts, contract pricing, terms codes, sales tax, shipping details, etc. That is where we excel. Because of our intimate knowledge of the Sage data structure we are able to get that information seamlessly from your Sage system to your website.

CEOCFO: *You want to become a strategic partner, not a service provider. Do people turn to you because they recognize that about North49, or do they learn that as time goes on?*
Mr. Eichhorn: I think it is a little bit of both. We have a reputation in the marketplace. I will say that we deal through the Sage ecosystem and network so we have a close relationship with the majority of the Sage resellers North America wide. They understand that we want to be a strategic partner of theirs and their customer, who ultimately becomes our customer as well.

CEOCFO: *Might you make suggestions to the customer about changing how they have their information already or do you figure out what to do with what they have in place?*
Mr. Eichhorn: We do make suggestions and try to advise them based on our experience about what works. That could be suggestions on the set-up of the current system and maybe even streamlining workflows within the current environment to make the solutions more profitable for them.

CEOCFO: *Are there more similarities between customers than differences?*
Mr. Eichhorn: There are certain industries that have their own specific challenges but in general it is interesting because a lot of companies think they have unique ways of doing things but really they are not. They are pretty similar. Having said that, the sites we develop for customers may look and behave very differently from each other because of the experience the merchant wants to provide to their customers. Our ecommerce platform allows every merchant to provide that unique experience from a common platform.

CEOCFO: *How do you work with clients on an ongoing basis and how can you be proactive with your clients?*
Mr. Eichhorn: Our ecommerce solution is a true SaaS solution and we provide the service through our datacenters across North America. We closely monitor what is happening in those datacenters to guarantee uptime and usability. We are able to detect events that are occurring with the merchant site and make proactive recommendations on how to improve areas that we identify. Our staff are not purely technical people. We have accountants and business analysts on staff as well. For us it's more than an implementation process, we are business people so we look at projects from a business point of view.

CEOCFO: *Are you able to help or provide guidance on issues like security or compliance?*
Mr. Eichhorn: Yes we do. It's a necessity in our business and we provide guidance to our clients.

CEOCFO: *What has changed in your approach over time?*
Mr. Eichhorn: We are moving to project pricing as opposed to time and materials pricing. To be able to do that, we spend a lot of time with the client upfront to determine the scope of the project so that we are able to more accurately determine the work and time required and therefore the cost.

CEOCFO: *Are you able to identify who is truly ready to do a project?*
Mr. Eichhorn: That is something we work on all the time and we are getting better at it.

CEOCFO: *How is business these days?*
Mr. Eichhorn: Business is good and it is increasing all the time.

CEOCFO: *Has there been much impact from the macroeconomic scene or do people that are selling need services all the time no matter what?*
Mr. Eichhorn: We find that small changes in the economy do not really affect us. People still need to conduct business. They may be more cautious in their expansion. Moving to the web is expanding your business so they may be a bit more cautious with that. It does not affect us because often we can provide efficiencies to allow a business to expand at less cost than it would be in the traditional brick and mortar environment.

CEOCFO: *Why choose North49?*
Mr. Eichhorn: Our close relationship with Sage and our intimate knowledge of the Sage products means that we have the tightest integration available. Also, we are a true SaaS solution and that provides a number of things. Our solution allows

for a hands-off approach from the merchants' point of view. They do not have to employ technical people to maintain their website because we provide the means to easily maintain web site content from the desktop. It's very intuitive for a Sage user. Because we host our clients' sites on our datacenters we are able to easily monitor the health of all our merchant's sites, do maintenance, deploy security updates, deploy upgrades and so forth on these sites. One effort on our part benefits all clients simultaneously. That leads to a lower cost of ownership over time.

CEOCFO: *Final thoughts?*
Mr. Eichhorn: What differentiates us is our intimate knowledge of Sage 300. About two years ago Sage purchased a number of our products and contracted us to integrate them into the Sage 300 solution. That means that anyone who is using an up-to-date version of Sage 300 is using features that North49 developed. Our knowledge of the system and level of integration is unmatched.