

Industry Technology Automations And Integrations

A hand in a blue suit sleeve is shown interacting with a futuristic digital interface. The interface consists of glowing blue circuit patterns, data points, and a central glowing square. The background is a dark blue gradient with a grid pattern.

Jon Norris, VP Operations, Starline

1/11/2016: 9:20 AM - 10:20 AM

About Me!



- VP of Operations at Starline
- Engineer/MBA
- PPAI Chair of Technology Committee
- PPAI Technology Summit Work group
- 2014 PPB Rising Star
- 2015 PPAI Volunteer of the Month
- 2015 #online18
- PROMO KITCHEN Chef
- Founding member: PromoStandards.org
- #MILLENNIAL



@jnnorris

PROMO



KITCHEN





January 10-14, 2016 • Mandalay Bay Convention Center, Las Vegas

PROMO KITCHEN

Independent education and
mentorship for the
promotional products
industry

promokitchen.org



Technology Integrations and Automations are key to making the Promotional Product Industry sustainable and competitive!



Today's Story!

- History of Industry Integration Technology/Automation (*attempts*)
- Where are we now
- What are all these acronyms/terms
- Promostandards.org
- How can I use this in my business?
- Tech Tools to use to help automate your business



*“A Million B2B Sales Reps Will
Lose Their Jobs To E-Commerce
By 2020”*

-Forrester Research

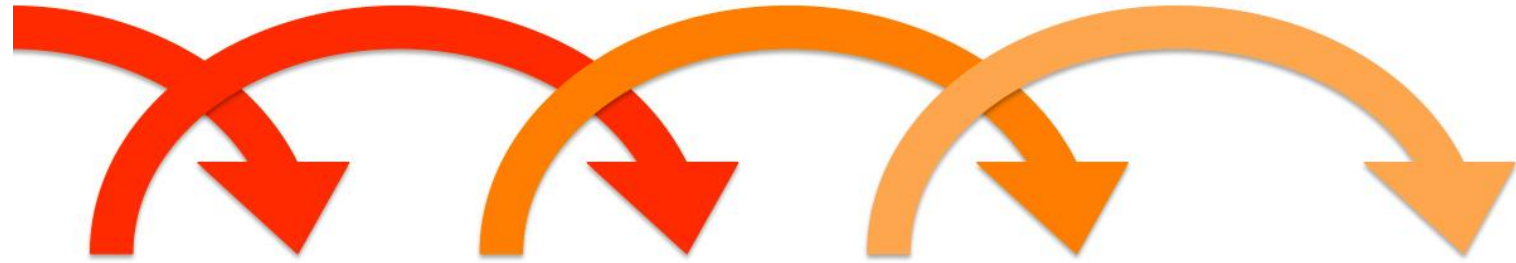


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Waves of **Digital Disruption**



1995+

Music
Photography
Video rental
...

2010+

TV
News
Travel
Recruitment
...

2015+

Retail
Healthcare
Finance
Automotive
Education
...

...



DearMedia,
Digital Strategies and Innovation

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INTRODUCING

merch
by **amazon**



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Industry Order Processing History

Pre 1980's

Mail forms and Phone calls were primary methods of placing orders



1980's

1996

Usage of email in organizations becomes mainstream!



1996

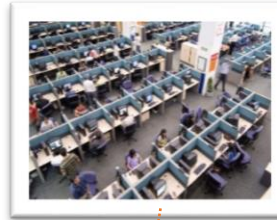
March, 2003

Group of large distributors "encourages" use of ePSA to remain preferred partners

2003

January, 2005

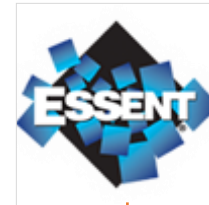
Outsourcing OE to India



2005

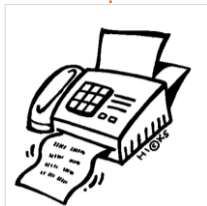
2013

ePSA dissolves. PPAI who acquired ESSENT transfers intellectual rights to Essent



2013

1988



1988

Fax Machine becomes preferred method for order submission

2001



2001

ePSA board forms to create standards across industry for order exchange

2004



2004

Artwork processing offshore becomes rampant among suppliers

2012



2012

Large Distributors Staples and BDA launch EDI Initiative to suppliers

2014



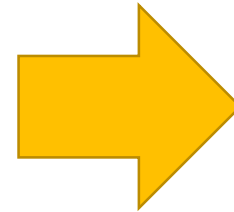
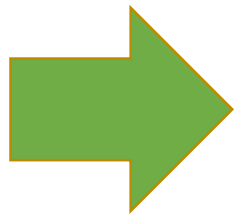
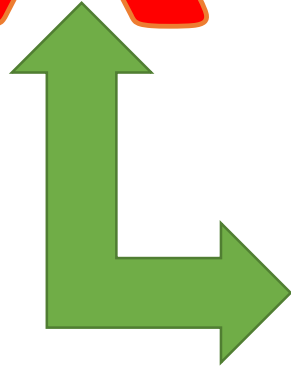
January, 2014

Collaborative suppliers/distributors partner to create free XML Standards

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So how do we process
orders today in the
Promotional Products
Industry?





MAKE GIFS AT GIFSOUP.COM

PPAI EXPO®

Today's Order Processing Methods



- Email – 80%
- Fax – 5%

Use over time for: fax



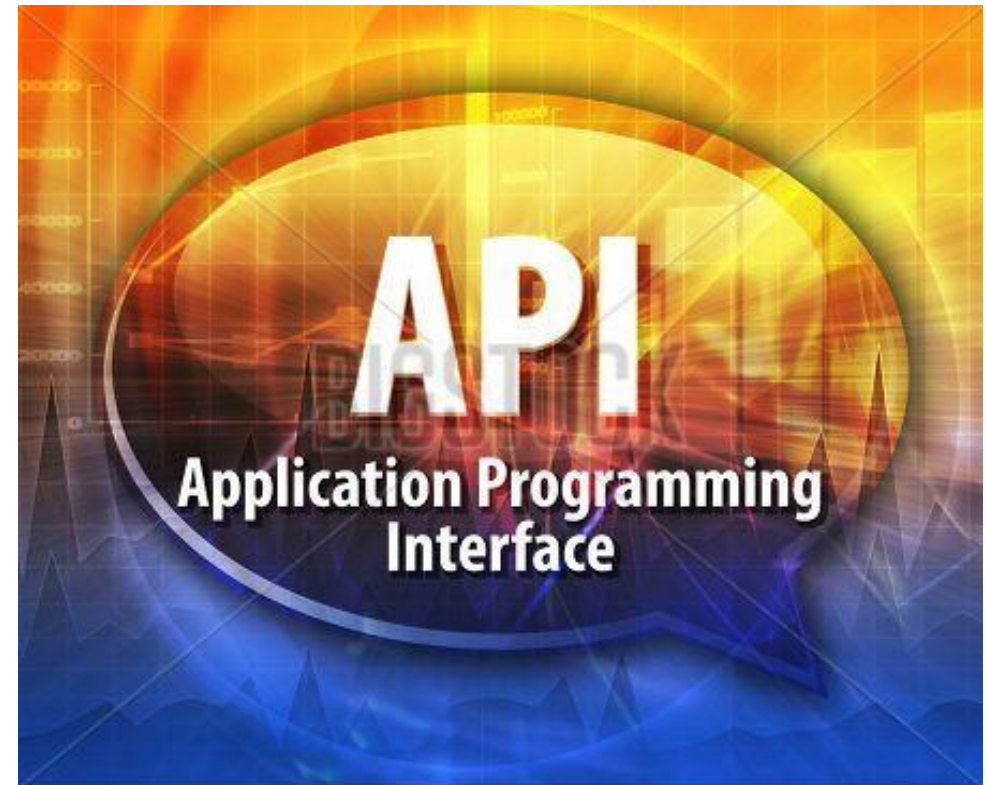
- Customer Portal – 10%
- Various Integrations – 5%



HSPA USB
IMEI GSM ADSP MAC
3G CPU IP GPRS
GPU RAM EDGE WiFi SOG MMS
SMS HSUPA GDMA WIMAX ADB OIS
ISP
MIMO HSDPA

API

API is an acronym for **Application Programming Interface**. In short, it defines a way in which a computer program communicates with another computer program.



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EDI

- **EDI** (Electronic Data Interchange) is the transfer of data from one computer system to another by standardized message formatting
- Costly to implement/maintain
- Auto, HealthCare, Retail, Finance
- Huge Legacy User Base
- Hard to ram decorating business into existing standards



© Can Stock Photo - csp26971641



XML

- Extensible Markup Language
- a markup language that defines a set of rules for encoding documents in a format which is both human-readable and machine-readable.
- Good for system to system communications
- Not optimized for web to web communications



```
<SampleXML>
  <Colors>
    <Color1>White</Color1>
    <Color2>Blue</Color2>
    <Color3>Black</Color3>
    <Color4 Special="Light">Green</Color4>
    <Color5>Red</Color5>
  </Colors>
  <Fruits>
    <Fruits1>Apple</Fruits1>
    <Fruits2>Pineapple</Fruits2>
    <Fruits3>Grapes</Fruits3>
    <Fruits4>Melon</Fruits4>
  </Fruits>
</SampleXML>
```

REST/JSON

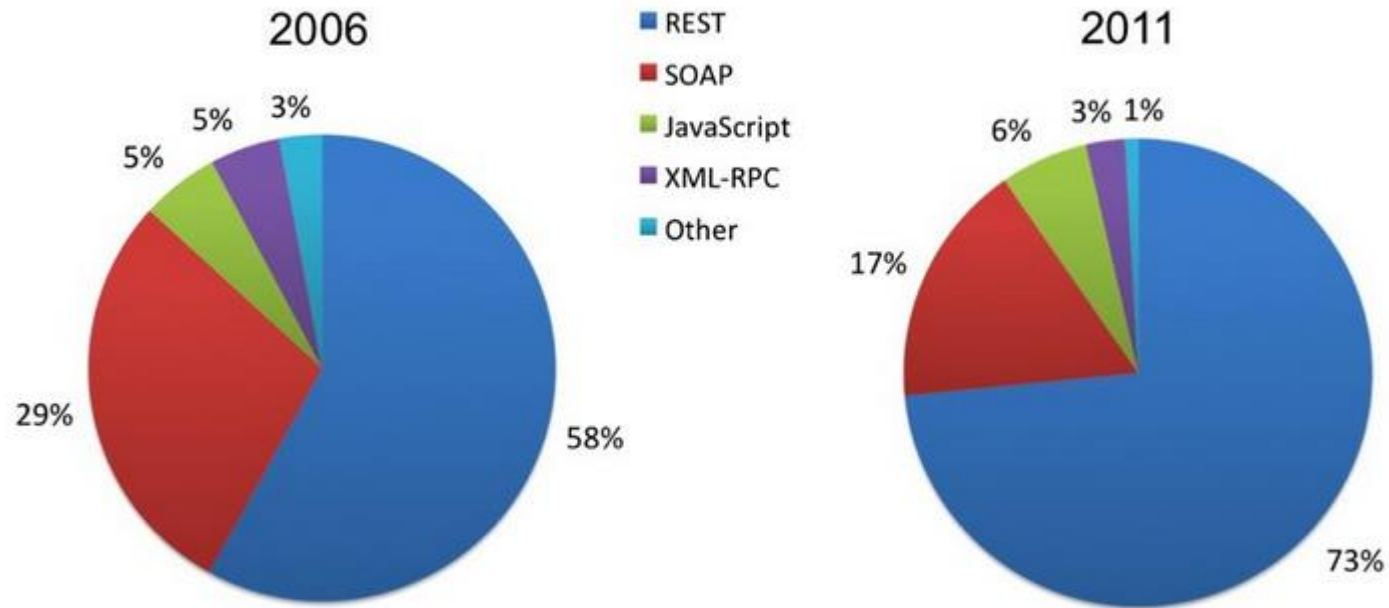
- **REST = representational state transfer**
- JSON = JavaScript Object Notation
- lightweight, and relies upon the HTTP standard to do it's work.
- If you don't need a strict API definition, this is the way to go. Most web services fall into this category

OAuth
JSON **GET** **POST** **PUT** **XML**
REST
Basic-Auth **DELETE**



Acronym Soup Usage!

REST vs. SOAP: Simplicity wins again

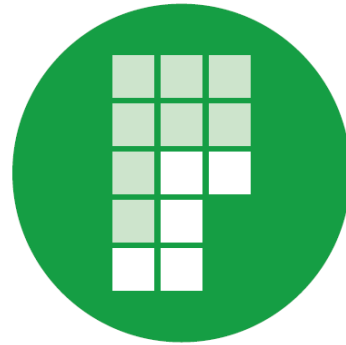


Distribution of API protocols and styles

Based on directory of 3,200 web APIs listed at ProgrammableWeb, May 2011



Promostandards.org



PROMO
STANDARDS



What is it!?

- Group of industry companies working together to achieve promotional product data standards using XML web services
- Open Collaborative Project
- Free
- The brightest technology minds in the industry collaborating from: hard goods, apparel, suppliers, distributors and service providers



Promostandards.org Goals



PROMO
STANDARDS

1. Simplify selling cycle through industry technology integrations
2. Create FREE OPEN industry wide standard across supply chain
3. Setup sustainable best practices for evolution of standards



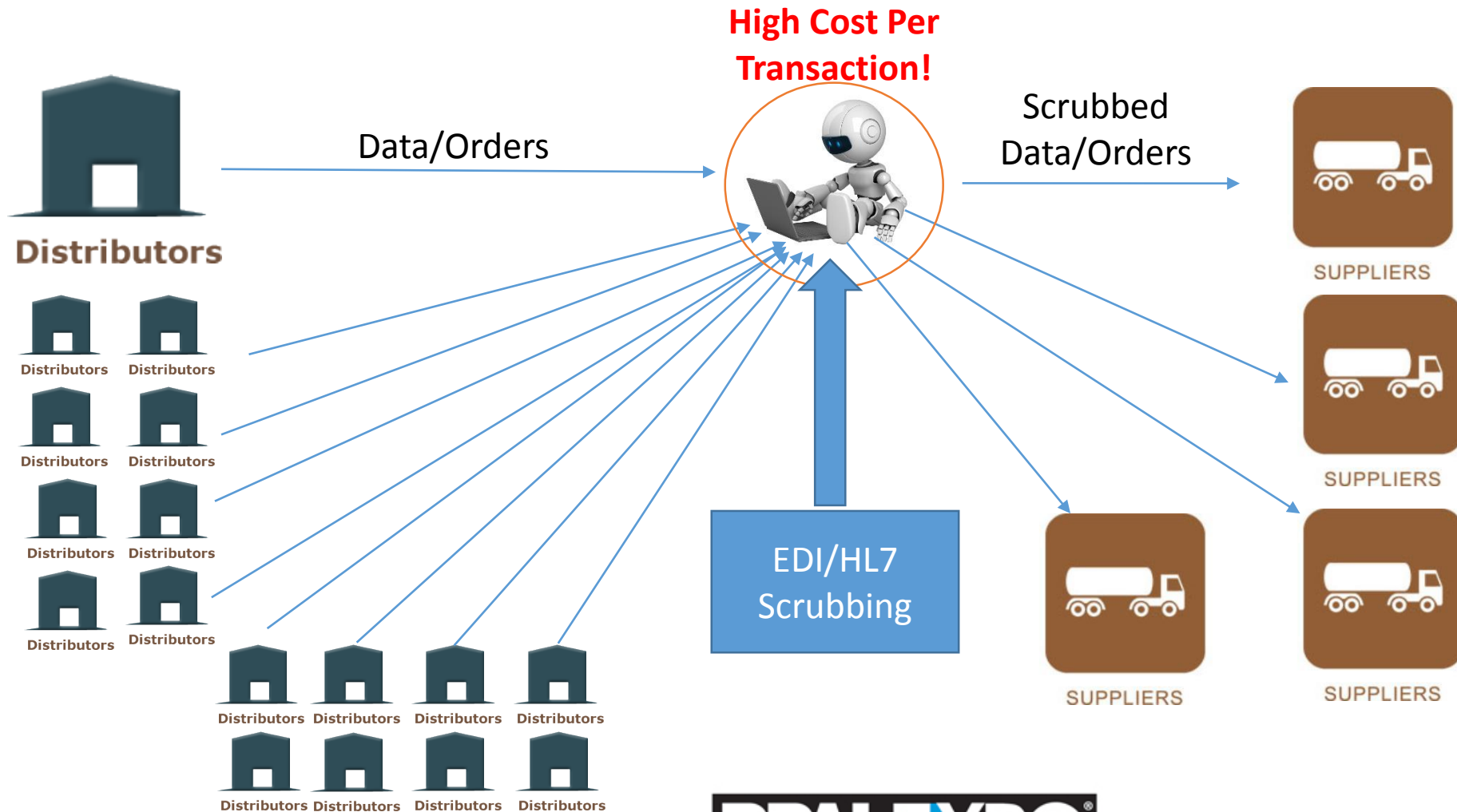
Our Industry Needs to Avoid This!

HOW STANDARDS PROLIFERATE:
(SEE: A/C CHARGERS, CHARACTER ENCODINGS, INSTANT MESSAGING, ETC)

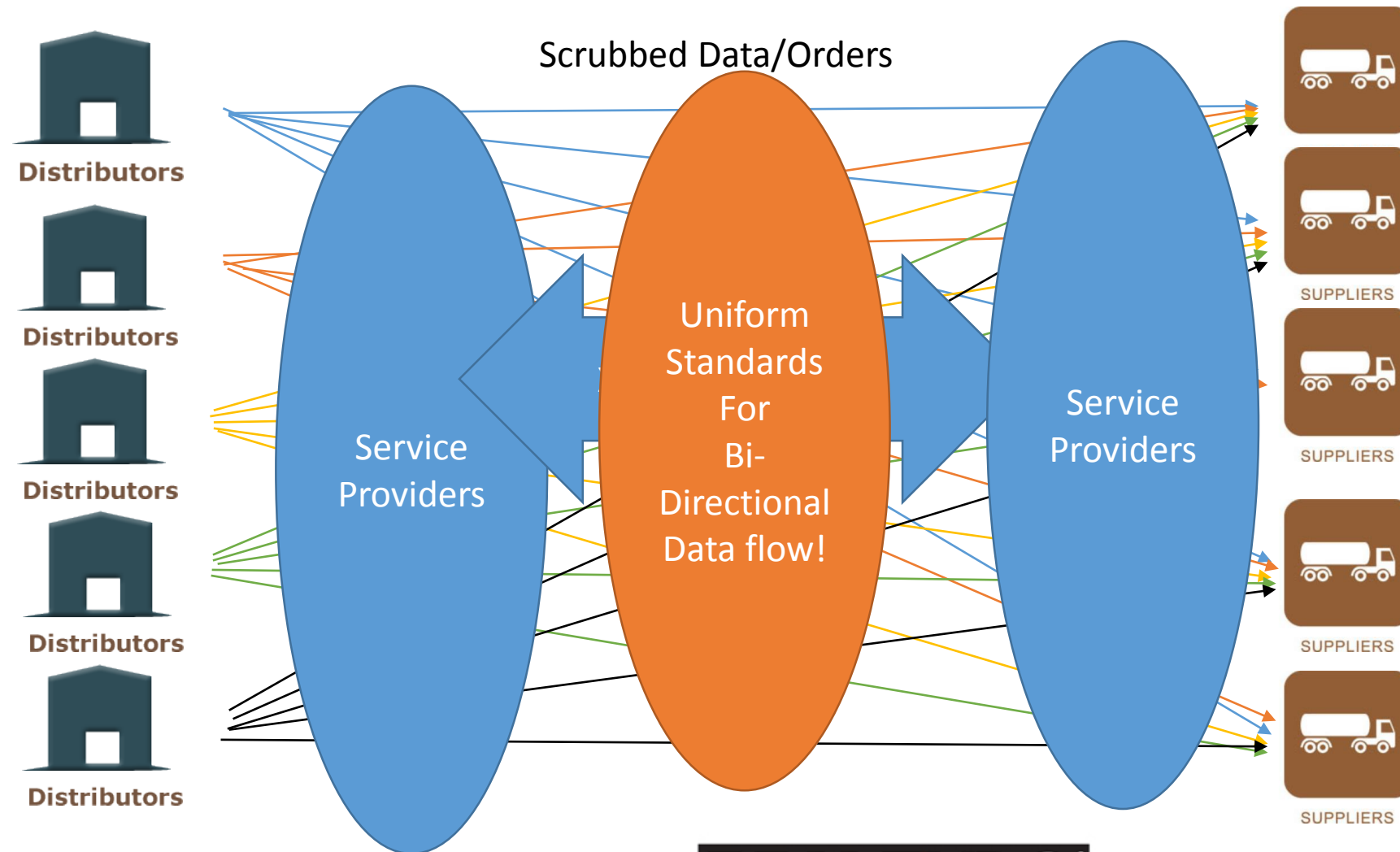


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How it works in Medical Industry



Our Approach: No Middle Man Needed



Participating Distributors/Consumers

Currently Using

- Halo
- Geiger
- AIA
- Staples
- Vernon
- Facilis Group (100+)
- Common Sku (100+)
- Distributor Central (50+)
- Pinnacle Promotions
- Myer Dunlap
- Any Promo
- Target Marketing

Service Providers

- Distributor Central
- CommonSku
- Essent
- ASI/ESP

Working to Implement

- Peernet Group Members
- Kaeser and Blair
- Inkhead

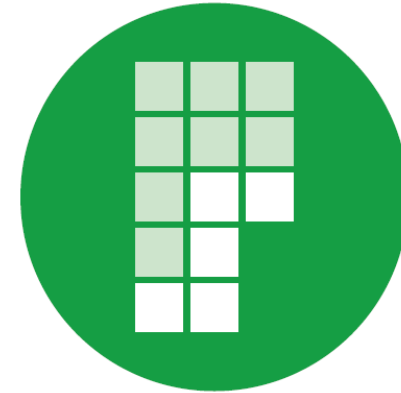


Participating Suppliers



Promostandards Timeline

- Completed
 - Inventory – 2014
 - Order Status – 2015
- Schedule
 - Advanced Ship Notification 01/2016
 - Product Media 01/2016
 - Product Data 03/2016 - beta
 - ORDERS!!!! August, 2016
 - Invoicing Q1 2017



PROMO
STANDARDS



What this means for organizations adopting

- Implement with one, you implement with all
- Lower transactional cost for orders
- Real time Data
- Accurate Data
- You need a tech person/team or team up with involved service provider
- This isn't for everyone! But it's not that hard!



Service Providers are doing cool stuff too!



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SAGE Integration with Suppliers!



Provide Real-Time Order Status

Sync your order status information with SAGE to give distributors real-time order status information in SAGE Online.



Provide Up-To-Date Inventory

Sync your inventory information with SAGE in order for distributors to see real-time inventory information on SAGE Online.



Have Your Product Data Updated Automatically

With the Integration Toolkit, your back-end product data is synced with the SAGE product database



Verify Distributors

This request allows you to verify contact information with the SAGE distributor database in order to confirm the authenticity of a promotional products distributor.



Process Credit Card Sales



Download Orders

Download your order data from distributors who submitted orders via the SAGE order management system.





Distributor Central

DC IS EASY

**THE INDUSTRY'S ONLINE SOLUTION
TO CONNECT
DISTRIBUTORS AND SUPPLIERS**



C# SDK *



DC API



DC Product XML
Feed



Google Product Feed



Magento Extension *



Spreadsheet Export



WordPress Plugin *

- Promostandards Integrated
 - Live Supplier inventory appears on every product page
 - Will create services for suppliers
 - Will consume services for distributors
- Integrates product data with CommonSku
- Allows suppliers to link systems through an SDK and API
- Magento Extension allows for easy ecommerce integrations

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The Holy Grail:

Automatic Processing of
Electronic Custom Orders



- The OrderTrax Connector connects Supplier and Distributor ERP/Business Management Systems to the OrderTrax Network, filling in the missing pieces of the document depending on the capabilities of the business system.
- The OrderTrax Network securely routes the electronic PO from the distributor to the supplier.
- During the process, OrderTrax automatically converts the electronic document to a format compatible with the trading partner's business management system.

Case Study: Why This Matters

Normal Customer

9.1

Interactions with Customer Per Order

- Quote
- PO Submittal
- Art Files
- Phone Calls
- Acknowledgement
- Phone Calls
- Proofs
- Proof Follow-ups
- Shipping Acknowledgment
- Invoice Emails



Integrated Customer

2.6

Interactions with Customer Per Order





Jon's 5 Rapid Fire Tech/Automation Tips!



Cloud Storage



- Advantages:
 - Bandwidth
 - Cost
 - Disaster Recovery
 - Accessibility
 - Works on multiple devices
- Concerns
 - Security? – make sure you lock down you devices!

Cloud Based Email



- You should be looking at one of these two email solutions if you aren't already using
- \$4-5/user/month
- Email Retention (legal concerns)
- 99.9% uptime and reliability
- Spam Filtering and Security



LastPass – Password Archive Tool

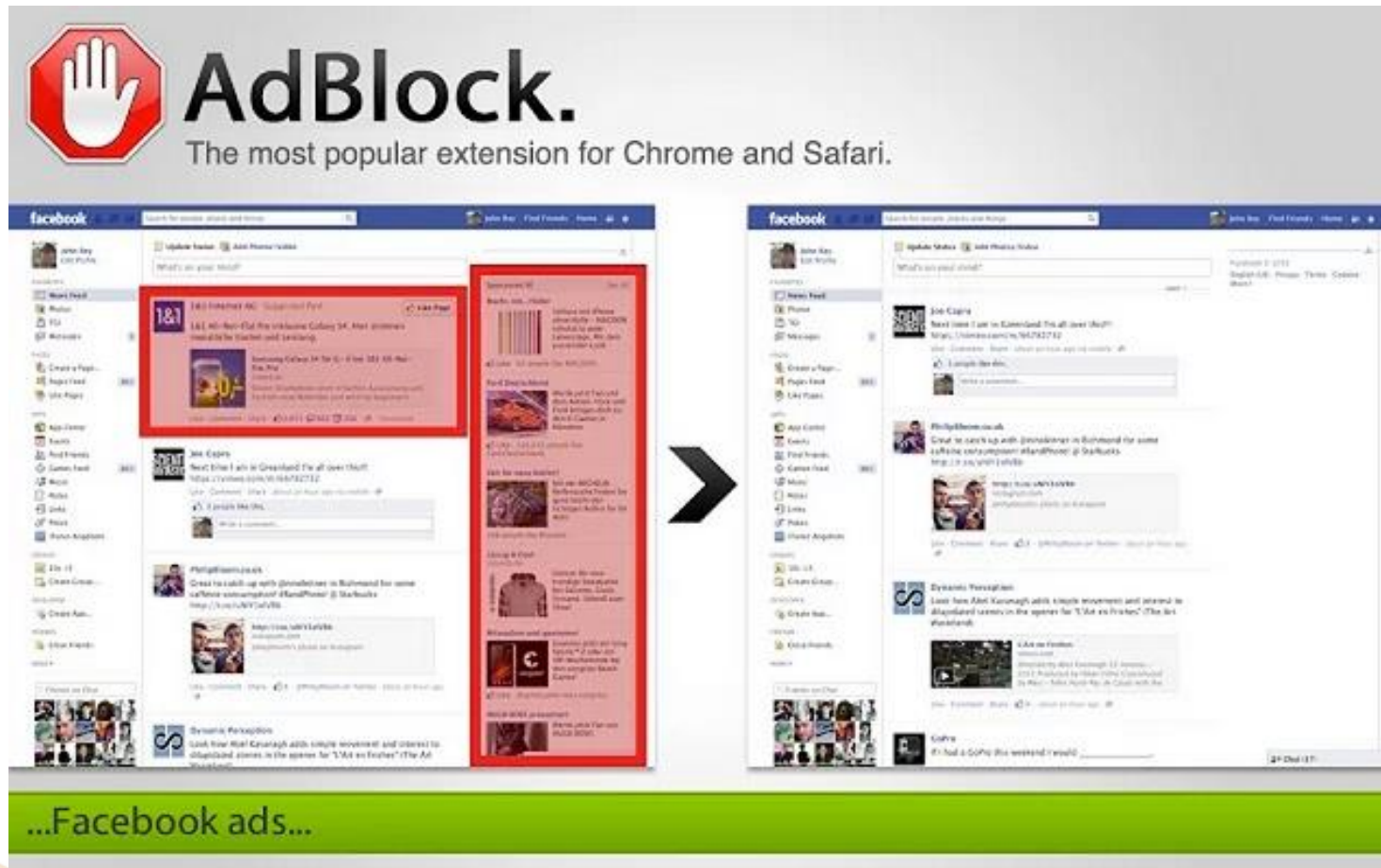
LastPass ****
The Last Password You'll Ever Need.



- Runs on all devices
- Only remember 1 password, apps will do the remainder
- Secure
- Strong Passwords – auto update
- Alerts you of bad password practices

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AdBlock - Stop seeing online ads getadblock.com



The image shows the AdBlock website logo at the top left, featuring a red octagonal stop sign with a white hand icon. Below the logo, the text reads "AdBlock. The most popular extension for Chrome and Safari." Below this, there are two side-by-side screenshots of a Facebook page. The left screenshot shows the Facebook page with several advertisements highlighted by red boxes. A large arrow points from the left screenshot to the right screenshot, which shows the same Facebook page but with all advertisements removed, leaving a clean feed of posts. At the bottom of the image, there is a green banner with the text "...Facebook ads..."

- Never see an ad again!
- Google Chrome/Safari extension
- **198 million** active adblock users around the world
- **41%** of American internet users aged between 18 and 29 used adblocking software
- No youtube commercials
- No Pandora commercials

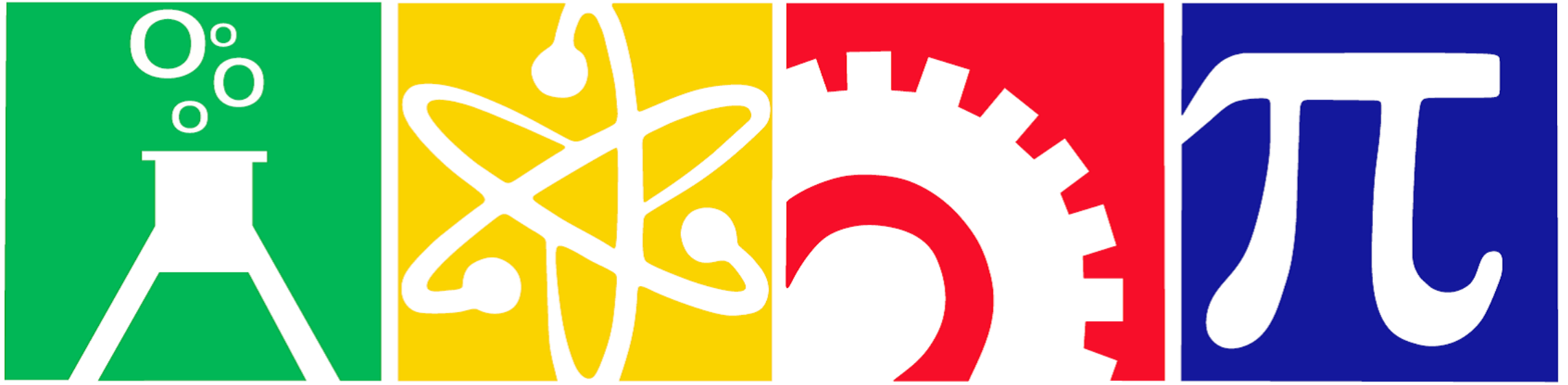
Use Corporate Chat!



	HipChat	Campfire	Slack	Hall	Kato	Grove
Team Chat	✓	✓	✓	✓	✓	✓
Private Groups	✓	✓	✓	✓	✓	✓
Individual Chat	✓		✓	✓	✓	✓
Conference Calls		✓				
Video Chat	✓			✓	✓	
Guest Access	✓	✓	<i>Coming Soon</i>	✓	✓	✓
Self-Hosted	✓					✓
Mobile Apps	✓	<i>iOS Only</i>	✓	✓	✓	<i>3rd Party</i>
Price per User	Free; \$2	\$1	Free; \$8	~\$3	Free	~\$2.50

- Chat is one thing you don't have to explain. Type a message, talk in real-time or get a notification when you receive a reply, and it just works. There's nothing complicated, confusing, or time consuming.
- Free for small teams
- Cheap for Large Teams
- Quicker than email





STEM

Science, Technology,
Engineering, Mathematics

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Will Your Job Be Done By A Machine?

Researchers took a shot at estimating how technology will affect the job market in 20 years. Find your job below to see what the data say about your future.



Advertising Sales Agents have a

54.2%

chance of being automated.

How do we know this? Some aspects of a job are easier to automate than others. It all depends on the tasks. Look at the orange bars to see how Advertising Sales Agents compare with other professions...

So, What did we talk about today?

- Automations in Supply Chain is Essential For Industry Future
- **Promostandards.org** is a free open way to integrate suppliers and distributors product data, orders and invoicing systems
- Service providers are beginning to provide their own set of business automation tools between suppliers and distributor. At the same time adopting open standards.
- Stay on Top of Technology to Automate and Assist your business
- Make sure you are adding more value than a Robot!



That's all Folks!