

iCepts

**People & Technology
To Help Your Business Grow**



Enterprise Distribution & Manufacturing Solutions



Our Eye is Focused on Results

Technology is forever changing the world in which we do business. It advances the way we sell and market our products and services, improves productivity and yields greater day-to-day operational efficiencies. New innovations enable communication that brings the business world closer together. The playing field between distributors and manufacturers of different sizes is being leveled. Customers become better informed, savvier and more exacting. And all of these developments require us to think about technology as a strategic business investment crucial to maintaining a competitive edge.

At iCepts, our eye is focused on technology solutions that deliver cost-effective results. If a new system does not bring you a tangible return on investment, provide operational efficiencies, improve customer service, or resolve compliance issues; it is not a productive use of your time, money and energy.

Our strength lies in understanding the pains, problems and challenges facing distributors and manufacturers. We provide down-to-earth solutions that make a difference. We welcome the opportunity to explore the ways a technology solution from iCepts can most successfully benefit your organization.



Distribution and Manufacturing

Ram Charan, advisor to CEOs of Fortune 50 companies, writes:

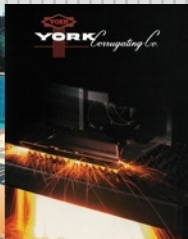
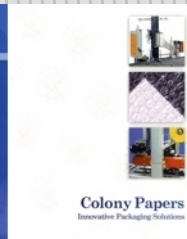
“A synchronized organization doing a few things really well is like a champion rowing team—people working together with a certain rhythm that allows the group to do things the individual could never accomplish. Synchronization expands the capacity of the whole team and allows them to achieve a high level of success.”

While it is a common practice in the Information Technology industry to try to be all things to all people, we at iCepts recognize that this is a difficult if not an impossible feat. As Ram Charan advocates, the philosophy at iCepts to focus our energies on 'doing a few things really well.' We dedicate ourselves to the distribution and manufacturing industries.

iCepts brings to the table extensive expertise that help organizations reduce costs, improve the customer experience, and optimize day-to-day operational efficiencies. Our areas of expertise include:

- o Order processing & responsive customer service
- o Picking, packing, and shipping
- o Optimized inventory control
- o Product forecasting & purchasing
- o Importing, landed-cost, and exporting
- o Bar coding and warehouse management
- o Optimized collections & cash flow
- o EDI, XML, and systems integration
- o Web-based customer self-service
- o Sales & gross margin analysis
- o Bill of Materials and configuration
- o Production forecasting & scheduling
- o Raw materials planning
- o Production orders and product costing
- o Just in time

Some of Our Clients ...



Project Success - Guaranteed

Successfully delivering complex technology solutions requires proven software, exceptional people, and a focused project methodology. Industry statistics show project success rates of a staggeringly low 28%. The vast majority of these ventures are cancelled because they fall outside of time, budget and functionality constraints.

iCepts enjoys a project success rate of 95%. We are so confident that we can deliver your project on time, on budget and with the functionality required to drive your business, we guarantee your project's success. Simply follow our proven sales and project methodology and your success is guaranteed in writing.

Meet Les Adams, Bruce Kehl, Shirley Cruys, and Ron Fullmer (left to right), the leadership team of iCepts. Every member of the iCepts team has 10 or more years experience consulting and delivering technol-



ogy solutions to the distribution and manufacturing industries.

The first and most important ingredient to producing a winning outcome lies in understanding our client's business processes, analyzing and documenting the functional requirements, and providing a cost-effective solution. Our next step is setting expectations with a clear comprehension of the project scope, deliverables, responsibilities, and timeline for delivery.

Of course, the whole process requires continuous two-way communication. Keeping each other updated and informed eliminates surprises or disappointments, allowing the joint ownership of our project to sail along smoothly to a successful completion.

Old-Fashioned Customer Service

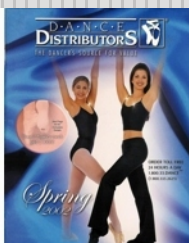
Once upon a time, building personal relationships was considered to be the foundation of running a good business. People, not machines, answered the telephone and the words 'customer service' had meaning.

At iCepts, we believe that integrity, reliability and personalized connections are the keys to a successful enterprise. There must be a balance between technology and humanity. We take pride in our old-fashioned values and in the long-term relationships we have created with our clients.



Our company culture and core values are clients' centric. Our people are trained and motivated to enrich the customer experience. They go beyond the call of duty to deliver quality projects. Our reward is seeing our clients' smile and hearing the words "thank you" at the completion of a successful project.

Customer satisfaction is the pillar of our beliefs, but talk is cheap. We have serviced more than 350 clients in our 24 year history and we invite you to put us to the test. Select a few random clients from our extensive referral list and ask them to share their experience with our people, integrity, and the quality of our work. Old-fashioned customer service is alive and well at iCepts.





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