



Distribution Software Now Drives E-Commerce Storefronts

Sandy Hook, CT – January 2010 – Imagine being able to enter customer and product data into one master database that runs daily operations and drives sales on your e-commerce website. For years, wholesale distributors have faced the challenge of maintaining multiple databases and entering duplicate data virtually doubling their time and resource allocations. That antiquated workflow is now a thing of the past.

DDI System has announced the release of FastWeb 2.0, a fully integrated, real-time e-commerce solution. FastWeb 2.0 provides distributors with an outstanding e-commerce interface, online catalog, order entry and customer service desk directly fed from the existing product and customer files in their distribution management software. DDI's **inform** software possesses an easy-to-use control panel providing site management from a single screen. Distributors significantly increase customer communication through FastWeb's easy access complete virtual service desk. Customers can uniquely view account reports on current and past orders regardless of order method, email themselves invoices, and view payment status.

DDI System's **inform** distribution management software, now more than ever, is the end-to-end solution wholesale distributors. **Inform** software combines everyday operational benefits in accounting, inventory, sales and purchasing with advanced calendaring, contact and sales management, direct marketing, and new advanced e-commerce. DDI System's **inform** software will maximize sales and optimize customer service.

Distributors can see the many benefits of the **inform** software and its fully integrated e-commerce solution, FastWeb 2.0 at www.ddisys.com or by calling DDI System for a demonstration at 1-877-599-4334.