



WEB SUPPORT PROGRAM

- **FIND-A-PART SEARCH ENGINE**
- **LINKS TO OPTIMUS PARTS ENCYCLOPEDIA**
- **OPTIONAL ADD-TO-CART CAPABILITY**
- **SUGGESTED RETAIL PRICING**
- **CUSTOMIZABLE INTERFACE AND HELP**
- **LOW DATA MAINTENANCE**
- **UNIQUE WEB FEE COVERS MINIMUM ORDER & RETURN ISSUES**
- **BLIND SHIPMENTS**
- **INVOICES E-MAILED AT TIME OF SHIPMENT**
- **TRACKING INFO ON INVOICE**



3765 WINCHESTER Rd.
Memphis, TN 38118
901-365-1269
FAX: 901-794-3884

Order EMail: orders@optimusparts.com
INTERNET SITE: www.optimusparts.com
RETURN REQUEST: returns@optimusparts.com

WE STOCK PARTS FROM THESE POOL & SPA MANUFACTURERS:

- | | | |
|--------------------|-------------------|--------------------|
| A & A Mfg. | G & P Tools | Precision Controls |
| Afras | Grid Controls | Premier |
| Air Supply | Grundfos Pumps | Pres:Air:Trol |
| Aladdin | Harmsco Inc | Prozone |
| Allied Innovations | Harwil Corp | Purex |
| Alloy Brass | Hayward | Resilience |
| American Products | Hydro Air | Quality Pool |
| Anthony & Sylvan | Hydro Quip | Quickclean |
| A.O. Smith | Hydrotech | Rainbow |
| Aqua (Aquabot) | Inter Fab | Raypak |
| Aquador | Intermatic | Related Metals |
| Aqua-flo | Jacuzzi Bros | Resilience |
| AquaStar | Jandy | Richardson |
| Aquavac | J & J Electronics | Rola-chem |
| Astral Products | Kafko | Seablue |
| Auto Pilot | K-D Pools | S. R. Smith |
| Baker-Hydro | King Tech | Skimpro |
| Balboa | Laing | Smart Pool |
| Baracuda | Lawson Aquatics | Speck |
| Blue-White | Little Giant | Sta-Rite |
| Brett Aqualine | Lochinvar | Stenner |
| Cal Pump | Magic Plastics | StingL |
| Caretaker | Magnetek | Technical |
| Carvin | Marlow | Products |
| Clayton Lambert | Maytronics | Tecmark |
| Coates Heaters | Mazzei Injectors | Thermcore |
| Compupool | Multi Tork | Triodyne |
| CPA Pool Prod | Muskin | Tridelta |
| Jacuzzi | Nature 2 | Unicel |
| Compool | Nexus Lighting | Uniclor |
| Custom Molded | Odyssey | US Seal |
| Danner | Olympic | Vacless |
| Del Industries | Pacific Echo | Val Pak |
| Dirt Devil | Paragon | Vico |
| Drainsafe | Paramount | Vogue |
| Eaton Mears | Pasco | Water Ace |
| Emerson | Pentair | Waterco |
| Feherguard | Perma-cast | Waterpik |
| Fiberstars | Pleatco | Water Tech |
| Filbur | Polaris | Waterway |
| Flo Control | Poolco | W. Cooper |
| Franklin Pump | Pool Guard | Wet Institute |
| Game | Pool Tool | WMC |
| G & G | Poolvergnuegen | Zodiac |
| Gecko Alliance | PPC Pump | |
| Goldline | Praher | |

B-2-C

- **WHAT IS FIND-A-PART**

A drill down search engine that allows your customer to visually identify their parts.

By selecting equipment category & parts type, most consumers can pick & purchase their parts independently.

Their search can be refined if they know their equipment make & model.

- **HOW DO I GET IT ON MY WEB SITE?**

You install a unique user ID/Password on your web server. This makes the Find-A-Part frame visible to your users.

Data resides on our server. As your customer drills down, they are actually accessing the data from us, but are never aware.

You and your customer receive instant benefit from our item maintenance. No exchange of files is needed.

- **WHAT IF MY CUSTOMER WANTS TO SEE AN EQUIPMENT SCHEMATIC?**

After they have identified their part, they can select “Model Parts Drawing” to link to the equipment exploded view from the Optimus Parts Encyclopedia. Note: Drawings are in PDF format and will need the Adobe Acrobat Reader to view. Also, not all parts are currently linked.

- **WHAT IF MY CUSTOMER HAS A PART NUMBER?**

There is a field available for them to manually enter the part number they have. If they find the part via this method, they will not get a picture, only a description and retail price. Note: Due to vendor mergers and part number changes, customers will not always get a hit.

- **HOW CAN MY CUSTOMER BUY THE PART FROM ME?**

1. Optional Add-To-Cart button is available that allows your customer to simply click while in the search engine interface. When they click the button, an XML message is transmitted. Your shopping cart must be configured to receive the XML message. This must be done by you. This option requires a different frame from the standard Find-A-Part. Please request Add-To-Cart frame.

2. If your cart can not receive XML, then you can install a shopping cart frame around the Find-A-Part frame. Your customer manually keys in the item number of the part they want.

- **WHAT ABOUT RETAIL PRICING?**

Find-A-Part provides a retail price when your customer has located their part. Retail pricing is calculated using an “Ascending-Descending” matrix. The formula factors provide large margins for you.

We will send a file to you listing our item number descriptions and retail prices so you can load into your shopping cart database.

By adopting our retails, you do not have to do any interface maintenance. If you want to set your retail pricing, you can provide an Excel spreadsheet and we will load it onto our server under your user ID. Should you choose this option, you will be responsible for sending updates to us. Maintenance becomes yours.

- **TO SIGN UP FOR FIND-A-PART**

Find-A-Part Web Software Agreement
Find-A-Part Customer Information
(Both Find-A-Part forms software agreement & customer information must be filled out)

- **FOR MORE INFORMATION ON FIND-A-PART**

http://www.optimusparts.com/web-content/fap_info.html

B-2-B

- **MINIMUM ORDERS OR ITEM RETURNS?**

Our regular “To The Trade” processes include individual fees for handling, minimum orders, & restocking. We know that you can’t control web orders as closely as you can orders placed over the phone or at the counter.

So we add a \$4.00 “Web Fee” to all orders. In return we waive:

1. \$2.50 Handling Fee for orders over \$20
2. \$5.25 Handling Fee for orders under \$20
3. 15% Restock Fee for items returned within 30 days of purchase. We do require you to request a RMA number and display it on the return package.

This allows both of us to flat line our cost for these services.

- **Will My CUSTOMER KNOW Who Shipped the PARTS?**

No. We use a blind ship software package that puts your company name on the packing slip & shipping label as the shipper. Slips not priced.

- **CAN I GET THE TRACKING# FOR THE SHIPMENTS?**

Tracking numbers appear on the invoice, and the invoices are e-mailed the night of the shipment. Also tracking info is available in InTouch.

- **PLACING/SENDING ORDERS**

Electronic ordering (CSV, XML, ASCII) is preferred. Our unique “FTP-Order” process provides preload field validation & reporting. Orders can be submitted XML or text. Template provided.

- **INTOUCH DIRECT CONNECT**

InTouch provides direct access to the world’s largest selection of pool and spa parts. Registered users get real time access to the Optimus inventory and order system. It is the fastest, easiest, most accurate way to get the parts you need.

Key in your unique access code and the following options are available:

- **Accounts Receivable Inquiry**

Check your account
Print Statements and Invoices

- **Document Status**

Search by Doc Number or PO Number
Track Orders

- **Item Inquiry**

Check availability, pricing, & more.

- **Manual Order Entry**

Enter an order , review items as you go
Drop ship available
ASCII file upload available

- **FOR MORE INFORMATION ON INTOUCH**

http://www.optimusparts.com/web-content/it_info.html