

IT'S CALLED THE AMAZON EFFECT.
And It Might Not Be Making You Smile.



Minisoft Helps Retailers Level The Playing Field, With Results That Are

amazing

THE AMAZON EFFECT HAS TRULY RAISED THE BAR FOR CUSTOMER EXPECTATIONS.

Consumers expect their shipping experience to be seamless, frictionless and immediate, regardless of product or industry.

Minisoft eFORMz can help retailers compete more effectively in this new retail landscape.

Call 800.682.0200 or visit www.minisoft.com



RETAILERS CAN'T INTO
CAN DO!

We can't meet that deadline before the holidays!

IT resources aren't available.

What you want just can't be done.

Use eFORMz to shorten development times while speeding up deployments of go-to-market initiatives.

✓ **MULTI-CARRIER SHIPPING**

Integrate a multi-carrier shipping solution with your current warehouse management system. With eFORMz you can take full advantage of intelligent rating engines that reduce shipping costs while increasing carrier choices and services.

✓ **DROP SHIPPING**

Partner with retailers to ship directly to their customers. eFORMz has over 200 pre-designed retailer compliant packing lists available in its template library for fast and easy deployment.

✓ **SHIP FROM STORE**

Use eFORMz to easily produce the same outbound shipping documents at the store as you generate at your distribution center.

✓ **PROMOTIONAL MESSAGING**

Take advantage of the package you already ship as a vehicle for selling more. eFORMz features powerful rules-based decision making, allowing documents to be created dynamically based on customer data. eFORMz can be configured to make targeted, relevant promotional offers, web discounts or even gift messaging right on the shipping document.

Thousands of retailers worldwide look to Minisoft for the innovative software solutions they need to successfully compete in today's retail marketplace.



TIFFANY & CO.

AMERICAN EAGLE
OUTFITTERS

COACH
EST. 1941

Eddie Bauer

VICTORIA'S
SECRET

Mr. Fields

Cabela's
WORLD'S FOREMOST OUTFITTER

URBAN OUTFITTERS

NINE WEST

BED BATH &
BEYOND

1-800-flowers.com

SKECHERS

SO...

What Are You Waiting For?



Call sales at **800.682.0200**
or visit **www.minisoft.com**

To see the video visit:
<https://tinyurl.com/AmazonEffect>

eFORMz **One Tool For Your To Do List.**

- ✓ Drop Shipping
- ✓ Ship From Store
- ✓ Document Signing
- ✓ RFID Tags & Labels
- ✓ Multi-Carrier Shipping
- ✓ Print & Apply
- ✓ Document Retention & Reprinting

KNOWN BY THE FORMS & LABELS WE CREATE

Use eFORMz to produce packing lists, pick tickets, invoices, purchase orders, barcode labels, bills of lading, return of materials, custom documents, shipping labels and much more.



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www.minisoft.com