



Intelligent Ordering Network (ION) Introduction



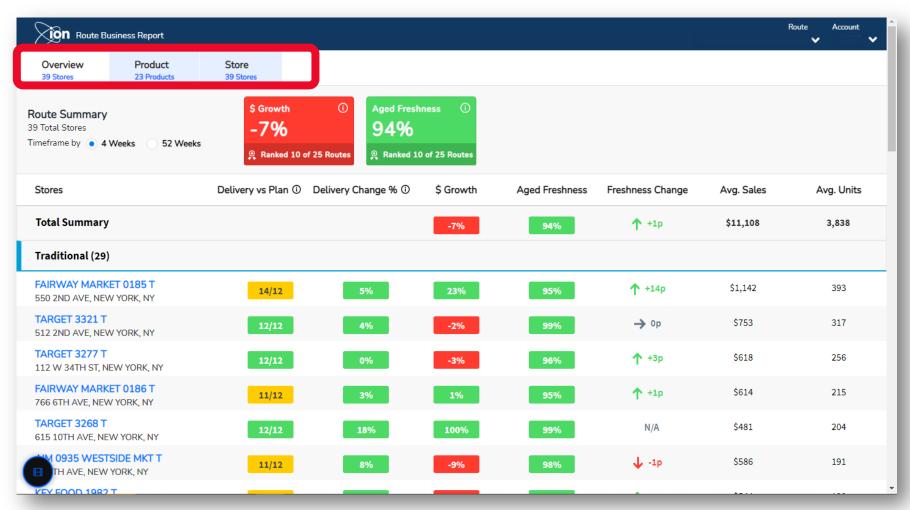
What is ION?

ION is a world-class ordering business tool designed from the frontline, for the frontline, by the frontline.

ION Route Summary Page



- Overview tab displays all active stops for your route. Includes key metrics like Growth, Aged Freshness, Average Sales, and Average Units.
- Product tab displays all products ordered for this week and next week.
- Store tab displays all stores and units ordered by store.



Overview Tab

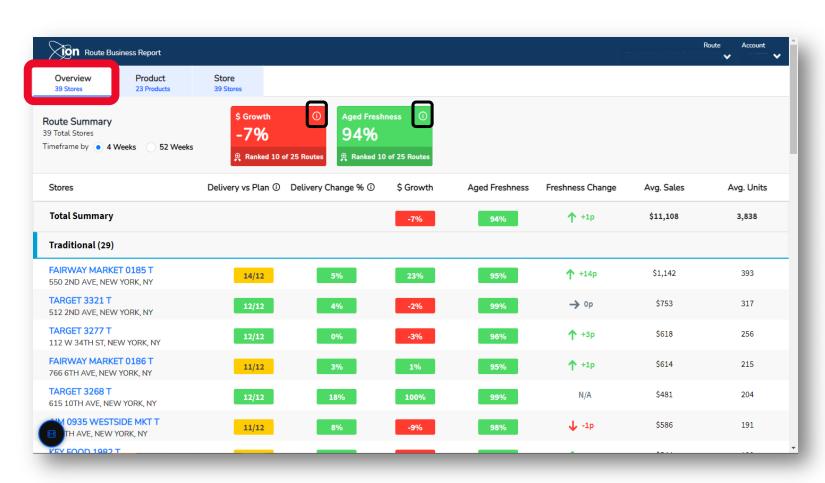


ION "Overview" tab displays all active stops for your route. Stops are sorted by store type.

Click the i icon to see a description of any metrics.

\$ Growth is calculated as the difference between this year's Net Sales and last year's Net Sales, then divide by last year's Net Sales.

Aged Freshness is calculated by dividing Age Dated Return Units by Age Dated Net Units, then subtract that from one.



^{*}Available for last 4 weeks or 52 weeks

Overview Tab (continued)



Delivery vs Plan represents the number of deliveries in the last 4 weeks vs the expected number of deliveries, also known as **Plan**.

Delivery is defined as an invoice resulting in either a gross unit greater than 0 or a return unit greater than 0.

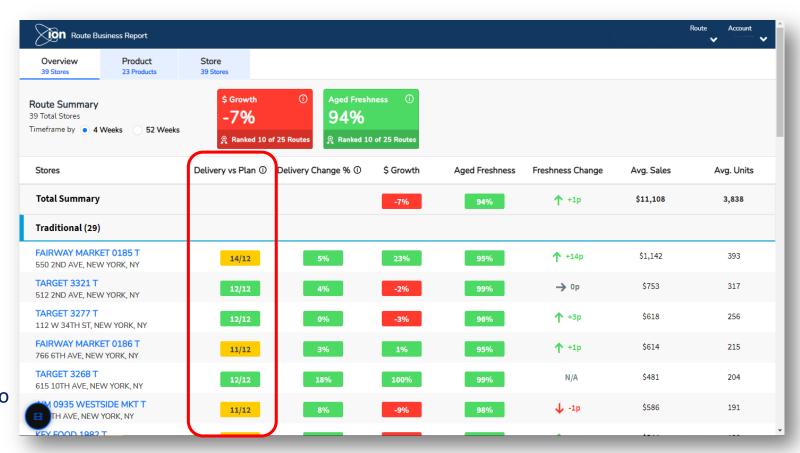
Plan is defined as a day with a suggested order after rounding greater than 0.

Color Code:

- Green when Delivery = Plan
- Yellow when Delivery / Plan is greater than .5
- Red when Delivery / Plan is less than or equal to
 .5

Example 10/12

- 10 = Days actually delivered last 4 weeks
- 12 = Days expected to deliver last 4 weeks



Overview Tab (continued)



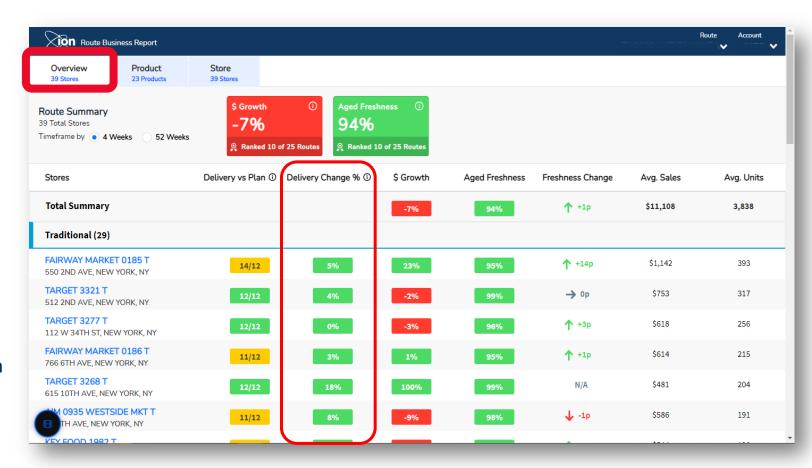
Delivery Change % represents the difference between the gross units and the actual order after rounding for the last 4 weeks.

Gross Units is defined as the units sold to the store on an invoice.

Actual order after rounding is defined as the order when the product closes, including any change due to tray rounding.

Color Code:

- Green % is less than or equal to 30%. The plan was followed last 4 weeks
- Yellow % is greater than 30% and less than or equal to 50%. Some of the plan was followed last 4 weeks
- Red % is greater than 50%, your plan was not followed last 4 weeks

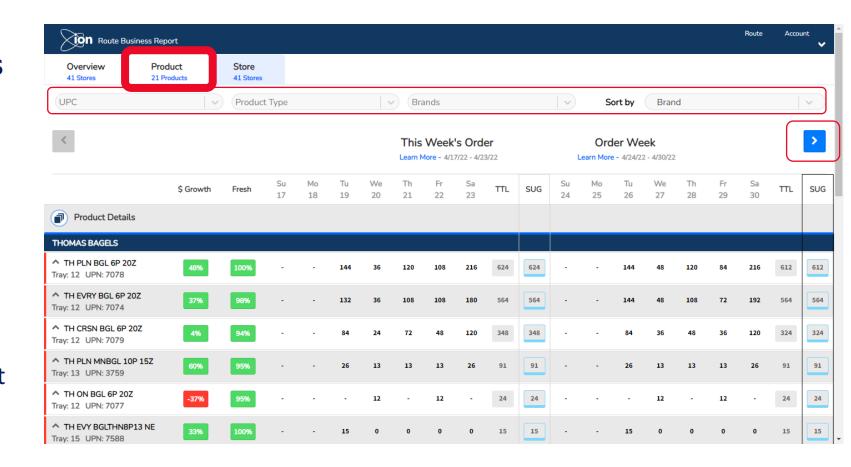


Product Summary Tab



Product Summary tab incudes a view of products that are available to sell This Week, Order Week, and Plan Week.

- **Sort**: Sort products by using the dropdown boxes.
- Items by Store: Click on an item to view the breakdown of the product by store



Store Summary Tab



Store Summary Tab lists all stores and the total order by day for each stop.

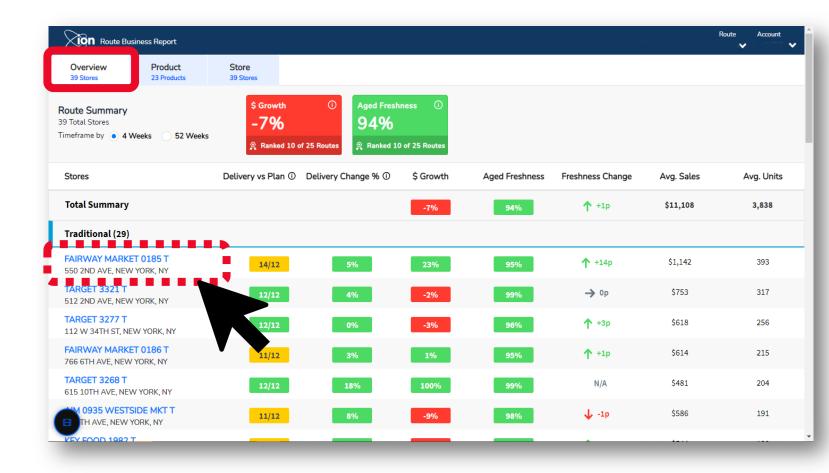
- View total order by day and by stop. View by This Week, Order Week, and Plan Week.
- Hover over customer name to see customer ID.

ion Route Business Report									Route Ac	
Overview Product 41 Stores 21 Products	Store 41 Stores									
<		This wee		Order week Apr 24 to Apr 30	Plan week May 01 to May 07		>			
Stores	SU 17	MO 18	TU 19	WE 20	TH 21	FR 22	SA 23	TTL	SUG	
Q Find by Store X										
Total By Week	0	0	1106	337	874	837	1560	4714	4714	
FAIRWAY MARKET 0185 T 550 2ND AVE, NEW YORK, NY	0	0	177	0	151	0	205	533	533	
TARGET 3277 T 112 W 34TH ST, NEW YORK, NY	0	0	129	0	116	0	191	436	436	
TARGET 3321 T 512 2ND AVE, NEW YORK, NY	0	0	106	0	108	0	177	391	391	
TARGET 3268 T 615 10TH AVE, NEW YORK, NY	0	0	102	0	104	0	167	373	373	
FAIRWAY MARKET 0186 T 766 6TH AVE, NEW YORK, NY	0	0	64	0	110	0	146	320	320	
AIM 0935 WESTSIDE MKT T 77 7TH AVE, NEW YORK, NY	0	0	56	0	71	0	98	225	225	
KEY FOOD 1982 T 452 W 43RD ST, NEW YORK, NY	0	0	60	0	68	0	93	221	221	

Store Summary Page



On the Overview page, click a store to view more information

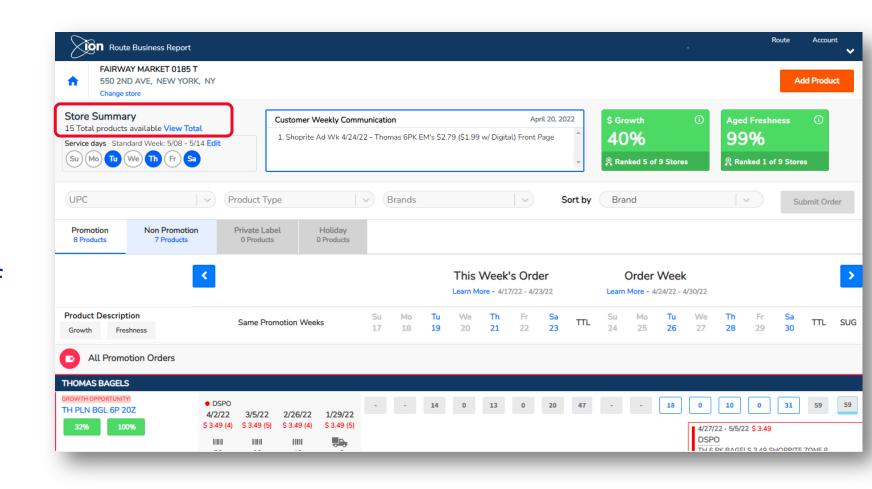


Store Summary Page



Store Summary displays service days, customer weekly communication, and more.

Service Days are the days of the week configured to receive either a forecasted or standing order.



Product Summary Page



