



The Mx Group

# **CMS & e-Commerce Proposal**

Prepared for:

Deublin

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Thank you for the opportunity to offer our recommendations and approach to develop the new Deublin website and e-commerce experience for your worldwide customers and prospects.

We know this is an important, transitional time for Deublin. Both of your new leadership roles are reflective of the strategic importance Deublin has placed on marketing, IT and digital. This new Deublin website is the first step in the realization of that transformation. Our recommendations were made with that in mind and with the general guidelines that both of you have articulated over the past few months. Namely, to greatly improve the website and e-commerce user experience; to deploy a technology platform that meets your requirements now and further down the road; to create the digital foundation that will be critical to the success of all of your marketing, demand generation and IOT efforts going forward; and finally, to phase the development of the website over time with completion of the first phase and launch by 12/31/17.

Based on our experience with you on the UI for the mobile app and the CMS and e-commerce requirements definitions presented here, we're more convinced than ever that we're the right partner with the right approach to help Deublin achieve these near and long term marketing, technology and business objectives. We hope you feel the same way.

Before we get into the details of our proposal, I'd like to summarize why we think we're a good fit:

- **We help companies transition.** As we've discussed, this new website is an initial step in Deublin's transition to be a modern marketer. With our digital, design, demand and strategic capabilities, The Mx Group is uniquely qualified to help you build on this foundation and work with you to develop and implement brand and demand generation programs, now and going forward, to grow your business.
- **We will leverage deep B2B development experience.** Our strategy, design and digital development teams have deep experience in the manufacturing and specified-product environment and across the spectrum of your specific requirements, including stakeholder discovery, UI / UX design, and technical integrations. We have implemented over 200 B2B sites, many with similar business and marketing challenges as Deublin's.

- **We take a realistic and long-term approach.** Most of our current clients have been partners with us for many years. We believe this can be attributed to the unbiased, honest and realistic approach we take to their marketing and technology challenges. As you've experienced with the UI project, we will never base a recommendation solely on what you want to hear and we will always approach your challenges with your long-term, strategic best interests as the primary driver.
- **We make it work.** Today's technologies can be a distraction if mastering the tool gets in the way of delivering results. Our team's practical technology application skills run deep and our expertise to ensure marketing technology is in service of marketing strategy is the focus—not the other way around.

This proposal is based on the initial inputs we have received from you during the past few months and our team's initial discovery. We are certain that some elements will expand or contract based on the initial discovery process we conduct, but our core processes and way of thinking will remain consistent.

We look forward to answering any questions that you might have, and to collaborating with you and your team as we move forward.

Sincerely,

Peter C. Wroblewski

Principal, Founder

The Mx Group

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# Your Situation

## Strategic

A number of important factors are in place both inside and outside of Deublin, driving the need for transformation and advancement. Deublin has recognized that there is more that needs to be done to define the future of the company.

Externally, the competition is ahead of Deublin on their web experience. Some have more intuitive digital product selection and configuration, some have a more premium and modern site aesthetic, most a better mobile experience. The Deublin site doesn't clearly define Deublin as the market leader.

In the meantime, the world continues to move towards digital as the central sales channel. e-Commerce is critical to that process, and must be executed well. The current e-commerce site doesn't offer the kind of frictionless e-commerce experience that's needed

Internally, Deublin is adding the competencies to be a more modern, marketing-driven, organization while simultaneously bringing the digital and technology side of the company forward to match that pace. Deublin has realized that their current technology stack for content management, e-commerce, and marketing automation is a limiting factor, and wants to lay a new foundation to build on.

Deublin is also tackling the future in terms of their product line – advancing towards a digital-physical product that combines the market leading aspects of their offering with the power of the internet of things. By allowing customers to manage the rotating unions as smart devices they can usher in a new era of reliability, quality, and cost management in manufacturing. This direction also demands a stronger customer-facing technology stack in order to offer a seamless flow across the full customer experience cycle. A customer that purchases a product online should be able to flow easily into the smart management of that device on the website, and then back again through new order or replacement cycles.

In support of all of these things, Deublin is moving towards improvement in the enterprise systems that support all of these things, and needs and expects the customer-facing digital experience to integrate with enterprise resources to offer the richest customer experience possible.

# Tactical

The strategic situation has led to the close examination of the web customer experience, and the identification of key tactical improvements.

## Inbound / SEO

The domain names of the international sites have been split into separate top level domains. This practice was helpful in the past to direct global customers to the right site. However, today search engines expect websites to deliver regionally specific content and language to each user without have to split domain names. As a result, the splitting of domain names actually reduces the domain authority and SEO power of the company.

## User experience

In the early part of the customer experience there is no clean separation of the conversion path for different user types. OEM design engineers specing a new product simply do not have the same needs as a procurement employee trying to quickly order a replacement part. The information architecture and page design needs to help these users quickly move into the kind of content that meets their needs without having to trip past information aimed at another audience. Additionally the lack of support for mobile devices is a major lost opportunity.

The e-commerce product catalog is missing many of the important product comparison and selection aids provided in the printed catalogs, and organizes the product pages around SKUs rather than as products with options like size / materials / etc. This leads to a very click-heavy and scroll-heavy experience that can make it hard to efficiently find the right product.

## Technology stack

The CMS and e-commerce technology behind the scenes has been limiting when it comes to site improvements and content creation. It's also built on niche technologies that tend to create vendor lock-in and make it difficult to find people with the necessary skills to manage the technology.

As Deublin continues to grow globally, more scalability, and global performance will be necessary. As the Deublin product line moves forward technologically, an ability to integrate with custom web applications will be needed.

# Project Objectives

The following are the core project objectives for the Deublin website initiative:

In response to the strategic and tactical situation, Deublin is seeking proposals for the construction of a new website including e-commerce. The response needs to address the necessary tactical improvements, employ best practices on the web, establish a new technology stack that will better suit Deublin needs and serve as the right foundation for future needs.

## Immediate objectives

- Increase inbound traffic (SEO)
- Improve brand message delivery / design / credibility
- Support mobile
- Better support for design engineer, buyers and end users
- Eliminate awkwardness within the e-commerce user experience
- Extend e-commerce features for larger, more complicated customers
- Fully integrate e-commerce with enterprise systems
- Raise conversions
- Improve the marketing admin and author experience with content management

## Prepare for future / road map

- Market-specific marketing team members / authors
- Marketing automation
- Localized content
- Interactive tools for product selection / configuration
- Ongoing conversion optimization
- International e-commerce
- IOT web application integration

# Our Approach

In response to these objectives, The Mx Group is proposing a redesign of the website to meet all of the objectives. Through our own evaluation as well as discussion with Deublin, here is an overview of the solutions:

1. Consolidate the international sites into deublin.com with proper page-by-page 301 redirects
2. Create region-specific websites in terms of content localization and translation via a folder structure and tag as geo-targeted as appropriate
3. Setup translations for 8 languages of the content, with localization on key pages (home page, contact page, etc.)
4. Articulate a set of personas and user types and what they need from the site
5. Define conversion paths by persona / user type and create appropriate content to move them completely through the conversion process
6. Implement an inbound-marketing content strategy that targets appropriate keywords in search engines, develops content specifically useful for those searches, and applies best-practice SEO to those pages. Allow per language / market management of important SEO tags.
7. Revise the information architecture to serve all audiences appropriately
8. Restructure the product offering to transition from sku-centric presentation to product-centric presentation
9. Develop product comparison / navigation grids to help people select the right product based on performance and size information with fewer clicks
10. Implement a configuration process inside the product pages to narrow the purchase down to a specific SKU
11. Implement analytics tracking of usage data for future refinement of the site

Through our own evaluation as well as discussion with Deublin, we are proposing the development of both the CMS and e-commerce functionality inside of Sitecore. We feel this product best fits the needs that have been articulated both in the near term and over the foreseeable road map for Deublin.

Sitecore is a market-leading product with a deep base of talent to draw from in the world. On the CMS site, it handles the present international needs of Deublin and it positioned well to provide support for a larger and more global marketing team. It's based on familiar internal competencies in .NET. It offers deep functionality for site personalization, metrics and testing to support a continual improvement process.

Its e-commerce functionality offer the strength of being highly integrated with the CMS environment, allowing personalization and improvement tools to be used in an e-commerce context. The Deublin familiarity with the admin environment across both functions will be a boon. The e-commerce functionality offers the same strong ability to customize and build exactly what you want on the foundation of their flexible framework.

As we step through the discovery, design and build processes (described in detail in the “How We Work” section) we apply a set of principles to what we do that defines the difference between a high quality and effective site and just a site. No matter who Deublin chooses to do this work, they will end up with a new website. The questions are:

- Will it be a website that attracts, converts and retains customers optimally?
- Will admins and authors be able to work with the system and continuously expand, improve and optimize the web experiences?
- Will it concretely drive the results that can be measured?

The sections below describe both how we will approach these things for Deublin to make sure that the answer to all of the questions above is: Yes!

## Site Architecture

Optimizing web conversions for complex and highly variable sales cycles (like Deublin’s) is about much more than landing pages and button placement. This is a challenge that should be addressed in the core architecture of the site.

Through our discovery process, The MX Group will capture insights about your sales processes, your different buyer types and those buyers’ needs at different stages of their journey. We will understand the needs of every user — from top-of-funnel prospects doing research to loyal buyers looking to reorder quickly — with questions like:

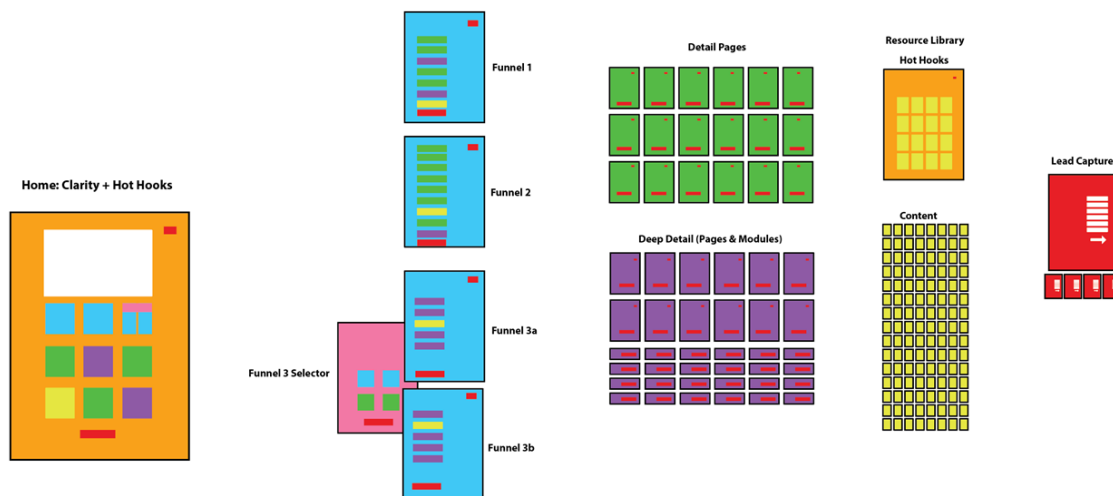
- **Early funnel:** Am I thinking of my challenge correctly? What does the Deublin offer to address that? What does the brand stand for?
- **Mid funnel:** What do I get with a certain product? Life? Maintenance? Best use?
- **Late funnel:** How is the warranty or technical support different? Do those differences help ensure results? How do I make a business case to the key decision makers? How can I spec the exact product I need?

- **Loyal customer:** What is my quickest path to reorder? Are there new products available that would better serve my needs?

Armed with these insights, we will design a model for site-wide navigation and content hierarchy. The model will be presented to you in the form of categorical lists, color-coded page flow maps (see diagram), and clickable wireframes. This allows us to collaborate with you to agree on an optimal theory for the site, and properly balance elements like:

- The user's control of their experience vs. our direction to conversion
- The delivery of long-form information vs. quick-read simplicity
- The right conversion devices aligned with the right context for each type of user in each stage of decision-making
- The informational experience aligned with the e-commerce experience

Optimizing the experience for every user at a structural level before time is invested in aesthetic design and content creation is the key to the success of your site.



*(above image) Example of a color-coded page flow map*

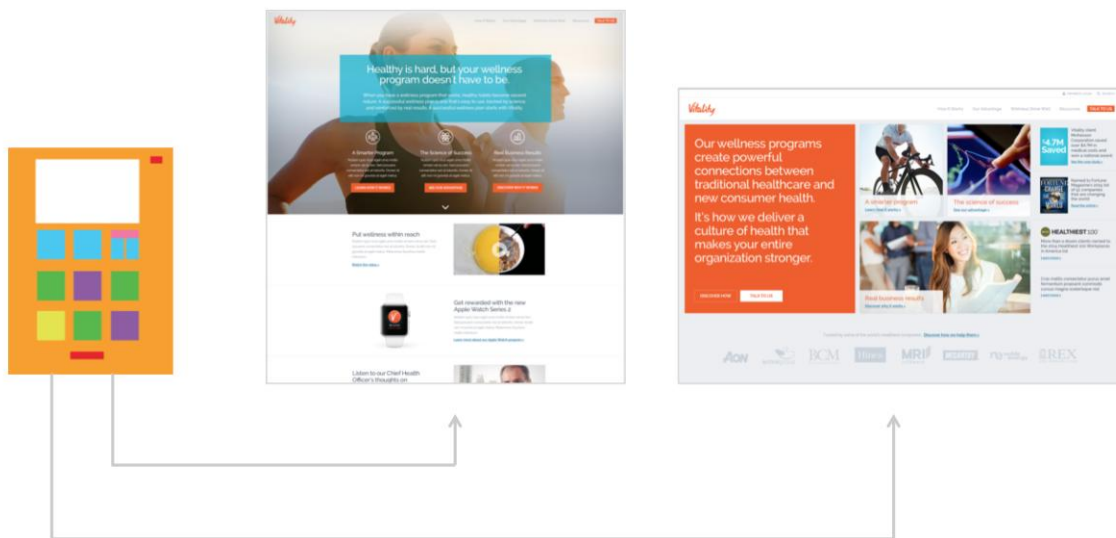
## Aesthetic Design

Studies show that most of a buyer's first impression of a site is design-related. This includes things like image, color and type style, as well as cutting-edge interactivity. However the most important design factor, by far, is ease-of-use. No amount of style or special effects can save an experience that is not clear, clean, and in context.

Building on structural foundation of the color-coded page flows and clickable wireframes, The Mx Group will design and deliver two distinctly different aesthetic style options for you to consider in the form of Home page and Product page mockups, mood boards, and style sheets. We may also provide page mock-ups for any key elements that cannot be easily inferred from the above. For instance, critical elements of the e-commerce experience will most likely need to be visualized before we enter production.

All designs will grow out of Deublin's newly established brand direction. They will also be equally optimized for cross-browser and mobile responsiveness.

Once a final design is chosen we will implement that aesthetic across the whole site throughout the development cycles. Constant creative direction will be provided during development to ensure that the spirit and integrity of the designs is part of every user experience.



***(above image) Example of two different homepage options. Both accomplish the goals of a chosen page flow map.***

## Content Creation

While some of the content on your new site will be based on existing content from the current site, The Mx Group is including a budget for both optimizing this existing content and creating new content where strategically necessary.

In the same way that aesthetic design was built on the structural foundation of the page flow maps, all content creation will be aligned with the established content hierarchies from the architecture. Whether optimizing existing content or developing new content, The Mx Group will be responsible for making sure all the content on the site is tuned to the content of the desired user experience.

It will be simple and scannable where appropriate and deep and detailed where desired. We will balance the communication of Deublin brand messaging, with buyer-centric problem solving. We will construct all conversion elements to be persuasive and in appropriate context. And we will ensure that the SEO strategy is applied to every page.

Before populating on the site, all content will include one round of client review and changes. Additional rounds of copy changes can be completed over time in the CMS. You may wish to complete some portion of content creation yourself, and we're experienced in working through a variety of workshare options. Final scope for content creation can be determined during discovery, defining any appropriate balances or workshares between Deublin and The Mx Group.

## CMS Admin Design

It's an all-too-common situation for organizations to be dissatisfied with a CMS product admin experience. Many times the driving reason for that is a poor implementation rather than inherent flaws in the product. When The Mx Group builds a site, we are designing the admin experience as much as we are the visitor experience. It's critical to structure content in a way that allows for:

1. Easy visibility into which pieces of content are shared across multiple pages of a site versus only in one
2. Comfortable form views of content that allow inexperienced users to update text without having to manage code to get it to look right
3. Control of permissions to simplify the admin environment to just what an author needs
4. Clarity about what content is localized for a particular market versus universal.

5. Workflow approvals that allow the preservation of brand consistency and message while maximizing the contribution from internal talent to make changes, add content, and build traffic

## Search Engine Optimization (SEO)

Research has indicated traffic from search engines is the largest driver of Web traffic for most business sectors and is increasingly become a critical component of revenue. It is estimated that 51% of all website traffic comes from search engine traffic, with 83% of that traffic coming directly from organic search results.

Using a collection of search engine approved coding standards and web technology best practices, combined with a sound content strategy, The Mx Group is able to both increase the visibility of your website to search engines as well as improve the experience for users browsing search engine results and those whom ultimately arrive at your site from a search listing.

Our process begins with a technical and search engine audit of your existing website to understand how your site and ultimately your brand is viewed by search engines; as well as what existing sources of traffic need to be improved, maintained or removed.

Next, we perform a research cycle on keywords and content related to your products and services as well as those of your competitors and the industry at large. Combined with input from your stakeholders – we will build a keyword content strategy, ultimately mapping specific keywords and phrases to website content and working with our content team to craft messages that support your brand, while being friendly to search engine crawlers and optimizing the visitor experience.

In parallel, our SEO team will work closely with the design and development teams to ensure that choices made aesthetically and technically will support the latest search engine technologies and eliminate any potential search engine penalties.

Lastly, as your website is launched, we configure the necessary monitoring and analysis tools to help identify search engine traffic patterns, opportunities for improvement and potential issues on an ongoing basis.

# Proposed Scope

## Strategy and Aesthetic Design

1. Discovery Meeting (1) & Stakeholder Survey
2. Website Tabletop Persona Session
3. Information Architecture
4. Initial Aesthetic Design (2 concepts, 2 pages each), prototype for one
5. UI Style Guide
6. Statement of Work (final scope and estimate)

## Page Design, Content Creation, and CMS Implementation

1. Template and Module Design (17 templates)
2. CMS Environment Setup
3. CMS Site Coding
4. Content Creation
  - a. Copywriting:
    - i. Re-used pages - 60
    - ii. New pages – 30
    - iii. Re-written pages – 30
    - iv. Edited pages – 60
  - b. Images:
    - i. Review and organize – 60
    - ii. Source/create content images – 20
    - iii. Image cropping / resizing – 20
5. Content and image integration (180 pages)
6. Budget reserve for Translation into 8 languages
7. SEO Analytics Implementation
8. Technical Approach & Architecture
9. QA, Browser and Device testing
10. Sprint Progress Reporting and Grooming Confirmation
11. Deployment and Production Release (single environment)

## Templates Design & Implementation

Our estimate includes the design and build of the following 17 templates for the content website. The complexity of these templates has been estimated on the basis of the existing content in the below named sections of the website. Some areas of the existing website may not be called out specifically because they will share the template format of the named examples.

CMS templates	Level of complexity
Homepage	hard
Overview page (products)	medium
Product Category page	medium
Product Family page	medium
Product list page	hard
Product detail page	hard
Contact / form page	medium
Video library	medium / hard
Article overview	easy
Article page	easy
Events	medium
Events detail page	easy
Careers	easy
Careers detail page	easy
Careers application page	easy
Download a catalog (currently a PDF)	hard
Manuals and instructions	medium

## Hosting

This estimate assumes that hosting infrastructure will be setup and provided by Deublin. The provided infrastructure should include operating system, SQL Server, IIS, and a baseline Sitecore installation. Our estimate includes deployment of the completed site to a single production environment. If the final

production environment includes more servers / load balancing, the estimate will be adjusted after discovery.

### Training

Training on the CMS has been excluded for now, because general CMS training is often purchased from Sitecore as a part of the licensing package. After discovery we will adjust scope to account for the mix of Sitecore general training versus Deublin site-specific training.

## e-Commerce Functionality

### Discovery and Design

The Mx Group will conduct discovery and design sessions with Deublin around the e-commerce and purchase process to define the overall workflow. That workflow architecture will then be expanded through the individual design discussions associated with each user story.

### User Interface

e-Commerce Templates
Login / Register for an account
My Account / Account settings
My Orders / Order detail
Payment settings
Addresses
Shopping cart
Checkout
Shipping
Payment
Order review / Order confirmation
Order history
Repairs and returns
Recently viewed
Related products / Bundles

## Estimated Stories and Assumptions

The following user stories have been estimated into scope and define the specific functionality to be built within the user interface. Various additional user stories have been discussed, but through collaboration with Deublin they have been moved to the road map. Those road mapped stories are excluded from scope and can be found in the appendices of this proposal.

The stories below have been estimated on the basis of the accompanying assumptions. In general, if functionality is not core to the user story, or included in the assumptions, then it has not been estimated and is not in scope.

Epic / Category	ID	Requirement	Order	Notes / Assumptions
ERP Integration	5.03	Product data design	1	Details TBD, but we know products have 5-8 options, option selections are interdependent for each product and may affect price
Product Detail/Configuration	10.04	Product pages with cascading configuration options	2	Includes add to cart, quantity, basic product information, links to pdfs
Product Browsing/Searching	9.01	Prevent non-logged in users from seeing prices	3	
Product Browsing/Searching	9.03	Heirarchical browsing (category > subcategory)	4	Includes design and layout (breadcrumbs, main browsing)
Product Browsing/Searching	9.04	Search by product attributes (part number, competitor part number, subcategory, application)	5	Single search field, not multiple fields for each data field searched Direct text search, includes design and layout of search interface and results Show a list of products with images and short description Sorting  Assume we'll not exceed out of the box functionality of built-in Sitecore search
Account/User Management	1.06	Users can sign up for an existing offline account (MAPICS	6	During sign up, we ask customer for account info, if provided, user and account is created with browse access - purchasing is disabled.

Epic / Category	ID	Requirement	Order	Notes / Assumptions
		account exists, no e-commerce)		<p>Connection to MAPICS account is manual, and new signups are placed in an admin queue</p> <p>Send a notification to customer service.</p> <p>Create an admin page with a list of accounts that need to be dealt with, linking to the account edit page.</p> <p>Re-use the account link logic from "Store admins can update MAPICS account link" story</p> <p>Re-enable purchasing.</p> <p>Also want ability to en/disable purchasing, order history, pricing, other attributes on a per-customer or per-user basis</p>
Account/User Management	1.10	e-Commerce customer/user list and management	7	Page that displays e-commerce users with ability to view and edit details and permissions for each user
Account/User Management	1.07	Users can request to be added to an existing e-commerce account	8	<p>Notify the user that they should contact their client admin</p> <p>Triggered if signing up with a customer account # that already has a commerce account</p>
Account/User Management	1.04	Users can sign up for a brand new account (No MAPICS account)	9	<p>Users can place orders and see list pricing</p> <p>When first order is placed, call API to create account in MAPICS</p> <p>Hide pricing until checkout, including user providing their shipping/billing data - at that point they will see price immediately before actual transaction</p>
Custom Pricing	4.01	Contract pricing	10	<p>Assumes that we only need to support flat discounts on a subset of products for each account</p> <p>Each account may receive discounts on a different subset of products</p> <p>Other contract terms including, but not limited to, dependent pricing,</p>

Epic / Category	ID	Requirement	Order	Notes / Assumptions
				variable pricing by assembly, or pricing on other conditions not supported Promotions and ad-hoc discounting not supported
ERP Integration	5.10	Send custom pricing updates to e-commerce	11	Bulk operation that can call a single time and pull updates for all customers. Will require Deublin to implement that bulk data delivery API.
Standard e-Comm. Func.	11.04	Shopping cart	12	
Standard e-Comm. Func.	11.03	Shipping address entry and address book	13	Each account may have multiple shipping and/or billing addresses
ERP Integration	5.01	ERP will provide tax	14	Assumes Deublin will provide an API into MAPICS that can calculate this in real time All tax logic is abstracted by this API
ERP Integration	5.02	ERP may provide shipping costs	15	Assumes Deublin will provide an API into MAPICS that can calculate this in real time All shipping logic is abstracted by this API
Localization/Regional Behavior	8.03	Prevent users from placing orders that ship to unsupported regions	16	Don't allow users to select unsupported countries for ship to address
Localization/Regional Behavior	8.05	Prevent users from unsupported regions from accessing e-commerce functionality or pricing	17	Need to use IP address filtering; don't trust user entered address info.
Invoicing	7.02	Admins can configure whether an account can request invoices	18	Configured per account, not per user This includes the front-end interface checkout elements to support purchase via invoice
Standard e-Comm. Func.	11.07	Credit card payment	19	Select merchant account from those supported by Sitecore Commerce

Epic / Category	ID	Requirement	Order	Notes / Assumptions
				Configure the processing gateway and connect to the merchant account Implement forms, handle validation, and handle errors when processing charges.
ERP Integration	5.07	Send online orders to MAPICS	20	Assumes Deublin will provide an API into MAPICS. Includes providing useful error messaging to the user if anything fails.
ERP Integration	5.09	Detailed logging and alerting Deublin when data exchange fails	21	Assumption - anytime a third party call fails, alerting needs to be included Assumption - all third party calls are logged Maybe via email to administrators
Standard e-Comm. Func.	11.06	Confirmation emails after orders are placed and shipped	22	Email design and layout. Includes email template design. DNS configuration for spam stuff. Deublin will call an API we provide when orders are shipped
Standard e-Comm. Func.	11.05	Order history	23	List of current and past orders, and details Every online or offline order should be included
Checkout	2.01	Users can provide their own shipping account	24	Which carriers TBD No validation of this information on website; just send to MAPICS with order May include logic to limit this option based on weight. each carrier may have different max weight
Standard e-Comm. Func.	11.01	Order tracking	25	Display of tracking numbers and current order status - assumes data updates come from MAPICS
ERP Integration	5.08	Send offline orders to e-commerce	26	Pull customer order history as customer logs in Assumes Deublin will build an API we can call with customer ID to pull history

Epic / Category	ID	Requirement	Order	Notes / Assumptions
				Line items that have no SKUs (that are sold online) will not be imported Offline order details will be normalized to fit e-commerce data structures, which may drop some data points
ERP Integration	5.04	Send products, product options and list price to e-commerce	27	Assumes Deublin will provide an API that we will call nightly in order to pull updated data - this will be a bulk response.
Product Detail/Configuration	10.06	Products have standard turnaround times for delivery, configured on a per-SKU basis	28	Made to order SKUs have variable turnaround, prefabbed is 1-3 days Don't show lead time info if unavailable (for Made to Order, etc)
Checkout	2.02	Provide RGA form	29	Allows users to request to return products - simple data capture form that submits the information to an admin via email.
Standard e-Comm. Func.	11.10	Advanced Shipping Logic	30	<i>Note indicating "Remove Weight Limit (Advanced Shipping Logic)" --- need more info Deublin (Sargon) to get more details</i>  <i>assumption: there will be weight limits that eliminate carriers from fulfilling shipments, based on your orders wieght limit. If your order eliminates all carriers - there will be special messaging to handle those cases Advanced shipping logic is only a test of total weight; does not consider dimensions or other factors</i>
ERP Integration	5.05	Send account updates to MAPICS	31	Send these update to a human for review rather than via API directly to ERP -- OLD: Assumes Deublin will provide an API into MAPICS. Includes

Epic / Category	ID	Requirement	Order	Notes / Assumptions
				providing useful error messaging to the user if anything fails.
Invoicing	7.01	Admins can configure credit limits	32	Will check into whether this would apply to invoice only, or also CC# Assumes Deublin will provide API that can return customer credit limit Configured per account, not per user Assumes this happens when we calculate and show tax/shipping - we'll check against credit limits and display message accordingly
Invoicing	7.03	Admins can place a credit hold on an account	33	Configured per account, not per user  assumption: this is free if we implement the credit limits on invoice and cc accounts
ERP Integration	5.14	Send product descriptive data to e-commerce	34	Future: pull product descriptive info (CMS content) from ERP backend. Currently impossible as ERP has incomplete and scattered data, but is a future goal Dependent on 5.04 No work is included in this estimate; if any descriptive data is provided in this phase, it is assumed to be minimal and included in product import 5.04
Checkout	2.03	Minimum order requirements	35	TBD whether by weight, dollars, # items, etc  Limit is not by account, but rather system wide configuration Minimum order is simple card validation using weight, item count, or dollars. Does not consider per-sku minimums, minimums by product line, market or category, etc. Note: this functionality could be used to determine pricing

Epic / Category	ID	Requirement	Order	Notes / Assumptions
Account/User Management	1.03	Customer admins can add users directly to their account without approval	36	Users will receive an email with their login credentials if they are new users Some accounts will be allowed to do this, others not so  assumes 1.06 is done
Product Detail/Configuration	10.02	Directly link to pre-configured products (SKU)	37	Link directly to a SKU (or, to a product family with options dropdowns prefilled) Need easy way to generate these links on the user-facing page If expensive, downgrade to Nice?
Account/User Management	1.05	Store admins can update MAPICS account link	38	Adds a button on the account edit page that allows the admin to update the MAPICS ID and associate the two accounts. This will happen AFTER Deublin merges MAPICS accounts. Order history and account information will be overwritten with MAPICS data. Deublin will provide an API to pull all orders.
Product Detail/Configuration	10.05	Product grid	39	Selection of a SKU fills out the configuration options OR Selecting configuration options filters the grid Horizontal scroll, not responsive
ERP Integration	5.06	Send account updates to e-commerce	40	Weekly account sync
Account/User Management	1.09	Allow customers to join an existing company if their domain matches an allowed list	41	Toggle this ability on or off by account.  dependent on 1.03
Product Detail/Configuration	10.01	Show similar and related products	42	Initial release could be driven by previous order analysis - identifying

Epic / Category	ID	Requirement	Order	Notes / Assumptions
				<p>SKUs that are commonly purchased together and displaying them when customers view those product pages. (amazon style related items interface for customers)</p> <p>Since initial release is based on counts of previous orders, it will be erratic at first until sufficient data volume is obtained.</p>
Custom Pricing	4.02	Bundle discounts	43	<p>If several specific products are purchased together, those products receive a discount. Other products in the same order are not discounted. Data about product, quantity, and discount amount will be provided as part of periodic import</p> <p>This includes the work to display bundles that contain the SKU you're looking at</p> <p>Bundles consist of two or more SKUs which, when purchased together in minimum quantities, receive a % discount to each item in the bundle. Data structure could very roughly be something like { name, discountPercent, [ {sku, quantity}, {sku, quantity}, ... ] }</p> <p>Only one bundle discount can apply to each cart item so users can't get multiple discounts if more than one bundle matches cart contents</p> <p>If more than one bundle matches the cart's contents, the one with the most SKUs applies first</p> <p>Bundle definition is completely expanded, in that each bundle permutation is provided. No logic to expand or infer bundles.</p>

Epic / Category	ID	Requirement	Order	Notes / Assumptions
Custom Pricing	4.03	Volume discounts	44	Calculated via cart analysis using SKU counts or dollars. No additional logic.
Localization/Regional Behavior	8.01	Region based product availability	45	Assumes that Deublin provides availability information with products during import Pricing and availability by country Especially relevant for bluetooth products: each country's FCC equivalent needs to approve them before sale
Standard e-Comm. Func.	11.09	Product returns and refunds	46	<p>Allow users to initiate returns from website using order history orders</p> <p>New section for warranty status, which shows outstanding warranty claims, status (pending, rejected, accepted, credit issued, etc)</p> <p>Ability for users to see the status of returns and refunds in the "Order History"</p> <p>Ability for administrators to manage the status of submitted return requests</p> <p>assumption: we'll use Sitecore Commerce refund functionality/interface with some styling tweaks, but administrator functionality should be handled.</p>
Checkout	2.04	Subsidiary checkout	47	<p>Field offices in Germany, Spain, UK send orders manually</p> <p>Would be nice for them to log in and place orders on behalf of their customers</p> <p>Assumptions:</p> <ul style="list-style-type: none"> <li>- No order history by customer number; no offline orders</li> <li>- Pricing is US list price; no customer pricing; credit card will charge US list</li> </ul>

Epic / Category	ID	Requirement	Order	Notes / Assumptions
				price - Availability is US availability - Default checkout form, only modification is to allow end-customer's account number for order - US (imperial) units and currency
Standard e-Comm. Func.	11.05	Order history (Legacy/Custom SKUs)	48	Display of line items with legacy/custom SKUs (those that do not have a corresponding SKU in current ecomm system)

# Timeline

While there are many variables that can influence timing, a realistic project flow might look like this based on project approval of July 14, 2017 and a target go-live date before December 31, 2017.

	July				August				September				October					November					December				
	Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
Discovery & Strategy																											
Discovery Conclusions / Scope Confirmation																											
Site Architecture																											
Aesthetic Design																											
Website Prototype (Marketing Site)																											
Framework: e-Commerce / CMS Grooming																											
Content development & translation																											
Development Cycle wave 1																											
Development Cycle wave 2																											
Development Cycle wave 3																											
Development Cycle wave 4																											
Development Cycle wave 5																											
Go-Live, Support																											

# Pricing

Deliverables	Estimate
<b>Content Web Implementation</b>	
<b>Discovery, Strategy &amp; Aesthetic Design</b> Discovery Meetings & Site Strategy Tabletop Personas for Website Site Architecture Aesthetic Design Updated Statement of Work	\$58,500 – \$73,000
<b>Content Creation and Integration</b> Section and Page Summaries (20) Content Coordination (60) Copywriting: New Pages (30) Copywriting: Rewritten Pages (30) Copywriting: Edit Copy on Pages (60) Review and organize existing images (60) Source / create content images (20) Image cropping / resizing / editing (20) Content integration with CMS (content, assets and images) (180) Configure data capture forms (2)	\$50,500 - \$63,000
<b>CMS Configuration and Customization</b> Deploy and configure baseline CMS instance Configure workflow and approvals Configure permissions Configure regionalization and translation support Configure personalization engine Configure servers, code management, deployment process	\$8,500 - \$11,000
<b>Template Design and Implementation</b> Page templates (17) Reusable content modules for use in templates (34) Data structure design User- and admin-facing presentation design and styling Module QA CMS template integration	\$118,000 - \$147,500
<b>SEO</b> 301 mapping from old URLs to new Copywriting for SEO landing pages (20)	\$6,000 - \$7,500

<b>QA / UAT</b>	\$32,000 - \$39,500
Manual QA	
Bug fix cycle	
Bug verification	
UAT cycles (4 waves, 1 round)	
<b>Translations</b>	\$25,000
<b>Release to Production</b>	\$5,500 - \$7,000
Deploy to production server	
Smoke testing	
<b>Subtotal</b>	<b>\$304,000 - \$373,500</b>
<b>e-Commerce Implementation</b>	
<b>Discovery</b>	\$14,000 - \$16,000
Product hierarchy discussion	
Pricing model discussion	
Discount, bundling, and custom pricing discussion	
Payment vendor selection	
<b>Infrastructure</b>	\$21,000 – \$25,000
Customize reference store implementation	
Setup commerce project and platform	
Configure basic data structure	
<b>Standard Commerce Functionality</b>	\$64,000 - \$77,000
Shopping cart	
Shipping entry and address book	
Credit card payment	
Confirmation emails for order placement and shipping	
Order history	
Order tracking	
Shipping weight validation	
Returns and refunds	
<b>Account and User Management</b>	\$45,500 – \$50,500
Multiple users per account support	
User management features including user list, add/remove	
Sign up for new or existing customer account	
Join existing e-commerce account	
Administrative MAPICS account remapping	
<b>Product Configuration</b>	\$67,000 - \$79,000
Hierarchical product browsing	
Search by product attributes	
Cascading product configuration	
Turnaround time display	
Prevent unlogged users from seeing pricing	
Direct linking to preconfigured products	
Product listing grid	
Related products	
<b>ERP Integration</b>	\$74,000 - \$82,000

Data exchange design	
Product, option, and pricing data import	
Custom pricing data import	
Tax and shipping API	
Send orders and account updates to API	
Receive offline orders from API	
Logging and alerting	
<b>Order Checkout and Completion</b>	<b>\$49,000 - \$60,000</b>
User-provided shipping	
Provide RGA form	
Custom pricing	
Support for invoice payment	
Minimum order restriction	
Configure credit limits and credit hold	
Bundle and volume discounting	
<b>Localization and Regional Behavior</b>	<b>\$8,500 – \$10,500</b>
Prevent customers from submitting orders shipped to some regions	
Prevent users in some regions from viewing pricing or placing orders	
Regional product availability restriction	
<b>Subtotal</b>	<b>\$343,000 - \$400,000</b>
<b>Project Total</b>	
<b>Total</b>	<b>\$647,000 - \$773,500</b>

## Contingency Budget

The Mx Group recommends that Deublin sets aside an additional budgetary amount of \$50,000 to allow for new user stories or functionality to be added to scope during execution of the project. If no scope changes, this budget will be unused.

## Notes

This is a preliminary estimate and does not represent a fixed project bid. This estimate is based on our understanding of the scope of work identified during our discussions and requirements provided by Deublin in PowerPoint format, described in this document, and based on past experience with similar projects. Actual project fees may be higher or lower based on project scope determined during the discovery phase. Travel, third-party licenses, and other out-of-pocket costs are not included in this estimate.

## Assumptions Affecting Pricing Estimate

1. Deublin will create and extend APIs as needed for application development

2. Integration APIs are designed, implemented and tested operate in a RESTful fashion
3. APIs will be documented using a code-friendly framework such as Swagger.io
4. Deublin will provide a test API instance for development purposes
5. Deublin will engage with us in a Scrum-based Agile process
6. UAT feedback will be complete and timely at the end of each sprint
7. While implementation and UX will be very different, the scope of functionality of the application will be similar to the existing application, plus several new features of similar complexity and integration with the marketing site. The estimated range is based on a forecast of the complexity and number of those potential new features.
8. Commerce functionality to be implemented is limited in scope to the stories and associated assumptions. Functionality not explicitly described is not included in scope.

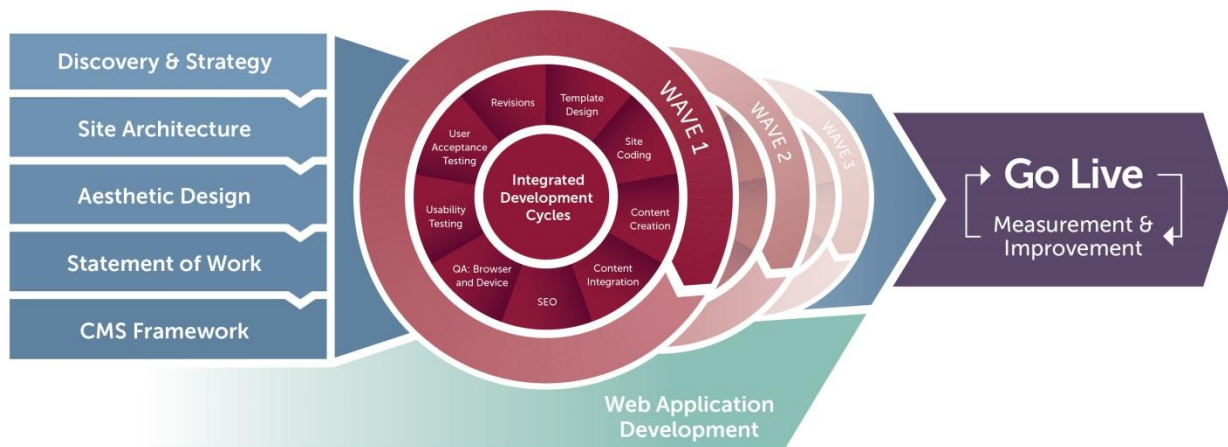
# How We Work

The Mx Group offers comprehensive and leading-edge web design, front end development, and web and mobile application development.

Our team of UX designers, front end developers, programmers, quality assurance analysts and business analysts has deep experience across a range of technologies and disciplines. From user interface design to HTML / CSS development, CMS implementation, custom web and mobile applications, integration with third-party systems and databases, and more, our team is capable of creating compelling and relevant online content to engage your audience and move them through the buy cycle.

Our website and application development approach starts with foundational strategy work. For websites, The Mx Group's design and development paradigm borrows from the Atomic Design model. We start with the smallest components and create larger pieces of the interface and layout by combining these components. We focus on each piece being a building block that allows developers to create a wide variety of layouts using pre-existing elements. As part of each site, we also build a style guide using the actual CSS and HTML components to render the guideline elements. This guide serves both to help visualize change and help developers avoid recreating already-defined elements.

For application development, we utilize the Agile method of development, where strategy is established and the project then moves through iterative sprints with continual feedback and interaction with the client.



## How we'll begin

The first phase of our engagement will consist of an in-depth discovery initiative designed to establish an optimal strategic and tactical foundation for the messaging, development and integration work for your new website. Our foundational approach begins with a thorough understanding of your objectives, allowing us to implement a plan that will allow you to maximize your website investment to achieve your short- and long-term goals.

## Strategic Foundation

Every web firm has a process that includes some type of discovery. Our foundational approach is more comprehensive than most in order to make sure you get the most value from every dollar you spend. Our goal is to make sure that the result of your investment is loved by your customers, and delivers the right ROI for your business. We don't just collect the details about the site you think you should build; rather, we help you figure out what serves your business goals in the most efficient and effective way possible. Based on a thorough understanding of your business objectives, we'll implement a plan that will allow you to maximize your investment in your web assets and achieve your short- and long-term objectives.

Our approach will confirm the aspects of the current site most appreciated by your customers, while thoroughly understanding the gaps and speed bumps that can be improved on to take the site forward.

The strategic foundation for the website will be built upon the following activities:

- Discovery and Strategy
  - Discovery sessions and stakeholder survey
  - Site analytics review
  - SEO assessment
- Site Architecture
  - Information Architecture strategy
  - Site navigation
  - Content architecture at the section, page and feature levels
- Aesthetic Design
  - Conceptual paths for the look and feel of the new site
  - Finalization of a concept for your approval
  - Design for all remaining site templates occurs in the integrated development cycles
- Scope Confirmation/Final Statement of Work
  - Confirm key findings from discovery
  - Align with budget expectations

- Collaborate on prioritization

## Integrated Development Cycles

The Mx Group conducts integrated development cycles that result in a complete and working subset of pages and functionality at the end of each wave, similar to the Agile method of development. This approach allows for an iterative development process. We define and prioritize development cycles based on your preferences, complexity, scope, timing and dependencies. Each integrated development cycle includes the following:

- Template Design
  - Leverage CMS best practices to create a set of templates that deliver a consistent user experience and allows for effective administration of the website over time.
  - During the discovery phase, we will finalize the number of templates required to achieve the site goals based on the site map and content strategy.
- Site Coding
  - The Mx Group will implement a responsive website design following coding best practices.
- Content Creation
  - The estimate assumes The Mx Group will develop new content and edit existing content to use on the new site including one round of client review and changes. Additional rounds of copy changes are often completed by the client in the CMS. You may wish to complete some portion of content creation yourself, and we're experienced in working through a variety of workshare options. Final scope for content creation can be determined during discovery, defining any appropriate balances or workshares between Deublin and The Mx Group.
- Content Migration
  - Content from the existing website will be migrated in each wave of development as necessary.
  - Where applicable, current dynamic content will be imported from the existing site.
  - Where necessary, current static content will be manually entered from the existing site.
- SEO
  - Our SEO experts work with designers and front-end developers throughout each integrated development cycle to ensure all pages and content are optimized for SEO.
- Quality Assurance, Browser and Device Testing
  - All pages and content in the cycle are put through quality assurance testing and assessed for browsers and devices as specified in the final scope confirmation.
  - The client team is given the complete section / set of content for internal review and testing. Revisions and refinement are made as needed.
- Web Application/Dynamic Feature Integration

- Each wave of content and CMS development will be running in parallel with a development process to integrate or build desired web applications. Working pieces of this functionality will be demonstrated and presented with each wave.
- Implementation of Google Analytics
  - Basic implementation of Google Analytics for ongoing analysis of the website.
  - Additional opportunities for measurement and monitoring can be discussed during discovery and delivered in the final statement of work.

## Go-Live

- The new production server is spun up and configured
- Site firewall is configured and tested
- Secure certificates are installed
- Site code and the managed content database are deployed to the new server
- 301 redirects for SEO are setup against all former URLs and tested
- Final integration testing is performed across the whole site
- Site up-time monitoring is implemented and tested
- Site backups configured and tested
- DNS cut over from the existing servers to the new servers is planned and executed
- Live site smoke testing is performed to ensure the final environment is fully functional
- Site analytics are closely reviewed during the first week to assure that the go live was fully successful
- The current estimate assumes a single hosting environment, although redundant hosting and load balancing can be scoped as part of the formal RFP

# Proposed Team

The Mx Group delivers services across multiple disciplines by utilizing talent from cross-functional areas, led by a single-point-of-contact account director and account management team. The account team is the primary client contact point. In turn, the account team manages workflow and communications with the appropriate team leads. Deublin will have significant direct contact with subject-matter experts (designers, business analysts, application development lead, etc.), but that contact will always be managed by the account team.



## **Kevin Coe, Vice President of Digital Development & Partner**

Kevin joined The Mx Group in 1994 and quickly rose through the ranks because of his unwavering dedication to problem solving, profit and productivity. He has been instrumental in the growth of the company's technology expertise. Now he leads the web application and software development group, which develops and implements hundreds of interactive and custom applications every year — including e-commerce, ERP integration, CMS, portals, viral efforts and SEO initiatives. Over the years, he has gained vast experience in project management, business analysis, systems analysis, business management, marketing and advertising. Kevin holds a B.S. in advertising from the University of Illinois at Urbana-Champaign.



## **Rick Sebok, Account Director**

Rick has been with The Mx Group for more almost five years. In that time, he has led the development and implementation of highly successful marketing strategies for 10 operating divisions of Zekelman Industries, DealShield, Steel Tube Institute and Spraying Systems. His background includes more than 20 years of business marketing experience across multiple sectors, including business and technology services, industrial products, and direct marketing. He has a B.S. in advertising from the University of Illinois at Urbana-Champaign and an MBA from Purdue University.



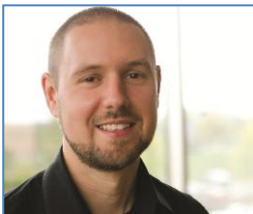
### **Eric Von Zee, Director of Application Development**

Eric has been part of The Mx Group since 1998. He develops and manages internal and external teams through every phase of the software development life cycle, including estimate, proposal, design, execution, testing, UAT and delivery to production. He brings exceptional value to every project through his management acumen and expertise in JavaScript, C#, Java and other technologies.



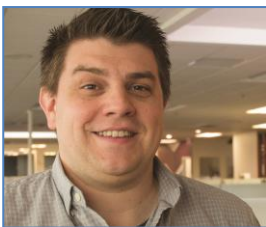
### **Thomas Hayward, Associate Creative Director**

Thomas brings nearly 20 years of print and interactive design experience to The Mx Group. In his six years at the company, he has led the development of multiple award-winning campaigns encompassing print, email marketing and web design. Prior to joining The Mx Group, Thomas was senior art director at a major B2B publishing company where he won several Ozzie and APEX design awards. He holds a B.A. in graphic design from Carthage College in Kenosha, Wisconsin. Tom has directed our team's creative efforts for multiple industrial manufacturers.



### **Miroslav Zugovic, Manager of Video & Front End Development**

Miro brings more than 10 years of interactive experience to The Mx Group, providing best practices in front end web development. He considers himself a jack-of-all-trades when it comes to interactive work, and has a broad background that covers graphic design, video, 3-D, web development and content management systems. Miro holds dual degrees in multimedia production and design and in interactive media.



### **Matt Binz, Business Analyst III**

Beginning his career as a programmer, Matt has served as application design and project management lead on hundreds of technology projects over the past 15 years. His experience crosses multiple industries, including manufacturing, construction, retail and e-commerce, nonprofit, education and health care. Matt holds a bachelor's degree from Purdue University.



### **Dennis Kerr, Technical Architect**

Dennis joined The Mx Group in 2006 after graduating from the University of Michigan with bachelor's degrees in engineering and computer science. Proficient in C#, JavaScript, PHP, and both iOS and Android operating systems, he has built numerous apps and websites for a range of clients.



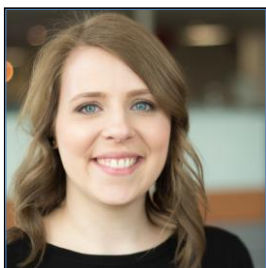
### **Emily Slayton, Senior Copywriter**

Emily has been at The Mx Group since 2013, creating content for leading B2B brands, including Siemens, Zekelman Industries, DealShield, and Automation & Controls from GE. Her wide-ranging writing background includes substantial interactive marketing experience. Prior to joining The Mx Group, Emily was a lead copywriter at Groupon, where she developed merchant communications for hundreds of B2B brands. She holds a bachelor's degree in journalism from the Missouri School of Journalism at the University of Missouri.



### **Ashley Lay, Account Manager**

Ashley joined The Mx Group with a background in event management, partner marketing and promotions. Ashley previously worked in marketing for the DuPage Convention & Visitors Bureau, where she managed programs on behalf of partner businesses and authored the organization's content. Since joining The Mx Group in 2015, she has contributed her strong project management and planning skills to programs for Zekelman Industries and DealShield. Ashley attended Elmhurst College with a B.A. in marketing.



### **Christina Coviello, Front End Developer III**

Christina brings 10 years of experience in web development to The Mx Group, where she focuses on responsive development, CMS implementation and marketing automation. She began her career as a web designer at Forbes.com and shifted over to the development side before joining The Mx Group in 2012. Christina holds a B.S. in studio art from Skidmore College in Saratoga Springs New York.



## Kelley Daniels, Lead Quality Assurance Analyst

Kelley works on many client accounts, including Numismatic Guaranty Corporation (NGC), Siemens and Altran. Her attention to detail keeps web applications and databases for The Mx Group's clients working effectively and efficiently. Kelley graduated with a BSE from the University of Notre Dame.

# Work Samples

Our teams have deep experience in website and application development and across the spectrum of your specific requirements. To date, The Mx Group has implemented more than 200 B2B sites and applications.

While our successes are broad, we provide three examples in our proposal that specifically reference project goals and technical requirements.

On the following pages, you will find three work examples that highlight the following:

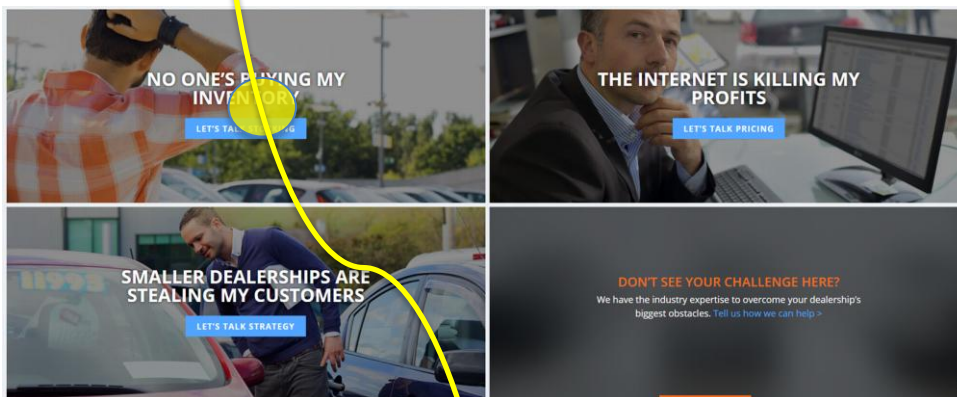
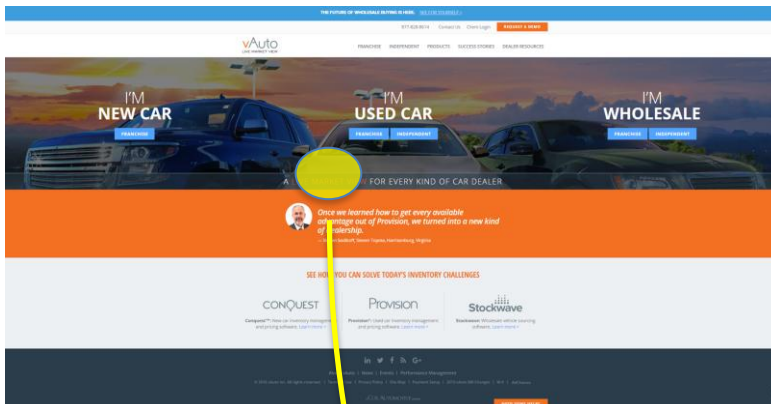
- **vAuto Website** — The Mx Group completed a complete redesign of the vAuto website during 2015. The site was built based on buyer personas, features conversion paths that are based on specific journey streams, and integrates fully with the Marketo marketing automation platform (hosted by client). This site is SEO optimized and is maintained on a monthly basis.
- **Wonderlic Wonscore Application** — The Mx Group designed and built the frontend and backend components for Wonderlic's first-ever SaaS product, an on-line assessment program. Throughout the engagement we collaborated with client's technical architects. This project was built using a microservice based architecture using Node.js, MongoDB and Angular amongst other technologies.
- **NGC Mobile Application** — This app brings the power to determine the value of rare coins to the user's phone. Coin collectors can easily barcode coins for authenticity, research the number of coins graded of a particular type, and receive a real-time

estimate of a coin's worth. This app references millions of records, making it simple and easy to research coins. The Mx Group built this React Native mobile app consuming RESTful services.

# 1. vAuto Website

The Mx Group built this new website based on buyer personas, layered conversion strategy, and integrated marketing automation platform.

- The new vAuto website was built based on buyer personas — visitors can immediately identify relevant content and enter conversion-optimized paths
- This website is fully integrated with Marketo. Emails, landing pages and journey assets are planned and delivered within the application.



Example: Visitor to vauto.com selects “Used Car” and finds their way to a quick calculator and conversion form. Following this behavior, they are prompted to discuss results and are automatically entered in buyer journey.

Turns out ... stocking isn't about filling your lot. It's about finding the right cars for your buyers.


CALCULATE WHAT YOU'RE LOSING ON YOUR LOT		
100 YOUR AVERAGE INVENTORY SIZE	75 UNITS SOLD PER MONTH	500 YOUR AVERAGE GROSS PER UNIT
<a href="#">CALCULATE</a>		
YOUR TURN: 9	AVERAGE TURN: 12 <small>For dealerships practicing customer-driven buying strategies.</small>	
=		
<b>\$12,500</b> LOST MONTHLY PROFIT		
LET US HELP YOU TAKE BACK WHAT YOU'VE LOST Talk to us about how a customer-based stocking strategy can change your numbers.		
<a href="#">NEED SOME HELP?</a>		

Based on this behavior (and form completion), the prospect is entered into an automated journey where all behavior is orchestrated based on specific actions they take.

## Email examples:

**Provision**  
USED CAR INVENTORY MANAGEMENT

This used car manager doesn't fill spaces. He fills needs.  
**Join the dealers using Provision to acquire the exact inventory their customers will buy.**



WATCH THE VIDEO

Watch Jason Frampton explain how Provision keeps his inventory turning.

[WATCH THE VIDEO](#)

Stocking your lot with whatever looks good at auction seems like a solid plan ... until you find you chose leechup while your customers crave mustard. So instead of quickly turning your inventory, you have too many cars sitting around getting stale.

That's why Jason Frampton, executive director of sales operations at Ken Garff Automotive Group in Salt Lake City, UT, is among the many dealers experiencing success with a customer-driven buying strategy. Provision tells him exactly what cars to stock, where to get them and how much to pay. [Watch the video](#) to hear Jason tell you how Provision:

- Uses real-time market data to identify the vehicles your customers want
- Finds locations throughout the country to purchase these vehicles
- Tells you exactly how much to bid and how to price for maximum profit
- Helps you with everything from appraisals to subprime to marketing

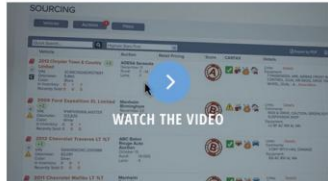
[WATCH THE VIDEO](#)

[Request a no-obligation demo](#) or call 877-828-8614 today

**vAuto**  
1901 S. Meyers Rd., Suite 700  
Olathe, Kansas, 66161

**Provision**  
USED CAR INVENTORY MANAGEMENT

Imagine the profits you'll earn with a lot filled with A+ performers  
**See how Provision makes choosing your used car inventory as easy as comparing letter grades.**



WATCH THE VIDEO

[CLICK FOR A TOUR](#)

Picking used cars that will quickly move into buyers' hands shouldn't be left to intuition. After all, the market data is out there to show what cars customers want and what prices they'll pay. But it took Provision to turn it all into actionable information.

As our guided tour will show you, Provision assigns letter grades to each potential buy, suggesting exactly which cars to stock, where to find them and what to bid. You'll turn your inventory faster than ever and substantially increase your used car profits, all because Provision:

- Applies real-time marketplace data to make specific recommendations
- Shows you what inventory to purchase, where to get it and at what price
- Helps you turn your inventory up to 12 times per year on average
- Makes short work of appraisals, subprime, marketing and more


[CLICK FOR A TOUR](#)

[Request a no-obligation demo](#) or call 877-828-8614 today

**vAuto**  
1901 S. Meyers Rd., Suite 700  
Olathe, Kansas, 66161

**Provision**  
USED CAR INVENTORY MANAGEMENT

Do you know the age of your used car inventory?  
**Calculate to see the effects of age on your used car inventory — and see how Provision can help.**



YOUR TURN: 6

AVERAGE TURN: 12  
For dealerships providing customer-driven buying strategies.

**\$75,000**  
LOST MONTHLY PROFIT

See what your current approach is costing you.

[LAUNCH THE CALCULATOR](#)

A fully stocked lot used to be the key to success. But today's customers have very specific vehicle wants, and the cars you purchase have to satisfy them. Now the key to success is a buying strategy based on their precise needs.

Provision is the only software solution with the data you need to build a customer-driven buying strategy, and stock your lot to move quickly and profitably. Find out how Provision:

- Identifies specific vehicles for your market and customers
- Shows you where to purchase inventory and at what price
- Boosts turnover, profits and even dealership morale
- Automates decisions on appraisals, subprime, marketing and more

[LAUNCH THE CALCULATOR](#)

[Request a no-obligation demo](#) or call 877-828-8614 today

**vAuto**  
1901 S. Meyers Rd., Suite 700  
Olathe, Kansas, 66161

## 2. Wonderlic Wonscore

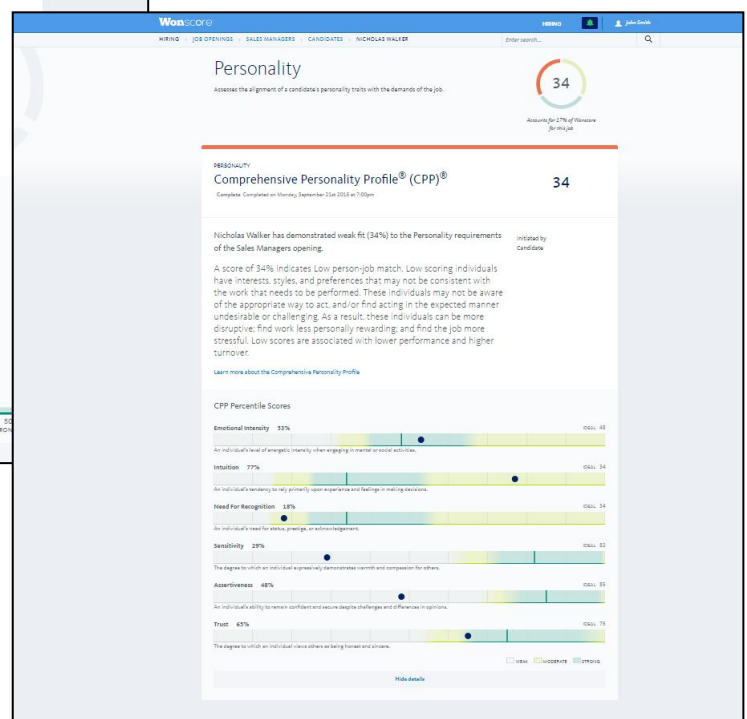
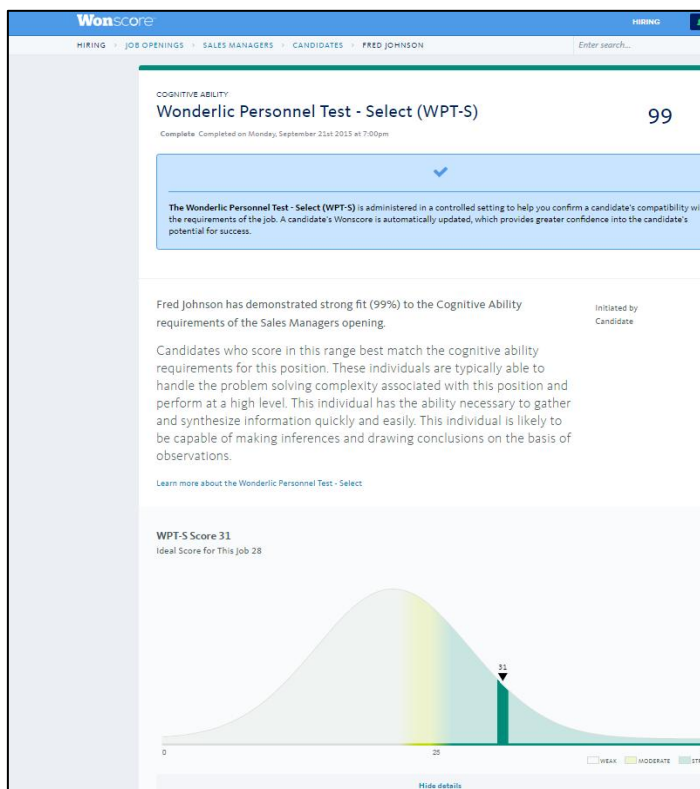
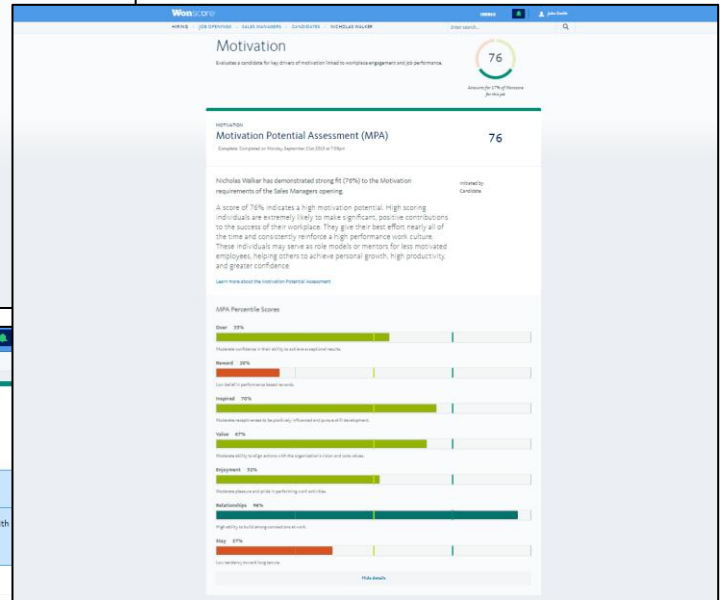
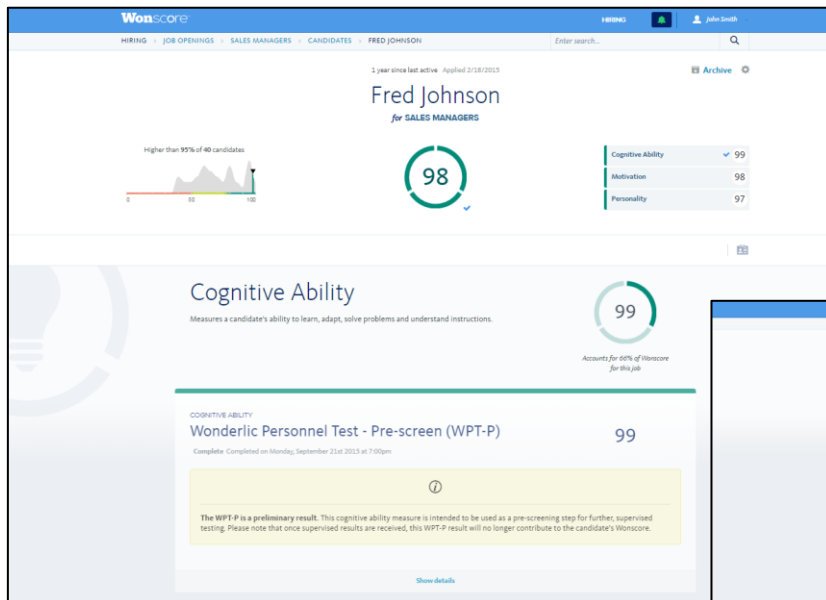
The Mx Group built the website and application (front end and back end) components for Wonderlic's new online assessment program.

- The project was built using a microservices based architecture consuming load-balanced auto-scalable RESTful services.
- Components were built with Angular frontend, Node.js, Express.js, MongoDB, Memcached, docker, CoreOS, etcd, AWS EC2 services backend
- Commerce implementation was integrated with NetSuite back end API
- Marketing site that promotes the product

Website focused on lead generation

The screenshot displays the Wonscore website interface. At the top, the logo 'Wonscore from Wonderlic' is on the left, and the phone number '888.406.8378' and a 'Wonderlic home >' link are on the right. A blue navigation bar contains links for 'About Wonscore', 'Tour', 'Industries', 'Pricing', and 'Hiring with Wonscore', along with 'Login' and 'Free trial' buttons. The main content area features the headline 'Powerfully simple pre-employment testing' with a red arrow pointing to the right. Below this, a paragraph states: 'The success of your business depends on a great team. Wonscore from Wonderlic is an easier, faster way to hire better employees.' A bulleted list follows: 'Proven method for predicting job performance', 'Assesses cognitive ability, motivation and personality', 'Make more informed hiring decisions', 'Improve your employee retention', and 'Start testing in minutes from any device'. A video player is embedded with the title 'Watch this short video to see how Wonscore works.' and a thumbnail showing a woman named Rachel with a '95' score. To the right, a dark blue box titled 'Try it for FREE!' contains the text 'No obligation. No credit card required.' and a form with fields for 'FIRST NAME:', 'LAST NAME:', 'BUSINESS EMAIL:', 'BUSINESS PHONE:', and 'COMPANY NAME:'. A red 'Start free trial' button is at the bottom of the form.

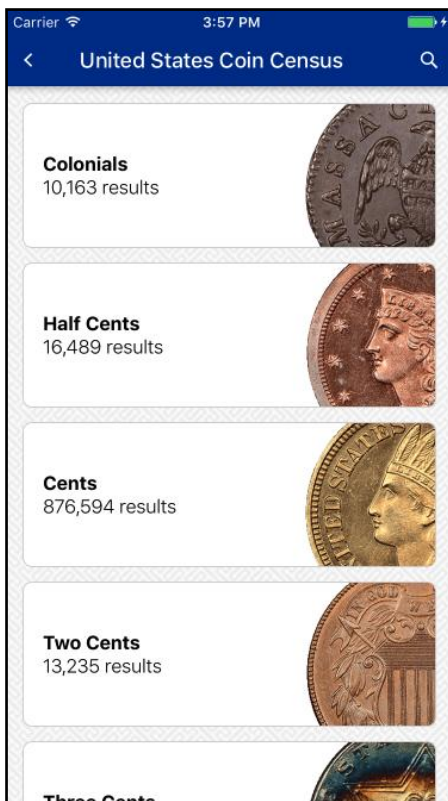
# Wonscore application administers assessments



# 3. NGC Mobile App

The Mx Group built this React Native mobile app consuming RESTful services.

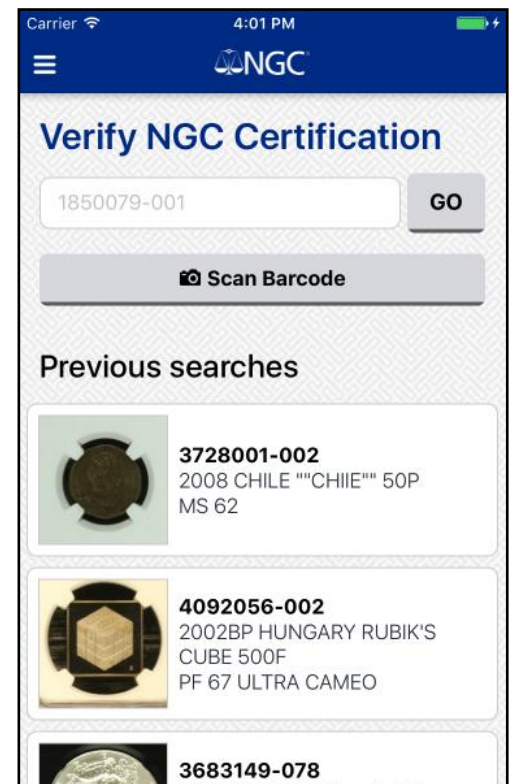
- Supports authentication, analytics, and automatic error reporting
- Uses REST APIs to retrieve and report on large datasets
- Implements price / performance graphs and charts in an upcoming release
- All components made in-house by The Mx Group



Carrier 3:56 PM

< Lincoln Cents, Wheat Revers... FILTERS

Coin	54	65	6
MSRB	46	180	1
1909 S LINCOLN 1C MSRD	32	244	9
1910 1C MSBN	04	35	
1910 1C MSRB	95	133	3
1910 1C MSRD	27	158	8
1910 S 1C MSBN	58	7	
1910 S 1C MSRB	24	128	1
1910 S 1C MSRD	21	125	4
1911 1C MSBN	74	32	



# About Us

## Company Information

### Company name

Tritech Marketing Inc.,  
DBA The Mx Group

### Ownership structure

Privately held

### Years in operation

27

### Office

7020 High Grove Blvd.  
Burr Ridge, IL 60527  
United States

### Primary phone

630-654-0170

### Website

TheMxGroup.com

### Point of contact

Peter C. Wroblewski  
Founder, Principal  
630-230-2555  
pwrob@themxgroup.com

### Total number of employees

103

### Recognitions

Best Places to Work in Illinois  
2014–2017

Chief Marketer's 50 B2B Marketing Agency Top Shops  
2016

Chicago's Best and Brightest Companies to Work For®  
2016

Top 100 Digital Companies in Chicago  
2014, 2015

BMA Agency of the Year Finalist  
2014

Marketo Partner of the Year Finalist  
2016

BMA B2 Awards Winner, multiple categories  
2010, 2011, 2013–2015

BMA Tower Awards Winner, multiple categories  
2007–2014

## Current client relationships

Abaco Systems | 1 year

Altran | 9 years

Anvil International | 13 years

Apex Financial Systems | 1 year

Assa ABLOY Hospitality | 7 years

B & R Industrial Automation | 2 years

Berk-Tek | 10 years

Bosch Rexroth | 18 years

Certified Collectibles Group | 16 years

Cox Automotive

DealShield | 3 years

vAuto | 11 years

VinSolutions | 4 years

Xtime | 2 years

FATHOM | 1 year

Finkl Steel | 2 years

General Electric (GE)

Automation & Controls | 6 years

Digital | 2 years

Grenzebach Glier and Associates | 5 years

Grundfos | 2 years

JPW Industries | 15 years

MAVERICK Technologies | 14 years

National Automobile Dealers Association (NADA) | 7 years

Probat Burns | 10 years

RACO Manufacturing | 19 years

SCA | 1 year

Siemens

Large Drives Division | 10 years

Industrial Automation Division | 3 years

Integrated Drive Systems | 3 years

Spraying Systems | 1 year

Steel Tube Institute | 2 years

Tempur Sealy (Hospitality) | 14 years

The Vitality Group | 1 year

Tsubaki | 1 year

W.W. Grainger | 12 years

WIN (Wireless Information Networks) | 1 year

Wonderlic | 2 years

Zekelman Industries | 6 years

# Appendix: e-Commerce User Stories

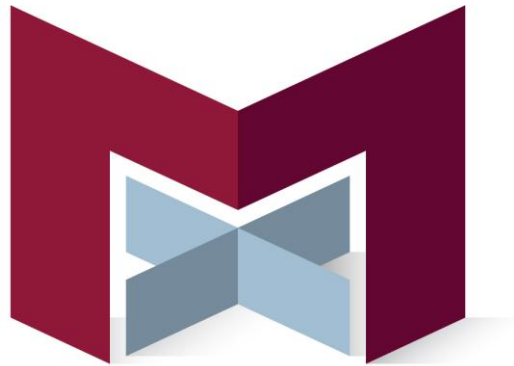
## Excluded Stories (future / road map)

Epic	ID	Requirement	Order	Notes / Assumptions
<b>ERP Integration</b>	5.15	Standardize company name and address information via D&B or similar	49	
<b>Product Browsing/Searching</b>	9.02	Re-order recommendations (time based)	50	Shelf life info included in product info import
<b>Localization/Regional Behavior</b>	8.04	Translated commerce content	51	Configuration of available languages, no integration to a translation service, translations provided with product data or via administrators entering it into admin Support for English only at first. ---Someday, maybe Spanish, Chinese, Japanese, Korean, Portuguese, German, French.
<b>Localization/Regional Behavior</b>	8.02	Region based pricing, using local currency	52	Not exchange rate
<b>Account/User Management</b>	1.08	Summary of account balances & A/R information	53	For accounts that can use POs, show information on account balance, payment history
<b>Account/User Management</b>	1.01	Users can be associated with multiple accounts	54	One user login may be associated with multiple customer accounts Users can select from their accounts while placing orders and accessing order history One customer account can have multiple users with access Users have a role within each customer account - can be admins or users A user may have different roles on each account

Epic	ID	Requirement	Order	Notes / Assumptions
				<p>Account admins can add and remove other users from the account</p> <p>Account users can purchase but not manage users</p>
<b>Checkout</b>	2.05	Estimated ship dates for in-stock and out-of-stock items	55	Stock info part of regular data update from MAPICS
<b>ERP Integration</b>	5.11	Send product inventory updates to e-commerce	56	<p>Assumes this is dependent on "Send products, product options and list price to e-commerce";</p> <p>Assumes Deublin will call an API we provide.</p> <p>We will notify Deublin if our API fails. Deublin is responsible for retrying.</p>
<b>Checkout</b>	2.08	Partial shipments based on stock	57	<p>Assume only two shipments - the remaining stock, and the balance later</p> <p>Charge shipping up front assuming the out-of-stock portion ships in a single shipment</p> <p>Does not include realtime stock information from MAPICS - stock information is updated only once per day.</p> <p>If multiple orders are placed for the same stock, track the fact that the first order consumed the inventory and make the second order a partial/deferred shipment.</p>
<b>Standard e-Comm. Func.</b>	11.08	Product reviews	58	<p>Require logged in user</p> <p>Review per product, not per SKU</p> <p>Some sort of spam filtering / admin queue desirable</p> <p>Would be useful to limit reviews to confirmed purchases only (can't review a product that doesn't appear in order history)</p>
<b>ERP Integration</b>	5.13	Notify when content changes require translation changes	59	No integration with translation service; this needs to notify admins so they can manually update translations
<b>CMS Integration</b>	3.03	Single login shared between IOT and e-commerce users	60	<p>Deublin is building a mobile app for their customers</p> <p>Customers will login to that mobile app with the same credentials as the e-commerce site</p> <p>Mobile app will have a web backend that will also consume e-commerce user auth</p> <p>Web backend likely to be colocated with</p>

Epic	ID	Requirement	Order	Notes / Assumptions
				<p>Sitecore code on the same webserver</p> <p>e-commerce is the owner of user records.</p> <p>Provide IOT / CMS a way to retrieve user information from e-commerce. IOT app will rely on e-commerce to create users.</p>
<b>Product Browsing/Searching</b>	9.05	Comparison view of selected products	61	<p><i>Select two or more products to see them side by side in a grid-like layout</i></p> <p><i>Comparisons may only be performed between SKUs in a single product family, so they will all have similar properties</i></p> <p><i>Comparison results include performance and engineering data</i></p> <p><i>Existing site has it but unclear of importance, Deublin (Sargon) to followup with his team</i></p>
<b>Checkout</b>	2.07	Quick Orders	62	<i>Deublin (Sargon) to confirm usage and presence on roadmap</i>
<b>Checkout</b>	2.06	Saved Orders	63	<i>Client believes this is unlikely to ever be needed</i>

# Thank you for considering us!



## The Mx Group

**TheMxGroup.com**

7020 High Grove Blvd. | Burr Ridge, IL 60527