



fourfront
direct sales software

New Recruits & Customers

Welcome to FourFront...

FourFront, a UK based software house founded in 1990, has installed its highly configurable 'off the shelf' back office and web software **all over the world with 19 sites in 14 countries** from the Americas, Australia and Europe; to add to the 28 sites in the UK.

The software, which can be **purchased outright or rented**, is completely scalable, facilitates special offers and promotions, is multi-currency, multi-language, allows cross border sponsoring, and can be **content managed by you**.

...About our Software

The software can be run back office only where all orders and registrations are processed by your staff, or with the addition of a distributor services web site, created using your company website design, where the distributor can **register, order and enquire on line 24/7**.

The Distributor Management software stores **consultant information & genealogy, product details and pricing and compensation plan parameters**. It holds all transactions and balances, calculates commissions, sends out commission statements and produces BACS files or cheques for payments

It provides **email management, a reporting facility and integration routines** so that billing and inventory data can be uploaded from existing software if required.

The Distributor Services Web Software comprises of **On line Registration, Shopping Cart, Genealogy Browser with Order Tracking, Product Availability, Customer Registration, Catalogue Area, FAQs, and Download Area**

For more info, please call **+44(0)1962 888 126** or email us at **info@fourfront.ltd.uk**

Distributor Services

Replicated Sites

Shopping Cart

Register New Distributor

Corporate Pages

Personal Details on Rep Site

Genealogy

Reporting

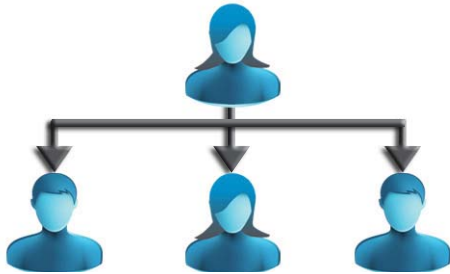
Downloads

FAQ's

Event Calendars

CMS & Administration

Distributor services



Once a distributor has signed up, he/she can access the distributor services website with his ID number and password.

On this site, the distributor will be able to place orders, view his/her genealogy, report on personal and downline performance, view FAQs and information and download files posted by corporate, and view his/her event calendar. This site can also be used by Corporate staff using any Distributor ID plus their own override password.

Key Features...

Orders: Using entered SKU numbers rather than the more 'add to basket, selling' style of the B2C shopping cart .

Genealogy: The distributor can monitor their own performance, and that of the downline

Reporting: Sales performance, recruitment, and forward planning of events.

Event Calendars: When an event is booked, it is added to the calendar of the distributor who can see their own events and those of their downline.

Downloads: Marketing, information, training, performance and pricing documents in all popular formats.

FAQ's & Contact Details: Questions and answers for the distributor to access & easily changeable contact details.

Replicated Website



Distributors sign up online & are automatically allocated their own website. This comprises a B2C shopping cart for customers, a link to on line sign up for new recruits, and a series of informative content pages all controlled by Corporate. To this end it is an exact replica of the

Corporate site – in fact you maintain only one set of pages – but in addition there is an area for the Distributor to personalise the site including a bio, image, and details of the distributor's forthcoming events

Key Features...

Shopping Cart: 'add to basket' shopping cart stylised as per your Corporate branding. Sales are attributed to the distributor & you can set the rules on discount & commissionable volume.

New Distributor Sign Up: If someone is interested in signing up as a new distributor, they can read all about the opportunity here sign up on line and be placed in the requisite downline.

Corporate Pages: You can have an unlimited number of corporate information pages, all easily content managed by you.

Personal Details: New distributors are invited to email images and bios they'd like to use. These are uploaded to the site by corporate staff

C.M.S & Admin Websites



This site is for Corporate staff only. They can place orders on behalf of distributors, process credits and returns, run reports, register new distributors, send emails to the distributors, and set up special offers and promotions. The FourFront

software makes the administration of your distributors network simple and straightforward, offering easy to manage orders, content and email marketing, run reports, manage new distributors and special offers in on place.

Key Features...

Orders: Enter an order FOC or with payment by means other than credit card. Also overrides on price on delivery for example is possible.

Content: All images, text, videos, language translations, links etc can be easily maintained here by Corporate staff without any need for programming skills.

Register New Distributor: New distributors can read about opportunities, sign up on and be automatically placed in the relevant downline.

Email: Corporate staff can email the entire distributor database or selectively mail based on any criteria held in the system.

Special Offers: Both distributor orders and the B2C shopping cart can have special offers applied to all or selected groups.

Reports: Corporate staff can run reports, key to running the business. These include sales performance, recruitment and forward planning of events.

Back Office Software



The Back office is the hub of the system, storing all distributor info, genealogy structure, product details, compensation plan parameters, all transactions and balances. The back

office calculates commissions, sends out commission statements and produces BACS files for automated commission payments. It allows you to create an unlimited number of tables and price lists and provides a reporting and stationery print/email facility.

Key Features...

Commision: The compensation plan engine facilitates all types of plans 'off the shelf' including Binary, Single Level, Party Plan, Forced Matrix and more.

Inventory & Dispatch: Mange stock at transactional level using warehouse locations or link with any 3rd party warehouse management system.

Accounts: Fully integrated system comprising sales, purchase & nominal ledgers & purchase order module or link with any 3rd party accounts software.

Reporting: Reports can be printed or produced in Excel. Alternatively, MySql or any third party reporting tool can query the data.

Service & Support...

Support: FourFront's success in this market has been built on the flexibility of its software, and the ability to respond quickly and efficiently to customer requirements in a fast moving market.

However to underpin this, FourFront has built an enviable reputation for its support services in a sector which requires the software author to not only provide technical support, but also to understand in minute detail the complexities of the many varied compensation plans, not to mention the industry 'jargon'.



Training: Training staff are available to provide this service on site, at FourFront's offices, or over the web. Primarily training is focussed on the back office software for Corporate finance and Inventory staff, and the web administration tools used to content manage the customer facing web sites. Distributor and Customer training is not necessary as the web software is intuitive. That said, full documentation is written and maintained by FourFront's training department and is accessible on line

Bespoke Programming: Since 1995 when the first Direct Selling Software site was installed at Mary Kay in London, FourFront has been able to install its software 'off the shelf', as opposed to treating each new customer as a bespoke site. This has considerable benefits in respect of the reliability of the software. However on occasion a customer will require functionality that is deemed relevant only to him, and in this scenario FourFront will provide bespoke programming services.



Managed Services: Instead of buying a licence outright, you can rent the software. Whilst the reasoning behind the introduction of this service was to be able to cater for start up companies who perhaps didn't have the up-front capital to invest in a software licence and staff, ironically FourFront's first customer was worldwide isp giant Tiscali where this certainly wasn't the case. 888.com, FourFront's biggest and fastest growing customer to date in terms of distributor take on and commission payout over the first six months, followed suit and also took advantage of this service. The rationale for these companies was not so much spreading the payment to run parallel with growing sales, but to be able to build a business plan which had a fixed monthly cost for software services with little or no internal staff costs.

Who we work with...

FourFront's success in this market has been built on the flexibility of its software, and the ability to respond quickly and efficiently to customer requirements in a fast moving market.

Our software is installed all over the world with 19 sites in 14 countries - from the Americas, Australia and Europe; to add to the 28 sites in the UK - here's what some of those clients have to say about Fourfront...



Phoenix Trading

"The support we receive from FourFront is first class – no mean feat when you consider we have businesses in Australasia and the US in addition to the UK"



Usborne Books

"FourFront not only painlessly replaced our original software during a continued period of rapid growth, but has consistently developed beneficial enhancements to our system"



Neal's Yard Remedies

"FourFront has enabled our Consultants to manage and expand their businesses . Their fantastic support team provide us with exceptional level of assistance"



Aquasource

"Fourfront has been able to meet our business requirements perfectly. Its MLM software, has enabled us to efficiently and cost-effectively manage large numbers of orders and commissions from the sale of our health products, in the UK and internationally"



Betterware

"The software went live in 2007, after some bespokeing for our specific requirements. Through out that process & thereafter FourFront have been extremely supportive, flexible & responsive to the evolving requirements of a developing business"



Partnerships with 3rd Parties

FourFront has over the years established partnerships with third party specialists in credit card payment gateway, post code addressing, and parcel delivery and tracking, accounting and warehouse management software and will continue to cultivate and expand such relationships, for the benefit of our clients

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