Ai2's Pocket OrderWriter® (POW®) software solution provides your mobile field sales force with the information and the tools they need to add value during a sales call. This **critical information** and POW's functionality will empower your sales team to increase sales and improve productivity. Your salespeople can evaluate product distribution at the customer level, generate orders, process return requests and more. **Schedule a demo today to see what POW can do for you.**

POW successfully manages the complexity of taking orders in a way that increases sales, minimizes order processing costs and times, and ensures 100% data accuracy. Orders go straight into the ERP system you already use.

POW replaces any outdated data collection device and eliminates the expense of printing weekly order guides, A/R information, and other printed material that sales reps carry today. Salespeople use POW to find and recommend additional or substitute products at the moment the customer is most likely to buy.

Gain the following benefits:

- Significantly lower operating costs
- Streamlined order processing
- Expedited customer orders
- Improved productivity
- Increased order accuracy
- Highlighted items that make it easy to identify and up-sell promotional items and discounted items
- Inventory information in a sales rep's hands without calling or emailing the office
- Increased revenue, market share, and customer satisfaction

Gain the competitive edge you need in today's business environment. Give your sales force POW and enable them to achieve their maximum potential. **Achieve smarter sellers and better buyers by scheduling your demo today.**

POW supports these sales functions:

- **PRICE BOOK**
- **CUSTOMER-SPECIFIC PRICES**
- **A/R INFORMATION**
- **PURCHASE HISTORY**
- **ORDER GUIDES**
- **NEW ITEMS**
- **FORCED PROMOTIONS**
- **PRE-BOOKS**
- **SUBSTITUTIONS**
- **YOUR INVENTORY LEVELS**
- **DISCONTINUED ITEM ALERTS**
- **PRODUCT PICTURES**
- **ADVERTISING VIDEOS**
- **LABEL PRINTING**
- **RETAIL PRICE MAINTENANCE**
- **SURVEYS**
- **ORDER ENTRY**
- **RETURNS PROCESSING**
- **CASH COLLECTIONS**

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