

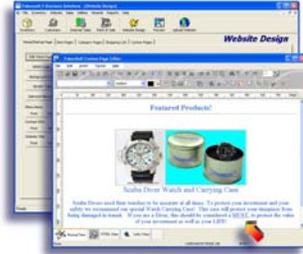
Opening for the Day

7:20 A.M.: Christina, the owner and manager of "The Demo Watch Shop", arrives at her store and sees that orders were placed on her web site during the night. She retrieves the orders and processes them, which automatically updates her inventory. A nice way to start the day.



Online Marketing and Promotion

7:41 A.M.: Christina has noticed that the majority of her in-store and online customers who purchase a "Scuba Diving Watch," also eventually purchase a carrying case. She decides to market these two items with each other, and creates a "Featured Products" section on the home page of her web site. She also uses the automated eBay® auction wizard to offer this combination through the auction.



In-Store Sales

8:23 A.M.: Ray, one of Christina's assistants, is running one of the five Point-of-Sale counters in the store. A new customer brings a "Scuba Diving Watch" and a "Watch Carrying Case" to the counter to purchase. Ray uses his password to log in, scans the bar-codes for these items, quickly completes the transaction, and prints a receipt. Another satisfied customer.

Keeping Christina happy, the inventory is automatically updated with every transaction.



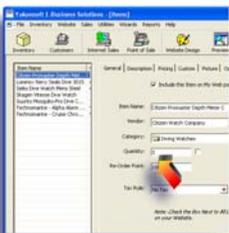
Fulfillment and Shipping

10:31 A.M.: Julie, also one of Christina's Assistants, is in the back office fulfilling and preparing the orders for shipping that were placed last night on the web site.



Inventory Control

11:33 A.M.: The delivery truck arrives to pick up the orders, and also delivers the new shipment of "Scuba Diving Watches". Because the products sold online and in the store are from the same inventory, maintaining complete control is easy.



End of the Day Reporting

6:05 P.M.: At the end of the day, Christina quickly reviews a "Profit" report and a "Sales by Employee" report, and can see where her business is headed. She also runs a "Re-Order" report that shows her new marketing idea will be a success - she needs to order more "Watch Carrying Cases."

And with a click of a button, she simply transfers all of the day's transactions to her accounting software. Because Y.E.S.!™ has automatically calculated, collected, and separated the sales taxes to be paid to the appropriate agencies, it makes her life a little easier, and also keeps her CPA happy.

