PromoLink®
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SNEAK PEEK
A WAY TO MAKE YOUR
ORDER MANAGEMENT
FASTER, SMOOTHER, and ERROR-FREE

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Simplify, Automate, Grow
A Complete Solution for Streamlined Order Management

PromoLink is your all-in-one tool to make order management simpler, faster, and more effective. With a blend of powerful features, PromoLink helps you:
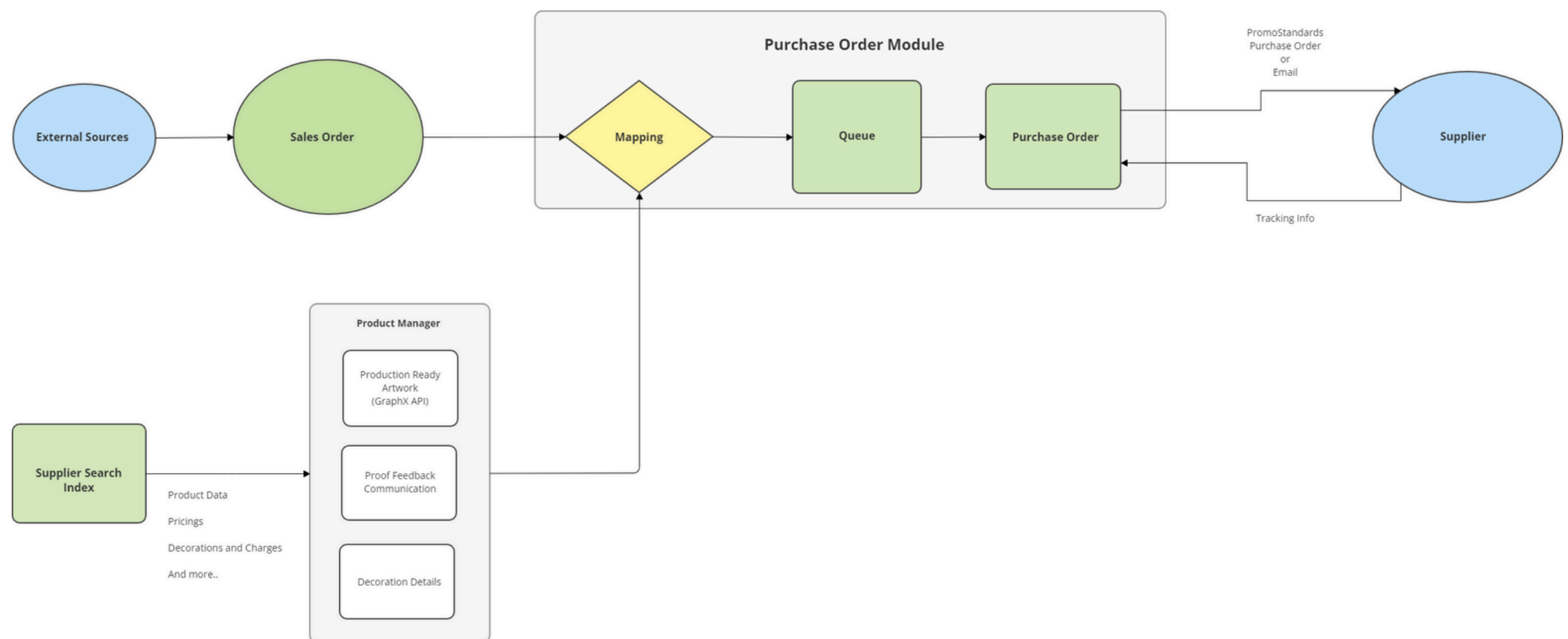
- **Remove Bottlenecks**: Use tools like **Purchasing (PO)** to streamline your purchase order processing and make your team's work easier.
- **Locate the Right Products Quickly: Supplier Index (SI)** helps you easily search and add products to your **Product Manager**, while also viewing available stock and your special pricing with the supplier.
- Quickly create and manage **company and pop-up stores** with ease, featuring just the right tools tailored to the promo industry with an integrated **PromoLink Storefront**.
- **Minimize Manual Work:** Use **Product Manager (PIM)** to **enter a product only once** with the assistance of **Supplier feeds** and let the process take care of the rest.
- **Streamline:** Speed up purchase orders, **ensure accuracy, and stay in control.**
- **Transmit Purchase Orders Electronically:** Instantly **get confirmations** and **shipping notices** to keep everything on track.
- **Collaborate Better:** Make it easy for suppliers to work with you, **strengthening your partnerships.**
- **Stay PromoStandards Compliant:** Effortlessly **meet industry standards.**

Experience faster operations, reduced errors, and enhanced collaboration—all designed to help your business grow efficiently. Take a look at the following guides to see how PromoLink transforms each step of your order process.

How-To Guides

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Order Management - Streamlined

The Product Manager, PromoLink Storefront, Purchasing, and Supplier Index are integrated to create a seamless workflow **from order creation to final delivery.**

1. **Product Creation**
   Products are set up in **Product Manager**, with all details—sizes, colors, decoration options, pricing tiers—to ensure that they're ready for PO without extra manual input.

2. **eCommerce**
   Capture orders directly from integrated platforms like Shopify, WooCommerce, or **PromoLink Storefront,** seamlessly connecting to the next steps.

3. **Sales Orders**
   Sales orders are imported automatically from external platforms such as **Shopify, BrightStore, order-entry portals, or PromoLink's native Storefront**. These external orders contain information about the products the customers have purchased.

4. **Product Mapping**
   Once the sales orders are imported, the system matches them with supplier product profiles from the Product Manager. This mapping ensures that **external SKUs align accurately with supplier product data**. Product mapping also ensures that all required customization details are correctly captured for each order.

5. **PO Queue Management**
   The PO Manager pulls the mapped product data and **identifies the appropriate suppliers** and **decorators** set in the Product Manager. These orders are then organized into a **PO Queue,** where they await further processing.

6. **PO Creation**
   Users select items from the **PO Queue**, move them into **Carts**, and **finalize purchase orders** based on product type and supplier.

7. **Order Tracking and Status Updates**
   As orders progress, tracking and status updates come from PromoStandards suppliers, allowing users to monitor order acceptance, production, shipment, and delivery while proactively addressing issues.

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Product Manager
Foundation for Product Setup and Customization

The **Product Manager** ensures that all products comply with PromoStandards requirements before they are processed into **purchase orders (POs)**. It empowers users to create detailed product profiles containing essential attributes such as sizes, colors, thread counts, part IDs, and decoration options, ensuring that each PO contains the correct data. This guarantees seamless transmission of orders to **PromoStandards or Non-PromoStandards suppliers** and **Third-party decorators** throughout the order lifecycle.

How It Works

Products are defined in the **Product Manager** using two methods:

1. **Supplier Index (SI) Integration**

   Users can leverage **SI's real-time supplier data** to create product profiles quickly, with preloaded details such as decoration options, tiered pricing, and customization specifications. This method eliminates manual data entry, ensuring products are created accurately and efficiently.

2. **Manual Product Creation**

   For products not available through the Supplier Index (SI) or when full customization is required, users can **manually create product profiles** in the Product Manager. This allows full control over product attributes, including defining custom sizes, colors, and specific pricing structures tailored to individual customer needs.

Once products are set up, the **Product Manager maps them to external SKUs** from platforms like Shopify or BrightStore to ensure external SKUs are mapped to Supplier SKUs. Once a product is finalized, the relevant data **flows seamlessly into the PO Manager**, ensuring the smooth creation of accurate purchase orders with all required product details.

How to Create Products with Product Manager

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Product Manager
Foundation for Product Setup and Customization

Flexibility for Custom Programs and Web Stores

The Product Manager's flexibility allows businesses to create unique product configurations for specific programs or web stores. The same product can be customized differently for individual clients, offering tailored branding and customization options.

EXAMPLE

For example, a decorator working with a corporate client can create a dedicated program with custom logo placements, exclusive color schemes, and unique sizes specific to that client.

Every order placed by the corporate client will automatically pull the correct product specifications, ensuring accuracy, consistency, and a seamless ordering experience.

Why Product Manager?

- **Seamlessly Offer Decorated Hard Goods:** The Product Manager simplifies the process of selling hard goods such as mugs, pens, or bottles that are decorated directly by suppliers. This ensures that purchase orders are managed smoothly, with all necessary customization details accurately captured.
- **User-Friendly Interface for Product Setup:** While other platforms also support PromoStandards integration, what sets PromoLink apart is the intuitive user interface and experience (UI/UX) we offer. Our platform makes product setup easy and reduces the chances of errors during product creation.
- **Accurate SKU Mapping for Data Consistency:** The Product Manager ensures that external product data (SKUs) from platforms like Shopify or BrightStore align perfectly with supplier product profiles, maintaining data consistency across multiple systems.
- **Compliance with PromoStandards and Industry Guidelines:** The Product Manager ensures that all products meet PromoStandards compliance requirements.

Complete Product Setup from the Start: Users can define all necessary product details upfront—including sizes, colors, thread numbers, logos, and any other specifications. Once these details are saved, they flow seamlessly into future purchase orders without requiring re-entry.

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PromoLink Storefront
Company and Popup Stores

PromoLink Storefront is an all-in-one eCommerce platform designed specifically for the promotional products industry, enabling businesses to **create, manage, and scale** both **company and pop-up stores**. With integrated product management, automated order processing, and real-time supplier data, it streamlines **product searches, order fulfillment, and inventory tracking**. The platform supports multi-store operations, customizable checkout and payment options, and seamless PromoStandards integration, making it a **powerful and scalable solution** for distributors and suppliers looking to enhance their eCommerce capabilities.

While popular eCommerce platforms offer various features for general use, they often miss the mark when it comes to addressing the specific needs of the Promotional Products Industry. **PromoLink Storefront is uniquely designed with these needs in mind, excelling in the following key areas:**

- **No Integration Needed**
  All essential tools—including Product Manager, Supplier Index (SI), PromoStandards Integration to Suppliers for Product and Purchase Order Processing, PO Manager, and Sales Order Queues—are natively integrated within PromoLink. This eliminates the need for additional integrations, streamlining operations and reducing dependency on external apps.

- **Product Management**
  PromoLink offers robust product management capabilities with PromoStandards integration, importing pricing and product details directly from suppliers and decorators. Other platforms, by contrast, often have limited or basic product management capabilities that do not align with the unique requirements of the Promotional Products industry.

- **Pricing Management**
  Tiered pricing is essential in the Promotional Products industry, yet many platforms either require third-party apps to manage it or have limited pricing capabilities. Full support for this feature is typically only available on more expensive enterprise versions of these platforms, creating additional costs and complexity for IT teams.

- **Integrations for Specialized Needs**
  PromoLink offers flexible, direct integrations that cater to specific customer requirements like popup stores, scheduled order processing, order consolidation, and splitting orders across multiple decorators. Many platforms struggle to support these advanced features, making them less adaptable for specialized demands in the Promotional Products space.

PromoLink Storefront
Company and Popup Stores

- **Order Tracking**
  PromoLink integrates end-user tracking information directly from Profill or your UPS shipping account, shared with suppliers and decorators. Other platforms often lack this capability or rely on limited third-party services, making PromoLink a more reliable solution for real-time tracking.

- **End-to-End Workflow**
  PromoLink covers the entire eCommerce workflow from A to Z, including **store creation and purchase order (PO) generation.** This complete platform eliminates the need for external tools or add-on services, streamlining operations from start to finish.

- **Unified Tech Stack**
  Unlike platforms like WordPress or WooCommerce which rely on constant updates and external integrations, PromoLink consolidates all tools under a single tech stack. This unified setup reduces technical complexity and provides a stable, reliable eCommerce environment built specifically for Promo businesses.

- **Built for the Promo Industry from the Ground Up**
  PromoLink isn't an adapted platform like Shopify, BigCommerce, WordPress, or WooCommerce. Designed from scratch with PromoStandards principles, PromoLink supports the unique workflows, product management, supplier integrations, and order processing needs specific to the Promotional Products industry.

Why PromoLink Storefront?

- **All-in-One Platform:** Quickly create and manage company and pop-up stores with ease, featuring just the right tools tailored to the promo industry.
- **Seamless Integration:** Effortlessly connect with other modules and external platforms for a unified workflow.
- **Industry Focus:** Designed specifically to address the unique needs of distributors and decorators.
- **Effortless Scalability:** Expand your business seamlessly with features built to support growing demands.

How PromoLink Storefront connects to the Purchase Order process

PromoLink Storefront to Purchase Order

Learn more about PromoLink Storefront

PromoLink Storefront Highlights

Purchasing
Automated Purchase Order Management

The **PO Manager** simplifies and streamlines the entire purchase order process by integrating seamlessly with the **Product Manager** while also providing the flexibility to create POs **manually** for orders that don't originate from sales platforms. This dual approach ensures that every order—whether automated or manual—is processed efficiently and compliant with PromoStandards protocols, minimizing errors and reducing manual effort.

How It Works

1. **Automated PO Creation from Product Manager Data**

   - When sales orders are imported from platforms like Shopify, BrightStore, or other order entry systems, the **PO Manager automatically pulls product data** from the Product Manager.
   - This ensures that all relevant product attributes, such as sizes, colors, quantities, and decoration instructions, are aligned with the order. The system also matches each product to the **appropriate supplier or decorator** listed in the Product Manager.
   - Once the data is mapped and matched, the order enters the **PO Queue**, ready for users to organize and finalize into purchase orders.

2. **Manual PO Creation for Non-Sales Platform Orders**

   - For orders that don't originate from external sales systems, users have the option to manually create POs. This flexibility ensures that ad-hoc such as **inventoried in-house items** or specialty orders—can be accurately processed.
   - In manual mode, users can select suppliers, assign decorators, and enter product details directly into the PO Manager. This ensures that every order, regardless of how it was received, is processed with the same accuracy as automated orders.

How to Create a Purchase Order in the Queue

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Purchasing
Automated Purchase Order Management

PO Queue Management and Cart Finalization

- **PO Queue**

  Both **automated and manually created POs** enter the **PO Queue**, where users can review and manage pending orders.

- **Adding Items to Carts**

  Users select items from the queue by **adding them to carts and group** based on suppliers. This organization ensures that POs are generated accurately for each supplier or service involved.

- **Finalizing Carts**

  Once all items are ready, users **finalize the carts**, turning them into purchase orders. The system populates the POs with all necessary product specifications, supplier and decorator information, and charges, ensuring every order is complete and error-free.

Types of Purchase Orders Generated

Depending on the product configuration, the PO Manager generates one of three types of POs:

- **Blank PO Generation**

  Used to **order blank products** from suppliers that don't provide decoration services. The PO contains blank product specifications and quantities pulled from the Product Manager or entered manually.

- **Supplier/Decorator PO Generation**

  For suppliers that offer both **blanks and decoration services**. This PO ensures that decoration instructions are combined with product details, delivering a complete order to the supplier.

- **DropShip Decorator PO**

  When **decoration services are outsourced**, the PO Manager ensures the correct product and **decoration instructions** are delivered to the **3rd party decorator** including where the blanks are coming from and relevant addresses.

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Purchasing
Automated Purchase Order Management

PO Delivery and Tracking

- **PromoStandards-Compliant Suppliers**

  For suppliers integrated with PromoStandards, the PO Manager **transmits orders automatically through the PromoStandards API.** This ensures real-time data exchange, eliminates delays, and reduces the risk of errors

- **Non-PromoStandards Suppliers**

  For suppliers who don't support PromoStandards, POs **sent via email in PDF format are still in the PromoStandards structure**. This ensures that all suppliers —regardless of technical capability—receive accurate and complete orders.

- **Tracking and Status Updates**

  As suppliers and decorators update their order statuses, real-time **tracking data** flows back into the PO Manager, providing full visibility over each order.

  Users can monitor **order acceptance, production status, shipment tracking, and ETA**.

Why PromoLink PO Manager?

- **Automation of Complex, Multi-Step Processes**

  The PO Manager reduces manual effort and labor by automating critical tasks such as PO creation, shipment notifications, and order tracking. This ensures that orders flow smoothly from product setup to delivery, minimizing the time required for administrative work.

- **Accurate Pricing and Charges Calculation**

  The platform ensures all associated costs—freight, setup fees, and decoration charges—are included automatically, preventing errors in pricing. Whether a supplier applies tiered pricing based on quantity or freight costs, the PO Manager ensures that these charges are reflected accurately in the final PO.

- **Seamless Integration with SI and Product Manager**

  The PO Manager works in harmony with SI and the Product Manager, ensuring that product details, supplier capabilities, and order requirements align perfectly. This eliminates data discrepancies and ensures the PO contains all the necessary information for both suppliers and decorators, minimizing the risk of errors.

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Purchasing
Automated Purchase Order Management

Why PromoLink PO Manager?

- **Flexible Manual and Automated Processes**

  Users can choose to automate routine processes while also having the flexibility to manually verify product configurations or assign decorators as needed. This balance between automation and manual control ensures that even unique or customized orders are handled accurately.

- **Single Setup, Multiple Benefits**

  Once a product is created in the Product Manager with all required specifications—such as sizes, colors, and decoration options—this data flows seamlessly through the entire order process, from sales orders to POs to shipment. This end-to-end automation reduces operational overhead by eliminating repetitive tasks, ensuring businesses can focus on delivering quality products without administrative bottlenecks.

- **Scalability and Growth Without Added Complexity**

  As distributors acquire more clients and manage larger order volumes, manual processes can quickly become unsustainable. The PO Manager supports scalable operations, enabling distributors to handle more orders and larger order sizes without additional administrative overhead. The system does the heavy lifting, allowing businesses to grow smoothly without compromising on efficiency.

- **Business Expansion for Non-Contract Decorators**

  The PO Manager enables non-contract decorators to explore new opportunities. Beyond decorating distributor-provided products, they can now expand into new product categories and offer fully decorated goods with ease. The platform automates procurement and order processing, ensuring smooth operations across multiple lines.

- **New Opportunities for Contract Decorators**

  Beyond optimizing their existing workflows, the PO Manager allows contract decorators to explore non-contract services. Contract decorators—who typically decorate products sent to them—can now procure blanks, manage orders, and offer fully decorated products without taking on significant additional risk or complexity. This creates exciting opportunities for business growth while continuing core contract work with minimal disruption.

- **Preferred Platform for Suppliers and Distributors**

  The PO Manager streamlines purchase orders, ensuring decorators get all necessary details without follow-ups, and suppliers receive complete, accurate POs with minimal manual input. Seamless integration reduces miscommunication, boosting efficiency for suppliers, decorators, and distributors. **Suppliers often prefer working with distributors or decorators with streamlined capabilities**, as it ensures error-free POs, faster turnarounds, and greater efficiency.

Supplier Index (SI)
Updated for Streamlined Procurement

The **Supplier Index (SI)** plays a critical role in providing **seamless access to supplier data** and facilitating accurate product creation. SI not only feeds real-time supplier information directly into the **Product Manager** to streamline product setup, but it also provides **a dedicated search interface** for users to explore products and supplier capabilities on-demand.

The updated SI offers quick and easy access to supplier and product information, allowing distributors, decorators, and other users to search for products by criteria such as product type, location, or supplier capability. This ensures that the right products and suppliers are identified with minimal effort.

By leveraging PromoStandards protocols, SI ensures real-time data exchange between suppliers, decorators, and distributors, reducing errors and miscommunications throughout the supply chain.

How It Works

1. **Centralized Product Search**

   SI offers a **single interface** where users can search across multiple suppliers, saving time by eliminating the need to visit separate websites or catalogs. The centralized search capability allows users to filter results based on product type, location, delivery time, or decoration options.

2. **Supplier Data Feeds into Product Manager**

   SI offers a **single interface** where users can search across multiple suppliers, saving time by eliminating the need to visit separate websites or catalogs. The centralized search capability allows users to filter results based on product type, location, delivery time, or decoration options.

3. **Timely Data Updates from Suppliers**

   SI ensures that product and supplier information is refreshed at regular intervals, ensuring timely updates without requiring manual input from users. This feature minimizes the risk of outdated stock levels, pricing errors, or unavailable decoration options affecting purchase decisions.

   - **Periodic Inventory Updates:** Inventory levels are refreshed frequently, giving users a reliable view of **current stock availability** when making procurement decisions.
   - **Special Pricing:** Supplier pricing changes including special pricing for you are reflected during scheduled updates, ensuring users see accurate pricing when generating POs.
   - **Decoration Option Adjustments:** Changes in **decoration services** are captured through regular updates, so users can align product offerings with supplier capabilities.

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Supplier Index (SI)
Updated for Streamlined Procurement

Why Supplier Index (SI)?

- **One-Stop Search:** SI provides a centralized search interface for users to find products from various suppliers in one place, eliminating the need to navigate multiple catalogs or systems.
- **Comprehensive Supplier Database:** Gain access to a broad network of suppliers, each offering detailed product information, including decoration options and customization capabilities.
- **Detailed Supplier Blank and Decoration Information:** SI offers visibility into both blank products and available decoration services, streamlining procurement and ensuring alignment between suppliers and decorators.
- **Timely Data Updates:** With PromoStandards integration, SI ensures that all product and supplier information is accurate and up-to-date, reducing the need for manual corrections.
- **Advanced Search Tools:** Users can apply filters for product type, location, delivery timelines, and supplier capabilities, enabling them to quickly find products that fit their exact needs.

Supplier Index Guides

How To Access Supplier Index

How To Add Suppliers to the Supplier Index

What is EQP? How does it work?

Step-by-step guides

Click the links below to walk through the guides

- **How to Create Products with Product Manager**
- **PromoLink Storefront to Purchase Order**
- **How to Create a Purchase Order in the Queue**
- **How To Access Supplier Index For Products**
- **How To Add Suppliers to the Supplier Index**
- **What is EQP in Supplier Index? How does it work?**

Trial Mode and What to Expect

During this one-month trial mode, you'll be able to:

- **Test the PO Manager's automation features** to see how it reduces manual effort.
- **Explore the enhanced SI** to find suppliers efficiently using real-time data.
- **Use the Product Manager** to create product profiles and streamline order generation.
- Set up and explore **PromoLink Storefront's** powerful capabilities.

Frequently Asked Questions

What happens after the trial?

At the end of the trial, your feedback will help us refine the platform. The new portal, along with these apps, will replace the existing system.

Will my real data be used during the trial?

No, the trial mode uses test data only. Your current data will remain intact.

How can I contact support?

Our support team is available throughout the trial. Contact us at support@webservicespros.com for assistance.

Final Thoughts

PromoLink's **Purchasing (PO), Product Manager (PIM), PromoLink Storefront,** and **Supplier Index (SI)** provide a **comprehensive solution** for managing products, orders, and suppliers seamlessly. By leveraging **PromoStandards protocols** and automating critical processes, these tools help **reduce errors, save time, and improve operational efficiency**.

This trial mode gives you the perfect opportunity to **explore the platform's potential and experience the benefits** first-hand. Discover how PromoLink's solutions can **simplify your workflow, enhance collaboration across the supply chain, and drive business growth**. We look forward to your feedback and to seeing how these tools transform your operations!

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