

Netfira and Fishbowl: A Proven and Reliable Integration



- Seamless integration with QuickBooks
- Multi-level inventory control
- Multi-location warehouse management
- Order management
- Wireless bar coding
- Kitting, serial/lot number tracking
- Point of sale capability
- Pick, pack and ship functions

Automated Inventory Control and Order Transactions for Small and Medium-Sized Businesses

Netfira is a breakthrough business-to-business supply (B2B) chain solution that streamlines the buying and selling process. It facilitates REAL-TIME, electronic transactions between trading partners, eliminates manual data entry, integrates with participants' back-office systems, and provides powerful, REAL-TIME information for buyers on inventory levels and pricing within the supply chain.

Build Your Business on the Performance and Reliability of Netfira B2B Software Solutions

Across industries, companies of all sizes are embracing B2B solutions to:

- Improve productivity by transforming the way dealers and distributors communicate
- Integrate and streamline enterprise resource planning (ERP), inventory and accounting systems, and order processing procedures
- Deliver peer-to-peer transactions with security and reliability
- Reduce capital upfront and operating expenditures

Netfira's breakthrough solution can help you achieve all of these goals.

"By adding Netfira, our customers will get a new level of supply chain management integrated for existing QuickBooks customers."

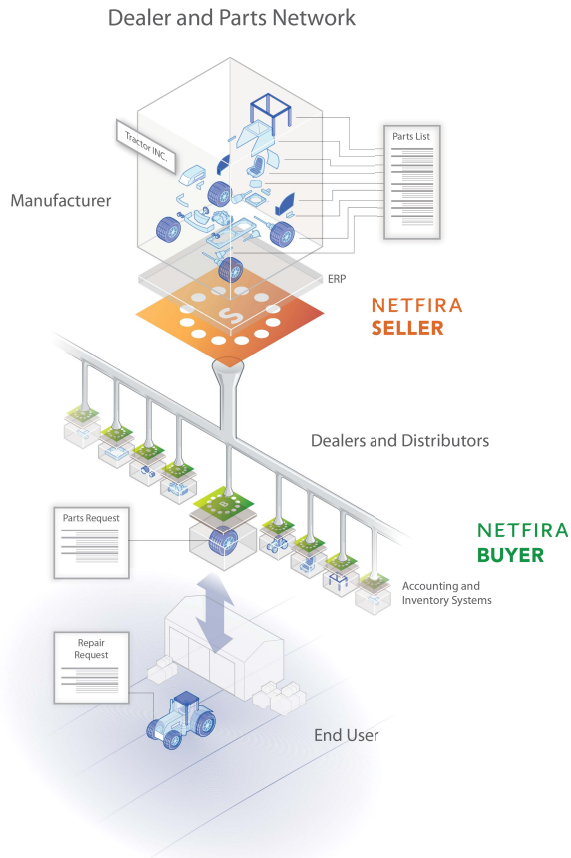
*—Scott Taylor,
Vice President at Fi-Soft*



Netfira Delivers a Reliable and Affordable Solution

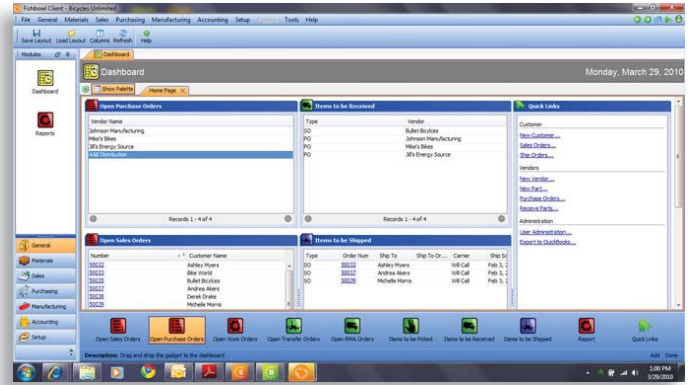
Our market leading solution redefines what traditional eCommerce systems have to offer by connecting buyers and sellers in REAL-TIME, securely by providing:

- Exceptional ease of installation, management and use
- Simple inventory lookup with fully integrated and automated transactions for buyers and sellers
- Lower cost of ownership



A Seamless Integration

Fishbowl works seamlessly with Netfira, and handles all of your manufacturing and inventory control needs. With Netfira, the buyers' and sellers' back-office systems are always in sync. Buyers can automatically connect to authorizing sellers and search inventory at no cost. This streamlines processes and automates integration of sales orders, invoices and purchase orders into distributors' and dealers' existing systems like Fishbowl.



When a purchase is made, buyers and sellers see purchase orders and sales orders, respectively, in Fishbowl.

About Fishbowl

Fishbowl, Inc. is a leading provider of on-demand marketing software and services to the restaurant industry. Fishbowl's easy-to-use solutions help restaurants of all sizes manage critical guest marketing services, including email marketing, social media, guest database management, analytics and local store marketing. Fishbowl Inventory was designed to provide advanced inventory control and manufacturing capabilities to wholesalers, distributors, manufacturers and retailers that use QuickBooks. Fishbowl is based in Alexandria, Virginia with offices in North America and Europe.



Connecting Buyers and Sellers in Real-Time

Netfira is a breakthrough business-to-business supply chain solution that streamlines the buying and selling process. Netfira facilitates REAL-TIME, electronic transactions between trading partners, eliminates manual data entry and integrates with sellers' back-office systems to provide buyers with powerful, REAL-TIME information about inventory levels and pricing within their supply chain.

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