

**RetailVision Vendor Prospect Webinar**  
**Live Event date: 07-19-07**  
**Group Chat Transcript**

Casey Hughes: **hi there**

Bruce Koenigsberg: It was my first webinar, very impressive

Victor Foo @ DSS : Hi everyone. This is Victor Foo from Digistore Solutions in Singapore. This is my first webinar too. Really impressed.

Casey Hughes: Hi Victor! Looking forward to sharing many great channel insights with you today

Wen Whan: Good morning! I was wondering if we can hear the webinar conference on this website or do we have to actually dial in? This is my first time attending such a webinar.

Casey Hughes: yes you will dial into the conference call for the audio

Wen Whan: OK. Thanks!

alan shafer: This is Alan Shafer... wanting to say hello to all the participants ESPECIALLY David Nalley - Hi David... been a while. Hello to Mark Bianco and Pete Prentice too

Casey Hughes: **what challenges do YOU face in the retail channel???**

Casey Hughes: **Questions or comments?**

Starbird: e-commerce pricing vs. storefront

alan shafer: introducing a new vendor with an outstanding new product

Starbird: how do you approach one vs. the other.

kyle: ROI on marketing, co-op fees

Starbird: pricing is so different

bruce koenigsberg: ecommerce pricing is traditionally lower than brick & mortar as the etailers work on less margin usually 10 to 12%

bruce koenigsberg: roi is very hard to measure on co-op fees. The best way is to do mail in rebates and then measure the redemption rates

alan shafer: introducing a new vendor with an outstanding new product

Starbird: some require a specific run rate before adding the sku to the store front

kyle: What are some ways of penetrating a retailer with a commodity product so that you are not viewed as another me too vendor.

alan shafer: Starbird... interested in hearing more about your "own brand" vs. OEM private label branding...

Starbird: sure

Starbird: I can provide you my contact information if you'd like

alan shafer: great

Starbird: 909. 348.0148

Louis Leong: Is there benefit to work thru a aggregator with Ingram Micro as a small start up mfr. or it is better work directly with Ingram Micro?

bruce koenigsberg: I just signed a client up through Access Channel that is a third party aggregator and they are getting us into Ingram, They are nice folks, If you need there contact info I can get it to you. They really know the ins and outs of ingram

Starbird: We are with them as well.

Andy Jaeger: about them

alan shafer: michael maund: where in central Fla are you located?

michael maund: .I have house just south of ocala

Louis Leong: A Agregator called Global Marketing Partners has been trying to convince me to work with them. DO you know the reputation of this one? I love to know the name and contact of one you are using.

bruce koenigsberg: I do know Global, they are good to but cost more than. Al Mann one of the founders of Access Channel was at Ingram for years. I t would be worth talking to him prior to your decision Mann, Al

E-mail Address(es):

amann@accesschannel.net

Business Information:

Phone: 949-433-7632

Fax: 866-546-0472

alan shafer: michael maund: how can i reach you.. we are just outside of orlando

Louis Leong: Thanks for all!

bruce koenigsberg: I owul be happy to give you some advice on your software retail effort. I can be reached at 425-898-4068,

Louis Leong: What is really the advantage or neccessary to work with Ingram Micro in order to get into the retailers as a new mfr.. trying to sell their product to retailers?

Starbird: Thank you Bruce, Michael and Dave.

Starbird: Munzlinger.. I love your cables.

Starbird: use them all the time.

Patrick Duggan: Before we sign off, I want to thank our speakers for some wonderful insight and some great things to consider moving forward.

Casey Hughes: **thx Patrick... pls stay for the survey as we'd like your comments...**

Patrick Duggan: No worries - not signing off yet, just wanted to throw that out there.

Casey Hughes: 😊

dennis boyer: is their a retailer/distributor set which is receptive to factory refurbished IT FG items?

Louis Leong: Mark, thanks for your advice!

Victor Foo @ DSS : We will be launching our new product during Gartner RetailVision Fall - 2007. It is called Centurion DiscHub, an optical storage device with built-in DVD-R/W/RAM drive. You may see product literature from here : [http://www.centurion-cd.com/download/centurion\\_dischub.pdf](http://www.centurion-cd.com/download/centurion_dischub.pdf)

Mark Bianco: Louis. Glad to help

Andy Jaeger: osted

Starbird: good bye everyone. thank you

Andy Jaeger: good night from Australia

Pete Prentice - Gartner: thank you starbird... hope to see you in phoenix

Victor Foo @ DSS : Good night, pal.

Casey Hughes: **g'nite all**

Starbird: wow..good night... :)

dan: Thanks

Starbird: bye pete.