



# SEE IT ON TV. BUY IT ON THE INTERNET

## UPS solutions are helping this Canadian e-tailer capitalize on the craze for infomercial products

It's late. You can't sleep. So you flip through countless television "infomercials". Gradually, you find yourself wanting... tighter abs with the AbTronic® ... cleaner

countertops with the Steam Bunny® ... vacuum-packed

leftovers with the FoodSaver® ... but the program ends before you can jot down the phone number.

No problem.

Thanks to Infomercial Showcase.com, you can browse dozens of these *As-See-On-TV* products, replay the original commercial online, and place your order with a click.

### TAKING ADVANTAGE OF GROWING DEMAND

For this Canadian e-tailer, "Growth has been dramatic," says

Dan Freedman, who began Infomercial Showcase Inc. with his brother Nathan in 19xx. But keeping up with demand was quickly becoming a

challenge. Especially when shipping into the U.S. — their fastest growing market.

### FAST AND EASY SHIPPING WITH UPS CONNECT

Infomercial Showcase is able to expand efficiently due in part to UPS CONNECT. This is advanced software that allows the company to more easily prepare and manage shipments, automatically produce waybills and customs documentation, and subsequently reduce their shipment preparation time.



"We were writing out waybills and customs documents the old-fashioned way," says Dan.

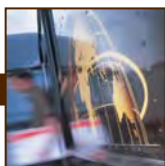
"Manually." But as orders began to skyrocket, the "old-fashioned way" couldn't keep pace. In addition, Dan and his team were increasingly having to field calls from customers asking: *Where is my order? Has it been shipped? When will it arrive?*

### LEARNING WHAT BROWN CAN DO

In his quest for solutions, Dan was in for a surprise.

"I knew UPS was a great delivery company. But I didn't know they had these great e-commerce solutions too."

In fact, UPS offers a range of services that help Canadian e-tailers streamline shipping and customer service, while lowering overall operating costs.





# "Since we started working with UPS, our volume has increased 600%."

## CUTTING SHIPMENT PREPARATION TIME

By installing UPS CONNECT — a powerful shipping software — Dan and his team automated the

preparation and management of their shipments. The system works by storing customer information so it only has to be entered once. It then creates ready-to-print waybills and customs documents, cutting shipment preparation time at least by half.

UPS CONNECT also speeds things up at the border. Now, when Infomercial Showcase prepares

an order for a U.S.-based customer, the system electronically transmits the paperwork to U.S. customs — so it arrives even before the package. The result? Customers receive orders faster, with fewer border delays.

## UPS ONLINE TRACKING — FROM YOUR WEB SITE

Customers can check the status of their order — using full-functioned UPS tracking features — without ever leaving the InfomercialShowcase.com web site. This is thanks to UPS E-Tools. By helping customers help themselves, the Company not only improves service, but reduces time spent handling customer enquires.

## FEWER CALLS. BETTER SERVICE.

"But what we really like is the online tracking," says Dan. Today, when an order is placed, the UPS system automatically sends the customer an email notification with a tracking number. With UPS E-Tools, shipments can be tracked online without having to leave the InfomercialShowcase.com web site. "This is a real convenience for our customers," says Dan. "And a strategic advantage for us."

## BROWN HELPS E-TAILERS EXPAND

Today, Infomercial Showcase is confidently riding the growth curve. "With UPS," says Dan, "there's virtually no limit to the volume we can handle." Recently, the Company moved into a larger 12,000 sq.ft facility. Why? "Since we started working with UPS, our volume has increased 600%."



For more information about UPS E-tools  
e-mail us at [ecomcan@ups.com](mailto:ecomcan@ups.com)  
General inquiries: 1-800-PICK-UPS

