

# DSA Partner Magazine

An Industry Guide to Technology



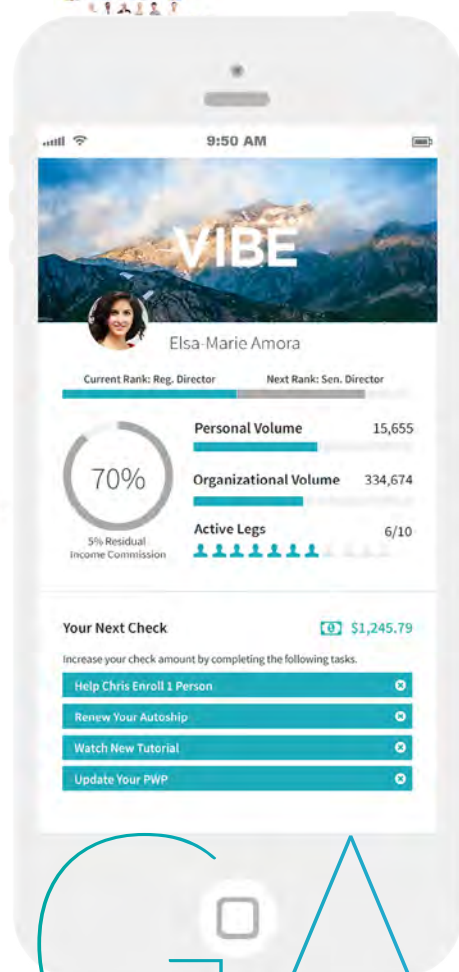
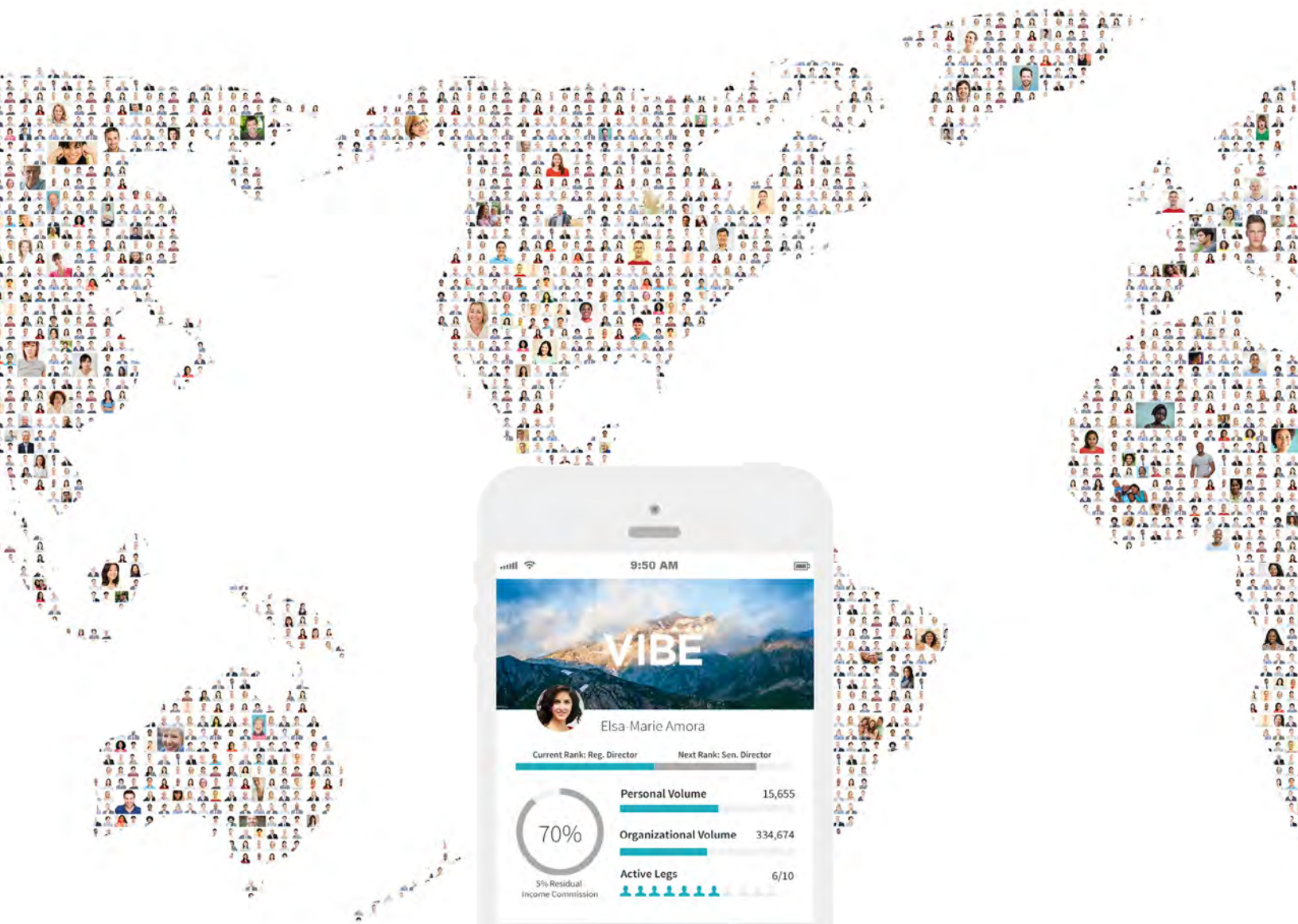
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By now, you should have received the DSA Partner Magazine: An Industry Guide to Meetings, Incentives & Recognition. DSA’s new Partner Magazines bring expert insights and information from industry suppliers right to your desk on the subjects that matter most to your business:

- |                                       |                    |                           |
|---------------------------------------|--------------------|---------------------------|
| 1. Meetings, Incentives & Recognition | 3. Health & Beauty | 5. Consulting Services    |
| <b>2. Technology</b>                  | 4. Field Support   | 6. Operational Strategies |

This edition focuses entirely on *Technology*. Look for the next publication in your mail box soon! Then, make plans to attend this year’s DSA’ Annual Meeting, May 31 – June 2, in San Antonio, Texas to connect with these content contributors, solution-providers and your peers.

## Opportunity to Connect

### Annual Meeting Mobile App

DSA takes Annual Meeting to the next level in San Antonio by introducing a mobile app for the meeting that will help you make important connections and stay in tune with everything happening at the conference. Schedule one-on-one appointments, build a personal schedule and be a part of the action. Mobile App by Leapfactor, Inc.

### 360° Photo Booth

Visit the solution-filled exhibit hall with your team and take photos inside the 360 degree photo booth, developed by Iacono Productions. Then, share your photos and tweets of your experience on large screens at either end of the expo floor! Have fun and be a part of this amazing technology!

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## Using Mobile to Improve Your Business Strategy

By Sean Smith

Vice President of Business Development, InfoTrax Systems

More often than not, direct selling executives aspire to grow their businesses. Many times, they look to do so by engaging in the mobile arena even though they may not know how to develop an effective mobile strategy—or how to integrate that strategy with the technology that can make it work.

In today's market, users demand the power to view up-to-the-minute data and to conduct business anywhere, any time—whether it is from a Starbucks, the grocery store, in a meeting or while traveling. The question, therefore, is not about whether or not mobile technology can affect a company, rather, it is about how mobile technology will affect a company.

Smartphones, tablets, and other technologies are reshaping direct sales. Marc Benioff, CEO of Salesforce.com, recently said, “The combination of these technologies unlocks an incredible opportunity to connect everything together in a new way and is dramatically transforming the way we live and work.”

A recent Gartner report added, “Technology is a driver for many new digital business opportunities, because it redefines the art of the possible, providing the organization with new capabilities. Similarly, it creates threats by empowering competitors in new ways.”

One buzzword that has gained traction in recent months is the word, “omnichannel.” Being omnichannel means providing ubiquitous interaction with distributors and customers, regardless of channel or device. In addition to face-to-face or telephone communication, distributors and customers should be able to engage with a company via its website, a mobile app, a catalog, or even social media—and they should be able to access those sources using whatever technology is at their fingertips.

The conversation for large direct selling companies then centers on: “How do I interact with my distributors across all of these platforms? How do I ensure that their experiences are consistent and complementary?”

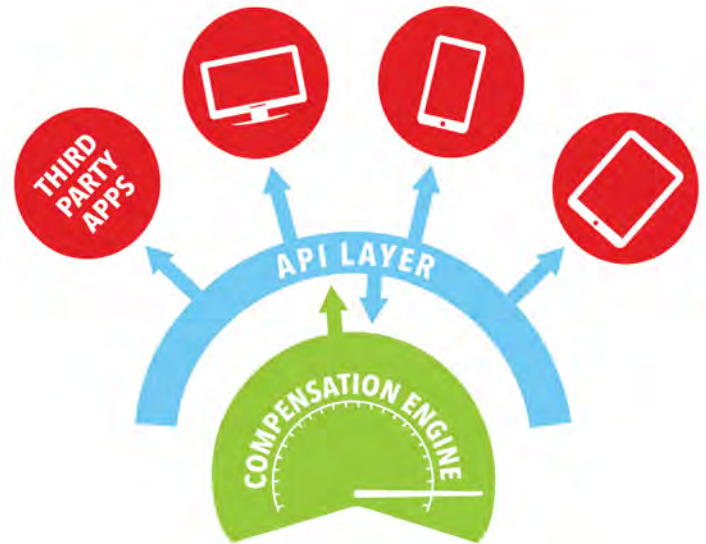
While a number of companies have attempted to create an omnichannel experience for their distributors by tacking a mobile interface onto existing software systems, it seems that few companies realize intelligent solutions need to support the ways in which distributors and customers already use the technologies available to them.

A successful omnichannel business approach is customer-driven and it blurs the lines between the different methods a customer or distributor uses to interact with a company.

The omnichannel experience should also recognize the differences and similarities in the ways distributors access their reports, shop, and more when using a browser on a computer, or an app on a smartphone or tablet.

A well-designed omnichannel experience provides continuity. It should be seamless and consistent, and offer a “familiar” feel, regardless of the technology used. For example, a tablet provides more screen real estate than a phone—a single screen can display more products and descriptions. When the same activities are accessed via a smartphone, however, the omnichannel experience must maintain a similar feel. Doing so requires more than matching interface colors and logos.

When looking to derive value from the customer, leading enterprises often concentrate on the customer experience rather than the customer transaction. Zooming in on what



the customer sees, businesses apply technology to that experience to achieve the next level of results, which are often reflected in higher revenue, customer retention and wallet share.

Company executives therefore should ask themselves: “How do we participate in the lifestyles of our distributors and customers? How do we make each interaction part of our brand experience?”

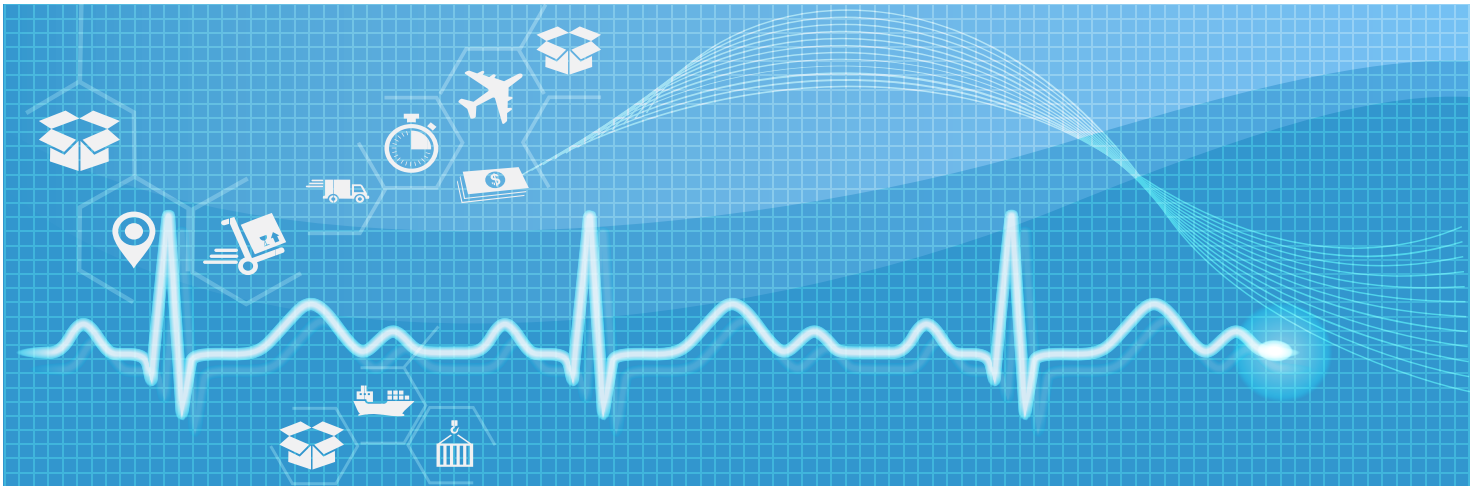
Mobile apps that allow shopping but do not provide reporting or access to vital business information miss the point. Apps built on a different back end than that used for the main business interface are unable to provide a consistent experience.

Any omnichannel approach to direct selling can be only as powerful as the technology upon which it is built.

For over 30 years, the InfoTrax team has provided technology solutions and consulting services to manage the relationship between direct selling companies and their distributors. For more information, please visit InfoTrax at booth #106 at DSA’s 2015 Annual Meeting, taking place May 31 – June 2 in San Antonio. While there, attendees can also take part in the DSA Express Learning Sessions to find out how they can become a part of the omnichannel conversation.

*Sean Smith is Vice President of Business Development, InfoTrax Systems*

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## How to Engage Distributors

By Peter Benedict  
CEO, iCentris, Inc.

Everyone has been there before: sitting in a meeting, analyzing monthly enrollment and sales. As time has demonstrated, a small percentage of a company's sales field will excel at almost everything, but the greater part of the field might be struggling to keep afloat. Even after a company has offered all the training and motivation it can, it might seem to members of the home office that great advice goes unnoticed or unused. How, then, should a company engage its sales field and motivate representatives to take the necessary steps to grow their businesses?

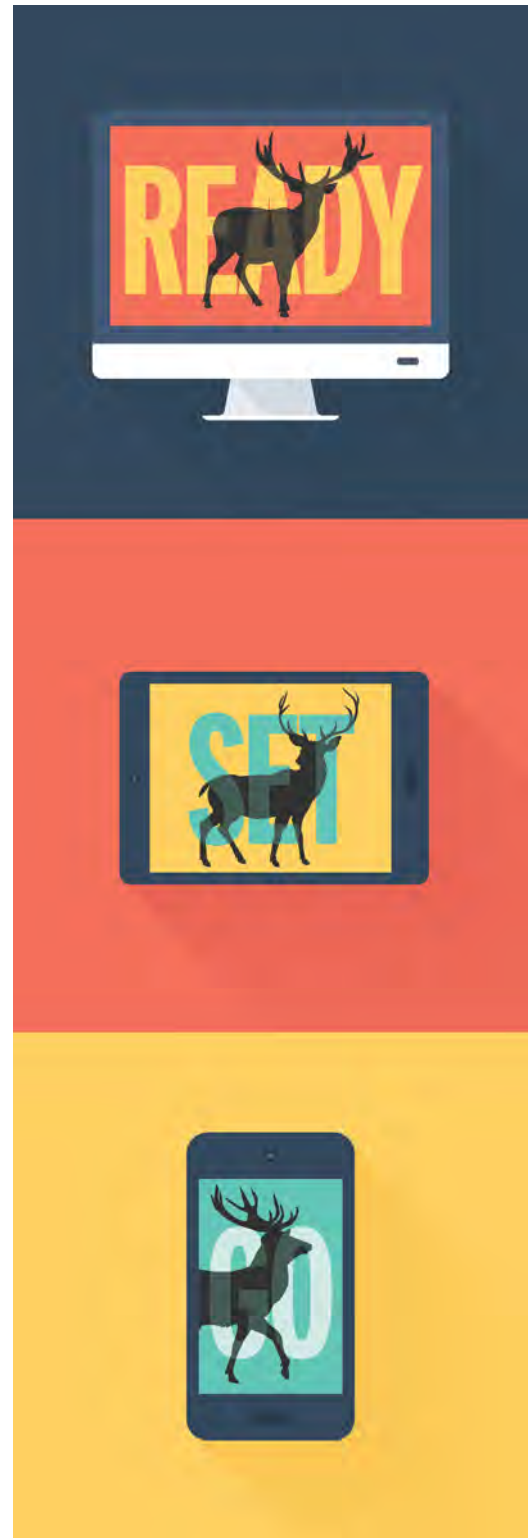
To start, it is important to realize that the days of the "one size fits all" approach are over. Consumers are overwhelmed with so much information that often they do not understand right away how it benefits them. Each day, consumers delete countless emails and ignore banner ads because they do not see any value in this content. As such, communicators must realize that the key to engaging an audience and improving the effectiveness of a message is personalization.

Data and automation can help companies design and deliver personalized communications. For example, a company's historical data may reveal who recently participated in a webinar, while demographic data can help segment that audience by title or other defining characteristics. Using those two bits of information, a company's marketing and communications teams can craft a message that follows up on a training concept from the webinar and drills down on the points that apply to each individual business. By combining this strategy with marketing automation, companies can plan ahead to automatically deliver the message at a time they feel their field representatives are ready for next-step reminders.

Another key to motivating representatives is to go mobile.

Aside from making phone calls, the three most popular tasks for which a smart phone user would turn to his or trusted device are to send an email, reply to a text message or look something up on the Internet.

According to Nielsen's 2014 U.S. Digital Consumer Report, the average American now owns four digital devices and spends



60 hours each week viewing content on them. Forrester Research found that 90 percent of users who own multiple devices often start tasks on one device and finish them on another. The world is mobile and, as such, companies must also be mobile in order to effectively engage an audience.

Last, but not least, companies must tell a story that resonates.

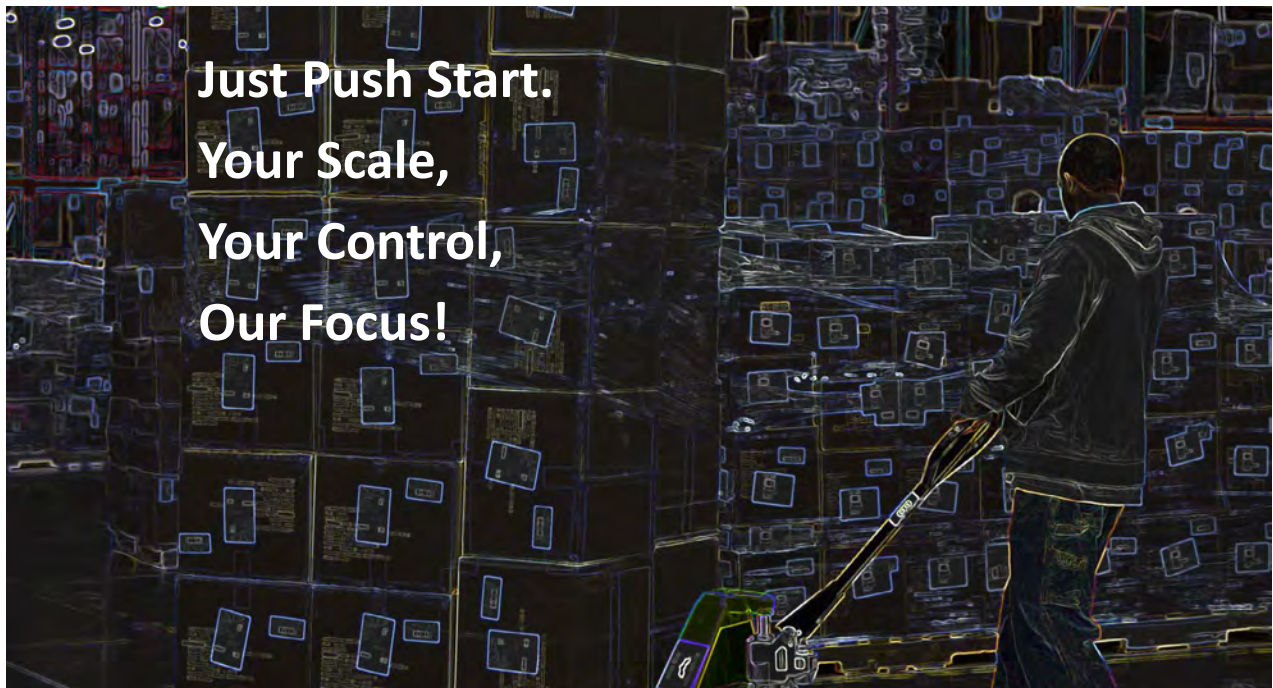
So many television viewers have grown familiar with actor Dean Cain as Allstate's "Mayhem." Through this popular commercial series, Cain has transformed into a driver's faulty GPS, a blind spot, and even a deer caught in headlights. Each time, after Mayhem strikes, viewers hear, "If you have cut-rate insurance, you may not be covered for this, so get Allstate. You can save money and be better protected from mayhem like me."

The advertisements are funny and engaging, and they create an emotional connection for viewers. As it turns out, this is just the kind of connection direct selling companies need in order to engage distributors.

A company can share stories about personal product experiences, distributors achieving their goals, a leader overcoming an obstacle in building his or her business, and so much more. Companies should think of their stories as perpetual marketing; these stories should build with each picture, video and word. And, each element should piece together to keep the audience captivated.

Company leaders should also make an effort to point out opportunities to personalize communications efforts and expand mobile capabilities. From there, the home office can creatively demonstrate how an interesting story can reel in an audience. Nevertheless, getting company leaders excited about the chance to better engage the sales field is a key step on the path to growth.

*Peter Benedict is CEO, iCentris, Inc.*



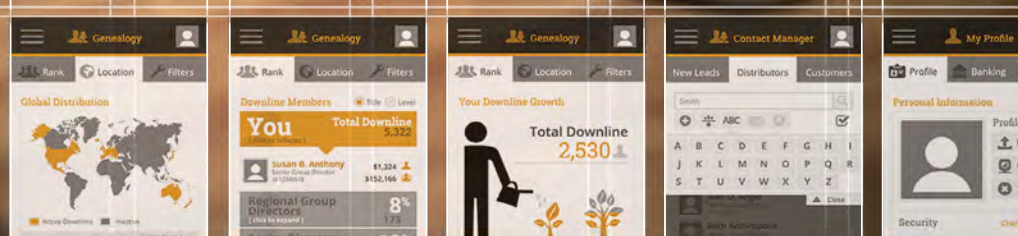
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DSA Annual Meeting  
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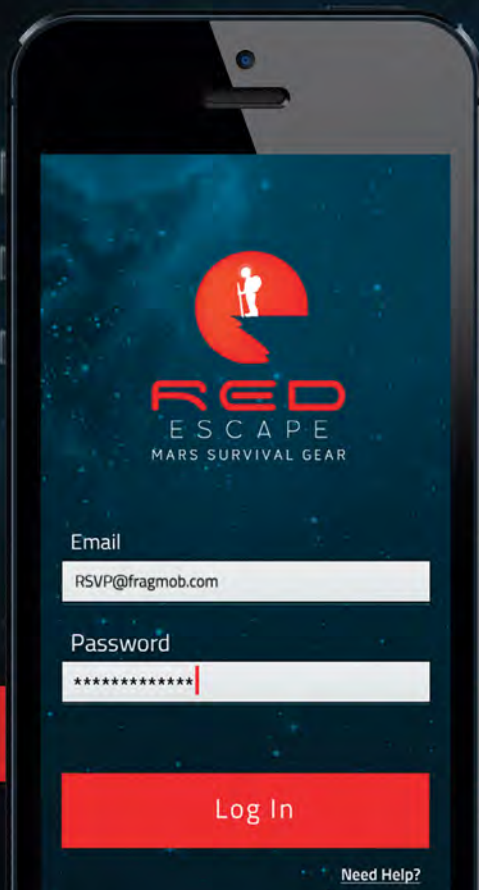
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## Technology is Transforming Business— It's Already Changed Customers

By Michel Bayan

Executive Vice President, Fragnob LLC

Businesses are changing – and not just because technology is disrupting nearly every aspect of how a business is run. The way customers use technology has also changed, especially as Millennials have now become the most populous generation in America, beating out Baby Boomers. Nevertheless, the power of technology is all-encompassing and rapidly evolving.

Technology has created an opportunity to build a business smarter and faster, but there is a caveat: if a company is not transparent and accountable, they will likely run into trouble. Today's consumers demand transparency and they want to know what the company and the brand stands for. The good news is, if a company gets consumers on their side, they will likely stand in support for the long haul.

The combination of mobile and big-data technologies represents an incredible opportunity for businesses to get to know their customers in ways unlike ever before – especially in sales. Understanding who the salespeople are talking to and how they are communicating will help companies identify inefficiencies in the sales process, and learn more about potential customers—who they are, what they value, what is resonating with them, and what they need from the company itself to be ready to buy. Once the customer does buy, their relationship with the company continues, and the company can build on this using analytics and user experience measures.

Analytics show what consumers are doing, what they want from the company, how they behave with the products, who their friends are and so many other valuable insights. A good data science team can take all the data and deliver surprising insights about customers, such as when and why customers might churn, giving companies a shot to make it right before they lose their fan base.

On the user experience side, companies like Equinox fitness clubs demonstrate how using mobile and data technologies can be effective. Equinox engages their members by helping them track their workouts, and showing them how many calories they burned in a yoga class or private training session. This use of mobile technology is great on the front end, but on the back end, they are equally incredible.



Now clubs know what classes members go to, how hard they work out, and more—data that can be used to streamline operations and deepen connections to customers to serve their needs better.

Companies have only begun to touch the surface of what is coming down the technology pipeline as the information economy enters toddlerhood; but, moving forward, they must jump on this train, and fast. After all, the pace of technological progress continues to accelerate, and companies with a “we’ll get to that” approach to technology will quickly be left behind.

*Originally published by Salesforce.com. Learn more at [www.fragnob.com](http://www.fragnob.com) or at Fragnob's Express Learning Session, Increasing Sales Per Distributor, at this year's DSA Annual Meeting*

*About the author: Michel Bayan has always been focused on one thing as an entrepreneur: Making a real difference in people's lives. As EVP of Fragnob, Michel and the team are pushing the envelope and disrupting the direct selling industry with bleeding edge mobile technology proven to significantly increase the effectiveness of the industry's 96 million independent sellers. As a noted writer and speaker in direct selling, Michel has advised numerous companies in the industry on their digital strategy and how to “Burst the Bubble” by getting out of the industry's shadow to build a main stream brand that will endure through the information age.*



## When “High Tech” Equals “High Touch”

By Rich Schubkegel

Vice President, Thatcher Technology Group, LLC

Technological innovations over the past three decades have provided wonderful tools to help businesses of all sizes create more marketplace influence, while at the same time, reducing operating expenses. Direct selling companies that find ways to combine the power of traditional person-to-person sales with applicable new technologies stand to benefit the most. One reason, perhaps, is that many companies have learned in the past few years that it really is possible to create and maintain close relationships in cyberspace.

Those who initially discounted the notion of successfully sustaining virtual relationships over the World Wide Web have been proven wrong. By now, most direct sellers have met a prospect, proposed a business relationship, closed a deal, delivered on their promises and maintained relationships, perhaps for years, using little more than the vast virtual resources at their fingertips.

Still, the continuous and accelerating growth of technology evolution has become the source of management anxiety for some companies struggling to decide which technology is right for the business to adopt and when. Ironically, one of the strongest management pain points is the overabundance

of innovation riches. Company leaders struggle to determine which tools they should use to reach someone or get information to them, such as email, text or messaging apps.

And then, there is the often-overlooked option: in-person communication.

There are many new ways to effectively connect with large numbers of individuals these days, most of which are virtual and faceless. As companies leverage this technology, however, they should not forget John Naisbitt’s admonition in *Megatrends*—the more “high-tech” humans are, the more “high-touch” technology humans want.

So, how does one create “high-touch” technology? In direct selling, it is first important to recognize that there is a wide variety of customers and prospects to target. Leaders need to communicate externally with the salesforce, prospects, customers, preferred customers, hosts and many more. Nevertheless, the means companies use to connect with all of these disparate groups has changed and will continue to evolve. As such, a company’s communication tools need to adapt to market realities.



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How do executives decide the proper way for distributors to communicate and connect with each group? The answer is in the fundamentals and understanding what it takes to motivate distributors, create new leads, qualify prospects, book more parties and drive more sales.

Instead of obsessing over which of the many innovative communication options one should use for connecting the business to myriad points of contact, companies should try a rather simple approach.

First, company leaders should ask themselves which option best suits the circumstance. Sometimes, recognition can be effectively delivered by email or an instant messaging app; other times, it might be more effective to deliver it with true "high-touch" technology, such as by phone.

One of the most important things that have happened over the past few years is that the customer is playing a new role in the process of engaging with the company in developing new products and services. This is because of their access to connectivity. Customers now have power that they have never had before, and companies that are selling to them have to listen to customers in new ways—such as via social media.

There is, in fact, a solution that can make it easier for companies to determine how best to connect with customers and prospects.

To demonstrate, here is an example: there was a distributor, a man pushing the upper limits of the Baby Boomer envelope, who could not understand why one of his prospects, a woman of Generation Y, was not returning his calls or emails about the business opportunity. One day, the man's sponsor suggested he text the woman a link to the online agreement



and showed him how to do so. Within five minutes, the man was stunned to discover that the woman had signed up.

What this distributor overlooked was the magic remedy that would have alleviated his pain from the start: he could have simply asked his prospects and customers how they prefer to receive information.

Nevertheless, companies should encourage their distributors to ask others how they would like to be reached. Doing so can eliminate opportunities for miscommunication and demonstrate for customers and prospects alike that the distributor is willing to work with others to make sure information, products and business materials are properly delivered.

*Rich Schubkegel is Vice President, Thatcher Technology Group, LLC*

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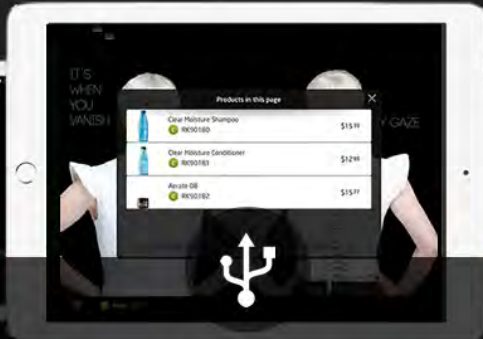
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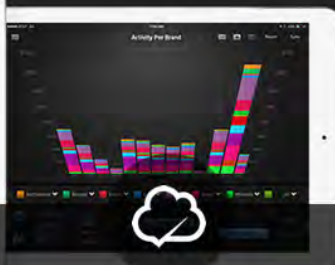
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## Open for Business: Open Software and Infrastructure Platforms Promote Healthy Business Practices and Growth

By Ed Jarrin

President & Co-Founder, Exigo Office

Countless company executives – both within and outside the direct sales channel – have experienced the frustrations that stem from working with closed, proprietary software systems. Conversely, some companies experience incredible growth opportunities when “set free” by open software and infrastructure platforms.

Open platforms can consist of either software or hardware. Open platforms provide businesses significant competitive advantages and, in time, can increase the bottom line. To help illustrate the differences, one can draw an analogy by comparing board games to a deck of playing cards.

At a young age, simple board games seem fun, but as a person grows older, they often outgrow the simplicity largely because they crave more depth in gameplay. From there, a person turns to a different game that requires a more complex strategy and thought process, like Monopoly. Nevertheless, one must buy a completely different game because their earliest games of choice simply offer no opportunities for complexity.

In this way, board games are like closed systems, in which everyone has to play by the same set of restricted, inflexible rules. Board games offer one path to follow via a one-size-fits-all solution and, once a person outgrows a certain game, they must move on to buy a different system with a new set of rules. Closed software systems don't allow companies direct, real-time access to their own data to make critical, time-sensitive business decisions. Companies have to play by the rules outlined by the software systems rather than by the rules that best suit the business. A company's core business systems should reflect the unique products and business model, and closed, one-size-fits-all solutions simply don't fit.

An open platform, on the other hand, is very different – like a deck of cards. Game fans can choose to play simplified children's card games like Crazy Eights and Go Fish when they're young, but as they grow older, they might move on to one of many variations of Rummy or poker. The very same deck of cards—the same open platform—can be used for many different sets of rules, with different strategies.

An open platform consists of both software and hardware infrastructure that enables the open integration of multiple systems. They can pass information to one another through Application Programming Interfaces (APIs). Just as open lines of communication in a business make for more efficient operations, communication amongst core business applications ensures that the business can run smoothly. Those looking to run a successful company need to adopt core business systems that are able to talk to one another.

Open platforms do not feature many of the limitations of closed systems. “Open” means the user makes the rules to best fit their unique business and go-to-market strategy. The user can also customize the system with direct access and control of data through open APIs.

When it comes to managing a brand, an open platform gives company leaders unparalleled control and flexibility to present the brand the way they want. The company owns its distributor back office and the replicated sites, and controls the look and feel of the company web properties. In fact, the success and adoption by clients or users of companies like Salesforce or Twitter lies largely in the implementation of an open platform architecture.

The creators of Twitter could have easily decided to create their platform as a closed system that forced its users to use either twitter.com or one of the corporate-approved mobile apps to access their system. Instead, Twitter chose to embrace an open architecture. The hockey-stick adoption rates they experienced led to unparalleled growth and largely contributed to social media's heyday of the past few years.

When evaluating core business systems for a direct selling company, the company's leaders should understand the difference between closed and open systems architecture and determine which category accurately describes each vendor's solutions. In the game of business, choosing to play by one's own rules may mean the difference between winning and losing.

*Ed Jarrin is president and Co-Founder of Exigo Office*

## DSA Technology Partners Directory

### AFS

**Company Contact:** Travis Hill

**Exhibitor Booth #:** 118

**Company Description:** AFS is the best shipping partner you've ever had. While not only performing a 45-point parcel and freight audit, you also receive the benefits of world-class analytics and expert coaching to reduce shipping spend. Many global brands head our client list of over 1,500 in the retail, healthcare, pharmaceuticals, agriculture, automotive, restaurant and manufacturing sectors.

### Antuit

**Company Contact:** Yogi Shankar

**Exhibitor Booth #:** 69

**Company Description:** We are a Global Analytics and Big Data Solutions Provider with significant domain expertise in Direct Selling. We are experts in helping companies understand the drivers of performance in Sales, Marketing and Supply Chain and the integration of offline (internal) and online (E-commerce and Social Media) data via state of the art data management, analytics and visualization tools.

### ByDesign Technologies

**Company Contact:** Jerry York

**Exhibitor Booth #:** 99

**Company Description:** ByDesign is a proven and reliable leader in the software category. We provide software and tools that help you run your daily business. Through the addition of our Revolution product (mobile back office) our tools help keep your reps engaged and more successful.

### Exigo

**Company Contact:** Ed Jarrin

**Company Description:** Exigo is more than direct selling software; it is an entire platform built as a service to run your MLM business. Exigo offers real-time access to your data and open source code for your developers to get your distributors up and running quickly. Exigo is an enterprise-level solution that can scale to meet your needs, whether you're just getting started or transacting \$1 billion a year. Exigo: direct selling, without limits.

### Fragmob, LLC

**Company Contact:** Michel Bayan

**Exhibitor Booth #:** 116

**Company Description:** FragMob designs and develops fast, rich, and powerful mobile solutions for direct selling companies to engage and empower their distributors and customers across many geographies. FragMob mobile features include: Intelligent Dashboards, Communication tools, M-commerce, billing, and invoicing, and enrolling (customer and distributor), Business tools, and Social components. The Company provides solutions across all major platforms (iOS, Android, Blackberry, Windows). Fragmob offers fully localized solutions (language, news, currency, business rules, reporting, and products) allows clients to serve each client's global business.

### Hyperwallet

**Company Contact:** Patrick Crosson

**Exhibitor Booth #:** 17

**Company Description:** At Hyperwallet, our goal is to simplify the commission distribution process and reduce the payment barriers that stand between direct selling organizations and their distributors. Hyperwallet's user-friendly payments platform and global settlement network enables direct selling organizations to distribute funds

across 170+ countries in more than 150 currencies. Our range of flexible commission distribution options includes local bank deposits, international wire transfers, branded prepaid and virtual cards, custom checks, cash pick-up services, and pay to existing card capabilities. With offices in San Francisco and Vancouver, you can learn more about Hyperwallet online at [www.hyperwallet.com](http://www.hyperwallet.com).

### iCentris, Inc.

**Company Contact:** Peter Benedict

**Exhibitor Booth #:** 103

**Company Description:** Want to motivate your sales field and keep them engaged? That's what we specialize in at iCentris. Our virtual office elevates success in the sales field; it's a complete business success system that puts all the tools your distributors need into one place. Enrollment, shopping, contact manager, email, chat, social media integration, a calendar with event planning tools, personal websites, reports, dashboards, resource library and training; it's all included in the VIBE platform. Did we mention there is also a private online community that connects distributors, teams and corporate? Oh, and one more thing, it's mobile. Now your sales field can have all the tools they need to do business anytime, anywhere.

### IDSTC

**Company Contact:** Greg Fink

**Exhibitor Booth #:** 123

**Company Description:**

Providing enterprise software, sales force business tools and mobile salesforce web sites, since 2001 IDSTC's solutions have transformed hundreds of direct sellers' operational strategies into operational excellence. Our integrated platform provides multi-channel mobile commerce and order management, compensation, genealogy and sales performance management, sales force communications, international business management, inventory and shipping management, sales force business tools and mobile salesforce web sites. Visit booth #123 at DSA Annual Meeting to find out how IDSTC can redesign operational strategies by leveraging improved technology.

### InfoTrax

**Company Contact:** Sean Smith

**Exhibitor Booth #:** 106

**Company Description:** Talk to InfoTrax® about mission-critical software systems and easy-to-use distributor marketing, communication, and reporting tools that help your organization grow from start-up to global powerhouse.

### Jenkon

**Company Contact:** Jennifer Bennett

**Exhibitor Booth #:** 109

**Company Description:** Custom Multi-National Systems for World Leaders in Direct Selling since 1978 - Mobile Sales Tools - Global E-Commerce - Party Plan Enterprise - Network Marketing Enterprise

### Thatcher Technology Group

**Company Contact:** Rich Schubkegel

**Exhibitor Booth #:** 28

**Company Description:** Thatcher Technology Group provides the direct selling industry's most configurable sales performance management software. Prowess is a full-featured software suite specifically designed for party plan and network marketing companies. Prowess provides all the functionality that you need to manage your team around the globe and provides your sales force all the tools they need to do business anywhere, at any time and on any device.

# UNLOCK THE POWER OF THE PORTAL

Enable distributors to quickly select and self-manage their preferred payment methods for recurring commissions using a branded portal.

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DSA 2015 Annual Meeting  
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May 31-June 2

**BOOTH #17**





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Data is complicated. We make it simple.  
Visit us at **DSA 2015, Booth #106** to find out how.

INFO  TRAX

Attend our Multi-platform Excellence Express Learning Session at the DSA annual meeting, Booth #106:

**Sunday, May 31st**

Session 1: 1:30 – 2:00 PM

Session 2: 2:10 – 2:40 PM