



“The **customer support**  
and on-line sales we have received are  
**unprecedented”**

*– John Phillips, United States Olympic Committee*

**ParAvance** 

“The customer service  
is fanatical, and they consistently bend over  
backwards to solve issues  
beyond expectations.”

– John Fischer, *Stickergiant.com*

At Par Avance™, we know the value of a customer relationship. In fact, we rely on our traditional view of customer service to set us apart from our competition. We know the importance of getting a *live* person on the phone – especially when you have a fire that needs to be put out immediately. We actually like to use the phone, and when you call us, you’ll always get a *real* person who can answer your questions quickly and efficiently.

Our goal is to provide the best software and service we possibly can by truly understanding your priorities, your objectives, your business plan and your future direction. We become your technology advocate, helping you make the decisions that are right for your business.

We have developed numerous software applications to streamline many different business processes such as e-commerce, customer support, product development, information distribution, and systems integration.

We put people before technology, making sure our relationship is a win for both you and for us. We have one of the highest retention rates in the industry, plus an admirable business based on our client’s referrals.

Our mission is to win your trust by providing the right services and software solutions – those that increase both your profitability and your peace of mind.

**Par Avance. Advanced Thinking. Traditional Values.**

### **Business-to-Consumer Commerce**

Since the onset of commerce on the Web, we have been working with a variety of shopping cart software packages for both large and small businesses. We have helped our customers to implement off-the-shelf software packages, and we have built custom commerce applications to accommodate their own business rules.

Suite 280™ Commerce was built as a solution for our customers who had moved beyond the basic shopping carts and who were ready to go to the next level without breaking their budget. Full-featured and robust, Suite 280 Commerce was created to handle more advanced business rules, and to accommodate managers who are looking for the power of advanced sales reporting, customer information management tools, promotional marketing tools and more. Created with the end-user in mind, Suite 280 Commerce is easy to use, and easy to administer.

# P R O D U C T S

“Their understanding  
of my business helped cut development time  
significantly. Plus, they were able to identify possible  
issues with the architecture before we got started –  
saving time and money”

– Dale Leasure, Director, Customer Care Web Development



## **Business-to-Business Commerce**

Par Avance is the Preferred Value Added Reseller for eTailrep™, a business-to-business commerce software package. Designed by former manufacturing executives, this product includes many of the features that other business-to-business products overlook: the ability for one buyer to buy for multiple stores, features for scheduling reorders, container management (for importing and exporting), managing shipping routes, etc. Par Avance not only resells eTailrep, but we support, enhance, customize and integrate this product for a wide variety of customers including apparel, food and beverage, and other manufacturing companies.

## **Communications Tracking**

Suite 280™ Tracker is a web-based, flexible and configurable communications tracking software product, designed to track any item, person or

process. This software can be used to track product defects, customer service issues, sales leads, and business processes. The user-friendly administration means you can design and implement any Suite 280 Tracker Application within hours rather than months, and changes can be made in-house, without having to hire expensive consultants.

Because everyone's business is different, Suite 280 Tracker was designed to permit your company to automate your tracking based upon your own business rules. Robust reporting is accessible online, allowing widely dispersed personnel to view valuable information. Our permission hierarchy allows the administrator to give permission to users down to the field level—creating a secure, but intact, environment.

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