

VALUE ADDED SERVICES THE BLUESTAR DIFFERENCE

A true VAD offers top-notch pick, pack and ship services, and provides programs and services that add value to the distributed products that increase their value or worth.



ARE YOU LOOKING FOR UNIQUE SERVICE SOLUTIONS?



BlueStar has a highly experienced Value-Add Service Team.

Our VAS Team is a fundamental part of our value add offering. Outsourcing the always irregular demand of staging & configuration is an intelligent way of increasing the speed of delivery, customer satisfaction, efficiency, and lowering your cost.

We offer a comprehensive service portfolio, which provides new opportunities to help differentiate yourself from your competitors and fulfill requirements for projects of any scope.

Software installation, hardware configuration, kitting, custom packaging, and labeling, plus shipping to any domestic or international destination, are just some of our services.

www.bluestarinc.com

LOGISTICS

- **BUNDLING**, to combine several products into one single solution for your partner.
- **CUSTOM PACKAGING AND LABELING** - we can do shipment customizations by labeling items or boxes with customer's labels or adding a customer's packing list.

CONFIGURATION AND DEPLOYMENT

- **SOFTWARE** - we install any software solution on your mobile computer.
- **STAGING** - it is an automated process in which we apply customer's desired configuration to mobile computers.
- **KITTING** - we build the right devices with the correct parts. We kit accessories and different options into printers, POS PC, Scanners, etc.
- **AND MUCH MORE.** Do not limit any opportunity. Tell us your needs—Just ask Blue!



ARE YOU LOOKING TO SERVE YOUR CUSTOMERS GLOBALLY?



GLOBALCARE
POWERED BY BLUESTAR

Our unique GlobalCare program allows our resellers to support their business around the globe.

Whether you need to ship products across the globe, find a partner in another country, or require support in another language, BlueStar can help.

We use our global network of offices, warehouses, local-based sales, support teams and 10.000+ partners around the world to support your needs.

Global requirements are managed separately from your day-to-day business, so if you have a requirement, ask your account manager to introduce you to the team.

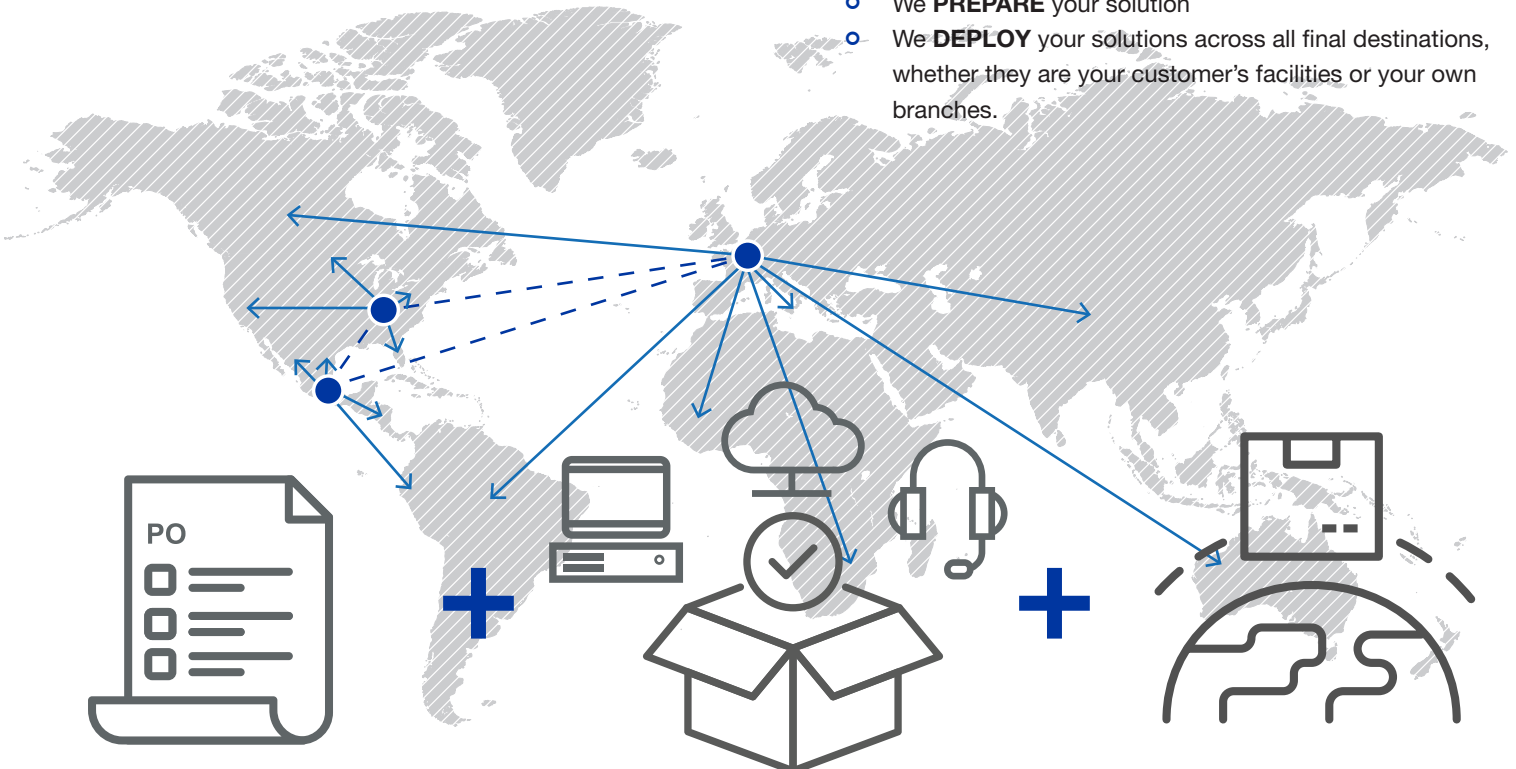
Global Care projects can be combined with BlueStar Value Add Service programs like staging, kitting, or custom packing services.

WHAT IS A VALUE-ADDED DISTRIBUTOR?

A true VAD offers **top-notch pick, pack and ship services**, and provides programs and services that add value to the distributed solutions that **increase their value or worth**.

HOW DOES GLOBALCARE WORK?

- You **INFORM** us about the opportunity with all possible details of the project
- We **ANALYZE** the best route for the project
- We **ADVISE** you on cross border approval process with the vendors
- We **QUOTE** you, you **QUOTE** your end-user
- We **RECEIVE** your order
- We **PREPARE** your solution
- We **DEPLOY** your solutions across all final destinations, whether they are your customer's facilities or your own branches.



BUILD BRAND AUTHORITY WITH **CONTENT MARKETING.**



BlueStar helps drive brand or solution awareness, directly or thru our extensive reseller network.

Appware Solutions (AWS) is an end-user demand generation tool for software-led solutions that helps businesses set themselves apart in their marketplace by producing helpful and engaging content.

With the help of our marketing and design teams, we can create valuable content in different formats, like eBooks, case studies, white papers, blogs, etc. It's then promoted to your target audience through paid social advertising as a lead magnet.

Those that are actively looking for information to solve a problem or educational content can download the content in exchange for their contact information so you can begin nurturing them as leads.

KEYS TO CAMPAIGN SUCCESS

- Well-defined reachable audience
- Educational content that will benefit your customers
- Software that relies on BlueStar hardware
- A sales team that will nurture the leads
- Competitive features and pricing

What's Included?

- eBook Creation/Translation
- Bespoke campaign planning and management
- Automated lead sharing
- Chat bot build
- Cost of social advertising for lead generation
- Support in co-financing your campaign

www.bluestarinc.com



ORDERING MADE EASY.



Save time and increase efficiency by using our quick and convenient e-commerce portal.

Our BlueStore e-commerce platform allows our customers to manage their business at all levels with BlueStar Europe.

The whole process takes a matter of seconds which allows customers the flexibility to place orders that meet their demand. On top, BlueStar's family view concept allows you to have full visibility on the related products, accessories and services to complete your solution.

The BlueStore provides visibility into pricing, inventory levels, lead times, order status, and much more.



ORDERING MADE EASY

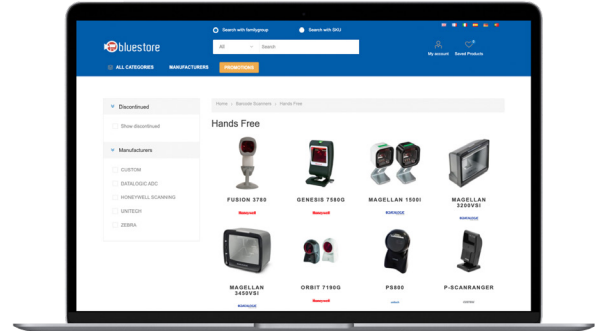
Save time and increase efficiency by using our quick and convenient online ordering portal.
→ shop.bluestoreinc.com



www.bluestarinc.com

OVERVIEW

- One Stop Shop: Buy from 90+ vendors
- Check price, stock and incoming stock
- Unique “family view” shows related products
- Order, Invoice and RMA Management
- Quick Order
- Price Exceptions Visibility
- Easy to find Promotions
- Administration Menu (assign permission-based roles)



IN THE MARKET FOR LOGISTICS EXCELLENCE?



BlueStar provides a best-in-class logistics experience.

Transport and Logistics operations are the core of our business. We strive to ensure end-to-end visibility at every order stage and across multiple suppliers.

BlueStar continuously adapts and incorporates the latest technologies and develops a seamless workflow that leverages inter-connectivity to upstream supply chains and downstream customers.

In short, our logistics team provides added value and supply chain optimization to achieve excellent service.

OVERVIEW

- Centralized warehouse
- Sustainable energy saving warehouse
- Largest Solutions based stock in Europe
- Same-day shipment
- Value Add Service team support
- Europe Drop-shipment
- Logo customized delivery



NEED LOCAL SUPPORT TO GROW YOUR BUSINESS?



BlueStar's local presence can help initiate growth.

BlueStar has the most experienced, highly trained, local teams established throughout Europe.

BlueStar's local teams understand how to cultivate business, are knowledgeable on all hardware and software brands, and understand the technologies implemented by your company.

Our Business Development Managers (BDMs) are a high-end resource that you can lean on to initiate, create and implement your growth plans. Our Business Development Managers are vertical or brand specialists.

With more than 110 sales team members based in our growing 24 offices across Europe, BlueStar is the right company to partner with on any project on a local or global scale.

www.bluestarinc.com

OUR SALES & SUPPORT TEAMS

- 24 locations across Europe
- 45 locations across the world
- We speak your language >18 different languages spoken
- Local language Pre-Sales Support and Business Development Managers in most of the regions

OUR BUSINESS DEVELOPMENT MANAGERS

- Specialized in a brand or vertical market
- Work locally to support you and our vendor projects
- Implement marketing initiatives to generate new leads
- Great resource to gain the latest industry insights



MOVING TO **ANDROID?**



BlueStar is a Google Android Competence Centre.

We can offer professional services over the Android platform by providing the fastest link between your company and all the Android Enterprise Solutions.

With the dramatic shift to rugged devices, **BlueStar makes it easy to transition to Android or any new implementation** through our certified and trained pre-sales teams. We offer tailored services to expand your business across any end-user opportunity using Android professional capabilities.

Whether you have an installed park of devices using any other operating system or need to install a brand new park, you might need to transition to Android to serve your customers better.

Google Android might be the right opportunity to add value to your proposal, benefiting from BlueStar's knowledge and product portfolio, upscaling your sales, and providing a more comprehensive range of solutions to the end-users.

OVERVIEW

- **ZERO-TOUCH** - The easiest deployment method for work managed devices
- **MANAGED GOOGLE PLAY** - Simple and professional app management
- **GOOGLE PLAY PROTECT** - Help protect against harmful apps
- **ANDROID ENTERPRISE RECOMMENDED** - A new standard of excellence for enterprise devices and services



TAKE THE **DIGITAL JOURNEY.**



Transform your business and become more digitally connected with BlueStar.

BlueStar's range of e-tools will save you time and money by improving the efficiencies of your teams working with BlueStar.

Whether it's a basic service, a PDF import, sending XML orders, full EDI or ERP integration, BlueStar has it!

SERVICES WE PROVIDE

ERP Import

- Daily SKU and PRICE updates sent to an FTP Server. Including special price agreements with relevant details like QTY's, NET price and expiration dates.
- Stock availability, posted and updated every 30 minutes.

XML Orders and Invoices

- Can you send orders by XML to a designated FTP Server? If so, then BlueStar will pick them up and import into our system and fulfill the order as requested.
- The invoice for your order will be sent to you via XML to the same server.

EDI

- You want an EDI connection between our companies, a fully integrated solution? We have several ways to connect with the support of our EDI partners.

Manage your business with BlueStar using API's

- Drive the business from your own ERP system
- Get a live connection to BlueStar for availability and pricing
- Request order statuses and invoices from your own systems
- Maximize the ease of doing business and give 24/7 access to information for your teams and customers

