

# FMI MarketLink

*Your Connection to Better Business*



# Technology Enabled Business Collaboration Solution

## A Significant opportunity for growth, innovation and collaboration

- Independent Operators represent 12% of the national supermarket ACV

## Today, collaboration is ineffective between trade partners

- CPG Cost To Serve and IO's business model conflict Independent Operators decision capability is by circumstance less informed
- Limited communications often lacking relevant insight
- Timing and depth of communication vs. larger grocery, mass or drug chains

## It impacts all trading partners: Retailers, Wholesalers, Manufacturers

- Poor Communication = Lost Sales
- Lack of formal information exchange = Lost Business Building Opportunities

## Solution: A virtual business planning zone

- Enabling one to many communication between manufacturers and smaller and mid-cap retailers below their normal selling coverage.
- Making manufacturers info more readily available for Independent Operators to manage their business relationships

## Opportunity: A more comprehensive business planning approach

- Strategic Executive Exchanges
- Annual Business Conference
- Private Brands Business Conference
- One-To-Many Business Planning Zone

**We need a new dialogue focused on a 21st century solution**

# A Total Solution Business Planning Tool

**Pre-scheduled webinars on Tuesdays at 11:00am-12:30pm EST** for Information Disseminators to present “Top-Tier Initiatives”

- Webinar calendar with advanced notice and pre-read info
- Advanced registration with user profile
- Video conference tool

**Buyers would make webinar attendance part of their routine**

**24/7 access** to manufacturers file library

- Presentations
- Videos
- Contacts
- Links

- Governance guidelines include best habits & practices insight from the 2012 proof of concept test. A joint Manufacturer/Retailer team to ensure the zone’s long-term relevancy and success will monitor them.
- Register early and provide profile information to assist presenters in customizing the presentation to meet retailers’ expectations. Read the session pre-read items and come prepared to optimize learning, if need be, share with internal team to identify best function(s) and individual(s) to attend.

# Subscription-based service

## Information Disseminators

**Companies (primarily manufacturers) who will present during webcasts and upload content to the portal.**

- FMI members can opt in at an annual cost of \$7,500 for 5 webcast sessions.
- Non FMI members opt in at an annual cost of \$10,000 for 5 webcast sessions.

## Information Recipients

**Companies (primarily IOs or wholesalers) only accessing the portal to retrieve information and attend webcasts.**

- FMI members can opt in at no additional cost.
- Non FMI members can join in or opt in at an annual cost of \$650

**No cost to the FMI IO or Wholesaler member participating as an Information Recipient**

# About SupplierGATEWAY®

State of the Art Data Management Solutions since 1986

- Technology Firm since 1986.
- Developed multiple Internet based secure, network solutions including:
  - ✓ **SupplierGATEWAY®** – Supplier Data Management
  - ✓ **ProviderGateway™** - Human Services Connectivity Systems
  - ✓ **Referral Valet™** – Healthcare and Social Services referral Network
  - ✓ **Dynamics xRM** - Implement Large Scale Microsoft Information

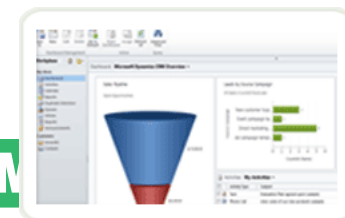
2012 PRESIDENT'S CLUB  
for Microsoft Dynamics

2011 INNER CIRCLE  
for Microsoft Dynamics

2011 PRESIDENT'S CLUB  
for Microsoft Dynamics



- Proprietary solutions and tools for business improvement.
- Global Customer base representing many industries
- Operate from New York, Cleveland, Los Angeles.





## MarketLink One-To-Many Portal

FMI currently offers business planning capability via the Midwinter's Strategic Executive Exchanges, Annual Business Conference, and Private Brands Business Conference. FMI will now bring similar opportunities to an underserved audience facing barriers to entry in the physical programs... **by doing it virtually.**

MarketLink is a virtual business planning zone that enables one-to-many communication between manufacturers and smaller to mid-cap retailers making manufacturers' information more readily available for Independent Operators to manage their business relationships.

### A Total Solution Business Planning Tool

- Pre-scheduled 20-minute webinars for manufacturers to present "Top-Tier Initiatives" to smaller retailers
- Information sharing through file uploads with 24/7 access for subscribers
- Secured advanced registration with user profile

### User Groups

#### Information Disseminators

Primarily CPG manufacturing companies that will present during webcasts and upload content to the portal.

#### Information Recipients

Primarily independent operator or wholesaler companies that are only accessing the portal to retrieve information and attend webcasts.

**Login**

Login ID:

Password:

[Forgot Password?](#)

Please enter your user name and password to access this members-only Web Site

If you would like to learn more about MarketLink or getting access to this site, please click [here](#)

Reply Reply All Forward         

## Account Information

accounts@suppliergateway.com

To: Charmaine Wiggins (FMI)

- This message was sent with High importance.

Dear Charmaine Wiggins:

A new account has been established for you.

Your access information is as follows:

Login ID is: cwiggin@fmi.org

Password is: rhyjaxvi

Note: You will be prompted to change your password once you login to the system.

Click here to login now: <https://app.suppliergateway.com/marketlink>

If you have any technical questions or problems please contact [sgsupport@suppliergateway.com](mailto:sgsupport@suppliergateway.com).---

-----  
This is an automated message. Do not reply to this email

Food Marketing Institute

WELCOME CHARMINE WIGGINS

Important Documents

**Participant User Guide**  
The MarketLink system is here to help you. You can find out more about the functions of the system by clicking on the Participant User Guide link to download your personal copy.

**Participant User Guide**

Calendar

### Message Alert

#### Welcome to the MarketLink Meeting Center - Please Read!

Thank you for visiting the MarketLink Meeting Center. If this is your first time in the system and you are here to create or manage a Webinar, we recommend that you complete the orientation training and review the Disseminators Guide first. You will be able to download a Disseminators Guide once you complete the orientation. Orientation sessions are listed in the Webinar calendar. Simply sign up for any one of the sessions listed. Also, additional help is available by clicking on the Support tab on the right hand side of your screen.

Enjoy the experience and let us know if there is anything we can do to make it better!

[Thanks! I am ready to go.](#)

[Do not show this again.](#)



# Registration

## Complete Online Registration Profile

### SUPPLIER REGISTRATION

Please complete the registration form below. Verify that all information you enter is accurate and correct before submitting this registration form. **Required Fields are indicated in red or by an asterisk "\*"**.

Red or \* Indicates Required Field

#### Company Info

\*Are you a large business?  Yes  No

\*Is your company publicly traded?  Yes  No

DUNS: Not Available

Federal Tax ID Number: 878438838

\*Company Legal Name:

Doing Business As:

Is This a PO Box?:  Yes  No

\*Address:

\*City:

Country: United States

\*State: Please Select

\*Zip:

\*Primary Phone:

Alternate Phone:

\*Fax:

#### Primary Contact Information

Primary Contact:

\*First Name:

\*Last Name:

\*Title:

\*E-Mail:

\*Verify E-Mail:

Are you establishing a user

Registration by invitation or Open to any interested parties.

Subscribing members will have more privileges and capability that non-paying participants.

Allows users to enter







- Product Information
- Service capabilities
- Information Preferences



◀ December 2013 ▶

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

-  Today
-  Month View
-  Year View
-  Create Webinar
-  Webinar Dashboard
-  Upcoming Webinar

**Today (12/13/2013)**  
None

November 2013						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19 Webinar Restricted 1a	20	21	22 Production Validation Test Webinar	23
24	25	26 Making Photographic Emulsion at Home	27	28	29	30
1	2	3	4	5	6	7

# Demo Calendar

## Create Demo Schedules and Notifications

The screenshot displays a web-based calendar interface. On the left, a calendar for November 2012 is shown with the 5th of the month highlighted. Below the calendar is a date input field set to '11/5/2012' and a 'Go' button. A sidebar on the left contains several navigation options: 'Today', 'Month View', 'Year View', 'View Conference Calls', 'Add Events', 'Add Conference Call', and 'Events Categories'. The main content area is titled 'EVENT DETAIL' and features a table with the following information:

Event:	Sample Product Demonstration
Posted By:	<a href="#">Ade Solaru</a>
Start Date:	Monday, November 05, 2012
Time:	No Time
Location:	Long Beach - California
URL Link:	<a href="#">Visit our information site</a>
Contact Email:	<a href="mailto:ade1@mcgix.com">ade1@mcgix.com</a>
Contact Phone:	216-555-1212
Description:	This is a sample description of what we v the product, or the topic or anything else placed here.  User can also repeat a placement of the  Some may elect to setup their web-meeti leave it open  In this specific example, I am placing the relates to registration instructions

Below the table, there is a green notice: 'You have registered for this event.' and a blue link: 'Click to view your Registrant List'. At the bottom right of the page, there is a copyright notice: '©1999-2002 MCGIX, Inc. All rights reserved.'

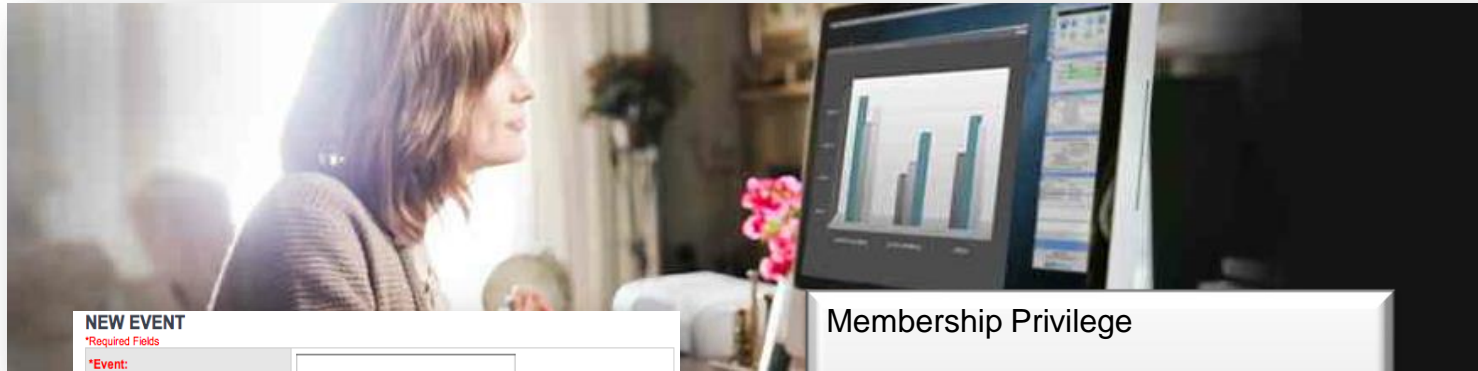
Navigation links at the top right of the event detail page include: [Email](#) | [Today View](#) | [Edit](#)

**Membership Privilege**

- Post Demo in the Connector Calendar
- System will send notifications daily about new calendar items.
- Calendar dynamically links to web meeting tool.
- Track and follow up with meeting attendees.

# Video Conference Tools

## Integrated Web Based Conferencing Tools



**NEW EVENT**  
\*Required Fields

<b>*Event:</b>	<input type="text"/>
URL Link:	http:// <input type="text"/>
Link Description:	<input type="text"/>
Date:	December 5 2012 <input type="checkbox"/> Multiple dates? - check for yes
Time:	<input type="radio"/> Add <input checked="" type="radio"/> None
Event Location:	City : <input type="text"/> State: <input type="text"/>
Contact Email:	<input type="text"/>
Contact Phone:	<input type="text"/> - <input type="text"/> - <input type="text"/>
Category:	<input type="text"/>
<b>*Description:</b>	<input type="text"/>
Disable your email link?	Yes <input type="radio"/> No <input checked="" type="radio"/>
Is this a Private Posting:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Allow users to register for the event:	Yes <input checked="" type="radio"/> No <input type="radio"/>
<b>*Number of users allowed to register:</b>	<input type="text"/>
Registration Instructions?	Yes <input checked="" type="radio"/> No <input type="radio"/>
Make Event Registration Active?	Yes <input type="radio"/> No <input checked="" type="radio"/>

©1999-2002 MCGIX, Inc. All rights reserved.

### Membership Privilege

### Integrated Web Meeting Capability.

- Desktop Sharing
- Voice Over IP (VOIP)
- Video Sharing
- File Upload and Sharing

# Locator Profiles

Quick and Easy Access

Empower users with easy searches, accurate data and personalized lists

- View Profiles
- View Product Literature and Information
- View Service and Capabilities data
- Create Saved Lists

Search Results

Current Supplier to DaimlerChrysler Corporation Company has at least one  
Expired Validation View Company Profile  
Validated By A Third Party Organization Print Company Profile

Company Name

Mid-America Consulting Group dba SupplierGATEWAY c  
United States SV  
Primary Contact: Ade Solari, vice pres (310)522-4232  
S41611 - Administrative Management and General Management Consultin  
Rev: \$1,000,000  
Certifications: NMSDC Type: US Citizen; Minority; Small  
SupplierGATEWAY's business information and electronic commerce services provide rapid access to accurate information about suppliers and their capabilities. Using Su integrated features, corporations can take advantage of the Internet's global reach qualified suppliers who meet their needs, pre-qualify vendors, conduct bidding and transactions in a secure environment, and electronically manage their supply chain effi ...

Mid-America Events & Expos, Inc. Burnsville, MN, United States  
Primary Contact: Robin Kocina, owner (612)798-7204  
2002 Rev: \$4,700,000  
Certifications: WBENC Type: US Citizen; Woman; Small  
Marketing, Event Planning, Consumer Expos and Trade Shows ...

Mid-America Sign Contractors, Inc. Kansas City, KS, United States

Search Companies

Starts With Contains Search Reset

You can enter keywords describing the capabilities you are looking for (E.g. manu automotive, CNC machines etc.)

Keyword

Advanced Search Options (Click to expand all)  
UNSPSC & NAICS  
Location

Location: (Hold down the control key and select all states you want)

City: [ ]

Zip: [ ]

Country: Select

Demographics  
Other

Portal Search Options (Click to expand all)

Search Reset

Flash

SupplierGATEWAY

## Membership Privilege

Search to access:

- Capabilities and product information.
- Contact Information
- Product literature and materials

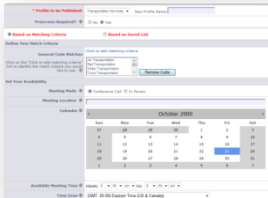
# Meeting Connector

Three Easy Steps to Scheduling Efficiency



**Post Meeting**

Criteria,  
Preferences,  
Timeframe.

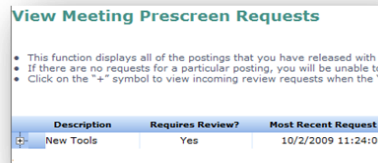


- Tuesday
- 11:00 am – 12:20 pm
- 20 minute meetings
- Product category
- Open or To a List



**Prescreen Suppliers**

Automated  
Communication



Schedule Meetings

- Call Number
- Outlook Schedule



**Meet!**

Automated  
Scheduling,

**Membership Privilege**

Post Meeting Availability

Automated notifications and alerts.

Prescreen Interested Parties.

Participate in Meetings.

# FMI MarketLink Schedule

FEBRUARY 2014		
WEBCAST SESSIONS	TOPIC	TUESDAY FEB 4TH
11:00 am -11:20 am EST	TBD	
11:30 am-11:50 am EST	TBD	
12:00 pm- 12:20 pm EST	TBD	
WEBCAST SESSIONS	TOPIC	TUESDAY FEB 11TH
11:00 am -11:20 am EST	TBD	
11:30 am-11:50 am EST	TBD	
12:00 pm- 12:20 pm EST	TBD	
WEBCAST SESSIONS	TOPIC	TUESDAY FEB 18TH
11:00 am -11:20 am EST	TBD	
11:30 am-11:50 am EST	TBD	
12:00 pm- 12:20 pm EST	TBD	
WEBCAST SESSIONS	TOPIC	TUESDAY FEB 25TH
11:00 am -11:20 am EST	TBD	
11:30 am-11:50 am EST	TBD	
12:00 pm- 12:20 pm EST	TBD	

MARCH 2014		
WEBCAST SESSIONS	TOPIC	TUESDAY MARCH 4TH
11:00 am -11:20 am EST	TBD	
11:30 am-11:50 am EST	TBD	
12:00 pm- 12:20 pm EST	TBD	
WEBCAST SESSIONS	TOPIC	TUESDAY MARCH 11TH
11:00 am -11:20 am EST	TBD	
11:30 am-11:50 am EST	TBD	
12:00 pm- 12:20 pm EST	TBD	
WEBCAST SESSIONS	TOPIC	TUESDAY MARCH 18TH
11:00 am -11:20 am EST	TBD	
11:30 am-11:50 am EST	TBD	
12:00 pm- 12:20 pm EST	TBD	
WEBCAST SESSIONS	TOPIC	TUESDAY MARCH 25TH
11:00 am -11:20 am EST	TBD	
11:30 am-11:50 am EST	TBD	
12:00 pm- 12:20 pm EST	TBD	

APRIL 2014		
WEBCAST SESSIONS	TOPIC	TUESDAY APR 1ST
11:00 am -11:20 am EST	TBD	
11:30 am-11:50 am EST	TBD	
12:00 pm- 12:20 pm EST	TBD	
WEBCAST SESSIONS	TOPIC	TUESDAY APR 8TH
11:00 am -11:20 am EST	TBD	
11:30 am-11:50 am EST	TBD	
12:00 pm- 12:20 pm EST	TBD	
WEBCAST SESSIONS	TOPIC	TUESDAY APR 15TH
11:00 am -11:20 am EST	TBD	
11:30 am-11:50 am EST	TBD	
12:00 pm- 12:20 pm EST	TBD	
WEBCAST SESSIONS	TOPIC	TUESDAY APR 22ND
11:00 am -11:20 am EST	TBD	
11:30 am-11:50 am EST	TBD	
12:00 pm- 12:20 pm EST	TBD	
WEBCAST SESSIONS	TOPIC	TUESDAY APR 29TH
11:00 am -11:20 am EST	TBD	
11:30 am-11:50 am EST	TBD	
12:00 pm- 12:20 pm EST	TBD	



## MarketLink One-To-Many Portal

FMI currently offers business planning capability via the Midwinter's Strategic Executive Exchanges, Annual Business Conference, and Private Brands Business Conference. FMI will now bring similar opportunities to an underserved audience facing barriers to entry in the physical programs...**by doing it virtually.**

MarketLink is a virtual business planning zone that enables one-to-many communication between manufacturers and smaller to mid-cap retailers making manufacturers' information more readily available for Independent Operators to manage their business relationships.

### A Total Solution Business Planning Tool

- Pre-scheduled 20-minute webinars for manufacturers to present "Top-Tier Initiatives" to smaller retailers
- Information sharing through file uploads with 24/7 access for subscribers
- Secured advanced registration with user profile

### User Groups

#### **Information Disseminators**

Primarily CPG manufacturing companies that will present during webcasts and upload content to the portal.

#### **Information Recipients**

Primarily independent operator or wholesaler companies that are only accessing the portal to retrieve information and attend webcasts.

**Login**

Login ID:

Password:

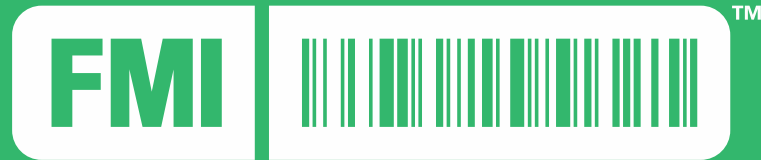
[Forgot Password?](#)

Please enter your user name and password to access this members-only Web Site

If you would like to learn more about MarketLink or getting access to this site, please click [here](#)



# Thank you!



**THE VOICE OF FOOD RETAIL**

Feeding Families  Enriching Lives