



# NCALERA NEWS

**JUNE SPECIAL**

**2005**

## **AN INTRODUCTION TO BEGANTO Chapter meeting, June 14, 2005**

If you haven't already, you will hear a lot about this meeting. The folks from Beganto, Inc. were there, to tell us how their sample tracking program works and demonstrating the excellent step-by-step follow on procedures built into their system.

There was an energy in the room before the meeting started -- an attitude of "show me" in the air. Not the contentious "show me" that one feels when there is disbelief. Rather, that of anticipation brought about by the belief (hope?) that what they were going to see and hear was what they wanted to see and hear. They were not disappointed.



**Rob Whalen, Aaron Graham and Sunil Grover**

Sunil Grover, CEO, Rob Whalen, V.P., Business Development, and Aaron Graham, their internet whiz, held the attention of the audience for over an hour, finally apologizing to those present as if they felt they might have overstayed their welcome. Not so; as was clearly demonstrated when they passed out literature – which included a CD that helps explain the details. There were few if any rejections.

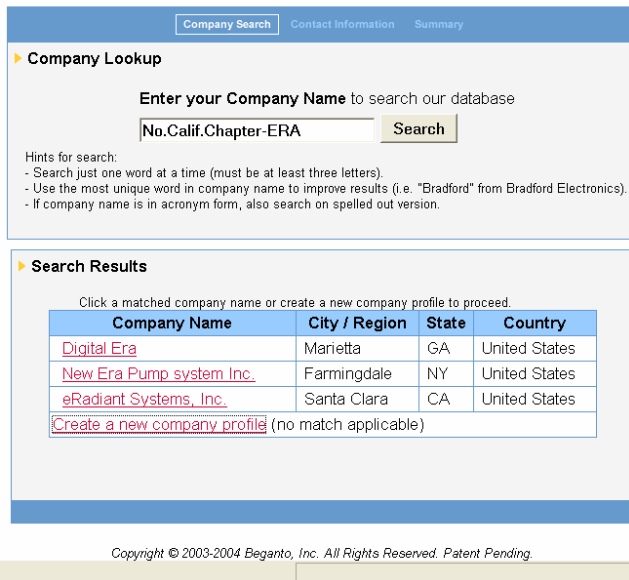
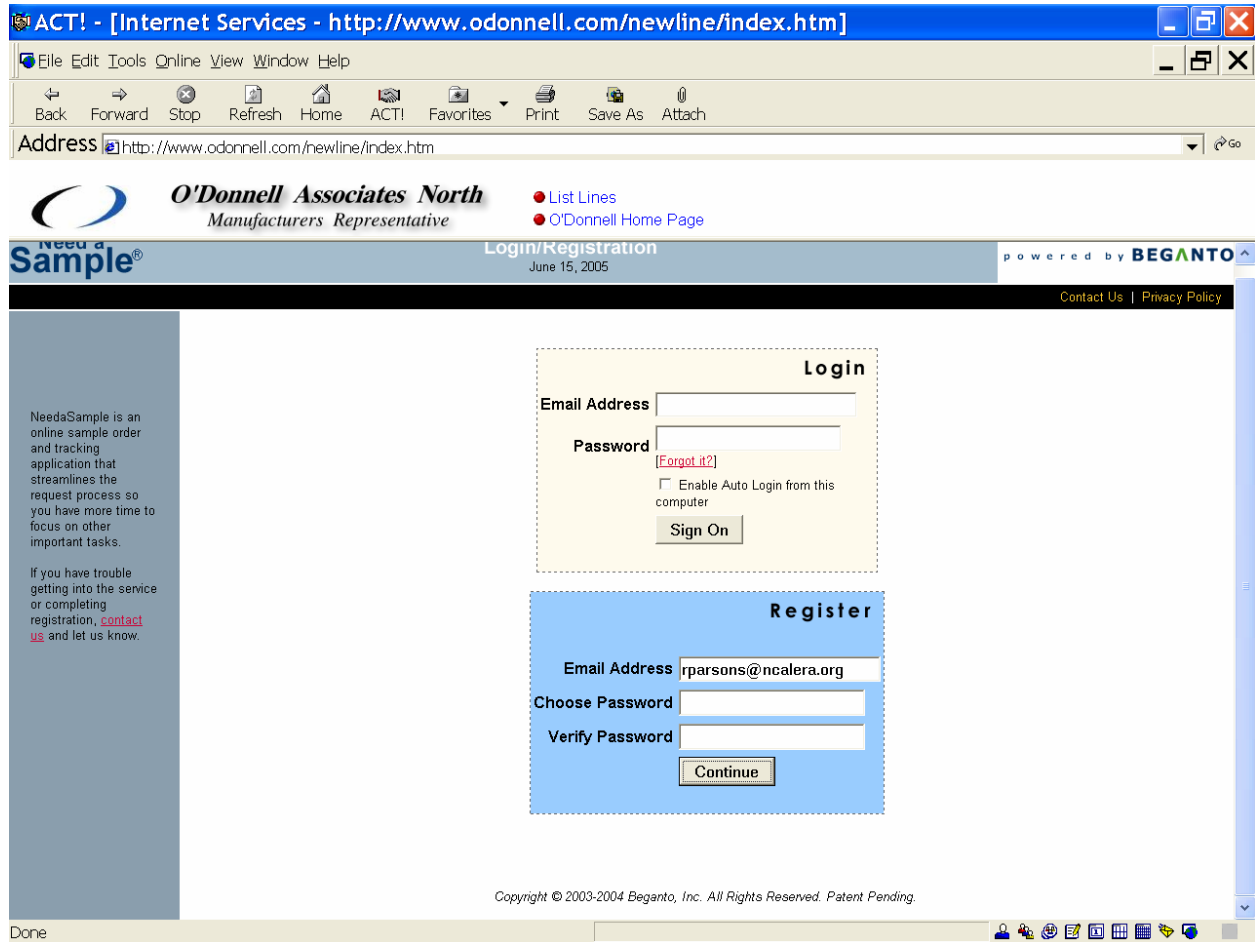
### **THE SYSTEM**

We won't attempt to repeat everything presented at the meeting. We can give you an idea of how well their system works. One of the best indications is to show how well it all goes together for a newcomer. You'll see the steps we took, (the very next morning) to get a better picture of how smoothly it works.

We knew that O'Donnell Associates North was a Beganto member and chose the O'Donnell website listing. We were in ACT!6 at the time which explains the blue address bar at the top of this first screen that pops up after clicking on the "Need a Sample" Icon. It is the register screen.

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*We will crop off all but the operating box that appears in the middle of the screen from this point on. This will save a lot of space. Since this was a dummy company and requirement, we alerted O'Donnell that this would come through and you will see that they responded as if this request was a legitimate new inquiry.*

**After you enter your company name, an automatic search is made among listed firms in Beganto's stable of registered companies. The search results are shown at the left. We chose to create a new company profile.**

*Notice that companies already on O'Donnell's registry list are shown. If this were a second or later request, selecting one of them would take you to their profile immediately.*

**The next screen is the company profile screen, shown at left, below. We filled in the form. The follow-on screen acknowledging your registration then appears.**

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One of the boxes on this form is labeled, “Special Instructions.” This is where requests for modification can be made. This may trigger a follow-up call immediately. Here you may also get a UPS Account number or special instruction such as, “Do Not Call!” (Note this was a two part picture which accounts for the messiness between lines 3 and 4.)

After that comes probably the most important screen of all, the selection of a part number and *where, when and how many are going to be used*. It is from this data that you know the potential value of this sample order.

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The next request asks for the distributor to whom you want this delivered.

Once that selection is made, you are given the option of mailing the part to another party and/or address.

Finally, the order wizard is complete and the first screen on the next page pops up. While it was partially cut off, we are certain that you can see the kind of data that is entered.

Well, actually this is just the beginning point. What we have shown is a demonstration of the start of a new relationship with the BeON Open Network. We pretended to be a new customer, signing on for the first time. You would find out about this customer’s signing-on-action via an e-mail alert.

We were sent a 17-page training document, in .pdf format; of course, outlining steps reps might take to utilize the advantages of this system. It easy reading, even though we are not personally accustomed to working with orders, per se, as much as we might have a few years ago. Thinking about how we might outline the information available, we talked with one of O'Donnell's senior sales people who was present at the meeting. We asked him how he felt about the program after almost a year of using it daily. He said, "It works!" Judging how easy it was to get into the first time, we can buy that , 100%.

Here's the order summary -----and the review of the order, mentioned on page 3, above.

Design Stage: New Design  
 Estimated Assemblies: 100  
 (Per Year)

**Delivery Address:** Robert Parsons  
 [rparsons@ncalera.org]  
 NCALERA  
 424 So. Monroe St.  
 San Jose, AL 95128  
 United States  
 408-243-3372

**Representative:** O'Donnell Associates North  
 San Jose, CA 95131  
 United States  
 408.456.2950  
**Please note:** The samples requested may be first sent to the representative listed here in which case they will hand deliver.

**Fulfillment Distributor( Part Number : 76P02):** Sager Electronics  
 CA,  
 17330  
 Brookhurst  
 Street  
 Fountain  
 Valley, CA  
 United States

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Order Wizard  
 Order Entry Customer Verify Summary

**Manufacturer:** Grayhill Company

▶ Thank you for your order

Thank you! Your request has been submitted and you should receive a response within two business days. Return and lookup this order number to verify status and communicate with the manufacturer if you do not receive an update in that time.

**Request Date:** 06/15/05  
**Reference Number:** 19989-35595-33917  
**Customer Contact:** Robert Parsons  
**Customer Company:** NCALERA  
**Representative:** O'Donnell Associates North

Part #	Qty	Evaluation End Date	Units Per Assembly	Internal Part #
76P02	1	07/07/05	2	

▶ [Place another order](#)  
 ▶ [Back to Information Center](#)

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You can see that this is an attentive crowd. Well, all except the smiling dessert watcher in the foreground. (The calories won't hurt, Brian. Go ahead and eat it.)



We have to give Rob extra credit. He makes his point firmly. As mentioned, this was a great presentation to a larger-than-usual audience. We expect to see a lot of activity from this meeting.

Questions? E-mail or call:408-243-3372.