

Reseller Site Executive Overview

The PurchasEdge password-secured reseller site allows you to generate customized co-branded marketing materials, enroll customers, view program news and information, and review PurchasEdge member information so you can track your company's progress on member enrollments, supplies sales and point redemptions.

In order to register as a reseller and gain access to the website, you need to complete an enrollment form at www.purchasedge.com/go/registration. You will receive an acceptance e-mail with your username and password for logging in to the site.

Once registered as a reseller rep, you can log in to www.purchasedge.com/reseller to access the following information and tools from the left-hand navigation.

KEY SITE OVERVIEW

Invite new customers: E-mail customers a pre-written invitation that includes your personal enrollment URL to invite them to join the program. Customers will be able to click on a link, fill out an enrollment form and submit it to PurchasEdge on their own. Once their membership is approved, we'll send an e-mail to let them know and follow up with a welcome packet in the mail.

View customer data: Review customer contact information, date of application, approval date, number of invoices, qualifying dollars spent and associated reseller contact information. You can also access and export data for customers associated with you or your company.

Submit invoices: Submit invoice data on your customers' behalf. All of our first-tier resellers submit invoices electronically. Electronic Invoice Submission (EIS) is done on a per-reseller basis, meaning it requires one Reseller ID (RID) for the entire company; one or more administrators are granted permission to submit invoice data via the reseller website. Not all reseller reps are required to have access to this service.

Review invoice histories: Access an overview of all invoices submitted to the program. Information provided includes file name, upload date, import date and status of the file, along with the number of committed invoices, committed invoices with errors and invalid invoices.

Run reports: Access customer data anytime with this online reporting tool, updated daily, and export your results as a graph or table. There are four reports available:

- **Enrollment results:** This report shows all the customers enrolled by you, during a specified time period.
- **Qualifying purchases report:** This report shows the breakdown of customers' supplies purchases by category, based on their latest invoice submissions.
- **Redeemed products report:** This report shows how many customers have redeemed and how many have not yet redeemed, by company type.
- **Registered reseller users report:** This report shows how many registered reseller users (reseller admins, sales reps) were active each month.

Plus find tips, tricks and more details in our downloadable Reporting Tool Guide.

Qualifying supplies: Find an online list of the 1,400+ HP printing supplies that earn PurchasEdge points; the list is searchable by product name, number or SKU. You can also download the list as a PDF, or in tab-delimited or XML format.

Product rewards: Browse an online list of 300+ HP rewards available through PurchasEdge; the list is searchable by product name, number or SKU. You can also download the list as a PDF, or in tab-delimited or XML format.

Customizable marketing materials & tools: Recruit and assist your customers with a variety of downloadable co-branded marketing materials that can include your logo and custom enrollment URL. Here are the materials available from the website:

- Member Invitation (co-brand)
- Member Fact Sheet (co-brand)
- Direct Mailer (co-brand)
- Free Product Catalog (co-brand)
- Member Brochure (co-brand)
- Program Overview PPT
- Recycling Fact Sheet
- Telemarketing Script
- Member Demo (Flash)
- Reseller Demo (Flash)
- Web Banners
- Printed Free Product Catalog
- Tradeshow Posters and Banners
- Printed Member Brochure

Member promotions: Access information on current promotions, including member-facing fact sheets that you can use as customer leave-behinds.

PurchasEdge program news: Stay informed with information on upcoming program changes and the latest program enhancements.

Training tools: Find information on how to invite your customers, use marketing materials, get familiar with the program and submit invoices. It also includes the member terms and conditions and our privacy statement.

FAQ: Find answers to many commonly asked questions, including those regarding our privacy statement, invoice submissions, customer-related items, redeeming points and more. If you have a question that isn't addressed here, you can always e-mail us at resellersupport@purchasedge.com or call 1-800-879-6633 from 8:00 a.m. to 6:00 p.m. (EST) Monday–Friday.

In addition to gaining website access, once you are registered with PurchasEdge, you will receive our quarterly reseller newsletter, which will provide you with the latest program news as well as upcoming member promotional information before your customers hear about it.

QUESTIONS? CONTACT US.

PurchasEdge Support Center
1-800-879-6633
resellersupport@purchasedge.com
www.purchasedge.com/reseller

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