



ALLINK® 360° LOGISTICS AND HPCOMMERCE®

Integration of point of sale, inventory management and automated multi-carrier management specialized for the motor sports industry

Today's Challenges

For the high performance and motor sports industries, efficiencies and cost-savings are a priority. You already enjoy easier management of your customers and inventory flow thanks to hpCommerce® point of sale and inventory management tools from HPSolutions – imagine the time and money you could save if shipping was just as easy.

When it comes to the carriers that handle your shipments, wouldn't it be great if you didn't have to sift through rate cards and call or go online to each site to schedule pick-ups? Or track separately who's shipping what, and where it is? Or manually move costs and order information from one system to another for invoicing and reporting?

There's a solution that can handle all of that for you. It keeps all of your ordering, invoicing and tracking details in one place, and it integrates seamlessly with hpCommerce.

An Intelligent, Affordable, Easy-to-Use Solution

Your hpCommerce Point of Sale and Inventory Management software helps you streamline business processes every day. Now, with Allink 360° Logistics from Harte-Hanks, you can integrate shipping and tracking to take your business efficiency and automation to the next level.

Allink is designed to meet the needs of racing and motor sports companies that ship packages or pallets frequently. The easy navigation and intuitive functionality help you:

- Find the best rate and schedule from a list of carriers, including FedEx, UPS, DHL and over 30 LTL carriers – using your rates or by taking advantage of the discounted rates that Harte-Hanks offers
- Add your own carriers and tariffs for easy and accurate shopping comparisons
- Order and schedule pick-up from a single screen – no more calling to schedule carriers for pick-ups
- Select from pre-defined label and box templates or create custom configurations for your specific needs
- Print labels, Bills of Lading and skid placards all from a single source

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INSIGHT INTO YOUR BUSINESS

Harte-Hanks is a worldwide direct and targeted marketing company that provides data-driven marketing services to local, regional, national and international consumer and business-to-business marketers.

BENEFITS AT A GLANCE

- Quickly shop carrier rates and schedules, select carriers, print labels and track your shipments from one system.
- Use any carrier you want. Allink is carrier-agnostic, so you can pick the rate and delivery method that's right for you and your customers.
- Share order and invoice information between Allink and hpCommerce to minimize manual entry and simplify invoicing reporting.
- Get up and running quickly and affordably. Allink is designed for fast, low-cost integration with hpCommerce.
- Always have the right address! Allink leverages Harte-Hanks Trillium® Software, the world's leader for address validation.



Insight. Passion. Results.





ALLINK® 360° LOGISTICS AND HPCOMMERCE®

With Allink 360° Logistics, hpCommerce users can:

- Simplify the international shipment process with a suite of useful features for shipping outside the U.S.
- Create comprehensive documentation and reporting for domestic and international shipping
- Track and trace all your inventory orders and shipments from origin to destination, with updates every step of the way
- Minimize bad addresses – Allink incorporates Harte-Hanks Trillium® Software for address correction and validation
- Share order and invoice data with hpCommerce so you spend less time on manual data entry.

Best of all, Allink is quick to install and configure, and a snap to use.

Choose the Configuration That's Right For You

Allink 360° Logistics puts you in charge of your shipping. Choose from three different configurations: Desktop for central management, Office for browser-based control, or Merchant for integration with e-commerce platforms. Each can be up and running quickly – with no dedicated equipment required.

Next Steps

Ship more efficiently. Save time. Shop for the best rates easily and quickly. Do all this and more!

Contact us today to learn more and schedule a free demonstration. Call (866) 909-9613.



ABOUT HARTE-HANKS

At Harte-Hanks, we know it takes more than guesswork to create direct marketing solutions that help you win, keep and grow your customer base. It takes true **insight** to understand complicated customer and marketplace data, and decipher how your customers and prospects behave. It takes people with **passion** to do whatever it takes to create innovative marketing communications that don't just break through the clutter – but break through the barriers to get response. And it takes a focus on delivering impressive, business-driving **results** to make sure you get maximum value from your direct marketing investment. It takes the people of Harte-Hanks.

For More Information Contact:

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