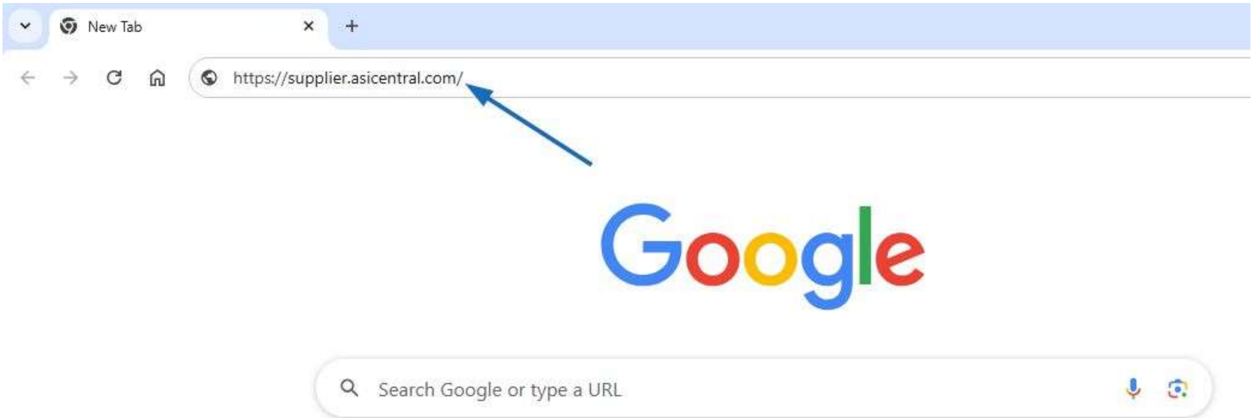
ASI Supplier Central Guide

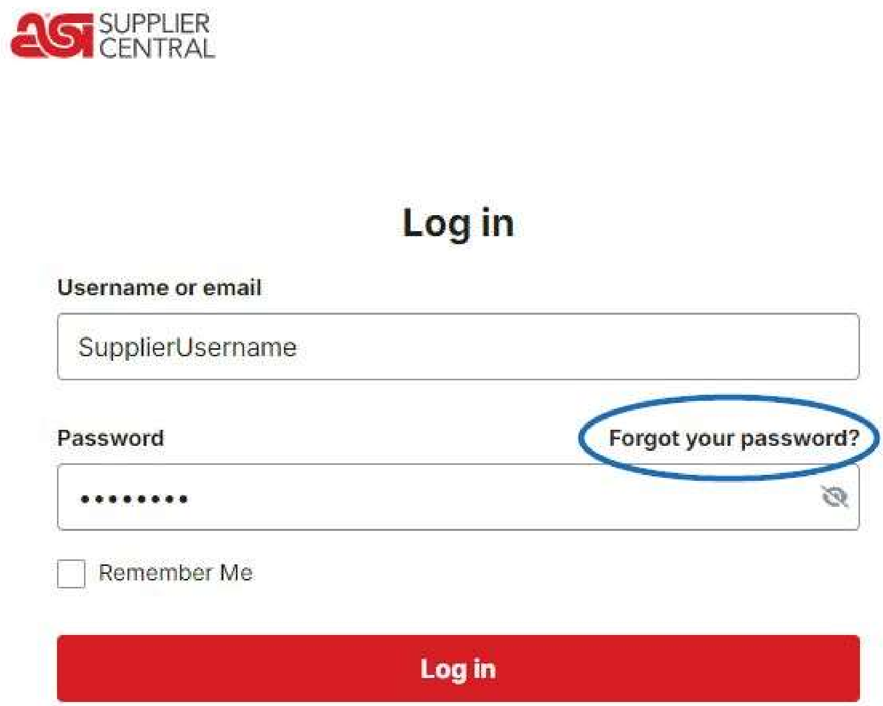
To access your information, open a browser and type https://supplier.asicentral.com in the address bar.



Enter your username or email address followed by your password. Then, click on the Log in button.

The "Remember Me" field will ensure that your username or email will be automatically filled in when you access ASI Supplier Central. After typing your password, you can use the eye icon to show the information you entered.

If you cannot login, your Username, Email or Password may be incorrect. Use the "Forgot your password?" link to reset your password.



Then, follow these steps to reset your password:

1. Enter your email address and click on the Reset Password button. An email will be sent.
2. Open your email and click on the Reset Password button in the message.
3. Type a new password that is between 8 - 64 characters long and contains a combination of letters and numbers in both the New Password and Confirm New Password boxes.
4. Click on the Change Password button.

A success message will appear. You can then click on the Go to Log In button to use your newly created password to log into ASI Supplier Central.

ASI Supplier Central Homepage

The ASI Supplier Central homepage contains links to helpful information, search options, and access to additional applications.

Manage Products

The Products link will open ESP Updates where you can manage your product data in ESP.

Learn more

Analytics

Use this central hub to explore and understand your key metrics, uncover trends, and drive informed decisions.

Learn more

Credit Reports

Credit Reports provides access to distributor credit reports and personalized lists. Credit Reports are updated daily by participating suppliers on distributor payment habits.

Learn more

Email Marketing

The Email Marketing section enables you to manage your Email Express campaigns and Trigger Marketing data if you have subscribed to this service.

Learn More

Help Center

Expand the Help Center to check out what's new in ASI Supplier Central and so much more!

Account

This section is where you can manage your personal account information for ASI Supplier Central as well as set defaults for Credit Reports.

If you have subscribed to ESP Websites for Suppliers, the "My Website" option will enable you to access the website admin area.

Learn More

Manage Products

ASI wants supplier products to be easily found, shared and ordered by distributors using ESP+. Data standards and requirements are set for product fields in ESP Updates to ensure your data is accurate. These standards help distributors find your products more quickly, easily add them to presentations and seamlessly place orders through ESP+.

ASI strongly recommends updating your product data, so you don't miss out on any sales opportunities.

If you have any questions regarding the standards, please email DataUpdates@asicentral.com or check out the Data Standards Reference Guide.

Accessing ESP Updates

From the ASI Supplier Central homepage, click on Manage Products from the main toolbar.

For more information on how to update and manage product information, please review the ESP Updates section of ASI Supplier Knowledge Base.

Analytics

Analytics is centralized hub that enables you to explore and understand key metrics, uncover trends, and drive informed decisions.

Accessing Analytics

Dashboard

The Dashboard section displays an overview of product activity and marketing information. It is important to keep in mind that the data contained in this report is proprietary and confidential information of ASI and may only be used consistent with the licensing agreement. The data may not be disclosed outside your company.

ESP and ESP Websites Activity

The ESP Activity and ESP Websites Activity tabs contain reports for product clicks within ESP and ESP Websites, top products, and ranks by product category. Click on the Download button to save a copy of a report to your computer.

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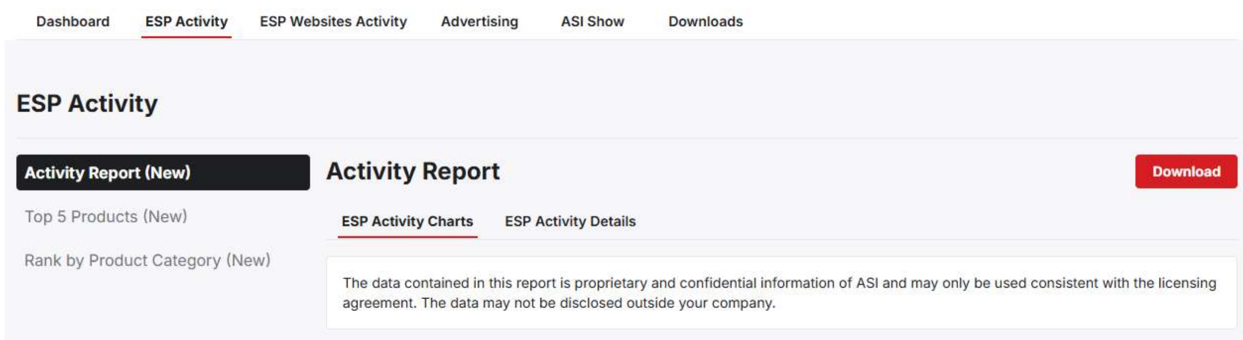
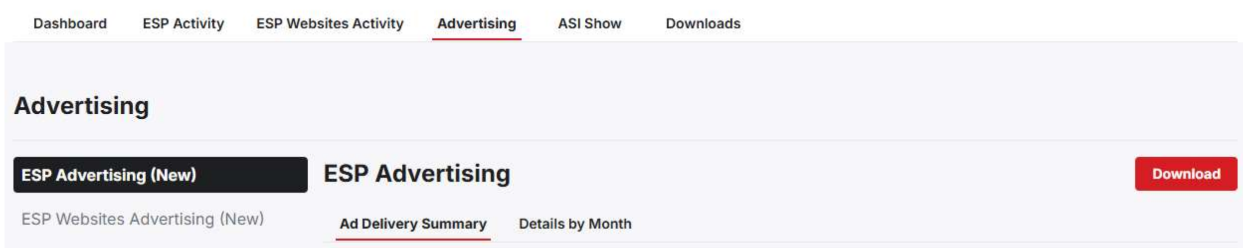


Advertising

The Advertising tab contains data for Ad Deliveries on ESP and ESP Websites, as well as monthly details. Click on the Download button to save a copy of a report to your computer.

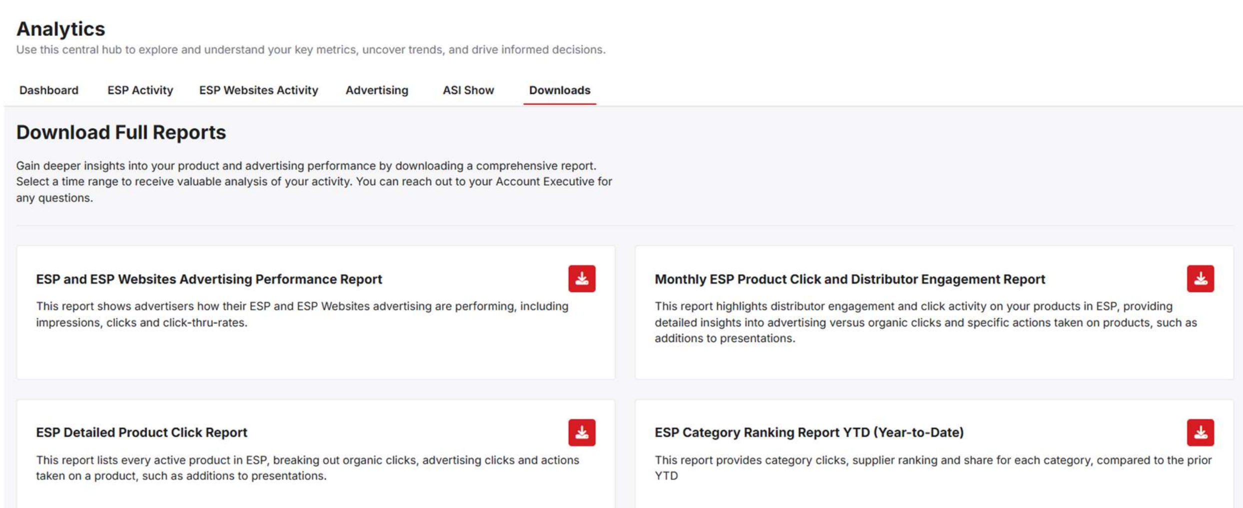


ASI Show

The ASI Show tab contains information on attendance at the major ASI Tradeshows in Orlando, Fort Worth, and Chicago along with competitor information. Competitor information includes comparisons for number of badge scans, new product showcase advertising, directory advertising and more.

Download

The Download section enables you to select gain insight into your product and advertising performance by downloading a comprehensive report.

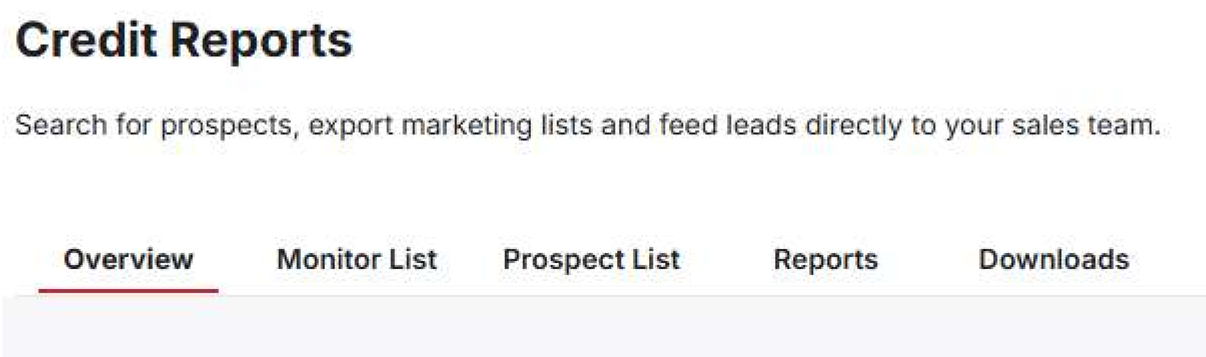


Credit Reports

To access credit report data, click on Credit Reports from the main toolbar.

The Credit Reports homepage provides an overview of distributor credit information, reporting capabilities and alerts. Use the available tabs to access:

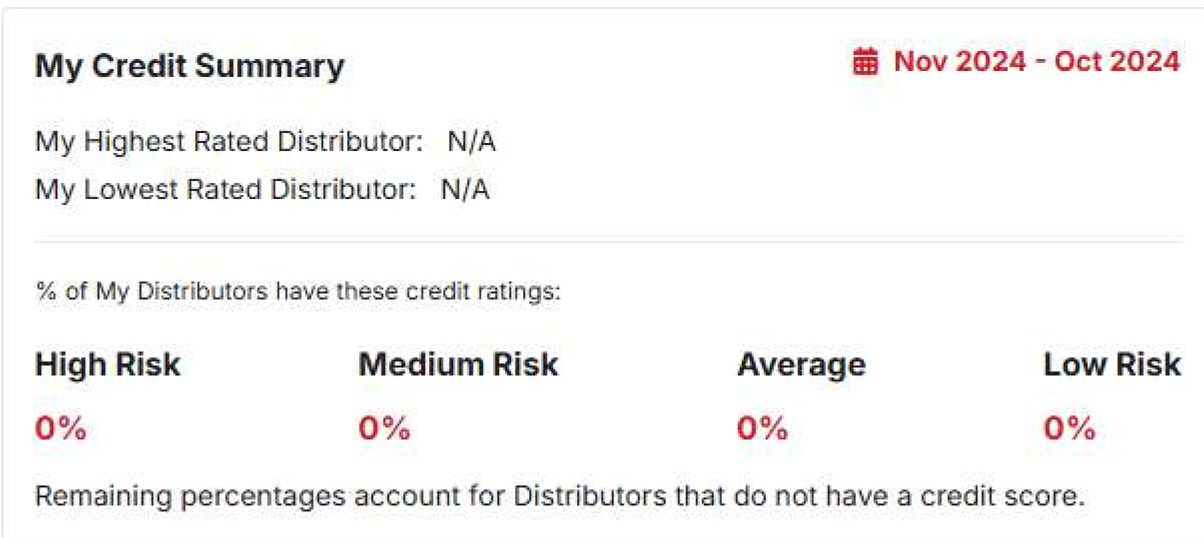
- **Monitor List**: Distributors are automatically added to the Monitor List when you report on the distributor company. The primary contact can remove distributors from this list or change the information monitored.
- **Prospect List:** Each licensed user has his or her own Prospect List. Users may add a distributor to their list through the search box on the Prospect List page.
- **Reports**: Upload and view reports.
- **Downloads**: List of downloads purchased in the past 90 days.



In the Overview tab, you can report a single transaction and/or upload a new report as well as view a graph of your company's reported transactions alongside the industry average for the past 12 months.

Next, the Average Credit Score Based On Your Last Report shows the average score of all distributors you have reported on in the previous month on a color-coded scale, indicating the credit risk level from high to low.

My Credit Summary assesses the reported distributors' credit ratings within the past twelve months. The highest and lowest rated distributors appear with clickable red ASI number links which generate each company's Quick View credit summary. In the event of a tie, both distributors display as the highest or lowest. In the lower part of the My Credit Summary section, you will see the percent of reported distributors in each risk group.



The Daily Credit Alert displays all distributors in the industry with alerts that day in five distinct categories. You can click on the corresponding arrow to expand or collapse the section. The categories are:

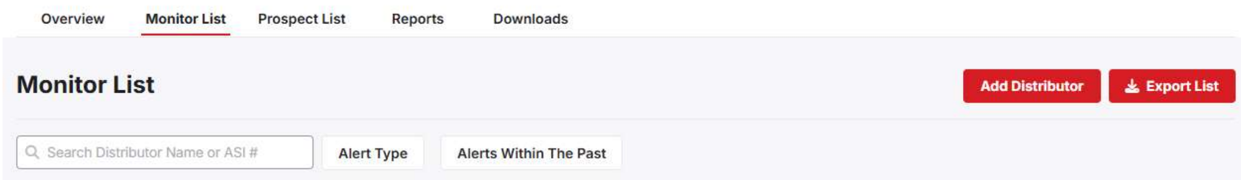
- Sent to Collections/Write-Offs
- Collection Payments
- Non-Sufficient Funds (bounced checks)
- Bankruptcy
- Monthly Past Dues

The Monitor Alert shows the most recent alerts for all distributors that you have previously reported on and kept in your Monitor List. Only the primary contact at your company can remove a distributor from the list.

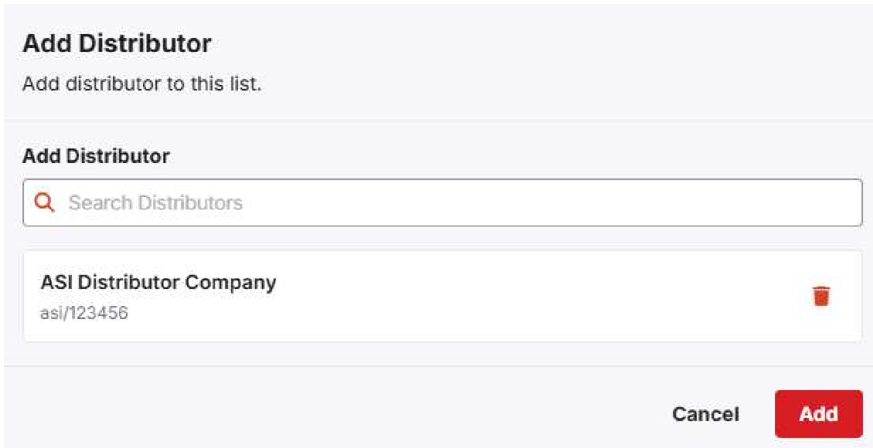
To view all distributors in the Monitor List, you can click the View Alerts link. Directly below this is the Recently Viewed Distributors which will display the distributors' ASI numbers, company name, and credit score.

Monitor List

The Monitor List helps you monitor the paying habits of distributors. When you report on distributors, they are automatically added to your monitor list. Distributors can be added and removed from this list by the Connect Primary Contact of your company



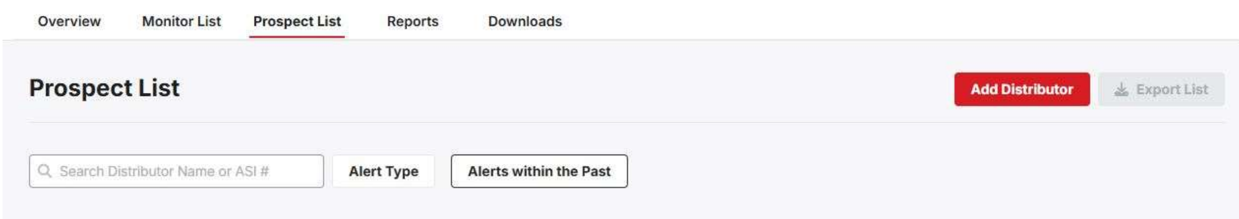
To add a distributor to the Monitor List, click on the Add Distributor button. Enter the Distributor company name or ASI number in the Search Distributor box. Matching results will be displayed, click on the Distributor's name. You can continue to use the Search Distributors box to include more distributors. When you are finished adding companies, click on Add.



To export the Monitor List as an Excel file or PDF document, click on the Export List button and select the file type you would like to generate.

Prospect List

The Prospect list enables you to monitor up to 100 prospective distributors. This information is updated in real-time for you to monitor these distributors' paying habits accurately. When new information is posted about a distributor, an indicator will appear on the search screen.



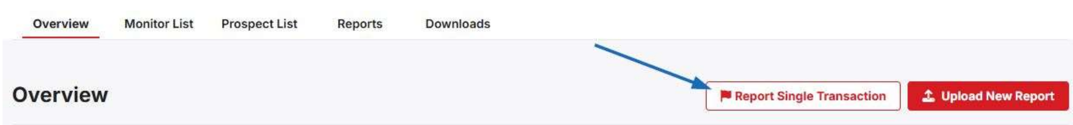
To add a distributor to the Prospect List, click on the Add Distributor button. Enter the Distributor company name or ASI number in the Search Distributor box. Matching results will be displayed, click on the Distributor's name. You can continue to use the Search Distributors box to include more distributors. When you are finished adding companies, click on Add.

To export the Prospect List as an Excel file or PDF document, click on the Export List button and select the file type you would like to generate.

Reports

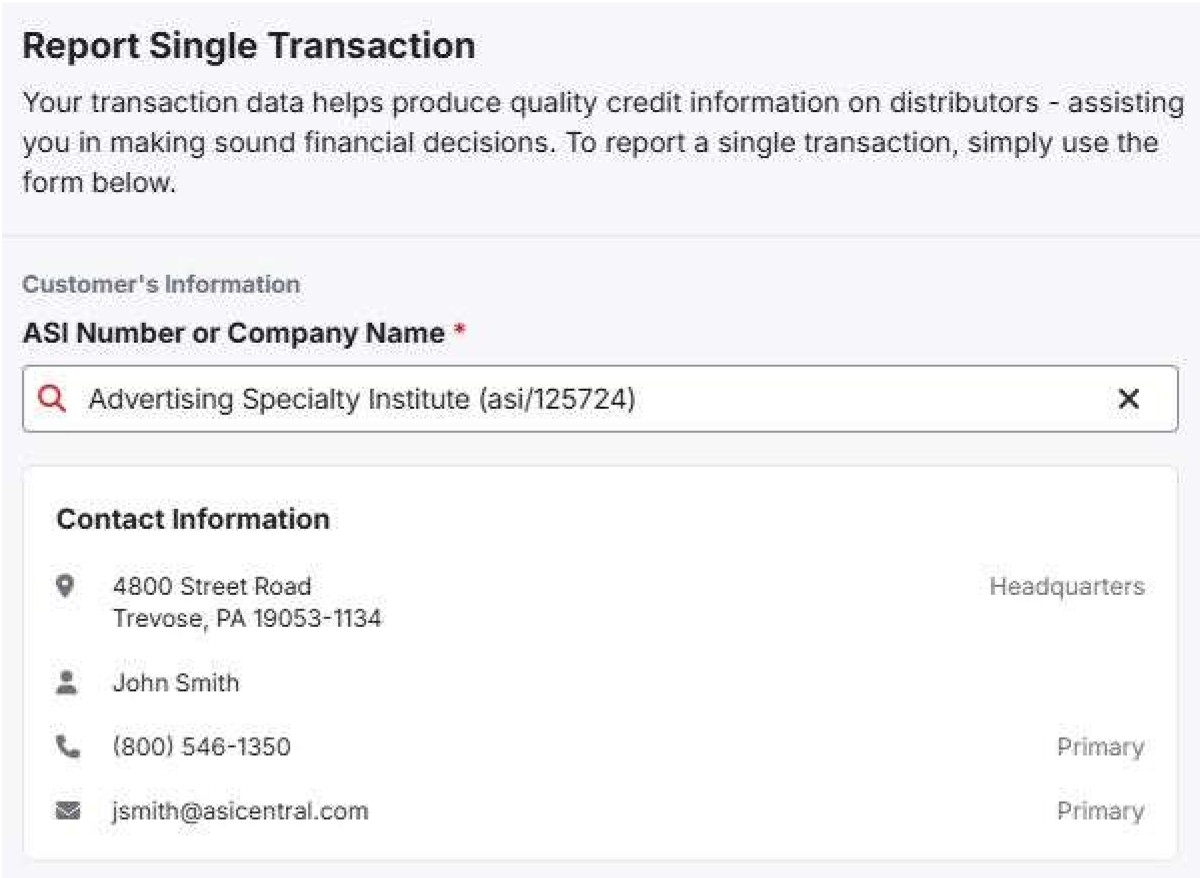
There are two ways to access the single transaction reporting form.

1. Click on the Report Single Transaction button from the Overview tab.

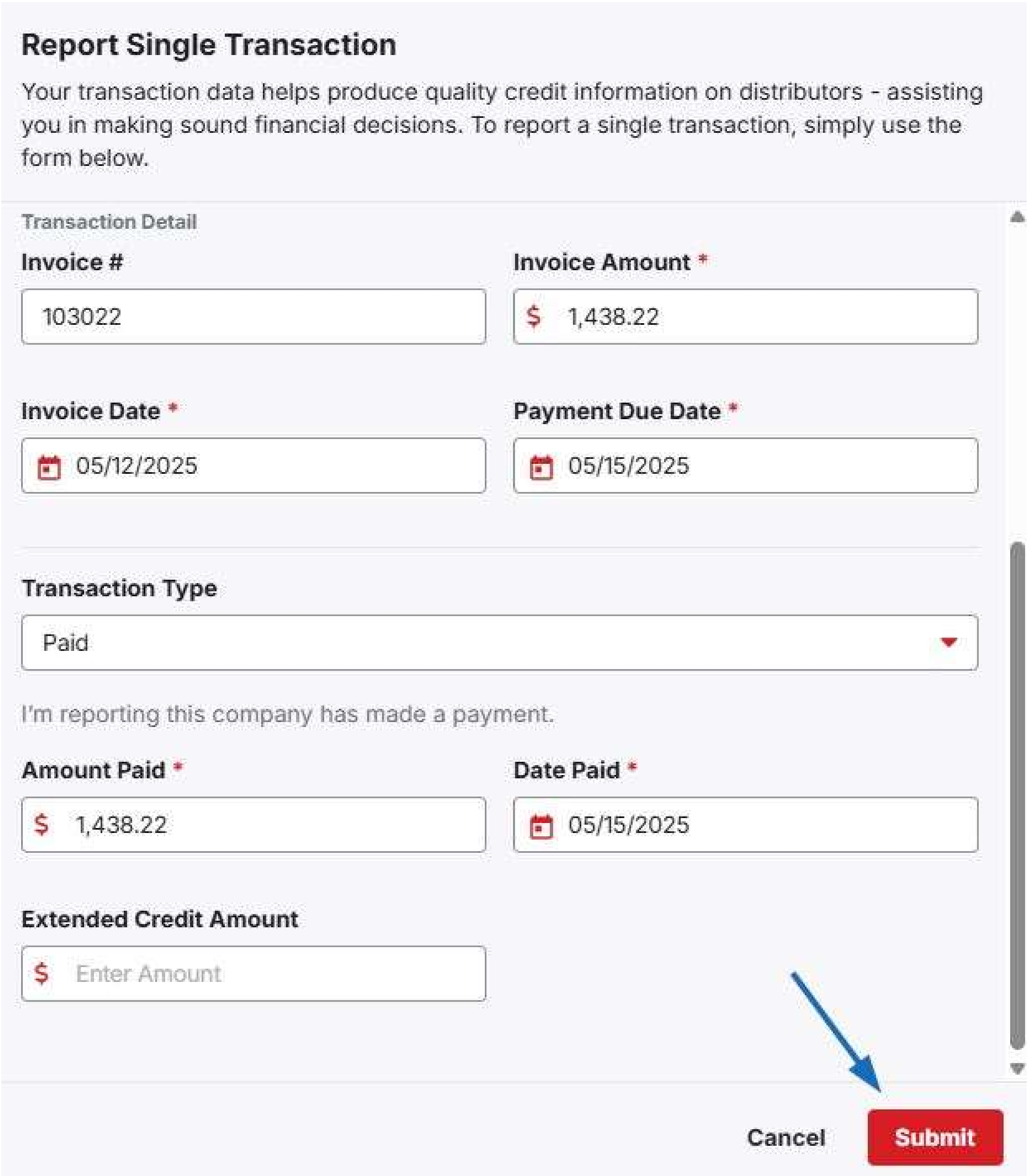


2. Go to the Reports tab and click the Report Single Transaction button.

On the Report a Single Transaction page, you can enter the distributor company's name or ASI in the search box. Then, select the company to display their contact card. After reviewing the customer information, it is important to enter the transaction details.



In the bottom half of the screen, click on the tab for the type of transaction and then enter as much information as possible.



Click the Submit button when you are finished. If you need to start over, you can click on the Cancel button.

Download Reporting Template

To upload a new report, it is recommended to download the reporting template to ensure that the report contains all the pertinent information for the specific report type.

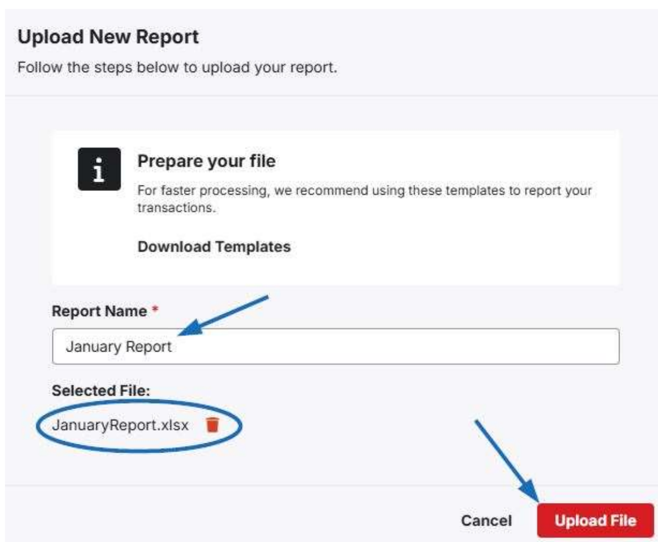
Clicking on the Download Report Template button will download a .zip file to your computer which contains templates for all report types, including:

- Collections
- NSF (Non-Sufficient Funds)
- Paid
- Past Sue
- Write-Off

There are two ways to access the section where you can upload a new report:

- Click on the Upload a New Report button from the Credit Reports homepage.
- Click on My Reports from the main toolbar and select Upload a New Report.

If you need a template, click on the Download Report Template button to download a .zip file to your computer which contains templates for all report types.



When the file is ready, type the report name and then click on the Choose File to Upload button to browse your computer for the report file. When you have selected the file, click on the Upload File button.

The uploaded report will be added to the Reports section.

Downloads

The Downloads Manager will display all downloads you have purchased within the past 90 days. Each download will be listed with the Transaction ID, Date of Download, and User.

Email Marketing

The Email Marketing section will display statistical information for your EmailExpress and Trigger Marketing campaigns. To access this section, click on Email Marketing from the main toolbar.

EmailExpress™ is a robust platform for targeted email marketing, simplifying campaign creation, delivery, and tracking to drive impactful results. The real-time reporting available in this section provides insights into campaign performance.

For more information on EmailExpress and additional marketing options such as Digital and Media Advertising, please visit the Supplier section of ASI Central.