

# Asset Management

Why & How to Deploy Asset  
Management as Part of your  
Value Proposition



***Reliance Alliance***

[www.RelianceGroupUSA.com](http://www.RelianceGroupUSA.com)



# A website is not enough

- A brand-new website with all the bells & whistles fully integrated with a SMARTstore
- You're excited but, ..... sorry!
- It won't make a squat of difference to your web traffic
- Build it but, unfortunately, they will *not* come
- There are already tens of thousands of ecommerce stores with no traffic and no transactions
- These represent the failed dreams of everyone who preceded you over the last 15-20 years

# The Amazon Marketplace

In May 2022, (a single month!) Amazon had approximately 2.4 billion combined desktop and mobile visits

In the 12 months ending June 2022, Amazon had ecommerce sales of almost \$500 *billion*

57% of paid units sold in the 3 months ending June 2022, were sold by 3<sup>rd</sup> party sellers operating in the Amazon marketplace

These 3<sup>rd</sup> party sellers do NOT own the customer's they sell to – Amazon does

As much as 30% of 3<sup>rd</sup> party sales revenue goes to Amazon in seller fees



# Why do 3<sup>rd</sup> Party Sellers go to a marketplace?

Because they have no web traffic of their own

Because paid traffic development strategies have a negative ROI

Because they have exhausted their known options

---



# There aren't many options

But you won't pick off Amazon or any of the other online behemoths without trying something new!

# And the good news is, despite their scale, reasons to fear the online behemoths are being eliminated

- The technology Amazon built their platform on *was* their differentiator
- Alongside investors with the stomach to tolerate 15+ years of losses and the emergence of AWS and Prime to fund ongoing ecommerce losses
- But ...
  - Amazon and other online behemoths are rapidly becoming the new “legacy” companies
  - Burdened with real estate and inventory
  - Their technology differentiator slowly being eliminated
  - Making them ripe for the picking



# Building a digital network

---

A viable alternative!

Ground up – business by business, asset by asset, person by person

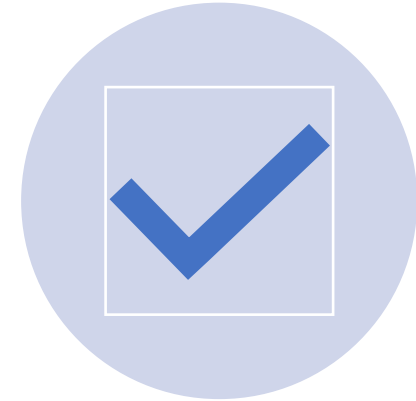
# Why an Asset Management Program?



YOU ALREADY HAVE THE  
GEOGRAPHICAL FOOTPRINT



YOU ALREADY HAVE THE  
CUSTOMER RELATIONSHIPS



YOU ALREADY HAVE THE  
SALES RESOURCES




What we  
don't know,  
and what  
we do  
know!

We don't know how successful you will be overcoming customer objections and deploying the RS<sup>4</sup> printer management program

We also don't know how successful you will be overcoming customer objections to expanding the scope of the RS<sup>4</sup> program and capturing a broader range of assets

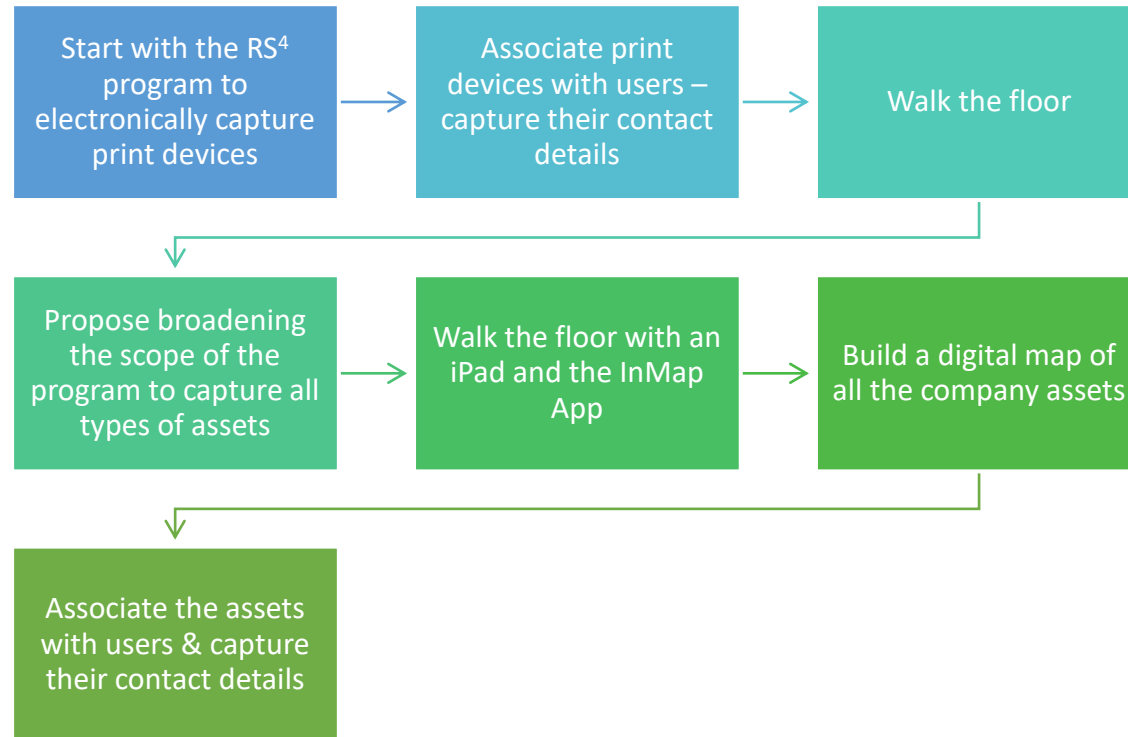
But what we do know with 100% certainty is that you will fail to profitably develop sufficient web traffic using “conventional” tactics that would subsequently go on to make a meaningful difference to your business



# Which is why you must pivot your resources

Promote RS<sup>4</sup>, deploy the Printer Management Program, &  
then Broaden its Scope to Capture Other Assets

# How to go about launching the Asset Management Program



# Leveraging Technology While Walking the Floor

iPad

2CLIXZ InMap

QR Label Printer

ONEcard & Hypernotes



## Mapping Customer Assets

- Walk the floor
- Map the assets
- Print & attach a QR label
- Position assets on the digital map
- Associate assets with users
- Capture users via ONEcard & Hypernotes

# Your future!

## A digital network

- Businesses
- Assets
- People

## Sticky customers

- Reduced customer churn
- Increased customer acquisition
- Monetizing more of the potential

## Independent of

- ISPs and whether they will deliver your emails
- Google, Facebook, and other paid “traffic” providers

# Your technology

## Unshackled from

- National wholesalers
- Legacy ERP

## Expanded product categories

- Office products
- Furniture
- Technology

## Digitally Connected

- 100+ distribution centers
- 1M SKUs
- Infinitely expandable according to your vendor relationships

In fact, ....

You will look like a little Amazon

But ... you will not be

- Encumbered with all the real estate
- Loaded down with all the inventory

And ... you will be

- Providing a better customer experience
- With a personal touch

That the online behemoths will be unable to match!



What do you  
need to get  
started?



A Plan



A Technology Platform



To Join the Mobile Ecosystem

Thank-you for  
watching!

Visit our Digital Transformation Resource Page  
[CLICK HERE](#)



**Reliance Group**  
Reliance Group USA

**2CLIXZ**