

# MLM Power Startup

**MLM Power Startup** is a reliable and cost effective MLM (multi-level marketing) / affiliates tracking software designed specially for new and emerging MLM companies. Below are just some of the main advantages we have over our competitors:

## **Our Competitive Advantage:**

### **● We are the specialist in this area:**

We are the specialist in developing MLM software in Singapore with almost 3 years of experience developing MLM software and we understand the MLM business much better than a traditional software development company or programmer. This means that we are able to serve your needs better. Being a specialist in MLM software, we will also provide continuous enhancement and upgrade to our software.

### **● Customized to your needs:**

Our product can be customized exactly to what you need. Unlike other packaged solutions that have restrictions on many areas, we can customize anything, from the types of compensation plans and the number of levels of commissions to the layout and the types of reports to be generated, genealogy charts to be shown, etc.

### **● Pay only for what you need:**

For an MLM company like yours started recently, you might just want a basic system and do not require all the full suite of powerful but expensive features that comes packaged in other MLM software. As our solution is highly customizable and modular in design, you only pay for those features that you need and nothing more!

### **● A stable & proven working software:**

MLM Power Startup is a stable and proven working software that has been commercially deployed in commercial MLM companies for almost 3 years supporting more than tens of thousands of distributors.

### **● Lower total cost of ownership:**

For the same features, our one-time software price is one of the lowest in the market. There is no monthly license fee for the software and the license allows unlimited number of users since it is based on per server. Our software can be deployed internally in your office without requiring any Internet connection or server hosting, thus saving you the server hosting and Internet connection fees. This is especially suitable for MLM startup does not conduct its business online. You also do not have to pay for costly license fees for the operating system, database and web server because our software comes packaged with free open source operating system, database and web server.

### **● No limit on usage:**

Some other MLM software restricts the number of transactions you can perform per day, depending on the type of packages you signed up. Our software does not limit the number of transactions or reports you can perform.

### **● Web based design:**

Our software is designed to be web based right from the start. This means that any computer with a web browser installed (such as Netscape or Internet Explorer) can access our software. It also means that you can choose to deploy it over the web now or in future and make it is accessible from any parts of the world. The MLM Power Startup software use the Linux operating system, the Apache web server and the MySQL database server, all of which are readily supported by web hosting providers.

### **● Scalable architecture & multiple countries support:**

When your business grows and the number of distributors have increased or you have expanded into other countries, our software grows with you as well because it can optionally support multiple countries and can be scaled into multiple machines to handle more transactions. Additional modules such as distributor site replication, eCommerce store for online purchase of goods or distributor self-service can be added when these functionalities are required.

### **● Closer to home for you & your data (for Asia countries only):**

Registered in Singapore, our company is among the very first (if not the only) company that specializes in MLM software in South-East Asia or probably even Asia. So for companies in these countries, we can offer closer and better service and support for your business. This gives us an edge over the majority of the other MLM software in the market that is based in US or Europe because we know the culture, the laws and regulation in this region better. In addition, it also means that all your previous confidential data can be stored locally in your office if you wish to and not kept online far away at the other side of the world.

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## Our Clients

We believe in maintaining long term and satisfying relationships with our clients by providing excellent services and support. As a testimony to our services, over the years, we have more than 75% of our clients returning to us to request for additional services. Below is a non-exhaustive list of some of our clients:

- e-Raffles Consultancy Pte Ltd ([www.erafflesglobal.com](http://www.erafflesglobal.com))
- Land International (Far East) Pte Ltd ([www.landintfe.com](http://www.landintfe.com))
- MSI Connection Pte Ltd
- Natural One Pte Ltd ([www.natural-one.com](http://www.natural-one.com))
- OSMS International Pte Ltd ([www.osmscard.com](http://www.osmscard.com))
- Perfect 5 Pte Ltd ( [www.perfect5.biz](http://www.perfect5.biz))
- SG Easiway Pte Ltd ([www.easicleen.com](http://www.easicleen.com))
- Unicorn Oil Company Pte Ltd ([www.e-unicornoil.com](http://www.e-unicornoil.com))
- Venture Era Group Pte Ltd ( [www.venture-eragroup.com](http://www.venture-eragroup.com))

## Some Testimonials From Our Clients:

*“I am glad to have engaged Smart Ray Technologies Pte Ltd when we first started our MLM business. Unlike other software / technology providers, they really understand our needs and are able to deliver a stable, scalable and customized MLM solution that satisfies all our requirements.*

*In addition, they also provide invaluable consultancy services in analyzing and fine tuning our compensation plans, work processes and also sharing the wealth of experience they have accumulated.*

*I definitely recommend Smart Ray Technologies Pte Ltd to all MLM companies. The return you get is much more than what you have invested!”*

Nick Tan  
Director  
OSMS International Pte Ltd

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*“Smart Ray Technologies Pte Ltd is definitely the company you want to have as your IT partner and MLM consultant. Till now, I still remember how it went the extra mile for me to resolve other IT issues that’s not even related to this project.*

*I also discover that Smart Ray Technologies Pte Ltd, being a small company, is actually much more approachable and sensitive to our needs as compared to larger IT firms.*

*Overall, I am very satisfied with the performance of Smart Ray Technologies Pte Ltd. On a score of 1 to 10, I would give 9 to Smart Ray Technologies Pte Ltd for its dedicated service and commitment.”*

Vincent Lim  
Executive Director  
Laboratory Diagnostic Services Pte Ltd

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*“As a newly started network marketing company, we are looking for a technology provider that understands our business and can respond quickly to our needs with a cost effective IT solution.*

*We are glad that Smart Ray Technologies Pte Ltd is able to provide us a customized system that fulfills our requirements at an affordable rate and yet designed to be scalable enough to handle larger loads with operations in multiple countries in the future. This allows us to operate our network marketing business with greater efficiencies and lower costs.*

*We definitely recommend Smart Ray Technologies Pte Ltd to any aspiring entrepreneurs who are planning to start their own network marketing company.”*

Daniel Chong  
Director  
MSI Connections Pte Ltd

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# MLM Power Startup

## Software Specification

The MLM Power Startup is a comprehensive MLM software that includes the following:

### **Distributor Management Module:**

This module provides the ability for **registering, updating, viewing and searching** of distributors. Basic information about distributors' personal information and spouse's information, alternate delivery addresses for auto-shipment, credit card payment details, sponsorship code and name are all catered for. It also includes the handling of **auto-ship** orders, checking for **duplicate bank account numbers** and **auto-deduction of goods balance** from product inventory during registration. It also provides reports on distributors who meet their **monthly maintenance** fully, partially or none at all. It also reports on distributors whose **memberships are due** in 1 month's time or already overdue and supports **membership renewal** as well.

### **Product Management Module:**

This module provides the ability to **add, update and delete products**. Basic information on product such as **product name/description, retail price, member's price, supplier's price, shipping cost, batch no, expiry date, goods balance and product BV** are catered for. There is also a **low inventory alert feature** whereby for goods balance below a certain threshold, the user is alerted every time he/she logs in to the system.

### **Order Management Module:**

This module supports both **manual/adhoc orders** as well as **generation of auto-ship orders** automatically at a **predefined interval** (eg: weekly, monthly, etc). Order numbers are automatically assigned by the software. For auto-ship orders, it can print out the delivery order sorted by country, then zip code, then street name. It allows the inclusion of a **delivery and/or admin fee** for each order and also includes the **computation for goods and services tax, GST** (also called VAT in some other countries). Each order can have as many as up to 255 products. This module also allows you to search for orders made by any distributor for the last 1 month, last 3 months or the last 1 year.

### **Compensation Plan Module:**

This module supports the computation of **monthly sales volume** for individual distributor or its group (ie, its downlines) in **business value units** (typically called BV). The sales volume can be viewed in the form of a **genealogy chart** for the whole company or individual distributors. It also supports the **computation of commission and printing of commission statements** for all distributors. Commission statements will differentiate the commission for purchases of goods or recruitment of new distributors. The module will be customized to support the type of compensation plan used by the client. By changing the commission percentage of each level and then run the commission calculation, you can perform simulation on the commission payout to each distributor for different commission percentages at different levels. This simulation can be run as many times as you want.

### **Installation & Configuration Services:**

This includes the installation and configuration of the Linux operating system, Apache web server, MySQL database server and the MLM software for 1 server. It also includes scheduled scripts for daily backup and also scripts for maintenance of the servers. For the MLM software itself, it includes only simple customization such as incorporating the company's name or logo, removal of unused fields and renaming of fields used in the various modules. It also includes the customization to the Marketing/Compensation Plan module so that it can calculate the sales volume and commission according to the client's compensation plan.

#### **Note:**

- *Additional functionalities or modifications to existing functionalities can be provided separately at rates that are affordable and negotiable.*
- *As it is not possible to completely list out every single item that the MLM Power Startup software covers or does not cover in the software specification, all potential customers are required to see a demonstration of the software as well as go through a brief requirement analysis with us before signing up for this software.*
- *Costs for all required hardware such as PCs, server, printer, backup devices and internet connection charges, if any, are not included.*
- *For clients located outside Singapore, there might be additional cost incurred to cover the travel, accommodation and related expenses if we need to travel to your office for requirements gathering or installation and configuration.*

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## ***Additional Modules / Functionalities (Optional)***

As the MLM Power Startup is a fully customizable software, you can add any number of modules or functionalities that you require for your business now or in the future at reasonable costs. Some common examples of functionalities (certainly not an exhaustive list) you can add are:

- **Multiple countries support**

When you expand your business overseas, our software allows you to setup additional centers in multiple countries and sponsorship of distributors across different countries and multi-currency support.

- **Distributor site replication**

This provides the ability to create a replicate website for distributors so that the distributor can have their own website with all the company's information and resources.

- **eCommerce shopping cart for online purchase of goods**

This allows distributors as well as end-consumers to makes purchases for you products online.

- **Distributor online self-service**

This allows distributors to perform all their transactions online, such as updating personal information, checking or printing commission statements, track sales volumes, view genealogy charts, etc.

- **eLearning tools**

This provides the training, motivation and leadership courses, discussion forums, and messaging capabilities for your distributors online.

## ***Technical Specification***

- The MLM Power Startup software requires PHP version 4.3.4 and above and also MySQL version 3.23.53 and above and Apache server version 1.3.4 / 2.0 and above. All these software can be deployed in a large number of operating systems and hardware such as Linux, Windows 2000, IBM's AIX and S/390, Sun's Solaris and HP-UX. Therefore, you have the freedom to choose the type of hardware and operating system to use. However, our recommendation is to use the Linux operating system on Intel based processor as it is a proven solution and is also the lowest cost solution. Take note that the cost of acquiring the operating system license fee (except for Linux) and the cost of the hardware are not included in this quotation.
- If you do not wish to acquire the hardware and have it running in your office, you can subscribe to our server hosting solution. We and our web hosting partner will maintain the server, the software and the data for you for an additional monthly subscription fee. You would then need to have an Internet connection to access the MLM Power Startup software.
- Other related hardware that you should consider is a printer for hardcopy printing and a backup device such as tape drive, Zip drive or CD writer to backup your data if you are housing the server yourself.

## ***How To Contact Us***

You are definitely welcome to contact us for a free demonstration and consultation to see for yourself how this cost effective software can help you in your business. You can contact us at the following email, website and telephone or fax numbers below:

Contact Person:	Mr. Teo Chee Keong (Director)
Email:	<a href="mailto:enquiry@smart-ray.com">enquiry@smart-ray.com</a>
Website:	<a href="http://mlm.smart-ray.com">http://mlm.smart-ray.com</a>
Telephone (DID):	(65) 67831839
Fax:	(65) 62341719

**Contact us for a no obligation free demonstration and consultation today!**