



a division of Fromuth Tennis

TENNIS COMMERCE SUITE™

Version 6.9

Internet-based software for retailers, playing facilities and program coordinators

helping you service your customers through technology

ABOUT TENNIS COMMERCE SUITE™

Version 6.9



Web-based solutions that get results...
for all tennis businesses!

TENNIS COMMERCE SUITE delivers a professional presence on the Internet that strengthens your relationship with current customers and attracts new ones.



PLAYING FACILITIES

Public Clubs
Private Clubs



RETAIL

Specialty Dealers
Pro Shops

ABOUT TENNIS COMMERCE SUITE™

Version 6.9



This value-packed product has many components:

FULL-SERVICE WEB STRATEGY CONSULTING

Have an existing website? We'll integrate the tools of **TENNIS COMMERCE SUITE** to your liking.

Need a website? We'll handle all the technical details, do the content development and design, and train you on the easy system.

"OUR STORE ONLINE"

Expand your business with round-the-clock shopping and increased inventory to better serve your customers needs *without added overhead and staffing costs!* Features include order fulfillment by Fromuth Tennis and toll-free customer support. Available only to authorized dealers.

STRING CENTER™ *New for Version 6.9!*

Manage and grow your stringing operation with a trackable process; professional work orders and receipts; customer profiles that record racquet, string and tension preferences; and automated reminder notices for customers.

FACILITY MANAGEMENT TOOLS *powered by TennisConnect*

Make it easy for your customer base to play more tennis! The online court scheduler and program registration tool are available 24/7; the eCalendar keeps players informed about events and program start dates; the contact management system allows swift communication with players.

PUBLIC RELATIONS AND OPERATIONS SUPPORT

The exclusive "Publicity Start-Up Kit" by Media Moxie advises how to get free media coverage of the expansion of your business on the Internet, and includes a custom press release. Your purchase of **TENNIS COMMERCE SUITE** includes a "Facility Plus" membership in the Tennis Industry Association, which qualifies you for special rates on shipping, credit card processing and much more.

OUR STRATEGIC PARTNERS



- **Fromuth Tennis** is owned by Pat Shields and is a partner in Sports InterActive. Fromuth Tennis is recognized as the largest tennis distributor in the industry and provides the inventory and customer service for *Our Store Online*.
- **TennisConnect** develops Internet-based software aimed at helping facility operators and professionals increase play frequency and communication and is the authorized operating platform for all Sports InterActive websites. President Charlie Ruddy founded the company to merge his expertise in technology design with his love for tennis.
- **Media Moxie LLC** is an editorial and web content consulting firm specializing in the tennis industry. President Liza Horan creates and executes media strategies on multiple platforms by working directly with companies and speaking at national conferences. Media Moxie provides all new Sports InterActive *Premium SI* and *Specialty Dealer* clients with a comprehensive Media Kit to effectively promote their new website and core business strategies.
- **TIA** is a not-for-profit trade association whose mission it is to promote the growth and economic vitality of tennis. For tennis businesses, a TIA membership brings valuable benefits and the ability to actively support industry efforts to grow the game, such as Tennis Welcome Centers and Cardio Tennis.



"OUR STORE ONLINE"



This feature-rich product is designed to *increase your profits!*



Here's how:

- expanding your inventory
- improving customer relations by offering convenient 24/7 shopping from a name they know and trust
- reaching out to potential customers who prefer the convenience of shopping online yet want to support local businesses
- creating a new platform to communicate with current and potential customers
- no longer losing online purchases to other web retailers

"OUR STORE ONLINE"



And...it works!



"In the first month I sold over \$2,500 in products from my new online store!"

*Billy Power, Director of Tennis
Texarkana Country Club
Texarkana, Ark.*

"My new website has helped to significantly grow my entire business, from my increased shop sales to sold-out clinics and lessons. And I just got promoted to marketing director of my club. One of the main reasons cited by club management was the utilization of my Sports InterActive website!"

*Adrienne Ballingall, Director of Tennis
Ocean Tennis Center
Toms River, N.J.*

"OUR STORE ONLINE"



Sports InterActive is able to offer this unrivaled online solution because we are a division of Fromuth Tennis



"For over 30 years, Fromuth Tennis has been a significant player in the tennis industry, as a wholesale distributor to small pro shops and retail stores across the country. With our customer service and same day shipping, we have enabled thousands of pros to service their customers with racquets, shoes, string, apparel and more.

Through our exclusive partnership with Sports InterActive, it is time for us to offer you another tool to help you service your customers and increase your profits."



*Pat Shields, Owner/President
Fromuth Tennis
West Lawn, Pa.*

STRING CENTER™

New for Version 6.9!



Trade those handwritten notes and start managing your stringing business with incredible ease, efficiency and expertise!

HIGHLIGHTS OF STRING CENTER™

- Create customer profiles to store racquet, string, and tension preferences
- Print receipts and work orders
- View and prioritize jobs
- Assess stringers' performance
- Automate the process of sending reminders to customers
- Increase customer service and professionalism
- Boost this high-margin revenue stream!

STRING CENTER™ is included with both the *Premium SI* and *Specialty Dealer* packages of **TENNIS COMMERCE SUITE**

STRING CENTER™

New for Version 6.9!



Take a look...Steps 1 and 2

Welcome MyTennisCenter demo and training club [GO TO FACILITY SITE](#) | [LOGOUT](#)



Connecting with players through technology 

HOME | **FACILITY SETTINGS** | COURTS | CALENDAR | WEB SITE BUILDER | CONTACT MANAGER | GROUP EMAIL | RESOURCES

Tuesday, January 2, 2007

STRING CENTER

[Create New Ticket](#) | [Closeout Process](#) | [Search Tickets](#) [String Center Settings](#)

Status: Date: entered Customer: Stringer: Ticket No:

New Ticket | Step 1

Customer Information:

Select Existing Member:

Name: Jackie Norms

Phone Number: 410.855.1212

Email: Jackie@stringmyracquet.com

Internal Customer ID: 1234


Open Tickets
(Date requested/promised)


- New Player (no date)
- John Test (11/10/06)
- Kevin Anderson (no date)
- Peter Allen (11/15/06)
- Matthew Akers (12/5/06)
- Pete Player (no date)
- Matthew Akers (12/18/06)

Incomplete Tickets
(Date entered)

- Matthew Akers (11/17/06)
- Noelle Alan (11/29/06)
- Matthew Akers (12/1/06)
- Matthew Akers (12/1/06)
- noelle.alan (12/11/06)
- Matthew Akers (1/2/07)
- Noelle Alan (1/2/07)

Welcome MyTennisCenter demo and training club [GO TO FACILITY SITE](#) | [LOGOUT](#)



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Tuesday, January 2, 2007

STRING CENTER

[Create New Ticket](#) | [Closeout Process](#) | [Search Tickets](#) [String Center Settings](#)

Status: Date: entered Customer: Stringer: Ticket No:

New Ticket | Step 2

Stringing Preferences:

Racquet Manufacturer: Head

Racquet Model: Head Axiom Radical Limited Edition Other:

Head Size: Oversize

Preferred String: Prince Duraflex Synthetic Gut Other:

String Gauge: 15

Desired Tension: Mmm 54 (Help link)

X's 54

Grip Instructions:

Replace Grip: Yes No

Grip: Other:

Open Tickets
(Date requested/promised)

- New Player (no date)
- John Test (11/10/06)
- Kevin Anderson (no date)
- Peter Allen (11/15/06)
- Matthew Akers (12/5/06)
- Pete Player (no date)
- Matthew Akers (12/18/06)

Incomplete Tickets
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- Matthew Akers (11/17/06)
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- noelle.alan (12/11/06)
- Matthew Akers (1/2/07)
- Noelle Alan (1/2/07)



Take a look...Steps 3 and Summary page

STRING CENTER
 Connecting with players through technology

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Tuesday, January 2, 2007

STRING CENTER
 Create New Ticket | Closeout Process | Search Tickets | String Center Settings

Status: Date: Customer: Stringer: Ticket No:
 Quick Search - select - entered - select stringer - SEARCH

New Ticket | Step 3

Receive Information:
 Note: Format all dates as mm/dd/yyyy.
 Received By: Pete Player
 Comments: Any comments on the string job would go here!

Requested by: Date: 1/3/2007 Time: 12:00
 Promised by: Date: 1/3/2007 Time: 12:00
 is this RUSH job?
 Estimated Charges: 95
 Continue

Open Tickets
 (Date requested/promised)

- New Blauer (no date)
- Jacques Test2 (11/10/06)
- Kevin Anderson (no date)
- Peter Alan (11/15/06)
- Matthew Akers (12/5/06)
- Pete Player (no date)
- Matthew Akers (12/18/06)
- Jackie Morris (1/3/07)

Incomplete Tickets
 (Date entered)

- Matthew Akers (11/17/06)
- Noelle Allen (11/29/06)
- Matthew Akers (12/1/06)
- Matthew Akers (12/1/06)
- roger alan (12/1/06)
- Matthew Akers (12/11/06)
- Matthew Akers (1/2/07)
- Noelle Allen (1/2/07)

Home | Logout

Ticket ID: 1030 Summary

STRING JOB DONE | PICK UP | CLOSE TICKET | PRINT | DELETE

Ticket No: 1030
Status: OPEN

RUSH
 Promised by: 1/3/2007 @ 12:00

Customer Information

Name: Jackie Morris
 Internal Customer ID: 1234
 Member ID: 3026787
 Phone: 410.555.1212
 Email: Jackie@stringmyracquet.com

Receive Information

Dropped Off: 1/2/2007 11:36 AM
 Received By: Pete Player
 Requested By: 1/3/2007 12:00
 Promised By: 1/3/2007 12:00

Estimated Charges: \$35.00

Stringing Preferences

Racquet Manufacturer: Head
 Racquet Model: Head Agassi Radical Limited Edition
 Head Size: Oversize
 Preferred String: Prince Let's Rip
 String Gauge: 15
 Desired Tension: Mains: 54 X's: 54

Closeout Information

Stringer:
 Completed:
 Picked Up:
 Ticket Closed:
 Total Charges: \$0.00

System Emails Sent

Receipt Sent: No
 String Job Done: No

Inspection and Receiving Comments

Any comments on the string job would go here!

Open Tickets
 (Date requested/promised)

- New Blauer (no date)
- Jacques Test2 (11/10/06)
- Kevin Anderson (no date)
- Peter Alan (11/15/06)
- Matthew Akers (12/5/06)
- Pete Player (no date)
- Matthew Akers (12/18/06)
- Jackie Morris (1/3/07)

Incomplete Tickets
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Home | Logout

FACILITY MANAGEMENT TOOLS

powered by TennisConnect



Help players play!



HIGHLIGHTS:

ONLINE COURT RESERVATIONS

- Players can check which courts are available at what times
- Online sign-up
- Club confirm reservations

FIND A PARTNER

- Online database of players and skill levels
- Players can quickly and easily search database and schedule a game

PROGRAM ENROLLMENT

- Players can research and sign-up for tennis camps and clinics online
- Schedule a lesson
- Client can review a schedule planner and sign-up online
- Pro confirms time with the client

E-CALENDAR

- List of all club events, sales promotions and Demo Days
- Customer can sign-up online and make online payments

FACILITY MANAGEMENT TOOLS

powered by TennisConnect



Court Reservation page

COURT SCHEDULER

Reservation Schedule (6 March 2006)

Lesson Available

Reserved

Not Available Online,
call 410-398-8282 for reservation.

Lesson

[To reserve a court:](#)
 1. Click on desired date 2. Click on desired time

	Court 1	Court 2	Court 3	Court 4	
7:30 AM	Closed	Closed	Closed	Closed	7:30 AM
8:00 AM					8:00 AM
8:30 AM					8:30 AM
9:00 AM	Full Court Unavailable	Full Court Unavailable	Full Court Unavailable	Lesson Eric R. Thomas	9:00 AM
9:30 AM	Full Court Unavailable	Full Court Unavailable	Full Court Unavailable	Lesson Eric R. Thomas	9:30 AM
10:00 AM	Full Court Unavailable	Full Court Unavailable	Full Court Unavailable	None Reservations/Events	10:00 AM
10:30 AM	Lesson Eric R. Thomas			None Reservations/Events	10:30 AM
11:00 AM	Lesson Eric R. Thomas			None Reservations/Events	11:00 AM

Calendar

March ▼ 2006 ▼

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

<< **today** >>

My Schedule

EXPRESS RESERVATION

SCHEDULE

LESSON SEARCH

PRINT

CONTACT MANAGER

powered by TennisConnect



Group email system allows you to better communicate with your customers and build your business.

Welcome MyTennisCenter demo and training club: [GO TO FACILITY SITE](#) | [LOGOUT](#)

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Tuesday, January 2, 2007

CONTACT MANAGER

Welcome to Contact Manager. Using Contact Manager will make it easier to find players with like interests in your facility and introduce them. It also serves as a way to increase interest in your tennis activities by including/contacting members that may not participate as much.

[Add a New Contact](#) | [List all Contacts](#) | [Manage Distribution Lists](#) | [Custom Report](#) | [Export Contacts](#)

Filter list by: First Name ASC [FILTER LIST](#)

[CREATE REPORT](#) Page 1 of 10

Contacts (245) Email Address	Gender Last Login	User Name Internal Customer ID Site Contact ID	
abedwahed, sabria sabwahed@hotmail.com	Female 08/04/2005	sabria 3004021	EDIT DELETE SEND PASSWORD
Akers, Matthew charlie@tennisconnect.org	Male 306423	joesakers@indspring.com 306423	EDIT DELETE SEND PASSWORD
alan, roger rogeralan@hotmail.com	Male 3001269	rogeralan100084 3001269	EDIT DELETE SEND PASSWORD
Allen, Matthew MattAllen@MattAllen.org	11/14/2006 3018593	Matthew3018593 3018593	EDIT DELETE SEND PASSWORD
Allen, Noelle Noelle@TennisConnect.org	Female 03/14/2005	Noelle	EDIT DELETE

GROUP EMAIL

Complete the form to send an email to your email list.
You are sending the message to 3 contacts.

You can use a previously sent email as a template or create from scratch.

Use Template? [USE TEMPLATE](#)

From:
Email Address that you wish to show on the From field in the email.
It has to be a valid email address.

Subject:

This message is private and not viewable through email history.

Message Body: [Select from Shared Templates](#)

[Shop Our Store ONLINE! CLICK HERE](#)

FOR IMMEDIATE RELEASE:

Pete's Tennis Shop adds 16,000 items to it's inventory with OUR STORE ONLINE.

Pete's Tennis Shop is adding a whole new dimension to the racquet sports merchandise it offers members with the introduction of Our Store Online. The online store is the key feature of _____'s new website, _____. Members can simply log onto the website,

TENNIS COMMERCE SUITE™



We offer three packages:

	ONE TIME SET-UP FEE	MONTHLY FEE
TENNISCONNECT UPGRADE PACKAGE <i>available only to current TennisConnect clients</i>	\$95	\$39
SPECIALTY DEALER PACKAGE <ul style="list-style-type: none">• “Our Store Online”• Contact Management System• STRING CENTER™ v.6.9	\$349	\$79
PREMIUM SI <ul style="list-style-type: none">• Facility Management Software• TIA “Facility Plus” Membership• “Our Store Online”• Contact Management System• STRING CENTER™ v.6.9	\$349	\$89

TENNIS COMMERCE SUITE™



NEXT STEPS...

1. Decide which package is best for you

	ONE TIME SET-UP FEE	MONTHLY FEE
TENNISCONNECT UPGRADE PACKAGE <i>available only to TennisConnect clients</i>	\$95	\$39
SPECIALTY DEALER PACKAGE <ul style="list-style-type: none">• “Our Store Online”• Contact Management System• STRING CENTER™ v.6.9	\$349	\$79
PREMIUM SI <ul style="list-style-type: none">• Online Facility Software• TIA “Facility Plus” Membership• “Our Store Online”• Contact Management System• STRING CENTER™ v.6.9	\$349	\$89

TENNIS COMMERCE SUITE™



NEXT STEPS...

2. Go to www.sports-interactive.net and click on the PURCHASE menu button at the top of the page.

3. Complete the Order Form and click SUBMIT. This initiates the development phase.

4. You will be requested to fill out and fax the ACH document authorizing Sports InterActive to setup your account and initiate payment for your setup fee. All payments (sales earned on your online store) and debits (monthly fee) are transacted through your checking account and managed on a monthly basis. **Sales reports are available 24/7 through a secure login system!*

5. Next you will be contacted by our production partner, TennisConnect, with detailed information on the development process. Allow 10 to 14 days for final development.

6. Prepare to watch your business grow!



TENNIS COMMERCE SUITE™



Contact Information

Please call us at any time with questions. It is our pleasure to help you leverage the Internet to boost your bottom line.



a division of Fromuth Tennis

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