



About VisionWeb

Headquartered in Austin, Texas, VisionWeb is the leading provider of software and technology solutions to the optical industry. VisionWeb offers convenient, direct-to-supplier online ordering; online multi-payer insurance transaction processing; and other services for opticians, optometrists, ophthalmologists, optical manufacturers, laboratories, distributors, payers, and patients. For more information, please visit www.visionweb.com.

 **Electronic Ordering for
Ophthalmic Suppliers**

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Automated Order Processing for Improved Accuracy and Efficiency

VisionWeb's suite of electronic ordering services makes automated order fulfillment a reality for ophthalmic suppliers of spectacle lenses, contact lenses, stock lenses, and frames.

Using VisionWeb's electronic ordering services, you will connect with your customers electronically through many interfaces including VisionWeb's online portal, Visionweb.com, integrated practice management systems, and commerce-by-VisionWeb websites. More points of access to you mean more convenience for your customers. Your customers can order to you using the most convenient ordering method for them. Online orders can be placed to you anytime, so you can receive orders even when you are closed.

In addition to making it more convenient for your customers to order products from you, electronic ordering from VisionWeb instantly improves the accuracy of the orders you receive through our customized product catalogs. Your customers can only order the products that are available to them based on several criteria set by you. As a result, orders are more accurate and there are fewer call-backs to your customers.

Learn More

Find out how VisionWeb's electronic ordering service for suppliers can add value to your customers and make your business more efficient. Contact us at (800) 874-6601 to learn more about becoming a VisionWeb supplier today.

Visit www.visionweb.com in the Suppliers section to learn more about VisionWeb's products and services for ophthalmic suppliers.

Functionality & Connectivity

Orders placed through VisionWeb's ordering service are submitted to suppliers connected to the VisionWeb network through automated methods, including electronic data exchange, file transfer, or even by fax, depending on the supplier's technical capabilities and preferred method of order receipt.

Suppliers with a fully-electronic connection have access to the most functionality, including:

- **Seamless ordering** – Instantly receive orders without manual intervention, making the fulfillment process more efficient
- **Online order tracking** – Provide up-to-date order status information to your customers, so they know where the order is in processing
- **Order routing** – Electronically outsource jobs to other fully-electronic suppliers on the VisionWeb network

VisionWeb's ordering service also interfaces with many popular tracers from top vendors in the industry, allowing you to receive trace file uploads with spectacle lens orders to make for the most accurate ready-to-mount lenses.

Technical Support & Customer Service

VisionWeb is renowned for our first class technical support and customer service. As a VisionWeb supplier, you will receive help managing your product catalog, training for your sales and customer service staff, and access to ongoing support for your customers. You will also have access to marketing and sales support to help promote online ordering to your customers.