

# ESP Mobile for iPad

## User Guide

The screenshot displays the ESP Mobile app interface on an iPad. At the top, there is a search bar with the text "search products" and a search icon. Below the search bar, a "Top Sellers" section is visible, featuring a "PRODUCT OF THE DAY" banner for "Amp It Up! Speakers" with a list price of 100 and a current price of \$39.95. The main content area shows a "Product Search" for "blue ceramic mug", resulting in 2,231 items. The search results are displayed in a grid format, with each item showing a product image, name, list price, current price, and a star rating. The navigation menu on the left includes categories such as Backpacks, Badge Holders, Bandannas, Banners, Bottles-Sport Ty, Calendars, Caps & Hats, Ceramic Mugs, Cheering Access, Coasters, Counter Mats, Cups, Duffel Bags, and Eco Friendly. At the bottom, there is a footer with the "AMERICAN ACCENTS" logo, the tagline "Purveyors of fine Custom Imprinted Drinkware", the website "AMERICANACCENTS.COM", and the phone number "1-888-287-7883". The bottom navigation bar includes icons for Home, Top Sellers, News, My ESP, and Clipboard.

**Top Sellers**

#Lanyards

Backpacks

Badge Holders

Badges & Name

Bandannas

Banners

Bottles-Sport Ty

Calendars

Caps & Hats

Ceramic Mugs

Cheering Access

Coasters

Counter Mats

Cups

Duffel Bags

Eco Friendly

**PRODUCT OF THE DAY**

**Amp It Up! Speakers**

List price: 100 @ \$39.95  
asi/68507 The Magnet Group

**Product Search**

2,231 results for blue ceramic mug

Filter Sort

Product Name	List Price	Current Price	Rating
Mug	72	\$2.29	★★★★★ (443)
Mug	72	\$3.19	★★★★★ (443)
Glacier Tumbler 16 oz	48	\$8.84	★★★★★ (369)
Cool Gear Chiller Tumbler 20 oz	48	\$8.84	★★★★★ (369)
Mug	72	\$2.49	★★★★★ (443)
15 oz El Grande marble ceramic coffee mug	72	\$2.79	★★★★★ (443)
Mug	72	\$2.79	★★★★★ (443)
9 oz Two-tone Spooner Mug	72	\$2.89	★★★★★ (443)
Mug	72	\$2.29	★★★★★ (443)
18.5 oz. Brown Deco Ceramic Beer Stein	36	\$11.99	★★★★★ (47)
Mega Acrylic Tumbler 24 Oz			
Mug	144	\$2.49	

**AMERICAN ACCENTS** Purveyors of fine Custom Imprinted Drinkware

AMERICANACCENTS.COM • 1-888-287-7883

ASI: 35375

Home Top Sellers News My ESP Clipboard

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## Accessing ESP Mobile HD

The first step to accessing ESP Mobile HD is to have an ESP Web account. If you have not already upgraded to ESP Web from ESP Online, please click on this link:

<http://espweb.asicentral.com/Default.aspx?appCode=ESPU>

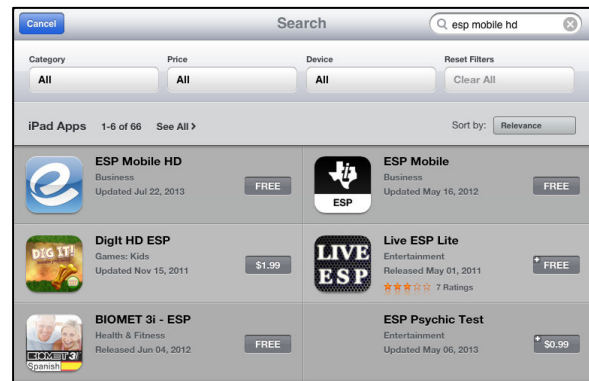
You can use your ESP Online account to upgrade to your free ESP Web account. There is no charge for upgrading to ESP Web and you will still be able to use your ESP Online.

By creating an ESP Web account, you are also creating your login for ESP Mobile HD.

After creating an account, download the ESP Web Mobile HD.

Now, the ESP Mobile HD App will be available on your iPad.

Click on the ESP icon from the home screen. Once you open the ESP Mobile HD app, you will be prompted to login.



## Logging In

Login using your ESP Web information. Type in your ASI Number, ESP Web Username, and Password.

If you cannot remember your username or password, please use the links at the bottom: “Forgot your username” or “Forgot your password” to recover this information.

You can touch the checkbox for “Remember me” so that your information will automatically be filled in for you.

After you have entered in this information, click on the Go button.

## ESP Mobile HD Homepage

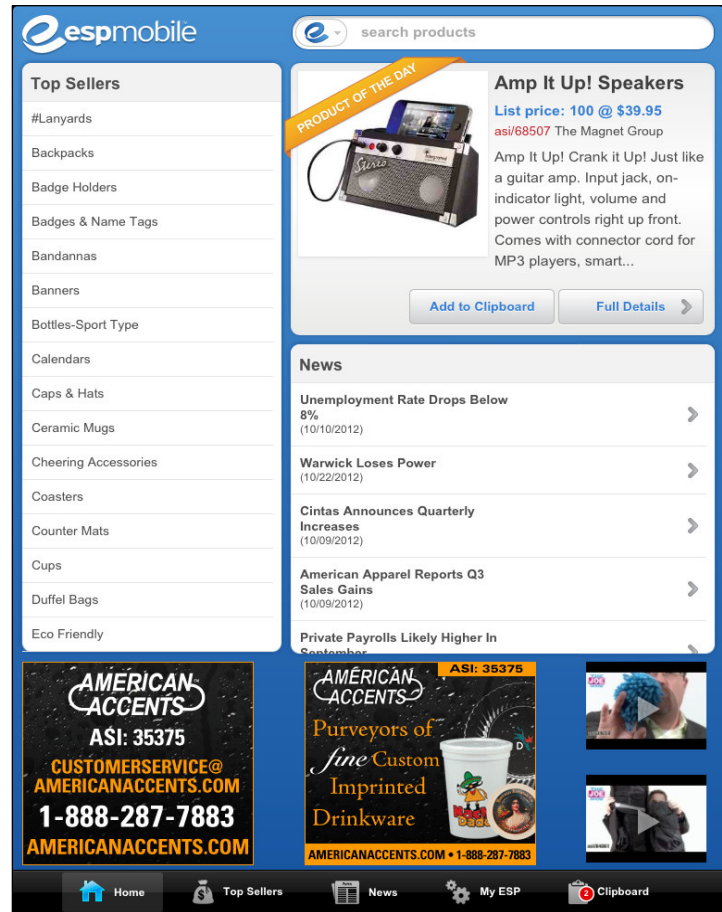
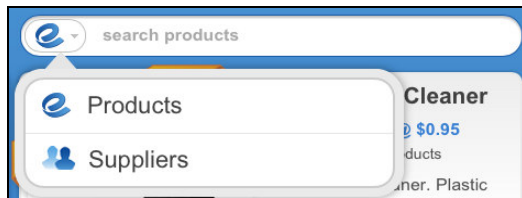
When you first log in, you will be greeted by a product from one of our suppliers. This will display for three seconds or until you touch the Skip Ad button.

On the ESP Mobile HD homepage, you will see the Top Sellers, “Product of the Day” (which is provided by an ASI Supplier).

If you are interested in this product, you can touch on the Full Details button to see more information about that product or click on the Add to Clipboard to add this product to the Clipboard.

At the top, there is a Quick Search bar where you can enter keywords to search.

You can also use the “e” icon to switch to supplier search.



There are five options on the bottom toolbar: Home, Top Sellers, News, My ESP and Clipboard.

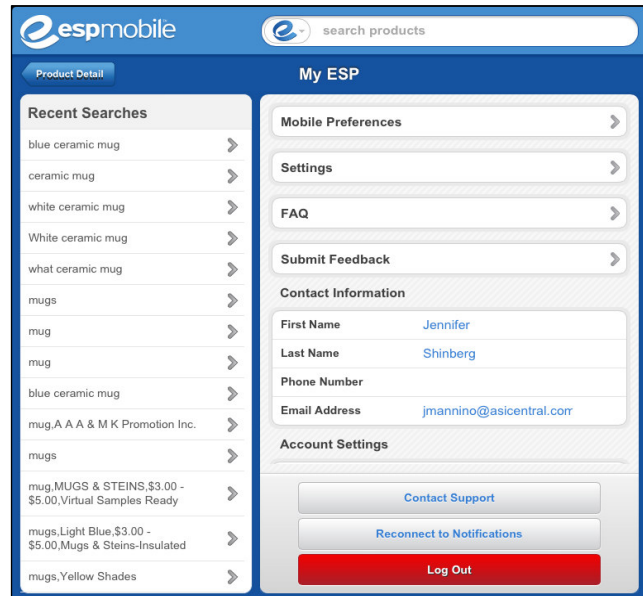


- *Home*: will return you to the ESP Mobile HD homepage.
- *Top Sellers*: enables you to access the various categories and the products contained within them.
- *News*: will bring you into the ASI News area where you can view articles from our award winning publication, Counselor® Magazine.
- *My ESP*: enables you to access your recent searches, mobile preferences, settings, FAQs, submit feedback, edit your contact and account information, contact support, reconnect to notifications and log out. Please see the [My ESP](#) area for more information.
- *Clipboard*: enables you to access products that have been saved onto the Clipboard for later use.

## My ESP

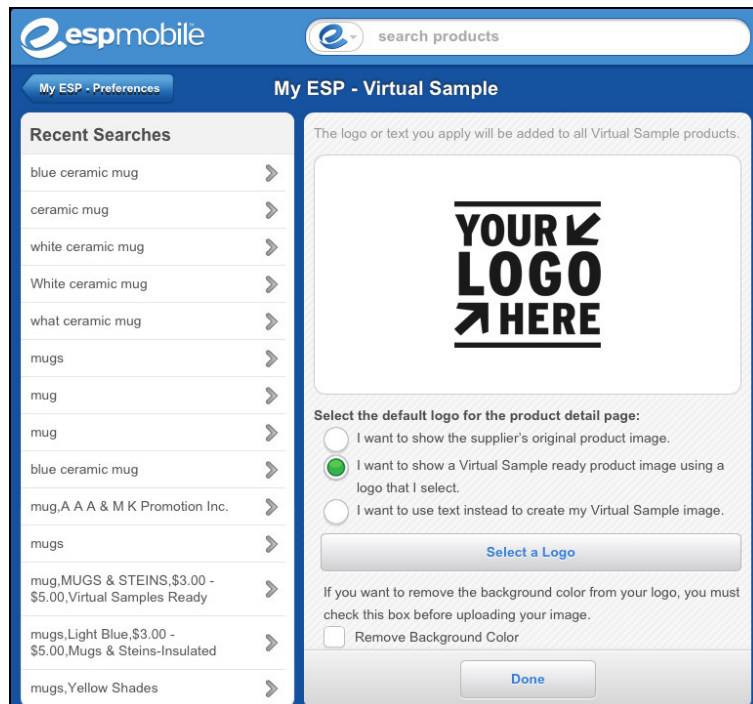
Within the My ESP section, there are several options available to help you customize your ESP Mobile:

- **Recent Searches:** Your most recent searches are listed on the left hand side. Just click on a search to see results.
- **Mobile Preferences:** There are two options in this area, Client Safe and Virtual Sample.
  - The Client Safe is for when you want to hide the Net Cost and Supplier Information when searching, such as during a client meeting or if you intend to send the product detail page to your customer.



You can just uncheck the boxes for Show Net Cost and Show Supplier Information to hide this information.

- The Virtual Sample section enables you to set a default for all virtual sample enabled images.



You can use the supplier's original product image, select an image from your device's photo album or the ESP Media Manager or create a text logo.

If you upload your own image, you can use the checkbox to Remove Background Color.

When you are finished, click on the Done button.

- **Settings:** There are two options in this area: Send to Customer Email – Default and Email Signature – Default.
  - The Send to Customer Email – Default is the subject and text for all emails sent from ESP Mobile. For example, when you are sending a product page, this is the subject and body text for the email that will automatically populate.
  - The Email Signature – Default is how you would like your email signature to appear on emails sent from ESP Mobile.
- **FAQs :** This section enables you to access a frequently asked questions database for quick answers 24-7!
- **Submit feedback:** This area is where you can submit enhancement and suggestions as well as report any issues in the system. Click Submit when you are finished.
- **Contact Information/Account Settings:** This section contains the user information for your ESP Web, your first name, last name, phone number and email address are in the Contact Information section.

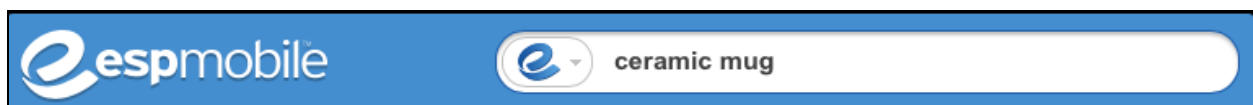
In the Account Settings, you will see your log in information: your ASI number, username and password.

The **Contact Support** button will display the email address and phone number for the ASI Technical Product Support department. The **Reconnect to Notifications** button will connect your ESP Mobile to future notifications from ASI. The red **Log Out** button will sign you out of ESP Mobile HD.

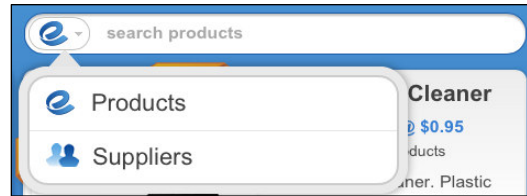
## **Searching**

You can do a quick search for products on ESP Mobile HD. Just click in the Quick Search bar at the top and then use the keypad to type search terms.

As you can see in the example, “ceramic mug” has been entered in the Quick Search bar.



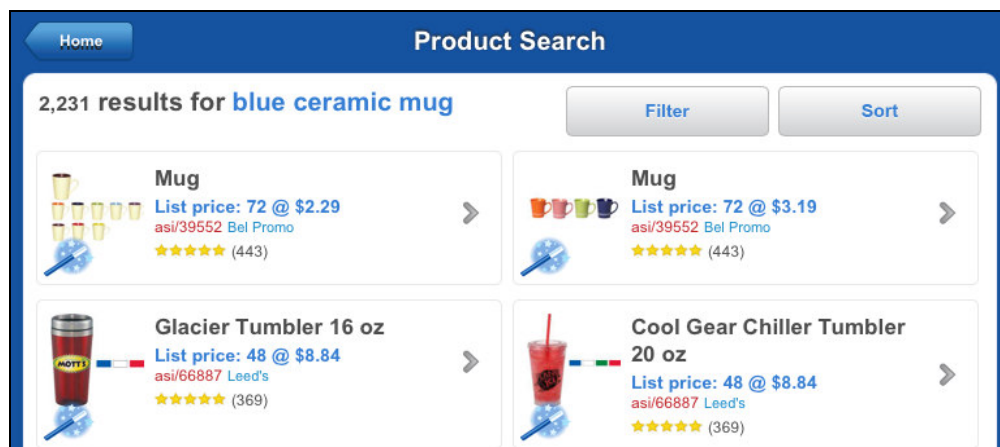
**Note:** The default is a Product search, but you can use the dropdown “e” in the Quick Search bar select to search for Products, or to search for Suppliers.



If you search for suppliers, you can type in the supplier’s ASI number, company name, linename or tradename.

To begin a product search, click on the blue Go button at the bottom right of the keypad. On the Product Results page, you will see:

- A thumbnail of the item
  - If the image is virtual sample enabled, you will see the wand icon.
- Product Name
- List price
- Supplier ASI number
- Supplier Name
- Supplier Rating



There are also two buttons on the results page: Filter and Sort.

The Filter Button enables you to narrow your results by:

- Category
- Price (List Price)
- Color
- Material
- Size
- Show Preferred Supplier Only
- Show Canadian Suppliers Only
- Show Canadian Friendly Suppliers Only.

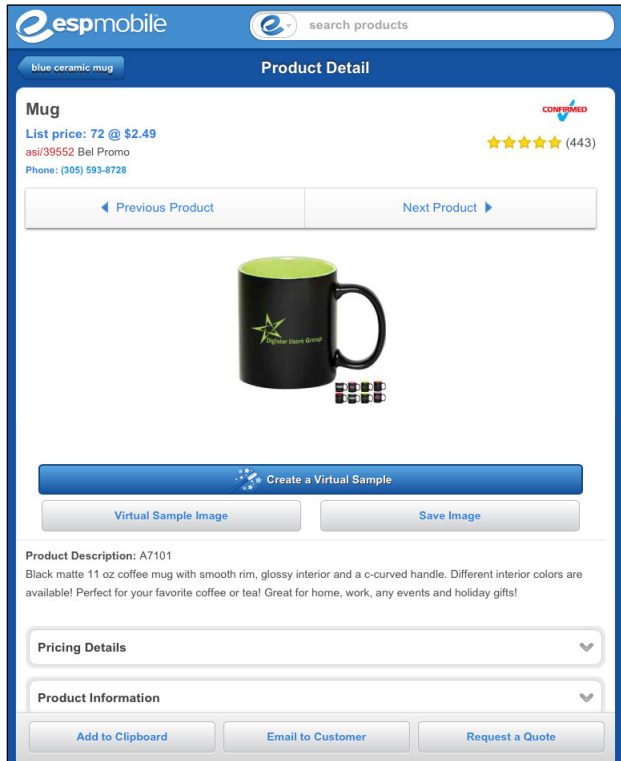
You can select one or more of these options to filter your results by. When you have entered the criteria you would like to use to filter, click on the Apply button.

The Sort Button enables you to sort your current product results. The Sort options are: Default, Price: Low to High, Price: High to Low, Cost: Low to High, Cost: High to Low, Canadian Priced, ASI Number, Supplier Rating and Preferred Rank.

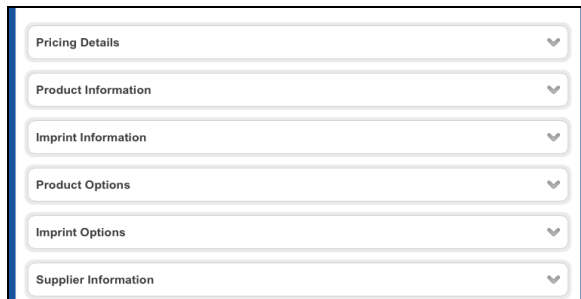
Use your finger to scroll down the list of available options and then tap the sort option you would like to use.

On the Product Detail page, you will see:

- A brief summary of the item
- Supplier ASI Number, Name, Rating and Phone Number
- Previous Product and Next Product buttons
- Product Image
- Create a Virtual Sample button (if virtual sample enabled)
- Catalog Image/Virtual Sample image (toggle between these views)
- Product Number
- Full Description
- Download Image button
- Add to Clipboard button
- Send to Customer button
- Request a Quote button
- All other product attributes, such as:
  - Pricing Details
  - Product Information
  - Imprint Information
  - Product Options
  - Supplier Information
  - Product Safety Warnings.



To view the additional attributes, you will need to scroll down. You can click on any of the additional attributes to expand that section and view the information.



Qty	List Price	Net Cost	Profit
72	\$2.49	\$1.49	\$1.00
144	\$2.09	\$1.25	\$0.84
288	\$2.05	\$1.23	\$0.82
576	\$1.99	\$1.19	\$0.80
1008	\$1.95	\$1.17	\$0.78
2016	\$1.89	\$1.13	\$0.76

Price Includes: N/A  
(6R) Price subject to change without notice, please verify with supplier.

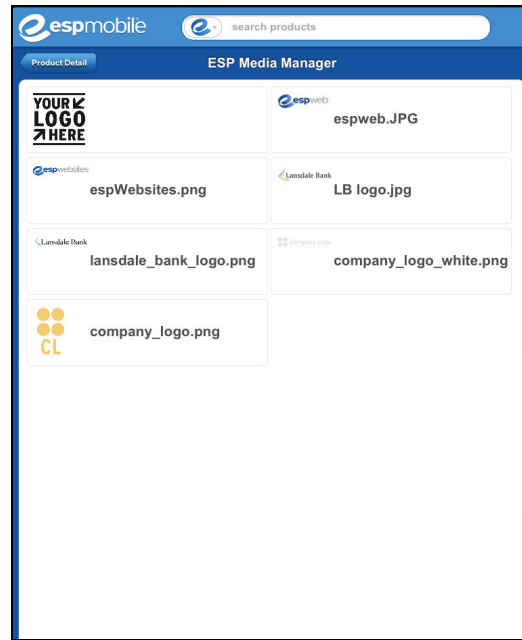
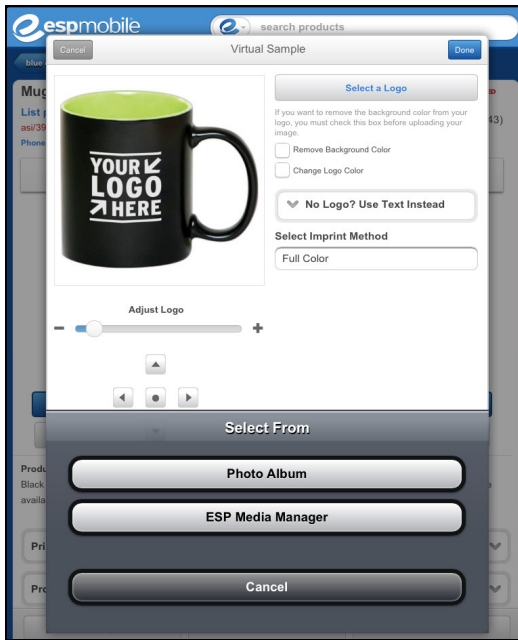
Clicking on the Add to Clipboard button at the bottom will add the product onto your Clipboard.



## Creating Virtual Samples

You can create virtual samples on ESP Mobile HD. To do this, go to the Detail view and click on the “Create a Virtual Sample” button below the product image. You can add a logo by using an image from your device’s photo albums or the ESP Media Manager or, if you do not have an image, you can also create a text logo.

To access upload an image, click on the Select a Logo button and then select Photo Album or ESP Media Manager.

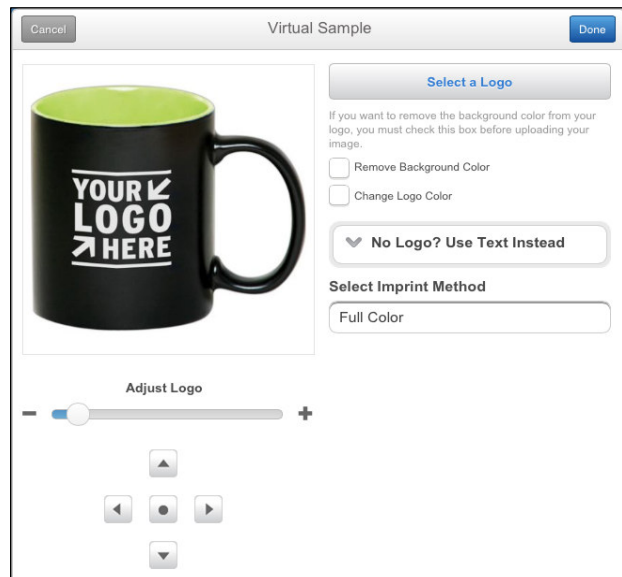


*Note:* You will want to touch the “Remove Background Color” checkbox first prior to uploading an image.

You can then press and drag the slider between the “+” and “-” to scale the image. You can use the four directional arrows to move the logo around in the available virtual sample area or use the circle button in the middle to center your logo.

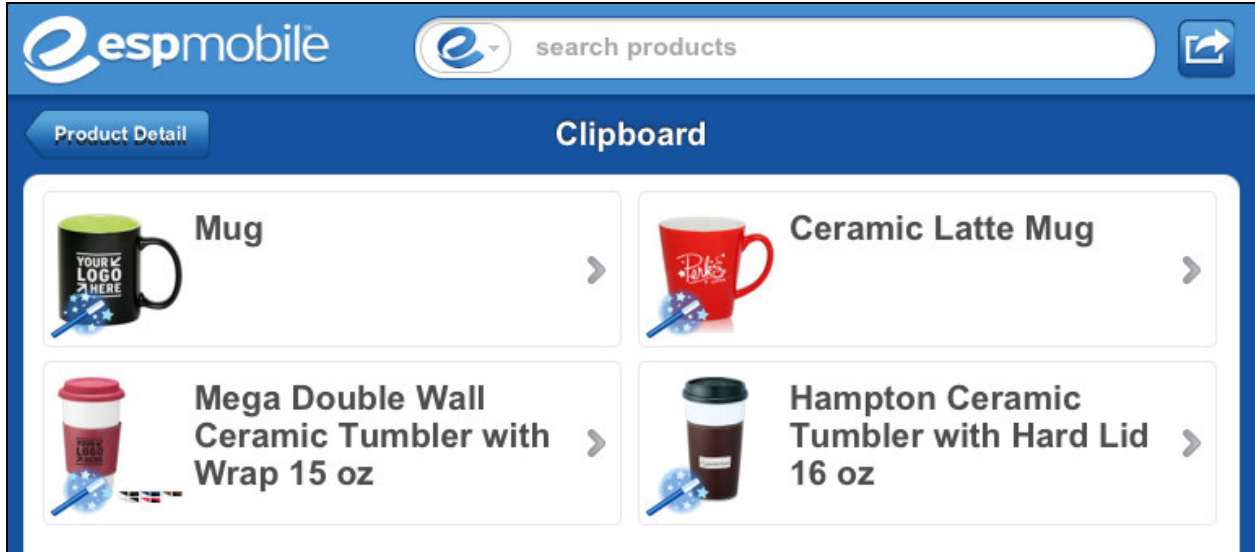
Then, touch Select Imprint Method to select from the available imprint methods for this product, such as Silkscreen.

If you do not have an image, you can touch the “No Logo? Use text instead” option. In the text box, use the keypad to enter the text. Then, use the text options to configure the text. Click “Done” when you are finished.



## Using the Clipboard

Clicking on the Clipboard icon will open the Clipboard area. You click on the product listing to view the Product Detail page for that item. You can click on the arrow icon at the top to send the products or remove them from the clipboard.



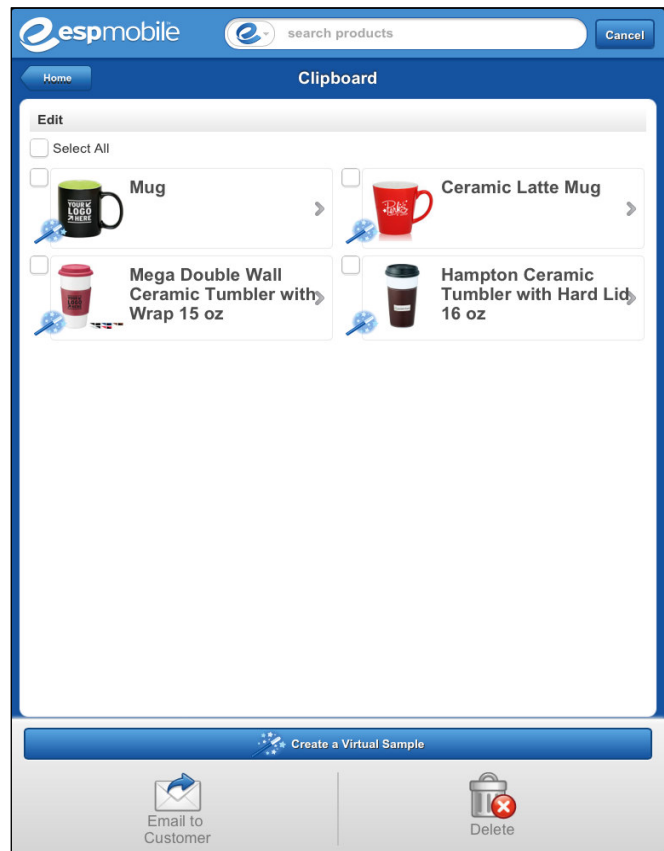
There is a Select All option at the top, which enables you to select all of the items on the Clipboard.

To create a virtual sample, select a product using the checkbox and then touch on the “Create a Virtual Sample” button.

Touch the Send to Customer to send the product detail page(s) for the selected product(s). Please review the [Sending Products to Customers](#) section for more information on how to email product information.

You can also delete a product from the Clipboard by marking products, then touching the Delete icon.

*Note:* Items added to the Clipboard from ESP Mobile HD will also be available on the Clipboard in ESP Web.



## **Sending Products to Customers**

From the Product Detail page or the Clipboard, clicking on the Send to Customer button will open the sending area. The sending area is where you can select to send the Product Detail page as a PDF or HTML link.

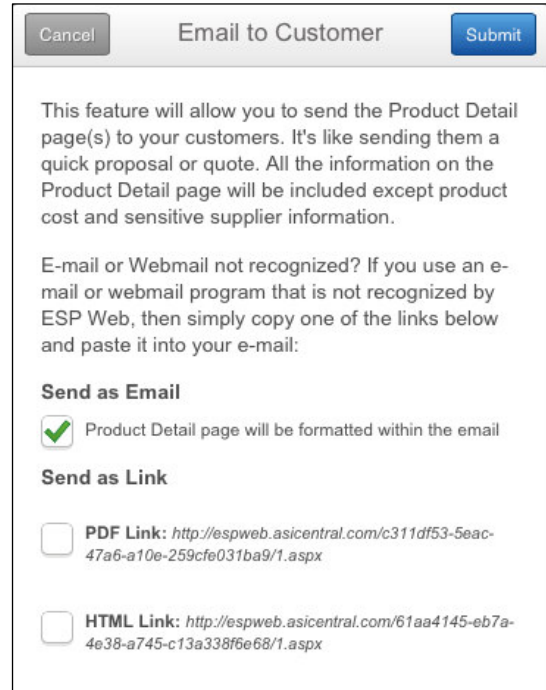
The Send as Email option will put all of the product information directly into the body of the email.

The Send as Link option will enable you to have a link in your email that clients can click on to view the product information in the format you selected.

After making your selections, click on the Send button and your email app will open.

Then, type in your client's email address, make any changes to the subject or body text you would like, and then send the email!

You are able to establish defaults for the email subject and body text in the [My ESP](#) area.



Cancel Email to Customer Submit

This feature will allow you to send the Product Detail page(s) to your customers. It's like sending them a quick proposal or quote. All the information on the Product Detail page will be included except product cost and sensitive supplier information.

E-mail or Webmail not recognized? If you use an e-mail or webmail program that is not recognized by ESP Web, then simply copy one of the links below and paste it into your e-mail:

**Send as Email**

Product Detail page will be formatted within the email

**Send as Link**

**PDF Link:** <http://espweb.asicentral.com/c311df53-5eac-47a6-a10e-259cfe031ba9/1.aspx>

**HTML Link:** <http://espweb.asicentral.com/61aa4145-eb7a-4e38-a745-c13a338f6e68/1.aspx>

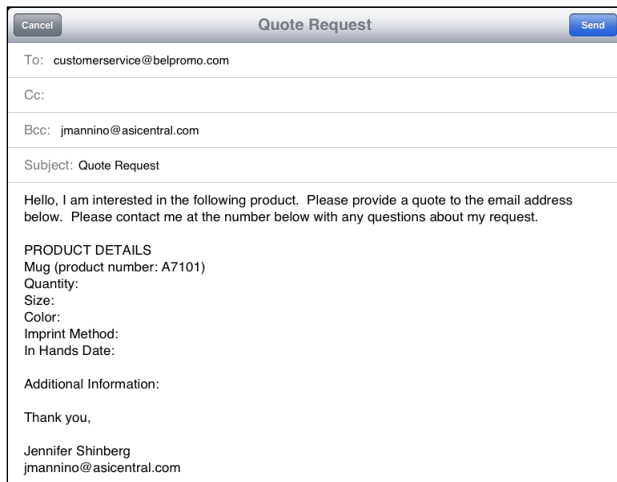
## **Request a Quote**

You are able to click on the Request a Quote button from the Product Detail page.

Then, select your email app and the information for product will be included in an email that is automatically addressed to the supplier.

The subject line will read "Quote Request".

You are able to type any additional information you wish, as well as change the text. Then, just send!



Cancel Quote Request Send

To: customerservice@belpromo.com

Cc:

Bcc: jmannino@asicentral.com

Subject: Quote Request

Hello, I am interested in the following product. Please provide a quote to the email address below. Please contact me at the number below with any questions about my request.

PRODUCT DETAILS  
Mug (product number: A7101)  
Quantity:  
Size:  
Color:  
Imprint Method:  
In Hands Date:

Additional Information:

Thank you,  
Jennifer Shinberg  
jmannino@asicentral.com

## **Logging Out**

To log out, click on the My ESP at the bottom. Click on the red Log Out button below your account information.