ESD Sales Portal Program Overview

The Douglas Stewart Company's ESD Sales Portal is a resource for collegiate resellers to deploy essential ESD (Electronic Software Downloads) to their students in store by using a platform that is more conducive to current device form factors and student retail expectations while providing resellers with the opportunity to generate revenue on these sales with minimal overhead.

How to Enroll

To enroll your store in the ESD program, please submit a request to your Douglas Stewart Account Manager. Your request should include the following information:

Portal Administrator Contact Information:

- First and Last Name
- E-mail

Within 2 business days of your request, your portal administrator will receive portal login details containing a unique URL tied directly to your Douglas Stewart account number.

Portal Set-Up

Once set up with an ESD portal account, your company will have the ability to:

- Customize your portal to include a store or school name and logo
- Add additional users to the account and adjust access levels
- Choose which ESD SKUs to offer your students within the portal
- Update student pricing to account for everyday pricing or promotional pricing levels
- The portal can be loaded onto any device in store to allow your customers to place their ESD orders. Stores must have in-store Wi-Fi for customers to gain access to the portal

In-Store ESD Fixtures & Merchandising

Qualified accounts can request a free, universal tablet fixture to display the ESD portal in stores. To qualify for an in-store ESD fixture, accounts must have an annual sales volume of $100,000 or more with The Douglas Stewart Company or purchase the fixture for $500, use DSC#110894. Tablet devices are not included with the ESD display, however displays fit any tablet up to 13 inches. If a device is needed, The Douglas Stewart Company offers Lenovo demo units for use in the ESD fixtures available at a discount of 30% off of MSRP. Please contact your Account Manager for available SKUs. The ESD fixtures are available while supplies last.

Additional marketing materials are available to resellers in place of an ESD fixture. Assets include monitor blades and in-store signage to promote ESD availability to students.

Student Software Purchase Process

To receive their software, students will be required to provide an e-mail address at the time their order is placed. When students check out of the portal, they will be provided with an order confirmation number via e-mail and are to take the confirmation number to the register to pay for the software as they would any other transaction within your POS system. After the order is paid for, a store user is required to log into the portal to release their order. After the order is released, a purchase order will be submitted to The Douglas Stewart Company ordering system via web services utilizing the students' order confirmation number as your purchase order number. This order will be electronically processed and will generate an e-mail to the student with their ESD serial numbers and download information. Finally, an invoice will be generated and submitted to your store's account.