



## Air Products Direct (APDirect®)

According to analysts, anywhere between \$2.5 and \$4 trillion was exchanged in e-business B2B transactions in 2003—a number that will continue to grow as we transition to a global economy supported by the Internet. Air Products recognized the advantages of e-commerce at an early stage; using the Internet to conduct business was not a trend, but a practical and convenient way of doing business in today's changing global economy. It was with this in mind that it designed the Air Products Direct (APDirect®) Customer Portal.

### tell me more

#### About APDirect

Customers visit APDirect for a variety of reasons, but MSDS are the most popular; nearly 80% of our customers find the MSDS tool very helpful. Overall, over 15,000 items are downloaded from our Web site every month—MSDS included.

#### About contacts

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#### About registering

Air Products offers a variety of e-business tools for our customers. Simply go to [www.airproducts.com/apdirect](http://www.airproducts.com/apdirect), our customer portal, to register. Pay particular attention on selecting your language preference and how to set-up your "Helpful Links" box. You can also contact our Web Desk and customer service representatives at 0800 389 0202

#### About e-business

Find other backgrounders, fact sheets and brochures by visiting our online library at [www.airproducts.com/ebusiness/library](http://www.airproducts.com/ebusiness/library)

#### What is APDirect?

The APDirect® Customer Portal is your gateway to the world of e-business at Air Products. We believe in e-enabling our customers by giving them the ability—and flexibility—to conduct business electronically. It's an interesting blend of ordering tools and a customisable suite of self-service applications that is responsible for over 10,000 order requests every month. In fact, it's so easy to use that 95% of our current portal registrants say it is better or just as good as our competitors' e-business portals.

#### How can it help me?

APDirect is a portal we're convinced you'll recommend to your colleagues. That's because over 80% of current customers already prefer to go online and resolve their routine inquiries instead of calling. **And** it's available 24/7. **And** it's easily customisable. Customers can specify such things as product delivery dates, revise contact information, and create re-order templates for our most popular products. Confirmation emails are sent once an online order is placed, and the status of any order – whether placed online or not – can be checked using APDirect. We make your job easier by allowing you to download such documents as invoices, Delivery Notes, MSDS sheets, and Certificates of Analysis in transit.

#### What else can I find there?

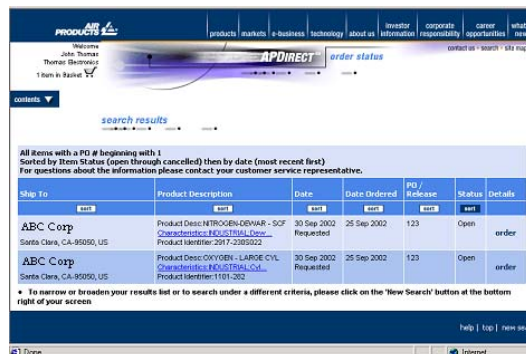
**Customize your page by adding helpful links**

[click here to add](#)

Helpful Links

- Product Guides
  - Chemical Samples
  - Epoxy Additives & Resins
- Worldwide Sites
  - Czech Republic
  - Indonesia
- Safety
  - MSDS**
  - FDA Letters
- Procurement
  - Supplier Information
- Calculators
  - Conversion Tools
  - Weight and Volume

The portal can be found at <http://www.airproducts.com/apdirect>. There, you can set up your customized set of Helpful Links to redirect you throughout our site. Choices include Product Guides, our 23 Country Sites, safety info, procurement, and calculators



The above screen capture is an example of our order status page. The feature is just one of many that give you the flexibility to manage your ordering process. If you have any questions, though, our customer service representatives are available to assist you during normal business hours.

#### Features Include\*:

- Online ordering
- Check order status
- Create order templates
- Order chemical samples
- E-mail confirmation of orders
- Download historical invoices, delivery notes and Certificates of Analysis.
- Access to the full range of MSDS
- Inventory Management

#### Customer Benefits Include:

- Available 24/7, every day of the year
- Avoid waiting on the phone for a customer service representative
- Reduce errors by managing the ordering process by yourself
- Easily check the status of your orders
- Add your own additional delivery instructions and contact details

\* subject to product line

