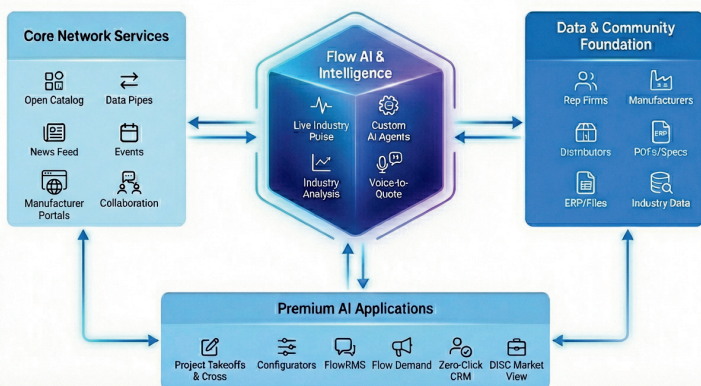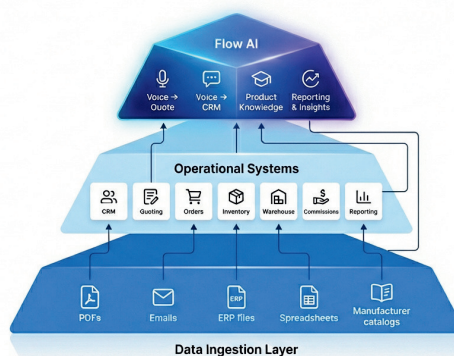# FLOW RSM + FLOW CONNECT
AI-First Operations & Coordination ERP Platform

Flow gives NEMRA Lighting reps faster quotes, protected commissions, and instant product answers by connecting every partner and automating the work behind each project.

FlowConnect: Industry Coordination at Scale

Flow RMS: All-in-One Rep Operations

One Software for Everything Manufacturing Reps Do

✓ **AI-Native Operations for Rep Firms** - Purpose-built for lighting, electrical, HVAC, and industrial reps - with AI at the core.

✓ **Zero-Click CRM & Automation** - Log notes, tasks, quotes, emails, and insights by voice or text. Eliminate manual entry across CRM, quoting, orders, commissions, and reporting.

✓ **Universal Product Knowledge & Cross-References** - Ingest all manufacturer catalogs into one product map. FLOWBot answers specs, warranties, technical requirements, competitive equivalents, and VE/cross-references instantly.

✓ **Lighting Project Takeoffs** - Upload fixture schedules or plan sets. FLOW identifies fixture attributes, maps to SKUs, builds BOMs, generates VE options, alternates, and competitive comparisons—quote-ready.

✓ **Commission Tracking & Revenue Recovery** - Monitors quotes → orders → invoices → payments. Flags missed/underpaid commissions and recovers lost revenue.

✓ **Smart Lighting Workflows** - Automates quote → order → invoice → commission flows. Handles splits, overages, branded docs, approval processes, VE packages, and multi-line lighting projects.

✓ **Dashboards & Insights** - Real-time, customizable views of sales, commissions, rep activity, product trends, and channel insights for all roles.

The Industry-Wide Coordination Platform

Flow Connect is the private network for rep firms, lighting manufacturers, and distributors—where projects, quotes, and campaigns run end-to-end.

Key Capabilities

- **Territory Signals:** Targeted RFPs, awards, and regulatory intel matched to your lines.
- **Spec → Takeoff → Quote:** Extracts spec book lines, runs crosses, builds quotes in one workflow.
- **Built-In Collaboration:** Threads tied directly to projects, quotes, and catalog items.
- **Universal Product Hub:** Network-wide catalog standardized with ETIM/HDM/USPAC.
- **Seamless Data Flows:** Quotes, orders, invoices, POS, and commissions move via Data Pipes (API/EDI/CSV) while partners keep their own systems.
- **Campaign Engine:** Manufacturers and reps launch campaigns to the entire rep network with assets and analytics.
- **Network Effects:** More reps/manufacturers → more projects, visibility, and cross-opportunity.

Flow Digital Video Overview

"Flow gives NEMRA Lighting reps faster quotes, protected commissions, and instant product answers by connecting every partner and automating the work behind each project."

By partnering with NEMRA Lighting, you gain access to not just Flow, but a comprehensive network of service providers designed to elevate your business. Together, we empower rep firms to thrive in a competitive market.

Get Started with Flow

NEMRA® Lighting