

# HyperLink

## Hyperlink Enhanced Inventory Support in 2020!

### **Boost 2020 Buzz-Words for BR/PBR Inventory!** **“O.S.A.” ... “On-Shelf-Availability” (that’s GOOD!)** **& “O.O.S.” ... “Out-of-Stock” (that’s NOT GOOD!)**

Dear Hyperlink Branded-Exclusive Retailer!

Did you know that part of our hearts break if you lose a sale?! It’s true, seriously, we HATE OURSELVES if you lose any business because we hadn’t done our job and made sure you were ready & able to delight every Customer who walks into your stores with Boost’s hottest offers!

Boost has asked all Distributors to step up, so Hyperlink’s Inside Sales Support Department will be psyched to assist you with keeping your “Buzz”-phones in stock! We promise to be fast and friendly with check-in’s on any shortages! We promise!

The main reason for Boost’s Elevate P.O.S. (beside making sure your Commissions are straight) is to help you manage your Inventory! So you’ll hear everyone talking about “O.S.A.”...“On-Shelf-Availability” (that’s GOOD!) and “O.O.S.”...“Out-of-Stock” (that’s NOT GOOD!)

In any case we’re psyched to help in every way possible! Like with Hyperlink’s automatic Purchase Order integration with Boost Elevate POS! So every phone order you place with us will be automatically uploaded to your point-of-sale system!

We think you’ll agree, Boost’s new BR/PBR O.S.A. minimums for are only fair, since they’ve invested mega-millions in us, nationally advertising rich offers on real-deal devices! Let’s do our part so every Customers gets an awesome experience every time they’re in your store!

The mix they’re looking for is really simple! It’s the promo units you see in “The Buzz” every Tuesday! And there’s a tiered plan, based sales volume! A few Androids, plus a couple of Apples (if you carry those), plus a few Add-A-Line units! Please see “O.S.A. Basics” below!

In the meantime, thank you, for all you do, respecting and servicing your Customers! It’s our pleasure respecting and servicing you! If you have any questions, please contact our Inside Sales Support Team, we’re here to help!

Sincerely,  
Your Hyperlink Extended-Family

34 S. Macquesten Parkway | Mount Vernon, NY 10550

914.237.4040

[www.hyperLinkusa.com](http://www.hyperLinkusa.com)



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Here are the basics from Boost for BR/PBR Inventory: "O.S.A."... "On-Shelf-Availability" (that's GOOD!) & "O.O.S."... "Out-of-Stock" (that's NOT GOOD!)

**From:** Boost Sales Opps  
**Subject:** Inventory Compliance Update

DDP Team,

As we've been discussing, ensuring all Exclusive BR/PBR Retailers have the right inventory on the shelves on any given day is a key priority for us.

We will be adding new contract processes on January 1st, 2020 that will help us ensure that this is happening across all branded distribution.

So, let's get started by clarifying the daily minimum requirements, tiered by average monthly activations volume. Any combination of identified SKUs within the category to get to overall count will be considered compliant.

So, for the 100+ "High" tier example below: The overall Android Category Minimum number is 10. Even if some of the approved Android devices are zero, any combination to get to 10 in the Category is acceptable.

Tiers based on 90 Day PSA Avg	Android Category Minimum	iPhone Category Minimum	AAL Category Minimum	Total Categories Minimum
Low 0-50	2	1	2	5
Mid 51-99	6	2	3	11
High 100+	10	3	5	18

Approved Required SKU's for September:

Boost OSA Required SKU's for August		
OK to Mix & Match Within Categories to Attain Minimums		
Android:	iPhone:	AAL:
LG Stylo 6 - SN	iPhone 7- SN	LG K51 - SN
Moto G8 Fast - TN	iPhone 8+ - SN	LG Tribute Monarch - TN
Samsung Galaxy A11 - TN	iPhone SE2 - SN	Moto E - TN
Samsung Galaxy S10 - TN	iPhone XR - SN	Moto G7 - SN
Samsung A21 - TN	iPhone 11 - SN	Samsung Galaxy A10e - SN
Samsung Galaxy S20 - TN	iPhone 11 Pro - SN	
	iPhone 11 Pro Max - SN	

Lastly, a door's Apple authorization status will determine if they should be included in this required reporting.



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