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Proposal for: Complete Book & Media Supply

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## Introduction to ESI

Thank you for choosing an ESI eCloud PBX™ solution for your business communications. We are pleased to offer you a proposal that has been created specifically to meet your business communications needs. This proposal is intended to provide you with our recommendation of services, provide services pricing and a quick overview of the solution.

## Why ESI?

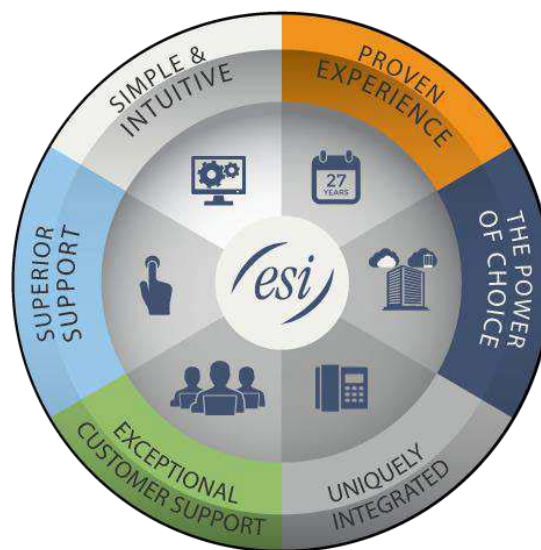
Estech Systems, Inc. (ESI) is focused on delivering business communication solutions to drive small to mid-sized business growth, and we are committed to helping our partners deliver value to customers at every touch point. Truly unified communication are the lifeblood of any business, whether it is a Fortune 500 enterprise or an emerging small business; and a scalable solution that accommodates customer business needs – and that isn't a financial burden – is critical foundation of your customers' continued success. A uniquely integrated

communications solution can give your business the competitive edge it needs to compete head-to-head with large service providers. A premier provider of cloud- and premise-based unified communications solutions, ESI offers uniquely innovative solutions that enable customers to improve business communications and productivity with a truly intuitive and affordable VoIP communications. Founded in 1987, ESI has sold more than 350,000 business communications systems through hundreds of certified resellers. With over three billion minutes over the cloud, we know a thing or two about VoIP communications.

## What We Believe

Business doesn't get done without communication. Sure, your organization depends on smart, hard-working employees, great customers, and competitive products and solutions; but if you can't connect them – easily and efficiently – with a communications tool that works, your business will never reach its real potential. That's why we believe that business communications should not only be powerful, but they must also be intuitive and easy to use.

We believe that you should have it all. Not only should your communications solution offer simplicity, but it should also be backed by the best technical and customer support available in the industry! Choosing an ESI solution gives you a competitive edge – no matter the solution. You can't go wrong with ESI.



## What Makes ESI Solutions Unique?

### Proven Experience

ESI has been dedicated to designing and delivering high-performance business communications for small to mid-sized businesses for nearly thirty years. We build our solutions with three distinct advantages in mind: they are *intuitive to use*, *fully-integrated*, and *simple to manage*. ESI takes the complexity out of the phone service, making it easier to communicate, whether in the office or on-the-go.

### Intelligent Integration

ESI Intelitouch™ is the unique “handshake” between the phone and the desktop interface that only ESI can provide. While many providers offer fully-featured phones and applications, they’re often complicated to personalize and program; in addition, key presence features are not in sync, leaving a fragmented approach to user availability. No other provider offers this level of integration between the service and the phone.

### One-Touch Simplicity

ESI enables users to quickly and easily program keys on their ESI phones using the web-based Cloud Communications Dashboard. Users can set-up specific keys for a simple one-touch experience; from speed dial keys to special contacts or actions, ESI allows you to personalize your phone for one-touch use.

### Enhanced Customer Experience

Many cloud providers are racing to add the newest feature into their offerings, complicating the phone solution while leaving out basic features you have grown to love. ESI focuses on bringing familiar business phone system features to the cloud – without the complexity. This delivers an intuitive solution that enables you to conduct business the way you want.

## ESI eCloud PBX

The ESI eCloud PBX™ blends the best features of the desktop business phone with our web-based Cloud Communications Dashboard, providing real-time visibility into a business' communications. Services include integrated features such as one-touch call recordings, personalized call routing, multi-device management, custom greetings, visual voice mail, on-demand audio conferencing, and unlimited local and long-distance calling plans in the United States, Canada and Mexico.\*

ESI is the only provider that offers a fully integrated web-based management dashboard (Cloud Communications Dashboard) that was purpose-built to work seamlessly with ESI business phones. This integration is called ESI Intelitouch™, and it delivers an unmatched, integrated user experience.

In addition, ESI offers our standard features such as Virtual Answer, eHELP website, and one-touch call transfers that customers expect in a cloud service. Our goal is to allow your customer to focus on their business while we focus on their communications. Simple to use and easily deployed, ESI solutions remove the hassles of managing a VoIP business phone system.



## Award-Winning Cloud Communications

The ESI eCloud PBX™ was recognized as a 2015 Product of the Year and 2015 Unified Communications Product of the Year by *TMC.net* and *Internet Telephony* magazine.

The ESI ePhone7™ was recognized as a 2017 Product of the Year by *Internet Telephony* magazine.



## Not a “One Size Fits All” Solution

The ESI eCloud PBX™ service offers a complete and affordable end-to-end approach to fulfilling your business communications needs. Flexible user options allow you to find the perfect blend of features for each user based on their role, and the phone is included with the cost of the seat.

\*Some restrictions apply. Ask your Sales Representative for more details.

## User Personas Designed to Fit Individual User Needs

### PREMIER USERS

**Premier** seat options are ideal for managers or users that require additional customization of call routing rules as well as visibility of staff communications and call activity.

The **Premier** and **Premier Plus** seats offer unlimited local and long distance calling plans, visual voice mail, multi-device management, conferencing, real-time view of call activity, call history and call recordings from the web-based Cloud Communications Dashboard.

In addition, Premier users have access to ESI ePhoneGO™ (formerly ESI Ditto) a mobile application to keep users connected to the corporate phone system while away from their office or desk. Users can access system features with a smartphone. ESI ePhoneGO is available for iOS and Android devices.

| Premier Features   | Premier | Premier Plus |
|--|---------|--------------|
| Unlimited local & long distance  | •       | •            |
| Web-based dashboard to view real-time activity   | •       | •            |
| Customizable call routing & availability rules   | •       | •            |
| Multi-device management  | 2       | 3            |
| ESI ePhoneGO™ mobility application   | •       | •            |
| Voice Mail Transcription   |         | •            |
| CRM Integration (Salesforce Connector)   | •       | •            |
| Dedicated Conference Bridge for up to 25 users with unlimited inbound calls and includes 500 minutes for outbound calls. |         | •            |
| Ten (10) fixed feature keys & sixteen (16) programmable keys, back-lit phone display & full- duplex speakerphone.        | •       | •            |
| Includes an ESI 45SIP Gigabit Phone with HD audio  |         |              |

## SELECT USERS

**Select** seats are ideal for users that require standard phone features with little customization. The **Select** seat offers unlimited local and long distance (with a metered option), visual voice mail, real-time view of call activity and call history from a web-based dashboard.

| Select Features   | Select (Metered)                            | Select |
|---|---|--------|
| Unlimited local & long distance   | 100 min. of outbound calling + \$0.029/min. | •      |
| Customizable call routing & availability rules  | •   | •      |
| Eight (8) fixed feature keys & twelve (12) programmable keys, back-lit phone display & full- duplex speakerphone. | •   | •      |
| Optional ESI 45SIP Gigabit Phone with HD audio  |   |        |

## METERED USERS

- Available for **Select** users and is suitable for moderate phone users.
- Limited local and long distance usage with 100 minutes of outbound calling available. Additional minutes are charged at \$0.029 per minute.

## OFFICE ADMINISTRATOR USERS

- Ideal for every office administrator with full-control of management settings.
- Visibility and access to set up and manage all auto attendants and call queues.
- Manage system greetings and music on-hold settings across all locations.

## eCloud PBX User Seat Feature Matrix

| ESI eCloud PBX:<br>User Seat Options                                 | Metered          | Select           | Premier<br>w/ Office<br>Manager | Premier Plus<br>w/ Office<br>Manager |
|--|------------------|------------------|---------------------------------|--------------------------------------|
| Phone included in Seat Price   | 30 SIP<br>45 SIP | 30 SIP<br>45 SIP | 30 SIP<br>45 SIP                | 45 SIP                               |
| Optional Phones  | BYOD             | ePhone4          | ePhone4<br>ePhone7              | ePhone4<br>ePhone7                   |
| <b>Standard Telephony Features</b>                                   |                  |                  |                                 |                                      |
| Unlimited local & long distance calling plans                        | ✓ <sup>1</sup>   | ✓                | ✓                               | ✓                                    |
| Direct Personal Number (DID)   | 1                | 1                | 1                               | 2                                    |
| Call Hold, Transfer, Mute, Park                                      | ✓                | ✓                | ✓                               | ✓                                    |
| Call Park  | ✓                | ✓                | ✓                               | ✓                                    |
| Call History   | ✓                | ✓                | ✓                               | ✓                                    |
| Busy Lamp Field (BLF)  | ✓                | ✓                | ✓                               | ✓                                    |
| Visual Do Not Disturb (DND)  | ✓                | ✓                | ✓                               | ✓                                    |
| E911 Notifications   | ✓                | ✓                | ✓                               | ✓                                    |
| Incoming Caller Name & Number  | ✓                | ✓                | ✓                               | ✓                                    |
| One-Touch eHELP  | ✓                | ✓                | ✓                               | ✓                                    |
| CRM Integration (Salesforce Connector)                               |                  |                  | ✓                               | ✓                                    |
| Corporate Extension Directory via the Cloud Communications Dashboard | ✓                | ✓                | ✓                               | ✓                                    |
| Synchronize personal Google Contacts                                 |                  |                  | CCD & ePhone7                   | CCD & ePhone7                        |
| Import & create contacts from Microsoft Outlook or Apple vCards      |                  |                  | CCD only                        | CCD only                             |
| <b>Unified Messaging</b>   |                  |                  |                                 |                                      |
| Voice Mail Transcription   |                  |                  |                                 | ✓                                    |
| Voice Mail to Email  | ✓                | ✓                | ✓                               | ✓                                    |
| <b>Call Management</b>   |                  |                  |                                 |                                      |
| Web-Based View (Cloud Communications Dashboard)                      | ✓                | ✓                | ✓                               | ✓                                    |
| Web-Based Administration (Cloud Communications Dashboard)            |                  |                  | ✓                               | ✓                                    |
| View User Availability / Co-worker Presence                          | ✓                | ✓                | ✓                               | ✓                                    |
| Personal Conference Bridge <sup>2</sup>                              |                  |                  |                                 | ✓                                    |
| Multi-Call Handling  | ✓                | ✓                | ✓                               | ✓                                    |
| Private Calling  | ✓                | ✓                | ✓                               | ✓                                    |
| Outbound Caller-ID Name/Number                                       | ✓                | ✓                | ✓                               | ✓                                    |
| Outbound Caller-ID Selection   |                  |                  | ✓                               | ✓                                    |
| Click-to-Call <sup>3</sup>   | ✓                | ✓                | ✓                               | ✓                                    |
| Custom Greetings   | ✓                | ✓                | ✓                               | ✓                                    |
| On-Demand Call Recording   | ✓                | ✓                | ✓                               | ✓                                    |



## ESI Cloud Services Proposal for Complete Book & Media Supply

| ESI eCloud PBX:<br>User Seat Options | Metered          | Select           | Premier<br>w/ Office<br>Manager | Premier Plus<br>w/ Office<br>Manager |
|--------------------------------------|------------------|------------------|---------------------------------|--------------------------------------|
| Phone included in Seat Price         | 30 SIP<br>45 SIP | 30 SIP<br>45 SIP | 30 SIP<br>45 SIP                | 45 SIP                               |
| Optional Phones                      | BYOD             | ePhone4          | ePhone4<br>ePhone7              | ePhone4<br>ePhone7                   |
| <b>Call Management (continued)</b>   |                  |                  |                                 |                                      |
| Record All (Office Manager)          | ✓                | ✓                | ✓                               | ✓                                    |
| ESI ePhoneGO™ mobile application     |                  |                  | ✓                               | ✓                                    |
| Call Screening                       | Office Mgr.      | Office Mgr.      | ✓                               | ✓                                    |
| Custom Call Forwarding               | Office Mgr.      | Office Mgr.      | ✓                               | ✓                                    |
| Music-on-Hold Management             |                  |                  | ✓                               | ✓                                    |
| Multiple Device Management           |                  |                  | Up to 2                         | Up to 3                              |
| <b>System Administration</b>         |                  |                  |                                 |                                      |
| Auto-Attendant Management            |                  |                  | ✓                               | ✓                                    |
| Call Queues Management & Monitoring  |                  |                  | ✓                               | ✓                                    |
| Custom Call Routing & Scheduling     |                  |                  | ✓                               | ✓                                    |
| Find-me, Follow-me (Sim Ring)        | Office Mgr.      | Office Mgr.      | ✓                               | ✓                                    |

1. Metered Users receive limited local and long distance calling with 100 minutes of outbound calling available.  
Additional minutes are charged at \$0.029 per minute.
2. Conference Bridge is unlimited for inbound calls and includes 500 minutes for outbound calls.
3. Click-to-Call currently available on Google Chrome browsers only.

## ESI Contact Center

The right communication solution gives you the ability to manage call queues, call agents, and more. Most importantly, it allows you to deliver an excellent customer experience and meet your service goals. For businesses that need contact center features ESI offers an easy to use and intuitive approach to what can be a very complex solution.

### Features that enhance your customer's experience:

- Visibility of Contact Center performance, all agents and all queues.
- Skills-based routing – getting the customer to the right agent the first time.
- Real-time monitoring of calls, agent activity and performance.
- Monitoring of agent calls, with listen-in or call recording.
- Historical and on-demand reporting to analyze team productivity.

### Key Contact Center Features:

The ESI Contact Center solution allows for any size contact center to have enterprise grade features and reporting. There are two seat types available for the solution: Supervisor & Agent. Office Managers can setup the call queues and manage agents in the queues; however the real power of the solution is in the real-time stats available to Agents and Supervisors.

### Queue Routing Functionality:

- Standard IVR with unlimited levels and options allows for multiple entry points.
- Skill and time-based routing.
- Unlimited number of queues with unlimited number of agents per queue.
- Queue Forwarding for tiered support levels.
- Multiple queue routing methods (linear, round robin, longest idle, ring all).
- Advertisements and queue message support.
- Custom music on hold per queue.
- Queue statistics for supervisors (total calls, abandon calls, average wait time and more).

## Contact Center Supervisor and Agent Dashboard Features

| ESI eCloud PBX: Contact Center   | Agent  | Supervisor            |
|--|--------|-----------------------|
| Seat Requirements  | Select | Premier, Premier Plus |
| <b>Supervisor Dashboard Features</b>   |        |                       |
| Real-time statistics on all call queues and agent activity                   |        | ✓                     |
| Access to customized key performance statistics                              |        | ✓                     |
| Summary of call queue statistics with service level indicators               |        | ✓                     |
| Live call barge, monitor, whisper  |        | ✓                     |
| Graphical display of agent or queue historical performance                   |        | ✓                     |
| On-demand call recording and playback  |        | ✓                     |
| View agent availability  | ✓      | ✓                     |
| Force agent login  |        | ✓                     |
| <b>Agent Dashboard Features</b>  |        |                       |
| View agent statistics - total calls, average talk time, agent current status | ✓      | ✓                     |
| View active queues agent is logged into                                      | ✓      | ✓                     |
| View agent call history with numbers, total talk time, call recording        | ✓      | ✓                     |
| Agent availability status: options for lunch, break, meeting, wrap-up        | ✓      | ✓                     |
| Attach notes to a call record  | ✓      | ✓                     |
| <b>Reporting &amp; Analysis</b>  |        |                       |
| Graphical display of all report statistics                                   |        | ✓                     |
| Detailed call history for inbound, outbound, and abandoned calls             |        | ✓                     |
| Complete call queue and agent activity and history reporting                 |        | ✓                     |
| DNIS detail historical reporting   |        | ✓                     |

## Business Phones for the eCloud PBX

### ESI ePhone7



The **ESI ePhone7™** revolutionizes the way business gets done at the desktop level. It takes the smartphone user experience and places it in the desktop phone for business communications. It simplifies what a business phone should do, while increasing the overall effectiveness of communications. The ePhone7 is ideal for users who rely on quick access to personal business contacts and coworkers. Users can quickly create a Favorites list or view company Groups or Departments, while eliminating the complex set-ups of speed dialing or DSS key programming. Its large 7" color touchscreen provides a clear, unique view of coworker availability and delivers all of the critical features of business phones (i.e. Call Forward, Transfer, Call Park, etc.). The high-definition audio handset and full-duplex speakerphone ensures the best possible audible experience. User set-up is not required for the ePhone7, meaning the phone is ready to use upon installation.

### ESI ePhone 4



The **ESI ePhone4™** is ideal for active business phone users. Its 4" color display and thirty-six (36) programmable feature keys help users achieve maximum productivity. A high-definition handset and full-duplex speakerphone provide crisp, clear audio. The several fixed feature keys put the most valuable ESI features just a button press away without the need for user programming. Extension status indicators on the display make the user more efficient at communicating with coworkers.

### ESI 45 SIP Business Phone



The **ESI 45 SIP Business Phone** is ideal for most active ESI eCloud PBX users. A large display and sixteen (16) programmable feature keys encourages users to customize their personal feature set to increase productivity and efficiency.

### ESI 30 SIP Business Phone



The **ESI 30 SIP Business Phone** is perfect for the ESI eCloud PBX users with lower call traffic that require less customization options. ESI 30SIP users on eCloud PBX systems can also access the integrated Cloud Communications Dashboard with advanced features.

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### ESI ePhoneGO™ (mobile application)



The **ESI ePhoneGO™** (formerly ESI Ditto) mobile application extends the functionality of ESI business phones and the Cloud Communications Dashboard directly to a user's mobile device. Users can access features such as Contacts, Call History, Call Recording, Hold, Transfer and advanced Call Routing options.

### ESI Business Phone Specification Matrix

|                                | ESI 30 SIP   | ESI 45 SIP   | ePhone4                                | ePhone7                                |
|--------------------------------|--|--|--|--|
| Network                        | 10/100 Ethernet;<br>PoE  | 10/100/1000 Ethernet;<br>PoE                                     | 10/100/1000 Ethernet;<br>PoE           | 10/100/1000 Ethernet;<br>PoE           |
| Programmable Feature Keys      | 12   | 16   | 36                                     | Unlimited                              |
| Voice mail Key                 | Yes; dedicated   | Yes; dedicated   | Yes; dedicated                         | Visual Voicemail                       |
| Call History                   | Yes  | Yes  | Yes; dedicated                         | Yes                                    |
| HELP Key                       | Programmable   | Yes; dedicated   | Yes; dedicated                         | Yes; on-screen icon                    |
| Phone Display                  | Two lines,<br>32-characters<br>(w/ adjustable<br>backlighting) | Three lines,<br>56-characters<br>(w/ adjustable<br>backlighting) | 4" Color Display                       | 7" Color Touchscreen<br>Display        |
| Speaker / Speakerphone         | Yes/Yes;<br>Full-duplex  | Yes/Yes;<br>Full-duplex,<br>HD handset                           | Yes/Yes;<br>Full-duplex,<br>HD handset | Yes/Yes;<br>Full-duplex,<br>HD handset |
| Integration with ESI Dashboard | Yes  | Yes  | Yes                                    | Yes                                    |
| Integrated Headset Jack        | No   | Yes (RJ-9)   | Yes (RJ-9)                             | Yes (RJ-9)                             |
| Bluetooth Compatibility        | No   | No   | No                                     | No                                     |

## Simple Implementation Process

We promise to make it easy to communicate, so getting started is simple. We'll be with you every step of the way, offering support so that you'll never feel like you're on your own.

Once ESI has a signed order you will be assigned a Project Coordinator (PC) for implementation. The PC will be your contact for implementation questions, training, and information gathering. They will contact you and walk you through the process and make sure you know what is happening along the way.



## What Can You Expect?

1. **Configuration phase:** Building your phone system to your business specifications. Our Project Coordinator will work with you to define how you want your service to be set up. Items like how to set up your auto attendant, call routing, call queues and speed dial keys (if applicable).
2. **Activation phase:** This is when our engineering operations teams are programming your service, preparing phones for shipment. ESI phones are shipped to your site and an authorized ESI Agent or one of our ESI Support team will be onsite to assist in phone deployment and installation.
3. **Training Phase:** Your system is activated and ready for use. Our team will conduct training for all employees either via a webinar or onsite. Our goal is to get your employees excited about the new phone services and the features that will help them increase their productivity and efficiency.
4. **Support phase:** As you begin to use your new phone service often there are questions on features or requests for small routing or programming changes. The ESI Technical Support team is ready to take your call and help support your employees. In addition, our ESI eHELP website is available for all employees to view step-by-step instructions on how to use their ESI phone as well as simple videos to demonstrate each feature.

*Please note that any applicable promotional sales offers by ESI must be claimed within six (6) months of customer's first billing date.*

## **Conclusion**

ESI Cloud Services would like to thank you for reviewing this proposal and evaluating our Cloud PBX solution. We appreciate the opportunity to earn your business and enable an exceptional communications experience for your business and your customers. We look forward to discussing this proposal with you, and as always, please do not hesitate to contact me should you have any questions.

Thank you!

Jay Walling

ESI Cloud Services

972-755-9965

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## PBX Quote for Complete Book & Media Supply

|   |                              |
|---|------------------------------|
| Customer Name: Complete Book & Media Supply | Date: 1 / 12 / 2018          |
| Primary Contact: Jimmy Glasuer              | Term: 5                      |
| Primary Phone No: 512-616-0400 x 114        | Auth. ESI Agent: Jay Walling |
| Primary Email: purchasing@completebook.com  | Phone: 972-755-9965          |

| Services  | Total NRC: \$2255.00 |                             | Total MRC: \$754.60 |                            |           |
|---|----------------------|-----------------------------|---------------------|----------------------------|-----------|
| 1, 3, or 5 YEAR TERM Cloud PBX Seats - NA ...                                   |                      |                             |                     |                            |           |
| Select Seats  | Qty.                 | NRC                         | MRC                 | Total NRC                  | Total MRC |
| Select Seat (ESI30, 1-DID)  | 1                    | 0                           | \$20.95             | 0                          | \$20.95   |
| Select Seat (ePhone4, 1-DID)  | 23                   | \$80.00                     | \$27.95             | \$1840.00                  | \$642.85  |
| Premier Seats   | Qty.                 | NRC                         | MRC                 | Total NRC                  | Total MRC |
| Premier Seat (ePhone7, 1-DID, ePhoneGO)   | 2                    | \$150.00                    | \$34.95             | \$300.00                   | \$69.90   |
| Porting   | Qty.                 | NRC                         | MRC                 | Total NRC                  | Total MRC |
| Domestic DID and/or FAX LNP (Line Number Porting) non-recurring charge per line | 10                   | \$7.00                      | 0                   | \$70.00                    | 0         |
| Domestic Toll Free LNP (Line Number Porting) Per minute rate \$0.039/minute     | 1                    | \$25.00                     | \$4.00              | \$25.00                    | \$4.00    |
| Faxing - Unlimited Inbound(200 outbound)  | Qty.                 | NRC                         | MRC                 | Total NRC                  | Total MRC |
| Virtual Fax-Page rate after allowance \$0.05/page                               | 1                    | \$8.00                      | \$9.95              | \$8.00                     | \$9.95    |
| Additional Services   | Qty.                 | NRC                         | MRC                 | Total NRC                  | Total MRC |
| Main Number Print Directory Listing, CNAM                                       | 1                    | \$12.00                     | \$6.95              | \$12.00                    | \$6.95    |
| Auto Attendant (two included - day/night)                                       | 2                    | 0                           | 0                   | 0                          | 0         |
| Call Queues (4 included, each additional 4-pack)                                | 4                    | 0                           | 0                   | 0                          | 0         |
| <b>Grand Total</b>  |                      | <b>Total NRC: \$2255.00</b> |                     | <b>Total MRC: \$754.60</b> |           |