

Capabilities - e-Commerce

Our e-Commerce application gives retailers the Internet presence they need to support customer relationships and manage wholesale purchases without the large investment in hardware, software and technical staff.

INVENTORY MANAGEMENT

Exception Reports

Each inventory item has a set number of required features that must be provided before the item can go into production. The system will verify all items are complete and generate exception reports so you can quickly review and address each problem identified. You have the option to ignore an exception at the time it appears and have it resurface at a later date when it can be addressed. This eliminates an automatic reminder upon each login.

Back-order System

An item placed on back-order by a customer will generate one of the following responses:
Customer notification by email when the item becomes available.
Order processed when the item is available.

Purchase Order Integration You have the ability to manage your outstanding purchase orders from within the system, creating anticipated inventory quantities, which can be applied against back-ordered items.

Volume Pricing Since a large portion of business is frequently done through back-channel wholesalers, an easy volume-pricing model is provided to discount items. You have the ability to specify multiple discount structures that will later be applied to specific items whenever wholesalers are logged in and ordering set quantities of those items.

MARKETING MANAGEMENT

Browsing and Purchasing

Our e-Commerce system provides you with an informative and easy-to-use interface for browsing and purchasing items. The system provides a set of predefined templates or pages through which you can choose a color-scheme to apply. Or you may opt to develop a customized template.

- Index

Items are displayed in groups, by categories, and your customers have the ability to search through existing inventory.

- Browse Results

A specified number of items are displayed in a grid format that links to detailed production descriptions. Your customers can specify how many items will be displayed on each page and the number of items displayed may be adjustable by the individual user run-time.

- Detailed Item

Your customers will be able to view a large graphic item and any style variations. Should a style variation graphic be available, it will be switched in with the displayed graphic. Otherwise a swatch will be shown.

- Shopping Cart

Items that the customer has added to the shopping cart will be displayed along with a thumbnail graphic of the item and quantity purchased. Upon confirmation of the items shown on this page, the customer will be taken to checkout.

Cross/Up-selling

When viewing chosen items, customers will see other items that they "make also like." Cross-linking of products can be explicitly specified by the marketing manager on the back-end interface, or be triggered by analysis of previous customer purchasing patterns.

Check-out Procedure

Credit card processing and authorization is handled by an outside agent, AuthorizeNet, which minimizes the need to store sensitive data on the system. This practice gives your customers peace-of-mind and eliminates the need for you to develop a more secure system internally.