

InSiteCommerce®

InSiteCommerce 3.0 Enterprise eCommerce

InSiteCommerce 3.0 is a full Enterprise eCommerce application providing the deepest level of integration available for enterprise backend solutions. Operating in a hosted environment, InSiteCommerce communicates with ERP solutions through .NET web services transferring product, inventory, pricing and order information with speed and accuracy.



Most eCommerce sites require two databases which results in high administrative costs and difficulty in synchronizing data. With InSiteCommerce 3.0, order inquiry and submission to your production database are synchronized and streamlined.

Strong Brands

InSiteCommerce has quickly emerged as one of the leading eCommerce platforms for brands like...



Caldrea Corp.



CustomBoxesNow



Surdyks Wines



ParAide



PolarTrailer

Design Flexibility

The InSiteCommerce Solution is design-friendly making each site produced unique. The approach provides a user experience that increases both site usage and average transaction values.

B2C and B2B

You no longer need to have two separate systems to accept wholesale and consumer orders. With the InSiteCommerce system, you have one system to manage.

InSiteCommerce eliminates the redundant databases found in most eCommerce scenarios. Product information, tiered pricing, customer and inventory levels can be displayed directly from the ERP database. Additional content and images are managed through the robust and simple to InSiteCommerce Management Console. Orders are submitted and processed immediately allowing the customer to use their terms or credit card for purchase.

For more information, please call InSite at 866-746-0377



InSiteCommerce 3.0 Feature Set

Administration / Management Console	
User-Friendly Site Management Tool	Intuitive Management Console interface allows non-IT specialists to maintain, administer and expand website
User Management	Global user management module allows administrator to assign multiple role based permissions, security and data access.
Category, Product & Item Management	Integrated design allows administrator to populate products & categories with ERP data or manually update.
Order Management	Orders flow near-real-time into ERP system and can be managed within the Management Console.
Module Management	The Management Console allows your site administrator to manage all sites and services from within a single maintenance tool.
Web Statistics	Integration with Google Analytics or upgradeable to one of several advanced statistical packages.
Reporting Dashboard	Dynamic snapshot reports of Sales and Promotions.
Content Management	
Dynamic Page Functionality	Ability to add and edit pages via the Management Console for administrator updates.
Image Management	Full support for a wide range of image types and multiple images for sections and pages.
HTML WYSIWYG Editor	Dual functionality allows editing content with either an HTML editor or with a graphic editor.
Unlimited Dynamic Page Support	Ability to add unlimited number of pages. Manage all or part of the data that appears on a page.
Landing Page Support	Ability to add unlimited number of landing pages and entry pages for marketing programs.
eCommerce Features	
Flexible Design	Configurable design templates deliver a fully-branded experience to your shoppers.
Multi-Channel Support	Web best practice designs and robust back-end functionality address the particular needs of Consumers, Dealers, Distributors and Sales Representatives.
Unlimited Products & Categories	Catalog a virtually unlimited number of products. Shoppers can browse product pages or use the powerful product search to find specific items.
Hierarchical Product Categorization	Create Parent categories and child sub-categories to help your shoppers easily find what they're looking for.
Product, Customer and Price Synchronization	Easy information exchange! Add products to a web store or complete batch updates by connecting to your production database or ERP system.
Deep, Detailed Product Information Support	Provide detailed Product and Category information, such as specifications, and even attach related documentation, as well as Sales and Marketing copy.
Multiple Images per Product and Category	Multiple overviews, detail shots and lifestyle images are available per product (3) and per category (2).

InSiteCommerce 3.0 Features (Continued)

eCommerce Features	
Estimated or Actual Freight Rating	Freight charges can be applied as a flat rate, percentage of order total or actual shipping charges from UPS, DHL or Federal Express.
Suggested Selling and Related Items	Link add-on products to customers' choices during the buying process. Cross-Sells are available at the Product, Category or Site levels.
Robust Promotions Engine	Automatic and coupon code based promotions on products, orders and freight can be managed with simple or complex Rules and Results formulas.
Multiple Payment Options	Securely accept credit cards, PayPal, net terms, purchase orders or COD transactions.
Merchant Account/Gateway Integration	PayPal Payflow Pro (formerly VeriSign) processing integrates with most banks.
Search Engine Friendly	All pages are built with the top search engines in mind. Page titles and meta tags can be added to each page.
Web Order History	Keep customers fully informed of their order status' and purchase history.
Tracking History	Optional Shipment Refresh Integration answers the common question, "Where's my order?"
Inventory Availability (generalized)	Product availability can be calculated nightly, or for more inventory sensitive scenarios, the shopping cart can display near-real-time data.
Multi-Layered Pricing	List, Sale and Customer specific pricing are fully supported.
Sales Tax calculations	Calculate taxes per State or Postal Code, and apply tax exemptions by Product, Category, State or Postal Code.
Transactional Email Support	Manage order confirmations and notifications, send reminders of forgotten passwords, and keep your Customer Service department in the loop with order notifications and Contact Us forms. Emails are fully style-able, maintaining your brand identity.
Email Collection and Export	Collect opt-in subscriber address and export them to the 3rd party marketing ESP of your choice.
Meta-Data Tags	Update all pages and Products with search optimizable keywords, meta-descriptions and page-titles.
Guest Checkout and/or Registered Account Support	Allow anonymous Guest checkout or offer your customers an on-going account.
Dealer/Store Locator	Assist cross-channel shoppers by letting them know where they can find local dealers to complete their transaction.
Comprehensive Product Search	Product content is nimbly searched, keeping shoppers on target with relevant results.
Mini-Cart	Avoid cart abandonment by giving your shoppers the order information they need. Order details can be displayed throughout the ordering process, eliminating unwelcome surprises.
Wish Lists	Keep customers coming back with wish lists and favorites.
Integration Features	
Full ERP Integration	Products, customers, items and pricing are pulled from the ERP and orders are submitted near-real-time.
Customer Specific Pricing	Price matrix supports Customer specific, type, override, break quantity, etc. pricing.



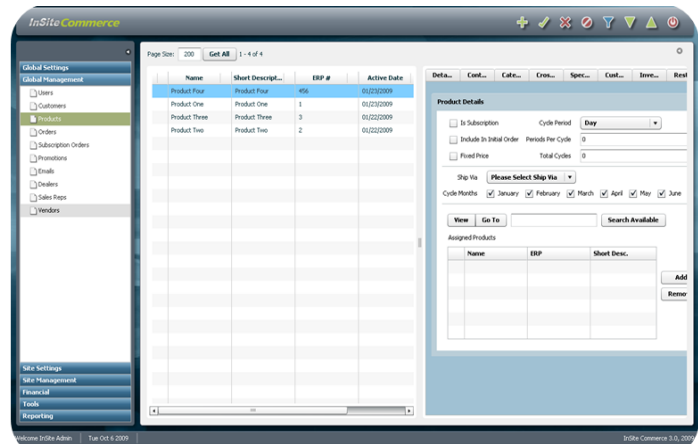
InSiteCommerce 3.0 Features (Continued)

Integration Features	
SKU and Item Management	Ability to add SKUs manually or pull items and descriptions from ERP system. Easily update Products with search-friendly content.
Real-Time Order Processing	Orders sent directly into ERP system via web services for near-real-time processing.
Parts Masterfile synch to ERP	Display your complete, up-to-date product catalog on-line by fully integrating Commerce to your ERP.
Customer Masterfile synch to ERP	Keep on-line accounts up-to-date with your ERP.
Payment Features	
PayPal Payflow Pro and Authorize.NET Integration	PayPal credit card processing allows customers to process orders using credit card and receive pre-authorizations.
Fully Integrated to Your ERP Application	Payment records are created and submitted to ERP package – authorization only or authorization and sale.
Offline Processing	Ability to process stand-alone credit card transactions eliminates the need for costly terminals.
Technology	
SQL Server 2005 Database Support	InSite provides full support for a robust, high performance SQL Server 2005 solution.
Hosting	The InSite solution is offered in three different hosting scenarios: shared hosting, dedicated hosting or client hosted.
IIS 6 or above	Microsoft Internet Information Services.
.NET 3.5	Microsoft .NET Framework.
Service and Support	
Personal E-Business Management Consultant	Experienced business analysts offer oversight of your order and provide insight and assistance.
Support Services	Live support via phone, e-mail, and live chat for critical issues.

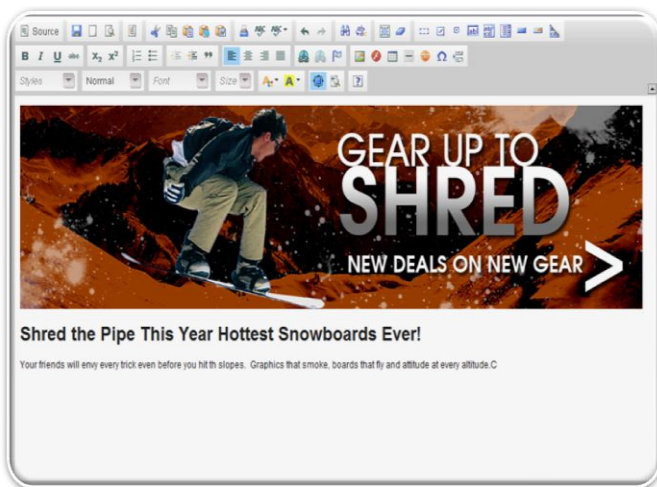
InSiteCommerce 3.0 Management Console

The InSiteCommerce 3.0 Management Console was built with the Administrator/Webmaster in mind. This tool allows site administrators (technical and non-technical) to manage user rights, products, orders, content (including creation of additional pages) and linked documents.

InSiteCommerce 3.0 provides a simple interface from which to manage all corporate websites. Synchronized data from the ERP (enterprise application) updates products, customers and pricing in the InSite Management Console. Simply add additional marketing data as needed and revised product catalogs are automatically published to the site.



InSiteCommerce 3.0 Management Console



Graphical WYSIWYG Content Management

Features include:

- Tiered Users/Roles Administration
- Product Catalog Management
- Order and Credit Card Management
- Promotions/Marketing Management
- Content Management with HTML and Graphical Controls
- Dynamic Page Creation

InSiteCommerce 3.0 Technology and Integration

Core Technology

InSiteCommerce eliminates your technology concerns. Using Microsoft .NET 2.0 and AJAX technology, InSiteCommerce assures that the response rate of your site is the fastest available. Microsoft NET 2.0 is the predominant development tool in the industry and is used by InSiteCommerce to enhance the functionality we provide to your website development and integration to your back-end ERP or accounting software.

With InSiteCommerce and the AJAX technology are used, the customer has very different experience. When adding the item to the shopping cart, your page allows the cart to refresh without having to redraw the entire page. Your customer is happier, and you have a better chance of getting their business.

ERP Integration

When eCommerce dramatically increases your order intake, are you left with adding staff to manually re-create the orders in your ERP or accounting software to initiate order fulfillment? Do changes to product pricing in your back-end system require re-entry into your website? Do your dealers have on-line access to their order history and negotiated discounts?

InSiteCommerce also provides deep integration into your order fulfillment process and makes it available to your customers on-line. At the time of requesting a quote or placing an order, customers will be able to select the available shipping methods and determine their freight cost. Once the orders are placed, on-line tracking allows them to see when their product was shipped and lets them track the shipment through the carrier.

Hosting Options

InSiteCommerce is a hosted application that provides greater flexibility in accessing the secured functionality from other computers and in managing updates to the InSiteCommerce application.

InSite Software Solutions has developed InSiteCommerce so that it can be hosted in the location of your choice – behind your firewall on your own web server, with your ISP, or through the hosting services available directly from InSite Software.

