



Online Store High Level View

Customer Experience / Design / Front End

Your online store must be unique, representing the values of your brand, retail stores or catalog. eBrand Commerce delivers a consistent customer experience throughout your store; we think of it as your “flagship”—a crucial element of your success.

We provide either a full design service, or work with your employees or agency to integrate your design into our platform.

By working with eBrand Commerce, you benefit from our solid experience and proven best practices of the industry to build a state-of-the-art online store.

Customer experience is everywhere; the online store is the #1 capture point to engage your customers. eBrand Commerce includes a rich feature set for high impact on sales:

- Clear, intuitive navigation architecture with minimum clicks to buy
- A powerful internal search engine with ‘advanced search’, ‘refine search,’ and ‘search category’
- Rich media including Flash, video technology, and product configuration
- Functionality to shop with or without registration
- User accounts with multiple wish lists, payment and shipping methods
- Personalization by customer segmentation for promotion and content
- Shopping cart summary display, shipping estimate in cart, quick checkout within 1 to 4 steps (high impact on cart and checkout abandonment rate)
- Auto-save/persistent shopping cart (high impact on cart abandonment rate)

Merchandising, Promotion and Content Management

eBrand Commerce includes a powerful administration tool to manage all merchandising of the online store from the homepage, to the category page, to the product detail page, to the shopping cart and beyond.

- Promotions can be managed by conditions/actions, customer segmentation, and product relation—which, for example, includes:
 - Free or reduced shipping
 - Percentage discount
 - Flat discount
 - Up sell / Cross sell
 - “People who bought this also bought,” or cross sell based on dynamic purchase history

The solution offers a flexible Content Management System designed to enable marketing teams to manage products and non-product-related content without any HTML knowledge required.

Third-Party Marketing Integration

We integrate with all major third-party marketing vendors:

- Email campaign vendors: Quotient Marketing, etc.
- Portals: Amazon, MSN, Yahoo, and AOL
- Comparison Engines: Shopzilla, Shop.com, and Shopping.com
- Affiliate Networks: Linkshare, Commission Junction, and Performics
- Analytics: Omniture, Coremetrics, and WebSiteStory

Multi-Channel Integration

The multi-channel model is part of the core strategy of eBrand Commerce; we offer full integration of the following key functions:

- Plastic or virtual gift card to buy and redeem through online stores, retail stores, catalog or call center
- In-store kiosks to extend store inventory and allow users to sign up online
- In-store pickup for users to purchase online and get merchandise in the store

Back-Office Integration: ERP and Customer Service Integration

We offer full integration with ERP to manage products, inventory, and order processing. eBrand Commerce includes an Order Entry System with a 360-customer, real-time view for order management and CRM, or datafeed with your customer service information.

- Inventory: synchronize inventory with ERP and run local eCommerce inventory
- Import product data from ERP or manually manage product data
- Full order processing integration with ERP. Real-time authorization, settlement deferred to shipping confirmation (legal compliance), and purchase history synchronization

B2B and Wholesale

eBrand Commerce is also B2B equipped. Now you can leverage the same eCommerce infrastructure for B2C and B2B. eBrand Commerce includes the following features:

- Price list per company or per customer group
- Multiple accounts per company
- Price per volume
- Wholesale product fields
- B2B payments
- Freight shipping methods
- Customer registration control

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