

Online Store

Product

DS0110 July 2009

IVT Online Store produces a seamless, user-friendly online shopping experience, allowing design flexibility to deliver a strong brand presence.

Product Summary

IVT's Online Store boasts an integral contacts database and Newsletter Creator with full eMarketing capability. Coupled with easy store navigation and an unlimited number of products, the Online Store provides a professional and user friendly online shopping experience for both store owners and customers.

The Online Store is scalable, with options and supportive features, Store Locator, Gift or incentive vouchers, and extending to loyalty programs and Franchise operations and includes a Products Module with an extensive database to list all attributes of a product.

IVT's Online Store is available in a choice of two versions:

Online Store Standard – includes essential functions such as Products Database, Customer Contact Database, Website (Public & Private Extranet), Secure Payment Gateway, Order Tracking System and eMarketing.

Online Store PLUS – adds options for selling eDownloads, Vouchers (gift and incentive) and Store Locator.

Strong Brand Presence!

Designers have the freedom to create a powerful brand presence with this flexible system.

eCommerce + eMarketing

The integrated design ensures that all customer history and detail is recorded along with an order management system that takes the hard work out of selling online.



Functional Overview:

IVT's Online Store consists of a (public) website and a management system (administration) operating a single database web application.

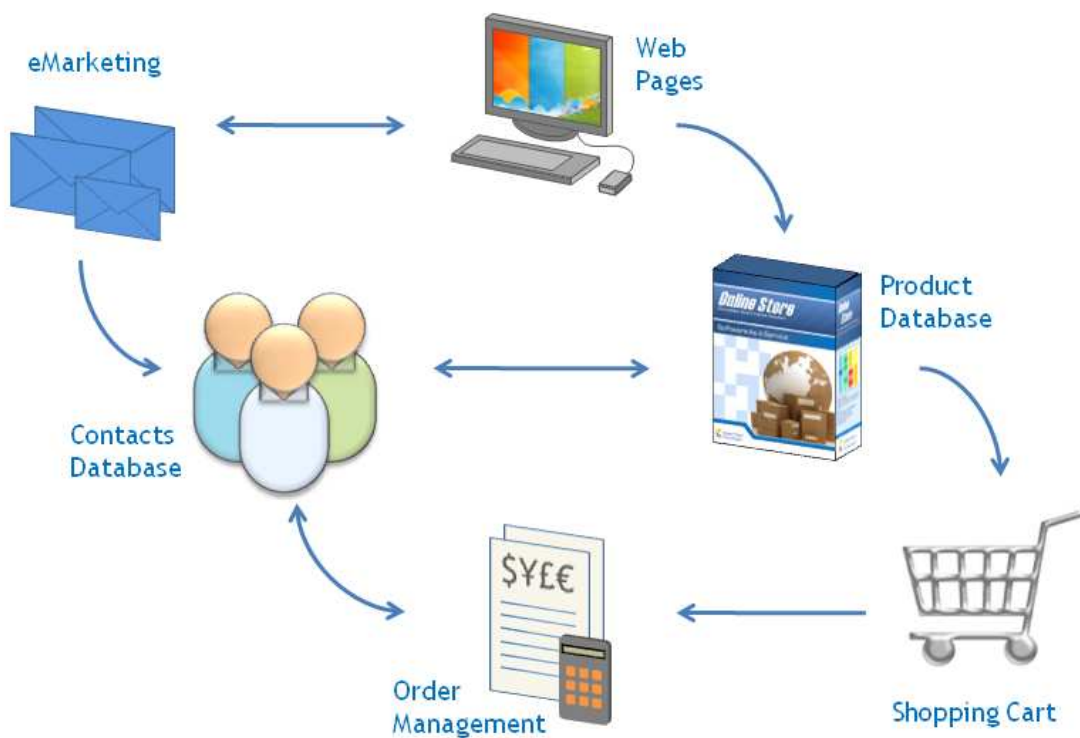
Features on the Public Interface:

- ☑ Category navigation
- ☑ Multiple product layouts including products per page, column layout, row layout, form layout
- ☑ Download documents, spreadsheets, drivers etc against a product
- ☑ View product as a large image
- ☑ Site search engine

As an integrated system, all new customers are added to the contacts database automatically, allowing follow up with customers via email marketing campaigns and newsletters. A complete purchasing history is stored for each customer.

The online shopping experience includes a products database, Shopping Cart and Order management system. Designers have freedom to present products with a 'look and feel' supporting their brand with flexibility to specify the layout, number of products per page and thumbnail or list format in columns or rows.

At the heart of the Online Store is a **Products Database** managing all attributes of a product; including weight, multiple price levels, stock level, tax, product code and descriptive images and files. The database can be updated to reflect stock availability, and multiple product price levels support sales to members or resellers.



Featured products can be displayed on the home page, or in a 'specials' category. Products can be imported via a wizard using XL spreadsheets for rapid deployment and easy maintenance

The **Shopping Cart** is customisable to suit different business processes including onscreen messages and emails, taxes and payment methods such as real time credit cards, direct debit, paypal and b-pay. Freight calculations can be performed automatically based on quantity, weight, product type and shipping destination.

The **Orders Management** System emails PDF invoices, tracks the status of all orders and produces on-screen sales reports. Transactions can be exported for upload to accounting systems such as MYOB

Online Store – Key Functions:



Products Database

Products Database:

- Automated category navigation
- Unlimited number of products
- Automatic resizing of images
- Cross reference similar or related products
- Set page layouts and display of products (thumbnail, list)



Orders

Orders:

- Searchable order interface for all eCommerce transactions via the shopping cart
- Shopping Cart setup and customisation
- Invoice created and emailed, stored for future reference
- Transaction processing with automated emails and email log
- Download transaction file for transfer to accounting software (e.g. MYOB)
- Ordering history recorded against Customer



Contacts Database

Contacts Database:

- All contact details stored in database including organisation
- Contacts can be allocated to groups for eMarketing
- Add notes to contacts for future sales



eMarketing

eMarketing:

- Newsletter setup including signup
- Targeted campaigns at specific contact groups
- Vouchers (Gift and Incentive)

Payment Gateway:

- Secure certificate
- Payment options including Credit Card, Paypal, Direct Debit, Cheque, EFT

Technology:

IVT Association Manager web applications utilise proprietary technology –'SB4' developed over the last eight years and currently in use by hundreds of clients. The technology is modular and scalable; easily deployed for any custom design. IVT's SB4 technology uses Linux operating systems, Apache web servers, MySQL databases and PHP5 programming.

Internet Vision Technologies also develops web enabled custom business applications. These typically utilise Adobe Flex and Adobe AIR to produce Rich Internet Applications, whilst maintaining the power of IVT's expertise in web enabled database technology.

Applications can range from discrete business requirements through to fully integrated systems handling day to day processes, such as processing orders, stock levels, POS data and invoicing. Whatever your specific needs, we can help you by building software that will streamline your processes and increase the efficiency of your business.

Deployment:

Public Internet hosted offsite by IVT, or onsite on suitable Client's Server
System administration with backup manager (onsite and offsite) and automatic software updates

Clients Portfolio:

These are some clients currently using the Association Manager system:

- Apollo Bicycles
- Bamboo Select – Wholesale Flooring
- Catherine Manuell Design
- Continental Furniture – Glass Furniture
- Easy Guides – Industry Training Resources
- Mothers Direct – Australian Breastfeeding Assoc.
- Mozi Designs
- Payless Shoes
- ShaverShop – Online Store / Franchise System
- WB Gadd – Fine Wool & Merino Possum

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Website Features

	Online Store Standard	Online Store PLUS
About Us (Pages / Categories)	✓	✓
Contact Us (Pages / Categories)	✓	✓
Services (Pages / Categories)	✓	✓
Products Database (Products / Categories)	✓	✓
Featured Products / Services on Home Page	✓	✓
Resources / Links (Pages / Categories)	✓	✓
Random Images on Home Page	✓	✓
News	✓	✓
Site Search	✓	✓
Site Map	✓	✓
Banner Advertising		✓
Store Accessories, Size Options & eDownloads		✓
Animated Feature (Flash) on Home Page		✓
Store Locator		✓
Vouchers - Gift		✓
Vouchers - Incentive		✓

Contacts Database	✓	✓
eMarketing / eNews Creator	✓	✓
Interactive Forms	✓	✓
Newsletter Signup	✓	✓
Payment Gateway (Split card)	✓	✓
Order Processing (Products)	✓	✓

Administration Functions

Web Server	Shared VM	Shared VM
Traffic Quota	5GB	5GB

Screenshots:

