eCommerce is Changing—Are You Ready?

The world of eCommerce is changing, and it is changing fast! 10 years ago integrated eCommerce in the mid-market was almost unheard of - except rare companies like Iciniti. 5 years ago, eCommerce that was integrated to a companies ERP was expected. Now, even deep integration to the ERP...simply isn't enough.

Today, modern companies need more. They need the ability to manage all of their corporate content through a web interface. And once again...Iciniti leads the way with **eCommSuite 5** and Sitefinity CMS.

Product Features

- Product Browsing
- Catalogue Browsing
- Accpac Integration
- Marketing Tools
- Customer Accounts
- Customer Service
- Site Analytics & Reporting
- Order Management
- Payments
- Checkout
- Search Engine Optimization
- International Support
- Site Management

Content Management System

When Iciniti began building the 5th version of our popular web store, we decided to go back to the very basics – what is eCommerce? What is accounting data? How does eCommerce and accounting data relate to your web presence? Our conclusion was that eCommerce and accounting data were simply subsets of a company's overall corporate content. If this was true, and we believe it is, this content should be managed by a Content Management System (CMS).

Your web presence is where your organization meets the world. It's where you engage with customers, prospects, industry analysts and even your competitors. In this challenging environment, it's vital that your web content management system empowers you to deliver compelling and relevant content across every channel. Therefore, when we set out to create Iciniti Store 5.X, we focused on delivering it as an integrated piece of an overall content management system.

Our search for just the right CMS lead us to Telerik and Sitefinity CMS. Sitefinity CMS and Iciniti offers an integrated approach for your entire web presence – from web content management, lead generation and campaign management to e-commerce, collaboration platforms and corporate intranets for your team.

With Iciniti Store 5.X, Iciniti is as tightly integrated to the Sitefinity CMS on the front end as we always have been to Sage 300, on the backend. At Iciniti, we often refer to Iciniti, Sitefinity and Accpac as though they were one product. That is because with Iciniti Store 5...they almost are. Iciniti has merged all three products into one comprehensive application that manages corporate, eCommerce and accounting content as though it were one.

For a demo of Iciniti eCommSuite please contact sales@iciniti.com or call 866-ICINITI
International call +1 519-432-9599

Take your online presence to the next level with Sitefinity and Iciniti Store 5.X:

Empower business users and authors – Sitefinity's intuitive interface makes it easy to use for content creators and marketing experts. Drag-and-drop page creation, award-winning Word-like text editor and browse-and-edit capabilities allow nontechnical users to become effective web contributors.

Deliver compelling and relevant content – with Sitefinity and Iciniti you can easily create effective campaign sites and micro-sites to promote new products, special promos and upcoming events. Create corporate blogs to interact with your community, set up registration and contact forms, surveys and questionnaires – do it all by dragging and dropping widgets, no coding required.

Execute multi-channel marketing – use Sitefinity's publishing system to publish, expose, consume, aggregate, and mash-up content from multiple sources including external websites, accounting data and blogs. Sitefinity helps you automate the whole publishing process while providing full control over the content that gets published by your brand.

Use social media to reach out to your community – With the growth of social media networks like Facebook and Twitter, you need to extend your online strategy beyond your website in order to reach new customers. Sitefinity offers you the tools to engage with your community, share ideas, and receive feedback on your brand, latest trends and customer expectations.

Measure results – Sitefinity's Web Analytics module contains all the familiar Google Analytics reports Including Visitors, Traffic Sources, Content and Goals. You get accurate information about traffic sources, visitor demographics and website activity, helping you better understand your audience and improve conversion rates.

Manage business processes – Sitefinity and Iciniti eCommSuite 5 fits the way you work; helping you optimize your organization's publishing processes. Create custom workflows with conditional approval steps and content safeguards. Specify roles and responsibilities to make sure business users have the right tools for their jobs. Even create automatic localized versions of your content. However you work, Sitefinity and Iciniti put you in control.

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eCommSuite 5—Feature List

Product Browsing
Iciniti's flexible eCommerce engine allows you to set up category structures and product pages to suite your business. While built in functionality for up-sell, cross-sell and related items increase the average value of your orders.

- Multiple images per product
- Multiple sizes per image
- Product Reviews
- Product Ratings
- Related Products
- Quantity Discounts
- Item Variations (Size, Colour)
- Package Configurator

Catalogue Browsing
Iciniti Store was designed from the ground up to be flexible, feature rich and customizable. If you can imagine it—your new Iciniti Store can do it. Keyword Searches, Reviews and Ratings, Tiered Navigation and Random Featured Items make sure that it is easy for your customers to find the right product for their needs.

- Pricing by price list and discount level
- Contract pricing
- Generic Content block to create category landing pages
- Multi-Tier Navigation
- Create separate look and feel for each category
- Recently viewed product
- My Catalogue displays recently purchased items
- Related Documents
- Cross-Sell, Up-Sell and Related Items
- Product Reviews
- Product listing in array or list format by category

Accpac Integration
Deeply integrated to Sage 300, everything about the customer and product is automatically inherited by the web site. There is no manual up-load or down-load just a constant and automatic flow of data. When you change the price of an item in Accpac it is automatically changed at the web site, when the client places an order at the web site it is automatically entered into Accpac and most importantly, your clients can manage their own account by viewing all orders, invoices and payments on line. They can even pay open invoices right at the web site and have it create a receipt batch in Accpac.

- Supports unlimited price lists
- Supports Accpac National Accounts
- Supports Contract Pricing
- Multiple Units of Measure
- Order History
- AR History
  - ◊ Invoices, Debit Notes, Credit Notes & Payments
- Pay Open Invoices on-line
- Show quantity available for Inventory Control
- Show quantity available from the customers preferred or from pre-selected warehouses
- Supports Kits
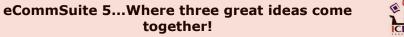- Supports B.O.M.s

Marketing Tools
Iciniti Store 5.X goes beyond the incredibly flexible pricing supported by the Sage 300 accounting system to give you the power to offer promotions down to a specific customer if desired. Our powerful Promotion Manager allows you to match user defined conditions to offers. Tools such as Cross-Sell and Up-Sell help increase your average order value.

- Limit sales to a specific price list
- Limit promotions to specific groups, user types, terms codes, categories and time periods
  - ◊ Percent off order
  - ◊ Amount off order
  - ◊ Percent off item
  - ◊ Amount off item
  - ◊ Free shipping on order
  - ◊ Free shipping on item
  - ◊ Buy X get Y free
  - ◊ Buy X get percent or dollar off Y
  - ◊ Get X for first order
- Restrict promotions by categories or items
- Newsletters with A/B testing
- Contract pricing
- Quantity Discounts
- Search Engine friendly URLs
- Easily create landing page for a campaign
- Recently viewed products
- Random Featured Items
- Customer specific pricing
- Search Engine Friendly URLs
- URL Rewrites
- Auto-generate site map
- Create News items
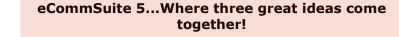- Create Events

Social Networking
Social networking allows business's to build relationships, gain return customers, expand their territory and receive referrals by marketing their products and services through social networks. By blending content management, ecommerce and social networking; potential customers can be directed back to particular pages and products through their friends recommendations.

- Facebook "Like" control to link friends back to a particular page on your site
- Template for corporate Facebook page
- Create new pages using the Facebook template available on the Sitefinity Marketplace
- Twitter connector: allows you to set a one-click property which publishes your content in real time through different Twitter accounts
- Twitter widgets (profile, search, favorites and list) helping you organize and display selected tweets on your web pages
- URL shortening service for quickly posting your tweets
- Sitefinity enables you to display social sharing buttons that allow users to easily share Sitefinity content to popular social networks (Facebook, Google +1, Twitter, etc.)

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eCommSuite 5...Where three great ideas come together!

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- Sitefinity's publishing system allows you to automate the publishing process, and expose content through different channels
- The integrated Forums module will allow you to develop and manage your active online community directly on your website
- Keep your website visitors informed and engage with your community. Sitefinity's out-of-the-box Blogs and RSS feeds support your community building efforts

Customer Accounts

With Iciniti Store 5.X, Customer Accounts is taken to a whole new level – complete invoice, credit note, debit note and payment history - direct from the ERP. Pay Open Invoices online with Iciniti Credit Card. Review order history and order status, and re-order with a single click of the mouse. Save carts and even share them with others in your organization such as a buyer.

- Order Status and history
- Re-order from account even for orders placed directly with ERP
- My Catalogue – list of recently ordered items
- Default billing and shipping address
- Sales reps can manage Customer Accounts and place orders for customers
- Customers can update billing and shipping information in ERP (with appropriate permissions)
- Create Customer Account Applications
- Customer can add account to ERP or web (with appropriate permissions)

Customer Service

Iciniti's rich self-service tools integrate directly to the ERP so customers see ALL of their order, invoices and payment history, not just web history. Customers can use the rich feature set to view tracking numbers, link to carriers to see where their parcel is, and submit requests via "contact us" forms.

- Web Order Desk allows Customer Service agents to view customer accounts, accept payment, track shipments and place orders on behalf of customers.
- Create custom forms for "Contact Us" or other needs
- Feature Rich "My Account" information
- Automatic Order History and Status Updates for all orders in the ERP
- Order tracking with web service to main shippers
- Forgot Password email from web site front-end
- Order emails to both customers and internal staff
- Customizable email templates
- Create Orders and New Accounts from Web Order Desk

Site Analytics and Reporting

Iciniti eCommSuite is built with the Sitefinity Content Management System (CMS). Sitefinity's integrated Analytics module combines the power of Google Analytics with Sitefinity's intuitive, easy-to-use interface. With these tools you can leverage traffic statistics, usage information and visitor profiles to calibrate your online strategy, 24-7. Speedy, responsive optimization of your web presence is now a reality.

- Visitors Report
- Content Report
- Traffic Source Report
- Analytics Map
- User definable Permissions and Security

Order Management

Because Iciniti eCommSuite is connected to your Sage 300 data all orders including web orders, fax orders and phone orders are displayed on the easy to use dashboard.

Web Order Desk allows Customer Service agents to review orders, invoices and payments online and even add new accounts or modify existing accounts. The Customer Service agent changes will push back to the ERP.

Remote Sales Reps can even log into a customer account using the mobile browser, view orders, invoices and even accept payments on the spot.

- View and create orders from the admin panel
- Transfer orders directly to AR for invoicing
- Pick, Pack and ship using various Accpac warehouse management tools
- Track and fulfill back orders
- Web Order Desk – phone in or remote order creation
- Create new customer
- Update customer master
- Override pricing
- Select or add new ship-tos
- Use quick order entry or browse categories
- Email notification of orders to customer and staff
- Iciniti Order Reader automatically places order into Sage 300

Payments

Iciniti eCommSuite is designed to accept credit cards, on account orders and PayPal orders. Iciniti Web Payment Page integrates to several gateways with support for multiple countries and currencies. Iciniti Credit Card sits inside the Sage 300 accounting system to allow for credit card payment of call in orders.

- Support for major gateways in multiple countries
- Integration to Sage Payment Services
- PA-DSS certified payment application
- Integration to PayPal
- Configurable to allow pre-pay at time of order or authorize at time of order and capture on creation of invoice
- Support for Vaulted/Tagged gateways
- Accepts purchase orders depending on payment terms
- Supports Iciniti Credit Card, Paytelligence and Sage Payment Processing

Checkout

Customer checkout is easy and intuitive, and integrates with multiple payment gateways, PayPal and on account. Customers can select from multiple shipping methods or even send their courier to pick up the parcel.

Add special shipping instructions and checkout through a secure PA-DSS certified payment window.

- SSL Security provide by DigiCert

- Checkout without creating an account
- Create a web account or an ERP account on the fly (with appropriate permission)
- Saved shopping cart with Share function
- Checkout with account supports multiple ship-tos
- Checkout with shipping estimates provided by direct links to;
  ◊ UPS
  ◊ Fedex
  ◊ USPS
  ◊ Canada Post
- Checkout with taxes as per ERP or with link to AvaTax

Search Engine Optimization

Sitefinity's integrated SEO tools ensure that you get the most of your website with improved discoverability among search engine results. Painlessly edit page names, titles, descriptions and keywords, improve SEO results by editing alternative tags for images, and quickly identify pages with missing meta tags. In addition, Sitefinity enables you to quickly create landing pages that target strategic keywords.

Meta tags are editable at the item, image, page and category levels to give you the very best chance to optimize your keywords.

- 100% search engine friendly web site
- URL re-writes gives you full control over URL's
- Meta information at page, category, image and product levels
- Auto-Generated sitemap
- Popular search terms from Analytics page

International Support

International support is more than just localization – it is giving the customer a meaningful experience in both their language and their currency. With eCommSuite you can create and maintain content in multiple languages, even accounting data. Web visitors will then automatically see your web site in their language of choice. Simply prepare a content block or resource in one language, then create mirror versions for other languages. See at a glance which pages or content items need translation. Sitefinity's language synchronization service can even apply layout changes from the default language version to other language versions, ensuring consistent layout and content across global websites in multiple languages.

- Multi-Lingual
- Support for multiple currencies pulled directly from the accounting system
- Tax rate support
- Localization
- Pre-loaded countries and state/provinces

Site Management

You can access and manage your website using the dashboard, from any browser. eCommSuite offers the widest cross-browser compatibility in the industry.

Sitefinity's permissions structure and workflows mean that content is only editable by the authorized users, so you can be confident that your website content always complies with your business requirements.

Sitefinity's html editor produces W3C and Section 508 compliant content so your website visitors with special needs will be able to easily navigate and review your content.

- Content staging with drafts and roll-backs
- Multi-Lingual
- Support for localization
- Support for multiple currencies
- Granular roles and permissions
- Complete API available for both Iciniti and Sitefinity modules
- Tools to automatically create all necessary ecommerce and top level product category pages
- Completely customizable design using master pages and CSS
- Templates to make creating pages easier
- Simple upgrades
- Full content management system from Sitefinity
- Easy forms builder
- Easy newsletter generator with A/B test

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