Iciniti eCommSuite 5

Evolution or Revolution

Sometimes software product changes are evolutionary. Sometimes they are revolutionary. Imagine a world where your Marketing Department easily manages all of their corporate content. Where your web store is simply part of that corporate content. A world where ERP data is automatically inherited by the web store and web orders flow seamlessly into the ERP. A world that allows you to make your site compliant with SEO best practices. Imagine the revolutionary world of...**Iciniti eCommSuite 5.**
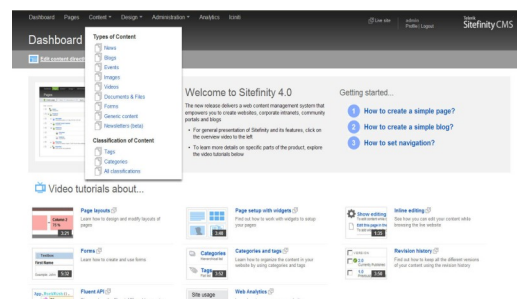

Iciniti Store is an advanced eCommerce solution that enables companies to sell products and services efficiently over the Web. Providing true two-way integration with Sage 300, it gives you a quick and affordable way to deploy a world class web presence for your company. But now it has melded with Sitefinity from Telerik to create Iciniti eCommSuite 5; a deeply integrated web store, inside an industry leading, off-the-shelf content management system.

Iciniti eCommSuite 5 allows you to create your own look-and-feel by taking advantage of the flexible and open presentation layer using industry standard masterpages and Cascading Style Sheets (CSS). Present your inventory in multi-tiered categories with extended product descriptions and images. Let the ERP control the pricing and inventory items your customers see and have access to. The highly flexible navigation and search functions of Iciniti eCommSuite 5 provide an intuitive way for your customers to browse your product catalogue and make purchases.

But, a fully integrated web store is only part of the story in today's media rich web sites. Your Marketing Department needs control over all sorts of corporate data whether it be Blogs, Forums, Social Media, Images, Download Lists or just generic content. Quickly create a new page, add generic content, add web store content such as a picture with customer specific pricing, add meta data and you are done...a new page with a new product, pulling all of the customer specific pricing from the ERP and optimized for search engines.

Iciniti eCommSuite 5 provides a functionally rich Web store and PA-DSS Certified payment processing solution out of the box. You

maintain your core business data centrally, updating the Web store automatically when you update your ERP data. Web store orders are processed in real time, with no requirement to re-key or import order information. Iciniti eCommSuite 5 is provided by Iciniti Corporation, a worldwide leader in integrated eCommerce and secure payment solutions for Sage 300.

With Iciniti eCommSuite 5 you can:

- Implement a B2C and/or B2B Web store that is fully integrated to Sage 300.
- Add extended product information, including text, images, video and link to other documents and pages.
- Create new pages with BLOGS, Forums, Images and Documents or Generic Content.
- Enable self-service ordering, account look-up and inventory availability checks.
- Increase your visibility and rankings on search engines through the use of built in Blogs and Social Media.
- Integrate real-time shipping quotes and tracking information.
- Process web orders automatically by interacting directly with order entry.
- Integrate secure credit card payment processing with OE, AR, and a Web store.

Benefits:

- Significantly reduce the cost of order processing because your clients do your data entry for you.
- Increase the efficiency of your Marketing Department by giving them the tools they need to instantly react to market pressures.
- Drive more business to your web site with Search Engine Optimization tools
- Manage back-office and Web data in one place.
- Improve customer service by providing 24x7x365 access for ordering and account lookup
- And much more...

Iciniti eCommSuite 5—Designed for *Sage 300*

"Our Iciniti Store has enabled WileyX Eyewear to create a world class Web site that is uniquely tailored to each market we target. The highly flexible architecture has saved us hundreds of man hours in development, and has saved us several man years on our back office operations." - John Barrett, COO WileyX Eyewear

*"The progress and direction Iciniti is taking is very exciting and I look forward to being a part of the evolution as we collectively grow our businesses. Integration with **Site**finity is a fantastic step..." - Tony Farrell, CEO FluidDefense*

Integration to Sage 300

- Real-time integration with OE, AR and IC modules.
- Web store orders are written automatically into OE without a requirement to re-key or import orders.
- Both AR customer masters and ID item masters can be created from the Web store.
- Web store pricing, including customer specific pricing, contract pricing, currency and on-sale pricing managed from within IC.
- Access to data in optional fields is provided in the Web store, and Web store categories can be filtered by optional fields such as "manufacturer".
- Secure credit card payment processing is fully integrated to AR, OE and the Web store.

Integration to **Site**finity CMS

- Workflow ensures that content will be properly reviewed and approved before going live.
- Blogs, threaded discussions groups, polls, RSS feeds and forums help build a community around your products and services.
- Extend the functionality of your site with **Site**finity Module Builder.
- Content modifications are never lost thanks to the versioning and rollback function of **Site**finity.
- Ready to use website templates help you set up your site quickly, but you can also create your own templates.

Enhanced Category Management

- Web store categories can be imported from existing Sage 300 categories.
- Support for additional Web store categories, with the ability to create subcategory relationships, enabling deeper analysis and ease of use.
- Create special product categories to be displayed on Web store only when required i.e. Seasonal.
- Create detailed category descriptions using either WYSIWYG text editor or HTML.
- Meta Data and Meta Descriptions attached to each category to improve Search Engine Optimization.

Customization

- Support for ASP.NET Master Pages and cascading style sheets to create a unique look and feel.
- Take advantage of the highly flexible architecture to add additional capabilities to the Web store that are unique to your market.
- Leverage the architecture of Iciniti Store to integrate with SageCRM and RMA.

Extended Item Descriptions

- Assign items to multiple Web store categories with no restrictions.
- Create detailed descriptions of items and attach graphics, audio, video, or other multi-media objects, enhancing the Web shopper's experience.
- Add related items to highlight complementary or substitute items.
- Optionally restrict customer access to select items.
- Optionally make items "Featured".

Search Engine Optimization

- Analyse how shoppers are using your site with Google Analytics (all Google tools require a Google account).
- Use Google site search to search all pages in the Web store.
- Add Meta Data and Meta Descriptions to all categories and item detail pages to ensure customers find what they are looking for.
- Use keyword report to add keywords, that customers are using to search your site, to site content.
- Use blogs to create current, relevant content to increase page indexing.
- Use included social media controls to create inbound links and drive business to your site

Advanced Checkout Capabilities

- A powerful and flexible shipping module gives you the option to integrate to the UPS®, FedEx, USPS and Canada Post online rate guides.
- Optional integration to Avalara tax calculator makes taxation a breeze.
- Secure credit card processing for Web-based orders takes advantage of the Iciniti Credit Card capabilities integrated with order entry.
- Web-based order notification can be provided to one or more individuals in your organization to streamline the order fulfillment process.

Internationalization

- Multi-Currency support
- Multi-Language support

For more information, call Iciniti at 1-866-424-6484 or 519-432-9599 or email sales@iciniti.com

Visit www.iciniti.com