

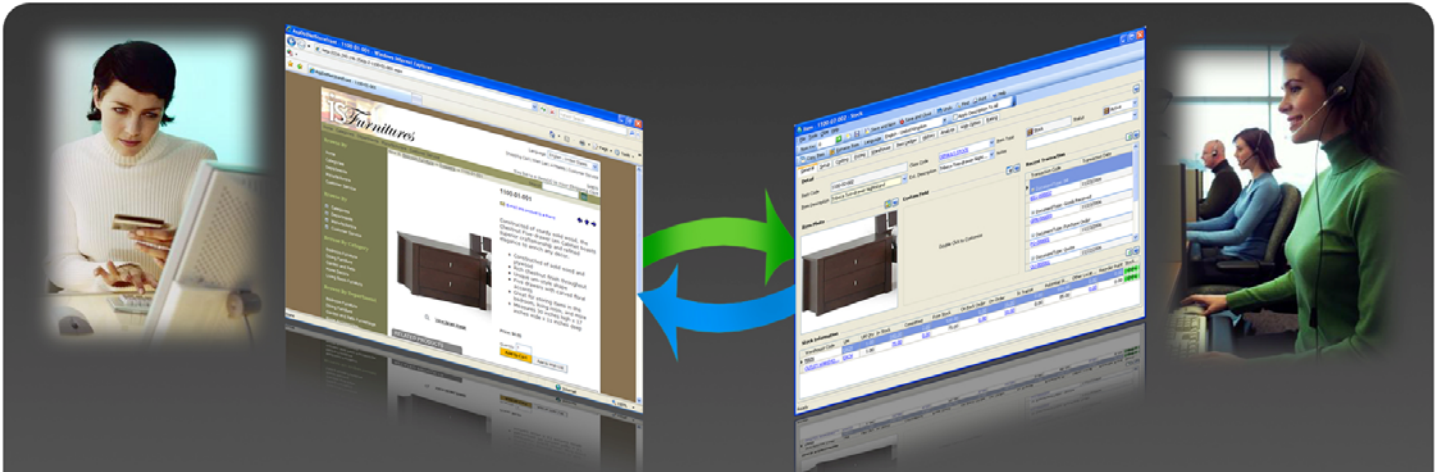
# Transforming eCommerce into eBusiness



AspDotNetStorefront™  
for enterprise suite



eBusiness. Simplified.



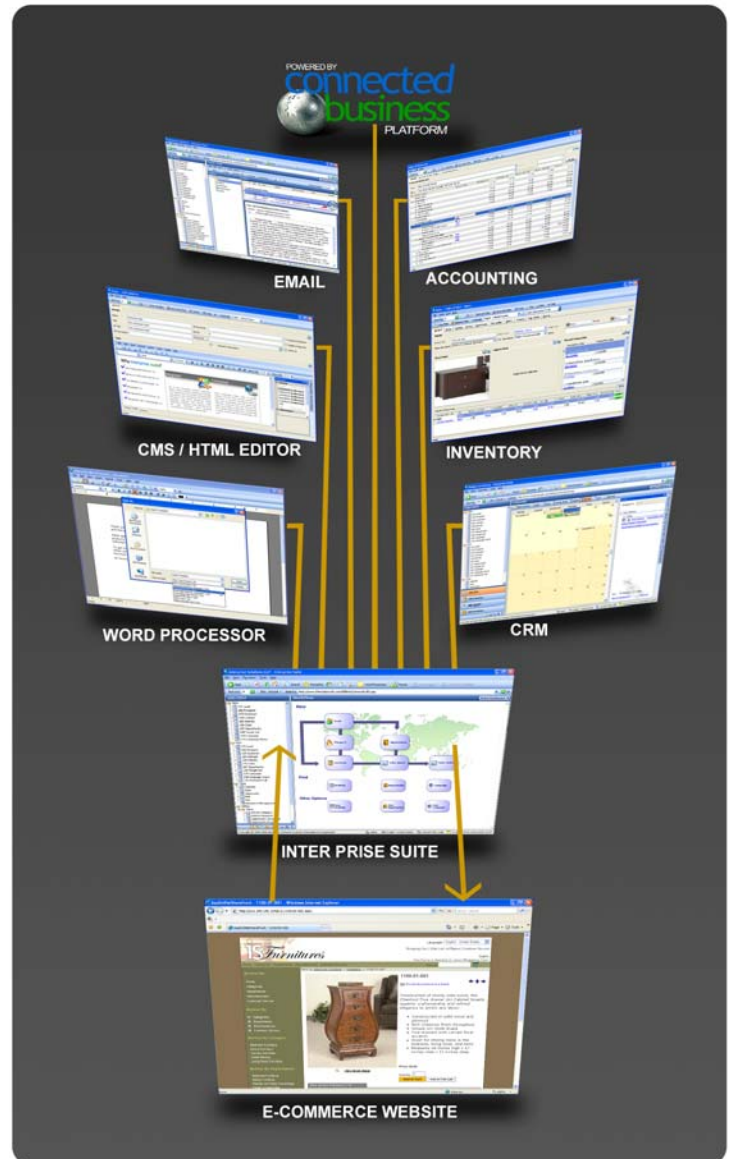
## Let the Power of Integration Simplify Your Business

To overcome the challenges of today's modern business, we have developed AspDotNetStorefront for Interprise Suite, the first affordable application to combine the most commonly used eBusiness functions into one integrated application. With AspDotNetStorefront for Interprise Suite, the Internet is integrated into the DNA of your business, opening new opportunities for growth and efficiency.

Benefits of AspDotNetStorefront for Interprise Suite include...

- **Designed for Today's Connected World** – Interprise Suite is a desktop application that uses the latest “web services” technology to securely connect to data over the internet. With no HTML, JavaScript or images to download, Interprise Suite is the first program to offer LAN comparable performance over the internet.
- **Business to Consumer (B2C) and Business to Business (B2B) eCommerce Ready** – Going online has never been easier with a single point of data controlling both your website and back office operations. Pricing and other business rules work identically in both the eCommerce website and back office application.
- **Real Time Data** – With our new technology you can run your entire company from your local server or web server. With your website and backend operations running from the same server your entire business can run in real time without compromise.
- **Connected Business Platform (CBP)** – AspDotNetStorefront for Interprise Suite was developed on the Connected Business Platform. This allows it to be easily customized and extended via third party CBP plug-in applications. Never again be locked into an inflexible application that can not be modified to meet the needs of your changing business.

*“With only one application to learn, use and maintain, users will have more time to focus on the needs of their business and not the needs of their system.”*





AspDotNetStorefront for Interprise Suite goes beyond eCommerce by giving you true eBusiness capabilities that can power both the company's web store and back office operations in one fully integrated application.

Whereas eCommerce is only designed to run your web store, eBusiness is designed to run your entire organization. By using one point of access for data and business rules, AspDotNetStorefront for Interprise Suite eliminates the need to import and export data between applications because information entered into the system is accessible throughout your entire organization.

As an eBusiness, there is no separation between your web store and the rest of your company. You are now able to provide your customers the same service whether through your web store or over the telephone.

## A complete website and shopping cart solution

AspDotNetStorefront for Interprise Suite includes a complete content management system (CMS) for building and maintaining the web store's content. Web content management features include:

- Easy, step by step checkout process
- Unlimited categories, departments, manufacturers, products and services
- HTML editor for summary, description and warranty pages
- Search engine optimization options
- Topics and news
- Polls and product ratings
- Page settings (show buy button, hide price until cart, require registration to view, etc)

## Fully integrated with Accounting / ERP & CRM

Whether transactions are entered through your web store or through the back office, they are processed identically all the way through to your accounting ledger. This ensures accurate financial data, up to date reporting and a proper audit trail.

- One central point for all transaction eases financial reporting
- Stock Quantity is updated in real time with prompt for insufficient stock
- Payment terms and shipping methods can be assigned on a "per customer" basis
- Tax, Coupons, B2B Pricing methods, discounts and more setup in the back office system flow through the web store
- Customer contact details flow into the CRM module to handle customer activities, cases and opportunities.

## Fully customizable

Both the web store design and backend business logic is completely customizable for unprecedented flexibility. Website layout and functionality are customizable through template engines (XML packages). XML packages are used to make the web site look and act the way you want. Website appearance is given personality by applying user definable "skins".

- Create website skins with Microsoft FrontPage® or Macromedia Dreamweaver®
- Select from a long list of default XML packages, create custom XML packages or order from the AspDotNetStorefront website
- Interprise Suite is built to be customized in many ways in almost any of its part. There are readily available custom fields for light customizations, the data dictionary and plugins for more complex changes.
- Interprise Suite source code is available for developers to custom fit the application for their clients.

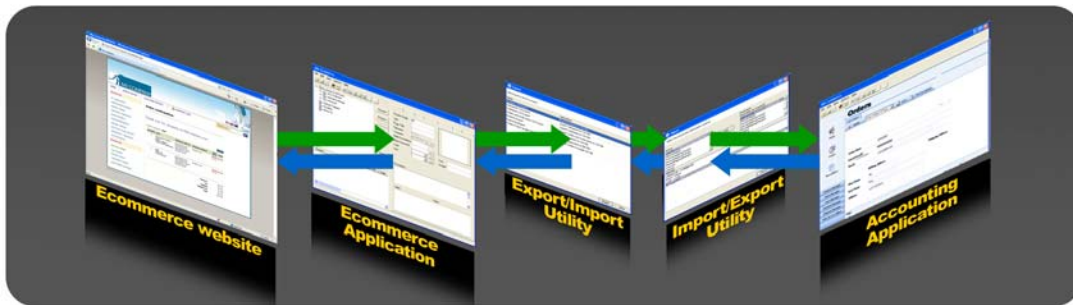


## Yesterday's Approach – Different Business Logic Splitting the Company

Every eCommerce system needs a back end accounting application to process transactions and enter the results into the financial records of the company. Because these applications were never designed to work together, they have completely different methodologies that make some transactions possible in one system but not possible in the other. Accordingly, prices, coupons and options found on the web may not be available in the back end system for phone based orders and inquiries.



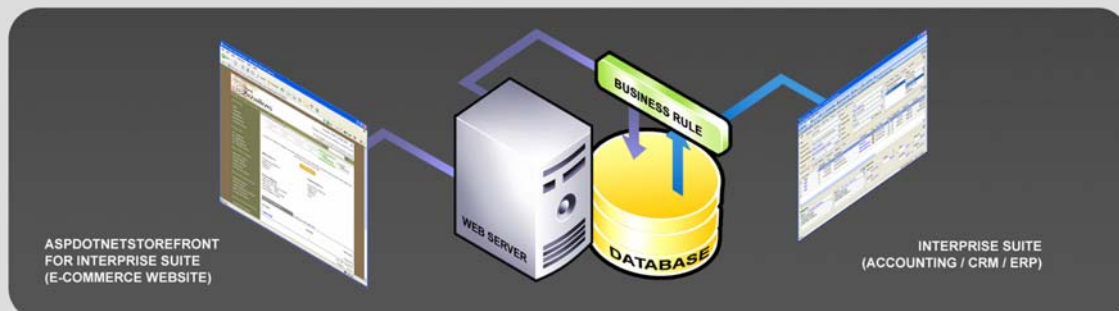
**The wrong approach:** With islands of data fragmented throughout your organization, the site administrator has to manually oversee the exporting and importing of data between the web store and back office operations with the utmost caution. Without real time data, customer service via your website or customer service representatives is rendered useless because accurate information is not always available. This causes customers to have a negative impression of your company, reducing sales and hurting profitability.

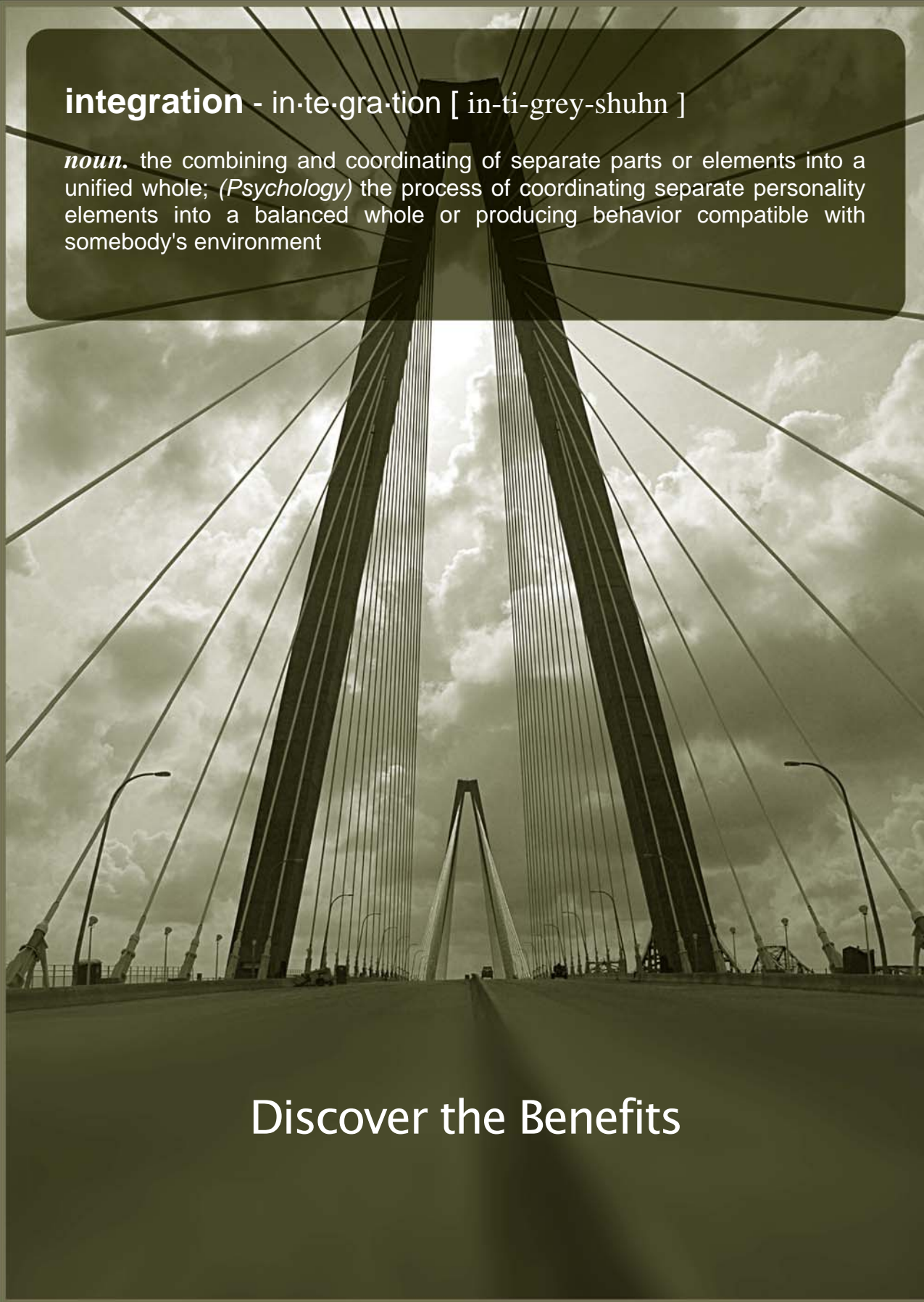


## Our Approach – A Single Set of Business Logic Unifies the Company

With AspDotNetStorefront for Interprise Suite there is only one system to setup and maintain. All data, whether entered from the website or back office system is instantly available throughout the entire application completely eliminating the need to move data from system to system. The benefits to this approach are real and substantial. All customer and inventory options setup in the back office work exactly the same whether a transaction is entered on the web or on the back end unifying your entire organization.

**The right approach:** With only one system running both the back office and the web, everything works together effortlessly. As customers place their orders online, the orders are instantly available within the back end system for processing or customer service inquiries; when inventory information is updated on the back end, it is instantly updated on the web for accurate stock availability. The result is complete customer satisfaction which turns into more sales and repeat business.





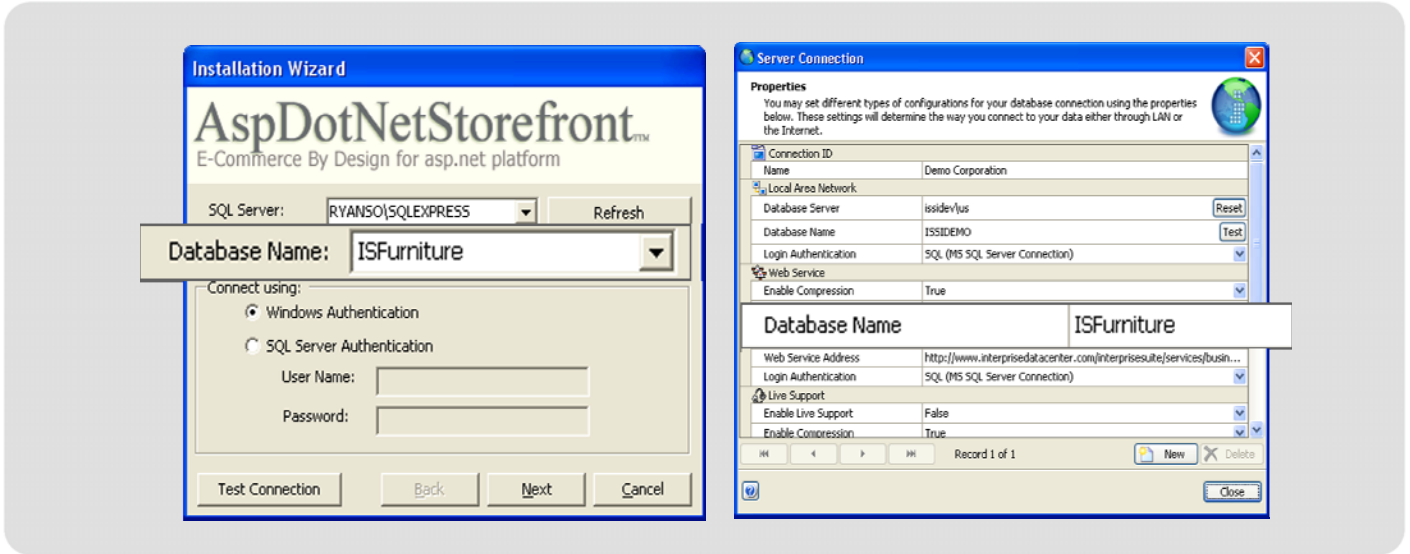
**integration** - in-te-gra-tion [ in-ti-grey-shuhn ]

*noun.* the combining and coordinating of separate parts or elements into a unified whole; (*Psychology*) the process of coordinating separate personality elements into a balanced whole or producing behavior compatible with somebody's environment

Discover the Benefits

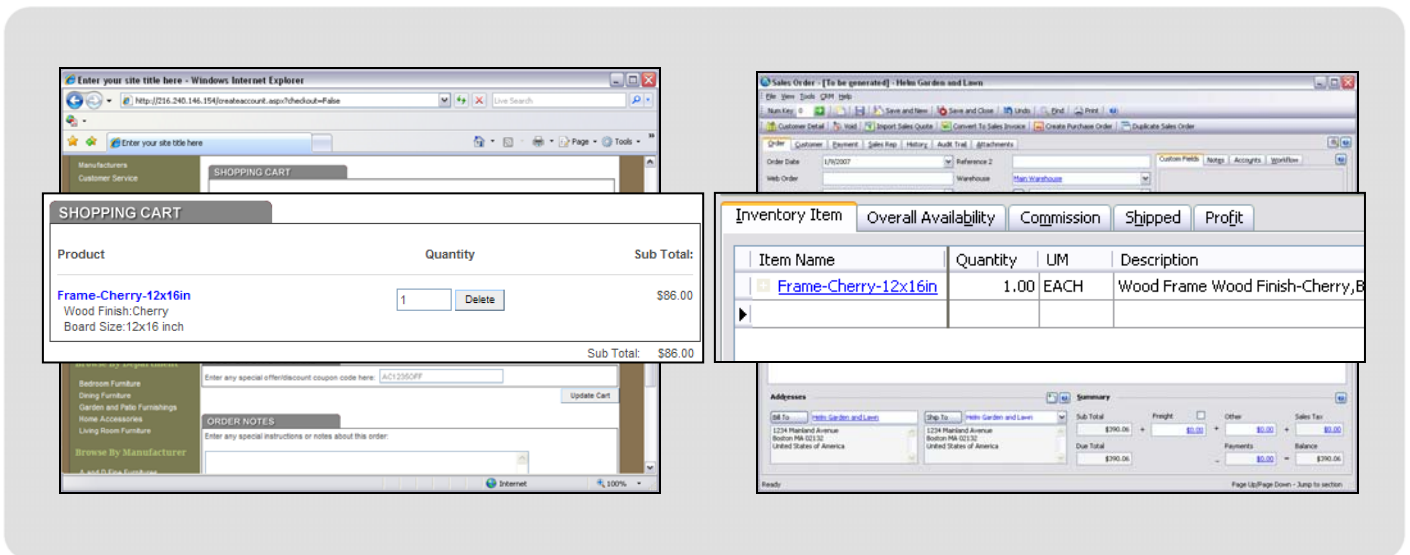
## Single Database – lowered maintenance and increased efficiency

Simply put, AspDotNetStorefront for Interprise Suite has only one database so there's no need to upload/download and import/export data to and from servers. The screen shot on the left is the database accessed from the web page while the screen shot to the right is the database accessed from the back end.



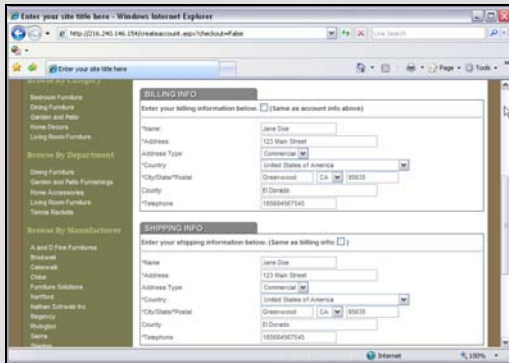
## Real Time Data – equals timely and accurate financial analysis

With your entire organization working together in real-time harmony, your employees can work with the most precise information possible. This is crucial for efficient operations in departments such as purchasing, where the latest data is always needed to identify sales trends and to project future needs to ensure that inventory levels meet future demand. Another example is payables, where cash flow can determine payment schedules allowing you to better take advantage of term discounts and other incentives. With AspDotNetStorefront for Interprise Suite your entire organization can perform at the peak of efficiency.



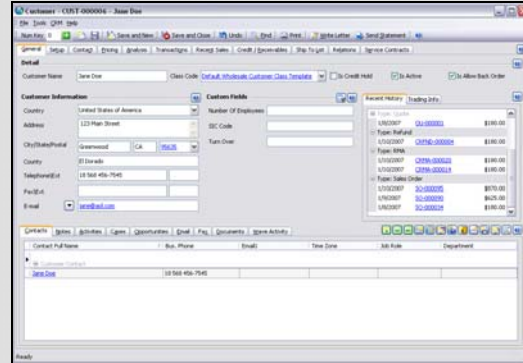
## Automated Customer Account Setup

As customers setup their account from the web store, a customer record is instantly created in AspDotNetStorefront for Interprise Suite giving the back office staff instant access to the customer information. To speed data entry and ensure accuracy, AspDotNetStorefront for Interprise Suite uses a "Class Template" approach whereas default values can be applied to fields unavailable in the account setup page based on the type of account being setup (wholesale/retail) and location (country / postal code).



The screenshot shows a web browser window with the URL 'http://228.240.146.150/storeaccount.asp?checkouf=abc'. The page title is 'Enter your site title here'. The form is divided into two main sections: 'SELLING INFO' and 'SHIPPING INFO'. Both sections have a sub-header 'Enter your [type] information below. (Same as account info above)'. The 'SELLING INFO' section includes fields for Name, Address, Address Type, Country, City/State/Postal, County, and Telephone. The 'SHIPPING INFO' section includes fields for Name, Address, Address Type, Country, City/State/Postal, County, and Telephone. A sidebar on the left contains navigation links for various product categories like 'Business Furniture', 'Office Furniture', etc.

Account setup has an option to create same or different shipping and billing information

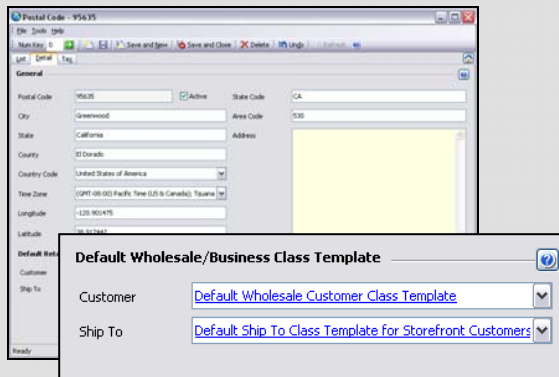


The screenshot shows the 'Customer' record for 'JANE DOE' in the 'Customer Module'. The 'Customer Information' tab is active, displaying fields for Name, Class Code (Default Wholesale Customer Class Template), Country (United States of America), Address (123 Main Street), City/State/Postal (Greenwood, CA 95335), and Telephone. A 'Customer Fields' section shows various attributes like Number of Employees, SIC Code, and Turn Over. A 'Recent History' table lists recent orders with columns for Order ID, Order Date, Order Amount, and Order Status.

The new account created a customer record in the Customer Module. The customer may change their account information on the web and the changes would take effect in the customer record.

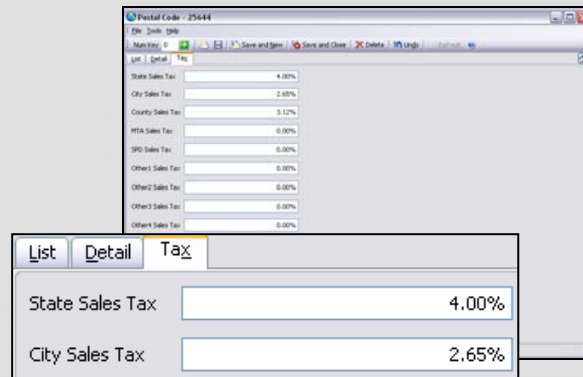
## Assign Defaults per Postal Code

As customers select their country or postal code, class templates can be applied to fill in default values for fields unavailable in the account setup page. Class templates may be set up per country or for each postal code so default values for customers in a specific location can be applied. Tax details can also be setup per postal code so the store will automatically apply the tax specific to the customer's shipping location.



The screenshot shows the 'Postal Code' configuration form for postal code '95635'. The 'General' tab is active, showing fields for Postal Code, City (Greenwood), State (California), Country (United States of America), and Time Zone (GMT-08:00 Pacific Time (US & Canada)). A 'Default Wholesale/Business Class Template' section is highlighted, showing dropdown menus for 'Customer' (Default Wholesale Customer Class Template) and 'Ship To' (Default Ship To Class Template for Storefront Customers).

Postal codes can be assigned with default class templates



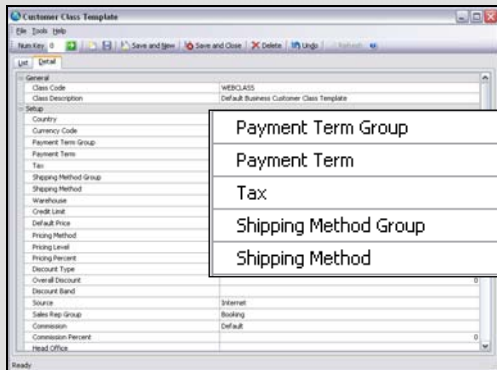
The screenshot shows the 'Postal Code' configuration form for postal code '25644'. The 'Tax' tab is active, displaying a list of tax rates for various categories. A 'List Detail Tax' table is shown with columns for tax type and rate.

Tax Type	Rate
State Sales Tax	4.00%
City Sales Tax	2.65%
Country Sales Tax	3.12%
MFA Sales Tax	0.00%
SPO Sales Tax	0.00%
Other 1 Sales Tax	0.00%
Other 2 Sales Tax	0.00%
Other 3 Sales Tax	0.00%
Other 4 Sales Tax	0.00%

Postal codes can be setup with tax details

## Class Templates

Class Templates are grouped default values used to easily setup customers and inventory items. They include default values for shipping methods, payment terms, tax and other details. Class templates may be setup for B2C and B2B customers and assigned per country or per postal code.



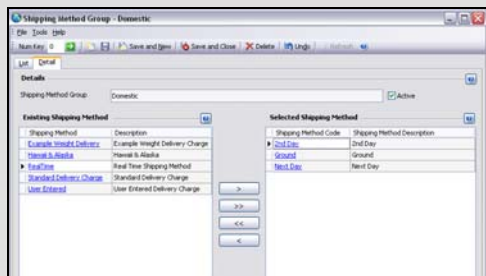
Payment Term Group	DEFAULT
Payment Term	Credit Card
Tax	UK 0 Zero Rated Sales
Shipping Method Group	Domestic
Shipping Method	Next Day

## Shipping Method and Payment Term Groups

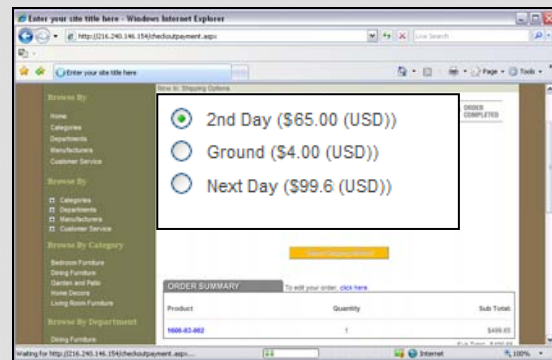
As customers setup their account, most of the details like shipping and payment terms are filled in by the class templates.

Shipping method groups allow you to predefine a set of shipping methods available to a specific customer type such as local, domestic and international. As shipping methods are selected within AspDotNetStorefront for Interprise Suite only the shipping methods that are applicable for their customer type and area are available.

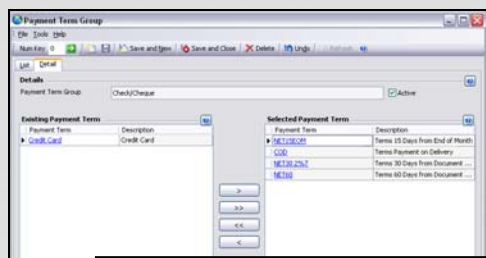
Payment Term Groups allow you to predefine a set of payment terms available to a specific customer. This prevents customer service reps from inadvertently choosing an invalid payment term while showing web based customers the payment terms that are available specifically to them. For example, a customer that has been approved for Net 30 may also have the option of paying by credit card.



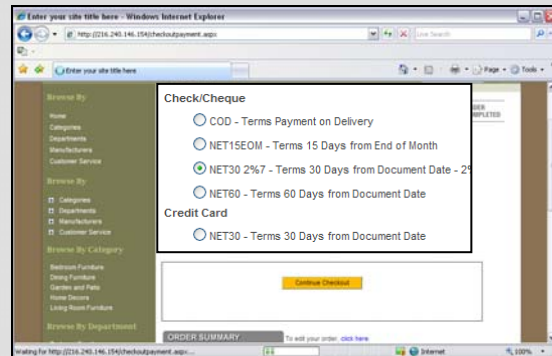
Shipping Method Code	Shipping Method Description
<a href="#">2nd Day</a>	2nd Day
<a href="#">Ground</a>	Ground
<a href="#">Next Day</a>	Next Day



2nd Day (\$65.00 (USD))  
 Ground (\$4.00 (USD))  
 Next Day (\$99.6 (USD))



Payment Term	Description
<a href="#">NET15EOM</a>	Terms 15 Days from End of Month
<a href="#">COD</a>	Terms Payment on Delivery
<a href="#">NET30 2%7</a>	Terms 30 Days from Document ...
<a href="#">NET60</a>	Terms 60 Days from Document ...

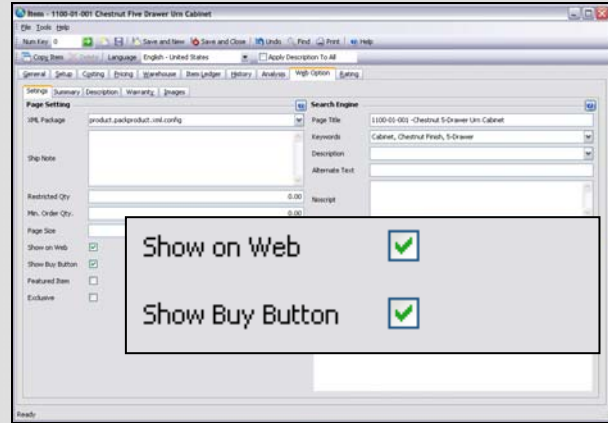
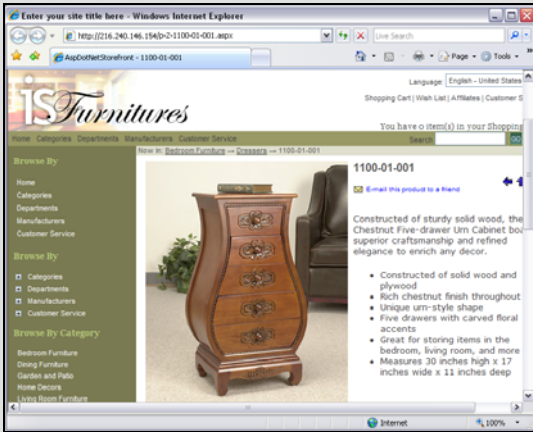


Check/Cheque  
 COD - Terms Payment on Delivery  
 NET15EOM - Terms 15 Days from End of Month  
 NET30 2%7 - Terms 30 Days from Document Date - 2  
 NET60 - Terms 60 Days from Document Date  
 Credit Card  
 NET30 - Terms 30 Days from Document Date



## Single Step Inventory Setup

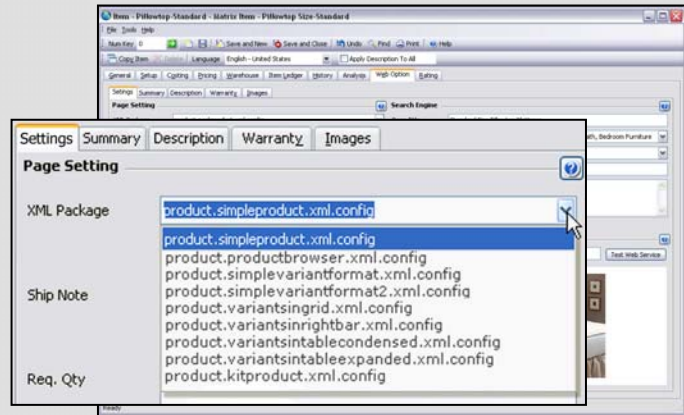
When items are setup, you can show them instantly on the web by clicking on the “Show on Web” button. You can automate this process by having this option checked in the inventory class template.



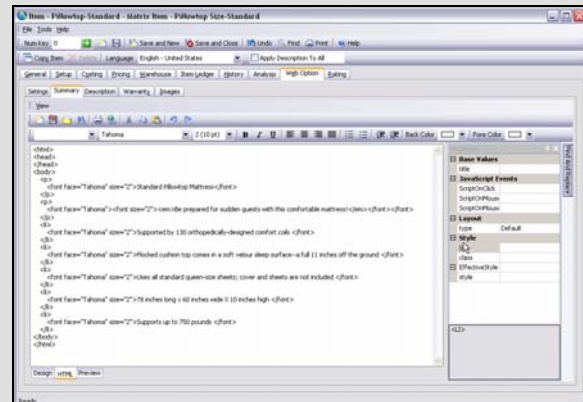
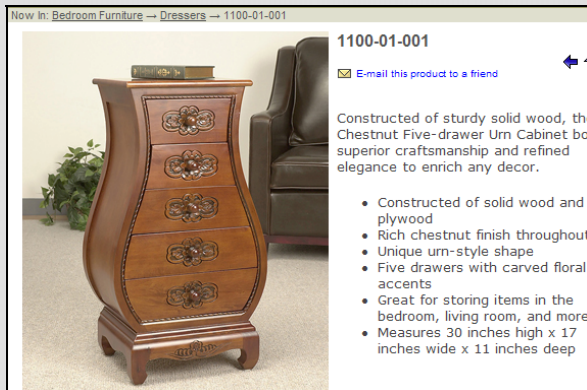
The web page on the left is available upon back office setup shown on the right.

## Inventory Web Options

The Web Option tab of the Item detail form has complete content management capabilities. Page settings, images and search engine optimizations are configured in this tab. It has dedicated HTML editors for summary, description and warranty pages.

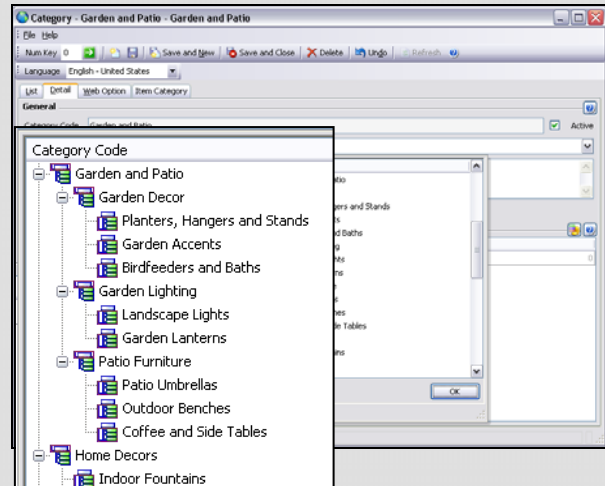
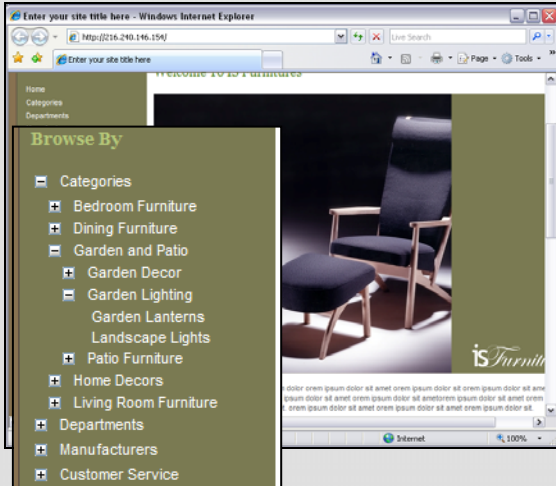


For each inventory item, the layout and design can be customized through the use of XML packages. A number of XML packages are included and custom XML packages can be added at any time for unlimited design flexibility.



## Categorization Options

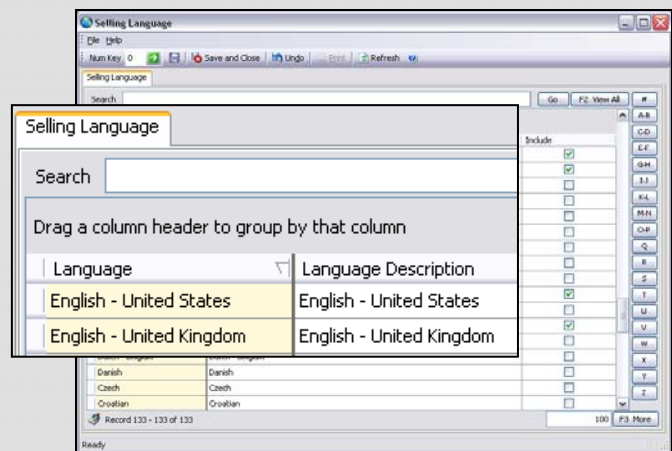
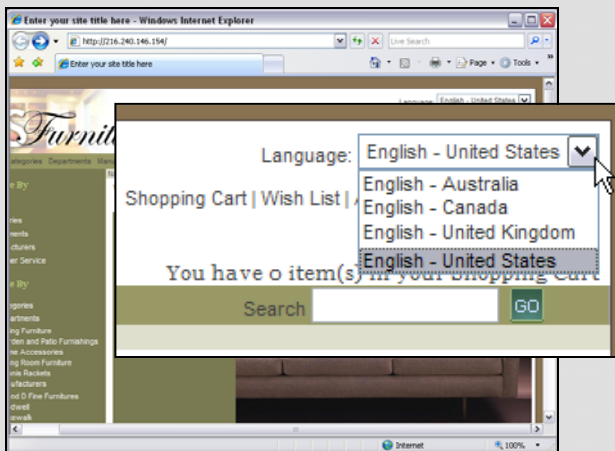
There are a number of ways to subcategorize products on your website. AspDotNetStorefront for Enterprise Suite allows you to set up an unlimited number of categories, departments and manufacturers to make it easier to browse your product catalog.



Notice how the hierarchical parent / child set up of categorizations and departments in AspDotNetStorefront for Enterprise Suite are identical on both the back end system and the web. This not only eliminates the need to program menus for your website but also keeps your website up to date as categories are added and modified over time.

## Selling Languages – Change Languages at Runtime

Both AspDotNetStorefront for Enterprise Suite and web store support dynamic multilingual switching of languages. Users can work with the application in their native language whereas customers can view pages from the store in their preferred language.



## Pricing options

AspDotNetStorefront for Interprise Suite gives you the flexibility to price your products as you see fit with some of the most sophisticated pricing methods available. Additionally, AspDotNetStorefront for Interprise Suite allows you to set price lists on a "per currency" basis allowing even the smallest business to go global.

Customer Specific Pricing options

Pricing Method	Pricing Cost	Currency	Amount / %	Wholesale Price	Amount / %	Retail Price
None		USD	10%	\$154.00	25%	\$175.00
Fixed Amount on Pricing Cost	\$336.00	AUD	0%	\$336.00	0%	\$336.00
Markup on Pricing Cost	€203.08	EUR	0%	€203.08	0%	€203.08
Markup on Last Cost	£ 70.00	GBP	0%	£ 70.00	0%	£ 70.00
Profit Margin						

Inventory Pricing (Default)

Price Lists

Unit Measure	UM Qty	Date From	Date To
EACH	1	1/22/2007	1/31/2007
DOZEN	12	1/22/2007	1/31/2007

Promotional Pricing

CategoryCode	Discount
Book/Media Shelves	20.00%
Chairs	15.00%
Coffee Table	13.00%
Ends	20.00%
Futons	15.00%
Ottoman	12.00%

Category Discount Bands

### Customer Specific Pricing Options

- Customer Discount Price: This common pricing method allows you to assign a fixed discount to a customer on all of their orders. i.e. 10% discount.
- Customer Negotiated Pricing: This pricing method allows you to override the default pricing method for an unlimited number of items on a per customer basis.
- Customer Last Price Paid: This pricing method will automatically retrieve the last price the customer paid during order entry. If it is the customer's first time ordering the product, then the default inventory price will be displayed.
- Customer Markup: This pricing method allows you to assign a markup from the cost price for items on a per customer basis. For example, you can setup a customer to have a 50% markup and the system will automatically calculate the price during order entry.

### Inventory Pricing (Default)

Default inventory pricing allows you setup prices for retail (B2C) and wholesale (B2B) that can be set for every one of your selling currencies.

- Inventory Wholesale and Retail Pricing: This is the most common pricing method allowing you to setup a wholesale, retail and suggested retail price for each of your items. Prices can be manually populated or automatically calculated based on cost, last cost or profit margin.
- Inventory Price Lists: This offers the greatest amount of flexibility by allowing you to setup an unlimited number of price lists per currency. Price lists will support quantity discount schedules and can be set by units of measure.
- Inventory Promotional Pricing: This allows you to set items on sale for a particular period of time. During order entry AspDotNetStorefront for Interprise Suite will automatically calculate the customer's regular price against the promotional price applying the lower price to the order and ensuring customer satisfaction.

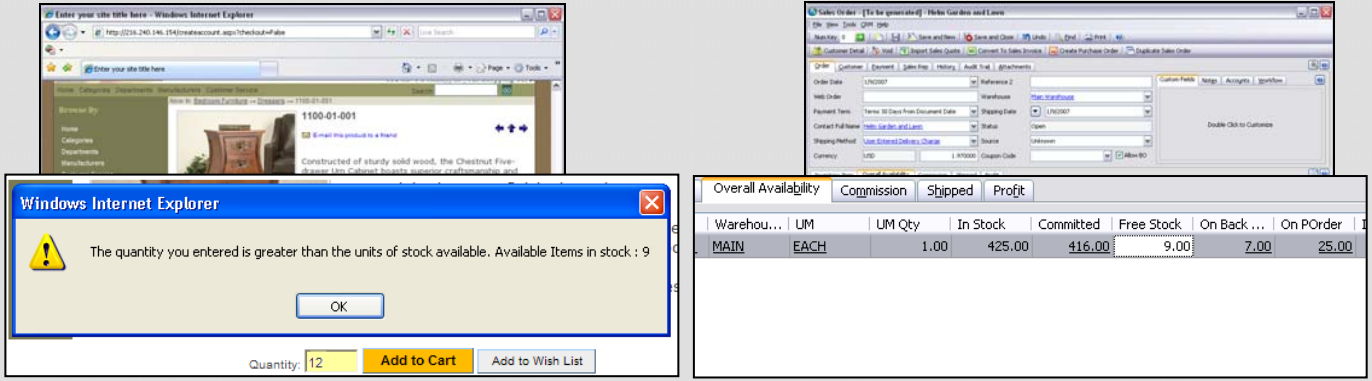
### Category Discount Bands

This pricing method allows you to set an unlimited number of discount bands per category which then can be assigned to customers. For example, you can setup a category discount band that will give customers 10% off hardware and 20% off software purchases.

## Optimized order processing over the web

### Real-time Stock Information

With AspDotNetStorefront for Interprise Suite, stock is committed with each new order. To limit web store orders to only in-stock items, the web store can optionally be setup to only allow in stock items to be added to the cart.

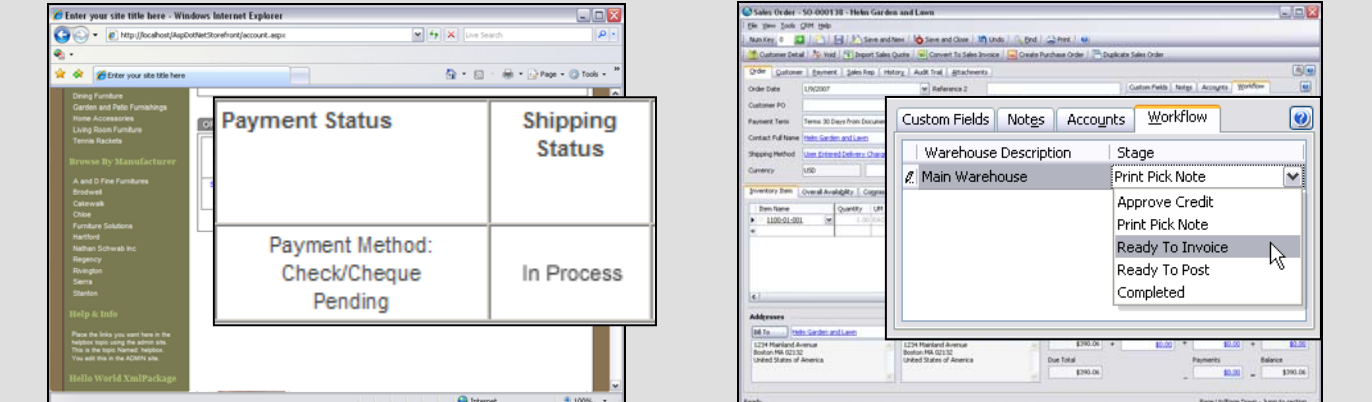


The screenshot shows a Windows Internet Explorer window with a yellow warning icon and the message: "The quantity you entered is greater than the units of stock available. Available Items in stock : 9". Below the message is an "OK" button. In the background, a sales order form is visible with a table showing stock availability for a product.

Overall Availability	Commission	Shipped	Profit				
Warehou... U M	UM Qty	In Stock	Committed	Free Stock	On Back ...	On POrder	
MAIN	EACH	1.00	425.00	416.00	9.00	7.00	25.00

### Real-time Order Status - No More Follow Up Calls for Orders


AspDotNetStorefront for Interprise Suite uses a workflow status approach for order fulfillment with each stage of progress updated along the way. Customers can view their order status online as it moves from stage to stage. This significantly reduces order status related phone inquiries as customers are always up to date on the process of their order.



The screenshot shows a web browser window displaying order status information. A central box shows "Payment Status: Check/Cheque Pending" and "Shipping Status: In Process". To the right, a "Workflow" menu is open, showing options for a warehouse: "Print Pick Note", "Approve Credit", "Print Pick Note", "Ready To Invoice", "Ready To Post", and "Completed".

### Returned Materials Handling

Product returns are an inevitable for today's customer focused business. To help efficiently manage and process customer returns, AspDotNetStorefront for Interprise Suite includes return merchandise authorization (RMA) capabilities directly within the Customer module. To most efficiently process returns, AspDotNetStorefront for Interprise Suite gives you the option of processing returns based off previous orders or freely typed in.



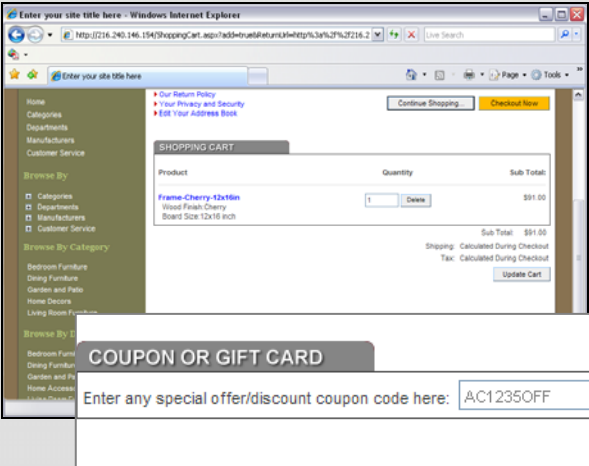
The screenshot shows an RMA form titled "RMA - CRMA-000030 - ACME United". The form has a menu bar with "File", "View", "Tools", "CRM", and "Help". Below the menu bar, there are buttons for "Customer Detail", "Void", and "Convert To Credit Memo". To the right, a list of actions is shown:

- Create credit
- Create credit and refund now
- Apply to unpaid invoices

For receiving returned goods, the Customer Module can quickly convert RMAs to credit memos on the fly (See left screenshot). Returned items can be put back in stock or disposed of directly from the returned goods screen. Shown on the left are the options to issue credit, apply credit and return check when posting returns.

## “Coupons... Online or Over the Phone!”

AspDotNetStorefront for Interprise Suite has powerful coupon capabilities that allow you to offer incentives to your customers to increase sales. Whether redeemed via the web or directly to a customer service representative the same rules can be applied ensuring a consistent sales experience no matter how they choose to order. Because of AspDotNetStorefront for Interprise Suite's real time design, a “one time only” coupon is truly “one time only” as it can not be used more than once.



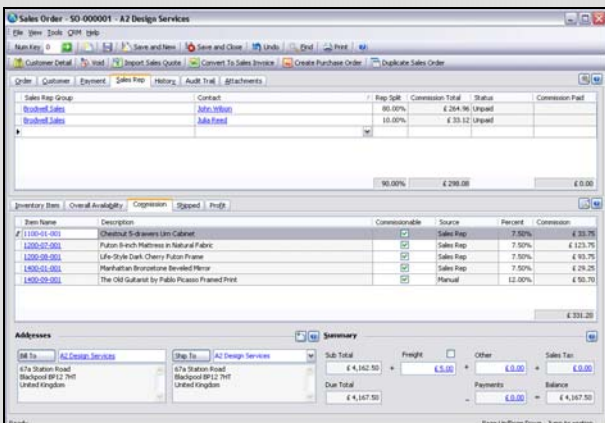
**COUPON OR GIFT CARD**

Enter any special offer/discount coupon code here:

Status	Open
Source	Unknown
Coupon Code	<input type="text" value="AC1235OFF"/> <input type="checkbox"/> Allow

## Affiliates to Drive Leads and Customers to Your Site

Affiliates works as sales reps in AspDotNetStorefront for Interprise Suite. As customers' orders are completed, affiliate commissions are calculated based on the agreed upon commission percentage and made ready for processing. A number of powerful commission options are available making it suitable for both business to business and business to consumer environments.



Source	Percent	Commission
Sales Rep	7.50%	£ 33.75
Sales Rep	7.50%	£ 123.75
Inventory	7.50%	£ 93.75
Inventory	7.50%	£ 29.25
Manual	12.00%	£ 50.70

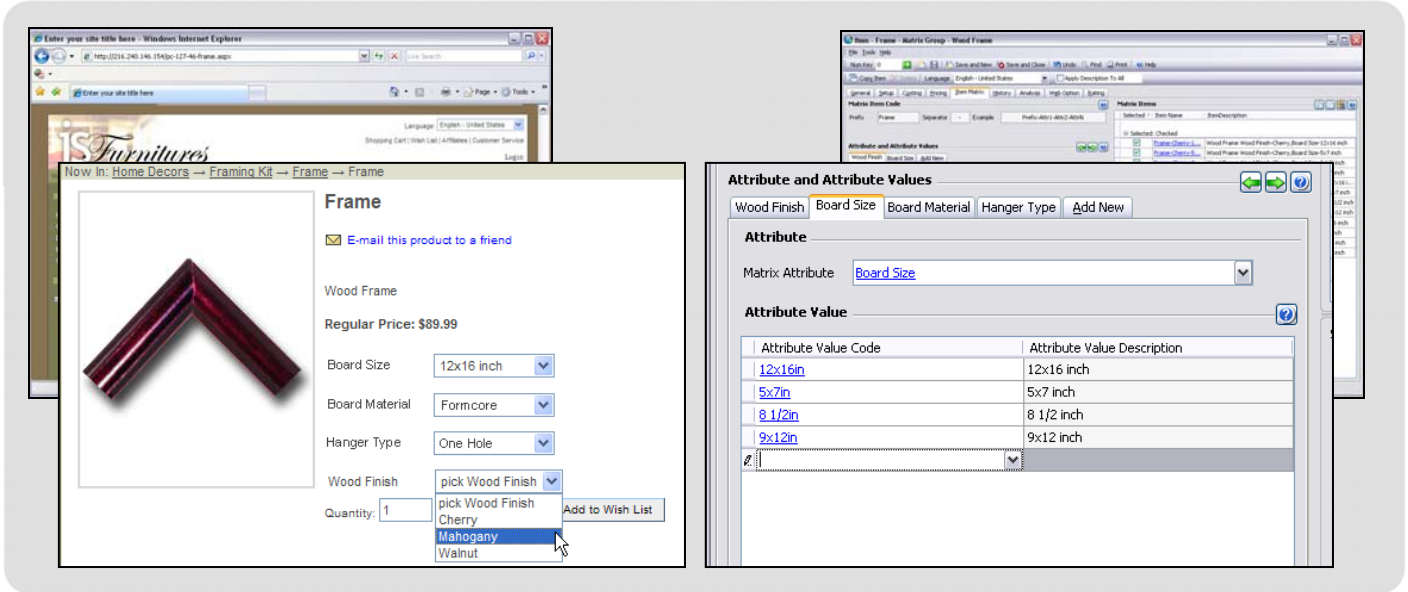
Rep Split	Commission Total	Status
80.00%	£ 264.96	Unpaid
10.00%	£ 33.12	Unpaid

AspDotNetStorefront for Interprise Suite supports:

- Unlimited number of sales reps
- CRM integration
- Tracking for linked transactions, customers and opportunities for each sales rep
- A wide range of commission options – Sales representative-based commissions, special commissions per item, per customer or customer ship to and split commissions

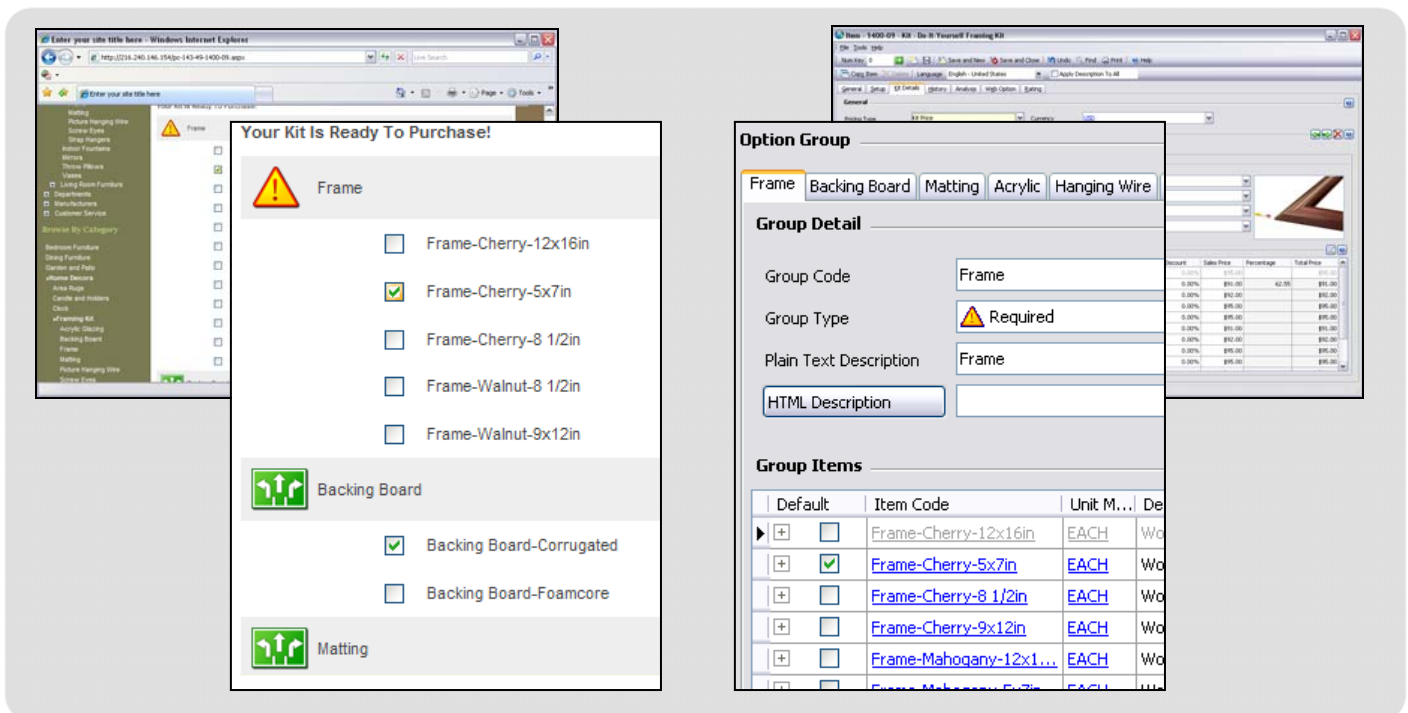
## Sell Varied Items and Let Customers Take Their Pick

AspDotNetStorefront for Interprise Suite includes a sophisticated “group matrix” inventory type that allows you to setup inventory items with up to seven different variations such as sizes and colors. Setup only once, these “group matrixes” can be used both on the web store and sales order screens for consistency throughout the sales process.



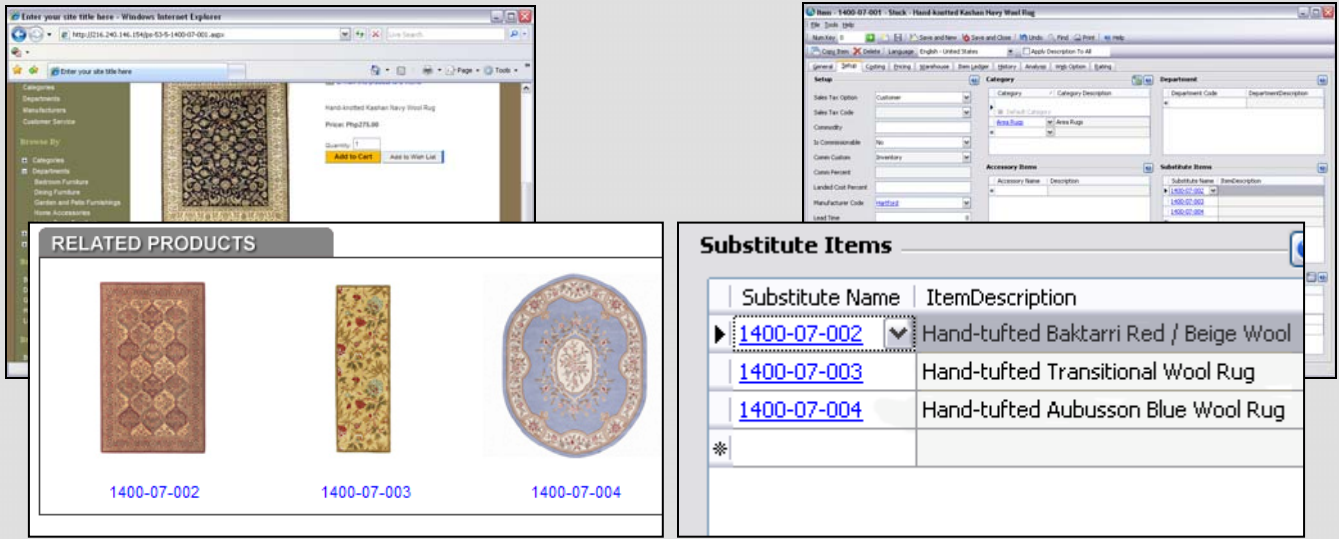
## Do-It-Yourself Kits

AspDotNetStorefront for Interprise Suite gives customers the option to combine multiple items together to form a kit. Designed to be as flexible as it is powerful, the kit includes a number of advanced options allowing you to setup kits anyway you need.



## Substitutes and Accessories

Your store will be able to show as many accessories and substitutes as needed for each product. Once set up in the inventory detail, substitute items are displayed as "related products" on both the web store and sales order screens to help your customers find the exact product they are looking for. Also set up in the inventory detail, accessory products can be assigned to be displayed on both the web store and sales order screens making it easier for the customer to purchase complimentary items, increasing order size and driving profits.



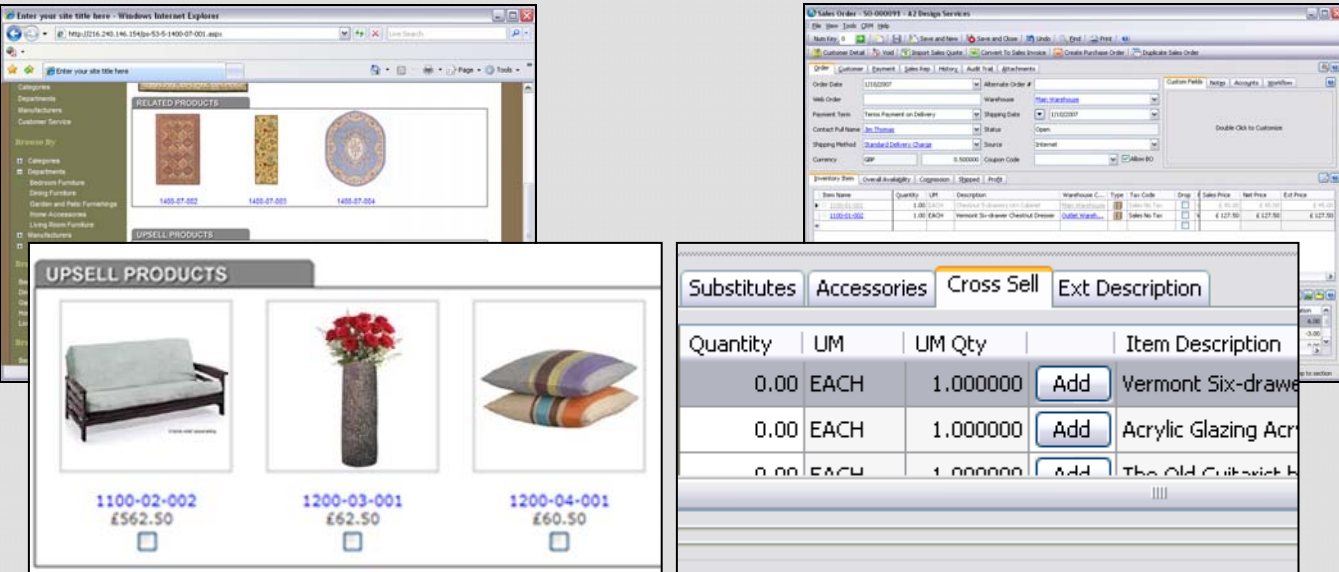
The screenshot shows a web store interface for a rug. The main product is a 'Hand-tufted Kashmir Navy Wool Rug' priced at £4275.99. Below the product image, there are two sections:

- RELATED PRODUCTS:** Displays three smaller rug options:
  - 1400-07-002: A square rug with a geometric pattern.
  - 1400-07-003: A rectangular rug with a floral pattern.
  - 1400-07-004: A circular rug with a central medallion.
- Substitute Items:** A table listing alternative rug options:
 

Substitute Name	ItemDescription
1400-07-002	Hand-tufted Baktrari Red / Beige Wool
1400-07-003	Hand-tufted Transitional Wool Rug
1400-07-004	Hand-tufted Aubusson Blue Wool Rug

## Cross-sell and Up-sell

AspDotNetStorefront for Enterprise Suite fully supports intuitive selling features such as "customers who bought this, also bought that." By automatically reviewing recent sales order history, the application displays cross-sell and up-sell items and presents them in a way that they can be readily included in the order. This feature is not only available for the web store, but also for your internal sales reps so they can recommend and sell other products.



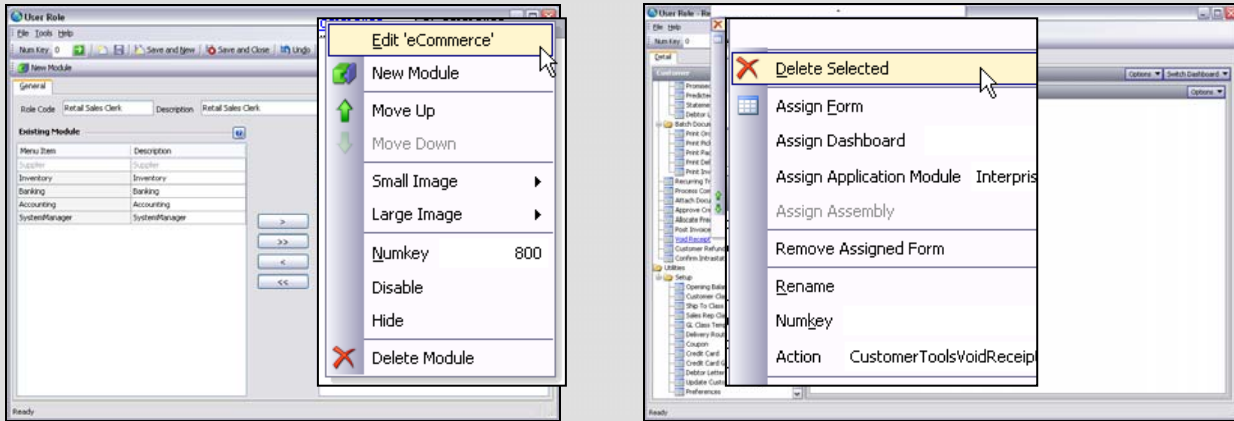
The screenshot shows a sales order interface for 'A-Z Design Services'. The main order details are visible at the top. Below, there are two sections:

- UPSELL PRODUCTS:** Displays three items for recommendation:
  - 1100-02-002: A sofa, priced at £562.50.
  - 1200-03-001: A vase with red flowers, priced at £62.50.
  - 1200-04-001: A set of pillows, priced at £60.50.
- Cross Sell Table:** A table with columns for Quantity, UM, UM Qty, and Item Description. It lists three items with 'Add' buttons:
 

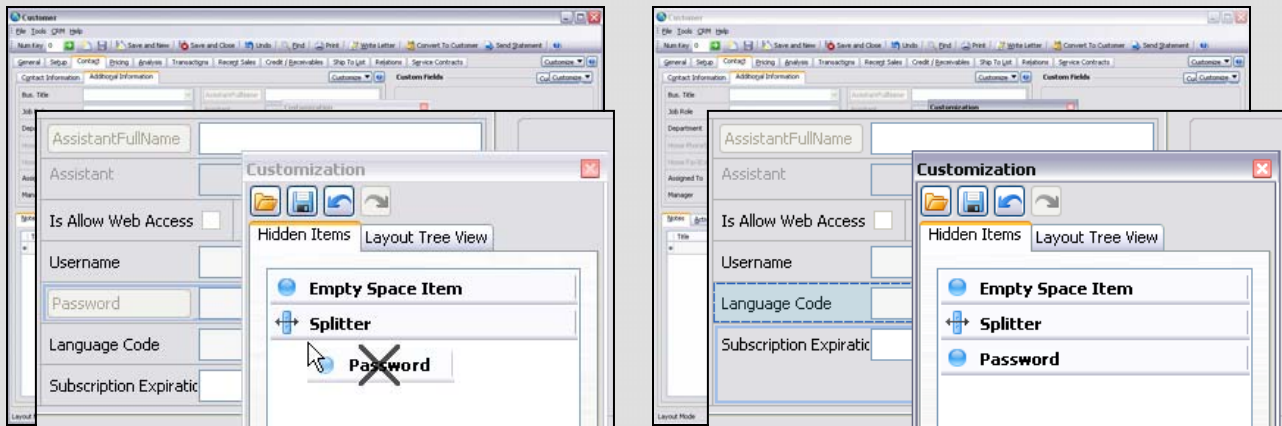
Quantity	UM	UM Qty	Item Description
0.00	EACH	1.000000	Vermont Six-drawe
0.00	EACH	1.000000	Acrylic Glazing Acr
0.00	EACH	1.000000	The Old Cutbrixt b

## User Roles – fine-grained level security throughout the organization

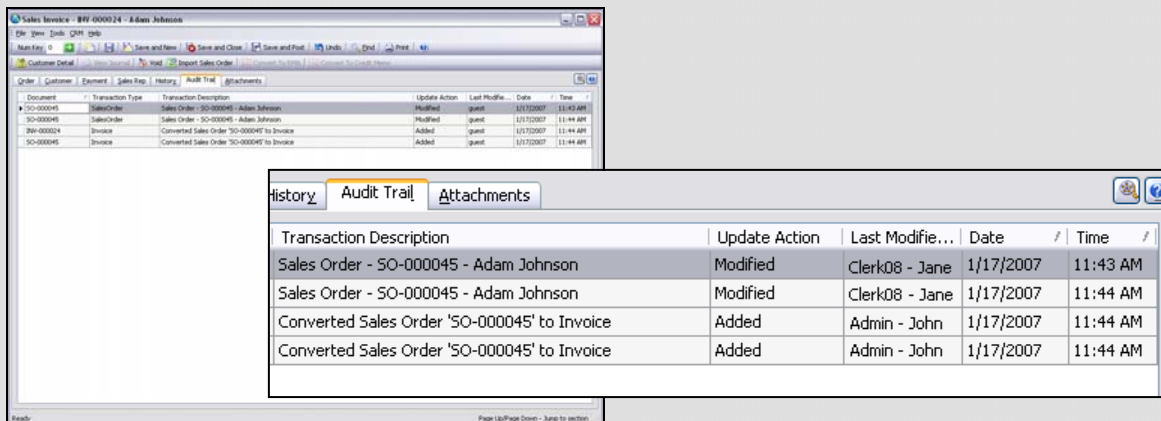
The User Role form empowers system administrators to set access levels to specific roles in the organization. Aside from extending on the functionalities, the User Role form can “minimize” these functions for users that don’t have enough access rights. This means that users of AspDotNetStorefront for Enterprise Suite are restricted by administrators to modules, menus, dashboards, and forms down to each field that they are allowed to work with.



Entire modules in the left screenshot can be selected, deleted, disabled, hidden and modified as well as the module menus shown on the right.



From the User Role form, role based customizations to the form can be made throughout AspDotNetStorefront for Enterprise Suite. See above how easy it is to hide fields in a form.

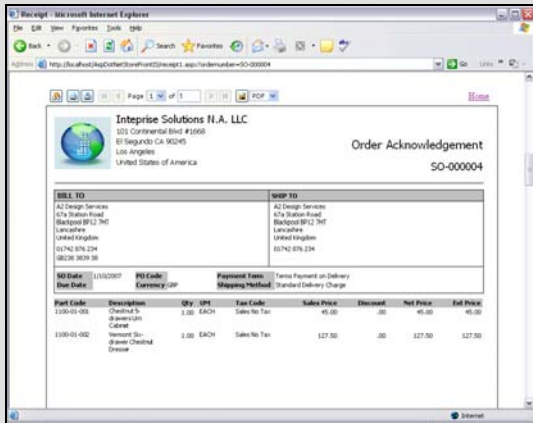


The Audit Trail is an excellent security feature that ensures only authorized users are able to modify or do a certain task for a record in Enterprise Suite. It keeps records of changes made to the transaction with details to the update action, user modified, date and exact time.

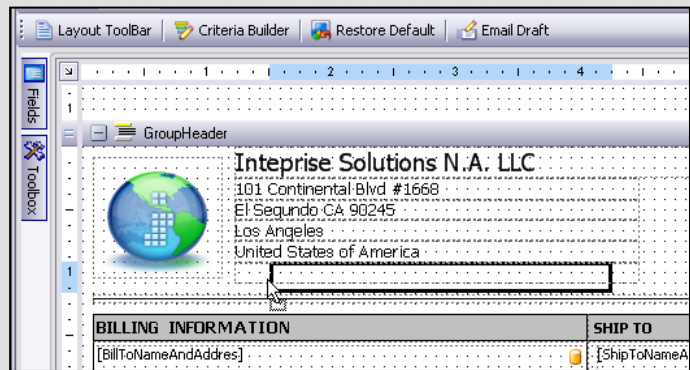
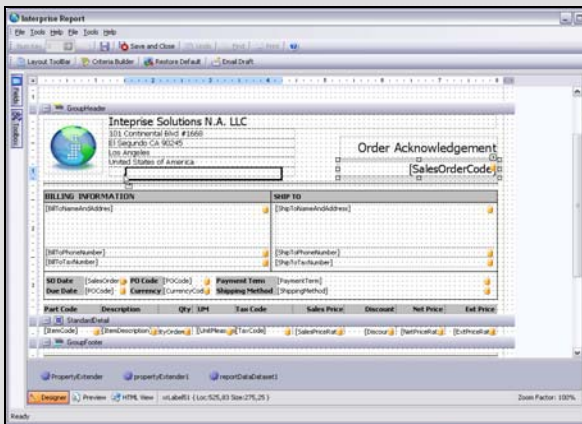


## Two equally efficient means to publish reports

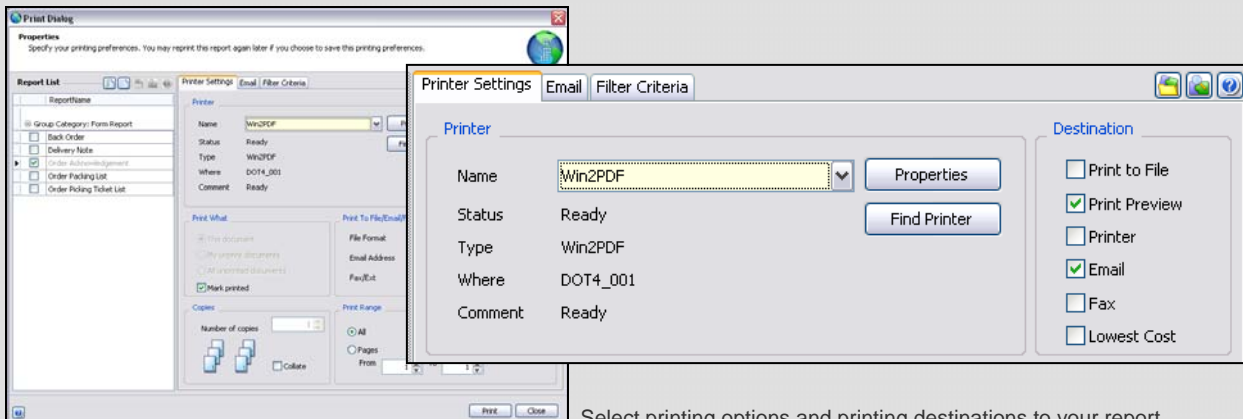
Customers will get the same order acknowledgement report whether printed from the store or sent to them through email or fax. AspDotNetStorefront for Interprise Suite has a powerful Report Designer for customizing the overall layout and appearance of each report.



The screenshot on the left shows the preview of the Order Acknowledgement Report. From here, the report can be exported, printed or saved to file. On the right is the preview of the report in AspDotNetStorefront for Interprise Suite. Notice that the web store displays the report in the same fashion as in AspDotNetStorefront for Interprise Suite.



Add summaries, images and group data to your reports and rearrange them with drag and drop ease.



Select printing options and printing destinations to your report.

## Sales Force Automation: Increase Sales by Taking Full Control of Your Sales Processes

AspDotNetStorefront for Interprise Suite provides a new channel of promoting products through integrated eMarketing. By combining customer management and communication tools within the application, it brings “marketing on the eCommerce side” together with all your marketing activities.



**Campaign Wave - WVE-000010 - Weekly Newsletter**

File Tools CRM Help

Num Key 0 Save and New Save and Close Undo End Print

Write Letter

General Opportunities Activities

Campaign Name: Product Demonstration Target List: Online Customers

Wave Name: Weekly Newsletter Currency: USD 1.00

Wave Type: Mail Merge Budgeted Cost: 0

Status: Not Started Actual Cost: 0

Start Date: 1/17/2007 Created By: Guest User

End Date: 1/18/2007 Last Modified By: Guest User

Campaign Waves




**Target List - [To be generated] - Online Customers**

Target List Result  
System generated Target List.

Exclude	Entity Name	Contact Name
<input type="checkbox"/>	<a href="#">Mike Lancer Marketing</a>	<a href="#">Mike Lancer Marketing</a>
<input type="checkbox"/>	<a href="#">ACME United</a>	<a href="#">ACME United</a>
<input type="checkbox"/>	<a href="#">Adam Johnson</a>	<a href="#">Adam Johnson</a>
<input type="checkbox"/>	<a href="#">Beverly Hills Auto Body</a>	<a href="#">Donna Alberta</a>
<input checked="" type="checkbox"/>	<a href="#">Jane Doe</a>	<a href="#">Jane Doe</a>

Target Lists



Detail Write Letter Target List

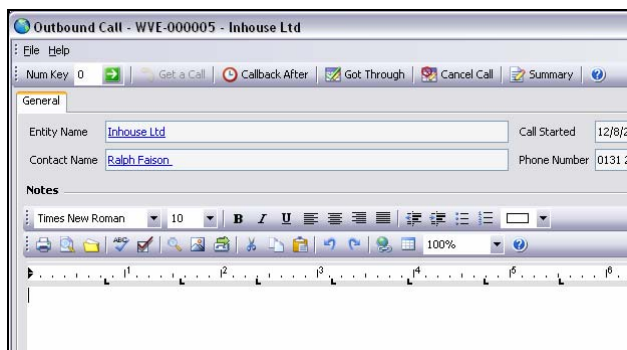
Arial 10 B I U

[CRMContact\_ContactFirstName] [CRMContact\_ContactLastName]

Greetings!

Welcome to our weekly newsletter.

Built-in word processor with mail merge features



**Outbound Call - WVE-000005 - Inhouse Ltd**

File Help

Num Key 0 Get a Call Callback After Got Through Cancel Call Summary

General

Entity Name: Inhouse Ltd Call Started: 12/18/2007

Contact Name: Ralph Faison Phone Number: 01312

Notes

Times New Roman 10 B I U

Outbound Call Log

## Integrated “eMarketing” for Cost-Effective Marketing Campaigns

AspDotNetStorefront for Interprise Suite has the capability to create, monitor and modify all your eMarketing campaigns. By automating your campaign waves, your target will be reached with the most efficient and cost effective means whether your waves include eMail, direct mail and / or telemarketing.

## Refine Target Lists

Fine tune your targets with AspDotNetStorefront for Interprise Suite’s versatile filters. Filters include prospects, customers, region, amount of orders, amount of sales, items purchased, last time purchased, first time purchased, etc. You can exclude those that opt out of being eMailed or called.

## Integrated Word Processor with Mail Merge features

Intuitive in use, with AspDotNetStorefront for Interprise Suite, mail merging for direct mail is as easy as setting up a template in Interprise Word and using the versatility of filters to ensure accurate and efficient campaigns.

## Track Outbound Calls

Track all outbound calls generated by your sales team. Outbound call campaigns can be designated by sales personnel or by sales teams to a particular target list. Each call attempt is logged in the Outbound Call form with option to create a callback record whenever necessary. All completed calls are summarized on an individual and team basis.

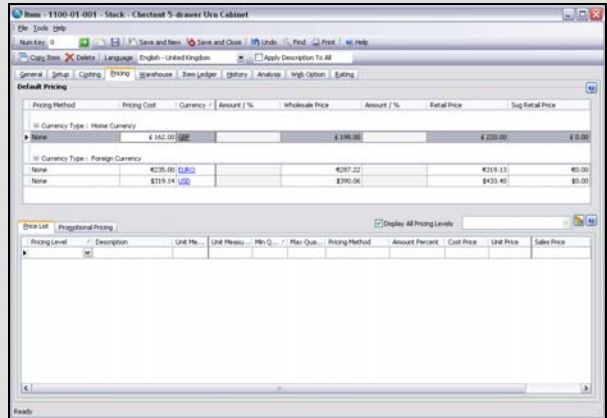
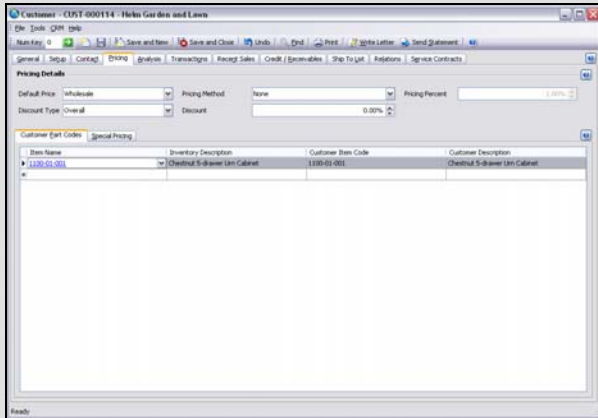
## Reports to Look Back on Your Marketing History

Because AspDotNetStorefront for Interprise Suite’s powerful report writer is both accurate and instant, reporting allows you to monitor the results of your marketing efforts which in turn affords the opportunity to modify your campaign waves instantly.

## Realizing B2B eCommerce

For years, eCommerce has revolved around business to consumer (B2C) trade. All that is about to change as business to business (B2B) trading is finally brought to surface in the eCommerce space.

The integration of the business processes in AspDotNetStorefront for Interprise Suite bridges the gap between B2B trading and ecommerce. Business rules for B2B trade can now be setup for your web store allowing you to conduct business with your B2B customers online. Interprise Suite includes default class templates for business customers with settings for wholesale pricing and tax already configured and ready for use.



## Multistore support for “specialty” sites

AspDotNetStorefront for Interprise Suite gives you the ability to setup an unlimited number of websites each with their own unique design and price (additional web store purchase(s) required) all tying into the same back office for order fulfillment.

Virtual Directory Name:	<input type="text" value="IS Furniture"/>
Store Price Setup:	<input type="button" value="Retail"/>
Anonymous Customer ID:	<input type="button" value="CUST-000001"/>
Anonymous Customer Shipping ID:	<input type="button" value="SHIP-000001"/>

The image shown above is the installation screen of AspDotNetStorefront for Interprise Suite where you can specify the “default web customer” file for anonymous users and the default store pricing for the new website.

```

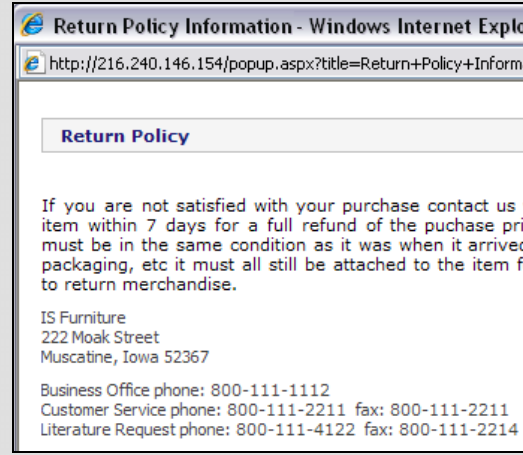
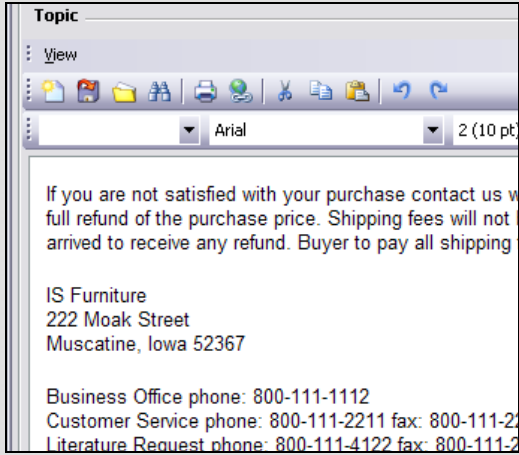
Web.config
<appSettings>
  <!-- ***** </-- Multi - Store setting.
  <!-- None - Get the default setting from customer template.
  <!-- Retail - Get the retail price.
  <!-- Wholesale - Get the Wholesale price.
  <add key="StoreSetting" value="Retail"/>
  <!-- Used to log in anonymous user.
  <add key="AnonymousCustomerCode" value="CUST-000001"/>
  <add key="AnonymousShippingMethodCode" value="SHIP-000001"/>
  
```

Upon creating the new website, the Web.config file (see above) is created containing price details and other settings. The Web.config file allows you to manually change the settings (so long as it is not encrypted) for your website.

## Comprehensive Web Content Management

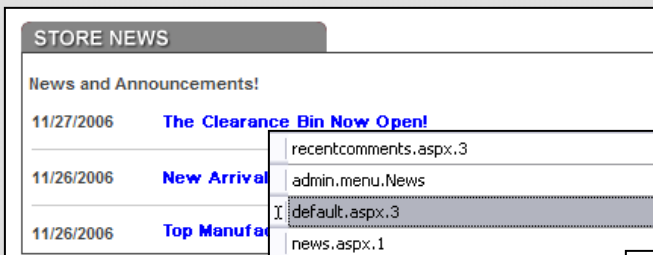
### Unlimited Content/HTML Topics

AspDotNetStorefront for Interprise Suite includes default content (topics) for the important pages (e.g. policies, customer service information, etc) of your web store and allows you to create your own standard content. They can be password protected and set to require subscription on the user's part to view.



### Fully Definable String Resources

Each default store string (e.g. message prompts and most of the field descriptions) can be defined to fit your industry. You can also create new string resources for other languages making your store utterly global.

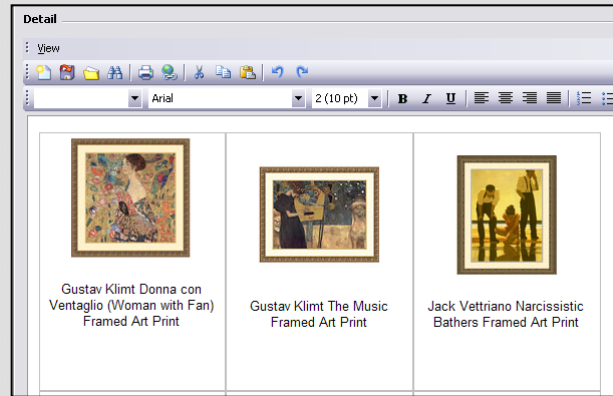
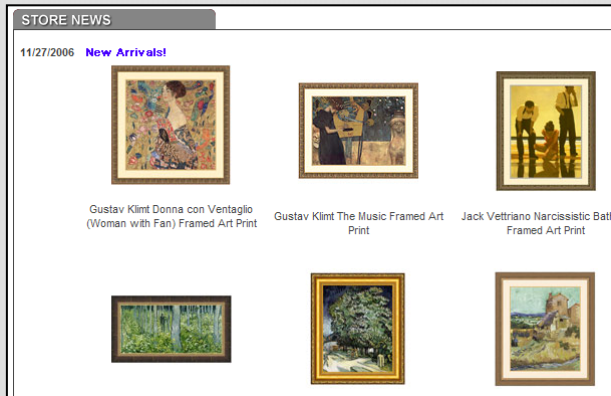


recentcomments.aspx.3	New to Old
admin.menu.News	News
default.aspx.3	What's New Now in IS Furniture!
news.aspx.1	News Bulletins
dyop.aspx.8	
showproduct.aspx.7	
common.cs.27	
ratings.cs.11	



## Post News and Announcements as They Occur

Store news and current events can be added promptly to your site. You can also add teasers about new products or upcoming promotions to give customers things to look forward to. You can pop in some images and other elements using the HTML editor to make the news more attractive.



## Polls – Know What Your Customers are Thinking!

Polls are a great way of getting feedback from your customers. Polls are easy to setup and includes an option to let anons (anonymous) users to make a vote.

**POLLS**

How do you consider our aftercare services?

- Generally Needs Improvement
- Definitely Needs Improvement
- Exceptionally Good
- Good
- Generally Good

**General** **Settings**

**Header**

Poll Sort Order: 1 Expires On: 1/31/2007

Question: How do you consider our aftercare services?

**Detail**

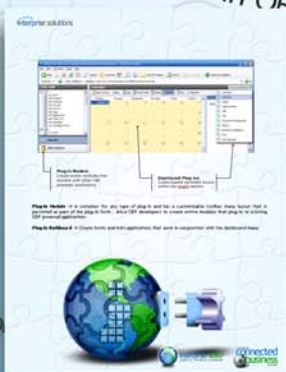
Answer-1 Answer-2 Answer-3 Answer-4 Answer-5

Generally Needs Improvement

# Connected Business Platform

AspDotNetStorefront for Interprise Suite is built around the Connected Business Platform – a completely new development platform freely available for developers who want to customize their application to meet the needs of their clients or develop new solutions that would readily integrate with the Interprise Suite product line. Along with AspDotNetStorefront for Interprise Suite, other CBP include POS (Point of Sale), Package and Shipping, and search engine ROI analysis system.

Click on the link below to bring you to the connected business website with all the resources you need to start developing applications with the Connected Business Platform.



Download the Connected Business Platform brochure from this link:  
<http://www.interprisesuite.com/pdf/connectedbusinessbrochure.pdf>

# The Interprise Suite Technology

Interprise Suite is one of the most technically sophisticated applications on the marketplace. Never before has such a technically advanced product been so affordable. To help users understand the technology behind Interprise Suite we have created the Interprise Suite Technology brochure. Written in easy to understand plain English, discover how Interprise Suite uses the latest technology to solve the problems of today's modern business.

Click on the link below to view and download the Interprise Suite Technology Brochure.



Download the Interprise Suite Technology brochure from this link:  
<http://www.interprisesuite.com/pdf/lsuiteTechBrochure.pdf>

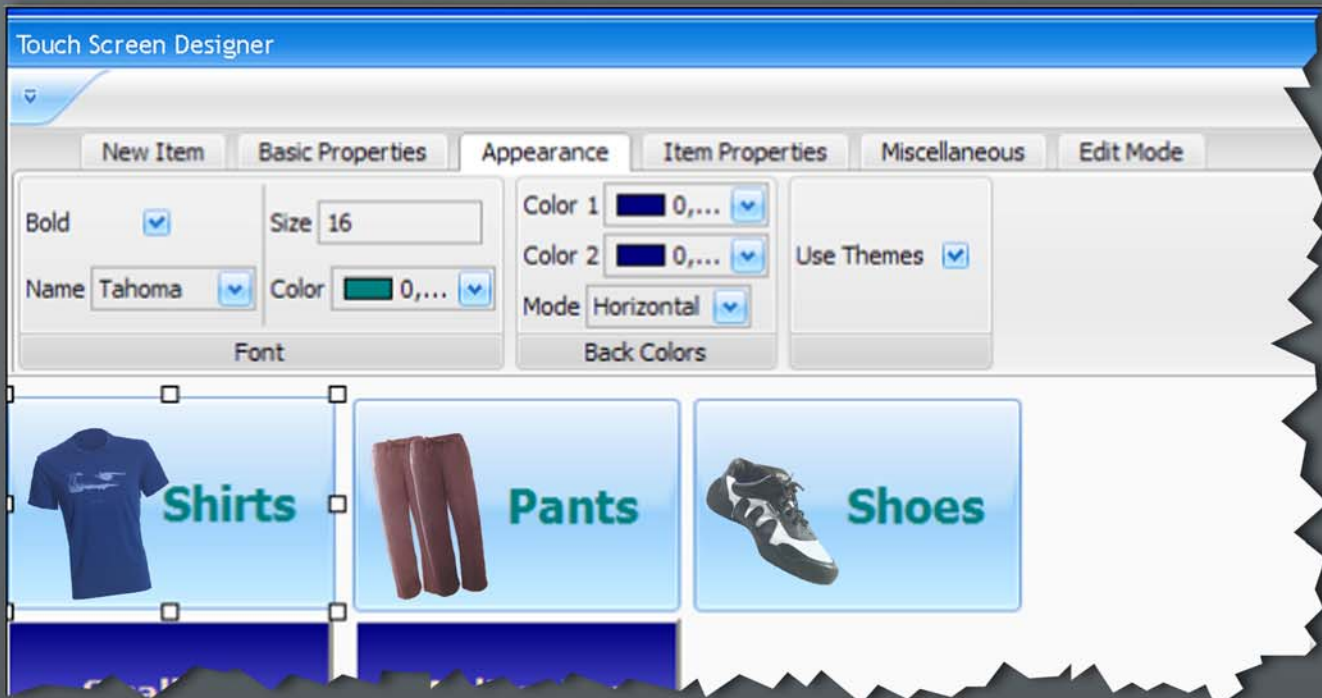
## Coming Mid 2007 – Premier POS for Interprise Suite.

With the release of Premier POS for Interprise Suite in mid 2007 we will be taking eBusiness one step further. For the first time, businesses will be able to operate their store, web site and back office operations from one fully integrated solution.

Imagine the possibilities...



COMING MID 2007



- **Configurable Touch Screen** - Completely customize the point of sale screen with unlimited number of buttons and an unlimited number of levels!
- **Support for AspDotNetStorefront for Interprise Suite Pricing Rules** - One time setup for POS, eCommerce and Back Office prices!
- **Gift Cards/Certificates** - your customers can buy and redeem gift cards / certificates at the store, online or over the phone.
- **Expandable** - Add new registers in one easy step as your business grows.
- **Support** for advanced features such as "Suspend and Resume Sales" (Place transactions on temporary hold then resume them at any time i.e. allow a customer to temporarily leave the line and return to it at a later time without the need to ring up the previous items over again), "on Account" sales and much more
- **Retail Hardware Support** - Supports all retail specific hardware including: cash drawers, receipt printers, bar code laser scanners, magnetic stripe readers, signature capture pads, and customer pole displays.







AspDotNetStorefront  
for interprise suite



# eBusiness

eBusiness. Simplified.  
Let New Doors Open for You.

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