



### Building a secure and profitable future

eShop has been developed as an extension of prof.ITplus to help your business gain a competitive advantage in a marketplace dominated by the Internet and online trading.

By enabling the seamless integration between your web site and prof.ITplus, eShop provides an innovative solution to your eCommerce needs by creating a secure environment for you to sell and market your products.

### Integrated solutions for online trading

The eShop eCommerce solution is written specifically for prof.ITplus and eliminates the need to duplicate and maintain separate databases as needed when third party products are used. All information required to run the web site on a day-to-day basis is entered and maintained from within prof.ITplus itself, saving you time and money as operations are controlled centrally.

Data flow between prof.ITplus and your web site happens automatically. The process of receiving orders and updating the web site is transparent; stock details, customer records and incoming orders are transferred to and from the web site without any user intervention, leaving you free to run your business.

### Customer satisfaction

Building strong relationships and securing customer loyalty is key to any business. eShop allows you to maintain and strengthen these relationships by providing flexible online ordering that works around your customer.

Existing customers can be given their own login for the web site, allowing them to see their own special customer prices or discounts, controlled by the normal pricing rules within prof.ITplus. Whatever price a customer is quoted over the phone will be the same price they pay on the web site. This provides consistency for the customer, enabling you to provide an excellent level of service as well as reinforcing the credibility of your business.

Credit card payments for new customers allow them to trade directly with you both quickly and with minimal fuss. New customers are easily converted into an existing account; once they have placed an online order, their details are automatically captured within the central prof.ITplus system.

### Managing your product portfolio

The new features developed within eShop ensure your products are marketed to their full potential. The advanced web categories tool gives you the ability to arrange products into category structures, along with the ability to include images, full technical descriptions as well as pdf data sheets or CAD drawings that will display your products in the best possible way.

Multiple search functionality allows your customers to find the products they require quickly and effectively. It creates a cohesive pathway from selection through to purchase, making it easy for customers to buy and helping you to grow your business.

### In-house web site design

As a window to your business, we understand the importance of the right design for your web site. OGL can either take care of the entire design for you or work with your chosen web/graphic designer to create the right image for your business.

The web site framework is set up to allow new designs to be overlaid without modifying any of the main components, causing minimum disruption and providing the ability to change the design at a moment's notice to respond to market demands.

### Releasing your potential

Professional communication with your customers comes as standard with eShop's soon to be released content management facility. It allows you to create sections of your web site such as 'contact us', 'about us' or 'news' where customers can learn more about your business and have visibility of the latest product launches or industry news.

By enabling you to keep your web site up-to-date with the latest product and industry information, it adds value to your customer service and demonstrates that you are a professional organisation that is at the forefront of the industry.



## Existing customers

- ▼ Individual web site login for each customer, giving visibility of any special customer prices.
- ▼ Pricing structure linked to central prof.ITplus system, allowing for consistency between buying through the web site and quotes given over the phone.
- ▼ Specify individual payment terms, instructing payment when order is placed or via a particular method (i.e. credit card only).
- ▼ Automatic checking of credit limits or 'on-stop' flags before an order can be processed.

## New customers

- ▼ New customers placing credit card orders are automatically assigned an account number in the sales ledger; the order can then be processed within prof.ITplus.
- ▼ Credit terms can be given simply by modifying their sales ledger account.

## Products

- ▼ Advanced web categories tool enables the flexible organisation of products within a tree structure, suitable for drilling-down through categories to an unlimited number of products.
- ▼ Product and category descriptions can contain full text descriptions of up to 60,000 characters as well as an image.
- ▼ Product descriptions can also contain an unlimited number of attributes, allowing links to additional images, pdf data sheets, CAD drawings etc.
- ▼ Attributes also allow the grouping of products onto a single product page with multiple colour or size options.

## Search features

- ▼ Multiple search functionality allows the user to browse through categories, drilling-down through relevant sub-categories until the list of products is reached.
- ▼ Users can also search by entering keywords or multiple keywords, displaying a list of products, beginning with the most relevant.
- ▼ Stock codes can also be used to search for products; the user will be directed straight to the product page.

## Ordering process

- ▼ The shopping basket is visible at all times, enabling the user to add or remove products at any point as they browse the web site.
- ▼ The basket also has the facility to cater for part-pack quantities.
- ▼ Once the basket is complete, the user can proceed to the check-out page, where, depending on the credit terms, they can either pay by credit card or place a credit account order.
- ▼ Customers are prompted to enter their address and email details at the point of purchase, details of which are stored within prof.ITplus.

- ▼ Completed orders are then transmitted to the central prof.ITplus system and a confirmation email is sent to the customer's email address.

## Synchronisation with prof.ITplus

- ▼ Automatic data flow between prof.ITplus and the web site enables stock details, customer details, usernames, passwords, pricing information etc. to be updated on a periodic basis, depending on requirements.
- ▼ Orders and password management requests can be retrieved from the web site on an hourly basis.
- ▼ Stock Level information can also be included on the web site, updated to suit requirements.

## Design service

- ▼ OGL can take care of the whole design, create a style sheet that fits your existing brand, or work with your chosen web graphic designer to create a design that suits your business.
- ▼ The web site framework is set up to allow the design to be separated from functionality using CSS style sheets; a web designer can overlay a new design without modifying the main components.
- ▼ The web site is designed to be search engine friendly.

## Hosting

- ▼ Flexible hosting options are available; the web site can be hosted on your existing network or via a remote hosting location.
- ▼ Remote hosting is priced based on disk space and usage requirements.

## Payment provider

- ▼ Cost effective payment processing is delivered by Protx (www.protx.com) once you have set up an Internet Merchant Account from your bank.
- ▼ Alternatively, we will soon be supporting PayPal which allows trading without an Internet Merchant Account.

## Catalogue

- ▼ Existing web site catalogues can be transferred into the eShop data structures where compatible.
- ▼ If you have no existing data, we can work with you to find the most efficient way for the data to be entered.
- ▼ Sustainable maintenance of your data is provided by the web categories tool, giving you the flexibility to update product details or add images where necessary.

## Content management

- ▼ Areas of the web site that do not relate to the product catalogue, such as: 'contact us', 'about us' or 'latest news' can be maintained using a content management facility which is currently being developed.
- ▼ Text can be entered in HTML within the main part of these pages.

