

eCartDeluxe

The Perfect Sales Rep

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Imagine the perfect salesman.

If you set out to make the perfect salesman, what would he do?

He would:

- Always be working, 24 hours a day, 7 days a week, with minimal downtime.
- Retrieve realtime Pricing and Availability information for your customers on demand.
- Automatically calculate prices for items based on your predefined markups.
- Calculate shipping charges, place orders with Ingram Micro or Tech Data and have them drop-shipped to your customers, with your approval, of course.
- Allow your visitors to customize the systems they are looking to purchase by adding upgrades such as RAM or software, and have the new prices update automatically.
- Allow you to manage signups for your classes and seminars easily and effectively.
- Maintain a list of VIPs who get special discounts when shopping your online store.
- Allow people who purchased products through your online store to track the shipment of their orders.
- Automatically update the database of products from Ingram Micro or Tech Data on a regular schedule, in order to provide your web viewing public with the most recent product information.
- Would allow you to update the products on your homepage, without needing to know HTML.
- Work without a contract, so you're not locked in to keeping an inferior salesman for two or three years.

And most important, he would work for peanuts...

“...nearly 5 million new US households will shop online in each of the next five years, totaling 63 million US online shopping households in 2008.”

- *Forrester Research Inc.*

“US eCommerce retail sales reached \$17.2 billion during Q4 2003 - an increase of 25.1% over the same time last year.”

- *theregister.co.uk*

Stop imagining. It's a reality.

“While offline retail sales continue to struggle, online retail will grow at a steady 19% year-over-year growth rate, from \$95.7 billion in 2003 to \$229.9 billion in 2008.”

- *Forrester Research Inc.*

“Online retail sales will account for 10% of total US retail sales by 2008.”

- *Forrester Research Inc.*

eCartDeluxe is all the sales rep you need. Our system was designed from the ground up to do everything the perfect salesman would do, and so much more.

While you're busy running your brick-and-mortar storefront, eCartDeluxe will man your online storefront. Don't worry, eCartDeluxe obeys Apple's MAP and Dealer Agreement guidelines, and allows you to decide which Ingram Micro or Tech Data products are shown on your store, and which Ingram Micro or Tech Data products are screened out. And of course, you're not limited to only products from those vendors - put any product from your local inventory up on your store too!

When we say eCartDeluxe, we mean it. Along with all the features you would expect in a superior online storefront, such as secure 128-bit SSL encryption for orders, a robust

backend administration tool, and a customized storefront that approximates the look of your current web site, eCartDeluxe goes above and beyond by helping you manage your classes and seminars, helping your visitors customize the computer systems they are ordering, and help your bottom line by measuring the effectiveness of your online marketing campaigns.

Here's the best part - eCartDeluxe has many more features than the competition, yet costs less than other solutions. To sweeten the deal further, **no contract is required** - unlike other eCommerce vendors, we think you should stay with us as long as you're satisfied with our product - not locked in to a commitment with a product that you're unsatisfied with.

Read on for how our product can benefit your business and your bottom line.

By request, Tech Data available!

We at eCartDeluxe are constantly listening to feedback from our customers – it’s one of the reasons that our product is superior to the other managed eCommerce storefronts out there.

One of the things we heard our customers say was they wished the system talked to Tech Data, since Tech Data is more bottom-line-friendly to most Apple Specialists. We responded - now our clients can choose either Ingram Micro or Tech Data as their backend vendor! Just like with Ingram Micro, you can use Tech Data for realtime Pricing and Availability, order submission, and tracking number retrieval!

Also, just like Ingram, your store’s vendor product catalog will be updated on a regular basis. Filtering out undesired products couldn’t be easier. You simply tell the system which types of products you want to allow in, which ones

you want to ‘conditionally’ allow in, and which ones you want to exclude, and the system does the rest! Of course, you can also include products from your own inventory in your store, either on an individual basis or even in a bulk-upload capacity! Just upload an export from your local POS and our system will do the rest!

Another request was a way to save your customers on shipping charges – since most of your customers may live near your store, why make them pay for shipping on products you have in stock at your local brick-and-mortar store? We listened. Now, if all the products in the visitor’s cart are in stock at your local brick-and-mortar store, the customer can choose a so-called ‘local pickup’ option that won’t charge them shipping! The customer simply tells you when they would like to pick up their order, and you set their items aside. Since the customer has already paid for the items online, all they have to do is come in and pick the items up! They’ll benefit from the convenience of ordering products online and you’ll benefit from the extra foot traffic in to your brick-and-mortar store!

“We got a lot of inquiries from Dealers about Tech Data integration, so we decided to add it to eCartDeluxe. Just like our integration with Ingram Micro, we support realtime Pricing & Availability requests, order submission, and order tracking number retrieval.”

– *Dan Bruns*
Owner,
eCartDeluxe

Your customers build it their way.

“The configurable systems was a suggestion provided by one of our customers. We at eCartDeluxe strive to meet the needs of Apple Specialists, so we wrote this feature and integrated it in our store. We encourage such feedback from our customers.”

– *Dan Bruns*
Owner,
eCartDeluxe

While we're on the subject of eCartDeluxe's customizable nature, what about allowing your customers to configure their computer systems before they purchase them?

Similar to what major computer companies do in their own web stores, eCartDeluxe lets you create product 'bundles' from your local inventory and allow the customer to select how much RAM is installed, or how big the hard drives should be, or what software is loaded on the system. Each of your custom systems can be loaded up with 9 different configuration categories, and those categories are created by you! The configurable options can be anything; from the practical, such as the type and size of RAM modules to install, to the silly, such as the color and size of a mouse pad that users receive with their orders. The only limit is your imagination!

The option's price markups are clearly listed on the main product page, and the system's price increases or decreases on-the-fly to reflect the new choices. For example, if a system's base price is \$2000, and the customer selects a 512 MB RAM upgrade (which carries a \$100 price increase), the price on the page immediately becomes \$2100. Also, if a product option increases the weight of a system, the change in weight is included when the shipping charges are calculated.

Once you receive the order in the backend administration application, you're presented with an itemized component list on the invoice which you pull from your local inventory and install. Then, once the system is shipped from your store, you can enter the tracking numbers in the backend administration application so your customers can check on the shipping status of the order!

Manage your classes and seminars.

One way many computer retailers gain extra revenue is to host seminars or training classes for their customers. First-time computer buyers are great candidates for a basic introduction class, and your more experienced digital professionals might get a lot out of a guest speaker from someone with a lot of experience in the field. No matter the occasion, it is usually difficult to keep track of who has signed up and paid for a particular event. We at eCartDeluxe have made this process much easier to handle.

Using our powerful backend administration application, you enter your class in to the database just as you would any other product. The only difference is that you simply click a button that denotes that product as a class and set a start time and end time. That's it! The class will then automatically show up on your store's Class calendar.

Customers can click on your Classes link to see a monthly view of all your events. The customer can then click on a class name to get more information about that class, and can add that class to their cart and pay for it just like any other product in your store! The class is listed in the confirmation email that the customer receives. Optionally, eCartDeluxe can even send them a meeting notice that they can put in their iCal calendars so they won't forget about the class!

When it comes time for the class, our powerful backend administration application will print out a class roster of everyone who has signed up for the class through your store. That way, you can verify who is there and who isn't.

"I was looking for a way to simplify scheduling classes. I called eCartDeluxe and POOF! there was a complete scheduling system in our store. Customers and salespeople just log in, look at the available classes and sign up. I instantly get a class roster and prepaid students!

Thanks eCartDeluxe!"

- *George Swords*
eCommerce Mgr, Power Mac Pac
an Apple Specialist

YOU control your store's products.

“I found it refreshing that I actually have control of what products appear on my online store. I sometimes have a large selection of Used Equipment on my site that was a breeze to add using the tools provided. Plus, the bulk-upload capability means I can keep my online store's inventory up to date with my dealership!”

– *Rich Meindl*
Manager of Simutek,
an Apple Specialist

That headline may sound a little odd. “Of course I control my store's products, why wouldn't I?” you're thinking. It may be surprising to find out other eCommerce vendors actually limit the products you can sell at your store. Either they think they know best by simply using the template that they use for their own store, or they charge you an additional fee if you exceed a certain number of products.

We know you know your business best, and we provide you with a robust tool to choose which of the more than 280,000 Ingram or Tech Data products are screened out by our integrated management tools, and what products are allowed in to your store. There are three levels to the screening process, to ensure only the products you want show up in your store. Don't worry; if a product or two falls through the cracks, you can remove it from your store with 2 mouse clicks.

Of course, if you don't want this level of control, that's ok - we'll apply a general template so your store database will

still be updated with the latest products from Apple and other vendors. We offer you the **choice** of managing the database yourself; something the other guys don't offer.

What if you have products from your local, non-Ingram inventory, such as 'Used Equipment', that you would like to put up on your online store? Some other vendors don't allow this; we do. You can put any product up on your site that you wish, and you can have however many products you want to on your store - we won't ding you if you go over a certain number.

We also offer an add-on service that will automatically retrieve product images from Ingram Micro for many products in your database. If you would like to upload your own images for products, that's fine too; again, **you're in control**.

Your store will look like your site!

Even though you're outsourcing your eCommerce store, the customer shouldn't be able to tell. We at eCartDeluxe believe your store should closely mimic the 'look' of your current website. As part of your initial setup, we will attempt to replicate your current website layout and color scheme. Most other guys force you in to a boring 'one size fits all' template.

Provide us a color scheme and we'll do it. Give us your Flash movies or Quicktime media and we'll integrate them. We'll even advise you on how long your web store takes to load on regular user's computers, so you can balance a graphically intensive storefront with quick load times.

Is the blue in your product listings a little too dark? Tell us what color you want it to be and we'll change it. During the initial setup phase, we offer three web store design revisions, during which time you can make sure your site appears the way you want it to before your customers see it. We want you to be completely satisfied with your eCommerce presence.

On top of everything else, eCartDeluxe is an organic product, constantly growing to meet the needs of computer dealers. Your store comes as a complete system, but there are always features that can be added or new modules that can be developed. We are constantly dreaming up new modules for eCartDeluxe, and if you have an idea for an additional module, let us know - if it fits within our objectives, we might just put it on the development roadmap! Most other eCommerce vendors simply create a product and don't develop it any further. We want you to have all your eCommerce needs met and not be left with a case of "if only it did this..." for features that will never materialize.

"The flexibility of eCartDeluxe is amazing. You can customize your store to sell to your strengths. Vertical markets, classes, high-end solution-based systems, or just a list of products.... You choose. They set up the initial page to look JUST like our existing site and I have been able to customize the rest... and I don't do HTML!!"

- *George Swords*
eCommerce Mgr, Power Mac Pac
an Apple Specialist

Cultivate a loyal community.

“The idea for the Reporting Suite came during my tenure as Web Analytics Manager at a major motion picture studio. The days of knowing only how many people came to your site are long gone. eMarketers today want more actionable information about their web public, and we created the Reporting Suite specifically to meet those needs.”

– Dan Bruns
Owner
eCartDeluxe

Just like other eCommerce vendors, eCartDeluxe allows you to develop a loyal group of shoppers by getting them to sign up with your website and offering them a discount afterwards; but our store provides much more. Our backend discount system now supports customized discounts for *each person* in your ‘VIP’ club! Do you want Johnny to have 10% off of your printer cartridges, 5% off of UPS systems, and 15% off of USB cables? A couple of clicks and it’s done! We made it extremely simple to offer individual discounts for individual users.

When users log-in they are presented with the retail price, the store’s discount retail price, and their ‘members only’ price so they can see first-hand the amount of money they’re saving on each product in your inventory! Don’t worry, no user is able to see anyone else’s member price, so you can offer your most valuable customers the deepest levels of discount.

We’ve also added an exciting new product cross-sell interface that will put associated products on each

product’s homepage. Do you want an iPod to show up on every iMac product page? A couple clicks and it’s done. Web users can add both products to their cart at the same time – that way you make more in incremental sales!

Additionally, many dealers try to grow their community by advertising their special deals on the web. Wouldn’t it be great to be able to gauge the effectiveness of those online marketing initiatives? We at eCartDeluxe have developed an optional, powerful web analysis package that will provide you with real answers about how your visitors got to your site, and what they did once they got there. You’ll be able to see how many visitors came to your site from each of your banner ad placements, and more importantly, how much in online revenue can be *directly* attributed to a particular advertisement!

Catch the eye of your target market.

Apple Specialists are a diverse bunch. Some cater to Video Editing professionals, while others choose to focus on the Educational market. What if you wanted to be able to group products together in a section on your store that appeal to a certain market that you're trying to attract?

If you were targeting Video Editors, wouldn't it be great to have a page of products from your inventory specifically geared at your Video Editing public? A page that would list not only the most powerful G5 systems, but also Video Editing software, video cameras, heck, even video tape labels! Wouldn't it also be great to be able to add or remove the products that appear on that page with a couple mouse clicks, with no HTML experience required?

eCartDeluxe has you covered. Using our powerful backend administration application, you simply tell the system what you want to name your custom page, and then you're ready to start adding products to that custom page with 1, 2, 3 simplicity. There are three 'tiers' of products that you can place on your custom page - the top section could be reserved for the Big Ticket items, such as the latest G5 systems, the middle section could be reserved for software and medium-priced accessories, and the bottom section could list small items, such as the aforementioned labels, video tapes, and so on.

Links to these special pages appear prominently around your store so the web visitors you are targeting will have no problem finding what they are looking for!

Your customers will appreciate the special sections of the site, and your bottom line will see the results of making products even easier to find. Such a customizable eCommerce solution is unheard of at this price.

"I appreciated that products which appeal to someone in my profession were grouped together. I had no trouble finding exactly what I needed, and the discounted price I received made me feel like 'part of the club.' I'll be doing all my Mac shopping here from now on! This storefront is great!"

- Mark Davenport
Freelance Video Editor
Los Angeles, CA

eCartDeluxe - the best choice for you.

“I have tried other, competing, eCommerce solutions and the bottom line is eCartDeluxe ROCKS! They have provided me with the fastest, most complete customer service I have ever encountered. Fixes, changes, add-ons, customization of the site, callbacks or email occurs within the day (or minutes), not days or weeks later.”

- *George Swords*
eCommerce Mgr, Power Mac Pac
an Apple Specialist

This brochure offers only a glimpse of what eCartDeluxe is capable of. If you would like a personalized tour of eCartDeluxe, be sure to contact us for a no-obligation phone demo. Unlike other eCommerce vendors, we value your input and will strive to ensure your satisfaction with our product. Remember eCartDeluxe’s major features when comparing us to other eCommerce solutions:

- Full Integration with Ingram Micro or Tech Data - your choice! (Pricing and Availability, Order Tracking, Product Database).
- Fully customizable pages that can list any products from your store to attract a certain type of visitor.
- Allow your customers to configure systems from your local inventory to meet their individual needs.
- Robust, optional Web Analytics package to measure the effectiveness of your online marketing initiatives.
- Complete control over which products appear on your store, from *any location!* (Ingram Micro, Tech Data, your local inventory, wherever!)
- Powerful discount engine allows you to provide all of your customers with an individualized product discount

profile.

- Free unlimited tech support, free unlimited email support - we won’t punish you by charging additional costs for support - we stand behind our product and will answer any questions you might have about it.
- **No contract required** - keep the system as long as you want it. We don’t want you to be saddled with a product that you’re not happy with.

If you have any questions, or would like to discuss eCartDeluxe further, please contact us, contact@cartdeluxe.com

Thank you for reading about eCartDeluxe.
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