

The webStoreFront Solution...

Most of the eCommerce storefront software solutions today seem to end up a compromise. If feature-rich, they invariably are difficult and costly to implement. If they are easy to implement, it seems they lack many essential features. webStoreFront is different—a no-compromise eCommerce storefront solution, delivering all the features you need while remaining easy to implement and cost-effective.

When it's time to open up the sales channels and offer your products and services over the Internet, webStoreFront provides a powerful and flexible eCommerce storefront for either business-to-business (B2B) or business-to-consumer (B2C) applications that can handle your needs without customization.

FLEXIBLE PRODUCT CATALOG

webStoreFront provides the ultimate flexibility for your product catalog, whether it's hierarchical, flat, or a matrix. You can even use KommerceServer's Dynamic Menu feature to create a menu structure for browsing your catalog. User-defined product catalogs can be created, and access to catalog items can be limited by customer. Catalog and content management is performed via the on-line Web user interface, or data can be imported and updated through the defined KommerceServer interface.

SHOPPING LISTS

Frequent orders for the same products can be defined in a shopping list. Lists can be recalled and quickly added to the shopping cart for repeat orders. Shopping lists can be private, allowing access to the user who created it, or it can be shared, so that any individual associated with the customer account can access the list.

REQUESTED DELIVERY DATES & QUANTITIES

Multiple delivery request dates can be specified per item purchased in the storefront. Your customers will be able to enter one or more delivery dates along with the quantities desired.

LINKS & IMAGES

Thumbnail and full-size images are dynamically linked to your products for display in the catalog. Products without images use the default image for the product class so you can add images to the Web as you create them without delaying the implementation. External document links associated with your products work in the same manner. Documents can be in any format and can be used for product marketing literature or technical engineering specifications.

COMPLEMENTARY PRODUCTS (ACCESSORIES)

Up selling is an effective way to improve revenue and help your customers know what accessories or complementary products are available for the product they're buying. Accessories are automatically displayed with the parent product and can optionally be added to the shopping cart at the same time.

PRICE LISTS & ADJUSTMENTS

Multiple price lists can be defined and associated with one or more customers. Additional discounts and markups can be applied to the price lists based on combinations of products, product classes, customers, and customer classes. Pricing adjustments can also be based on volume of the purchased items. A special discount or markup can even be applied to customers who order from you on the Web.

CREDIT CARD PAYMENTS

Master Card, Visa, American Express, Discover, and other credit cards are supported in the storefront. By accepting credit cards, you not only provide a convenience to your existing customers that prefer this method of payment, you can dramatically increase your sales by offering your products directly to consumers. Use either Cyber Source™ or Skipjack™ as the preferred credit processor, or the storefront can be integrated with another credit processor of your choice.



webStoreFront

QUICK SEARCH

Your customers will find what they're looking for fast using the quick search feature. A single search string scans the database looking for products matching product name, short description, long description, or even the customer's cross-referenced product name.

ADVANCED SEARCH

The advanced search allows your customers to zero in on what they're looking for quickly and easily using customized search queries based on item class. User-defined search criteria and dynamically rendered search forms search all extended item properties and display results in configurable summary and detail views.

PRODUCT AVAILABILITY

webStoreFront provides several ways of displaying product availability—it's your choice. On-hand inventory levels can be maintained by the plant or warehouse nearest your customer. Available to Promise (ATP) data can be displayed, allowing your customers to see how much they can buy and when. A purchasing or manufacturing lead time is stored for each product and can be used as the basis to inform your customers of expected delivery time.

EXTENDED PRODUCT INFORMATION

Dynamically update the storefront with specific product information based on the product class. This information leverages the Extended Attribute feature in KommerceServer and is automatically displayed on the product detail page and is available as criteria for the Advanced Search feature.

VIRTUAL CUSTOMER

Multiple customer accounts can be grouped by a master reference, thus creating one "virtual" customer. This is ideal for large customers with many store locations. A buyer in one store can be granted the permission to purchase products for any store within the virtual customer.

FOREIGN CURRENCY

International sales are supported in the storefront when your customers require purchasing in their own currency. Completely table driven, the storefront automatically converts the prices and discounts in your currency to your customer's currency. Both the transactional currency of your customer and the functional currency of your company are stored with the orders.

FREIGHT CALCULATION

Weight-based, per item, or flat rate freight calculation is available in the storefront. Order minimums can be defined and one-time service charges can be entered. During checkout, the freight amount is automatically computed and instantly displayed to the user based on the selected carrier and/or products purchased.

TAX CALCULATION

Sales tax is automatically calculated in the storefront. The tax tables used for the calculation can be maintained by your ERP system or other external system and exported to the storefront. Or you may choose to have the storefront use Cyber Source™ to maintain and calculate the tax rates as a monthly service.

BILL OF MATERIALS

Product Structures can be maintained in the storefront, enabling your customers to drill through each level or see all levels in an indented report. Sellable components such as spares are linked to the catalog for ordering. You can also link the subassemblies to engineering drawings or other helpful documents, which is very effective in an environment where engineers and/or technicians need immediate access to Bill of Material data.



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