

## Epicor Commerce

Epicor Commerce's full suite of e-commerce software solutions can streamline, optimize and maximize your business' potential. Epicor Commerce enables you increase your Web presence and help drive new business—both from your existing customers and from new, untapped business opportunities and sales channels. With Epicor Commerce, your company can easily deliver an intuitive, personalized e-commerce shopping experience. While many companies can provide e-commerce services, very few are able to deliver the value and results that Epicor can with Epicor Commerce.

### **A Comprehensive Solution that Fits Your Business**

Today's hyper-competitive manufacturing and distribution environments require e-commerce solutions to do much more than simply process shopping transactions quickly and efficiently. With Epicor Commerce you can manage customers, merchandise, inventory, order history—basically the entire order life cycle. Together with your Epicor ERP solution, Epicor Commerce enables you to effectively manage the entire customer experience.

You no longer need to have two separate systems to accept wholesale and consumer orders. With the Epicor Commerce system, you have one system to manage. Epicor's e-commerce solutions eliminate the redundant databases found in most e-commerce scenarios. Product information tiered pricing, customers and inventory levels can be displayed directly from your production ERP database. Orders can be submitted and processed immediately allowing the customer to use their terms or credit card for purchase.

Epicor Commerce also provides deep integration with your order fulfillment process and makes it available to your customers online. At the time of requesting a quote or placing an order, customers will be able to select the available shipping methods and determine their freight cost. Once the orders are placed, online tracking allows them to see when their product was shipped and lets them track the shipment through the carrier.

With two different product options, Epicor Commerce and Epicor Commerce Advanced, you can select the edition that best fits your company's needs. Features and functionality for both editions are detailed in this brochure.

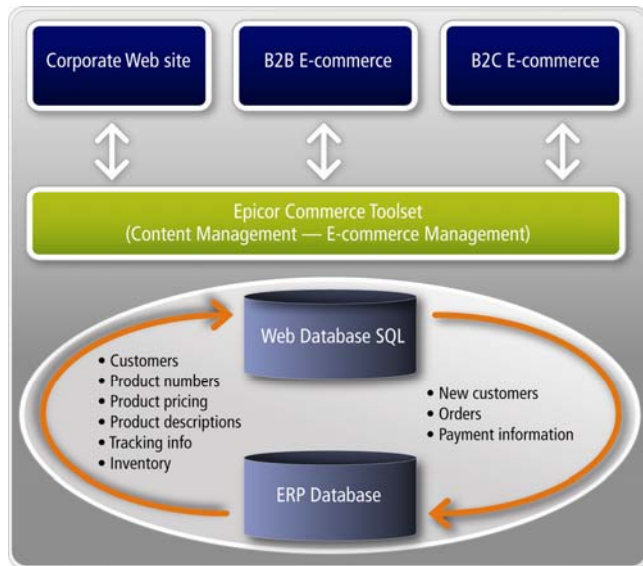
### **Integration with your Epicor ERP System**

When e-commerce dramatically increases your order intake, are you left with adding staff to manually re-create the orders in your ERP or accounting software to initiate order fulfillment? Do changes to product pricing in your back-end system require re-entry into your Web site? Do your dealers have online access to their order history and negotiated discounts? If your e-commerce initiatives have created any of these issues for your B2B or B2C audience, then you understand the need for Epicor Commerce.

### **About Epicor**

Epicor is a global leader delivering business software solutions to the manufacturing, distribution, retail, hospitality, and services industries. Founded in 1984, Epicor serves 20,000 customers in more than 150 countries, providing solutions in over 30 languages.

# EPICOR.



Site Management and Integration

Of all the efficiencies created by Epicor Commerce, perhaps none is greater than the deep and seamless e-commerce integration it creates between your Web site and your Epicor ERP system. Whether you need data from your Web site pushed to your internal systems or need data from the internal software posted to your Web site, Epicor Commerce eliminates the need to manually repost these transactions. Some consider "integrated" a phrase that is overused by technology solutions, but there is no better way to describe the value Epicor Commerce provides to your company.

### Technology

Epicor Commerce eliminates your technology concerns. Microsoft® .NET is the predominant development tool in the industry and is used by Epicor to enhance the functionality we provide to your Web site development and integration to your back-end ERP or accounting software.

When Epicor Commerce and the AJAX technology are used, the customer has a very different experience. When adding the item to the shopping cart, your page allows the cart to refresh without having to redraw the entire page. Your customer is happier, and you have a better chance of getting their business.

### Deployment Options

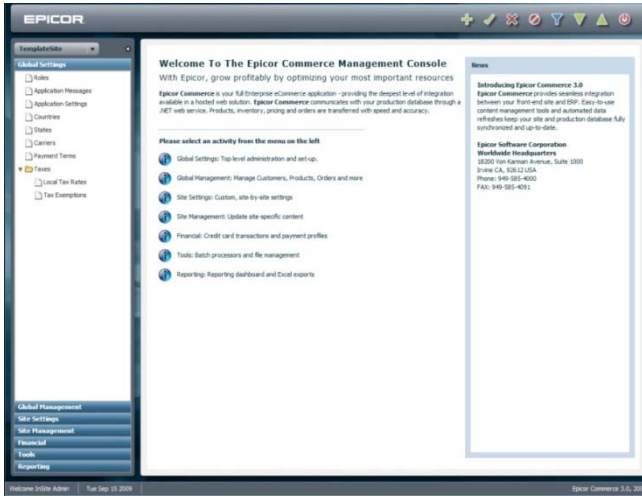
Epicor Commerce has a wide variety of deployment options that are sure to fit your specific need. Epicor Commerce can be deployed as a hosted product that virtually eliminates the need for your organization to provide any valuable IT resources to running or maintaining your e-commerce Web site.

Epicor Commerce also provides on-premise deployment options which could provide greater flexibility in accessing the secured functionality from other computers and in managing updates to the Epicor Commerce application depending on your specific needs. Epicor Commerce was developed with flexibility of deployment in mind so that it can be hosted in the location of your choice—behind your firewall on your own Web server, with your ISP, or through the hosting services available.

There are two product options that are available, Epicor Commerce and Epicor Commerce Advanced. The chart below outlines the differences between the two product versions and when a customer might select one version over another.

Epicor Commerce Functionality	Epicor Commerce	Epicor Commerce Advanced
<b>Unlimited Products &amp; Categories</b> Catalog a virtually unlimited number of products. Shoppers can browse product pages or use the advanced search utility to find specific items.	Unlimited	
<b>Templated E-commerce Web site Design</b> Simple, design friendly Web site options allows for quick deployment and easy maintenance.	✓	✓
<b>Full ERP Integration</b> Products, customers, items and pricing are pulled from the ERP and orders are submitted immediately.	✓	✓
<b>Product, Customer and Price Synchronization</b> Easy information exchange! Add products to a Web store or complete batch updates by connecting to your production database or ERP system.	✓	✓
<b>Estimated or Actual Freight Rating</b> Freight charges can be applied as a flat rate, percentage of order total or actual shipping charges from UPS®, DHL®, or Federal Express®.	✓	✓
<b>Suggested Selling and Related Items</b> The easiest time to add on a sale is when a customer is buying. With suggested selling you can link add-on products to customers' choices several times during the buying process.	✓	✓
<b>Promotions &amp; Coupons</b> Now it's easy to use coupon codes as sales incentives. Specify when and how the coupon will expire and what items the coupon can be applied to.	✓	✓
<b>Multiple Payment Options</b> Accept electronic checks, purchase orders, COD, credit card, terms.	✓	✓
<b>Search Engine Friendly</b> All pages are built with the top search engines in mind. Page titles and metatags can be added to each page.	✓	✓
<b>Merchant Account/Gateway Integration</b> Paypal™ Payflow Pro processing integrates with most banks.	✓	✓
<b>Advanced Automated Tax Calculations</b> Integration with the industry leading on-demand retail tax service.	✓	✓
<b>Sales Kits</b> Flexibility in selling items in kits includes configured item kits, optional price rollup and item substitution.	✓	✓
<b>Customer Specific Pricing</b> Published interfaces for modules such as shipping, tax, inventory, order tracking, etc. allow for full customization of the Epicor application.	✓	✓

Epicor Commerce Functionality – cont.	Epicor Commerce	Epicor Commerce Advanced
<b>SKU and Item Management</b> Ability to add SKUs manually or pull items and descriptions from ERP system.	✓	✓
<b>Advanced E-commerce Web site Design</b> Incorporation of sophisticated Web site design requirements into the storefront design (Flash, Flex, interactive media, product ratings, advanced filtering capabilities, etc).		✓
<b>Combined B2B and B2C E-commerce Site Design</b> Have one Web site support both your sales to your customers while at the same time have a secure login for your trading partners giving access to products, parts, and specific vendor pricing.		✓
<b>Affiliate Marketing</b> Management of affiliate marketing programs—per click, per sale, or per lead.		✓
<b>Gift Card Promotions and Management</b> Management of gift card point or reward systems and the related customer usage of the respective gift cards.		✓
<b>Product Configuration</b> Simple product consumer product configuration functionality able to build relational product combinations.		✓
<b>Advanced Search and Filtering Capabilities</b> Sophisticated part/product search capabilities for customers and trading partners.		✓
<b>Advanced Reporting and Analysis</b> Integration to third-party reporting and analytics tools.		✓



*Intuitive, easy-to-use, administrative control panel.*

### Administrative Control Panel

The Epicor Commerce solution provides a comprehensive framework and toolset designed to easily and efficiently manage the day-to-day operations of running an e-commerce Web site. Epicor Commerce Admin Control Panel enables the administrator of the site to control users, products, orders, content, and documents. The administrator can also easily build out additional pages within the Web sites. Toolset is designed so that changes to content and the Web site can be made without the help of a programmer or a graphic designer.

The Control Panel provides a simple interface from which to manage all corporate Web sites. Once the data from the back-end system is updated, your company's products, customers and pricing are available on the Control Panel. Administrators can then add additional marketing data as needed.

Control Panel/Administration	Epicor Commerce	Epicor Commerce Advanced
<b>User Management</b> Global user management module allows administrator to assign multiple roles and access to users.	Unlimited	
<b>Category, Product &amp; Item Management</b> Integrated design allows administrator to populate products & categories with ERP data or manually update.	✓	✓
<b>Order Management</b> Orders flow real-time into ERP system and can be managed within the control panel.	✓	✓
<b>Module Management</b> The control panel allows the administrator to manage all sites and services from within a single maintenance tool.	✓	✓
<b>Web Statistics</b> Integration with Google Analytics or upgradeable to one of several advanced statistical packages.	✓	✓



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