

COMMERCEnow.



ESD**NOW** MANAGES YOUR DIGITAL CONTENT

COMMERCEnow



With COMMERCEnow ESDNOW offers you full service e-commerce. This module is robust and scalable and has a wide range of possibilities.

Basis of the COMMERCEnow module is a high-end, safe and user friendly shop.

Consumers appreciate quality and professionalism; after a good buying experience consumers are more likely to return and notify others of your shop.

With this module you don't have large upfront investments or long implementation times. Hosting, server load, management, maintenance, uptime and hard- and software expenses are no longer your problem. ESDNOW will take care of everything.

The COMMERCEnow module consists of the following components:

- » Order Management
- » Marketing Tools
- » Transactions
- » Billing
- » Content Management
- » Catalogue and Product Management



Order Management

Consumers don't want complicated ordering procedures, but simplicity and convenience. Order Management is what you need to simplify the ordering process. Consumers and associates have total control before, during and after ordering. The end-users, as well as your own employees are offered a large variety of search, ordering and registration options.

It gives you, your customers and affiliates the possibility to place orders, manage repeat orders, make quotations and view and examine the status of orders. In addition there's a powerful search engine, and the option to present product information in several languages and currencies. Order Management offers you:

- » Simple ordering procedures
- » Order processing and routing
- » Search engine and product comparison
- » Self-service
- » Multi-currency
- » Multi-language



Marketing Tools

The COMMERCENow module offers you a big selection of useful tools to bring your products and/or services to the attention of the buyer. A few of these Marketing Tools are:

- » Discounts
- » Coupons
- » Gift-certificates
- » Affiliate selling
- » Flexible product placement



Transactions

We can offer the end-user various payment methods like online credit card payment, online banking, wire transfer and purchase order.

Some of the credit cards accepted by us are:

- » MasterCard
- » Diners Club
- » American Express
- » VISA

Within the Benelux payment via internet banking is currently available through iDEAL for clients of the following banks:

- » Rabobank
- » ABN-AMRO
- » Postbank
- » ING

Please inquire about the payment options for your distribution area.

Other possibilities the component Transactions offers are: VAT clearance for your B2B affairs and country and IP address verification to define your distribution area and prevent fraud. At your request any other payment method can be implemented.



Billing

The COMMERCENow module is equipped with a powerful billing solution that also supports recurring billing. At your request the e-commerce platform can be connected to your back office or ERP system for the financial and logistic handling of orders and shipments.



Content Management

Content Management enables the import and editing of (product) information. Design and content can be managed strictly separated. Flexible access management takes care of the distribution of rights, roles and tasks.

- » Flexible content management, including keywords and metadata
- » Flexible management of multiple e-commerce shops
- » Version management
- » Separation of templates and design from content
- » Access management and task management

Content management is a time consuming task, especially when no-one in your organization has any experience with it. ESDNOW gives you the option to outsource your content management. You only need to provide the necessary information, like text, images and digital content; our professionals make sure the information will be placed in your shop.



Catalogue and Product Management

For the categorization of your products, ready-made category classifications are available. The ESDNOW COMMERCENow module supports the international classification standards eCI@ss and UN/SPSC. Of course you may customize these ready-made category classifications to your own needs or create completely new categories from scratch.

If required, catalogues can be shared with one or more partner sites.

This is the information you can manage:

- » General product information
- » Product attributes (standard or customized attributes), e.g. product descriptions and specifications in another language
- » Predefined category classifications (eCI@ss and UN/SPSC standards)
- » Attachments: product specifications, manuals or brochures
- » Product variations
- » Bundles and retail sets
- » Links to content elsewhere, or to other products, ideal for up- and cross-selling
- » Substitute products (replacing a sold out item)
- » Accessories
- » Search products
- » Product sales history
- » Import and export of products, product descriptions and other information
- » Content syndication: availability through various channels

Last But Not Least

Your content and applications are safe with ESDNOW. The ESDNOW platform is hosted by the most secure hosting provider and one of the best broadband Internet Service Providers of the Netherlands. The network is triple redundant to provide your company with the optimal safety.