



AXIS VMERCHANT

eCommerce solutions for Trade and Retail Websites

AXIS VMerchant is not just a powerful and flexible shopping site application; it is a total eCommerce solution for your online business. AXIS VMerchant requires absolutely no specialised web knowledge to set up and maintain.

All of the information necessary to manage your online catalogue is derived automatically from the stock ledger of your back office accounts system. You can easily create and maintain a database of products with any number of levels of categorisation, associate pictures and detailed information with both products and categories and specify web-specific pricing. All of this is handled within your normal back office environment and data is automatically synchronised to the online catalogue. Equally importantly, orders placed on an AXIS VMerchant website are imported automatically into your accounts system with no re-keying of data.

eProcurement

Multiple Currency

Credit Accounts

Flexible Delivery Charges

Credit Card Processing

Retail Functionality

For Business-to-Consumer operation (B2C), AXIS VMerchant offers the following features:

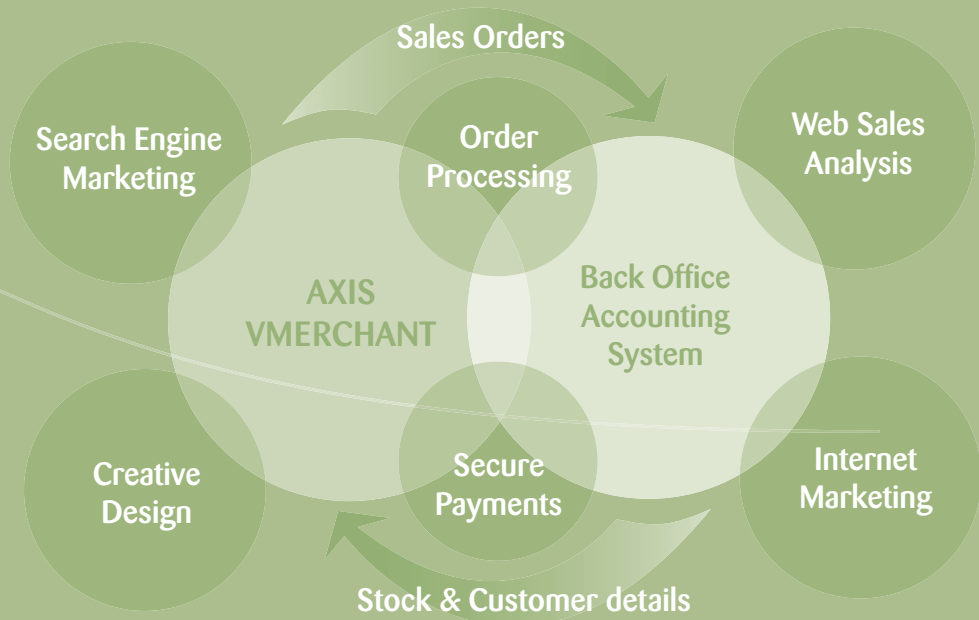
- › Purchase by credit or debit card, with online or offline processing of payments
- › Use standard retail pricing or define web-specific retail prices
- › Customers to optionally register for simpler ordering in the future, and to review order history
- › Flexible delivery charges

Trade Functionality

Account customers can be offered the following additional functionality:

- › Pricing shown is the customer's agreed trade pricing, not retail pricing
- › Multiple delivery addresses
- › Provides online statements, with drill-down to view historical invoices and credit notes
- › Quick Order Form listing items normally or previously purchased
- › Customers that normally purchase in a specific currency can see all prices shown in that currency
- › Multiple logins per account customer





Multiple Websites / Shop Fronts

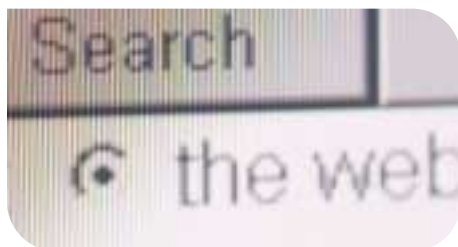
Trade-only Products

Surveys

Special Offers

Address Postcode Look-up

Customer-specific Pricing



Additional AXIS VMerchant Modules

A number of extensions are available to the standard AXIS VMerchant solution, including:

- › eProcurement – this allows your account customers to manage their own login accounts, allocate spending limits to individual operators, restrict their spending to specific products and receive management information from your site.
- › Surveys – this allows you to create one or more customer surveys and for the AXIS VMerchant server to manage and analyse the results. You can also add a Customer Satisfaction survey link from your AXIS VMerchant order confirmation emails.



- › Additional Websites – you can manage any number of AXIS VMerchant websites from a single back office system. Each site can have a completely different look and feel, domain name and pricing policy. You can even have different subsets of products published to each site.
- › Database Feeds including Froogle™ – particularly in a retail environment, you may wish to update various shopping sites. AXIS VMerchant can do this for you automatically.

Creative Design

The look and feel of your AXIS VMerchant site is incredibly flexible. You can have your site designed by Axis First or by an independent web designer using industry-standard web tools. AXIS VMerchant is not based on a simple template, where perhaps you can only specify your colour scheme and logo; with AXIS VMerchant, you have full creative control over the look and facilities that you offer to your customers.

To illustrate the variety of design and functionality options that are possible with an AXIS VMerchant website, please visit www.axisfirst.co.uk/vmerchant and click on Demonstration – we have a number of different sample sites, all using the same core database but each with a completely different feel.



Microsoft
GOLD CERTIFIED
Partner

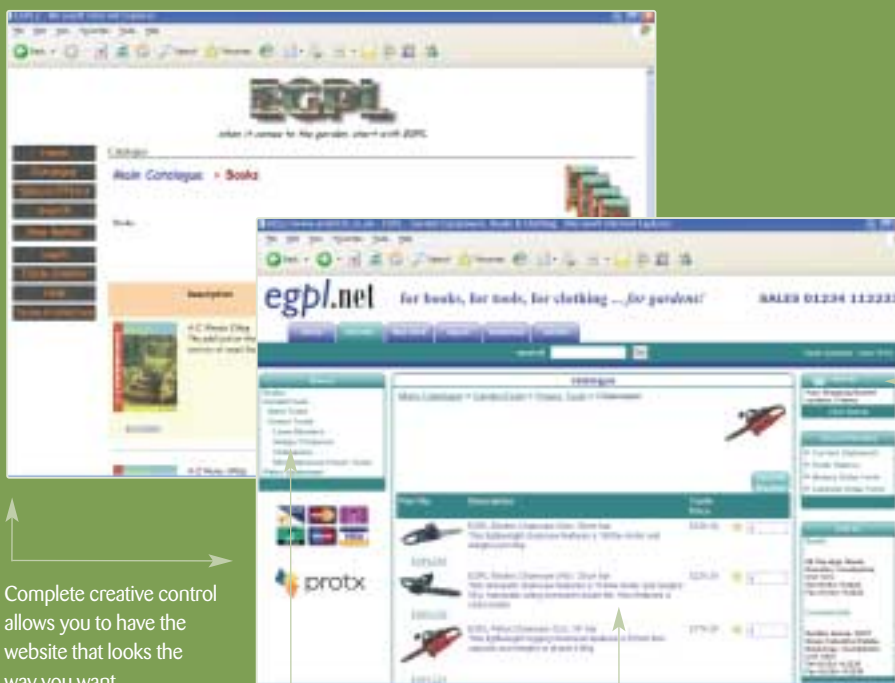
Networking Infrastructure Solutions
ISV/Software Solutions

Looking for an eCommerce solution that is easy to manage, that will take its product catalogue from your existing stock ledger and feed orders placed directly into your order processing system – then look no further than AXIS VMerchant.

When managing thousands, or tens of thousands of products on your website, updating the information manually is not an option.

Re-keying orders for more than a dozen items per day from your website into your order processing system is an expensive and unnecessary overhead.

When you have trade customers that need to see their own specific contract pricing when they log on to your website, you need an eCommerce solution that integrates completely with your accounting system.



Complete creative control allows you to have the website that looks the way you want

Product navigation derived from your back office stock ledger

Product descriptions and prices also come from your back office stock ledger

Allows trade accounts to log in and see their pricing, preferred products and history

Achieve improved efficiencies from eCommerce and drive increased sales from your website using AXIS VMerchant

For more details on AxisFirst services please visit our website: www.axisfirst.co.uk/vmerchant

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