# axis® vMerchant features and options

# axis® vMerchant

The highly flexible eCommerce solution for business websites

## MULTI-CURRENCY

You can either allow currency selection within one website or perhaps you have multiple websites that are to be linked to a single back office system, and they are to operate in different currencies. Pricing is either based on the prevailing exchange rate or you can specify prices for those currencies where market conditions dictate that local pricing is not a direct equivalent of the current Sterling price. For example, you may choose to sell a product at £8.99, €9.99 and $9.49, irrespective of current exchange rates.

## MULITI-LINGUAL

As with currencies, you can either have individual websites operating in specific languages (for example, www.yourwebsite.fr could be in French whilst www.yourwebsite.de can be in German) or offer language selection on a single site.

## FLEXIBLE VAT HANDLING

Show prices on your site as VAT inclusive, VAT exclusive or allow your visitors to switch between the two. Allow delivery zones to be VAT applicable (for example UK), VAT not applicable (for example USA) or VAT optional (i.e. EU countries where you do not need to charge VAT if the customer has a valid VAT number).

## FLEXIBLE RETAIL PRICING OPTIONS:

### True Retail and Web Retail Pricing

You can record a true retail price as well as the pricing that you are actually selling at on the site - this allows you to show, for example, "normal price £9.99, our web price £7.99").

### Quantity Break Pricing

You can also offer quantity-based pricing so, for example, "1+ £9.99, 5+ £8.99, 10+ £7.99, 25+ £7.49".

### Site-Specific Pricing

If you run multiple websites from one back office system, it is possible to have different retail pricing structures on different sites. For example, one site might offer all-inclusive pricing so, whilst the product pricing may be higher, there is no additional delivery charge. A different site might offer keener headline pricing (which is particularly good if you use price comparison sites) but add on a separate delivery charge.

## FLEXIBLE TRADE PRICING OPTIONS

### Customer-Specific Pricing

For a specific product, for a specific customer, you can record either a net price (e.g. "this customer pays £3.53") or a discount (e.g. "this customer receives 22.5% discount").

### Customer/Product Discount Matrix

If you have various types of customer, this can be an ideal way to manage your trade pricing as it allows you to define your own types of customer (for example "general trade", "retailers", "mail order companies") and your own types of products (for example "TVs & AV Equipment", "Kitchen Appliances", "Power Tools"). You then simply specify a discount percentage that each customer type gets for each product type - for example retailers receive 17% discount on Kitchen Appliances. If you take on a new customer or a new product, simply by adding them to the correct discount group, all of the trade pricing is then taken care of.

### Customer-Specific Currency Pricing

Where you deal with customers in foreign currencies, you can define their trade pricing in their base currency which then remains irrespective of exchange rate fluctuations.

### Quantity-Break Discounting

In addition to the Quantity-based pricing available on retail sites, you can also specify that trade customers receive a discount dependent on the quantity that they buy - for example, this type of customer gets 10% on High Visibility Jackets but 12.5% if they buy 5 or more, 15% if they buy 25 or more, etc.

### RECENTLY VIEWED ITEMS

By listing a number of the items that your customers have looked at most recently on your site, you can make it easy for your customers to get back to products that they've already considered. This is great if you sell products where the customer has a choice of products and they may browse through a number before making a decision.

### BEST SELLERS, FEATURED ITEMS AND SPECIAL OFFERS

**axis® vMerchant** offers three completely independent ways of merchandising products on your site - you can, for example, show Featured Items on your home page; a panel on the left or right on every page showing Best Sellers and a separate section on the site showing Special Offers.

### PROMOTIONAL VOUCHERS

You are able to generate a variety of promotional vouchers which you can send out to selected customers or use in other marketing activities - for example, you can measure the effectiveness of a particular magazine advert by featuring a specific voucher code in the advert. Vouchers can give money off (for example, "enter this voucher to receive £5 discount"), a discount ("this voucher can be used for a 10% discount") or a free gift. They can be time-limited and/or linked to certain types of products (for example "this weekend only, enter this voucher code when buying any of our kitchen products and get a free book on Moroccan Cooking").

### FILTER BY ATTRIBUTE

Define up to ten different attributes (for example Brand, Colour, Size) and allow customers to filter their results on your website. This can make it easier to identify the exact product that they are looking for when they have dozens or even hundreds to choose from.

### CROSS SELLING

Different links between products and other products, products and categories or categories and categories. These can be shown on your website in a number of ways - for example "you might also want to consider...", "people who bought this also bought..." or "don't forget to also buy...".

### 3RD PARTY MARKETING

**axis® vMerchant** can generate automated feeds to a number of price comparison sites including Kelkoo, Google Shopping and PriceRunner. It can also link to Affiliate Marketing companies like Affiliate Window and stamp order origin codes onto orders to allow you to carry out your own analysis on the success rate of different marketing channels. Whilst axis vmerchant provides a range of statistics for you (such as the most popular searches on your site), you are also able to link to Google Analytics for more in-depth analysis.

Call **axisfirst** on **01278 421020** for more information.

## axisfirst
### Web Services

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# axis® vMerchant

## ECOMMERCE WEBSITE SOLUTIONS FROM **axisfirst**

**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 allow you to market your website and to promote your chosen products.

## ECOMMERCE FEATURES

**axis® vMerchant** has an extensive range of features that can provide you with all of the facilities that you need to handle your on-going merchandising requirements – choose which products to promote on your home page by selecting best sellers, featured items or special offers. Decide what prominence to give to different products in search results and category listings. Issue any number of promotional voucher codes that customers can redeem for discounts or free gifts.

For B2B websites, you can allow trade customer logins where account customers can have their own unique pricing and/or credit accounts. For B2C websites, retail customers can register for a new account or use an express checkout. Returning registered customers can add items to their favourites, view, and re-order from, order history, check current order status and update their account details.

## BENEFITS OF
## axis® vMerchant

- **Highly Scaleable eCommerce Solution whether processing 20 orders a day or 20,000 orders a month**

- **Unrivalled levels of Back Office Integration**

- **Powerful database handles 100's of 1000's of customers and products**

- **Totally Flexible Design – No Templates!**

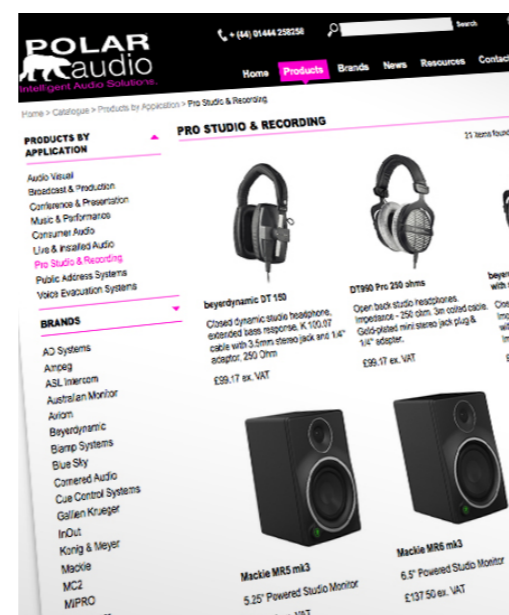- **B2B and/or B2C functionality with equal ease**

"**axis® vMerchant** is easy to use and enables me to update my online shop instantly!"

## PAYMENT AND ACCOUNT PROCESSING

### Real-Time Payment Card Authorisation

You can choose to take payment from your customer's credit/debit card when they checkout in a secure manner. Alternatively, your customer's card can be authorised and payment collected when you ship the goods. In either case, the customer's card details are never stored – only a unique transaction ID is retained; to be used for payment collection or refund.

You also have the option of accepting payment by PayPal.

### Back Office Account Creation

Whether your retail customers opt for registration or express checkout, they still have a back office account created automatically (unless their details match an existing account). This means you can use the full gamut of sales analysis and marketing tools in your back office system, regardless of how your customers choose to shop.

### Gap Analysis

Gap Analysis is a marketing technique involving determining who has or has not bought certain product ranges within certain timeframes and sending them a tailored promotion voucher. Imagine for example, being able to determine everyone that bought walking boots last year who has not bought walking socks and sending them a 10% discount voucher for use against purchases of walking socks.

# all the functionality you need to run a business online

## ADVANCED WEB MARKETING

With **axis® vMerchant** you can override meta tags, page titles and other fields that have Search Engine Optimisation benefits for individual products or categories. The website is also capable of keeping an XML sitemap up-to-date automatically.

You can maintain links with Affiliate marketing companies, incorporate Google Analytic code and generate automated daily feeds to shopping and price comparison websites such as Google Shopping.

Best of all, **axis® vMerchant** is capable of doing all of this without you needing to touch one line of html, javascript or css!

## DESIGN

At **axisfirst web services**, we understand what makes a good ecommerce website – not just good design (although that's taken as read!) but also good functionality. We understand what makes it easy for your customers to find your products and easy for them to buy your products. We understand what puts people off at the checkout stage, and what gives them the confidence to continue and complete their purchase.

If, however, you have your own design that you wish us to work to, that's ok too – we can generally work to a 3rd party design as long as they are able to provide us with all of the graphical assets necessary in pixel-perfect format.