

Storefront

MAXIMIZE REVENUE THROUGH ONLINE SELLING

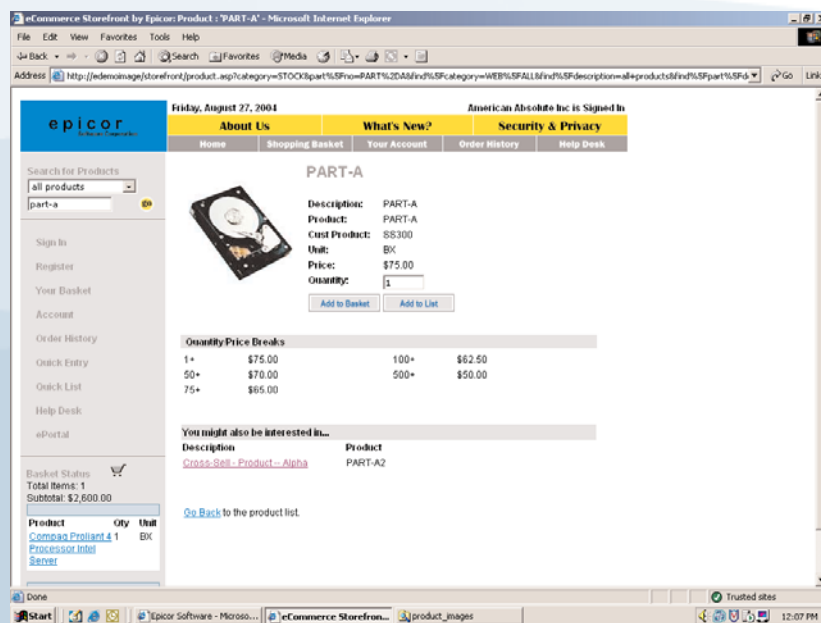
PERSONALIZE THE SHOPPING EXPERIENCE

MULTIPLE PAYMENT OPTIONS

SEAMLESS INTEGRATION

Maximize Revenue through Online Selling

Epicor Storefront streamlines the ordering process and gives the power of information to your customers, so they can make online decisions about what goods or services they want to buy. By giving your customers and business partners access to your online store — 24 hours a day, seven days a week, 365 days a year — you provide them additional opportunities to purchase goods and services from you. Epicor Storefront can handle both business-to-consumer (B2C) and business-to-business (B2B) shopping scenarios and offers many advanced selling features that let you create a personalized shopping experience for your customers.



Epicor Storefront enables you to accept orders over the Internet. Those orders are automatically fed into your back office solution.

Personalize the Shopping Experience

With customer-specific catalogs, each customer or group of customers can have their own online catalogs, with specific goods and pricing available to each of them. In addition, the cross-selling and up-selling features enable your storefront to suggest complementary and upgrade items automatically, to help increase the amount per order. The storefront can also provide shoppers with a list of frequently ordered items and a rapid order entry screen for power users.

Because the look and feel of Epicor Storefront is easily tailored, you can readily add graphics or text to keep your customers informed. This allows your customers to get valuable information on products that may be of interest to them, and you have the opportunity to promote products and specials, all without investing time and money in traditional advertising.

DETAILED FEATURES

CUSTOMER INFORMATION

- Register customers online
- Update customer information such as shipping and credit card information
- View account information

ITEM INFORMATION

- View online catalog of items
- View pricing, pictures and descriptions for online items
- Add links to other Web sites for more information
- Search online for products through the product catalog
- Parent-child inventory relationships

ORDERING

- Uses shopping cart to store items while shopping
- Automatically saves your basket if you leave the store without ordering
- Real-time credit card validation
- View order history
- Showcase promotions and specials
- Customer-specific catalogs
- Cross-selling
- Up-selling
- Substitutions
- Quick lists
- Quick order entry

EASE OF USE

- Easy point-and-click interface
- Easy deployment
- Storefront Bridge integration
- Easy configuration and administration
- Online help
- Identify Web-salable items from Inventory Management Module

CUSTOMIZATION

- Fully customizable interface
- Fully customizable architecture
- Customize using third-party authoring tools, like Microsoft FrontPage

- Add COM components for added functionality
- Change interface to match your corporate identity

INTERNATIONAL FEATURES

- Support for multicurrency
- Multilingual support
- Global credit card processing

Multiple Payment Options

Epicor Storefront is flexible and configurable when it comes to payment methods. Customers can choose to pay by a credit card or simply provide a purchase order number. Credit card processing can be supported on a global basis.

Seamless Integration

Epicor Storefront comes with Storefront Bridge, an XML-based integration layer that is integrated with the Epicor Supply Chain Management Suite. Storefront Bridge sits between Epicor Storefront and the other SCM modules, allowing for a scalable and reliable solution.

Because the Storefront Bridge controls the flow of information between the two systems, it allows Epicor Storefront to handle high traffic and high order volumes that won't impact the performance of your core back office solution. Storefront Bridge pulls information like customer profiles, inventory and pricing into Epicor Storefront database and pushes order information to Epicor Supply Chain Management. If your back office system is off-line, it allows Epicor Storefront to continue processing orders until the back office system is ready for them.

About Epicor and Epicor SCM

Epicor Software Corporation has long been a recognized leader in building world-class applications. Epicor Supply Chain Management Suite is no exception. Consisting of a number of modules, including Storefront, Epicor SCM can help you streamline your entire supply chain. For more information on Epicor SCM, contact your authorized Epicor Partner or call Epicor at 800-997-7528, or visit us on the Web at www.epicor.com.



5 Hill Street, PO Box 65 • Kitchener, ON, Canada • N2G 3X4
(O) 519-885-2040 • (F) 519-885-5674 • (TF) 866-565-3797



Worldwide Headquarters 18200 Von Karman Avenue, Suite 1000, Irvine, California 92612 USA
Phone: (949) 585-3700 Fax: (949) 585-4419 Visit our Web site at www.epicor.com

