

e.pages 5



ePages 5 Merchant
e-commerce. now plug & play.

Be ahead in the e-commerce game.

Now plug & play.

Professional e-business for medium-sized companies

Many customers use the internet today to get information. This is why your company surely has a web site. If your site is done well, you will even be found in search engines by customers you did not know before. But the needs of these customers cannot often be satisfied with a simple web site. Customers are used to coming across polished web sites and as a rule have already had their first experience ordering online at Amazon or eBay.

For this reason, major mail order companies have for years been drawing in customers with professional online sites. With ePages 5 Merchant software you can also do this now, at prices fair to small to medium-sized companies. Ban the thought that e-commerce requires

huge investments. You can also throw out the idea that your special requirements can only be implemented with costly custom programming. Experience how ePages 5 makes selling online as easy as possible for you – with a

wide range of mature, standard features and with the latest techniques for e-marketing and system integration.

No matter if you work in corporate customer business, sell to end consumers or sales partners, ePages 5 is suitable for all prevalent business models. And this on an international stage, because the software supports multiple languages and currencies. 10 years of e-commerce know-how from ePages and feedback from over 30,000 merchants have flowed into this new product generation. Everything you need so you no longer have to carry out expensive experiments, but are successful from the very start.

A solid investment

The e-business world is developing rapidly: new opportunities in e-marketing, new IT systems, new portals...keep in step! ePages sees to it that you always profit from current innovations and market trends. ePages technology and implementation partners deliver extra features that seamlessly tie in with ePages 5. One of the major advantages of standard software comes to bear here: New features only have to be “plugged in”, without costly programming. It’s plug & play.



ePages 5 supports all prevalent business models.

The ePages platform comprises a wide range of services: from the entry-level “Merchant Starter” shop to the Corporate license for globally operating companies. Everything is based on the same technology platform, so you can get started out at a low price and grow trouble-free with the success of your online business.

Major features at a glance

- ▶ **Mature standard features**
ePages 5 Merchant includes all the features you need for a smooth start and the long-term success of your online business.
- ▶ **E-marketing and multi-channel sales boost revenue**
An optimized search engine listing, integrated eBay connection and linked items in popular product search engines such as Kelkoo, Froogle and Pangora take potential customers directly to the sought after products in your shop.
- ▶ **Online dialog and customer retention**
ePages 5 includes numerous features for your customers to be given good advice and feel they are getting individual support: sophisticated search

mechanisms, configurable cross-selling features and individual customer prices. You can acquire new customers with newsletters, tell-a-friend advertising and coupons and continue to keep them informed about new offers in the shop.

Flexible integration

ePages 5 provides standard interfaces to the most popular IT systems used in small to medium-sized companies, such as SAP Business One. Online payment systems, such as WorldPay, are also integrated. This ensures that you always profit from the latest developments of the market leaders. ePages 5 also supports the Web Services standard for the exchange of data across system boundaries.

Off-site technical operation

ePages 5 is fully hostable. You can place technical support for your online shop in the hands of experts. ePages solution hosting partners provide hardware and technical infrastructure in ultra-modern computer centers. You as a merchant focus entirely on your strong point – selling.

The back office. *Your virtual shop team.*

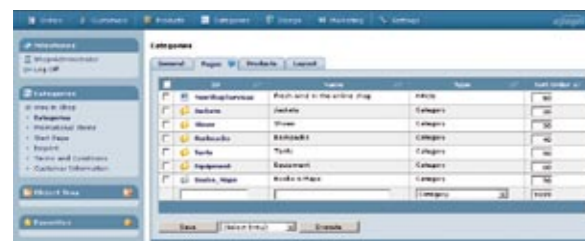
ePages 5 is equipped with a complete back office – with it you can get the customer manager, product manager, warehouse manager and the boss of marketing on board. Using the seven back office modules you configure the shop, handle day-to-day business and press ahead with product marketing.

Settings module



Your shop in German, English or Spanish? Or how about Greek or Japanese? In the Settings module you determine the language in which your customers shop and currency in which they pay. You set the shipping and payment methods applicable to your shop and define tax rates. You can also trust ePages 5 in matters of security: You determine if any visitor to your pages can place an order or if registration is first required. In case it should become necessary, you can even block orders for individual customers.

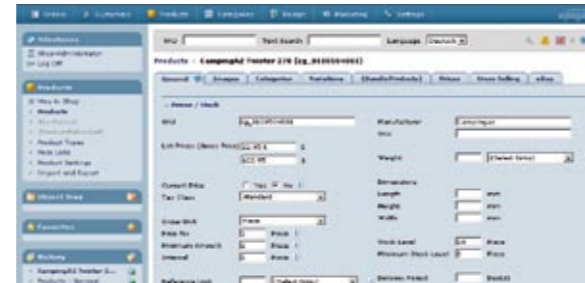
Categories module



You can create product catalogs and sub-catalogs. Some special pages for company details and Terms and Conditions are already included as templates in every ePages shop.

Present company news and events or advertise special deals – with ePages 5 you can design each page any way you want, independently from the design templates for catalog and product presentation.

Products module

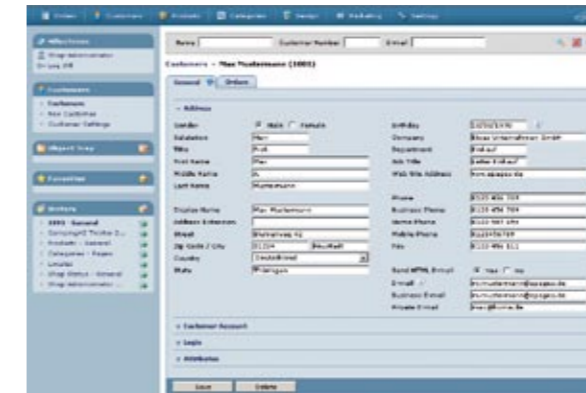


You enter all product details such as price and discount, description and image in the Products module. You can create an unlimited number of products. Keeping your data up to date is child's play thanks to the user-friendly interface. Even stock information such as dimensions and product availability is displayed in the Products module.

You can set a period of validity for price lists. For you this means: You can calmly prepare a new price list and set to the exact minute when the new prices come into effect.

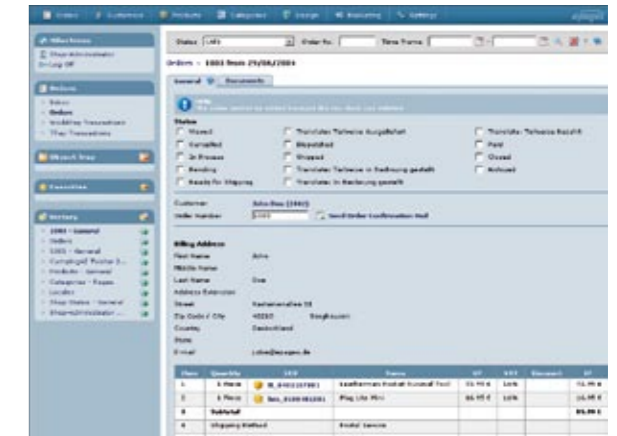
You also set up which matching accessories are displayed to your customers when looking at a particular main product. The customer is happy to get detailed information and the average order amount rises for you.

Customers module



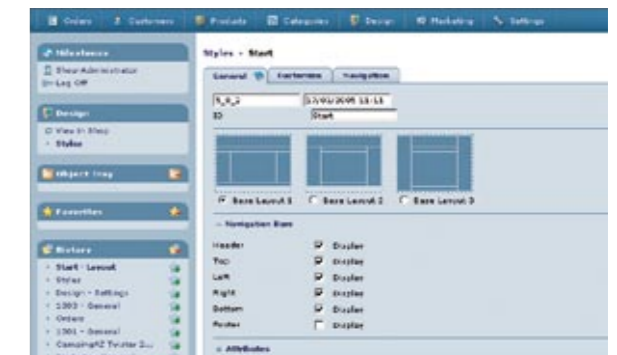
This is where you get an overview of the data for each individual customer. You see the customer's entire history including all orders placed. Details such as address, telephone number, e-mail address and much more are included by default. You can create an unlimited number of attributes, e.g. hobbies and preferences. Or save multiple addresses for each customer. And the beautiful thing is: As a rule the customer manages his data himself. This minimizes the costs of administration for you and a customer is not lost just because he may have moved. Your customers will learn to appreciate being able to keep an eye on everything 24 hours a day: all orders with current delivery status. This avoids unnecessary questions. As the operator of the shop, you are of course also able to enter and edit customer data directly. You send login details to the new customer directly from the back office.

Orders module



This is the most popular category among online merchants. This is where you view the orders that have come in. You can assign a status to an order and thus maintain an overview of the current status of delivery. You can easily create invoices and packing slips at the click of a button.

Design module



This is where you make design settings, e.g. the menu structure, the position of navigation elements, change fonts and font sizes and set background images. ePages implementation partners can also create a fully customized design for you, so the design of your shop matches the design of your existing web site.

Success factor number 1.

The right marketing.

Only in the rarest of cases do potential customers know the exact URL of your shop. The great majority of online shoppers take the route of search engines, product search engines or the shopping portals of major providers. ePages 5 places your products in precisely these channels. This is how you already set the course for your online success before a single customer "visits" your store. Once the customer is in your shop you can use the e-marketing features of ePages 5 to keep him coming back and give him extra incentives to buy.

Search engines: A good ranking is half a sale

Search engines, such as Google™, crawl and index the product and catalog pages of your ePages shop. When a customer enters an appropriate search term he is taken directly to the product page in your shop. Product search engines such as Kelkoo work in a similar way. You can export all or a part of your products to Kelkoo and Froogle and present your products to a wider public looking for exactly what you have to offer. Exporting your products to Pangora works along the same lines: From here product information is fed centrally to the shopping portals of major providers, including T-Online, AOL, Lycos and Freenet.

Selling on eBay

For many customers the eBay auction site is the place to go. Almost half of all online customers first compare prices here before buying. You can integrate this marketplace into your shop via a standard interface. In doing so, you place your products at eBay with no extra effort and orders are set directly to your shop. The remainder of order processing then takes place as before, comfortably in your back office.

Web statistics optimizes your shop

You can use the Web statistics module by etracker to find out whether your special offers are being accepted or the places your product presentation can still be improved. ePages shops are equipped with a standard interface for etracker, making it possible to analyze visitor behavior in real time.



Newsletters and coupons

Keep in regular contact and communication with your customers. Personalized newsletters provide a wide range of options for informing your customers about new products and special offers or simply sending birthday wishes. With integrated coupons, you give your customers a good reason to stop by your online shop again.

Customer account and personalization

Address registered users by name. Grant access to newsletter archives and to old orders. Access and address information can be modified by the customer himself.

Profile-based discounts

You give loyalty discounts only to your top customers, resellers have a volume discount, and new customers get a 3% discount for pre-payment? ePages 5 sees to it that you also do not lose track even with complex discount systems.

Tell-a-Friend

Mouth-to-mouth propaganda is still the most credible type of product recommendation. Customers can recommend products to friends and acquaintances from within your ePages shop in just a few clicks of the mouse.

Cross-selling and auto cross-selling

The right polish for those new shoes? Offer your customers sensible accessories – you'll be surprised at how simple increasing sales really is. Or let your customers choose the products complementing each other: with recommendations following the idea of "Customers who bought this product also bought..."

Product slide show

Alternating product views in the storefront allow your customers to view a product from all sides. This makes the purchasing decision easier, especially for clothing, items of furniture or decorative articles.

Buying in the shop.

The dialog with your customers.

Your shop captivates through a clear design and simple use. This is how you make it easy for your customers to find their way around. All elements of the shop are clearly arranged. The customer always has the feeling of having everything under control and being very welcome at the same time. He recognizes immediately that things are professional here. He can browse in peace or search quickly and systematically. For even more added value, he can register and then be individually served ac-

ording to his preferences. For example with newsletters that he can subscribe to, or with a customer account that saves his most important information and preferences and offers him shopping lists for products. He will be recognized automatically when he comes back later.

ePages 5 also stands for an appealing product presentation and a multimedia shopping experience. Product animations, the integration of audio, video or PDF files and, of course, a generally appealing catalog layout underscore the professionalism of your online site. Alternating special offers that you can easily change every day, cross-selling features advertising accessory products, security certificates that accentuate the credibility and transparency of your company. All of this creates a professional environment for good sales.

A very essential aspect for successful online trade is the transparency of the ordering process. The customer must at all times believe that he has everything under control and nothing happens without his consent. This is why ePages 5 shows each individual step in the buying process with the greatest possible clarity. A summary of the basket is visible on every page in the shop. So your customers can see the prices for individual items, the current total value of the basket and the shipping costs at a glance. The actual ordering process comprises just a few steps and can be logically understood at each point. The customer can return and correct his entries at any time.

If desired, you and your customer receive an order confirmation by e-mail. And then, if he desires, he can be informed about each stage of his order: From receipt of the order to processing by an operator, order picking and creation of the packing slip, transfer to dispatch with subsequent online tracking of the parcel service until the goods arrive. Everything is fully automatic, without having to provide expensive information manually during the entire process. This saves money and increases efficiency on both sides. The customer has the safe feeling of being in good hands at all times.

1

When a customer accesses the basket he can see all item prices, any individual discounts, VAT and shipping costs.



2

He then fills in his billing and shipping addresses.



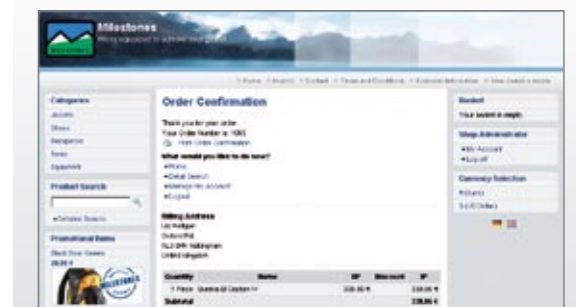
3

He checks the basket and address details. He reads and accepts the General Terms and Conditions.



4

The customer submits the order and receives a confirmation.



Four products. All the options.

The ePages 5 Merchant line offers the right product for every company size and for every business model. For B2B or B2C, for small companies and globally operating groups – with ePages 5 Merchant you have all the options. The basic version already includes the most essential components for a professional online shop. So you don't have to make any compromises or have expensive extra features developed. If you need more power later on, there is a suitable update option. In the Merchant Pro and Merchant Enterprise expansion stages the full performance of ePages technology shows to advantage. These solutions can also handle large transaction volumes, support multiple languages and currencies and via Web Services can be integrated in your overall IT landscape.

How much performance would you like?

A significant distinguishing feature of the versions offered is the number of transactions you want to have. The basic version is entirely sufficient for a few hundred visitors per day. But if you want to keep sufficient capacity in reserve even at 10,000 orders per day, you need a scalable system architecture offered to you by the Merchant Pro and Merchant Enterprise versions.

ePages 5 Merchant Starter

Every component you need to operate an online shop is already included in the basic version. The entire range of features in the back office, all design variations and the most important e-marketing features, for example. If necessary, individual cartridge features can be added at a low additional charge.

ePages 5 Merchant Pro

Is your online shop at the center of your business model? Then you should use the sophisticated e-marketing features of the Merchant Pro version, offer your customers multiple currencies and languages and naturally be prepared for high order volumes. The Pro version also offers you an integrated logistics interface to UPS. And if that is not enough, you can integrate other IT systems via Web Services.

ePages 5 Merchant Enterprise

The Enterprise version unifies everything that ePages 5 has to offer. Every extra feature is included in this package: SAP and eBay integration, all payment features and an unlimited number of languages and currencies. The virtually limitless scalable system architecture offers you enough potential performance to realize even the most demanding online projects.

ePages 5 Merchant Corporate

The range of features and potential performance are identical to the Enterprise version. However, the Corporate version comprises a Corporate license allowing you to realize a limitless number of online projects based on the ePages platform. For multinational groups operating with different subsidiaries the Corporate license opens up the possibility of establishing a uniform technology basis in the group. For instance, you can operate a shop for each of your company brands or make a one-time investment in a Corporate license that is then used by several companies in the group.

Features on call

Features that are not included in delivery for each version can be easily ordered extra. So, you are interested in the eBay integration that is not included in Merchant Starter? Purchase the module separately – without having to take the very large step towards Merchant Enterprise right away.



	Merchant Starter	Merchant Pro	Merchant Enterprise
Number of application servers	4	12	unlimited
Number of languages and currencies	1	unlimited	unlimited
Basket			
Payment and shipping options	✓	✓	✓
Shipping costs calculation	✓	✓	✓
Shop management			
7 back office modules (orders, customers, categories, products, design, marketing, settings)	✓	✓	✓
Design			
Customization of design templates	✓	✓	✓
WYSIWYG text editor	✓	✓	✓
Statistics			
Interface to etracker	✓	✓	✓
Marketing			
Customer account and customer groups	✓	✓	✓
Discounts, bulk pricing and price lists	✓	✓	✓
Manual and automatic cross selling	✓	✓	✓
Tell-a-friend	✓	✓	✓
Product slideshow	✓	✓	✓
Product bundles, product comparisons	✓	✓	✓
Newsletters and coupons	500 €	✓	✓
Multi channel sales			
eBay integration	500 €	500 €	✓
Portal integration (Kelkoo, Pangora, Froogle)	500 €	500 €	✓
Online payment			
WorldPay	500 €	✓	✓
PayPal	500 €	✓	✓
Logistics integration			
Tracking for UPS	500 €	✓	✓
WebServices			
WebServices for products, customers and orders	500 €	✓	✓
ERP integration			
Standard interface to SAP Business One 2004	500 €	500 €	✓
Price (excl. VAT)	1.998 €	4.800 €	9.800 €

Competence near you. *ePages partners.*

ePages has for years worked together with a network of experienced partners. Specialists in the areas of conceptual design, web design, project planning, system integration and hosting help your shop to get the best start in the world of online trade and also provide you support for extended development and all related topics. You can find contact persons near you at www.epages.de/partners.

Consultation before starting your e-commerce activities



ePages partners

- ▶ Develop or check your business concept
- ▶ Develop processes or redesign them with a view to your online activities
- ▶ Handle project management

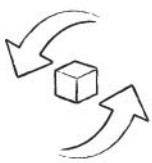
Design of your shop



ePages partners

- ▶ Create a design concept, design a basic layout and adapt ePages templates to your corporate design
- ▶ Edit or create graphics
- ▶ Write or revise your web texts

Integration with third-party systems



ePages partners

- ▶ Analyze possible interfaces between two systems
- ▶ Integrate systems using standard modules (cartridges) or special developments
- ▶ Develop WebServices for automated data exchange

Technical operation of your shop



ePages partners

- ▶ Lease hardware (shared server environment or dedicated server)
- ▶ Provide infrastructure (web access, storage space, etc.)
- ▶ Secure your shop (firewall, virus scanner, etc.)
- ▶ Install software updates



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