

## E-COMMERCE FEATURES

**Product Management:** Manage over 30 key elements of product data to meet all your business needs including unlimited attributes and categories, taxable – non-taxable, shipped or not shipped, in-stock or out-of-stock, on sale and volume pricing schedules, back-order, gift wrap, inventory level, drop ship vendor notification and more.

**Merchant Management:** Utilize advanced reporting tools for monitoring sales activity, credit card processing logs and product sell through. Edit and manage customer records and order history. Print e-checks, invoices, sales and product summaries.

**Marketing and Promotions:** Built-in affiliate program, push to marketplaces, search engine submission and promotional mail utility to drive web store sales. Offer gift certificates, special sale prices, storewide discounts or free shipping as customer incentives. Recommended cross-selling promotes add-on sales.

**Shopper Features:** Allow customers to add items to a wish list, e-mail product information to friends, add gift wrapping and split orders to various destinations, login to retrieve previous orders and use foreign currency conversion services. Customer profiles store multiple shipping profiles for faster check-out.

Our e-commerce experts are positioned to integrate your e-commerce solutions on time and on budget. Credit card transaction processing and other payment methods resolved through third party providers. We provide the development and connection/gateway to smooth efficient payments to your merchant account via dynamic catalogs and online shopping cart systems.

## SECURE PROCESSING

Encryption allows secure online transaction processing.

128 bit cryptography using SSL (Secure Socket Layer). This provides encryption to all data transmitted to or from the web site through our e-commerce installed secure servers.

Credit card transactions can be processed in real-time or periodic batches.

All secure servers are monitored 24 hours a day, 7 days a week providing around the clock security.

## REPORTING

Reporting is the ability to extract vital information from database records into printable and viewable reports. These reports are then used in analytical investigations for reconciliations, audits etc.

The reports can be customized to almost any configuration and can present your company's data in a manner that allows for knowledgeable decision-making. They also add a secure, manageable information-sharing infrastructure to your organization.

Other aspects of integrating an existing database differ from database to database. Inorbital treats each project independently and will appraise your needs upon evaluation.

## ADMINISTRATION

Site administration is the ability for authenticated users to administer updates and modifications to their database which in-turn automatically update information viewed on the web site.

All administrative tasks are performed through a secure administration page and menu accessed via encrypted user names and passwords.

Information can be changed dynamically throughout the site including: new products, press releases, job openings and other information with your company's customized easy-to-use site administration system.

Now, keeping your web site accurate and up-to-date can be as easy as point-and-click!