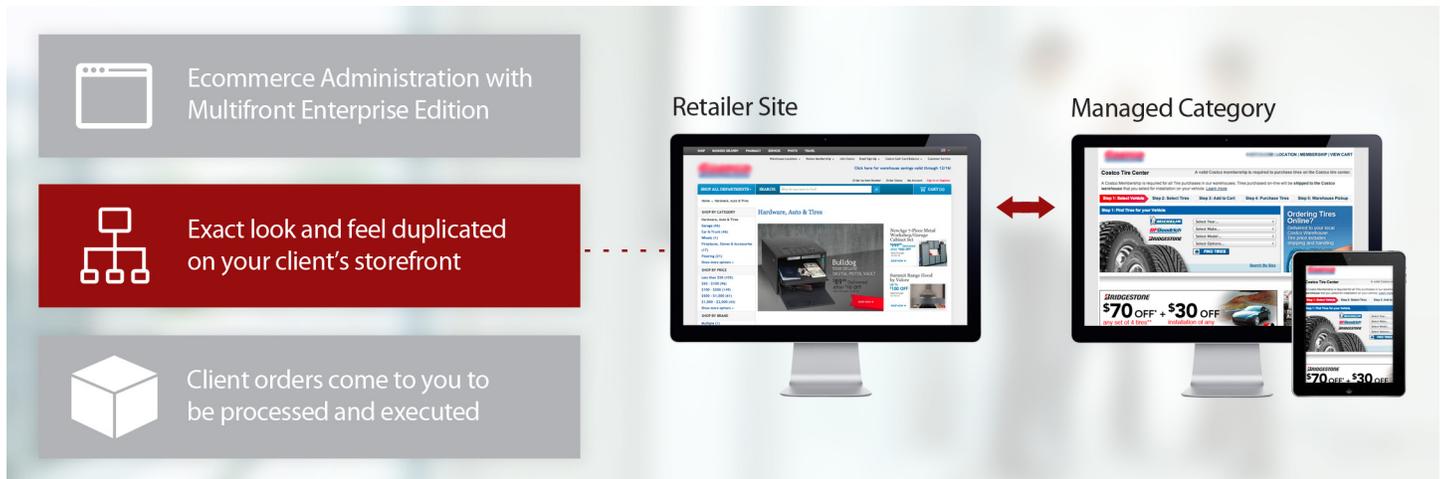


MANAGED CUSTOMER ECOMMERCE™

Integrate With Your Client's Storefront And Simplify Category Engagement



Managed Customer Ecommerce is an enterprise ecommerce strategy that gives companies across various industries the ability to easily own and manage each category experience on a client's online storefront through the Multifront® dashboard. As a result, you will expand your customer base and increase online conversions, maintain consistent branding, share value-added services and applications with your clients, and more.

What Is It?

Managed Customer Ecommerce strategy gives you the ability to completely own and manage product categories within a client's site utilizing the Multifront® platform. Each managed category can be customized to emulate the look and feel of your client's online storefront, allowing for consistent branding, product positioning, and a seamless customer experience.

Why This Ecommerce Strategy?

By having the ability to quickly and easily create multiple category sites, you'll be able to greatly expand your customer base. By creating sites that emulate the customer's site, you maintain the same look and feel while lessening your customer's burden of maintenance and management of products. Also, since categories and products can be quickly updated and placed into your customer's site, it greatly decreased the time to market.

SUMMARY

- Expand customer base and boost sales revenue through increased online conversions
- Provide value added applications and business intelligence
- Quicker time to market for products
- Reduce your clients' burden of product maintenance and management
- Maintain consistency with vendor site and replicate look and feel
- Increase customer retention by providing a more personalized online shopping experience



Own The Customer Experience

A major feature of the Managed Customer Ecommerce strategy is the ability to completely control and manage the overall customer experience. All facets of your customers' online shopping experience, including pricing, descriptions, branding, product images, and more, can be managed from within the centralized dashboard. Also, each product category experience can be set up to perfectly emulate your client's site. Since you will now have control over your products and categories, the burden of managing and maintaining your products does not have to be your clients. This efficiently increases the value you can bring to their business operations.

Provide Value-added Services To Clients

Since Znode Managed Customer Ecommerce operates through your main admin, it gives your clients the ability to utilize your value-added services and applications. These applications can include anything from web-based commerce apps or pricing mechanisms to business intelligence solutions. Clients will also now have the ability to manage these applications and services, as well.

About Multifront®

Znode Multifront® is an industry leading ASP.NET ecommerce platform that enables you to easily build and manage hundreds of distinctly branded ecommerce storefronts using a single shared database. Using Multifront's innovative flexible architecture, every aspect of the online shopping experience is 100% customizable.

For more information and resources, visit us online at www.znode.com

KEY FEATURES

- Flexible .NET platform architecture
- Enterprise class, scalable performance
- Control search results and provide more relevant product options
- Ability to up-sell and cross-sell across products and categories
- Co-manage product catalogs and product promotions
- Control pricing, descriptions, product images, inventory, and more

About Znode

Znode is an industry-leading ecommerce provider that enables clients to create highly relevant online experiences for shoppers. As one of the fastest growing ecommerce platforms, Znode is currently implemented in over 2,000 ecommerce sites worldwide.

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