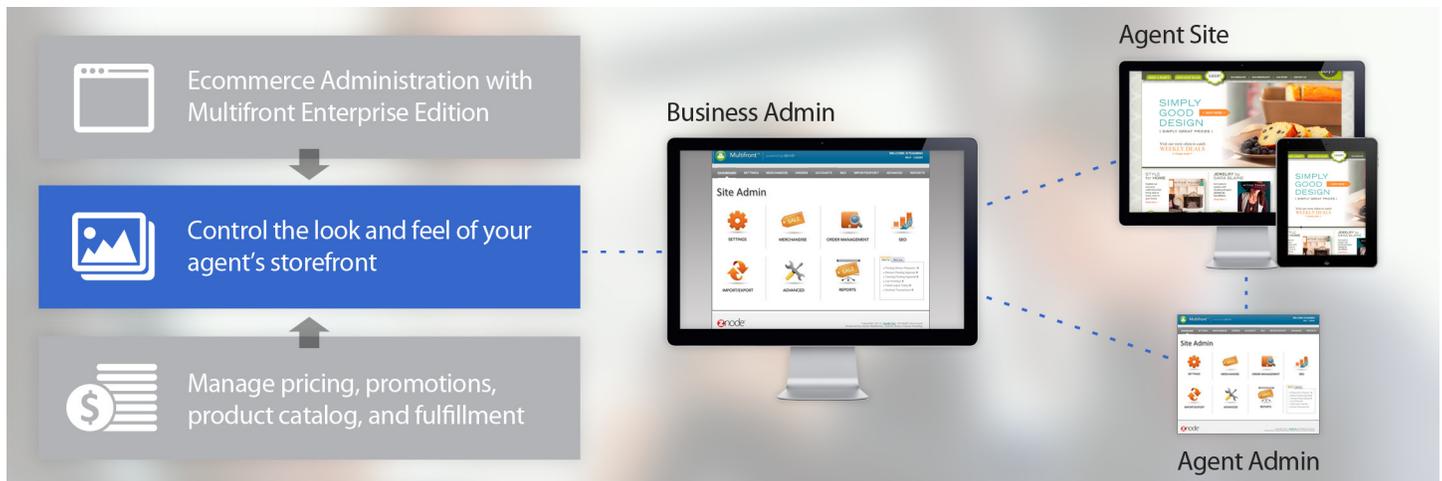


DISTRIBUTED AGENT ECOMMERCE

Empower Your Agents To Engage Their Customers



Znode Distributed Agent Ecommerce is an innovative ecommerce strategy developed for businesses looking to increase sales through improved enablement of their agent channel. This ecommerce strategy enables you to provide your agents with the features and capabilities of Multifront®, a leading enterprise ecommerce platform, allowing them to produce more personalized, relevant online shopping experiences.

What Is it?

Distributed Agent Ecommerce gives companies across various industries the ability to better control and manage their agents' online storefronts from within the Multifront® solution. Most likely, your agents currently lack a robust ecommerce solution of their own, this strategy allows you to provide them with the enterprise capabilities of a best-in-class solution. As a result, your agents will now have the ability to launch branded online storefronts relevant to their specific markets and customer preferences.

Why This Ecommerce Strategy?

A major struggle for enterprise companies is figuring out how to better improve channel sales, but what's often overlooked are their agents' online storefront capabilities. The Znode Distributed Agent Ecommerce strategy gives your agents the ability to transact online with their customers. You will have the ability to control and manage each agent site directly from within the Multifront® admin. Since you'll now be managing the agents' sites, you will have the ability to control pricing, product catalogs, branding, and more. Data can also be sent to the Agent's admin, empowering them to create more personalized storefronts and offer unique promotions specific to their markets.

SUMMARY

- Increase channel sales through improved agent enablement
- Maintain brand and site consistency
- Provide enterprise ecommerce and transactional capability to your agents
- Create more relevant promotional opportunities
- Improved communication and data sharing between you and your agents



Empower Your Agents

Since most agents don't have the resources available to run an online store, Distributed Agent Ecommerce becomes an important strategy for companies looking to empower their agents with the same Multifront® features and capabilities they enjoy. This gives you and your agents a distinct competitive advantage. From pricing and product catalog management, to the site's look and feel, you'll have the ability to extend to your agents the tools necessary to create highly relevant and personalized online storefronts. Agents will also be able to create their own targeted promotions and mark-ups based on their unique markets and customer needs.

Improved Customer Experience

Consistency across channels is crucial. When a customer views or searches an agent storefront, there should not be a disconnect in the way products are displayed. By having the ability to control the look and feel of your agents' sites, Distributed Agent Ecommerce allows you to maintain brand and site consistency between you and your agents. Communication will also be much improved, allowing for important customer data to be collected and analyzed in order to properly produce more relevant online shopping experiences. Additionally, agent site searches can be positioned to show best-selling products near the top of the results pages, further directing customers towards more relevant and popular items based on their browsing history.

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.

KEY FEATURES

- Control pricing and manage product catalogs
- Control the fulfillment process
- Manage the look and feel of agents' online storefronts
- Enable agent mark-ups and targeted promotions based on customer data
- Improved communication with agents

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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