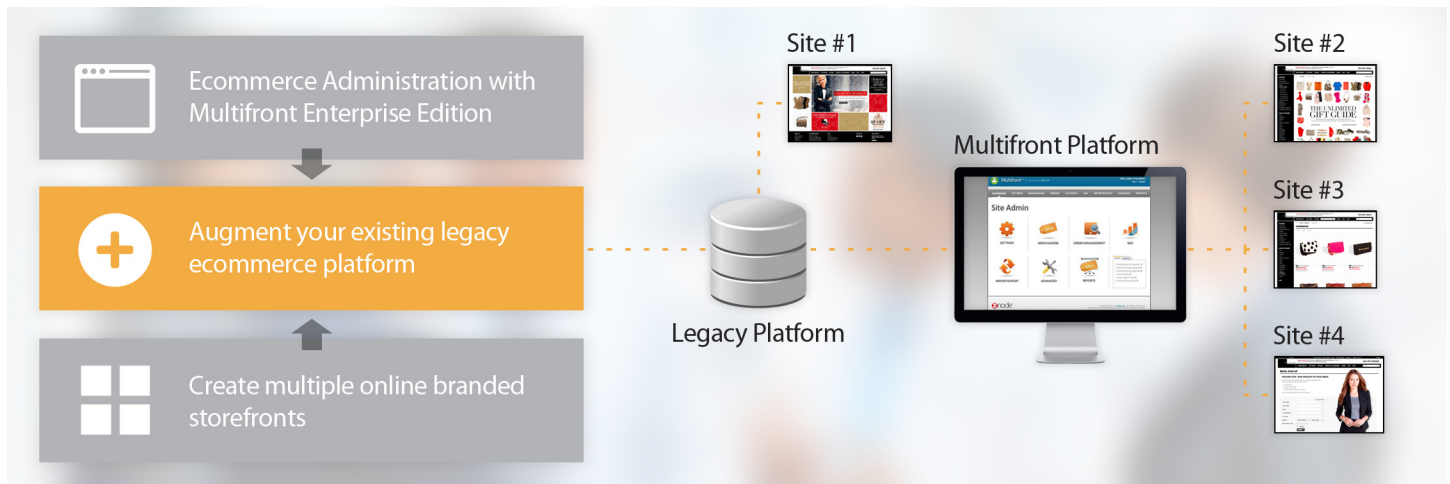


AUGMENTED PLATFORM ECOMMERCE™

Gain Increased Functionality And Agility While Maintaining Your Original Investment



Augmented Platform Ecommerce gives companies currently running a legacy enterprise ecommerce platform the ability to keep their existing platform but still leverage the dynamic capabilities of the Multifront® platform. As a result, you will now have the ability to create highly relevant and engaging shopping experiences in less time, while leading to higher conversion rates, improved customer retention, and increased sales.

What Is it?

Augmented Platform Ecommerce allows companies across all industries the ability to augment their current legacy enterprise ecommerce system with the Znode platform. With this ecommerce strategy, the Znode solution is essentially “bolted” on to your current ecommerce platform, allowing for quick integration and increasing functionality and enhancements while preserving your original investment.

Why This Ecommerce Strategy?

If your existing ecommerce platform is outdated or you’re several versions behind for fear of severely disrupting business, this strategy could benefit you. Doing business through a single branded online storefront is no longer sufficient. By augmenting your legacy system with Multifront®, you’ll gain the capability to quickly create multiple online storefronts while leveraging the integration already present in your existing platform. Multifront® enables you to provide a much more personalized, relevant customer shopping experience using its comprehensive set of features.

SUMMARY

- Create multiple online storefronts
- Lower overall total cost of ownership
- Preserve original platform investment while adding capabilities not existing in legacy platform
- Increased customer retention and conversion rates
- Less costly development time than with your current legacy system
- Leverage a dynamic platform to boost sales revenue



Create Multiple Online Branded Storefronts

Most likely, the biggest limitation of your current legacy ecommerce platform is the lack of easily managed and quick deploying multistore capability. Znode Augmented Platform Ecommerce not only allows you to quickly create multiple branded online stores, but you will also have the ability to customize them to produce highly engaging and relevant brand experiences. You will have total ownership over the entire shopping experience, from catalogs and products, to pricing and promotions. Shoppers can quickly and easily find products relevant to their interests, leading to much higher conversion rates and increased sales.

Lower Overall Total Cost of Ownership

With leading technology integrations and features, your team will now be able to spend more time launching storefronts and personalizing experiences than in development. Your newly augmented ecommerce platform will allow you to get to market faster and seize on important opportunities for your business. Having the capability to create relevant and engaging brand experiences will lead to increased conversions, a better return on investment, and a lower overall total cost of ownership.

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
- 100% customizable catalog
- Product ratings and reviews
- Mobile store capability
- Integration with external systems
- Full customizable experience

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.

U.S. Headquarters

8415 Pulsar Place
Suite 200
Columbus, OH 43240

Tel: 888.755.5541

Intl: 614.468.7900

www.znode.com

United Kingdom

One Reading Central
Foxbury Rd.

Reading

Berkshire

RG1 3YL

United Kingdom

Tel: 01183 583550

+44 1183 583550

Copyright © 2012, Znode and/or its affiliates and partners. All rights reserved. This document is for informational purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

