



eOne Web Commerce

Overview

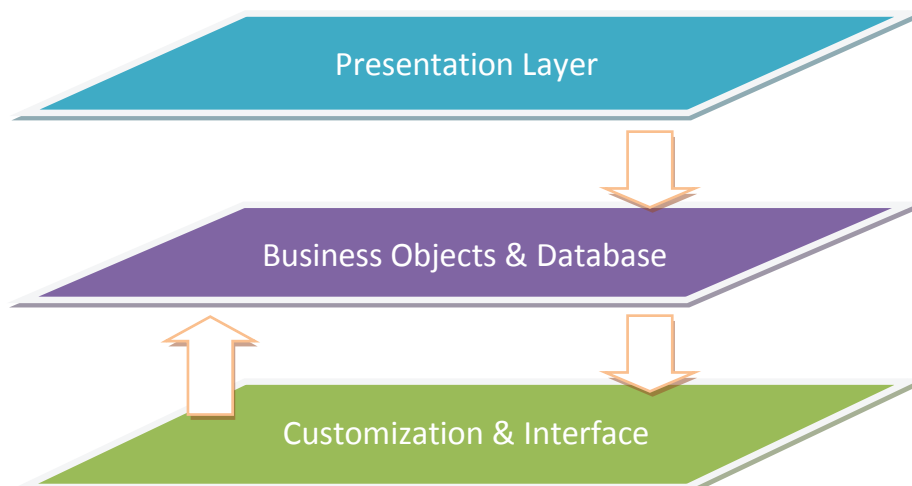
Simultaneously enhance the shopping experience on the customer-facing side of your site while improving the functionality of the business side with MICROS-Retail eOne™ Web Commerce.

Your customers will enjoy shopping with fewer clicks, richer content, interactive visuals, and page persistence. They will feel connected by blogs, detailed reviews, and forums that flow as a part of the site, not an afterthought.

Behind the scenes, advanced content management tools are presented to your administrators within an easy to use framework. Pricing, promotions, up-sell messages, and merchandising are managed consistently and updated easily for optimum results. SEO tools are built in.

Business Benefits

- Achieve exceptional ROI—Streamline business processes, reduce costs, and increase sales with above average order value, higher conversion rates, and additional site traffic
- Optimize revenue potential—Identify online behavior of purchasers and non-purchasers with web analytics and maximize visitor conversions through overall design as well as encouraging individual customization with favorites and wish lists
- Minimize maintenance costs—Easy-to-use administration utilities decrease overhead, even for complicated offerings like multiple ship-to addresses and order status updates
- Deploy in your preferred environment—Runs on your choice of hardware, operating system, database, application server, and http server
- Increase sales by reducing time to market for new products



Improves Your Business

SEO & Web 2.0

MICROS-Retail eOne is designed so that your site can achieve excellent page ranking through organic search. It gives you control over the text, titles, tags, sitemap, URLs, and other components that search engines use to determine your rank. It does not bury your valuable content in indecipherable formats like Flash, but instead places the information where spiders can find it. You can add blogs, articles, product reviews, and forums to your site. Not only does this fresh, rich content improve your ranking, it provides an opportunity to engage customers interactively, and that increases sales.

Merchandising

Present your products in the best light with eOne. Since shoppers can't handle the merchandise, options like product compare, image zoom, multiple thumbnail views, and video help the product come alive. The Quick View feature uses Web 2.0 technology to maintain the main product page while presenting the shopper with an enlarged image and product details. Messages about inventory availability can be a strong motivator ("Only 7 left!") or a means to set reasonable expectations ("Backordered"). Suggesting companion items or alternatives increases sales.

Behind the scenes, product data can be managed efficiently and accurately. Your administrators can add, edit, or delete categories, items, SKU options, and members as needed without assistance from the IT department.

Robust Business-to-Business Functionality

Meet the needs of lucrative corporate customers with B2B functions like contract pricing, accounts receivable, returns management, company store creation and maintenance, user authorization, order pad, part number look up, and more. With eOne, the tools are at your fingertips.

Integrates with Other Solutions

eOne is designed to integrate with an order management system, credit card processors, tax calculation packages, rich imaging solutions, warehouse management, social networking sites, web analytics, email marketing, and a number of other third-party solutions that you use to run your business.

Superior Features & Functionality

- Unlimited categories to match how your customers shop—Enhance standard department descriptions with shopper-driven categories such as occasion, new arrivals, organic, etc.
- Finding is faster with multi-faceted search—Provide a search menu that offers multiple qualifiers like designer, price point, color, or any others you choose.
- Increase sales with powerful promotion capabilities—Messages and photos can appear anywhere in the site including the shopping cart. The sophisticated eOne deal engine bases the offers on the shopper's behavior. Guided search and product compare functions encourage decision making.
- Facilitate multiple carts—A customer can maintain several wish lists and ensembles as well as an active purchasing cart. Moving items from "wish" to "buy" is easy.
- Streamline purchasing and prevent cart abandonment with single page AJAX checkout—This "no surprises" approach makes the cart accessible anywhere in the site without losing the current page. It shows the customer what's in the cart, what was recently added, and provides a running total.