



## Ecommerce Software for the Stationery Industry

### State of the Art Look & Feel

**Evolution** provides customers with an Amazon/itunes/Tesco look & feel. As a consequence, you can feel rest assured that our solutions will knock spots off any alternative offered by your competitors.

### Best Practice Web Accreditation



**Evolution** software conforms to all industry standards. This ensures that your website is search engine friendly & search engines like Google score your site accordingly

### Icon Driven

All evolution software products are icon driven to provide simple navigation & ease of use

**Billy Rosendale's - Account**

My Menu.		My iCard.	
My Favourites.		<b>Name:</b>	Billy Rosendale
Group Favourites.		<b>Company Name:</b>	Net Junction Ltd
Contract Products		<b>Address:</b>	Suite 4G 175 West George Street
Edit My Details.		<b>Town:</b>	Glasgow
Group Users.		<b>County/City:</b>	Strathclyde
Reports.		<b>Country:</b>	GB
Address Manager.		<b>Post Code:</b>	EH15 1AN
Departments.		<b>Email:</b>	br@net-junction.co.uk
Cost Centre Controls.		<b>Tel:</b>	07980710986
View All Orders.		<b>Fax:</b>	
Returns Manager.		<b>Administrator:</b>	Yes
Contact Us.		<b>Budget Controls.</b>	
Customer Logout.		<b>Budget:</b>	£0.00

My Recent Orders.						
Order	Notes	Order Id	Date	Name	Amount	Status
		AXW-258	01/07/2008	Billy Rosendale	£10.13	New Order!
		AXW-257	01/07/2008	Billy Rosendale	£17.36	New Order!
		AXW-127	11/26/2007	Billy Rosendale	£13.45	New Order!



### ***Warp Speed Delivery of Information***

Customers expect to navigate from A to B quickly & with the minimum amount of aggravation. Our products are easy to use, frustration free and operate at warp speed compared to competitive sites.

### ***Multi Currency / Multi-lingual***

As **Evolution** is compatible with most world currencies, tax rates & languages it can be launched in other countries with minimal customisation.

### ***Designed to Accommodate Account Customers***

#### ***Cost Centre Tools***

Our icon driven Control Panel allows administrators to easily add, edit and delete cost centres. A comprehensive range of cost centre reporting is available at the click of a mouse button.

#### ***Authorisation Tools***

Users who raise orders for products which do not appear on a predefined list & have them automatically passed to an administrator for approval. Administrator access also provides the ability to add cost centres, create users, define budget controls, customer reporting, maintain favourites, add/amend delivery addresses, create departments etc.

#### ***Budget Controls***

**Evolution** provides a host of different controls for monitoring and limiting user spend. For example, customers can define a maximum order value and limit the monthly spend. If users breach the limits set, the order is automatically passed to a superior for authorisation.

### ***Designed to Accommodate Surfer Business***

**Evolution** is a super search engine friendly product. This means that our customers can capture surfer inquiries made via the search engines & convert them into orders. Simply back to back these orders with the wholesalers, arrange for them to deliver the order & instruct your sales team to follow up all surfers who register or place orders with you. Even the smallest orders can often lead to large contracts & revenues. **Evolution** Surfers who have been converted to account customers include the Daily Telegraph & Conoco. Adopt this process & you will convert a large percentage of surfers into account customers.

#### ***Backend Software Independent***

**Evolution** software interfaces with most backend software solutions including Vision, Progress, Horizon, Prima and any Sage solution.

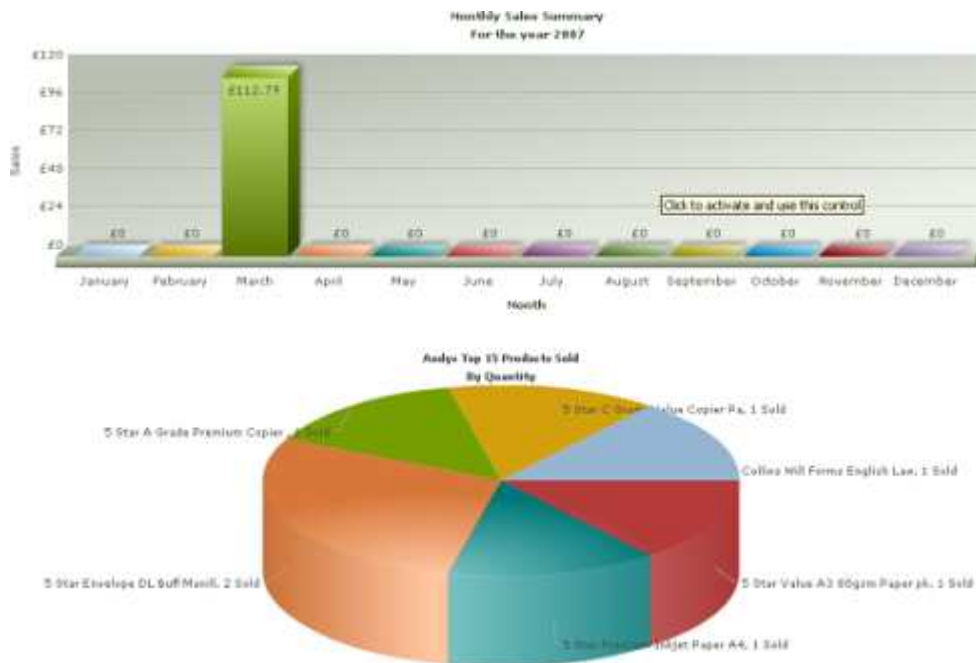


*Search Engine Friendly*



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### *Extensive Graphical Reporting*



A comprehensive range of reporting is available as standard with the **Evolution** software. Examples include:

- Total spend by user / delivery address
- Total spend by cost centre
- Total spend by product category
- Total spend by product frequency

A bespoke report writing service is available on receipt of a detailed specification. Our normal daily rates apply for this work.

### *Flexible Shopping Tools*



Customers are intolerant of sites where data is slow & difficult to find, therefore, **Evolution** incorporates a wealth of shopping tools which ensure customers do not move elsewhere. These include:

**Ink & Toner Finder** - Simply select a manufacture, printer type & model from the extensive list provided and the customer will be presented with numerous alternatives. The order in which these products are displayed can be defined by the dealer.

**A to Z Product Listings** - Click on the letter of the product you wish to search for & evolution will display a comprehensive list of alternatives.

**A-Z Brand Listings** - Click on the letter relating to the brand & **Evolution** will display a relevant list. Select the brand to display the complete list of products available.

**A-Z Manufacturer Listings** -

Follow the procedure above to display a full list of products by manufacture.

**My Shopping List** - Enter the items you wish to shop for on your personal notepad e.g. red pens, blue paper etc & **Evolution** will display all corresponding product alternatives.

**My Printers** - Select the manufacturer, printer model, and if appropriate, assign an Alias (i.e. Warehouse Printer). This will then create a bar highlighting your printer. To access the consumables for this printer simply click on the bar and all available consumables are instantly displayed. There are no limits to the amount of printers you can store against your account.

**Unique product search** - **Evolution** advanced search routines utilise a combination of technologies to find the product you require as quickly as possible. Our search routines incorporate Microsoft full text search together with a unique bespoke logic that instantly displays results to inquiries for both "red pen" as well as the plural "red pens". This exclusive logic also applies to hyphens and commas. Customers are more likely to enter "tippex", into a search bar rather than the industry standard "Tipp-ex". Either way **Evolution** immediately displays a relevant response.

**Search by** - brand, recycled products, description, price & category. Narrow searches by dimension, colour etc5 Star Office Clear Tape with Dispenser 19mmx33m Ref 909019 - Easy tear polypropylene tape. Handy refillable dispenser. Size: 19mmx33m.

**Quick Quote** - The ability for a customer to create a basket of products and then submit that basket to the dealer to request a quote. Customers select a reason why they are asking for a quote (large qty etc.) and the dealer is informed via email. On receipt they are able to display the basket details and adjust pricing/details accordingly. The amended basket link can then be sent to the customer for confirmation. This feature can be turned on/off per customer.

**Targeted Campaigns**



**Evolution** can provide you with the information to target customers with specific campaigns. e.g. customers who have brought laminators but no pouches or printers without cartridges. Targeted campaigns will generate a much improved return when compared to general mailers.

### ***Real Time On-line Credit Card Clearance***



**Evolution** has the ability to process credit card transactions in real time without leaving your website. Our preferred partners are PROTX and Realex. Both companies offer a secure service at reasonable rates. For example, 500 transactions a month can cost as little as £20.00. Paste the links below into your browser for further detail:

- [ProtX Payment Gateway Pricing](#)
- [Google Checkout](#)

### ***Automatic Export to Price Comparison Engines***

Dealers can export data to price comparison engines like Goggle, Nextag, Pricerunner, ebay & shopping.com to maximise your selling opportunities. This costs nothing & advertises your products to millions of potential customers.

### ***Auction Facility***

Dealers can create auction listings to help clear slow moving & end of line stock.

### ***Customised Affiliate Program***

This feature is an untapped resource which will bring rewards to both the affiliate & dealer. Just imagine a sales force which works 24 hours a day, never gets sick, do not require company cars or expenses and only get paid when they sell something.

**Evolution** allows you to form trading partnerships with organisations such as charities. The software automatically generates a URL which is provided to the affiliate. Orders generated from members via the URL are attributed to the associate & an agreed commission is accrued. Perfection itself!

### ***User Defined Special Offers***

Dealers can decide which products you wish to put on special offer. Furthermore, it is possible to randomly select special offers each time the page refreshes. A simple click adds the product to the customers order. Tesco type offers such as buy 2 get one free work best. Everyone loves a deal.

### ***Discount Vouchers***



Dealers can email customers a discount voucher which can be used against all orders while the incentive remains valid. This is effective when offered to both new & existing customers.

### ***Incentives for Referrals***

**Evolution** allows the dealer to create incentives if customers refer prospects to their site.

### ***Club Cards***

Get your customers to come back for more by accruing bonus points with every order they place. Points can be redeemed against future orders or dealer defined rewards. Simply, this feature encourages customers to revisit & repeat buy.

### ***Website Data is paramount - Fusion Data is the answer***

The stationery market consists of many manufactures, wholesalers and dealer groups who are able to supply you with tens of thousands of like minded products which you are able to sell on your website. Each has their own pricing structure & terms of business which often means you are able to buy the same product less expensively elsewhere. Fusion data links suppliers & products together to offer a unique opportunity to buy at less cost & add margin to each line your customers orders from your website. You may have the most fabulous website bursting with functionality, however, it will be of little use if the data is nonsensical.

### ***Catalogue imports***

If you do not use Fusion Data then it is necessary to import catalogues & mailers directly from the manufactures & wholesalers. Industry tests prove that between 10% and 30% of the manufactures/wholesalers data may be incorrect. As a consequence, it is clear that between 10% & 30% of your website sales will be incorrect. The result is obvious:

- Administration costs are escalated
- Paper work is escalated
- Split deliveries occur increasing delivery costs
- Customers become dissatisfied

### ***Duplicate Traces***

Duplicate traces are removed from Fusion downloads by assigning a unique Fusion number to each record. If you download data directly from the manufacturers or wholesalers into your website then these records will populate your database with numerous duplicate records. This will cause confusion & much additional work to correct & modify your data.

### ***Back to Back Orders***



Orders received from your website are easily "back to back" with the supplier who will deliver the goods on your behalf.

### ***Account Development***

Comprehensive website customer data is captured allowing your sales team to develop the account further. This additional source of leads will allow your sales team to develop cash customers into regular account business.

### ***Product Description***

Stationery manufactures & wholesalers data descriptions are often abbreviate to 40 characters in length. Fusion data narrative is extended by a further 60 characters to provide a full & meaningful description. This feature is particularly helpful when selling product via the web as industry abbreviation often results in customers buying from alternative sites.

### ***Product Classification***

Fusion provides double the levels of categorization found in the data provided by the manufactures & wholesalers. These additional classifications will allow you to target sales campaigns which:

- Focus sales efforts on profitable areas
- Highlight profitable product groups & lines
- Highlight products customers are not buying

### ***Product Attributes***

In addition to the extended descriptions, Fusion includes product attributes which include brand, manufacturer, colour, range and size. These supplementary attributes are particularly relevant to sales of furniture & seating. An example is highlighted below:



The Maestro range has long been established as the entry level 18mm desking system for office furniture. Available with a choice of three top shapes and four leg designs (four leg, cantilever, deluxe cantilever or panel end) with complementary storage options. Maestro is available in four colour finishes; Beech, Oak, Cherry and Grey.



Select a size & colour option



### ***Alternative Products***

Fusion provides alternative products & swaps which increase dealer profits & offer savings to customers. For instance, if a customer orders a branded product there may be an alternative which provides additional profits for the dealer together with cash saving for the customer.

### ***More from this Brand***

Will display additional products available from the selected brand.

### ***Green Alternatives***

Displays recycled alternatives. This is particularly relevant when selling to customers who adopt green policy purchasing mandates such as county councils etc.

### ***Linked Products***

Fusion also offers Linked Products which help increase the average sales value of each order. The linked products functionality will ensure that customers ordering from your website will never fail to buy connected items. Furthermore, customers will always receive a full solution rather than a part solution, thereby, eradicating the need for multiple deliveries & associated costs.

### ***Customer Enquiries***

Fusion data can help with Customer Enquiries e.g. Customers who wish to source a cartridge for a printer can enter the model of the printer & **Evolution** will display a list of suitable branded & compatible products. A full & detailed specification of each is available at the click of a mouse button.



### *Hosting*



Our Websites are hosted across 6 state-of-the-art servers based in the Docklands, London. This belt & bracers approach ensures warp speed delivery & minimum down time.