



## StoreFront E-Business Solution

Do you need a great ecommerce store? If so, BlueDarter Solutions, an 8 year old web and CRM services firm, based in Atlanta, GA utilizes LaGarde Software's StoreFront.net ecommerce software to provide a cost effective yet extremely robust online store for you. The store is feature rich and has fully customizable e-business tools. Combine great software with BlueDarter's professional services and expertise and you get rapid deployment and online ecommerce success.

A BlueDarter e-commerce site developed with StoreFront 6.0 software offers the best overall experience for customers and store owners for:  
Product merchandising, Customer Experience and Business Management.

- Integrated in the BlueDarter development environment for powerful web store design and creation.
- Present products in their best light with unlimited subcategories and attributes, suggested selling, flexible promotions, coupons and more.
- Products can be physical boxes that are shipped (integration with Fed Ex/UPS and other shippers available), downloads or services
- Offer shoppers a rich experience that includes address book, multiple ship-to addresses, gift-wrapping, and wish list features combined with an easy and powerful checkout process including real-time rates from major shippers.
- Offer your reseller or dealer channels their own pricing structures when they log in
- Site administrators manage the back-office with merchant account and gateway integration, inventory management and backorder capabilities, download delivery of soft goods, shipment tracking and QuickBooks integration

### Features Summary

**Product Management:** StoreFront manages over 40 key elements of product data to meet all your business needs including unlimited attributes and categories, taxable - non-taxable, shipped or not shipped, in-stock or out-of-stock, on sale and volume pricing schedules, back-order, gift wrap, inventory level, drop ship vendor notification and more.

**Merchant Management:** Utilize advanced reporting tools for monitoring sales activity, credit card processing logs and product sell through. Edit and



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manage customer records and order history. Print e-checks, invoices, sales and product summaries.

**Marketing and Promotions:** Built-in “affiliate” program, push to marketplaces, search engine submission and promotional mail utility to drive web store sales. Offer gift certificates, special sale prices, storewide discounts or free shipping as customer incentives. Recommended cross selling promotes add-on sales.

**Shopper Features:** Allow customers to add items to a wish list, e-mail product information to friends, add gift-wrapping and split orders to various destinations, login to retrieve previous orders and use foreign currency conversion services. Customer profiles store multiple shipping profiles for faster checkout.

**Order Processing:** Include real-time shipping rates from UPS, FedEx, DHL, CanadaPost, USPS, or any of over 400 LTL carriers; apply tax by state or locale, postal code, country, VAT and PST/GST; process orders with any of more than 16 built in on-line credit card processing services - also accept e-checks, purchase orders, specialty cards and gift certificates; save orders for later and re-order from previous orders.

**Accounting Integration:** Streamline your accounting operations with the integrated QuickBooks export tool. Automatically extract orders and customer data into QuickBooks.

### Product Management

#### Product Import and Batch Update Utility-

Easy information exchange! Add products to a web store or complete batch updates by simply importing data from an existing database or delimited file.

#### Catalog and Product Page Templates -

Catalog and product page design just got a lot easier. StoreFront 6 lets you choose from a number of fully customizable templates without having to modify the html.

#### Unlimited Subcategories -

Build unlimited levels of categories and subcategories so that merchants can easily manage products and support drill down product searches.



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### **Weight Sensitive Product Attributes -**

Shipping costs get under control with accurate rates based on the actual weight of a product. That means a vendor who sells coffee in 12 oz, 3 lb, and 5 lb sizes can specify the weight difference for each size option, making his real-time shipping rates more precise.

Fully catalog all product options, such as size, style and color, using StoreFront's support for unlimited, price sensitive product attributes.

### **Customer Defined Attributes -**

Provide shoppers with a field to input product specific special instructions or information. This is a powerful feature for merchants who offer personalized merchandise!

### **Inventory Tracking with Backorder-**

Advanced inventory tracking features allow merchants to keep track of inventory and communicate that to customers. Allow or disallow backorders, display quantity in stock on product pages, receive e-mail notification of low stock levels and more.

## **Merchant Management**

### **Sales Report -**

Monitor sales activity using detailed sales reporting tools. Generate sales summary, sales detail and product sales reports.

### **Order Fulfillment -**

Retailers can manage incoming orders with StoreFront's order fulfillment tools. They can keep track of which orders have been paid and/or shipped, print packing slips, and enter shipping tracking numbers.

### **Customer Management -**

Utilize StoreFront's advanced reporting tools to manage sales and customer records. Print e-checks, invoices, sales and product summaries and credit card transaction reports.

### **Web Based Merchant Tools-**

Merchant Tools enable Developers or Merchants to manage their stores remotely through their web browser. With merchant tools, developers can hand



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off store administration, sales reporting, product management, promotional functions, and other day-to-day management functions to the merchant.

### **E-mail Confirmations -**

Merchants receive instant e-mail notification when an order has been placed. Merchants can customize the content of the e-mail to contain just the information they need.

## **Marketing and Promotions**

### **Promotional Mail Utility - HTML E-Mails -**

Now, merchants can send html e-mails to customers - and add graphics and dynamic data for real impact.

### **Publish Products to Shopping.com -**

Automatically market products on Shopping.com - a leading online comparison-shopping search engine and the 4th largest online shopping destination. It is the easy way to reach millions of educated shoppers at an immediate profit.

### **Search Engine Submission-**

StoreFront has integrated Marketplace Manager to allow automated push of products you select into the most popular auction sites like eBay, uBid and Yahoo!Auctions. What's more, StoreFront has integrated Dealtime to allow automated push to one of the most popular retail comparison-shopping sites on the web. Finally, search engines operate largely off key words and descriptions. Type in your own site-specific key words, meta-tags and descriptions, and StoreFront will automatically place them on your web store pages.

### **E-Coupons -**

Now its easy to use coupons as sales incentives. Specify when and how the coupon will expire and what items the coupon can be applied to.

### **Product or Storewide Sales-**

Product, Vendor or Storewide Sales - With StoreFront 6 you have the flexibility to launch sales for specific products or vendors or implement a storewide sale. All widgets on sale, 10% off all Acme products, everything on sale. You have the ability to accelerate sales where you want.

## **Extended Affiliate Programs-**

Extended Affiliate Program - Build referral sales with StoreFront's fully automated affiliate program. Powerful affiliate management tools allow affiliates to securely track referral sales.

## **Suggested Selling-**

Suggested Selling - The easiest time to add on a sale is when a customer is buying. With suggested selling you can link add-on products to customers' choices several times during the buying process. For example, related items can appear at the bottom of a catalogue page or a pop-up box can come up after clicking on "Buy."

## **Volume Pricing -**

Encourage bulk purchases from customers by offering volume purchase discounts. Set up to seven separate levels and offer a percentage or fixed amount off of base the base price (e.g., order three or more get 5% off. Order 10 or more and get 15% off).

## **Shopper Features**

### **Running Cart Total -**

Lets customers keep track of their order with a cart summary on every page.

### **Customer Address Book -**

Shoppers can store an unlimited number of addresses in a personal address book. We make it easy for shoppers every step of the way.

### **Multiple Shipping Addresses -**

Just like it sounds. A customer can do holiday shopping and send gifts to multiple people within in a single order.

### **Wish Lists -**

Allow customers to add items to a wish list and e-mail that list to friends and family. A great tool for holiday, wedding or special occasion shopping.>

### **E-Mail A Friend -**

Drive site traffic by giving shoppers the ability to email product information to a friend or associate.



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### **Gift Wrap with Messages -**

Shoppers can have items gift-wrapped and include a personalized message with multiple gifts - all within one transaction.

### **Simple Search -**

Let shoppers search for items from any page. A great feature!

### **Gift Certificates -**

StoreFront 6 lets web stores to accept gift certificates as payment. Any leftover amount can be saved for later.

### **Customer Specific Pricing -**

Allow merchants to set up multiple tiered pricing specific to classes of customers, allowing "frequent shopper" programs or multi-level distribution systems.

## **Order Processing**

### **Real-Time Shipping Rates-**

Accurately manage shipping charges with integrated support for real-time shipping costs directly from UPS, FedEx and USPS rate servers.

### **Integrated Shipment Tracking -**

Bring customers back to the web store to track delivery status. Get the same information returned from the shipping carrier's own web site while promoting repeat purchases.

### **Merchant Accounts/Gateway Integration -**

StoreFront 6 has built-in integration with most of the leading merchant account and gateway service providers (including Wells Fargo Secure Source, PayPal, Authorize.Net, Cardservice International, E-Commerce Exchange, Planet Payment, PSiGate, SecurePay, Verisign and Worldpay. Our new integrations are SureFire FirePay, Barclays, Bank of America, IONGATE, and CyberSource) so that you can enable your store for real-time credit card validation and processing.



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### **Third Tax Tier -**

Local tax region options can be added to the basic state/province and country tax.

### **Multiple Payment options-**

Accept electronic checks, purchase orders, COD, credit card, phone/fax orders, and Internet Cash.

### **Download Delivery -**

Offer merchants automated delivery of soft goods, such as music, software, graphics, etc. Specify when the download is made available and for how long.

### **Automated Drop Shipping -**

Merchants can identify unique vendors with each product, so that when an order comes in, the product can ship right to the customer without the middle-stop at the merchant's location - zero hassle for the merchant. And faster service for the shopper!

## **Accounting Integration**

### **Optional Account Sync Tools For QuickBooks Users -**

Quickly and easily extract data from your Storefront web store and import it into QuickBooks accounting software for a truly complete end-to-end e-business solution.

- Easy streamlined process to take your store information into QuickBooks
- Save valuable time and money by eliminating re-keying tasks
- Minimize errors common with manual entry processes
- Exports customer, order and transaction data into QuickBooks Pro 2002 and 2003

For older versions of QuickBooks, StoreFront offers Accounting Plus data export tools.

For additional information or to discuss your ecommerce needs in detail, call Don Farrey, President of BlueDarter Solutions at 888-804-4266 (770-458-3550 in Atlanta, GA area) or email [don.farrey@bluedarter.net](mailto:don.farrey@bluedarter.net)