

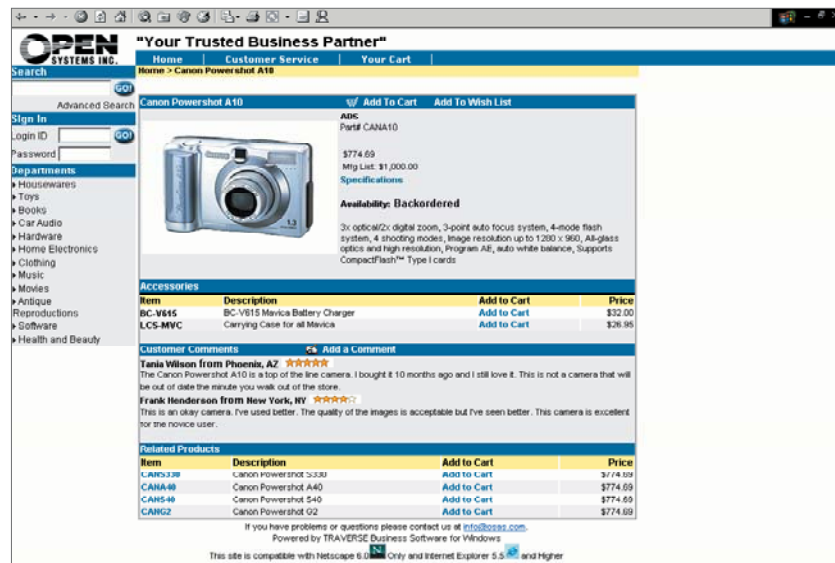
eSHOPPING CART

Your online solution for business success

TRAVERSE Business-to-Consumer (B2C), or Shopping Cart, integrates directly with the award-winning TRAVERSE Enterprise Edition accounting platform; you can automate online ordering processes and remove time-consuming multiple manual entry processes by tying your front-end sales and order processes to your back-end accounting system.

Benefits

- Integrated to TRAVERSE back office accounting suite
- Accessible via web browser - from any location
- Reaches a larger and broader audience for your products and services
- Captures prospects and repeat business more effectively
- Offers worldwide Internet access to your products and services
- Provides a 24/7 electronic shop front



TRAVERSE B2C offers up-sell and cross-sell capabilities. You also have control over which customer comments are displayed, and you can drill down to view product specifications.

Key Features

- Deploy cross-selling and up-selling techniques
- Custom searches
- Online campaigns and promotions
- One-click, online shopping carts
- Multi-delivery point addressing
- Secured transaction control

Functions

- "Shopping Cart"/Purchasing
- Manage a Customer Wish List of items
- Up-sell/Cross-sell capability
- Order Inquiry Control
- Credit Card Processing via VeriSign
- Direct Order Processing to TRAVERSE Accounting Software for shipping control

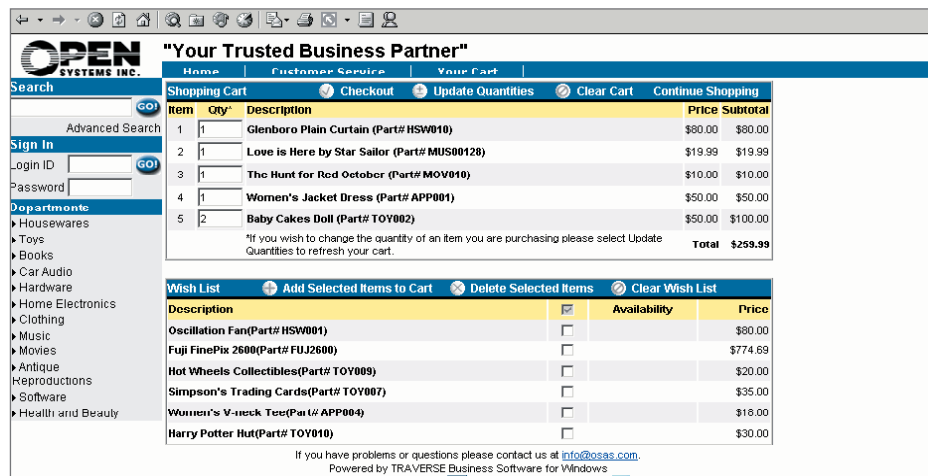
Architecture Highlights

Multi-tiered architecture utilizing:

- Microsoft Windows 2000 Server
- Microsoft SQL Server
- Microsoft IIS
- Encrypted security where appropriate
- Flexible database structure
- Multi browser support
- Multilingual
- Scalable architecture
- Customizable

Installation Options

- Hosted in a data center
- Single database - support is fully integrated to TRAVERSE accounting applications
- Purchase or lease finance options
- Multi-database support for added security between Internet and back office systems



You can refer back to your Wish List again and again without having to re-enter the items into your shopping cart.