



Feature & Benefits

SeCommerce 4.1

Silver Earth

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e-commerce done right

Our Business Philosophy: Service. Integrity. Excellence.

Overview: ONE Integrated Platform for multi-channel. No more managing separate systems that are stitched together and expensive to maintain. SeCommerce provides ONE integrated feature set spanning all the bells & whistles of modern e-Commerce and Point of Sale. With a price as competitive as SeCommerce, and with so much room to grow, why go with anyone else?



Administration Tool:

*Don't even think about trying to manage the complexity of modern e-commerce from a browser based tool. Introducing SeCommerce 4.1, a Window's application where elegance and sophistication come together for supporting your e-commerce businesses. **All under one integrated platform. Be sure to watch a demo.***

- ✓ Manage multiple websites and POS locations from one interface.
- ✓ Supports up to 25 simultaneous users, each with a customized access level.
- ✓ The most elegant back-end system on the market today.
- ✓ No more unnecessary complexity and loss of flexibility from trying to integrate disparate systems.
- ✓ Designed from the ground-up for speed performance. Your customer's time, and your time, is valuable. Our websites are super fast, and managing your business in SeCommerce is fast. Period.
- ✓ Increases staff productivity significantly.
- ✓ Hundreds of features built in... a platform you can grown on.

PRODUCT MANAGEMENT:

- ✓ The same product can be published to many websites & storefronts at different prices.
- ✓ Publish products dynamically to Catalogs automatically based on Price, Manufacturer, or Category.
- ✓ Dynamically create Related Products by keyword or manual selection.
- ✓ Assign custom templates for Product Variants & Add-ons, or customer-driven information requirements.

- ✓ Assign products to Rotating Sales Groups or Featured items.
- ✓ Supports non-physical products: Services, internet Downloads, Membership Fees.
- ✓ Utilize Common Product info Groups to reduce redundant content entry.
- ✓ Bulk changes tools for updating many products simultaneously.
- ✓ Easy & Flexible Content Management
- ✓ Apply auto mark-up / mark-down methods across many products at once in real-time.
- ✓ Restrict products to only show to certain Account Groups

CATALOG MANAGEMENT:

- ✓ Highly versatile Catalogs management to maximize flexibility of product groupings
- ✓ Manage Product Display Order via automatic rules
- ✓ Assign templates to Catalogs for dynamic sub-menu creation based on Inventory.
- ✓ Create Display Hierarchy in Catalog menus.
- ✓ Catalog display restrictions based on customer account log-on credentials: Wholesale, Retail, and up to 10 different types of Customer Account Groups.
- ✓ Dynamically create sub-catalogs based on Categories, Manufacturer, or Special Purpose groupings.

SEARCH ENGINE OPTIMIZATION:

- ✓ Each product can seamlessly be assigned a Friendly URL
- ✓ Each product can be defined with its own Meta-tag keyword & Description
- ✓ Each Catalog is also assigned a Friendly URL, and Title page, and its own Meta-tag keywords & Description.
- ✓ No session ID's in URL's
- ✓ Tools available to modify many products at once when applying Meta-Tags
- ✓ Define custom Image Alt Tags for every image

POINT OF SALE

- ✓ Integrated Point of Sale Terminal with a highly intuitive interface
- ✓ View live POS transactions remotely
- ✓ Enable unlimited number of POS terminals across many storefronts
- ✓ Customer Account integration. Same customers database for tracking in-store and on-line orders.
- ✓ Create custom product label types and auto print upon closing Receive vouchers

SHIPPING:

- ✓ Out of the box integration with UPS, FedEx, and USPS.
- ✓ For a single order, create multiple packages for different shipment addresses.
- ✓ On-the-fly rate shopping across multiple carriers to search for the cheapest rate.
- ✓ Create packaging Containers list with dimensions and max weight so each order is matched to optimal package size.
- ✓ Assign different shipping profiles based on country, package weight, order value, etc
- ✓ Shipping Insurance can be based automatically on actual Order value, Cost of Goods, or Full Retail.
- ✓ Create Fall-back ship methods if any real-time rate look-up method fails.
- ✓ Products can be flagged for media, software download, freight, or envelope-only Ship Method.
- ✓ Assign Free Shipping based on Total Order Amount or type of Customer Account (Wholesale, Retail, etc).
- ✓ Add incremental costs per shipment based on type of packaging container.
- ✓ Tracking ID pulled and pushed to customer via automated email.

PRICING MANAGEMENT:

- ✓ Supports tiered pricing depending on profile of Customer Account if Retail, Wholesale, etc.
- ✓ Publish the same product to different websites at different prices
- ✓ Supports multiple methods of tiered pricing depending on profile of Customer Account (Account Groups access up to 10 different pricing groups).
- ✓ Sophisticated Promotion Codes that can be tied to specific account, specific products, Expiration dates, discounts, minimum purchase price, one-time usage, etc, etc...
- ✓ Quantity Discount Methods: can be determined per product, either by % or flat discount that can be available only to certain Account profiles.
- ✓ Sale Groups: Easily select a group of products to apply an automated time-sensitive discount.
- ✓ Auto mark-up / mark-down methods and update many products in real-time.
- ✓ Inventory Management keeps track of Average Cost per product which can be used for auto markup methods
- ✓ Apply auto-rounding methods to customize decimals after auto-discounts applied.
- ✓ Product discount methods based on Quantity tiers (% or fixed discount) which can be applied to select customer groups (Wholesale, Retail, or any of up to 10 customized Account Groupings).
- ✓ Auto Order-Wide Discounts Tiers can be assigned to different Account Groups (Wholesale vs. Retail) or Domestic/International criteria.
- ✓ Foreign Currency support.

INVENTORY MANAGEMENT:

- ✓ A single Inventory Management system supports real-time multiple channels to market – either multiple websites and/or multiple POS locations.
- ✓ Track inventory by location. Supports multiple inventory locations.
- ✓ Historical Inventory tracking: track your historical inventory per Vendor, product, or any Category.
- ✓ Inventory Cost Value tracking --- historically, per Vendor, per Dept, per Channel, etc.
- ✓ Choose to announce lead-time necessary for back-orders.
- ✓ Automatically inactivates product from web-site(s) when sold-out.
- ✓ Manage inventory by Product Variant (like ring sizes, or different colored shirt sizes).
- ✓ Inventory Adjustment memos for Returns, Defective, or Lost/Stolen items.
- ✓ Establish replenishment rules for low / out-of-stock inventory.
- ✓ Set Alert levels of low inventory per product.

SUPPLY CHAIN:

- ✓ Create & Manage Purchase Orders, Receive Vouchers, & Return Vouchers with integrated Inventory.
- ✓ Supports Consignment PO's – so any sales of Consignment can readily be tracked and controlled via Payment Vouchers against a Consignment PO.
- ✓ Auto-print all paperwork and Product labels upon Inventory Receipt.
- ✓ All Supply chain functionality integrated with Inventory.
- ✓ Create products via Quick Add features directly in PO's
- ✓ Supports Consignment PO's and Inventory, so you can easily keep track of what's been sold that needs to be paid for

CUSTOMER ACCOUNTS:

- ✓ Support multiple Account Tiers: Retail, Wholesale, and customizable Tiers.
- ✓ Manage policies for saving Payment Profiles to enable 2-click check-outs.

- ✓ Create unique Account products such as monthly customer membership fee.
- ✓ Manage Customer Product Feedback Reviews.
- ✓ Assign payment terms based on Payment term Profile.
- ✓ Create Sales Rep Accounts and assign to customer accounts for commission tracking.
- ✓ Unlimited Shipping & Billing Addresses per Account.
- ✓ View Order History per account upon log-on.
- ✓ Assign profile to Account so select pricing, products, and catalogs appear upon Customer Log-on.
- ✓ Determine if new Accounts require Administrative Authorization before Account Activation.
- ✓ Assign discounts to only certain Account Groups.
- ✓ Allow / Disallow Accounts to change Account information.
- ✓ Tax Profiles: assign different profiles to Retail vs. Wholesale accounts.

ORDERS MANAGEMENT:

- ✓ From a single Orders Management Interface, manage orders from multiple web-sites.
- ✓ Manual Order Entry to support telephone sales, or other off-line mediums.
- ✓ Modify existing orders to change Shipping, Discounts, Addresses, Number of Packages, etc.
- ✓ Print Invoices, Packing Slips, Pick Tickets, Gift Card messages, & Shipping Labels.
- ✓ Ship to multiple shipping addresses for a single order.
- ✓ Integrated Package Tracking, per shipment, per carrier.
- ✓ Customers can view Order History by logging on to their account.
- ✓ Customers can save unlimited number of Shipping & Billing Address to their Account Profile.
- ✓ Manage Ship Dates so products can be staged for future shipping.
- ✓ Apply auto-order Discounts based on pricing or volume criteria.
- ✓ Full-featured Customer Returns functionality.

CONTENT MANAGEMENT:

- ✓ Website can be template driven or completely customized within asp.net (See "Front End" section)
- ✓ Tools to support Press Releases, Reference Guides, Encyclopedias, Info Lists.
- ✓ Create Photo Galleries or manage images like banners ads directly in the Admin
- ✓ Common Product Information groupings can be established to avoid repetitive data entry.
- ✓ Catalog Home Page content and template management. Smart templates.
- ✓ Format Styles templates which are applied globally, or per catalog, to determine display formats for Images, Inventory, Sales Pricing, Add to Cart, & Product messages.
- ✓ Easy methods to stylize Inventory Messages, Add to Cart Messages, Shipping Messages, Promo Codes.
- ✓ Advanced image management tools, such as bulk auto-resizing.
- ✓ Directly update all Product and Catalog content in Real time

GIFT CARDS:

- ✓ Supports Cash Gift Cards, Promotional Gift Cards, & Reimbursement Gift Cards.
- ✓ For Customer Returns in POS or on-line, return workflow can automatically generate a Store Credit gift card and email back to customer.

IMAGES:

- ✓ Supports multiple images for Products and Catalog home pages.
- ✓ Auto re-sizing of images in batch
- ✓ Download to Administration tool all images for enhanced speed performance of application.
- ✓ Determine max image sizes by Product, thumbnail, and icon images.
- ✓ Intelligent auto-name convention with date stamping for auto update.

ACCOUNTING AND TAX SET-UP:

- ✓ Export IIF files to QuickBooks for ledger entries. Create ledger account per Sales Channel.
- ✓ Assign different Tax Profiles to Retail vs. Wholesale or Anonymous Accounts
- ✓ Supports National Sales Tax, VAT, State tax, Zip code tax, using flexible "Taxing Entities" approach.
- ✓ Enter tax rates based on state and zip code individually. Assign different tax structure to different countries

AUTO-EMAILS & MAIL SERVER:

- ✓ Create text / HTML auto-emails for 15 different types of auto-emails.
- ✓ Database fields for each type of auto-email template supplied in each template.
- ✓ Assign Subject Line & custom display "From" for each type of email.
- ✓ Mail Servers: easy set-up & testing of accessing mail-server, including Gmail.
- ✓ Determine different mail servers for Live, Localhost, or Promotional Email mailings.

REPORTING:

- ✓ Inventory reports showing on-hand, per vendor, per catalog, per channel
- ✓ Sales Margin reports filtered by Catalog, Manufacture, Product, or Category.
- ✓ Highly information-rich historical Inventory Transactions tables that includes historical cost of each product.
- ✓ Export to pdf or xls. Full Cross-tab support.
- ✓ Inventory reports to filter by Last Received Date, Last sold Date, inventory levels, etc, etc
- ✓ Admin-level reports to view user log-on usage patterns.
- ✓ Daily Performance Reports. Cash Flow by Day, per channel.
- ✓ Many, many other common Reports, and many to ensure Quality control

PCI Compliance:

- ✓ All Credit Card info stored utilizes a high 256-bit with salt Encryption standard
 - ✓ Enable auto-deletion policy of any credit card information
 - ✓ Only staff members with high-level access have access to view credit card info
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Features and Benefits for Professional Developers:

ARCHITECTURE:

- ✓ Highly Scalable. Go to server clusters if you need to. 1,000 page views/sec on a single server.
- ✓ Fast. Really Fast. Written entirely in .NET with advanced cache.
- ✓ Microsoft SQL Server. Our tools create in a few seconds the 130+ tables, Stored Procedures, Essential files, and full suite of dll's to support advanced integrated features out of the box.
- ✓ Web Designers have 80 User Controls for drag 'n drop integration.
- ✓ Host the database & web site anywhere that supports ASP.NET.

DEVELOPER'S TOOL-KIT: an additional application

- ✓ This is the Tool Kit for professionals. Manage and create multiple websites across multiple databases across multiple servers.
- ✓ Centrally manage all critical information for all websites on the Silver Earth Platform such as Database connection strings, User names & log-ons, ftp, Licenses, and Hosting info.
- ✓ "Install a Website Wizard" creates a website in 5 minutes via automatic creation of database schema, Scripts, Essential non-web page files, web.config, and then choosing from a website template library.
- ✓ Check for updates in real time of existing websites against Silver Earth's updated Database schematics and other Essential Files.
- ✓ Install a complete DEMO KIT with a sample database for your Localhost Testing & Evaluation purposes.
- ✓ Chose from one of Web Site Templates to get you up and running quickly.

FRONT-END:

- ✓ Integrates easily with any front-end design. Choose one of our templates & modify, or get Creative.
- ✓ Use the provided modules (ASP.NET User Controls) to create your own site.
- ✓ Use your choice of template system and web design software, though Expression Web is recommended for .net
- ✓ Places as few restrictions as possible on website design, while removing the need for complex programming skills.
- ✓ Full-featured e-commerce modules can be added to any page by adding a couple lines of code, or using drag-n-drop in editors that support ASP.NET.
- ✓ Look and feel can be completely customized using CSS, layouts can be freely edited using standard HTML.
- ✓ Feature-rich, high performance ecommerce engine is at your fingertips, with little or no programming necessary.