



ISV/Software Solutions



“Helping Retailers increase profits by servicing new and existing customers online”

NitroSell eCommerce

Product Information Pack

Testimonials

"Dynamics RMS is not only the best out-of-the-box retail solution, it is also a retail platform that can leverage the power of the Dynamics Partner ecosystem to deliver deeper vertical and horizontal solutions to retailers. Microsoft Gold-certified NitroSell, one of our premier ISV partners, was a deserving winner of our International Retailer Developer of the Year award at the Denver Worldwide Partner Conference last summer." – **James Watkins, Director, Microsoft Dynamics US Retail.**

"NitroSell eCommerce is a sophisticated solution whose complexity is hidden from end-user retailers, they experience a quick-to-install, highly customizable, easy-to-operate business system without downtime." – **Anthony Miller, Senior Product Marketing Manager, Retail Point-of-Sale, Microsoft.**

"We are delighted to award your team this honour. You have done a fantastic job growing the business. NitroSell has demonstrated a solid corporate image and is delivering a quality solution to the Dynamics RMS partner and customer base at large." – **Maureen Mascaro, Marketing Manager, Microsoft Dynamics Point-of-Sale Solutions.**

"NitroSell has a well earned reputation for delivering what it says it will deliver." – **Michael Griffiths, Group Product Manager, Microsoft Dynamics Retail.**

"NitroSell is an excellent example of how our partners are innovating with Software plus Services today. The combination of Dynamics RMS software with NitroSell eCommerce allows customers to benefit from the best experience across on premise and hosted solutions." – **Marie Huwe, General Manager, Worldwide Partner Marketing, Microsoft.**

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1. Multi-Channel Retailing

More and more Retailers are moving to a multi-channel approach as their customers are demanding that they be serviced online as well as in-store. This has now reached the point where it has now become an imperative to survival that Retailers extend their businesses online. Indeed it could be argued that in the current economic environment, it's now fiscally irresponsible not to have a WebStore integrated into one's Retail business.

To be successful Retailers need to do two things: increase their revenue from their existing customers, and gain new customers – this is particularly true in the current tough economic climate. There is no better way to achieve these objectives than for a retailer to go multi-channel. Adding a NitroSell WebStore to an existing or new Dynamics RMS installation involves a relatively low expenditure of capital costs, compared to the potential increase in revenues and profits. It has been the experience of NitroSell customers time and time again that ongoing costs are only a small fraction of the increased revenues. Going multi-channel means adding eCommerce to your in-store system and its a critical success factor to do this in an **integrated** way.

1.1. Why eCommerce

In the early days of the Internet, 'bricks-and-mortar' retailers viewed the new generation of online retailers as a potential threat. In the years since then, online retailing has become mainstream and most progressive brick-and-mortar retailers have come to realize that they need to become part of this revolution in retailing, rather than observers of it.

This shift in attitude has been driven by three key realizations.

- that more and more consumers are researching their buying decisions online
- that this research is driving in store sales, as well as online sales, and
- that if they are not talking to their customers and potential customers online, someone else is.

In an Aug08 report, Kasey Lobaugh of Deloitte reported that "while overall only 7% of retail sales were currently online, another 20% of in-store sales were influence by the Web. This % is expected to grow to 50% over the next few years".

Retailers have also begun to realize that online sales are a good defensive move in difficult economic times.

In a 2008 Forrester Research report, 72% of online retailers said that "the online retail channel of better suited to withstand an economic slowdown than the offline retail channel". 63% also said that their business would "fare better than most companies in an economic slowdown".

The beauty of the internet is that it allows retailers to extend their reach into new markets, reaching potential buyers who might never step foot in your physical store. It also allows you to retain your existing customers, who might otherwise be lured away by an online retailer.

eCommerce is the future for all bricks and mortar retailers seeking to increase profits by servicing new and existing customers online.

1.2. Why Integrated eCommerce

Retailers already manage product data within their POS systems. Pricing, stock, part numbers, stock quantity, etc, etc, are all available there. By extracting this data to create your WebStore, you eliminate the need to duplicate it and maintain it again, in a new, separate system.

In 2007, talking about trends in online retailing, Forrester Research reported that "eCommerce is becoming less of a replacement for brick-and-mortar retailing as it is a complement [which] will require retailers to innovate and invest in technologies that optimize the connection between online and offline activity for the purpose of sustaining and increasing online growth"

NitroSell is an Integrated eCommerce system which takes all WebStore order received, and automatically delivers these back down to the in-store RMS POS stations. This eliminates the need to enter orders received manually, and makes it easy for your cashiers to pick and pack the orders promptly in store.

NitroSell is the only Microsoft certified software solution that transforms the Microsoft Dynamics RMS system into one seamless and affordable multi-channel system for retailers who want to compete and win against big box retailers. The combined NitroSell/RMS solution integrates , Point of Sale, eCommerce, Online Marketplace, Customer Relationship Marketing (CRM), Merchandising and Operations [??] and gives the Retailers centralized management of all sales channels from was is effectively a single back office solution.



By upgrading RMS with NitroSell eCommerce, the Retailer can effortlessly promote and sell products and delight customers through his or her in-store system; his eCommerce WebStore and Catalog based sales channels. Since all channels are managed from a single back office, the Retailer benefits from unparalleled operational efficiencies and a customer-centric view of the business.

Traditional eCommerce offerings are not designed with retailers in mind, so valuable time is wasted on dual maintenance. With a NitroSell eCommerce enhanced Dynamics RMS system, all information and data is in one place – the physical store – and the WebStore is updated automatically.

1.2.1. Benefits of Integrated eCommerce include;

- Web orders are processed and fulfilled using the familiar RMS point-of-sale interface.
- If an item is bought in-store, its availability is updated on the WebStore in near real time.
- In-store Sales Reports include both in-store sales and WebStore sales.
- Complete visibility of inventory and sales status across both channels.
- New items can be added to the WebStore, by simply ticking a box in RMS or can be added en-masse with the NSc_PAM wizards.
- If a customer buys from the WebStore, a store account is automatically created in Dynamics RMS.
- Store promotions and discounts can be quickly and easily extended to the WebStore.

1.3. Why NitroSell

NitroSell is a globally successful company providing enterprise class eCommerce multichannel solutions at small business pricing to Retailers across the Americas, Europe, the Middle East, Africa and Asia Pacific.

NitroSell eCommerce is easy to implement, learn and use; and thanks to the combination of its on-premise software and its online Managed Service. NitroSell can be up and running in days, not the months or even years required by traditional eCommerce solutions. NitroSell customers get increased flexibility, un-interrupted operation, resilience and low cost operation. They see real, tangible ROI in terms of increased sales and profits at unprecedented speed and they can access ROI performance graphs and reports in real time, on demand every day.

NitroSell Web Stores are state-of-the-art and they uniquely and automatically integrate eCommerce into Retailer’s existing Microsoft Dynamics RMS (Retail Management System) systems. With this seamless and tight integration, it’s easy for Retailers to increase their profits by extending their business with online multi-channel sales solutions. NitroSell customer numbers are increasing every month and currently just under 400 retailers are running NitroSell eCommerce solutions that web-enable 900 retail businesses across the US, Europe and beyond. NitroSell is 100% customer focused and dedicated to the success of all of its individual Retailer clients.

NitroSell the company is a Gold Certified Microsoft Partner -a level of certification that only 4% of all Microsoft partners are able to achieve. As a Gold Certified partner, NitroSell has demonstrated the highest level of competence and expertise with Microsoft technologies, and is a world leader in Microsoft Dynamics integrated eCommerce for the retail SMB market.



NitroSell eCommerce is a tested and certified Microsoft Platform software solution. No other eCommerce solution for Microsoft Dynamics RMS has achieved this certification!

As a Microsoft Gold Certified Partner (Organization ID 1523038), NitroSell reached the top level within the program by earning the ISV/Software Solutions Competency for its NitroSell eCommerce product. Testing was conducted independently for Microsoft by VeriTest, a testing service of Lionbridge Technologies

In 2007, Microsoft awarded NitroSell "International Retail Vertical Developer of the Year". The award is in recognition of NitroSell eCommerce as a uniquely successful approach to mass market e-commerce that uses the power, stability, and features of the in-store Microsoft Dynamics software and combines this with an advanced S+S approach to system delivery and support. Maureen Mascaro, Microsoft's RMS Channel Marketing Manager congratulated NitroSell saying "NitroSell is delivering an outstanding solution to the Dynamics RMS partner and customer base at large."



1.3.1. NitroSell delivers a fully Integrated solution:

- Fully automated and tight integration to Microsoft Dynamics RMS software.
- Near real-time stock information available on your WebStore.
- NitroSell provides you with powerful on-premise software that extends and enhances RMS to allow you to manage both your in-store and online sales channel through one seamless system.
- Shipping integration to UPS, USPS and FedEx
- Payment Gateway integration to wide choice of providers.
- Gift cards integration to providers including GiveX, Smart, Mercury, Abanco and native RMS.
- NitroSell's WebStore Manager Portal provides advanced Performance Metrics, Content Management System and sophisticated real time configuration options.
- EMarketing integration to Constant Contact and MailChimp for powerful and affordable HTML email marketing.

1.3.2. NitroSell help you to raise your profile on the web

- Sophisticated, built in, search engine optimization
- Market place integration to Google Product Search (Froogle), and Microsoft Live Products.
- Automatic integration with Google Analytics.
- Advanced techniques in improving Google page ranking
- Simple integration with Google Maps

2. Product Structure and Charges

The NitroSell eCommerce solution consists of a suite of onsite software which will run in your store, combined with a suite of online software and a complete Managed Service to deliver your WebStore. Reflecting this, NitroSell's charging structure is broken into two main parts.

2.1. The On-Premise Software

Which includes all Software installed by the Retailer in their premises, related to the operation of their NitroSell eCommerce WebStore including, but not limited to;

- NSc Sync –the software which synchronizes your RMS data and your WebStore data.
- NSc PAM –the Product Attribute Manager allows you to manage WebStore data not catered for in RMS.
- NSc Mail –the mail handling tool which takes care of email communications with purchasers.
- NSc GWO –Get Web Orders retrieves WebStore orders and channels them into your RMS POS.

Customers are charged an Initial License Fee (ILF), and an Annual License Renewal Fee (ALRF), for the use of the On-Premise Software.

The ILF will be billed immediately on activation of a new WebStore.

The date for the billing of the ALRF is set to the anniversary of the activation date.

2.2. The Managed Service (MS) (including the Online Software)

The NitroSell Managed Service refers to the provision by NitroSell of the Online Software, the IT hardware required to run the Online Software and cloud services and the ongoing maintenance and administration of same.

The Online Software means all internet based Software relating to the provision of the NitroSell eCommerce WebStore, including but not restricted to;

- The NitroSell Partner Portal
- The WebStore
- The NitroSell WebStore Manager
- NitroScript
- The NitroSell Mail Control Panel

The Online Software also provides the following services;

- Payment gateway integrations
- Shipping company integrations
- Google Analytics integrations
- Google Products, and MS Live Products integrations
- Built in Search Engine Optimization
- Constant Contact and Mail Chimp integrations
- Content delivery network

The Managed Service also includes online support, subject to NitroSell's support guidelines.

Customers are charged for the Managed Service (and the Online Software) through a monthly Managed Service Fee (MSF).

The date for the billing of the first MSF is set to 1 calendar month after the activation of a new WebStore.

The MSF is billed monthly in arrears. While a WebStore is in Staging, NitroSell will only bill 50% of the agreed MSF.

3. Packaged Services

NitroSell offers a range of Packaged Services, as outlined below.

Packaged Services which are part of an order, such as Implementation, are billed on activation of a new WebStore.

3.1. Training

NitroSell offers remote telephone and Internet-based training, for any retailer who wishes to implement NitroSell eCommerce themselves. The content of this training is customized to each customer's specific needs.

A full day of training would normally be consumed over a series of sessions, rather than all at once.

NitroSell recommends that customers wishing to implement their own systems should avail of at least 1 day of training; however, shorter training periods can be made available on request.

3.2. Implementation & Branding

This is NitroSell's standard implementation service, and includes training retailers, assisting them with their web store configuration, and applying their store branding to a standard NitroSell theme.

3.2.1. Implementation Includes

- Selection of gateway for automated payment processing
- Assistance with web domain registration/transfer for go live
- Help with shipping configuration, including carrier and destination selections, as well as 'pick up in-store' if required
- Training on the addition and management of store contact details and the terms and conditions page
- Remote installation of the on premise software.
- Software training on the Partner Portal, the Web Store Manager and the on-premise software (Sync, PAM and Get Web Orders)
- Configuration of item availability and pricing rules, including any necessary field mapping customizations
- Consultation on in-store processes
- Assistance with the selection of items for promotional panels
- General advice on search engine optimization/marketing and activation of the Google Base integration
- Creation of e-mail accounts and customization of e-mail templates

- Complete go live assistance, including full transaction testing and processing

Every NitroSell managed implementation is handled by a designated member of our team. They will ensure that every aspect of the installation and training is delivered effectively and maintain meeting minutes and supporting documentation.

Every meeting is concluded with confirmation that you are ready to proceed to the next stage, agreement of the date and time of the next meeting and circulation of any actions to be carried out.

3.2.2. Branding Includes

- Uploading of the company/store logo and header images provided by the retailer.
- Selection of a suitable standard NitroSell theme.
- Changing the colour scheme of the theme elements to match the logo and header images.
- Making minor changes to the look and feel of the user interface elements, such as changing the product listing to a grid layout, or changing where panels are positioned.

3.3. Enhanced User Interface Design

For customers who desire more work on the look and feel of their WebStore than is covered by 'Branding', NitroSell offers this additional service.

Enhanced UI Design does NOT involve any major web design elements. It covers only the commitment of additional time to make alterations to a standard NitroSell theme and store layout (in NitroScript). The time allocated to this service is adequate to fulfill the needs of most customers.

The process is as follows:

- The customer will be asked to provide a written statement of what they require via NitroSell's ticket system.
- A NitroSell customer services consultant will examine the requirements and provide an estimate the time needed to meet each of them, as well as requesting any clarifications (if necessary).
- If the total time exceeds the amount purchased, the retailer will be asked to prioritize the requirements and designate which ones should be completed. Alternatively, NitroSell may propose an increased charge to cover all requirements.
- NitroSell will confirm the retailer's selected requirements and supply a delivery date.
- The ticket will remain open until the work is completed.

3.4. Designer Training

If a retailer chooses to have a fully customized web design carried out by an independent web design company, NitroSell is happy to facilitate this. NitroSell WebStores are fully customizable through a combination of CSS changes, and the use of NitroSell's scripting language (NitroScript).

Designers will, however, require a half day's training on these tools before they can commence customizations. NitroSell cannot support designers who have not undertaken this training.

This training is only required once for any given designer. Thereafter, it does not need to be purchased for each subsequent WebStore they design.

4. NitroSell Managed Service Infrastructure

NitroSell delivers leading-edge web services, providing resilient, responsive e-commerce for our retailers. Our Managed Service goes way beyond simple hosting, delivering a network of 25,000+ servers in locations all over the world, designed to ensure a fast response to all shoppers on your WebStore.

4.1. Resilience

Our servers are used exclusively for e-commerce provisioning and never for other, resource-intensive services, such as voice over IP (VOIP) or Internet Television (IPTV). The servers are connected to the Internet via nine different network providers, to allow for multiple redundancies in the flow of information to and from our users.

The servers' air conditioning systems are N+1 redundant, ensuring that a duplicate system immediately comes online in the event of a failure.

There is an advanced fire suppression system designed to stop fires from spreading in the unlikely event one should occur.

In the unlikely event of a power outage, all systems are designed to run uninterrupted with all servers being fed conditioned UPS (Uninterruptible Power Supply) power. For extended power outages, on-site diesel generators can run indefinitely and are routinely tested.

The servers are connected via fully redundant, enterprise-class routing equipment housed in a secured room fed by its own redundant power.

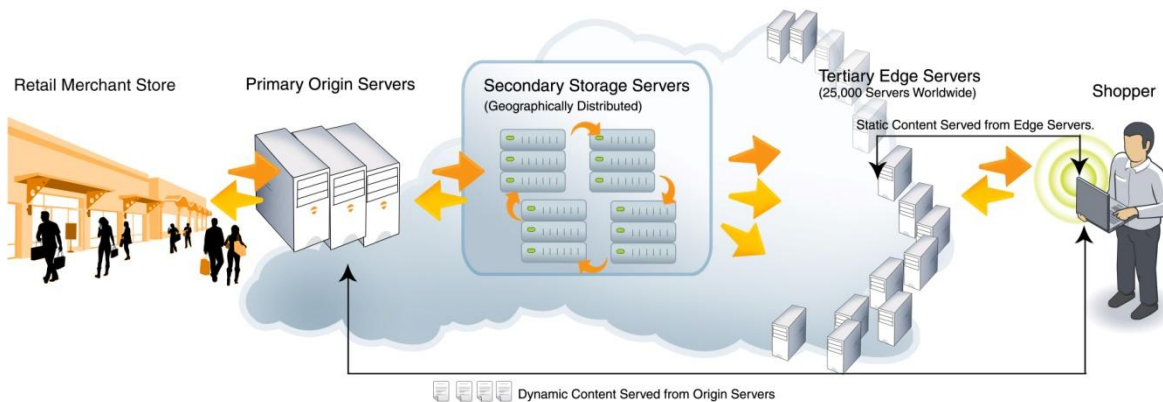
4.2. NitroSell Server and Content Delivery Architecture

Our content delivery architecture consists of three tiers, with multiple redundancies built into each tier.

The primary origin servers in our data centre handle the storage and provisioning of all the dynamic data associated with your WebStore, including product and customer data, as well as secure transaction data and configuration details.

The secondary storage servers are part of a secure service, which consists of multiple terabytes of storage capacity, geographical data replication, a massively scalable architecture, and proprietary mapping and routing technology.

The tertiary edge servers are part of the world's largest distributed computing platform. It is a network of more than 25,000 servers, equipped with proprietary software and deployed in 69 countries. These servers reside within approximately 900 of the world's networks and advanced algorithms are used to optimize routes and replicate data dynamically to deliver content more quickly, reliably and security



4.3. NitroSell Management Services

NitroSell's infrastructure is monitored 24 hours a day, 365 days a year. The service has built in redundancy, allowing us to offer continuation of service even in the event of multiple failures in multiple components of our architecture.

We have a technical team available via our Partner Portal to assist with specific customer requirements and can cater for enhancement and customization requests.

NitroSell is fully PCI DSS (Payment Card Industry Data Security Standard) compliant.

5. Search Engine Optimization and Internet Marketing

NitroSell eCommerce uses a number of well-recognized, safe techniques for ensuring your web store is optimized for search engines.

5.1. Search Engine Friendly URLs

WebStore URLs are "friendly" to both search engines and end users.

- Relevant keywords are included in every URL.
 - Department and category URLs contain the department and category names:
www.corkartsupplies.com/store/department/13/Paints/
 - Product URLs contain the product names:
www.corkartsupplies.com/store/product/22394/Sidewalk-Chalk-Bucket-20-Pack/
 - Page content URLs contain the page names:
www.corkartsupplies.com/store/content/52/How-to-Shop/

- URLs are static instead of dynamic. Dynamic URLs include .asp and .php pages, and pages with question marks in their URLs, for example: www.mywebstore.com/product.asp?product_id=123. By using static URLs, pages are easier for search engines to crawl.
- Only one version of a URL is provided to reach each page, which prevents users from linking to one version of a URL and others linking to a different version (causing the reputation of the content to be split between the URLs).

5.2. Optimal Page Titles and Heading Tags

The page title is the text displayed at the top of your browser window, and is also displayed as the link name in search results. The heading tag is the main heading displayed on a web page. NitroSell eCommerce automatically generates both the title and heading tags to ensure they correlate and are representative of the content on the page:

```
<title>Sidewalk Chalk Bucket 20 Pack Details - Cork Art Supplies</title>
```

```
<h1>Sidewalk Chalk Bucket 20 Pack</h1>
```

Search result showing page title:

[Sidewalk Chalk Bucket 20 Pack Details - Cork Art Supplies](#)

Sidewalk Chalk Bucket 20 Pack: (Size 1x4"approx - 25x100mm). Colourful chalk perfectly shaped for little hands. Ideal for use on footpaths, schoolyards or ...

www.corkartsupplies.com/store/product/22394/Sidewalk-Chalk-Bucket-20-Pack/ - 40k -

5.3. ALT attributes for Product Images

Search engines have no way of understanding the content contained within images, so NitroSell eCommerce makes use of ALT attributes for product images. This ensures search engines associate the images on your site with content relevant to what you're selling.

Example product image tag with highlighted ALT attribute:

```

```

5.4. META Tag Generation

META tags are HTML tags used to describe the content of web pages. NitroSell eCommerce automatically generates and inserts META tags into department, category and product pages. Two types of META tags are generated – keywords and description tags – and they are populated with relevant data synchronized from your point-of-sale system.

For product pages, META keywords are taken from point-of-sale fields such as the department name, category name, product name, lookup code, brand, theme and sub-descriptions. It's also possible to populate additional keywords using the Product Attribute Manager (PAM). The META description tag is composed of a combination of the product name and the extended description.

Example of generated META keywords and description tags:

```
<meta name="keywords" content="Sidewalk Chalk Bucket 20 Pack, Pastels And Crayons, Student Chalks, Pastels And Crayons, Student Chalks, A0030778, S02564, S02564, buy, shop, order, store" />
```

```
<meta name="description" content="Sidewalk Chalk Bucket 20 Pack: Colourful chalk perfectly shaped for little hands. Ideal for use on footpaths, schoolyards or playgrounds." />
```

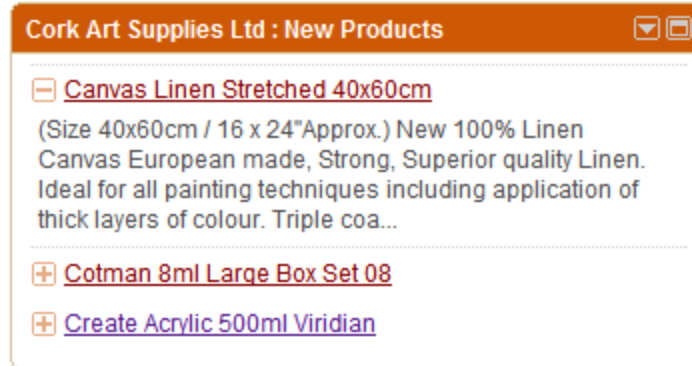
The automatic generation of META tags ensures the web store has unique descriptions for each page and that each page's content is accurately summarized for search engines.

5.5. RSS Feeds of Product Panels

Product panels are used to display promotional items on the web store. Any products added to these panels are also automatically maintained in RSS feeds. RSS stands for *Really Simple Syndication* and is a format that enables syndication of content on other web sites.

For example, a customer might add the 'new products' feed to his *iGoogle* homepage, enabling him to instantly see whenever new products become available on your web store.

This is how the new products feed from Cork Art Supplies appears on *iGoogle*:



RSS is a *push* technology, in that updates are made available directly to customers, instead of them having to check for updates themselves, thereby helping to drive repeat visits.

5.6. Automated XML Sitemap

NitroSell eCommerce maintains an XML sitemap that lists all of the URLs on your web store. The sitemap is based on the Sitemaps protocol, which was jointly developed by Google, Yahoo, Microsoft and Ask as a means to inform search engines about URLs that are available for crawling.

The major search engines auto-discover sitemaps and expect them to reside at a preset location:

www.yourwebsite.com/sitemap.xml

You can see an example of a NitroSell sitemap here: www.corkartsupplies.com/sitemap.xml

Providing a sitemap ensures that search engines are aware of all the content on your site and it is automatically updated every time you synchronize with your web store.

5.7. Google Webmaster Tools Integration

As soon as your store is set live, NitroSell adds your site to its Google Webmaster Tools account, verifies it automatically, and submits your XML sitemap. By submitting the sitemap for review, it encourages Google to begin crawling and indexing your new content as soon as possible.

Once Google has begun indexing your site, it typically takes 3-6 months for it to become established and to begin to appear in relevant search results.

We also continually monitor the Webmaster Tools service so that we are aware of issues that could arise with your site and could negatively impact your performance on Google.

5.8. Google Base Integration

Google Base is a service on which you can add types of information, such as items for sales, which Google hosts and makes searchable online. We provide a product feed for your store that can be set automatically upload to Google Base every night.

Based on the relevance of your items and other criteria Google uses, your items may then be listed on Base and on Google Product Search, which can help to drive additional visits and sales to your web store.

6. Features and Editions

6.1. Summary of Features:

Streamlined Maintenance

Maintain your in-store data and the web store takes care of itself.

Fully Managed Service

We take care of all the technical headaches.

Implementation Consulting

An optional service to help you get up and selling quickly.

Multiple Web Stores

Create and maintain multiple web stores from one RMS database – ideal for differentiating your products across brands, or targeting new market segments.

Internationalization

Available in 7 languages, with support for multiple currencies.

In-Store Web Order Fulfilment

Web orders are processed and fulfilled in-store, just like regular sales.

Feature-rich, Interactive Web Store

Reviews and ratings, advanced search, bookmark and share, RSS feeds and more.

Automated Payment Processing

Payment details can be automatically verified at checkout.

Tax and Shipping

Extensive shipping configuration options and automated rate calculation.

Discounting and Promotions

Support for in-store sales, RMS discount schemes and web-only sales and promotions.

Content Editing and Design

Easy-to-use HTML editor for custom pages, multiple design templates from which to choose.

Customizable Templates

Extensive look-and-feel and layout customizations through CSS and NitroScript.

Customer Relationship Management

Customer data shared between RMS and the web, customizable e-mail templates, Constant Contact integration.

Reporting and Analytics

Basic server-side statistics, integration with Google Analytics, including eCommerce tracking.

Gift Registry

Web-based lists and gift registry support, with purchase tracking and extensive reporting.

Gift Wrapping, Gift Cards and Vouchers

Gift wrapping options at checkout, support for gift card and voucher redemption.

Order History

History of web orders available to shoppers, ability to re-order and track shipments.

B2B Support

Customer-based discounts, support for RMS price levels, pay on account at checkout, access restrictions.

Details on each of these features can be found by visiting: <http://www.nitrosell.com/solutions/features/>

6.2. Summary of Editions

NitroSell eCommerce is available in 3 Editions, with different feature sets in each.

Thumbnail image(s) do not count towards the image limit. This means users of the Standard edition can have 2 images on a product's item page. This could for example include 'front' and 'back' views, or 'regular' and 'zoomed in' views.

Large image support, requires a separate image, thus users of the Professional edition can have either 10 regular images or 5 regular images, with a 'large image' version of each, or any combination in between.

	Standard	Pro	HQ
Number of Images per product (excl thumbnail)	2	10	10
Mailboxes	10	25	25
Gift Registry	N	Y	Y
Large image support	N	Y	Y
Support for Gift Cards and RMS vouchers	N	Y	Y
Customer specific price band (A/B/C) and % discount	N	Y	Y
Support for gift wrap options	N	Y	Y
Require login to access WebStore (Wholesale/B2B)	N	Y	Y
Customer reviews and ratings	N	Y	Y
Produce near-real-time PDF catalogues on demand	N	Y	Y
Run multiple Web Stores from single RMS instance	N	Y	Y
Interfaces with RMS HQ	N	N	Y
Ability to view Inventory in local store	N	N	Y
Auto-generate Google maps per store	N	N	Y
Fair Usage Allowance (see section 7.1 below)	4GB	6.6GB	8GB