Looking for an affordable e-commerce solution?

— one that will help increase your sales
— handle more customers
— save you time
— all at once.

Don't wait for a miracle, CALL WEBMERCS!

If you are in the market for a high-end e-commerce solution, take a close look at Webmercs. A proven system, in the market since 2002, Webmercs is used by hundreds of satisfied clients all over the world. Most of our clients are well known companies working in the IT-industry. They rely on our solution to run their online businesses in the most efficient way, saving them time and money.

Webmercs is a complete online solution that combines a high-end webshop with matching backend logistics and warehousing solutions. Webmercs was originally developed for advanced customers in the computer B2C and B2B business, but the systems advanced features and ease of use has won Webmercs clients in many other businesses. In addition to IT-webshops we have made solutions for ski resorts, car dealerships, clothes and accessories stores, and multimedia retailers.

Webmercs
- we take care of the details

WEBMERCS
BY DATA DESIGN

Webmercs at a glance

Webmercs is not your ordinary out-of-the-box webshop.
Webmercs e-commerce solutions are based on a shared platform, but no two
solutions are identical. Your Webmercs solution is set up exclusively for you,
and Webmercs reflects your business the way you want it.

The success of our business is based on close cooperation with our clients, constantly keeping
up with the market by adding new and improved features to the system. More than 80% of our
staff is occupied with development of common or custom features, ensuring that your business
is always ahead of the competition.

This is an overview of the main functionality that Webmercs offer you:
- ❑ Custom development and design for a unique website, matching your specific requirements
- ❑ Multiple webshop frontends
- ❑ Servers and hosting (24/7/365)
- ❑ Integration with your ERP/Accounting system
- ❑ Multi-vendor integration with updated prices and stock
- ❑ Logistics solution with electronic vendor orders, order response and despatch advice (tracking)
- ❑ Flexible combination of local, internal warehouses/shops and external vendor catalogs
- ❑ Full product information and images, with parameterized product search
- ❑ Multiple location chain and reseller solutions
- ❑ Promotional tools, including mailing lists, portal price feeds, affiliate program support
- ❑ Powerful backend administration tools reduce manual updates and increase efficiency
- ❑ A wealth of payment and order processing features, with support for leasing, financing, credit cards, prepayments, net terms, etc.
- ❑ E-commerce/Purchasing portal and punchout connectivity
- ❑ Configuration tools for systems, bundles and add-ons (such as mobile phone subscriptions)
- ❑ Reports and statistics
- ❑ Training and admin support

Your Webmercs shop displays your full catalogue, complete with product info, and lots of functions allowing you to display your hottest deals. Usability tests are used to secure that the customers attention is drawn to the products you want to highlight. Assisting you in getting your next order is our top priority.

Facts about Webmercs

Webmercs e-commerce solutions are developed and marketed by Data Design AS, a privately held company, headquartered in Oslo, Norway. The company was founded in 1977, and has 23 employees in Norway, Sweden, Denmark and Russia. The main markets are the Nordic countries, as well as the US and UK.

In 2008, Data Design AS was listed as a Gazelle corporation by Dun & Bradstreet and the largest financial newspaper in Norway. A Gazelle corporation has shown profitability and stable growth for the last four years.

In 2008, Dun & Bradstreet (D&B) also awarded Data Design AS with their highest credit rating, AAA (triple A).

For more information, go to http://www.webmercs.com

End-user functionality

The standard Webmercs user interface was developed based on extensive studies of customer behavior when using the webshop. Controls and functions are placed where customers intuitively look, making them easy to find. Keeping the customer in your shop, completing the purchase, is our top priority.

Neither clients nor customers are all the same, and we allow you a great deal of freedom in deciding the layout and focus of your own shop. However, our research shows that customers are more likely to place orders in a shop they are familiar with, so our advice is that you use this freedom responsibly. Stick to proven concepts instead of making a site that looks different from all other sites. For instance, moving the category tree to the right hand side might seem like a fresh thing to do, but if most of the customers look for it on the left, it's not going to increase your sales.

Shop design based on your logo and company colors. All controls and menus placed where you expect them to be. Making the customers feel at home from the start is an important part of the Webmercs experience.

The basic shop functions provide customers with:

- ❑ Special pricing, including dealer discounts and government bids
- ❑ Access to the full product catalog, or a custom-made, approved product list
- ❑ Product stock shown as total for all vendors attached to the shop, or separate for each warehouse (both local warehouses and external vendors)
- ❑ An optional, special skin (webshop layout) with customer-specific features
- ❑ Access to a personal MY ACCOUNT page for order history, order tracking, contact and delivery info, RMA requests, etc
- ❑ Quick access to favorite products
- ❑ Shopping lists, suggested product lists created by customers or webshop sales reps
- ❑ Online RMA request module
- ❑ Easy reordering of common products (such as the same toners every month)
- ❑ Option to retrieve your last shopping cart
- ❑ Advanced, parameterized product search filters and wizards for easy webshop navigation
- ❑ Configurators for computer systems and combinations of mobile phones and subscriptions
- ❑ Multiple languages and currencies for customers that require this
- ❑ Advanced features for corporate and government clients:
    - ❑ Multiple users/purchasers for each customer
    - ❑ Customers or webshop admins (sales reps) can both manage users
    - ❑ Customized, multi-level organizational order approval system
    - ❑ Access to virtual shops
    - ❑ Multiple branches under one customer, or one customer split in several accounts
    - ❑ Data exchange with external ERP systems
    - ❑ Webmercs is preconfigured for government/large customer procurement programs

"My account" is a complete, self-service center allowing your customers to update contact and shipping info, print out invoice and order confirmations, view order history, search track and trace, and lots more

A Webmercs exclusive feature

In case of a defective product, the customer can find the original order in a few seconds and request an RMA online - without any time consuming actions on your end. Time is money, and Webmercs will help you save both.
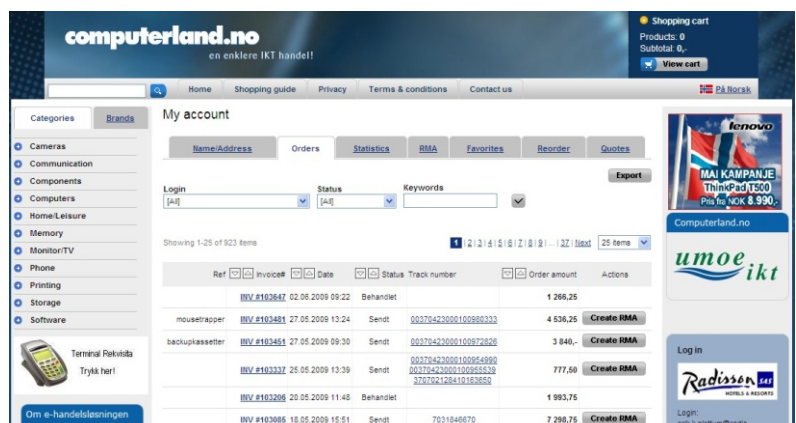
Dealer functionality towards the end-user

WEBMERCS BY DATA DESIGN

Setting up your Webmercs system to receive vendor price lists is part of our standard service. You need to have an account with each vendor, and all we need is the account number and we will contact the right people to get you set up. Webmercs has daily data feeds from several hundred vendors in the Nordic countries, US and UK, with new ones added every month.

Webmercs makes it easy for you to handle a large number of products from all your vendors. When a product is available from multiple sources, your sales team can compare cost prices and availability from all vendors at a glance, while your customers will see it as a single product with combined stock in the webshop. You can base your end-user pricing on high, low or average vendor pricing, combined with whether they actually have the product in stock or not. The functions available to you make it easy to set up both individual and common product selection and pricing. You can have a good, basic setup after only a few mouse clicks and number entries, then fine-tune it over time.

Vendor management is easy. The vendor overview shows you the available vendors, how many total and in-stock products they provide, and when the last price update took place. Prices are generally updated once a day, while stock might be updated as often as every hour. Vendors with high freight costs can be marked up to reflect the real purchase cost, giving a better comparison to other vendors. You can set preferred vendor priority, taking into account kickbacks or overall satisfaction. Regardless of what the solution suggests, the vendor selection for a specific order line can manually be overridden in order detail before electronically placing the order with the vendors.

Time saving functions for the dealer

Webmercs features are a result of active cooperation between our developers and clients. Most of our resources are spent on extending our solution to help you and your customers save time and money in your daily routines.

- ❑ Automatic end-user pricing based on vendor cost price and markup
- ❑ Easy price matrix setup with a combination of simple markup, price ranges, markups for folders, categories and brands
- ❑ Advanced configurator (can be used for PC configuration or more general bundle creation)
- ❑ Simple product bundle creator
- ❑ Powerful shopping list / quote / offer function combined with email notification, with shop design layout, and an option for customer to log in and make the purchase directly from the email.
- ❑ Pricing and product selection for customer groups or individual customers
- ❑ Friendly campaign and specials module. Campaigns can be assigned to specific customers, be valid between specific dates, and can be attached to mailing lists.
- ❑ Mailing list engine with customer-specific pricing for each customer in the same mailing list
- ❑ Gift certificate and coupon/promo code engine
- ❑ Customer credit limit handling, linked to external systems
- ❑ Order status change and vendor order tracking automatically relayed to the customer
- ❑ Support for customer special bids from vendors and manufacturers
- ❑ RMA requests linked to original customer order
- ❑ A long list of possible customer payment methods, including invoicing, leasing, credit scoring, credit and debit card processing, pre-payment, financing, etc.
- ❑ Shipping charges based on simple % and minimum amounts on two levels, general or customer-specific settings, or based on product weight and zip codes. Payment options can be linked to specific shipping methods.

Log in in as customer
- an exclusive Webmercs feature:

Quoting the correct price for the customer when he calls, or making sure that all the sales reps give the same price to the same customer was always a problem.

Webmercs offers you an elegant solution:
In the admin console, click on the face next to an order in the order list, next to the customer in the customer list, or next to the user in the user list, and the shop opens up as if the customer logged in himself. As an admin you have extra functionality for setting special end-user pricing in the shopping cart or the shopping list, and you can see cost prices, manufacturer bids and stock for separate vendors on the product detail page. You can even set new vendor cost and claim/bid information directly in the shopping cart.

Typical for Webmercs - it couldn't be easier.

Dealer functionality towards the vendor

Making the customers place orders in your shop is an important part of doing business on the internet, but getting the orders to the customers is what a shop owner spends most of his time on. The customer gets impatient the moment he has placed the order, so a quick delivery means satisfied customers and greatly improves your chances for repeat business. Webmercs improves and automates your order process, reducing your work and the total time spent from order to delivery.

The Webmercs order flow is designed to save you time, eliminate errors, and make your job easier. When you log in to the admin console to process new orders, you are presented with an overview of vendors, prices and stock for each order line. You can easily handle payments with a mouse click, and change vendors using dropdown menus for any of the order lines, before you complete the processing by clicking the order button. What happens next is that the customers receive the orders, the orders are created in your ERP system, and in the case of credit card payments, the money is transferred to your account. The circle of Webmercs is complete.

In the order window you select your preferred vendor for each order line. You can place several purchase orders from within one customer order. When you have selected your vendors, you place the orders with the vendors by pressing the ORDER button.

The order is transmitted electronically to each of the chosen vendors. The vendors ship the orders directly to your customers, or to your warehouse. When the vendor ships the order, order response is sent back to your Webmercs system, including vendor order number and tracking information.

Your customers have instant access to order tracking info by logging in to his "my account" page. No update or action is required on your part. Customers don't have to call you and ask where their orders are, and you don't have to answer them - saving you both time and frustration. No e-commerce solution offers a better and tighter integration between dealer and vendors than Webmercs.

The Webmercs system helps save the dealer a lot of time and effort every day:

- ❑ Automatic, electronic ordering with vendors.
- ❑ Your shop receives electronic order confirmation, order response and dispatch advice / track & trace directly from the vendors (depending on vendor support).
- ❑ Shop is automatically updated with new vendor products
- ❑ Identical products from different vendors are matched, making your shop appear to your customer as having one, big, uniform catalog.
- ❑ Automatic price updates from vendors on a daily basis
- ❑ Automatic stock updates from vendors several times a day (depending on vendor support)
- ❑ Unlimited access to product descriptions and images in the Webmercs catalog, provided in cooperation with major manufacturers like HP and Microsoft.
- ❑ Your local catalog can be a combination of vendor stock and local products, including multiple local warehouses and physical stores.

The product catalog

Webmercs has daily data feeds from several hundred vendors in the Nordic countries, UK and US, with new ones added every month. The vendors send their information directly to Webmercs: Product catalog, stock levels and individual dealer pricing. Manufacturer bids and other special pricing is available from major vendors or directly from the manufacturers. Your Webmercs webshop is set up to handle bid pricing for the customers and bid orders for the vendors. If you have a vendor not currently supplying Webmercs with data, we will work with you and the vendor to see if it is possible to automate the exchange of information.

Webmercs has a special team updating search parameters for products, as well as collecting product information and images in cooperation with major manufacturers like HP and Microsoft. The Webmercs catalog gives your shop a professional look from the start, saving you lots of time. In addition, we provide you with tools to upload your own product images and edit your own product information if you so choose. The Webmercs webshop solution gives you a complete shop, ready to do business, but with the freedom and options to customize and improve it if you have the time or need.

Sales and Marketing tools

Don't get fooled by articles and consultants claiming that free advertising in search engines will bring you all the business you need "if your site is optimized". The fact is that a presence in the search engines alone will not get your business moving. Promoting your webshop is necessary, and Webmercs includes a lot of standard features designed to assist you in increasing your sales without increasing your workload. Basic sales tools include easy-to-setup frontpage product spots and banners. You can have multiple frontpages, for all customers, groups of customers, or individual customers (i.e. large corporate clients). After creating your frontpage specials, you can send an exclusive email to all your clients. The email will be in your shop layout, and each customer gets their own individual prices (if your setup has different prices for different customers). It only takes a few moments to setup and send the mail, using preconfigured templates.

Webmercs has an extensive set of sales and marketing functions. What other e-commerce suppliers will charge you extra for is standard in your Webmercs solution. Webmercs will grow your business and help your business grow.

Sales and Marketing functions include:
- Two types of on-site product spots in frontend
- Additional on-site product spots for each product category
- Other customers bought... functionality
- Mailing lists
- Gift certificates
- Coupons/rebate codes
- Auctions
- Banner display
- Affiliate support
- Top seller lists
- Campaign pricing
- Price engine submission and tracking
- Customer referral tracking
- Search Engine Optimization (optimized Google support)
- Product rating and reviews

Setting up product spots on the shop frontpage is done in a few seconds, and distributing them to your customers in a personalized mail campaign is just as quick and easy.

Campaign and clearance sections
Webmercs has a campaign function that enables you to set special, fixed prices for selected products. Campaigns can be created in advance, and are activated by a preconfigured scheduler. Just like frontpage specials, campaigns can also be mailed to your customers, and you can create separate product lists for individual categories. Campaigns are a popular way to guide your customers to buy specific products, while still allowing them to search for any product in your catalog.

Online chat: Live Help
Whether your sales people are online or not, the online chat function is instantly popular when it is added to our clients´ shops. Customers love the opportunity of either chatting online with your staff for advice, or having the opportunity of sending a message without leaving your shop.
A quick response to your customers enquiries sends a message to your customers that you offer more than a webshop, and that personal service is an important part of your business.

Sending offers to your customers

Creating and sending individual offers from Webmercs is both fast and easy. Log in from admin as the customer, and put the products in the shopping cart. Edit prices and quantities until you are satisfied with the result.

Save the shopping cart as an offer/shopping list. You can select from existing customer email addresses, or add new ones, on the shopping list detail page. Press the send button and the offer is emailed to your customers - in your company layout, and with your own general and customer-specific messages.

Your customers can log in to your webshop directly from the email (if you enable this feature), with the offer already in the shopping cart. The customer will also find the offer in his shopping list the next time he logs in manually. The layout of the offer email is similar to the webshop, promoting your webshop and building your brand.

Shop design, Forms and Text editor

Individual design of your Webmercs webshop is included, free of charge. Webmercs employs a team of professional web designers that will help you create a site that is both functional and uniquely yours. The design will be used for virtually all pages, as well as order confirmations, campaigns, and other email communication.

Giving your website a professional and trustworthy look is crucial in convincing customers that your company is the right partner to share their hard-earned money with.

Personalizing your webshop makes you stand out from the millions of other sites. Webmercs comes with an advanced HTML editor for placing your own images, texts, flash banners, etc in predefined spots that fit your design.

Special features

New features are frequently added to the Webmercs webshop solution. Some are automatically available for all clients, while others require too much work to implemen on all sites, or may not be of general interest.

Should you miss a particular feature, please do not hesitate to ask. New features are often free of charge, but depending on the resources required for development, maintenance and support, we may choose to charge setup and/or monthly fees.

Among Webmercs' many features and special functions are:

Bundles made easy
You can offer your customers ready-made bundles, such as computers with service packs or a printer with extra set of toners and paper. Vendor bundles containing multiple products from several vendors can be added to the product catalogue as separate SKUs, and when the order is placed with vendors, Webmercs will automatically select correct vendors.

Configurator
Webmercs includes a user-friendly (for both you and your customers), general-purpose product configurator. The most common use is as a PC Builder, but it supports any kind of build-your-own product bundle. You can set up required and optional product groups, have multiple or single selections, default configurations, automatic or manual recalculations, etc.

Mobile configurator
The mobile phone configurator matches phones with subscriptions. It has support for multiple carriers, private or corporate plans and kickbacks.

Insurance configurator
Webmercs comes with a simple tool that makes it possible to add and sell product insurance to increase your margins.

Coupon configurator
The coupon configurator makes it easy to offer free products, discounts, bundles and special shipping prices.

Chain solution
The Webmercs chain solution is targeted at companies with multiple locations, but is a general tool for running several web frontends on the same admin/database - you could for instance have separate corporate, private and government webshops. Each location may have different vendors and stock, and you can also set different admin user access. Campaigns, specials, price matrices, and more may be inherited to all the locations, but you can still have different product catalogs, merchant accounts and connections to accounting systems. All this while you manage the whole solution in one common admin.

ERP integration
Most of our clients need to have a connection between the webshop and their accounting system. We provide standard modules for many accounting systems, as well as a web service and a simple XML utility for downloading order details. Some of our clients also receive custom files with order information via FTP or email.

Online auctions
Most functions found in auction portals are implemented in Webmercs, including: Standard, Dutch, Reverse, BuyNow, Reserve Price, Proxy Bid. In short, you can use almost any type of online auctions.

Product leasing
Webmercs can calculate and show leasing prices including monthly payments and varying leasing periods.

Special features

Physical shop checkout
Webmercs offers a quick checkout mode for use in a physical store, eliminating the need for a separate store solution.

Virtual shops
One of the most popular features is our virtual shop. Assign a virtual shop name to any customer, and you have a special URL giving access to the same prices, product selection, specials and messages that the customer has - but without being logged in. Perfect for giving a special deal to a large organization, where the employees will log in and create their own accounts. Multiple skins is an optional feature, making it possible for you to provide an organization with a shop in their own design. Brand shops are virtual shops for a single brand, popular when linking from manufacturer sites (they prefer to not share their referral with competing brands).

Communicating with external systems
Big corporations often use centralized solutions to streamline their sourcing, purchasing and invoicing.
Webmercs provide support for round-trip/punchout scenarios based on many different standards.
If necessary we can also provide files for external solutions.

Payment methods
Webmercs supports virtually all kinds of payment methods, with electronic connection to third party providers where available. Invoicing, credit scoring, leasing, financing, prepayment, credit card payments and more are all implemented in the solution. Third party payment methods will be added as time permits, as long as we have good documentation.

Freight
Your customers can choose from any number of shipping methods. The shipping charges can be calculated based on minimum amount and percentage, optionally in combination with zip code, or with matrices based on weight and zip code. Special shipping charges can be set for any shipping method and product combination (such as free shipping for UPS Ground for a hard drive you have on sale). If you ship the products from your own warehouse we connect electronically to your preferred carrier, such as FedEx or UPS.

License and asset management
Advanced license, contract and asset management solution for corporations.

Product returns/RMA
Webmercs includes a complete RMA module, covering the whole process from customer requests, based on previous orders in MY ACCOUNT, to receiving, testing and replacement of products by you. Automated confirmation and manual email status report functions save you time and help keep records of those unwanted, but unavoidable returns.

An optional module for general service returns of products not sold through the web solution is also available.

Statistics
Statistics include an extensive set of reports that can be evaluated online or exported to for instance Excel.
Statistics covers orders and profits, sales reps, customers, pageviews, email addresses and products.

Staff administration and user rights
A detailed user administration system gives you control over which admin pages each staff member should have access to. User rights can be set for groups or individual users.

Customized shop design and layout

Most webshops have a traditional product category search tree on the left hand side, where your category selection takes you straight to the product listing. Webmercs gives you the option of a new and innovative layout with product groups in the header, and individual main pages for each product group.

Multiple shop designs - skins - can be applied for virtual shops or a chain solution with shops for several locations, essentially giving you many different webshops in one solution (or you can choose to have one design for all your locations, of course).

An article/news module is available in the webshop, as well as an unlimited number of custom text editor pages for describing services or giving other info to your customers. We provide a separate CMS solution if you want to create a more traditional information site in addition to your e-commerce solution.