

White Paper: Webservio Ecommerce Solution

Introduction

Over the past decade, Ecommerce has emerged as a major phenomenon in the world of Internet. With millions of transactions occurring everyday, each merchant has to consider a variety of factors to run a successful e-business while maintaining popularity and profitability. This White Paper will discuss Webservio's Ecommerce solution and detail some of the key steps and requirements needed to make a successful Ecommerce Venture.

Successful ecommerce websites allow the user to have a positive experience thereby encouraging them to return at a later time. However generally the more easy an ecommerce site looks on the front end, the more detailed and complex it might be in the backend. Webservio's commerce solution is structured exactly as mentioned above thereby ensuring that the end user has a positive experience and the merchant maintains the smoothness in their backend operations.

What's Involved?

User Experience

Ecommerce and Retail are very similar in the fact that the focus is always on the customer. Hence, great strides are taken to ensure that the customer can find the product they are looking for. In the case of Ecommerce sites, the user friendliness of the site has a direct correlation between the number of users entering the site and completing the order after checking out with the product. Webservio's commerce solution understands that this particular feature is of great importance and hence the site is designed to make sure that the user can find what they are looking for.

Marketing

Building an Ecommerce store relates a lot to a brick mortar store: if the marketing is not done adequately, then there are very slim chances of it to produce enough revenues to break even. Realizing that marketing is an extremely important component of a Website, Webservio's Ecommerce has many features that will help you realize this goal. With the ability to submit to major search engines periodically from your Merchant tool, you can make sure that your site is listed in search engines. Further enhancements can be added where a product feed can be submitted on an ongoing basis to shopping portals like Froogle, Yahoo shopping etc. This ensures that the site's products are listed in these portals along with the updated prices. The application can also be designed in such a way that individual product URLs are extracted from the site and exported to an excel file for easy import to Google and Overture campaigns to optimize your Pay-per-click campaigns.

For a more direct marketing approach, the Webservio commerce solution also allows the merchant to send out email broadcasts to their existing customer base. This can be done based on a criteria such as a broadcast to only a select group of customers who purchased a specific product in the last few months. Our commerce also has the capability of allowing the merchant to create Coupon codes and distribute Gift Certificates. These provide an incentive to the user to visit the site and redeem it.

Shipping

Every merchant realizes that in this world of competitiveness, often times the shipping rate can prove the difference between a sale and a checkout abandonment. Therefore our commerce offers a complete solution integrating major shipping carriers like UPS®, FedEx & USPS. This allows the capability for the commerce site to display shipping costs real time to the user. In cases of fixed shipping cost, our solution can offer to tailor the prices based on the product or on the value of the order.

An extremely popular option with many merchants is the use of Drop shipping. While "Drop Shipping" has its advantages and disadvantages, merchants who would

want to implement this strategy to their commerce can consult with our Operations management team to determine the best approach applicable in their cases.

Security Features

Credit Card theft and fraud has been a major hindrance to an online shopper's experience. Studies have shown that when a user is satisfied with the security of an ecommerce website, then they have successfully placed more orders than when they have doubts on the security of the website. Webservio offers industry leading SSL certificates with 128 bit encryption ensuring that the site is secure. If the merchant wants to relay the billing information through email, then our development team can design the site so that this information is sent using PGP encryption. We offer 2 different solutions for SSL keeping the merchant's budget in mind: Shared SSL & Dedicated SSL. Rest assured our technical implementation team will coordinate the setup process and plugging it into the commerce system. Our Dedicated SSL solutions also come with Trust logos which can be embedded on the checkout to give the assurance the user needs regarding the security of the site.

Accepting Credit Cards

One of the key features that make a site popular is the ability to accept Credit Cards. Studies have shown that accepting credit cards increases the revenue and guarantees a safe path of the money to the merchant's bank with minimal trouble. Webservio's commerce solution is integrated with some of the industry leading merchant solutions provider thereby ensuring that your website can be easily plugged in to accept credit cards in real time. Once this is implemented, accepting credit cards and authenticating charges occurs within seconds thereby saving a lot of time and money. New merchants can consult with our team to get more information on what is required to accept credit cards. However, in a nutshell one would require: Merchant Account, Credit Card Processor and Payment gateway service.

Backend Operations

Till now we have discussed mainly the Front end aspects of a commerce system. The key to a successful commerce venture also involves a simple but automated backend operation allowing for a quicker fulfillment. This in result may have a direct impact on the reputation of the web site.

Therefore, Webservio has various modules that can be plugged into the commerce front end which can translate every order from a user into the language of the Warehouse fulfillment. These modules can start from small ready made modules to extremely high end customizable modules which will be developed after a careful evaluation by our Operations specialist. Our specialists will create the entire architecture of the operations on paper and then develop the solution in tandem with our high end developers.

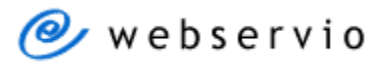
Backend Integration can involve having an Order management system which pulls the orders from the commerce on a periodic basis and then ability to print barcodes on the order sheets. These bar codes can then be used to scan the order into a third party system like UPS thereby giving it the ability to export from one system and then importing the data into multiple systems. The above is just one of the scenarios outlined of the many that can be implemented for a commerce system. For further details, please contact our operations specialist.

Hosted Solutions

Lastly, once the commerce solution is implemented, it is imperative that the site stays online with extremely minimal downtime to avoid interruption of the flow of revenues. Webservio understands the importance of hosting an Ecommerce solution and for this reason we offer this premium service as a solution and not an add-on. Our network operations are monitored 24x7x365. Our data center has very limited access and is backed up by a diesel power generator. Our network connectivity is with a Tier-1 provider making the chances of our network going down absolutely minimal.

Conclusion

Ecommerce is one of the fastest growing areas on the internet and increasing on a daily basis. Since Webservio already possesses extensive experience in this field, it helps



us provide this as a complete solution to you at an extremely cost effective price. Combined with our hosted solutions and expertise in the area of ecommerce, we can assure you of a solution that would be implemented efficiently and help you expand your presence on the web.