



theShoppingCart.com

Omega Communications, Inc. eCommerce Solution

Have you been looking for an eCommerce solution that allows you to quickly and easily setup an online store? Well, your search is over! With theShoppingCart.com, you can create your eCommerce store within minutes just by pointing & clicking.

There are many eCommerce solutions to choose from. All are different in ease-of-use, capability and price. So, why should you choose theShoppingCart.com eCommerce package? Our eCommerce package was created by entrepreneurs with many years of experience understanding the art of business, selling and inventory control. Our solution provides the right combination of selling, cross-marketing, inventory and technical control to easily allow you to open and maintain your 24 hour store without the need of extensive technical help.

The Technology

Since our eCommerce package is a server-side solution, you do not need to wait for any software to download nor worry about installing any software onto your computer. All you need to use our eCommerce package is your web browser and an Internet connection.

Our system is designed using proven technology. Using Macromedia Cold Fusion MX® as the development technology and supported by Microsoft's SQL Server®, theShoppingCart.com is scalable to the support the largest eCommerce sites.

You don't need to worry about future upgrades or checking for upgrades. We will automatically update and upgrade your solution on the server-side. That way, your solution is always up-to-date and you have to do nothing.

Setup A World-Class eCommerce Store Without Knowing Any Programming

You can easily use and control all the tools in our eCommerce package by using your password protected back-end graphical control panel. This is your maintenance area that you can get to by going to a web address and submitting your user ID and password.

As long as you are comfortable browsing the web and filling in forms, you can use our eCommerce package solution. All instructions are written in plain English, not techno-babble that you cannot understand. So, even if you do not have any programming knowledge or computer experience, you can still get our eCommerce package up and running within a few hours.

Advanced Shipping and Delivery Tools



As the world's largest package delivery company, UPS moves more than six percent of the US GDP every year. And today, Omega Communications, Inc. is working with UPS to apply the most innovative technologies to move that business faster than ever.

Take UPS Online® Tools -- essential for improved shipping efficiencies. Available now as an integrated part of our portfolio, UPS Online Tools offer a variety of options to customize your e-business. Omega Communications, Inc. is an approved UPS integrator, allowing us to provide these tools so you can start taking advantage of the benefits of e-commerce today!

Omega is committed to provide our clients with the latest eCommerce technology available. Working with UPS allows us to bring you innovative solutions for your shipping needs, making it easy for your clients to easily understand how their order will get from you to them.

Proven. Tested. Not just a checkout system. See for yourself.

**E-mail sales@omegacominc.com, or
Call 1-860-276-8504**



theShoppingCart.com VERSION 4.0 FEATURE LIST

GENERAL INFORMATION

- Unlimited product entry.
- Unlimited customer entry.
- Unlimited categories and subcategories.
- Inventory Control. Average cost inventory. Inventory tracking can be disabled. System supports inventoried, serialized, matrix, bundled kits and service type products.
- **Retailmode** allows use of system as a mail order/customer service module. Special customer control and discounting features are added in retailmode. Allows, pricing discounts, shipping cost overrides, hot key screen control, order suspend (to be recalled at a later date), complete customer maintenance, special customer comments, auto-ship control and much more.
- **POS Mode** allows use of the system as a cash register. End of day reports show daily sales and cash reconciliation allowing the user to reconcile their cash drawer or other cash collection points. Reconcile the End-of-Day to your real time credit card processor on-line!
- **Frequent Buyers Club.**
- **Serialized tracking of Gift Certificates.** Never accept a fake gift certificate, and always know how much has been spent. Tracking of partial certificates is easy and automatic.
- Implement on-line **contests**, registrants tracked in database.
- **Support of Livehelper®** customer support system. <http://www.livehelper.com>
- A complete hit and user tracking stats package is included, generated in monthly time frames.
- Complete sales, order, COGs and product reports included.
- Support of real-time or simple validation credit card processing.
- Error checking on **realtime credit card processing**. Broken internet links to processor does not lose orders. Orders are captured in a "Waiting for Payment" file, allowing manual processing.
- **Flexible order tracking module**, allows external fulfillment house to ship product.
- Support of **multiple locations**, with orders and sales tracked by location.
- **Seamless integration with UPS Worldship system.** -
- Advertising promotional tracking.
- **Mass mail capability** to customer list.
- **Multi-currency support.** Allows on-line currency exchange updates.
- Integrated support for Verisign, SSL certificates.
- **Complete Menu security** by password level. 5 password levels. IP Address authentication and tracking to manage access to management screens.
- Free form search for products. Search looks in the part number, product name, category and large description fields.
- **Flexible payment options**, accepts all credit cards, cash, checks, purchase orders, Paypal® and other customizable payment types.
- Customer notification system that emails your company and the customer at every step of the order process. (Feature can be disabled).
- **Flexible message system.** Customer message board and employee message board pop-ups. Allows user to present real-time messages to their customers when they enter the cart.



- Customer cart stays active even if customer leaves cart and returns to HTML site. (Cookies must be active on customer browser for this feature to work).
- **Full on-line dynamic calendar system.**
- Edit your privacy statement dynamically.
- Edit your about us and information pages dynamically.
- **Out of country sales are allowed.** In company setup, you can choose to sell to USA only, USA and Canada, or all countries. Based on your choice, the states and countries select menus in the customer screens will show the appropriate information.
- **Multiple Inventory Locations supported.**
- **Accept multiple payment types.** Includes all major credit cards, cash , check, debit, Paypal and purchase orders. All payment types can be activated or deactivated, and can be designated to be shown on the web and/or your retail store.

PRODUCT MAINTENANCE

- **Track products** by unique product codes, the products UPC code, or the vendor product code. Product can be looked up by any of these codes.
- **Multiple product codes.** Products can have multiple product codes assigned to them. This is a handy feature when product codes change due to a season or revision change.
- **Book, Magazine and Media products.** Store information about the author, publisher, binding, page count and date of publication of your periodicals. Use our advanced search feature to lookup by any of these attributes. Great for book sites!
- Products can be separated in selling categories. Categories can be separated in subcategories.
- Dynamically control which categories, and subcategories are available on the site. Control the location of the categories on the main category screen.
- **Products can have matrixes associated with them.** This is prevalent in the clothing industry, where one stock number can have multiple options. For example, a shirt can be sold in multiple sizes and colors.
- **Kit/bundled items supported.** Inventory control can be specified by building kits on the fly (inventory reduction of individual components at time of sale), or building kits for stock (inventory transferred to bundle sku). This allows you to specify a Master Item, and sell multiple products as part of that item. For example, if you sell a toothbrush for \$2.00, toothpaste for \$3.00, and hairbrush for \$5.00 as separate times, you can specify a bundle, such as "Bath Special", and include all the items listed in the bundle, then sell the bundle at a special price, say \$9.00. This is great for getting the customer to buy multiple related items all at once.
- **Serialized items supported,** serial number tracking available.
- **5 different pricing levels are available,** and can be assigned to customers.
- You can turn off sales tax, and shipping fees at the product level.
- **Twofer pricing and sales pricing can be implemented at the product level,** utilizing a date range. The sale pricing will automatically be set between the ranges specified.
- Ability to show products in their own category, plus a new products, special products or bargain category.
- **Ability to designate personalized items.** Personalized items will present a separate screen to the customer, allowing them to fill in the specific personalized information.
- **Gift Certificate tracking inside database.** This will allow customers who want to pay by gift certificates to validate their certificates with information stored in the



database. Customer who buys certificate can record information for the person they are buying for, other than themselves. System can track partial use of certificates, and add multiple payment types to the payment screen if gift certificate is used and not enough to cover entire purchase.

- **Companion items.** Up to 5 companion items can be added to a product record. If a companion item is listed, it's thumbnail will show up on the detail product page, and it will be linked to it's product detail page. Great for companion and up-selling.
- **Alternate part numbers/Skus.** If you list an alternate part number (SKU) in the product record, an icon shows up on the search screen and detail, directing the user to an alternative product selection. Great for use with out-of-stock or generic products.
- Support of iPix image technology.
- Product appearance on web can be controlled by price level.
- Restock dates can be added to out-of-stock items. Restock date shows up on detail and search pages.
- Added ability to charge or not charge shipping fees on individual items. If you elect not to charge a shipping fee, the message "*Free shipping on this item!*" is appended to the end of the product description.
- Mass product quantity and pricing update screen.
- **Control which customers can purchase which products.** Products can be displayed based on 5 different purchase levels.
- **Control which locations can sell which products.** Control which products can be seen on the web. This is a great tool when using the system in POS or Retailmode, and you have products that might be sold in your retail store, but not on the web. Product display is also controlled by selling location.
- **Auto picture upload.** Automatically send your product and category pictures up to your website WITHOUT the need for an FTP program. New features allow you to browser your local drives and choose your pictures. When you save the product or category record, the pictures are automatically uploaded to your site.
- **Automatic Picture Resize.** One quick change of a setting and you can automatically resize all of your pictures on the category, search and detail pages. Without any knowledge of picture or graphic manipulation, you can create uniformity throughout your entire site!

INVENTORY CONTROL

- **Track Quantity in Stock.** Increment and decrement your quantity in stock automatically. Know your total on-hand, allocated, and available for sale quantities at the push of a button. This function can be turned off for products or services where inventory control is not necessary.
- **Control Product transfer between locations.** When using the multi-location function of the cart, our Inventory transfer module tracks the creation, shipments and receipts of inventory between locations.
- **Create and Receive Purchase Orders,** increasing inventory when PO's are received.
- **Inventory Adjustments.** Mass inventory adjustments allowed by location.
- **Set Max and Min Inventory Levels.** Handy feature to help determine proper product restocking levels.
- **Stock Status Report.** At the press of a button, know which products are above and below their minimum stock values.



- **Product Master Listing.** Lists all products and shows product by location at a glance.
- **Out of Stock product conditions.** You choose how you want to handle out of stock products. You can show them on the web and allow your customers to order them, take them off the site, or show them with a restocking date. Never appear to run out of product!
- **Fulfillment Rules.** Do you have multiple fulfillment houses? Create fulfillment rules that determine which order automatically goes to which fulfillment house based on a multitude of criteria.

CUSTOMER MAINTENANCE

- **Customers can have separate billing and multiple shipping addresses** that can be changed by the customer at the time order.
- **All customers that enter the guest book are stored in the database.** You have the ability to mass email all of these customers. If a specific customer does not want to be emailed, you can turn off emailing in their customer record. Guest book entry is required to purchase.
- **Built in database for gathering names for a Newsletter.**
- **Check for correct E-mail syntax.** Routine to determine non-valid customer email addresses.
- **Customer discounts** can be given that override the 5 pricing levels.
- **Tax exemption numbers** are tracked in the database, so non-taxable sales can be made to a customer.
- The last payment method customer used is tracked in database.
- Detailed payment records are kept on all transactions.
- **We track the number of times the customer enters the site, the number of times a customer purchases, and the total amount of purchases.**
- Customer edits: lookup by customer number, email, last name, other customer number.
- Customers can be removed from the mass mail feature by setting a flag on the customer edit screen. When customers sign the guest book, their mass mail flag is set to yes. If a customer calls in and no longer wants to be mailed, you can deactivate them by setting this flag to no.
- Customers are never deleted from the system. Customers are activated and deactivated to remove them from reports. No data is ever lost.
- Payment information for each order is now stored in the orders file.
- **Implemented Frequent Buyer's Module.** Allow automatic discounting of customer purchases based on amount customer has purchased. Discount can be by pricing level or by percentage. Can override automatic discounting with flag in customer file. Can be time limited. (add auto_fb field to customer file defaults to Y.
- Customer comments can be added in Retailmode, for internal use only. Effective to track specific information about customers that could affect customer service, buying patterns, etc.
- **Customers can be divided into classes**, and, depending on employee security levels, employees can be limited as to which customers they can sell to, or access.
- **Customer statistics are generated**, including total visits, total purchases, last IP Address and last payment type. A bar chart is also generated showing product purchased in descending quantities.
- **Customer purchase control.** Suspend customers, deactivate customers, and full customer note board available in retailmode.



- **Customer order and maintenance tracking.** Pop-ups that show when a customer orders, their customer record is changed, how many times your customer visited your site, items ordered and more.
- **Customer History.** Customers can view their history on-line. Customer history can be viewed by product or order. Customer can also recall any prior order, to find out it's status, and shipping tracking numbers. Eliminate customer phone calls with our on-line history tools.

EMPLOYEE MAINTENANCE

- **Unlimited Employees**
- **5 different password levels** can be assigned to limit employees to various parts of the program.
- Employees can be limited to specific customer classes. Allow only certain employees to sell to certain customers.
- Proper security levels required for employees to enter the Maintain, POS and Retailmode areas.
- **Complete Security System.** Control access to all menu items within the program with our enhanced security system. Security is controlled by password level and IP address.

REPORTS

- Monthly website statistics.
- Order listing and order update status screens, clickable links to give the order detail information, packing list, invoice, and manual credit card processing.
- Today's Orders
- Open Orders
- Recurring Shipments (Auto-ship), total orders, shipped log and auto-ship projections.
- Import of UPS Worldship Orders
- Products Sold shows most popular products in descending order of sales. Parameters can be changed.
- Inventory Shipped by Location
- Summary and Detailed Sales reports. Flexible report generator with two levels of sort.
- Summary and Detailed COGs and profit reports. Flexible report generator with two levels of sort.
- Gift Certificates and amount redeemed.
- Real-time creditcard reports and maintenance.
- View lost credit card orders.
- Friend referral reports.
- Daily End-of-Day.
- Sales Tax due.
- Security Logs. View who is accessing your data.
- Product inventory levels.
- Customer listing.
- Customer statistics. Know the vitals about your customers. Number of visits, number of purchases, amount of money spent, last visit, and IP address. Generate reports on which customers spend the most, who visits the most, and most importantly, repeat customers. Find out how many customers buy how many times.
- Real time Website Vital Statistics. Stay on top of your customer counts, who orders, repeat sales and vital customer to sales ratios.



MARKETING ADVANTAGES

- **Auto shipments and Recurring Sales.** Want to generate additional income? Set your products to auto-ship to your customers. Customer can choose the length of time to automatically have your products shipped to them, and orders are automatically generated at periodic intervals without any additional customer intervention. Great for consumable products!
- **Track Promotions by Date.** Are you advertising your website thru different media? Track your promotions within eCommerce, and print reports that show the traffic that comes to your site from your various advertising efforts.
- **Customer referral program.** You can specify what companies are sending you customers, track the number of hits and payments, then generate reports to show where customers are coming from. *Automatically apply customer discounts based on your agreement with your referral companies.*
- **Coupon/Promotion support.** Accept coupons as a payment add-on that can reduce total price of an order. Product field designates whether to allow product to be reduced by coupon or not.
- **Catalog requests.** If your customers just want a catalog, our special catalog only feature tracks catalog requests and allows you to print the customers mailing address directly on standard Avery® type labels. There are many standard label formats to choose from. (Microsoft Word® required on your computer to use this feature).
- **Free limits:** Any product can be designated as “free”, if a customer purchases over a certain dollar amount of product. Great promotion tool. Product is added at checkout screen if purchased dollar amount is exceeded.
- **Prior orders and purchase history.** Customers can view their prior orders and products purchased directly from the main shop screen. Past purchased items can be directly input into the customers current cart.
- **TOP 10 items.** The Top 10 items sold, calculated on a 30 day rolling average can now be viewed from the main shop screen.
- **Google Froogle Export.** Generate the proper files to upload to Google (if you have the proper Google account) to allow the next generation of indexing of your website.
- **Google and Overture Support.** Support is built in to feed the Google and Overture conversion tracking feature set.
- **Amazon Seller Central® Support.** Feed your Amazon store with properly formatted data that can be exported from theShoppingCart.com.

MISCELLANEOUS

- **Microsoft Access® or SQL Server®** databases are supported. Full-text product searches are now supported in SQL Server to speed access on large database product lookups.
- **Shipping cost calculations.** Four methods of generating shipping costs are available.
 - Link directly to the UPS and other shipping carriers.
 - Link to Intershipper® packing rating service.
 - Total order amount (based on total dollars, total weight, or number of packages).
 - Based on individual items.

You can also specify a minimum shipping cost, and a handling fee for ground, 2-day and overnight shipping. Charge COD fees if applicable.



- When a customer finishes ordering, an email is sent to the customer, an email is sent to the owner, purchasing records are recorded in a database, and a result screen is shown to the customer giving the specific information about their completed order. You can dynamically change the information that is sent in the emails and shown on the result screens.
- **Dynamic Informational Pages.** Create your entire site within our eCommerce system utilizing our Dynamic Content pages. You can create the following, and have the flexibility to determine which ones show on the site and which ones don't:
 - About Us
 - FAQs
 - Contact Us
 - Customer Service
 - Home
 - Privacy Policy
 - Shipping and Handling
 - plus 10 additional dynamic pages you can name yourself!
- **UPS Tools and Worldship Integration.** theShoppingCart.com integrates directly with the UPS suite of On-line Tools® and UPS Worldship. This allows your customer the flexibility to choose the type of shipping method they prefer based on delivery times and cost, without having to call you. Integration with UPS Worldship saves hours of input time, especially with high volume sites. Automatically pass your order information to Worldship, then tracking information back to theShoppingcart.com with just the push of a button. The following tools are automatically included with theShoppingCart.com after you obtain your UPS Access Key.
 - UPS Access Key and registration application process are built-in.
 - Rates and Services
 - Package Tracking
 - Address Verification
 - Time in Transit

UPS and other shipper lookups that fail will default to the minimum shipping charge, located on the Company Parameters screen, instead of causing errors. This guarantees your customers will always be charged some minimum ship charge, regardless of the availability of the shippers website.
- "Days to Ship" is a variable, changeable from the Company Parameters screen. This variable is used with the Order Status screens.
- **Order Tracking system.** There are 10 order fulfillment processes: Internet Order Accepted (CO), Held for Backorder (BO), Waiting for Payment (WP), Order in Fulfillment Process (FP), Order Processed, Waiting for shipment (OP), Partial Ship (SP), Order Completely Shipped (SH), UPS Worldship Transfer (UL), Cancel (CA) and Return Orders (RA). You may now track your orders thru your fulfillment process (this function can be bypassed by setting a flag in company parameters) allowing your customers to login on the main eCommerce page and get an up to date status of their order. Prevents customers from calling for order updates. Order listing page can also now be sorted by each fulfillment step.
- **Order tracking Pop-ups** that show complete traceability of each order thru the order tracking system.
- Ability to specify number of items to list on the Maintain page reports and listing. This is setup from the Company setup screen. (add numberitems_maintain to company table, defaults to 100).
- In addition to customer last name, added the ability to sort customer list information by company name, phone, state-city, zipcode, total purchases, total number of orders, alternate customer id, and total number of visits.
- The cart will check the actual shipping costs of UPS, United States Postal Service, DHL, FedEx and Airborne Express. You may choose your default shipper, and the 2 day and overnight add-ons.



- Control the colors and look of your site dynamically. Turning on and off a few flags can dramatically change the look of the site!
- Category banners colors can now be specified, and category thumbnail pictures can be added to the banner.
- The first page the customer sees can be set to "All", "Specials" or "New" Products. This will put all the products you wish to highlight on the search page as the customer enters the cart.
- Items on sale or twofer items can choose to be shown on the "Specials" page.
- A miniature customer order status table can be set to show in the left frame of the screen. (Previously the status table showed in the right frame when customer clicked on "View Order Status".) This allows the customer to see what's in their cart at all times.
- Individual or bulk generation of customer packing lists and invoices.
- **A link to the customers secure certificate is available on the cart.** This can be switched on or off on the company parameters screen. If turned on, the privacy link will show up at the bottom of the left frame, and on the login page.
- **Custom HTML links** allow web designers to drill down directly into the cart to immediately bring up specific categories, items or searched for items.
- **You control the look of your site.** Control the graphics, colors and look and feel of your site by changing just a few parameters from the maintenance menu.
- **Direct link to Verisign® and iAuthorizer® real time creditcard processing.** Omega can set your business up with realtime processing at very attractive rates. You can utilize realtime processing in authorization or direct capture mode, with batch process routines allowing you to process and capture many transactions at one time.
- **Dynamic Calendar.** Post your events to your website with our easy to use dynamic calendar.

By now you can see that the feature set of theShoppingCart.com will fit just about all of your needs. To find out how you can start using this dynamic package contact us today.

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