

AHOY.COM™

eCatalog & eCommerce Web Solution

Feature List

The AHOY.COM eCatalog & eCommerce Web solution includes comprehensive features and functionality to showcase your catalog of products online, enable your customers to search for products and place secure orders, and allow you and your staff to easily manage everything from an intuitive administration interface.

Like all AHOY.COM solutions, the eCatalog & eCommerce Web pages are integrated seamlessly into an existing Web site design and are built so that dynamic content is easy to manage and the 'look and feel' of the pages can evolve in unison with the rest of the Web site. The content of the eCatalog & eCommerce pages and access to orders and activity reports is from a secure interface that is accessible from any Web browser so the site administrator retains complete control of the Web site. The administrator can upload images, enter and modify product information, manage orders and customer details, set up and modify customer support and help pages, manage shipping fees, and adjust sales tax by state – all in real time.

Product eCatalog Features

- Thumbnail images highlight products in a category. A thumbnail image links to a detailed product page. The standard image on a product page links to a zoom-in image.
- Comprehensive product information is stored in the standard description, swatch, and product notes fields.
- Each product can have up to four options displayed in drop-down menus on the product page.
- Products can be associated with one or more categories and/or sub-categories.
- The order in which products are displayed within a category is controlled by the administrator.
- Pricing flexibility includes regular and sale prices and pricing of products by option.
- Shipping and/or handling fees can be added to an individual product.
- The built-in product upload feature automatically creates three versions of an image: thumbnail size, standard size and zoom-in size.
- More than one image can be uploaded for a product to showcase options and alternate product views.
- Related products can be identified so that a link from one product page to the other is automatically created.
- The status of a product can be set to active (visible to Web site visitors), inactive (not visible on the Web site) or staging (holding status for future group activation).

Categories, Sub-categories & Navigation

- Categories and sub-categories have text description fields and image fields.
- Categories and sub-categories are dynamically displayed as link lists for ease of browsing.
- A sub-category can be associated with multiple categories.
- A category's status can be set to active, inactive or staging. Multiple categories and/or products can set to active in a synchronized manner by the administrator.
- The administrator can synchronize the status of all sub-categories in a category.
- The order in which categories and sub-categories are displayed is controlled by the administrator.

Searching for Products

- A visitor can search for a product by entering one or more keywords. The search can be narrowed by also selecting a specific category or subcategory of focus.
- A list of 'intuitive & associative' keywords can be built for each product to ensure inclusion in search results.

eCommerce Shopping Cart

- The shopping cart can be accessed from any page of the eCatalog.
- The number of products and order total can be displayed on any page of the eCatalog.
- Products can be removed and the number of products ordered can be updated from within the shopping cart.

eCommerce Checkout

- A new customer can either create an account or place an order as a guest.
- Customers with an account can login and expedite the checkout process. For security reasons, a customer's credit card information is NOT retained in the database.
- When an order is placed a confirmation email is sent to the email address provided by the customer.
- When an order is placed a notification email is sent to the site administrator.

Order Processing

- Orders are accessed by the administrator via a secure interface.
- Credit card orders are processed offline by the administrator.
- The status of an order is either: "to process," "to ship" or "archived".

Additional Administration Features

- Display a history of all orders placed by a customer.
- Display daily and monthly order report summaries.
- Manage customer account information.
- Create and manage an unlimited number of customer support pages such as: Sizing Charts, Return Policy, Shipping & Handling Details, etc.
- Maintain shipping calculation method and rates based on the total order cost.
- Manage sales tax percent rate by state.

Standard Customization Options

- Set up the eCatalog with or without prices displayed and with or without the shopping cart.
- Set up the eCommerce interface to accept payment by credit card, electronic check, or purchase order/invoice.
- Select the colors used throughout the eCatalog & eCommerce pages for display of text, top navigation, bottom navigation, and side navigation.
- Add a logo image that will be displayed in the upper left hand corner of the eCatalog & eCommerce pages.
- Include a customizable question on the order checkout page such as: 'How did you hear about us?' The answers included in the select list are also customizable.

Enhanced Customization

- In addition to the standard configuration options, the appearance and layout of the eCatalog & eCommerce pages are controlled by templates that we can modify to a client's specific requirements. Other custom enhancements, such as setting up online credit card validation and processing through VeriSign's Pay Flow Pro service, can also be integrated. NOTE: Since a client's needs are unique, the fee for each enhanced customization effort varies.

For additional information about integrating an AHOY.COM eCatalog & eCommerce Web Solution into your Web site please contact:

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