
RMS Integrated Shopping Cart Solutions

A Whitepaper

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Prologue

Vividness in business approaches and the rapid change in shopping behavior of people logging into various shopping websites has given birth to a demand for unprecedented agility, flexibility and transactional processing power in the world of ecommerce. More and more businesses are now bound to make rapid changes to attain a scalable platform for their customers. Online merchants now feel the cruel heat of swinging customers' behavior, tough competition and a deteriorating market share due to the continuous daily entrants of new players.

The situation is worse still if one considers the pure organic traffic driven to one's online store, which is way below the predicted volume, and the number of "Confirmed Orders". The difference is painfully high. More and more online merchants now discover that the much-hyped 'features' of their shopping carts are not smart enough to turn normal surfers to visitors and visitors to shoppers with confirmed orders. Also, to link the virtual store to the physical one, it's a call for a Herculean effort from the merchant's end. Rather than nice 'features', merchants now require real 'benefits' and instead of stunning, but, rigid design elements the need is of customizable and flexible shopping cart solutions with lucid navigational facilities.

The Scenario – "Static" shopping carts

The statement was clear – *"Create something simple that can sell our products."* Even before we thought about the idea of developing a shopping cart we knew one thing very clearly. There are competitors; shopping carts (open-source and proprietorship) with a large customer-base who are sitting firmly in the market and we can hardly manage a space for ourselves. So, to understand the market, we conducted a survey and discovered the following needs:

- Simplistic and yet attractive design
- Flexible option to customize the application
- A solution for all – but unique for everyone
- Secured multiple-optioned payment processing
- A simplified mechanism to connect to the Point-of-sale system in real-time
- Natural site traffic and real benefits

To cover all these point in one single go, was not at all easy. In fact, after the initial survey we almost abandoned the plan, and wanted to stick to our normal ecommerce solution and live happily ever after. But, a few old customers (we are indebted to them) who happened to believe in us thought otherwise and encouraged us to work more.

We innovated

Slowly and very methodically, we prepared the initial architecture and went for the actual development process for a shopping cart solution while strictly adhering to these details:

Customization support: The solution should be so designed that whenever the merchant wants to make some changes in the storefront or in admin console or needs any enhancement in the overall cart system, we can do that in the least possible time.

Payment processing: We understood that the shoppers visiting the online stores sometimes found it difficult to purchase a product if they did not have one of the popular credit cards. To counter this issue, we would need a 100% PCI complaint platform that would support a vast collection of credit cards so that, globally, the merchant would not face any issue in receiving payments.

Point-of-sale integration: Microsoft Dynamics RMS (Retail Management System) automates point-of-sale processes and store operations, apart from providing centralized control for multi-store retailers. Being a Microsoft Certified Solution Provider, we planned to roll out an easy web integrator that would instantly connect the RMS with the online store and synchronize.

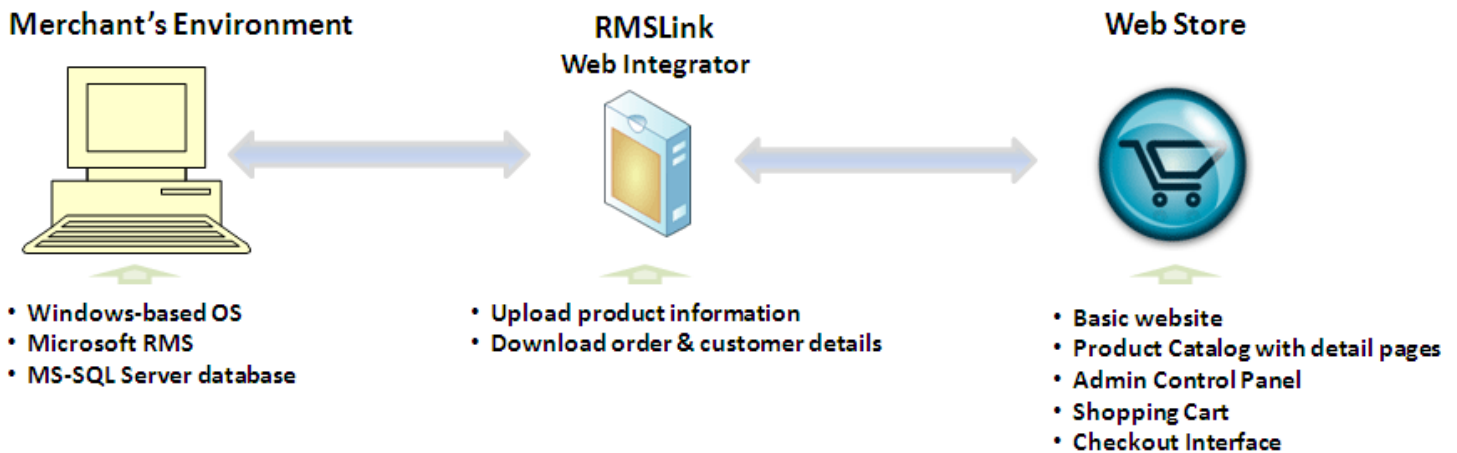
SEO and web marketing: We observed that online merchants paid sumptuous amounts for a fairly good ranking and even for a moderate traffic. As a solution to this, we decided to invest in researching critically optimized templates and make these Search Engine friendly.

After-sale customer support: More often, merchants found it difficult to locate the technical support of the service provider to resolve bugs or any other issues with the e-commerce solution. We decided to run a separate division for after-sale support under the direct supervision of project managers who themselves were involved in the development process.

Software as a service (SaaS): “Value for my money!” what all online merchants would say. As an application service provider, we opted to give customers more liberty and flexibility through periodical licensing of the application. This would ensure that the service would be available on demand and the customer could enjoy abundant bandwidth, powerful processing and inexpensive storage facilities.

The final Solution – RMS linked 24Seven Cart

The development process for 24Seven Cart has always been a continuous one. That means the integration process of a new feature is pre-scheduled and all the features are periodically reviewed for enhancements. This gives the solution dynamism towards enriching customer experience and building a trust for future business opportunities.

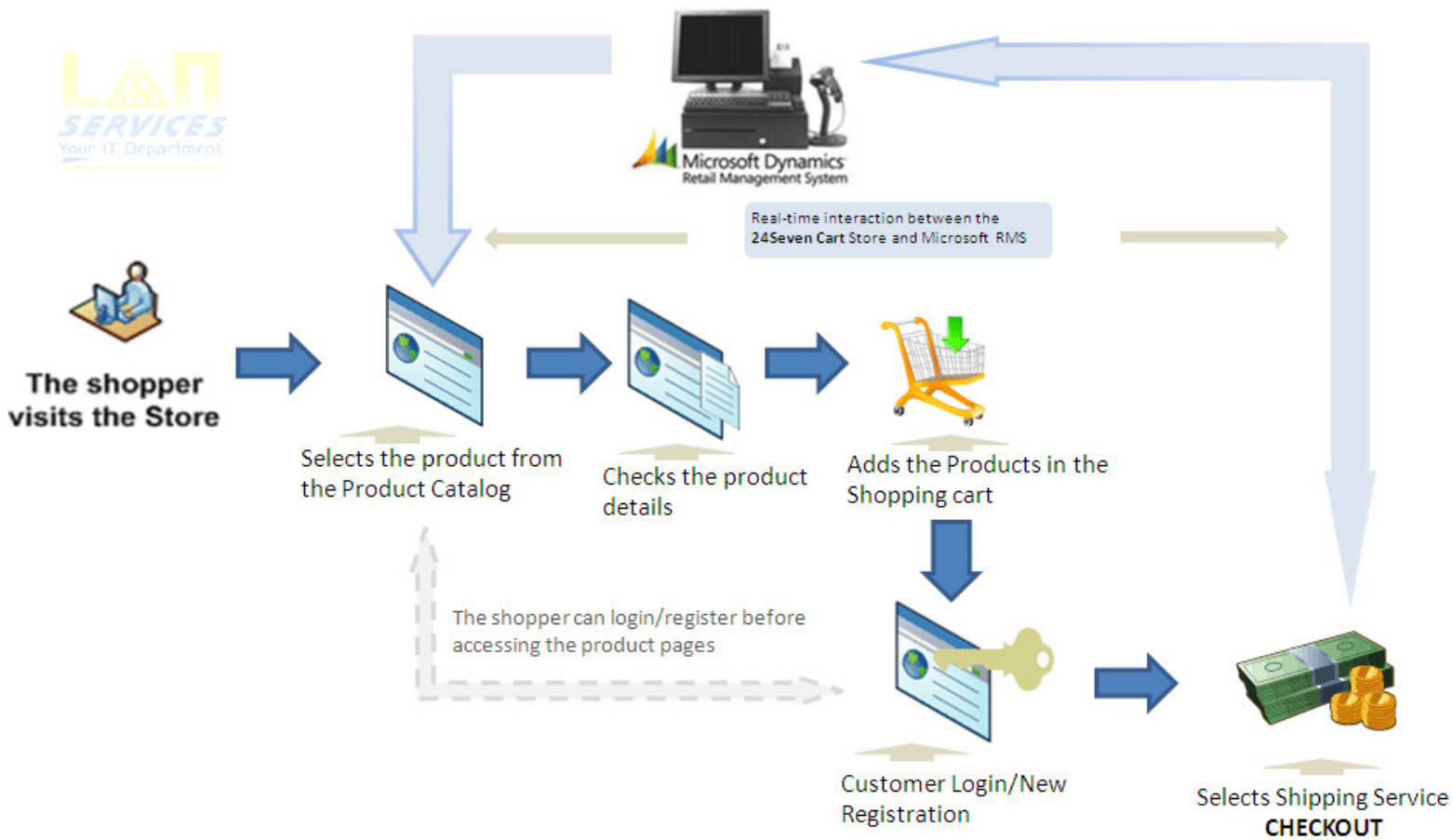


Basic Architecture – RMS Link

We firmly believe that the true potentiality of an online store is in retaining the customer and this would only be possible if the customer is given enough freedom to choose and value for his money. Apart from developing the shopping solution we also work and integrate the following:

- We use a simplified design approach and throughout the development cycle maintain a specific methodology ensuring faster indexing of the website.
- Our experts continuously evaluate search-engine algorithm information, test and review optimization techniques and determine the key factors associated with better ranking.
- Help the customer to plan marketing strategies with the best promotional activities towards establishing your brand over the Web.
- The unique advantage of customizing the “order processing and transaction mechanism” to an extent that may be impossible for most of the similar shopping cart providers

Instead of simply directing traffic to the merchant's website, our Web Marketing Professionals will ensure that the product pages reach the potential customers more frequently and thereby the merchant gets streamlined sales volumes with a robust growth in terms of business capitalization in the marketplace.



Process workflow – Our Shopping cart

*"...Our expectations are that through this new site we will have much better integration with RMS on the backend and a more user-friendly website on the frontend. We hope that customers will enjoy our added functionality, such as the Related-Products feature..." ~***Brian Tolkin, Stanford University** (recently opted for **24Seven Cart with RMSlink**)

Consolidated Feature list of our RMS Linked 24Seven Cart

Store front features

- Contact form
- Search facility
- Advanced search
- Quick Shopping
- Customer's login
- Tell a friend
- Make an offer
- Wish lists
- Product Registry
- Cart cookies
- Wish lists
- Order history
- Product reviews
- Template based formatting
- Store integration with existing website
- Special products
- Automated extended description
- Top sellers
- New arrivals
- Featured products

Product management

- Products Limit
- Category Limit
- Catalog Manager
- Product features
- Customer-specific pricing
- Customer discounts
- Quantity-based pricing
- Multiple currency
- Show products with Brands
- Map products to suppliers

Sales Processing

- Minimum/maximum order
- Backorder or out-of-stock product processing
- Multiple tax settings
- Order notification emails
- Order notification to suppliers and affiliates
- Multiple mailing on order completion

Shipping Management

- Custom shipping methods
- Drop shippers settings
- Free-shipping settings
- Real-time Shipping integration

Administration

- Complete order management
- Create non-product pages
- Content management system
- Access management with super-administrator
- VAT (India, European Union) handling
- Stock control
- Change store contact details
- Add Google Analytics
- Change Skin
- Edit multiple products
- Data import/export

Promotion and marketing

- Pre-optimized templates for Search-engines
- Display Similar products
- Product-wise sale price/discount
- Meta tags details
- Affiliate Program
- Sitemap generation
- Promotional mails
- Gift certificates
- Product reviews & ratings
- Discount coupons

Payment Processing

- PayPal integration
- Cheque, money order and demand draft payment
- Integrate with Authorize.net PGIs

Reports

- Invoice Generation
- Stock report
- Periodical sales report
- Traffic report
- Traffic-sales comparison analysis
- Product Performance report
- Design custom report

Security

- PCI Complaint
- SSL support with encryption
- IP tracking
- Anti-hacker checking
- Multiple backup
- Server firewall
- IP address admin restriction

About LAN Services

A decade in the information technology market of the United States and with 500+ satisfied customers, LAN Services (an authorized Microsoft Certified Partner) have now an enviable list of worldwide clientele. Over the years, we have developed complete business models for e-retailing, point-of-sale solutions, ecommerce, Social networking, Price Comparison Engines, intranet portals and online marketing. The solid pillars of our phenomenal success story were meticulously authored on the following principles:

- *Commitment to every customer's success*
- *Collaboration for mutual growth*
- *Trust and transparency in all transactions*

Our ethical business practices have earned us a number of customers and business partners with a reliance that goes beyond commercial benefits. The respect and the unconditional business opportunities we share with our customers only help all us to grow further and capitalize on revenue matrices as well. Be it our complete e-business solution or the robust stand-alone "24 Seven Cart" – the all-in-one shopping cart, we always try providing solutions for customers that would help them to simply stay ahead in the business. Apart from our RMS integrated E-commerce solutions, our basic services also include:

- **ePOS** (*Electronic Point-of-sale*) *Solutions*
- *Application development services*
- *Price Comparison Engine*
- *Comprehensive Internet marketing services and SEO solutions*
- *Web designing and template generation services*
- *Hosting and Emailing solutions*

Inspired by the vision of a prolific e-business networking and a mission to innovate and implement cost-effective and simplified solutions for all ecommerce business processes, we will continue our endeavor towards a holistic growth and better profitability for everyone involved with us.

Epilogue

SIM Solutions Pvt. Ltd. is the overseas extension of **LAN Services**. From our operation center in New Delhi that comprises of highly-skilled and experienced professionals in their respective domains, we serve our global customer-base.

We acknowledge the invaluable contribution of:

- *Our .NET Developers (24Seven Cart Development Team)*
- *Team Web Design*
- *SEO Team*
- *Customer Support Team*
- *And All our clients, well-wishers and those who believe in LAN Services*