

ChainDrive Ecommerce Gateway

Seamlessly link your web front end with back end operations

Today's retailers now more than ever are embracing ecommerce technology to expand their customer base and drive new sales. ChainDrive's Ecommerce Gateway option fully interfaces with existing on-line web stores and any third party designed ecommerce sites, giving our customers the option to use the web provider of their choice.

ChainDrive's Ecommerce "Gateway" acts as a bridge across all sales channels, pulling information from the same single source. It's flexibility and seamless connectivity to our centralized database offers real-time data on inventory, catalog / product publishing, product and price maintenance, automated order fulfillment and customer analytics.



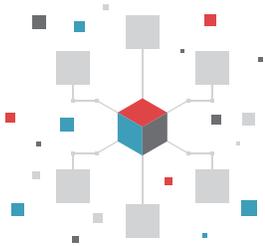
- ✓ Manage product creation centrally within ChainDrive
- ✓ Initiate Price Changes within ChainDrive's centralized database
- ✓ Leverage ChainDrive to manage markdowns and promotions
- ✓ Real-time inventory levels
- ✓ Capture valuable customer information for analysis and marketing
- ✓ Seamless flow for order fulfillment and shipping
- ✓ Third party interface capability
- ✓ Price management analytics and reporting
- ✓ Cross-channel sales analysis
- ✓ Track location and status of merchandise

Product & Price Management

ChainDrive's Ecommerce Gateway manages products by leveraging our centralized database, giving real-time stock status to manage order fulfillment. By analyzing cross-channel sales, retailers are able to adjust their buying strategies to meet the current market demand.



Our system's Price Management tool provides expanded analytical and reporting to aid in the monitoring and analysis of all price and promotion actions. Retailers have the ability to measure and compare over time the effectiveness of price adjustments and promotional decisions between their bricks and mortar and ecommerce channels.



Interface Capability

ChainDrive's Ecommerce Gateway interfaces with existing and third party ecommerce sites and integrates between applications that enable the free-flow of data across the enterprise. The "Gateway" acts as the link between the on-line web store and the centralized database which allows for consistent and reliable up to date information.



Inventory Control

ChainDrive's real-time inventory monitoring tracks the location and status of merchandise at all times by simultaneously monitoring purchases, receipts, allocations, sales, transfers, in-transit, on-hands and related activity throughout all sales channels. Up to date and accurate stock information facilitates order fulfillment and shipping which maximizes sell-thru and minimizes stock-outs.



Customer Relationship Management

As the constant focus on acquiring new customers and fostering loyalty takes a front seat many retailers are relying on an ecommerce solution that can provide insight into customer analytics. ChainDrive's Ecommerce Gateway captures customer information allowing for targeted marketing campaigns and loyalty programs resulting in profitable promotions and improved customer relations.



Order Capture

All orders from the shopping cart are passed through the Gateway directly into the Order Decision Engine. Orders are then ready to begin the fulfillment process. Once ready to ship the Gateway sends confirmation of shipment to the shopping cart so that payment can be processed.