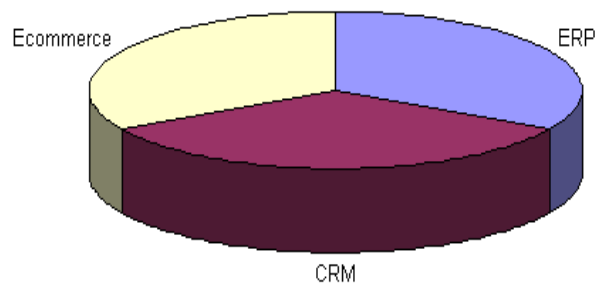


IT Magnet Enterprise Solution - IES

Complete Ecommerce Business Management



Feature Overview

- Online/Offline Sales**
- Order Processing**
- Customer Relationship**
- Loyalty and Discounts**
- Marketing and Promotion**
- Inventory and Warehouse**
- Employee Management**

Proud Ecommerce Partner of St George Bank



IES is a world-class Ecommerce business application that supports your entire company, from customer relationship management (CRM) to enterprise resource planning (ERP) to web site. It is an entirely web-based application offering everything in a single, integrated, powerful solution. Additionally, IES enables you to make better, faster decisions through real-time business intelligence.

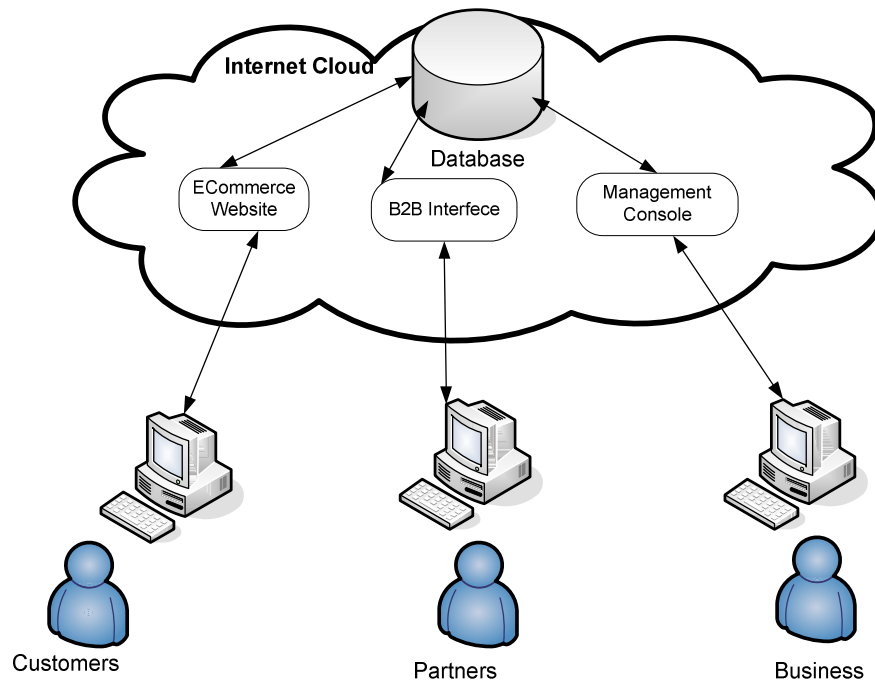


Figure 1: An illustration of how the 4 components – database, website, management and console function together













Key ○ = Feature coming soon ● = Feature available





Platform and Technology		
Feature	Brief description	
User Interface	Web based	●
Operating System	Windows 2003 server or Windows 2000 server	●
Webserver	Internet information server 6 (IIS 6) or above	●
Database	Microsoft SQL 2005 Workgroup, Professional or Advance edition	●
Programming Language	C#	●
Framework	Microsoft .NET 2.0	●
Reporting	SQL 2005 reporting services	●
Multiprocessor support	Runs on one server, or on multiple servers in a distributed environment	●
Number of simultaneous users	Unlimited	●
Hosting options	Dedicated server or IT Magnet hosted server. Not available through third-party hosting providers.	●




Security		
Feature	Brief description	
Security Socket Layer (SSL) Encryption	Data communication between the user and the server encrypted through SSL.	<input checked="" type="checkbox"/>
User Login Control	Allows activation and deactivation of user login accounts.	<input checked="" type="checkbox"/>
User Permissions	Permission to access specific system functions. For example, a user may have access to certain reports but not all reports.	<input checked="" type="checkbox"/>
User Roles & Teams	For example, sales order process team only have access to sales order module.	<input checked="" type="checkbox"/>
Team-based data access control	For example, sales order team can update an order status but cannot delete an order.	<input checked="" type="checkbox"/>
Restricted Login Page	For example, login page URL is not available for user to login from 9 pm to 6 am.	<input type="checkbox"/>
Order Processing History	Each time an event occurs about an order the system keeps track of time, date, comments, progress and the person who made the change or processed the order	<input checked="" type="checkbox"/>
Country Base Restriction	For example, login page URL is not available for access outside Australia.	<input type="checkbox"/>
Time Base Restriction	For example, allows a user to login from 9 am to 6 pm, Monday to Friday. User login is restricted outside those hours.	<input type="checkbox"/>
IP Based Restriction	For example, login page URL is only accessible through a Sydney or Melbourne office computer.	<input type="checkbox"/>
Security Log	Keeps a record of individual user login and logout times, dates, failed login attempts, unwanted user login attempts and their geographical location, etc.	<input type="checkbox"/>



















Sales Force Automation		
Feature	Brief Description	
Sales Order History	Views a customer's entire order history.	<input checked="" type="checkbox"/>
Support History	Views a customer's support call history.	<input type="checkbox"/>
Reward Point History	Views a customer's reward points earning and spending history.	<input checked="" type="checkbox"/>
Direct E-mail	Enables the creation of customized e-mail messages to customers.	<input type="checkbox"/>
Wholesale portal	Create login accounts for wholesale customers, choose the products that you want to make available for wholesale and apply special prices for wholesale customers.	<input checked="" type="checkbox"/>






Contact & Account Manager		
Feature	Brief Description	
Account Management	Keeps track of all your business contacts' and companies' details in one place.	<input checked="" type="checkbox"/>
Contact Management	Every dealing by every staff member is recorded and gives you a complete "360 degree" view of each customer.	<input checked="" type="checkbox"/>
Website Members Management	Website subscriber activities, including shopping history, customer support call, and many more.	<input checked="" type="checkbox"/>























Customer Support		
Feature	Brief Description	
Case Management	Enables customer service requests to be created, assigned, and managed from a central location.	
Automated routing and Queuing	Promotes easy processing of service requests through customised workflow rules.	
Auto-Response E-mail	Generates automatic responses to customer requests.	
E-mail Management	Automatically records customer communications and associates e-mail messages with appropriate customer records.	
Searchable Knowledge Base	Provides a repository for the publishing of support articles and information.	
Document publishing	Publishes your documents and makes them instantly available on your online Customer Centre.	
Dynamic FAQ	Create or manage your FAQ category, questions and answers.	
Dynamic content	Create pages using our content management tools and link a page anywhere in your website.	
Online Forum	Lets your customers communicate with each other and share knowledge. You will have full control of forum content.	
Glossary	Alphabetical list of technical terms relevant to your products. Published as an appendix.	
Online Chatting with Customer Service	Online chat with your customers and customer service staff, including voice chat and video conferencing.	
Task and activities	Ability to create and manage tasks related to product, customer, marketing, promotion, issues, research etc	









Marketing Automation		
Feature	Brief Description	
Bulk E-mail	Send colourful promotional emails to your subscribers.	
Marketing campaigns	Enables campaign planning based on budgets and expenses, promotion codes, target products, marketing collateral, etc.	
Customer and lead lists	Allows existing customer information or imported contact information from various sources to be used to create targeted lists for specific campaigns.	
Qualify lists	Facilitates queries to customer lists, helping locate accounts that meet specific criteria.	
Marketing information tracking	Helps quantify campaign success.	
Online Survey	Create, post, track, and analyse surveys online, from simple registration cards to complex questionnaires.	
Website Statistics	Track visitors on your site in real time, measure web traffic, and produce reports about such data.	











Employee		
Feature	Brief Description	
Organisational Unit Setup	Setup your organisational units and assign employees under a specific unit.	
Employee Profile	Create employee profiles using a number of attributes.	
Employee Contact list	Keep records of your employee contact details, a picture and a geographical map.	

Products & Inventory		
Feature	Brief Description	
Vendor Management	Map your products with suppliers, including your preferred supplier.	
Brand Management	Organise your products according to brand.	
Product Management	Comprehensive product management with 80 different attributes.	
Product Accessories	Link one or more products as part of product accessories.	
Suggested Selling	Link one or more products to encourage customers to consider those products when shopping.	
Kits & Assortment	Create products by grouping two or more items together.	
Product Variants	Create multiple variants of a particular product so that the different variants act as individual products.	
Unit of Measurement (UOM)	UOM allows your products to sell individually, by dozen or by carton.	
Multilayer Product Category	For example, Cosmetics > Hair care > Shampoo	
Advance Product Search	A comprehensive product search and find option.	
Active/Inactive Product	Discontinues a product by deactivating that product, or continues a discontinued product by activating that product.	
Show/Hide product	You can show/hide a product from your point of sales system or website	
Display out of Stock Message	Displays an out of stock message instead of not showing a product to the website.	
Backorder Management	Automatically routes an order in the backorder list if one or all items (depend on your setup) of a order is out of stock.	
Stocktaking & Adjustment	Automatically adjusts inventory levels and stock levels.	
Batch Discount Or Price Escalation	Increases or discounts product prices by percentages or fixed amounts by a category, sub category, brand or by all products.	
Maximum and Minimum Order Quantity	For example, minimum order for pencils are 10 pieces, maximum is 10,000 pieces.	
Product Expiration Alert	You will receive reminders/alert list of expired or closely expired products.	

Purchasing		
Feature	Brief Description	
Purchase Order	Creates a purchase order and emails or faxes the order to a supplier.	
Order Alert	Sends an alert message if a order reaches its minimum stock level.	
Reorder Report	Displays a list of the products requiring reorder.	
Maximum and Minimum Order Quantity	Sets minimum and maximum quantities for ordering items.	
Automatic Reordering and Restocking	Sends an automatic order to a supplier when an item reaches its minimum stock level.	
Automatic Purchase Order Generation	The system creates automatic purchase orders for you so you can simply email or fax those to the supplier.	









Sales Promotion		
Feature	Brief Description	
Special of the month / week	Assigns a product as the weekly or monthly special and displays that product on the website in the appropriate area.	
On Sale	Includes a category listing products on sale by a percentage or fixed amount discount.	
New Arrival	Includes a category listing new products and displaying those products on the website in the new arrival section.	
Special product	Lists a product's special attributes.	
Top 10 Products	Displays your top 10 selling products.	
Best Sellers	Displays your best selling products.	
Suggested Selling	When customer views a product's details, other relevant products are suggested.	
Featured Product	For each product category/menu e.g. Skincare and Haircare, select one or multiple special products from the category and display them before the long list of products appear	
Package Product	Groups two or more products into a single product.	
Individual Product Discount	Gives a discount on individual products. This discount can be a percentage or a fixed amount within a set time period.	
Amount based Volume Discount	For example, as soon as the shopping amount exceeds \$500 apply 15% discount on any product on the website for any customer	
Product based Volume Discount	For example, a 10% or \$10 discount is available if a customer spends \$200 or more. Customers can enjoy this discount once only or for a set time period.	
Category Base Discount	For example, a 10% or \$10 discount is available on all skincare products within a set time period.	
Brand Discount	A percentage or fixed amount discount on a particular brand.	
Giveaway	For example, a customer receives a free shampoo for spending \$100, or receives a free product for buying two products.	
Free Shipping	For example, free shipping in a set time period.	
Promotional code discount	A customer enters a promotion code at the shopping cart to receive a percentage or fixed amount discount. Promotion code discounts can be once only or for a set time period.	
Newsletter	Publish news letters on the fly, to display on your website or bulk email to your subscribers.	
Competition & prize	Run trivia and other types of competitions.	
Multimedia presentation	Have a repository of video files in the system and associate video files with particular products or pages	
SMS notification	Notify customers when orders are processed. Also, send special promotions notifications	
Events	Display events with small and large images, date and time.	





Loyalty Program		
Feature	Brief Description	
Corporate Partnership Program	For example, a 10% or \$10 discount for all ANZ bank staff.	
Domain base Partnership program	For example, a 10% or \$10 discount for all yahoo.com email address customers.	
Reward Points	Option to make your own reward point formula e.g. 1 reward point for every dollar spent, and 20 points required to redeem \$1.	
Special Reward Points	Ability to set additional Reward Points for particular products, brands or categories as well as give complementary points to a particular member	
Referral program	For example, refer a friend and receive \$10.	
E-Coupon	For example, a customer can use a E-coupon during shopping.	
Member Classification	For example, classify your customers as Gold, Silver and Bronze and give discounts accordingly.	
Individual Discount	For example, a 10% or \$10 discount for an individual customer	

Sales Order Entry		
Feature	Brief Description	
Shopping cart	Customers can place an order using the website shopping cart.	
Phone order	Customers can place an order by calling a phone number.	
Order Confirmation email	Customers receive order items and amount details by email.	
Order Tracking with history	Customers can view their order history and individual order details.	
My Favourite	From the website, customers can create a My Favourite list and place orders from the list.	
Quick checkout	Options for customers to checkout quickly by avoiding optional checkout related questions e.g. would you like Express Post?	
Repeat order	Ability for customers to repeat an order from the list of previously placed orders	
Export sales attribute in XLS file	Administrators can export sales-related data in an Excel spreadsheet (XLS) file format.	
View sales in report chart and graphs	Administrators can view sales-related analytical reports in graphs and charts.	
Gift Voucher	An option for customers to send gift vouchers to loved ones. The gift voucher recipient can use the gift voucher when they shop.	

Shipping and Payment		
Feature	Brief Description	
Courier and Destination routing	Automatically select courier company. For example, international delivery will be sent using TNT, whilst domestic delivery will be sent using Australia post.	<input checked="" type="checkbox"/>
IFS integration	System has built-in capability to integrate with third party software like IFS – SmartFreight and automate freight selection	<input checked="" type="checkbox"/>
Destination and Shipping cost	For example, an \$8.50 shipping cost applies to Australian customers, a \$10 shipping cost for American customers and a \$15 shipping cost other international customers.	<input checked="" type="checkbox"/>
Real time shipping Rate	Calculates shipping cost in the shopping cart using the courier company web service according to the item's weight and distance.	<input checked="" type="checkbox"/>
Label printing	Automatically print shipping address on labels using label printer	<input checked="" type="checkbox"/>
Credit card processing	Processes the customer's credit card in real time using a terminal or online payment gateway.	<input checked="" type="checkbox"/>
Offline Credit card processing	Securely stores your customer credit card information to facilitate fast processing at a later time.	<input checked="" type="checkbox"/>
Real time currency Conversion	View or display product prices in more than 80 different currencies using real time value.	<input checked="" type="checkbox"/>
Accept bank cheque or direct deposit	Allow your customers to pay by cheque or directly to your bank account.	<input checked="" type="checkbox"/>
Pay by reward points	Customers can purchase products using their accumulated reward points.	<input checked="" type="checkbox"/>
Pay by E-coupon	Customers can make partial or full payments by using E-coupons.	<input checked="" type="checkbox"/>
Pay by Gift Voucher	Customers can make partial or full payment amounts by entering a gift voucher number in the shopping cart, or by giving the number to a sales person.	<input checked="" type="checkbox"/>
Pay by credit	Some customers can obtain goods immediately and pay 30 days or 45 days later.	<input checked="" type="checkbox"/>
Tax calculation	Automatic GST calculation for non taxable items. GST excludes accounts and non-Australian customers.	<input checked="" type="checkbox"/>

Warehouse		
Feature	Brief Description	
Multiple Warehouses	Create unlimited warehouses and route deliveries or sales orders accordingly.	<input type="checkbox"/>
Receive	Receive stock into multiple warehouses.	<input type="checkbox"/>
Dispatch	Dispatch orders using a tracking number, serial and lot number.	<input type="checkbox"/>
Transfer	Transfer products from one warehouse to another, or from one store to another.	<input type="checkbox"/>
Picking	System produces a list of the items warehouse staff need in relation to the sales order.	<input checked="" type="checkbox"/>
Packing	System produces a packing list comparing first in, first out, state, post code, country, etc.	<input checked="" type="checkbox"/>
Quarantine	Manages damaged or expired goods.	<input type="checkbox"/>
Adjustment	Adjust inventory stock manually.	<input checked="" type="checkbox"/>
Warehouse Divisions	Divide your warehouse into different parts such as zones, aisles, racks, bays, shelves.	<input type="checkbox"/>
Product Allocation Rules	Manually set rules for product allocation, such as always sending food items to bulk storage, always sending received products from vendor to Zone 3, always sending returned products to Rack 1, etc.	<input type="checkbox"/>
Advanced Shipping Features	Creates unlimited pallet types using either weight or volume. Adds packing slips for individual items with different destinations. Calculates duties and freight charges.	<input checked="" type="checkbox"/>
Expired Product	Easily identifies products which will expire in 30 or 60 days' time.	<input type="checkbox"/>
Returned Products	Keeps a record of reasons for returned products, adjusts the inventory or sends the product back to the manufacturer.	<input type="checkbox"/>
Lot and Serial Number Tracking	Allocates lot and/or serial number during the entry of a customer's order.	<input type="checkbox"/>

Reporting		
Feature	Brief Description	
Website Statistics	Track visitors on your site in real time, measure web traffic, and produce reports about such data.	
20 standard reports	An easy way to find out your business health.	
Report with Graph and Chart	An analytical report using graphs and charts to help you to make complex business decision.	
Real-time Dashboards	A quick overview of current activities.	
Customisable Reports	Create your report by selecting different conditions and filtering options.	
Report Export Capabilities	Export your report to a XLS, Word or PDF format.	
Ad Hoc Report Creation	Create your own report by selecting meta data and logical conditions.	
Report Access Permission	Access restrictions on certain reports.	

Customisation		
Feature	Brief Description	
Ecommerce Web site	Customise a world class ecommerce website according to your specific business needs.	
B2B integration	Connect your system with your supplier or customer system.	
Third party software Integration	We have developed industry standard Application Programming Interface (API) and Software Development Kit (SDK) to connect with third party software e.g. accounting and payroll	
XML and Web Services	Share your business data with your partner system using Extensible Markup Language (XML) and web services.	

IES Security Model

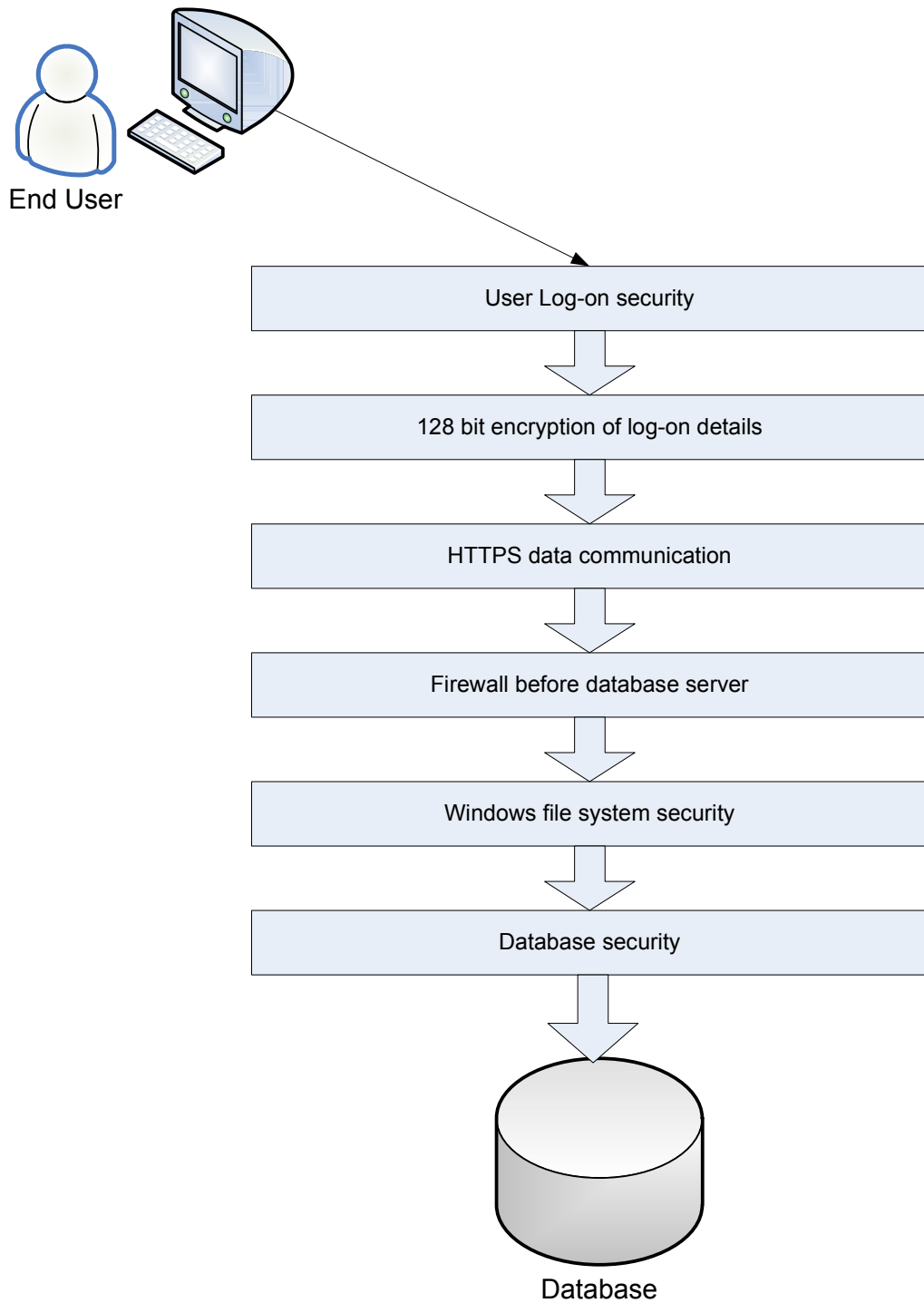


Figure 2 – Security Model