



# Straight**SELL**

Ecommerce and secure trading functionality



# StraightSELL

## Ecommerce and secure trading functionality

Before StraightSELL was a search engine optimization template product it was a secure and fully functioned ecommerce platform that allowed suppliers to create and manage an online catalogue of their products to trade with account customers and large buyers with e-procurement software.

Some use StraightSELL initially to get found on the internet but later decide that rather than processing the online enquiries off line (as most do initially) that they will actually have the orders placed online.

In this role as a full function, hosted ecommerce software solution StraightSELL has operated since 2000 and has been used as the supplier enablement tool in a number of major e-procurement projects.

## Easy Set up Wizard

With StriahtSELL you do not have to remember everything you need to do to create good quality content it is just a matter of following the set up wizard which tells you what to do and where.

There are also helpful hints at each stage of the wizard to help you tick the right box and enter the right information.

## Hosting

Hosting of your catalogue, use of the merchant administration and maintenance of the infrastructure on which your catalogue will run are all part of the annual fee that you pay.

The hosting infrastructure used by Strategic Ecommerce to provide the StraightSELL ASP service is world class with the infrastructure used to provide ASP software under a number of major government projects where security, redundancy and reliability is stringently monitored.

A topography of the network is available to customers wishing to use the platform for secure transactions.



### Look and Feel

StraightSELL allows you to customise the look and feel of the catalogue. Many of our clients who wanted only to sell to one or two big buyers have not bothered to do this but when using StraightSELL for its most powerful purpose ( as an interstate and overseas marketing tool) this is very important.



When people find your catalogue high up in a search engine the catalogue itself must make your business look professional.

It is likely you will be able to simply pick one of the templates that suits your corporate branding from the merchant administration.

However, for those with more specific branding requirements StraightSELL has a style editor that allows you to add existing or new html to the product to create a completely individual look. In many cases this can be cut and pasted from your website to match branding.



## Customised Pricing for Account Customers

StraightSELL offers users two methods of tailoring pricing for account customers and customers using e-procurement software:

- StraightSELL allows unlimited uploading of different price lists. These price lists can be assigned to individual buyers and groups of buyers ensuring each buyer sees prices tailored to them. Using Strategic Ecommerce Limited's *Catalogue Link*, an update to prices in your accounting package will mean your online catalogue is also updated ensuring your online prices are always correct.
- Alternatively, users can set prices using StraightSELLs native Pricing Matrix. Prices can be discounted by item, group, category, manufacturer, or product code mask and then applied to online buyers. Discounts can be applied by percentage, fixed dollar discounts, volume breaks and fixed dollar prices.

Regardless of the method chosen, the result is the ability to reflect changing prices in your catalogue by simply updating your accounting package when your prices change. This means there is minimal extra work to maintain the pricing in the online catalogue.

## Customised Trading Terms

StraightSELL also allows terms for payment to be customised to the buyer to reflect the different standing of relationships that will exist from time to time with different customers.

## Customising Products Displayed

Many businesses have a complex mixture of retail and wholesale relationships where some products are sold to some customers but not others. StraightSELL accommodates this by allowing a user to tailor not only the pricing and trading terms for a particular buyer but also the product range that is available to them.

## Automatic Calculation of Applicable Freight

Often freight is an important component of purchasing and a sophisticated online catalogue solution needs the intelligence to look at who the buyer is, what delivery address they have nominated, what they have purchased, and determine both the freight options available and also the cost associated with each option.

The StraightSELL freight management module allows for these calculations to be made and provides impressive flexibility to cater for complexities such as dangerous or heavy goods.



## Integration with your existing financials software



Integration between your online catalogue and existing accounting application may be desirable in some cases where large numbers of low value orders are being received online (i.e online bookshop)

Integration minimises the ongoing costs of maintaining an up to date system and retrieving order data from it.

StraightSELL has been integrated to a number of leading accounting packages including MYOB and Attache and has an API (application programming interface) that allows developers to integrate StraightSELL with accounting applications.

A COM object which can be called by any application to receive orders automatically.

An XML interface is also available for those wishing to use XML as an interfacing standard.

### Multiple Currencies

StraightSELL allows you to choose the default currency in which prices are displayed and allows buyers to see an approximate conversion of this into their home currency.

When actually paying for an order StraightSELL can be integrated to solutions such as Worldpay to allow credit card payments in the buyers home currency.

### Notification of Orders

Users can choose to receive automatic email notification when an order is place online. This can be sent to multiple recipients if required.

### Multiple Stores

StraightSELL gives you the functionality to manage multiple stores within the one catalogue.

Multiple stores are listed in the catalogue and when buyers register they can nominate a default store.

Restricted sub-logins to StraightSELL can be issued to the individual stores and each store can retrieve its own orders, without seeing the orders or buyers of other stores.

This functionality suits supply companies that have either franchise or company owned stores, or third party dealers that may compete with each other.



### Additional Product Information

StraightSELL allows users to upload images, links, and files such as PDF files and Word Documents on products and services. This can allow you to really get a lot of specific information to those that find you on the net.

StraightSELL creates automatic thumbnails of product pictures and gives users the choice to display these automatically in their catalogue.



### Quoting

StraightSELL accommodates two quoting options.

StraightSELL allows buyers to create a shopping cart of goods and rather than purchase the goods request a quote. Alternatively, buyers can send a quote to multiple suppliers in the marketplace.

Suppliers using StraightSELL can respond to quotes, attach documents for response and keep a record of all responses to quotes.



### Reporting

StraightSELL provides an automatically generated monthly email giving statistics about how many people are finding your StraightSELL pages, where they are coming from and what search expressions they are using.

There is also sales reporting about the ecommerce side of the product in terms of order statistics



### Payments

StraightSELL gives users the option to determine if buyers can order on account or via online credit card payment. Users can determine which buyers have access to which methods of payment.

StraightSELL can be linked to any online payment gateway solution you choose. If it is a solution StraightSELL already links to there is no charge. If it is a new credit card verification provider there may be some fees involved.



## Selling to Buyers using E-procurement software

StraightSELL supports OBI version 1.1 and 2.0 and also cXML version 2.1.

Other similar standards may be able to be supported with some set up fees

## Error Reporting and Data Cleansing

StraightSELL cleanses data during uploads. Incorrect information is removed such as duplicate records or wrongly described units of measure.

It also provides a detailed report of any errors in the uploaded information.

## StraightSELL Security

### 128 bit encryption

An issue of enormous importance is the security of the data that is stored in your catalogue. This information contains the individual pricing offered to your customers and may be the most commercially secretive information you have.

StraightSELL uses a combination of server based session identification and 128-bit encryption (using SSL v3) to provide industry standard security. Access to the StraightSELL Merchant Administration and catalogues are all restricted using variations of this method as well as full encryption to ensure sensitive information is well protected.

## SUPPORT

Email support from trained StraightSELL staff is available during business hours as apart of your annual fee.

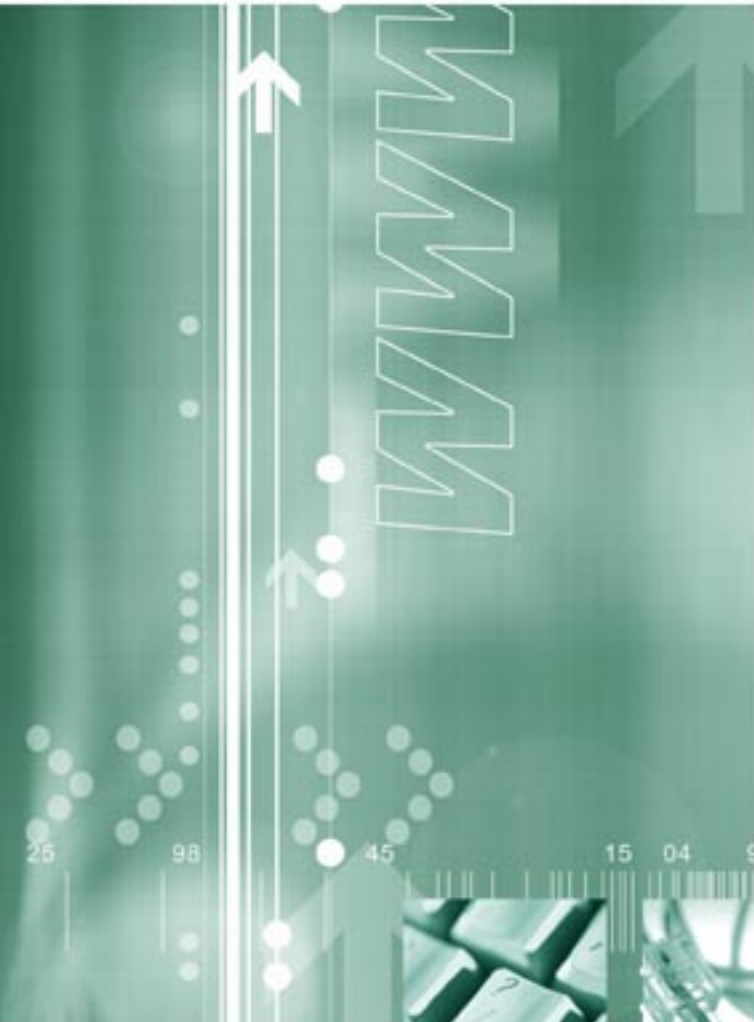
Phone support is available on a pay as you go basis for clients that have indicated direct debit credit card payment as their preferred method of payment.

Training can be done over the phone or in person on the same basis although for users not concerned with transactional ecommerce this is usually unnecessary.

## About Strategic Ecommerce

For more news and information about Strategic Ecommerce visit

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