

CORESense

On-Demand eCommerce Enterprise Solution



The Premier eCommerce Enterprise Solution for Retailers

Everything you need to run your ecommerce operation in a single, on-demand system!

CORESense's best practices expertise and on-demand enterprise platform let's you sell online with minimal hassle and maximum profitability.

- › End-to-end functionality in one integrated, tested and proven system.
- › Enterprise-class scalability that allows you to grow with confidence.
- › Flexibility to deliver your unique brand experience online.
- › Best practices eCommerce retailing experience and expertise.
- › On-demand delivery freeing you from hardware, software and IT headaches.

Learn why we are rapidly becoming the preferred choice of specialty retailers looking to acquire, convert and delight online shoppers.



On-Demand eCommerce Solution

Everything You Need to Achieve eCommerce Success

Whether you're just establishing an ecommerce presence, upgrading a first generation solution or insourcing your ecommerce operations, CORESense can help. CORESense provides the only ecommerce and retail management solution that deeply integrates and centrally manages front end selling and back office operations into one web-accessible platform.

An Ecommerce Website That Differentiates Your Brand

A successful ecommerce business begins with a compelling website. CORESense offers the most design flexibility and largest feature set of any solution available.

Build your website using one of our best-practices or vertical market design templates or develop a fully customized site. Then plug in our extensive library of the latest merchandising, product search, where-to-buy search, site navigation, customer self-service and checkout tools to create an exceptional shopping experience.

The intuitive website manager gives you total control over all aspects of your site, allowing you to manage your brand, merchandise, and the customer shopping experience.

B2B Ecommerce Sites That Reduce Transaction Costs

Allowing your business customers to buy and order online helps to reduce transaction costs while freeing up your team to generate new business. CORESense can streamline online ordering using the latest e-commerce and e-service technologies including credit accounts and invoicing, customer based product offerings and pricing, and tight integration with ERP systems.

Multiple Ways to Acquire New Customers

Selling through multiple channels not only attracts new shoppers, it creates loyalty, and in turn more sales from your existing customers. With CORESense you will be more visible where today's shoppers search, browse, compare and buy.

We provide the ability to list your merchandise on leading search engines, shopping, aggregation and comparison sites so customers will know you have what they want. Drive sales through affiliate sites and sell on popular online marketplaces such as eBay and Amazon.

Merchandising Tools to Optimize Online Sales

Merchandising is a key factor in online success. CORESense provides the most complete product and content management capability available. Our product catalog optimizes product searches, presentation, promotion, pricing and channel placement in order to maximize your online sales. From the centrally managed catalog, quickly add new products with standard and custom attributes and searchable categories, so your customers have multiple search options.

Create and manage product content including text, images and video. Schedule and launch promotions; define up-sell and cross-sell products; and set channel placement and pricing.

Structure and Content to Rank High With Search Engines

A search-friendly website optimizes traffic and helps increase sales. CORESense builds your ecommerce storefront with a search-friendly architecture including search-friendly urls for category, sub-category and product pages; title, meta and alt tags, and a site map.

Within the CORESense product and content manager you can create and manage content in multiple formats optimized for the most searched keywords. With the integration of third party tools such as Google Analytics or Omniture SiteCatalyst, we give you the ability to learn where your customers come from and how they interact with your site.





Case Study: RocketDog

► Leading footwear brand looking to establish strong ecommerce presence.

► CORESense, working with Rocket Dog and a 3rd party design firm, delivered an ecommerce website with competitive navigation, shopping, customer service and conversion features needed to attract, inform and convert trend-conscious footwear shoppers.

► Integrated with existing ERP system and third-party logistic provider.

"We have been very pleased with our decision to go with CORESense. The CORESense customer team listened to our business needs, offered knowledgeable advice and implemented a scalable and complete solution that supports our aggressive brand and ecommerce sales goals."

Bob Hartman
VP of Operations



www.rocketdog.com

Order Management Process that Saves Time and Reduces Errors

Orders from all sales channels are automatically captured and centrally staged eliminating manual and error-prone transfers of data, facilitating automation and minimizing staffing needs. You can automate order capture to fulfillment paths based on configurable orders statuses allowing you to scale your operation without increasing staff. With the powerful filtering and drill down capability you can quickly identify bottlenecks and initiate corrective actions to ensure on-time deliveries.

Flexible Sourcing and Fulfillment

Orders can be fulfilled automatically or manually through a variety of methods including drop-ship, just-in-time and in-stock inventory and locations including retail stores, warehouses, suppliers and 3rd party logistic providers (3PL).

Our open architecture allows you to integrate with your enterprise resource planning (ERP) and other business systems eliminating manual transfer or posting of data from one system to another saving time and labor and avoiding errors.

Seamless integration with FedEx®, UPS® and Endicia® enables faster shipment processing, instant tracking for customers, and increased accuracy.

Call Center Interface for Quick and Informed Customer Service

Customer representatives can quickly access and view a complete record of all customer orders, review past communications, track the status of any order and capture and record a complete record of current calls for future reference. Quick look-up and drill down features allow your staff to quickly locate orders by customer, order number or other criteria and view an up-to-the-second status of each customer order.

CRM Tools to Build a Loyal Following

A loyal customer base is critical to retail success. CORESense includes customer relationship management (CRM) and marketing capabilities to deliver personalized information and service to your customers at every point of touch.

View all customer and order information from all sales channels. Use the integrated email platform to communicate with customers – offering new products, promotions, or interesting related information. Even get feedback on your service.

Analyze purchase history to identify your best customers and keep them happy with preferred customer loyalty cards, special discounts or coupons that can be created and managed within the CORESense solution.

The Support to Grow with Confidence

CORESense offers reliability, security and support beyond the reach of most small- to medium-sized retailers. Your application is hosted at a world class data center delivering performance, reliability and scalability.

Our professional services group, not a third-party reseller, ensures your implementation goes smoothly, your staff is trained, and your system is available 24/7, 365 days a year. Once you're live, we provide ongoing support to ensure long term success with the system.

Your customer and business data is safeguarded using the latest security techniques and equipment ensuring adherence to all industry standards, such as PCI (payment card industry) compliance requirements.



Keeping You Connected and on the Leading Edge

Exceeding the expectations of savvy consumers requires retailers to constantly take advantage of leading edge channels, marketing and management tools. CORESense, through its COREPartner Ecosystem, is providing our clients with timely and cost effective connection to the same best-in-class selling, marketing and management tools used by the leading multi-channel retailers.

Most retailers lack the time, money or expertise to evaluate and integrate the wide array of solutions available in the market place. Through the COREPartner Ecosystem you can take advantage of the collective knowledge of our entire client base and in-house retail experts to access and deploy these solutions. Because each solution is fully tested and integrated by CORESense on our hosted platform, there is no up-front cost to you. CORESense is continually evaluating, testing and integrating best-in-class retail applications that touch all areas of the customer life cycle. You not only get access to these solutions as a CORESense client but you also join a community of retailers to share experiences and ideas with. Integrations and partners include:

Amazon	Edisoft	HitBox Professional	Merchant eSolutions	SLI Systems
Card-In-The-Box	Endicia	Inovis	Omniture	Scene7
Authorized.Net	Fedex	LinkShare	Payment Processing, Inc.	SPS Commerce
eBay	Google Analytics	LivePerson	PowerReviews	UPS

A Great Return on Your Investment

CORESense's all-in-one application design and transaction-based pricing minimizes your ongoing maintenance expenses and up front investment. Because it's web-based there is no server to maintain or software to upgrade reducing the need for expensive IT consultants. Our transaction based pricing model means you can re-invest your profits back into your business and not into IT equipment and support.

eCommerce - Just one part of the CORESense Multichannel Retail Management System.

CORESense eCommerce

- eCommerce Web site
- B2B Web Portal
- eBay Launchpad
- Online Marketplace Management
- Call-Center

CORESense Store Systems

- Point of Sale (POS)

CORESense Ecosystem

- CORESense Partners



**One Database
One System
One Truth**

CORESense Back Office

- **CRM & Marketing**
 - Customer Account Management
 - Segmentation & List Building
 - eMail Campaigns
- **Merchandising**
 - Product Management
 - Price & Promotion Management
 - Purchasing & Inventory Management
- **Order Management**
 - Order Management
 - Picking, Packing, & Shipping
 - Warehouse Management

Case Study:

Windsor Vineyards

► America's oldest and largest direct-to-consumer winery wanted a single database for all of their direct customer transactions no matter how they came to them, through web, phone, wine club or tasting room. They also wanted complete visibility on how they were handling their customers.

► Six uniquely branded websites were designed with enhanced product search and customer satisfaction capabilities including designate-as-a-gift and multiple "ship-to" addresses.

► All orders are tracked, processed, and fulfilled from a central back office.

"We chose CORESense because we wanted to move to a complete enterprise system that is scalable and not tied to legacy systems - a system that can run all of our direct operations for multiple brands."

Pat Roney
Owner



www.stoneflywinery.com
www.sonomacoast.com

For more information on CORESense and our solutions for retailers, visit us on the web at:

www.coresense.com

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