

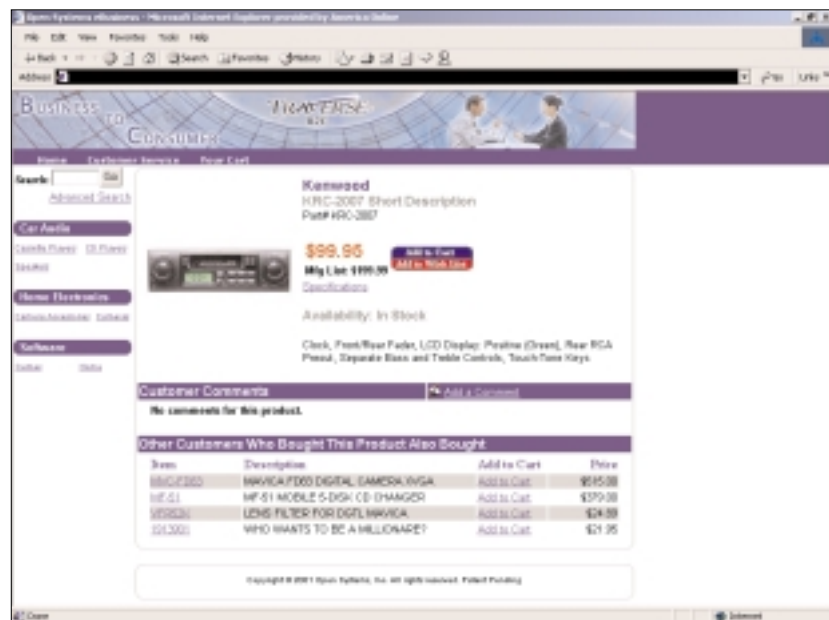
eShopping Cart

Your online solution for business success

TRAVERSE Business-to-Consumer (B2C), or Shopping Cart, integrates directly with the award-winning TRAVERSE Client/Server accounting platform; you can automate online ordering processes and remove time-consuming multiple manual entry processes by tying your front-end sales and order processes to your back-end accounting system.

Benefits

- Integrated to TRAVERSE back office accounting suite
- Accessible via a web browser - from any location
- Reach a larger and broader audience for your products and services
- Capture prospects and repeat business more effectively
- Offer worldwide Internet access to your products and services
- Provide a 24/7 electronic shop front



Offer your customers single-click ordering, personalized promotions and online inquiry with TRAVERSE Business-to-Consumer solutions.

Key Features

- Custom searches
- Online campaigns and promotions
- One-click, online shopping carts
- Associate product accessories to major product lines
- Multi-delivery point addressing
- Secured transaction control

Functions

- "Shopping Cart"/Purchasing
- Manage a Customer Wish List of items
- Up-sell/Cross-sell capability
- Order Inquiry Control
- Credit Card Processing via VeriSign
- Direct Order Processing to TRAVERSE Accounting Software for shipping control

Architecture Highlights

Multi-tiered architecture utilizing:

- Microsoft Windows 2000 Server
- Microsoft SQL Server
- Microsoft IIS
- Encrypted security where appropriate
- Flexible database structure
- Multi browser support
- Multilingual
- Scaleable architecture
- Customizable

Installation Options

- Hosted in a data center
- Single database - support is fully integrated to TRAVERSE accounting applications
- Purchase or lease finance options
- Multi-database support for added security between Internet and back office systems

The screenshot displays the TRAVERSE eShoppingCart interface. At the top, there is a navigation bar with links for Home, Customer Service, Your Cart, and CRM. Below this is a search bar with a 'Go' button and a link to 'Advanced Search'. The main content area is titled 'Plan your Invoice Step 2: Select your payment method.' and includes an important notice: 'Important: Your default payment method is already selected. You can change this by selecting another from the dropdown, or click the add button.' The 'Payment Method' section shows 'we accept' with logos for Visa, MasterCard, and Discover. Below this are input fields for 'Card Type' (a dropdown menu), 'Cardholder's Name', 'Card Number', and 'Expiration Date' (two dropdown menus). At the bottom, there is a table for 'Order Total Information' and a 'Notes' column.

Order Total Information	Notes
Order Sub-Total	\$99.95 *** place misc messages here
Shipping Fees (Standard)	\$8.50
Sales Tax	\$6.50
Order Total	\$115.35

Using VeriSign, TRAVERSE eShoppingCart allows your customers to pay for their merchandise using any type of credit card you choose to accept.

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