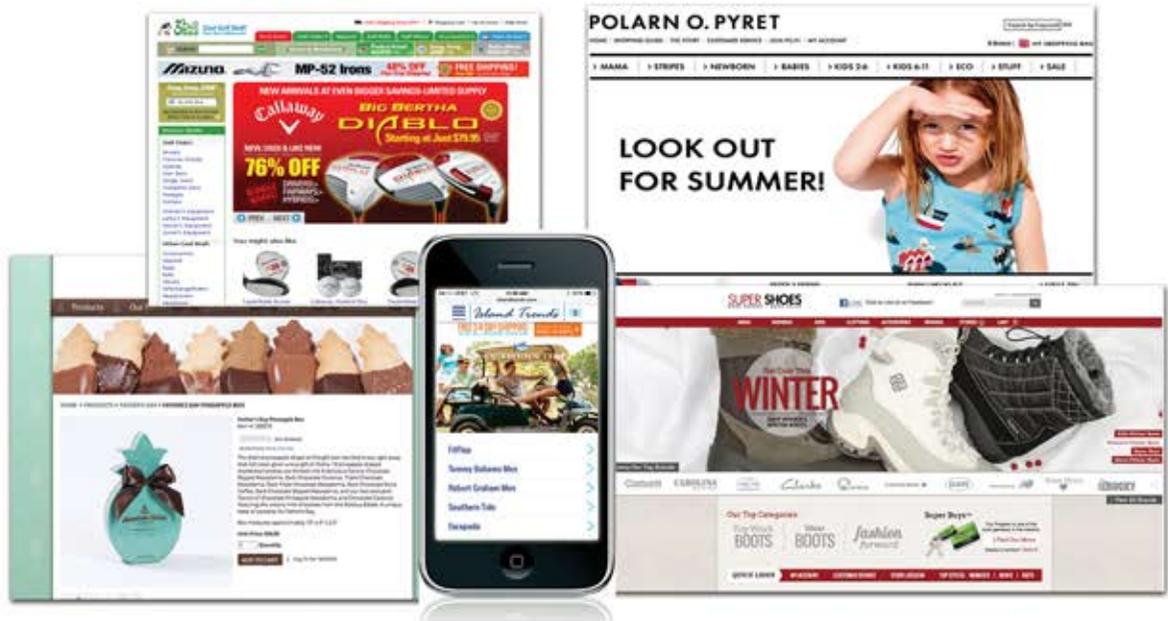


CORESense

eCommerce Enterprise Solution



The Premier eCommerce Enterprise Solution

Everything you need to run your ecommerce operation in a single, cloud-based system!

CORESense's best practices expertise and cloud-based eCommerce Enterprise Solution let's you sell online with minimal hassle and maximum profitability.

- ▶ A cost effective eCommerce Platform with the power to deliver your unique brand experience across all online channels.
- ▶ End-to-end functionality in one integrated, tested and proven system.
- ▶ Integrates easily with 3rd party ERP, WMS and accounting solutions.
- ▶ Best practices eCommerce retailing experience and expertise.
- ▶ Cloud-based delivery freeing you from hardware, software and IT headaches.

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



Web 2.0



eCommerce Enterprise Solution

Everything You Need to Achieve eCommerce Success

Whether you're just establishing an ecommerce presence, upgrading a first generation solution or in-sourcing 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 fixed, mobile or responsive website design 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.

Working with our best of breed online channel listing partners, you can list your merchandise on leading search engines, shopping, aggregation and comparison sites so customers will know you have what they want and then manage and fulfill your orders from CORESense.

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

Honolulu Cookie

► Provider of Hawian gourmet cookies looking for a next generation ecommerce platform that would not only deliver a great shopping experience but also enable them to deliver great service after the sale.

► After a comprehensive review of ecommerce and order management solution providers, Honolulu Cookie Company determined that only CORESense could deliver a fully integrated, enterprise class solution for managing all aspects of their ecommerce operation at an affordable price.

"We selected CORESense because they were able to deliver a robust website combined with the end-to-end operations management capabilities needed to streamline our operations enabling us to deliver great customer service. Having everything managed by one web accessible system provides us with the real-time view of our business we need to pro actively respond to customers and profitably grow our business."

Jaynel Panquites, Ecommerce



www.honolulucookie.com
m.honolulucookie.com



Case Study: Island Trends

► Multichannel fashion and apparel retailer looking to add ecommerce and mobile selling channels.

► CORESense delivered a compelling, search and shopper friendly ecommerce website and on-demand retail management software suite designed specifically to handle multi-channel sales activities.

► Launched mobile commerce store front built and managed on their CORESense Platform.

"We have seen double digit increases in our sales since changing over to the CORESense Web 2.0 Ecommerce Software. And as a long time CORESense customer, we are confident that CORESense will help us to continue to excel both online and in our Marco Island and Naples stores by providing us with a constant stream of powerful new features and functionality that keep us ahead of the ecommerce technology curve."

Chad Chutz
Director of Internet Marketing
and Sales



www.islandtrends.com
m.islandtrends.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.

Reporting and Analytics

The CORESense Ecommerce Enterprise solution consolidates multi-channel selling, CRM, merchandising and order management into one web accessible system providing an unparalleled real-time view of business health anywhere, anytime, so that you can proactively respond to customers and profitably grow your businesses.

CORESense provides this real-time view through multiple standard reports, flexible report building tools and custom reports built to meet your unique business needs.





Professionally Managed Implementation, World Class Hosting and Dedicated, US-based Support

CORESense includes professional services from a team of Experts, we deliver world class hosting and ensure continuous improvement for each merchant's maximum return on investment and long term success.

To get clients up and running quickly, CORESense employs a structured implementation and launch process based on best practices gathered through our extensive work with leading online merchants. Each client receive a full business review and analysis, custom data model design, data collection and import assistance, data integration and testing and training ensuring they get optimal utilization of the CORESense application and desired website shopping experience and performance. A professional service team, headed by an experience project manager and implementation consultant guides each client through the process from kick-off to go-live.

After go-live each client has unlimited access to our responsive and insightful US-based technical support and on-going professional service teams dedicated to helping you become a more competitive and successful retailer. Clients also have access to our online support portal to assist in the ongoing management and tracking of your support requests. Clients can enter and track cases, search the knowledge base for answers, interact with other users and enter and vote on new features all without picking up the phone

CORESense provides a fully managed, enterprise grade hosting services SAS 70 Type II secure and audited data centers deploying full redundancy of critical systems, for client websites and application ensuring full availability and optimal performance 24-7-365. Our service includes all hardware, operating software and application software and its upgrade and maintenance as well as 24/7 monitoring to prevent and resolve problems. CORESense is PCI DSS 1.2 compliant and employs propriety "tokenization" technology easing your PCI compliance requirements.

COREPartner Program - 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 Program, is providing our clients with timely and cost effective access to pre-built integrations between leading third-party technologies and the CORESense Ecommerce Enterprise platform.

Most merchants lack the time, money or expertise to evaluate and integrate the wide array of solutions available in the market place. Through the COREPartner Program you can take advantage of the collective knowledge of our entire client base and in-house experts to access and deploy leading third-party 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 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 merchants to share experiences and ideas with. Here are just a sample of the solutions available through the COREPartner program:

Authorized.Net	GlobalShopex	MagicZoom	Sage Payments	TUPS
Avalara	Google Checkout	Malverne	seo4anyone	Windsor Circle
Bazaarvoice	Google Merchant	Merchant Advantage	Sharesale	Wine Zap
Bing	Google Trusted Store	MyBuys	ShareThis	WorldPac
Commission Junction	LinkShare	Nextopia	SLI System	Yahoo
CyberSource	LivePerson	PayFlo Pro	Social Candy	
Doogma	Merchant Advantage	OpenEdge	SPS Commerce	
Endicia	MyBuys	PayPal	TrueShip	
Fedex	Nextopia	Pinterest	Twitter	

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

CORESense, Inc.
125 High Rock Avenue
Saratoga Springs, NY 12866
866.229.2804 Toll Free
518.306.3043
sales@coresense.com

Case Study: Vintage Wine Estates

▶ 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.stoneflyvineyards.com
www.sonomaacoastvineyards.com