

e-Commerce - eLink Cart



Today, many existing customers want to place orders via the internet and are demanding access to product, pricing and sales or accounting information on a 24/7 basis. *eLink Cart* for *Intrust Win* will easily meet these demands.

Intrust Win offers a complete suite of web commerce applications built entirely on Microsoft technology. *eLink Cart* is competitively priced for growing businesses which will allow you to expand your potential customer base, increase sales, customer satisfaction, streamline key business processes and maximize efficiency .

If your goal is to expand your market to new clients via the internet, the B2C capabilities of *eLink Cart* makes it simple to display your products and easy for potential new customers to sort, select and send them to an electronic shopping cart. Credit card transactions are processed directly and immediately. Estimated shipping, and state sales taxing capability is also available.

eLink Cart also allows for remote sales order entry and access to customer pricing and history as well as item availability and look up. This capability is restricted to your employees who can log in via a browser from anywhere that they have access to a computer and the internet.

Features and Benefits:

- Integrated to Intrust Win back office accounting suite
- Accessible via a web browser - from any location
- Reach a larger and broader audience for your products and services
- Offer worldwide Internet access to your products and services
- Provide a 24/7 electronic shop front
- Capture prospects and repeat business more effectively
- Provide real time customer service information, 24/7
- Customer specific pricing and item availability
- Real time shipping and multi-jurisdictional sales tax calculation
- Multiple payment types, including purchase order (B2B), ACH and credit cards
- Control look and feel via included themes or custom skins

Key Features

- Deploy cross-selling and up-selling techniques
- Custom searches
- One-click, online shopping carts
- Secured transaction control
- Both B2C and B2B functionality
- Quick Order Entry mode for B2B
- Customer-specific pricing and item available matrix

Functions

- B2B, B2C, Intranet, Extranet and Sales Portal
- Manage a Customer Wish List of items
- Real-time Shipping Rate Calculation
- Order / Invoice Inquiry
- Real-time Payment Processing (Credit Cards, ACH, etc)
- Direct Order Processing to Intrust Win Accounting Software for shipping control
- “Smart” reordering from Order History
- Includes Web Analytics, Webmail, Forums, Live Chat

Architectural Highlights

- Multi-tiered architecture utilizing:
- Microsoft Windows Server
- Microsoft SQL Server 2005
- Microsoft IIS
- AES Encrypted security
- Flexible database structure
- Multi browser support
- Multilingual
- Scalable architecture
- Customizable

Installation Options

- Hosted either on-site or in our Datacenter
- Single database - support is fully integrated to Intrust Win accounting applications
- Multi-database support for added security between Internet and back office systems