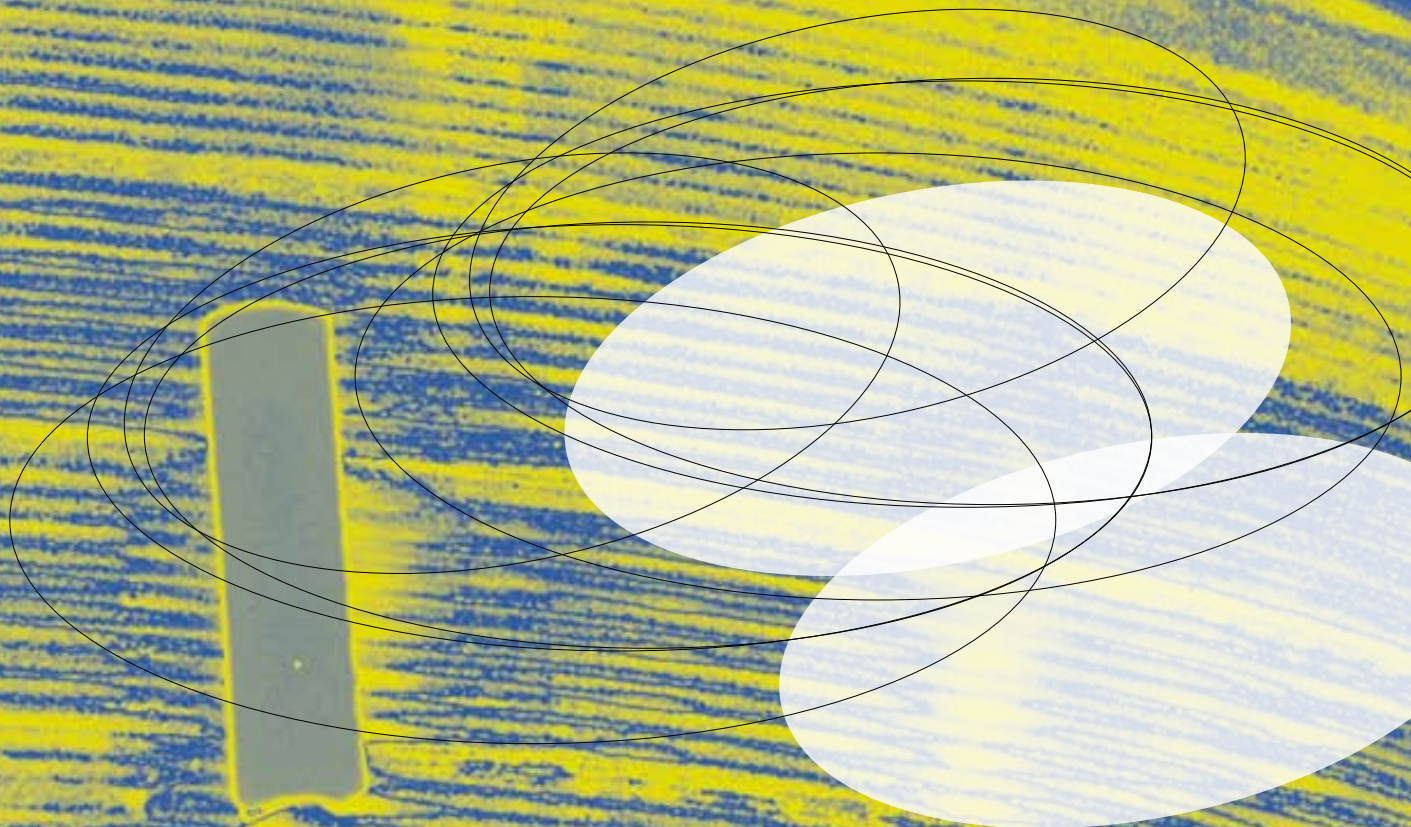


**ScriptServer  
TradePoint .NET 1.4**

Powerful innovation  
in e-commerce



# ScriptServer TradePoint .NET 1.4

Powerful innovation in e-commerce

Whether you run a business-to-consumer (B2C) web shop or a Business-to-Business (B2B) e-commerce portal, TradePoint enables you to present and market your business products and business data – internally as well as externally – in an intuitive, targeted, easy to update and change content in a well-organized way. Genuine real time integration to MS Dynamics NAV.

## Trust – The foundation of customer loyalty

In many ways, today's consumer is no different from the consumer 50 years ago. The sales channels are different, but the consumer is still looking for a good buying experience.

A good buying experience requires your flexibility, a high service level, and being able to deliver the right quality product or service, at the right time.

- If the accessibility of the shop is not there – forget it. The customer will find another shop.
- If the dedicated service of your staff is not there – forget it. The customer will look for a shop with a staff who treats them respectfully.
- If the right products are not there – forget it! The customer will find a new supplier.

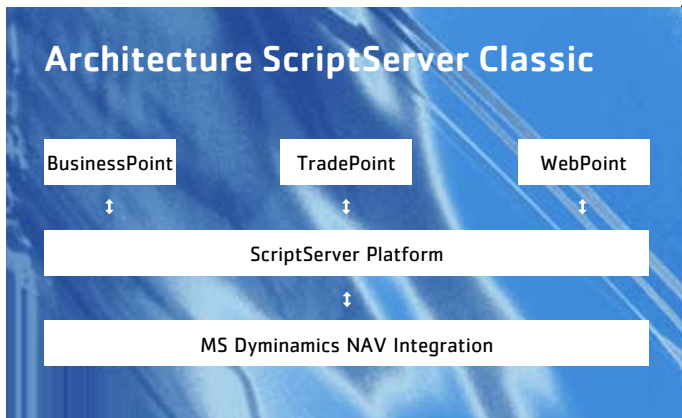
But if you manage to fulfill customer expectations with respect to the above parameters, then you have earned customers – who are satisfied and loyal. Customers who will return to you.

But never take customer satisfaction for granted. The buying pattern of the future – on both the internet and in retail – must always embrace still more flexible opportunities. The ability to react swift to changing demands is ever important. Evolution never stands still. And you must be prepared!

Selling online is a great opportunity, but it will only pay if you select a future-safe solution with the right approach.

TradePoint is such a solution.

ScriptServer TradePoint is one of the 3 products in the ScriptServer Architecture.



- It provides a natural extension of your current business
- It makes your products even more visible and accessible to consumers and partners
- It allows your customers and partners to serve themselves
- It allows you to quickly set up sales channels in new markets - with a minimum of investments
- It allows you to react swiftly to changed market demands
- It integrates seamlessly to your current business data and business logic (MS Dynamics NAV), protecting you current IT investments
- It is rock-stable, technologically secure, and lives up to 21st century requirements for online selling

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### A TradePoint web shop is open 24 hours a day!

A TradePoint web shop provides an effective and reliable sales channel for any business who wants to market its products or services on the web.

#### Let your clients serve themselves!

Then why not let your clients shop at a time when it suits them. Why not let them serve themselves in an easy-to-use web shop. A TradePoint web shop is a highly intelligent and safe web shop that allows clients from around the world to access your products and services.

And on top of that. Why not let customers serve themselves when it suits them? No need for you to sit around waiting. Let the web shop do all the servicing and communicating for you. That's the optimal customer fulfillment.

Self service is a key word in TradePoint: Not only is it easy to use, easy to search and easy to order for your customers. Upon customer fulfillment, customers can view stock and order status online, view order history, subscribe to newsletters, and participate in forums. It is also self serviceable by your partners and by your own staff. Your web shop will always be up-to-date, showing the most recent business data.

### Easy to set up, easy to maintain, easy to grow

Time-to-market is vital. Both to your company, your staff and to your clients.

One of the core benefits of TradePoint is the ease with which your internal staff may create, maintain and further develop the web shop. This is made possible through an easy-to-use built-in content management system. Choose an online design for your web shop that suits your product company brand and image. Use the user-friendly interface to create new pages, change existing products and upload new photos.

A TradePoint web shop is easy to customize and change on the fly. Respond to market changes overnight and create seasonal campaigns such as Christmas, Halloween, and Easter from one day to the next. Your changes will be effective immediately.

An up-and-running web shop may easily be extended with new, additional sites, for instance to activate new campaigns. While your internal staff experience a reduced workload, your clients experience a high degree of reassuring self-service. A user in control, is a satisfied user.

### Genuine real time integration to MS Dynamics NAV

TradePoint provides real-time integration to MS Dynamics NAV.

The phrase "real-time integration" is often misused to convey an imprecise image of something as being up-to-date. But with TradePoint it actually means "genuine real-time". This is one of the very powerful cornerstones of our solution. Genuine real-time integration implies that the orders from the web shop will be immediately available in MS Dynamics NAV and that your business and stock data are always up-to-date.

Real-time integration means that your current business logic may be re-used. Your business data will always represent a true picture of how things really are.

### Always available – No data is lost!

Even if your back-end business system is momentarily unavailable (for instance during backup), your web shop will still be open to customers. Orders are stored in the TradePoint web shop and queued up for later processing. No data is lost.

### A Scalable Solution – find your way into new markets – fast and easy

As your business grows into new markets, you can grow your e-business too. In fact, your TradePoint may well prove to be a gateway to new markets. With a minimum of investment. TradePoint supports multilingual sites and currencies.

Adapt and launch your web shop in a new language, and gain easy access to millions of new potential customers. If you communicate locally, you can act and succeed locally.

Using a localized web shop implies that you can save the expenses for local physical presence, staff and expensive marketing campaigns in foreign countries. Today's market place is indeed a global market place. The past physical boundaries have disappeared. If you do not market your products internationally, rest assured that your competitors will.

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### TradePoint Forum

TradePoint allows you to establish a forum enabling your clients and/or partners to interact with questions, answers and discussions on a given topic or product.

A TradePoint forum may allow "guest" access so that users can view the forum before joining. This is a good way to check out a forum before deciding to join. Users will not be able to actively participate in a forum as a guest. To become an active user of a TradePoint forum he or she must register first.

### Protecting you current investment

TradePoint is a solution which will carry its own investment. Return on investment (ROI) is directly measurable since all orders are registered in NAV on an ongoing basis.

### TradePoint – a safe and secure solution

#### Transaction Safety

TradePoint is a highly safe solution which makes it possible to handle authentication and permission on all application levels in the web shop. TradePoint offer your customers multiple payment option such as secure credit and payment, payment on delivery, etc.

#### Administrative Safety

TradePoint includes a fully Microsoft AD compatible user rights system. All administrative users, customers and contacts may have different rights configurable directly from TradePoint in a variety of ways. For instance, an administrator may have the rights to administer products, but can be restricted from editing news or other users. Or a contact may have the rights to issue orders, but not to actually create them in NAV. Instead this would be done by another contact or a customer with the necessary rights. This flexible user rights system means that you can exploit the inherent business logic and structure in NAV create a unique system adapted to the individual end-client.

#### Technical Safety

TradePoint is a rock-stable and solid solution. It has been tested for security breaches. We are constant focused on security and full testing is an integrated part of the development process.

TradePoint is also able to withstand errors from external components. If, for instance, NAV is unavailable as orders are created (for instance while a credit card is being validated) the order is temporarily stored in TradePoint until the connection to NAV has been restored. When the connection is restored, the orders are processed.

### TradePoint – For both B2B and B2C

- A TradePoint B2B solution may be built on top of a B2C solution. The B2B solution allows for far more intelligent features to be employed so that you can set up a full-blown extranet for your partners and clients. This includes more self-servicing features, a forum enabling more communication between partners as well as the shared publication and distribution of advanced sales information such as sales conditions, discount and stock information, stock, etc., among partners.

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## BtoB and B2C

### Advanced Product Catalogue

Use the advanced product catalogue to:

- categorize products into unlimited number of categories,
- upload small and large photos for each product thumbnails, product files and datasheets
- add relevant descriptions of your products
- view product details either as pop-up or in the same window
- place featured products on the homepage and/or in a dedicated section
- show related products for cross selling
- show the same product in many variants

### Multi-language support. Multi-currency support

Let customers from around the world see your web shop in their language. Allow them to pay in their own currency. With the credit card of their choice.

### Volume pricing, product bundling

TradePoint supports through Navision both volume pricing and product bundling (both pure bundling and mixed bundling). Pure bundling occurs when a consumer can only purchase the entire bundle or nothing, mixed bundling occurs when consumers are offered a choice between the purchasing the entire bundle or one of the separate parts of the bundle.

### Multiple payment options

TradePoint allows you various payment options such as secure credit and payment, payment on delivery, etc.

### Top Selling lists and Promotion lists

Arrange your products on attractive top selling or promotion lists.

### Separate invoice and ship to address

In case the invoicing address is not the same as the shipping address, TradePoint allows the customer to enter different addresses.

### Automatic order confirmation

Upon payment approval, the customer will receive order confirmation by e-mail.

### Save and reuse order template

A time-saving self-service feature enabling the customer to save his or her orders in templates for future use.

### View item details and information

Allows the customers to view relevant product information. But only the information you let them see.

### Instant new customer registration – stored directly in Dynamics NAV

Utilises the powerful integration to Dynamics NAV. New client are immediately stored in NAV so that you can track new customers and there orders.

### Automatically generated email with login information to new customers

The customer will receive instant notification about their order and obtain the ability to log on to the system and track the order online.

### Optional newsletter

If desired, new clients may sign up for your newsletter, if any.

### Variants – Size, color & style

In case your product catalogue includes products with different pricing for size color and style, this feature allows you to accommodate for this. You may assign different photos to different colors. Orders will be created in Microsoft Dynamics NAV as Variants orders. We support Pebblestone fashion, Logica, Navipartner and more variants.

### Inventory status

Allows the user to get elaborate inventory status at any time.

### Multiple contact logins

Allows several users to be logged on the web shop simultaneously. Customer specific pricing (NAV controlled) If different customers have different prices or different products available, this reflects directly in TradePoint.

### Forum

Allows you to create a forum to be set up to be used by both internal users, partners and customers.

### Product search

Allows users to search for products in the product catalogue. Results will be presented on lists.

## Self service

### View orders and history

The real-time integration to MS Dynamics NAV allows users to view certain information related to orders in NAV. Some of the information is exclusively for your employees, some may be viewed by the end-customers. This is controlled by access rights and may include the following.

- Pending orders
- Quotes
- Return orders
- Invoices
- Credit memos
- Posted invoice details
- Posted shipment
- Posted return receipts
- Credit notes

### View and edit company information

Depending on the rights, users may view and edit company information

### File upload

The File Upload feature allows you to upload various types of files to the system, for instance product catalogues, articles, newsletters, flash files. The use of this feature depends entirely of how you want to use it.

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## References

<b>Avitel</b>	Swedish	hone related products
<b>Clamal</b>	Danish	Fashion
<b>Coffee Beanery</b>	US	Coffee, tea, gifts
<b>DCI Door Control</b>	US	Safety and security
<b>Doro</b>	Global	Electronics
<b>Ecoflow</b>	UK	Network organization
<b>Engholm</b>	Danish	Marine equipment
<b>Eurolight</b>	Nederland	Sport equipment
<b>Fbc ferie</b>	Scandinavian	Travelling in Europe
<b>Fyndbørsen</b>	Swedish	Electronics
<b>Gandalf</b>	Swedish	Telecom products
<b>HIS Web Warehouse</b>	US	Housing products
<b>Just Brand</b>	Nederland	Branded products
<b>Kiwitz</b>	Nederland	Building equipment
<b>Krible-krable</b>	Danish	Games for kids
<b>Kram Telecom</b>	UK	Cellular phones
<b>Kronan</b>	Swedish	Bycycles etc.
<b>Leika</b>	Danish	Creative furniture for kids
<b>Lifepharma</b>	Danish	Pharma Products
<b>Network Electronics</b>	Global	Video transportation
<b>Nordlux</b>	Europe	Lightning
<b>Olsens</b>	Danish	Garden equipment
<b>Plinton&amp;Profiflen Centrale</b>	Nederland	Building equipment
<b>Rantzaws Sport</b>	Swedish	Sport articles
<b>Shirt Connexion</b>	US	Shirts
<b>State-of-art</b>	Nederland	Shirts and pullover
<b>Student licence</b>	Norway	Licences for educational sector
<b>Taksivaruste</b>	Finnish	Taxa equipment
<b>Vip shop</b>	Danish	Branded equipment
<b>Willab Direct</b>	Swedish	Equipment for farmers

## References

### **www.doro.com** – BtoC

Global website and e-commerce for trade in Home, Business and Care Electronics.

### **www.comx.dk** – BtoC and BtoB

Website and extranet for Danish fiber to home company in telephony, internet and television.

### **www.shop.globe.dk** – BtoC

E-commerce and self service extranet for internet book shop in Denmark and Sweden.

### **www.nestlebaby.com** – BtoC

Global website and intranet (for members) for baby food products. The website gives a lot of advices to parents including child development and health. The parents can join the Nestle Junior Club.

### **www.peab.se** – BtoB

Website and intranet for Northern European construction and civil engineering industry.

### **www.avn.dk** – BtoB

Global e-commerce, selfservice and website for trade with industry products divided into 4 segments.

### **www.pharmadenmark.dk** – BtoC. BtoB.

Website and intranet especially for members in the fast growing Danish pharmaceutical industry. Gather and brings important knowledge.

### **www.avital.se** – BtoC.

International e-commerce for telephones and telephone systems.

## Company

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