

ProspectSoft Web Solutions

10 Steps to *Easy e-Commerce*

Almost every business could benefit from e-Commerce, and most know they should but just don't know how best to get started. e-Commerce is now a lot easier to deploy and less expensive to setup than you might imagine.

Step1: is *Easy e-Commerce* right for you?

Just because *Easy e-Commerce* from ProspectSoft is inexpensive and quickly deployable, doesn't mean it is right for everyone. If you aren't sure what you need, or would like some advice on how best to take your business to the web then we would love to speak to you, find out about your business and help you select the best solution for your needs.

We don't just supply templated e-Commerce solutions; we also provide enterprise level e-commerce to support complex B2B relationships as well as a range of other solutions. These include help desk and returns management, email marketing, design services, web-based document sharing, search engine optimisation, lead generation, and even fully integrated CRM and back-office solutions.



But...if you want the easiest and most cost-effective way to deploy a fully-functional e-Commerce site with out-of-the-box integration to your back-office Sage 50, Pegasus Opera, Access Dimensions or IRIS Exchequer accounts solution, then read on...

Step 2: Choose your layout

To make your site quick and easy to build and deploy, we have created a range of *Easy e-Commerce* layouts to choose from: two or three column, minimal content or room for news and adverts, etc; or if our Easy e-Commerce templates aren't what you are looking for then talk to us about a one-off design – built specifically for you.



Step 3: A private or public portal?

A simple but important choice – is your site, with its products and prices going to be accessible to anyone browsing the internet, or do you want to only provide access to a pre-defined audience – such as existing customers or resellers.

Log In

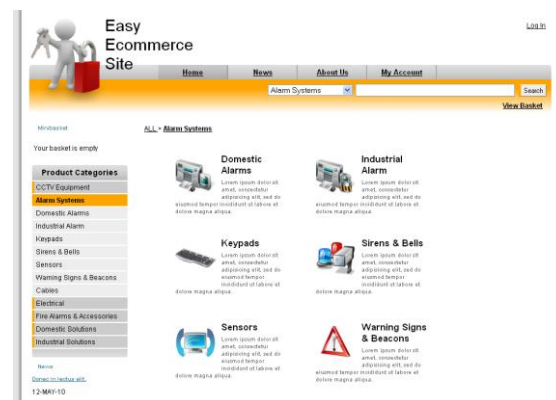
Username:

 Password:

[Forgotten Password?](#)
[Terms and Conditions](#)
[Contact Us](#)

Step 4: Add a little design

Even having chosen a template, there is still a great deal of flexibility (more than you might imagine) in how the site can be designed and styled using CSS (cascading style sheets – an internet standard for formatting websites).



You can opt to simply add your logo and choose relevant complementary colours for the site; choose tabbed or simple menus, or even go for a full re-design. Either way, we have a team of skilled designers to help you, or you can use your choice of graphic and web designer – whatever suits you.

Step 5: Optional features

Often an e-commerce site isn't just a web-shop – you might want to show your latest news, promote special offers with specific adverts, offer mechanisms for registration and much more. Which is why we have created several *Easy e-Commerce* options for you to choose from:

- News Feed – allows you to quickly add news articles, and provides display options to show the latest news, random news, scrolling news etc.
- Advertisements – single adverts, multiple ads or random ads can all be managed in Prospectsoft Easy e-Commerce.
- Product variations – manages a huge range of product variations for example, hard hats that come in six different sizes (and even six different prices).

Or, if you need something else, don't forget that we have a whole range of e-business suites beyond the *Easy e-Commerce* range – so why not give us a call to discuss your needs.

Step 6: Payment methods

Do you want all visitors to pay on account or by credit card? Should credit account holders be able to choose? There are a range of payment configurations included and ready for straightforward deployment.



You don't even need to organise a merchant id from your bank. Just complete our simple application process, provide some basic documentation to prove your identity and you can be taking credit card payments with a low transaction fee within a week.

Step 7: Integrate your back-office systems

Our *Easy e-Commerce* solution supports automatic, comprehensive integration with leading Accounts packages including Sage 50, Pegasus Opera, Access Dimensions or IRIS Exchequer accounts. After installing the integration suite, a simple wizard gets you linked up in no time at all. Of course your solution can alternatively link to an existing ProspectSoft CRM system.

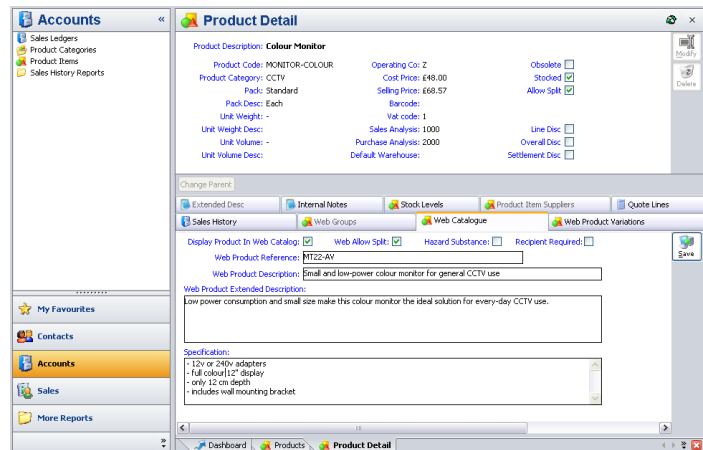
And if you would like integration with a different back-office solution, our "Standard" or "Advanced" range can integrate with many other systems.

Step 8: Easily load Products and Customers

Once integrated to your accounts package, the relevant customer and product information is automatically updated to your e-Commerce site.

Step 9: Enhance your data as needed

Once your product information is populated, you don't need to do anything more. However you may wish to enhance that data by extended product information such as longer descriptions, specifications, images, or perhaps limit which products can be sold online or group products into a search-tree structure to help your users find the products they need. All of this, and more, can be achieved and maintained by you through a simple product management interface.



Step 10: Promoting the site & taking orders

We will of course help you along the way, but it's as simple as that. Your site can be up and running in under a week. After that, we can also help you further develop your e-Commerce strategy (either face-to-face, via the telephone or via one of our regular online seminars).

And if you eventually want to take your online ambitions further, our *Easy e-Commerce* solution is fully compatible with our full range of Professional and Enterprise e-business and CRM solutions.

