



**AddonStore™**

Systems expertise in e-business





# E-Business is more than trading

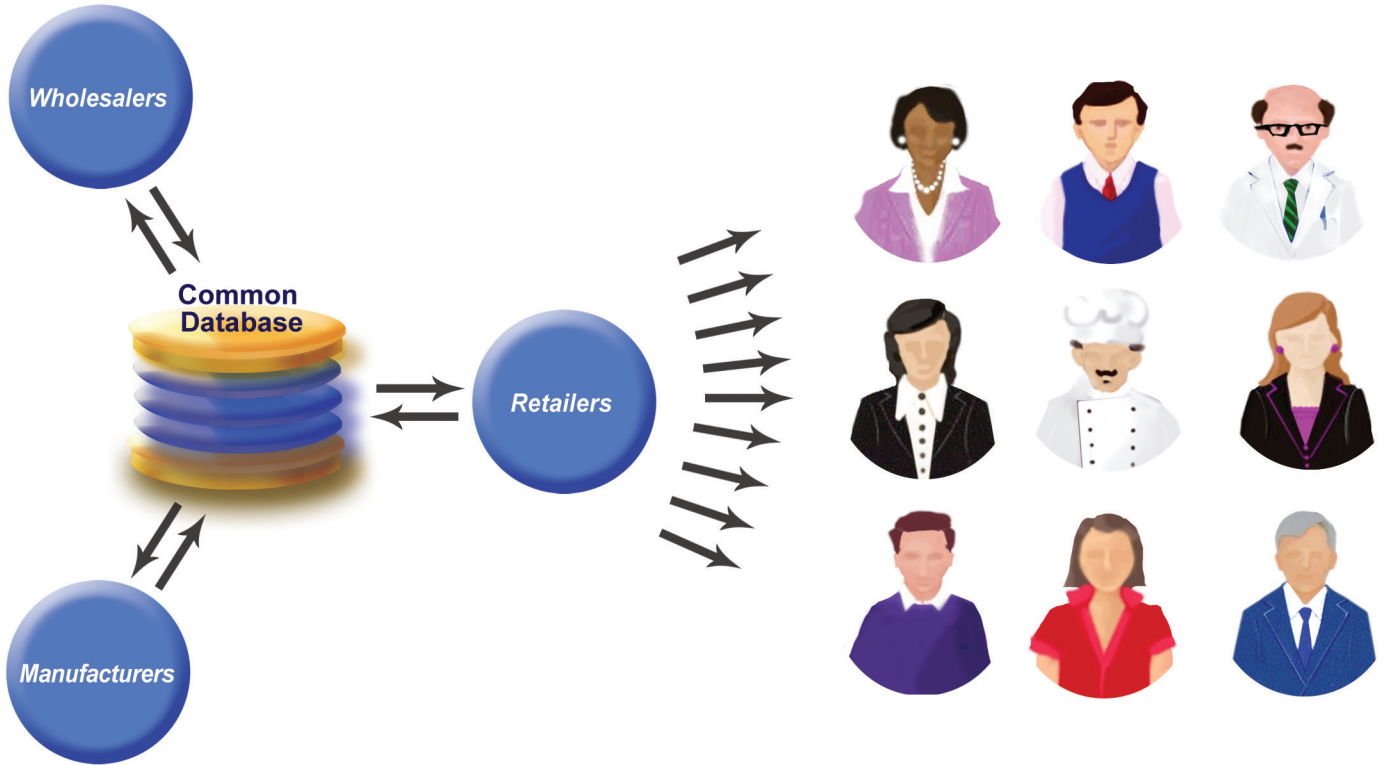
**Online shopping is here to stay.** We can't imagine life without it. Online shopping embraces everyone – young and old, men and women, consumers and companies. According to the U.S. Commerce Department, "U.S. e-commerce sales totaled \$194.3 billion in 2011, up 16.1% from \$167.3 billion in 2010."

Whether it's books, stationery, clothes, or medicines, almost all areas of shopping have been influenced by e-commerce, and some turned positively upside down. New business models were created that complement or replace classic brick-and-mortar selling.

**From web store to process and relationship management.** Whether B-to-C or B-to-B commerce, anyone must rely on the Internet if wanting to exploit the efficiency potentials of the distribution chain while gaining their customers' long-term loyalty and enthusiasm.

The good news is that the investment in e-commerce usually pays off very quickly, especially considering the gains in efficiency.

Transacting on the Web should also facilitate entering product and order data once and passing it to the supply chain, thereby rationalizing distribution chains and delivering economies of scale.



*Business and consumer customers*

AddonStore

# An integrated platform for multilevel business models

**AddonStore™ from BASIS** is a platform for developing industry-specific e-business solutions, from simple web stores to integrated solutions over several marketing levels – manufacturers, wholesalers, and retailers/franchises/agents. AddonStore stands out because of its stability, flexibility, and performance. It can effortlessly manage product lines with hundreds of thousands of individual items.

AddonStore is based on widely used open industry standards – Java, HTML5, CSS, and JavaScript, all independent of platforms and operating system. As a result of this open architecture, AddonStore is extremely adaptable with very little investment of resources commonly required in such areas as data storage, programming and design efforts of graphical front ends (stores), and general store administration.

## Performance summary

# What AddonStore can do

### Everything buyers expect

AddonStore has a user-friendly, flexible basic layout

- Is in line with widespread UI standards
- Can be individually adapted or redesigned via such technologies as HTML and CSS
- Offers all the foundations for an excellent product presentation, easily adaptable to the requirements of various industries
- Is very search engine-friendly so end users can easily find the store and its contents

### Important aspects for a positive buying decision

- Studies show that efficient search functions are very important for a positive buying decision, so AddonStore offers multiple alternative routes to the store items such as full text search, structured access, individual filter functions, and real-time displays of goods available
- A shopping basket that remembers selected goods for the next visit

- Flexible payment functions – billing, cash on delivery, prepayment, and Paypal
- Transparent summary of shipping costs – tiered by parameters such as total price, exemption limits, target states – when selecting items

### Clear administration

- Manage order processing via Order Dashboard
  - View all incoming orders at a glance and send them to the wholesaler or end user as a drop-ship or direct order, or fulfill the order from the wholesaler's warehouse
  - Administer direct and drop shipping
- Individualize settings such as calculating sale price, supplementing/selecting partial assortments, and specifying individual payment terms per customer or customer group

### Price calculation for multilevel marketing scenarios –

- Prices are calculated by a user-driven algorithm for intermediaries and customers, based on article number, group, manufacturer, goods group, etc., and are available automatically on the dashboard through the setting of margins on the purchase prices of manufacturers and wholesalers
- Custom price display for private and industrial customers – with or without sales tax, with rounding applied by formula, either scientifically and/or by a marketing driven psychological algorithm
- Several sales tax rates for distinct partial assortments or customer groups
- Tiered delivery costs, provision for minimum order amounts, “free shipping for orders over XX dollars”

### Flexible system configuration

The store grows with your business. Performance-optimized programming and modern three-tier architecture allow unlimited scalability of the solution.

Ideal for cloud hosting. Apply IT resources efficiently and economically, and create a perfect shopping experience for your customers.

### The right platform for your growth

**Multi Client capable.** AddonStore is suitable as a platform for numerous individual stores, controlled by a wholesaler or manufacturer distributing products through specialist retailers.

**Multilingual.** Several languages are available for user prompting, article descriptions, and dashboard functions, with various tax rates displayed.

**Security.** Data exchange secured via 128-bit SSL connections. Data replication can be applied over several regions and even continents to prevent data loss.

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Systems expertise in e-business

# What BASIS can do for you

BASIS provides comprehensive support for your e-commerce solution, from developing the technical design all the way through to daily maintenance of your installation.

## Support details include

- Strategic advice
- Individual programming
- Individualized user interface design
- Linking to your existing ERP system, merchandise management, or database (JDBC/ ODBC, Web Services, ...)
- Interfacing to your own AddonSoftware® by Barista® ERP modules from BASIS
- Integrating data of supply chains transcending company borders, e.g. via Web Services as a common platform
- Importing or creating industry-specific media standards
- Creating/maintaining content (text, picture, or video)
- Managing technical administration of stores
- Cloud hosting
- Technical support
- Training store operators
- Advising about search engine optimization



## For wholesalers and manufacturers

# Inspire your customers!

Handle your marketing efforts at several levels more efficiently than ever before with AddonStore. It will deliver more turnover, save on transaction expenses, and improve business relations with your marketing partners.

The integration of several marketing levels and functions allow you to build completely new communication channels to your staff, customers, and marketing partners with your inventory item data.

Use the available data to rationalize your marketing efforts with new tools; your customers will enjoy a better buying experience.

All systems are based on the same database, which means you can change the inventory data once and the update is reflected in all the systems.

**More than web stores!** Achieve your business goals

- Electronic store-in-store systems
- POS kiosks as “extended store counters”
- Marketing information systems for field service and back office
- Management information systems
- E-procurement systems for your customers’ intranets

*\*"During shop setup and deployment, it is the technical installation and rollout that cause the biggest expense."*

*Unless you use AddonStore, that is.*

A woman with long dark hair, wearing a white sweater and hoop earrings, is smiling and holding a large white sign with the word "OPEN" in bold black letters. The sign has a blue border and is hanging from a chain. She is standing in front of a shop window. In the background, there are various items hanging on the wall, including a black bag and a pink bag with floral decorations. To the left, there is a whiteboard with some handwritten notes.

**OPEN**

*\*E-Commerce Guidelines, November 2011.  
ibi research, Regensburg University.*

For retailers

## Start now and get online!

**AddonStore gets you ready for e-business in no time.** The store is available for immediate deployment. Your inventory is instantly accessible on the Web and updated in real-time. This eliminates the typical start-up costs and time-to-market normally associated with setting up an online store.\*

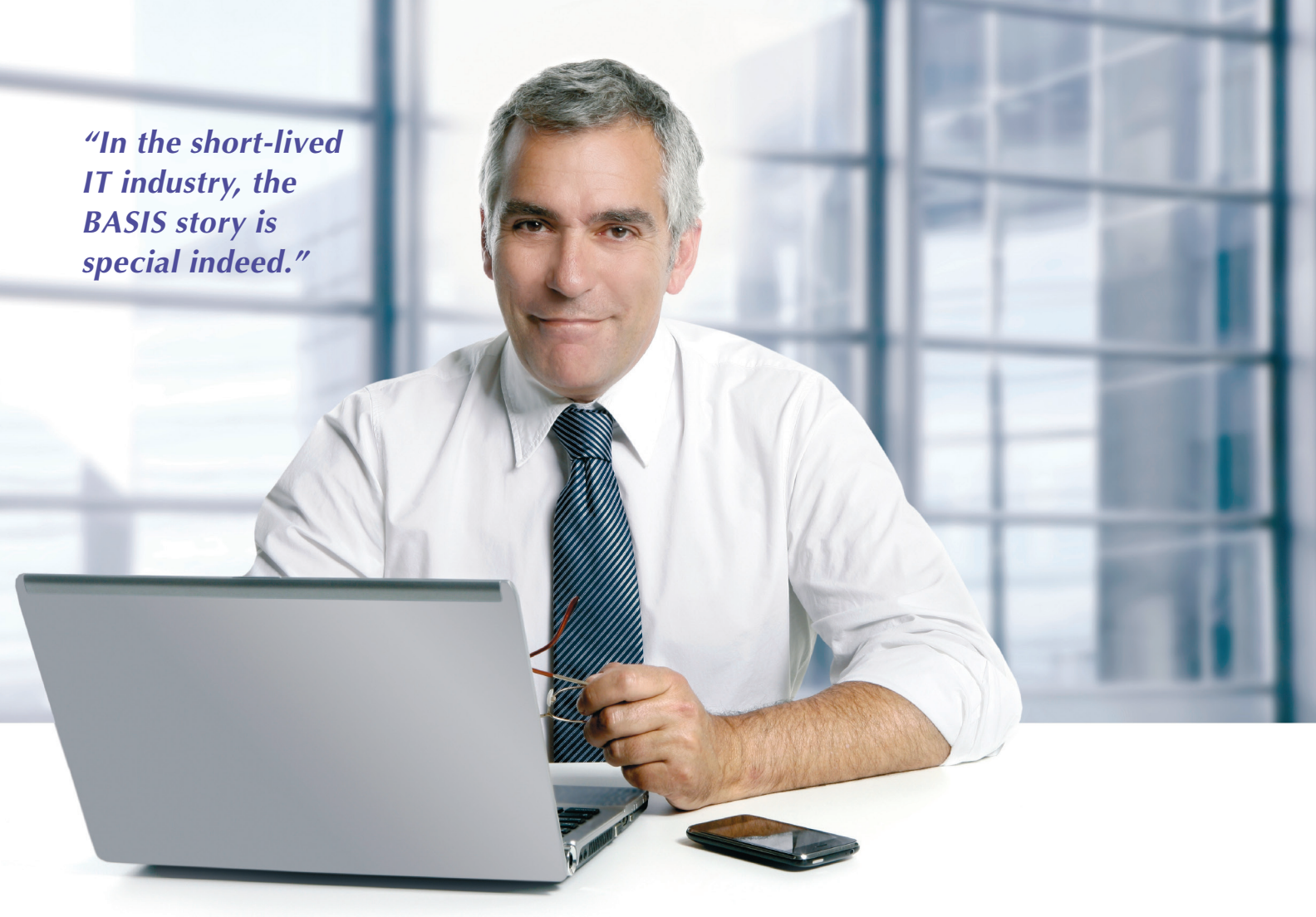
Simply use a PC or laptop with an Internet connection – no need for other special equipment. The rental store model includes

installation and maintenance expenses so there are no additional or hidden costs.

Easily offer your customers various payment options without extra setup effort. The user-friendly order entry dashboard streamlines your administrative tasks.

Deliver product yourself, or have your wholesaler/ manufacturer deliver it for you. Drop commerce saves you warehouse space and costs. Your warehouse is your wholesaler's!

*“In the short-lived  
IT industry, the  
BASIS story is  
special indeed.”*



BASIS - The Company

## Future-proof since 1985

As its core business, BASIS markets software development tools for commercial applications. AddonStore was developed using these software tools and inherits their powerful and flexible qualities.

BASIS technology is based on open and widely adopted standards such as Java, JavaScript, HTML5, ODBC, JDBC, SQL, etc., and can run on all popular operating systems and hardware platforms – including smartphones and tablets.

Thanks to their inherent three-tier architecture, BASIS tools run smoothly on physical or virtual servers in the cloud.

BASIS has been delivering language and development tools since 1985, which makes it one of the oldest IT companies still in existence and one of the very few that continues to be privately run, free from conflicting market expectations and artificial goal-setting.

This independence allows us to maintain a sustainable business policy with a clear focus on the customer. Your needs are the benchmark for our innovation...for more than 25 years.



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BASIS International Ltd.  
5901 Jefferson Street NE  
Albuquerque NM 87109-3432  
1.505.938.6120 U.S.  
+1.505.338.4188 International  
[info@basis.com](mailto:info@basis.com)  
[www.basis.com](http://www.basis.com)

