

Your store at your fingertips



INFINITIUM  
E-STORE

**Infinitium eStore** is a full function web-based eCommerce platform designed to provide a superior online experience for you and your customers. eStore incorporates many powerful business tools which gives you the ability to manage real world business activities and processes online. Powerful tools such as scheduled promotions and affiliate Manager allows you to explore with more creative marketing strategies, generating more sales with greater ROI.

- ❖ Real-time eBusiness Management and Monitoring tools
- ❖ Full featured system with ability to support various business models and needs
- ❖ User-friendly modules with intuitive menu and powerful functions
- ❖ Secured access with login/password authentication
- ❖ Quick Links with customisable shortcut keys providing instant access to commonly used tools
- ❖ Activity Board display daily Order, Resources, Membership and Traffic summaries

From website creation to seamless order processing, **Infinitium eStore** comes ready with the complete eCommerce sales cycle; powerful and fully customizable to suit every business need.



#### Product Management Tools

- Category Manager
- Product Manager
- Product Customization & Variation
- Soft Goods Manager
- Inventory Manager
- On Sale Manager
- Featured Product & Store

#### Order Management Tools

- Order Manager
- Report Manager
- Cart Manager
- Shipping Manager
- Payment Manager
- Fraud Manager
- Wholesale Manager

#### Store Management Tools

- Design Wizard Templates
- Store Setting
- Content Manager
- File Manager
- Image Manager
- Admin Manager

#### Customer Management Tools

- Customer Manager
- Supplier Manager
- Email Broadcast
- Survey Manager
- Contest Manager
- Forum Manager
- SMS Manager

#### Marketing & Promotion Tools

- Campaign Manager
- Suggestive Selling
- Discount Manager
- Voucher Manager
- Event Manager
- Affiliate Manager

#### Advanced Tools

- Domain Manager
- Banner Manager
- Prepaid Token Manager
- Search Engine Manager
- Newsletter & Email
- Export Manager
- Live Communication Support

## Store Management Tools

1. A selection of attractive eStore templates with fully customizable look and feel
2. Attractive display of product details and images for ease of browsing
3. Store Design Tools with easy customization of text, banners, icons and company logo to suit your branding needs
4. Dynamic content, file and image manager to reflect your content freshness with changes in real-time.
5. Customize, What's New?, Best Sellers, On Sale and Special Discount display on navigation menu

## Product Management Tools



1. Create and manage all products and categories through a single intuitive interface
2. Unlimited category listing on main menu to increase visibility of all products
3. Product Variation tool supports multiple product attributes i.e. size, color etc with differentiated pricing
4. Product Customisation tool suitable for gift wraps, personalized greetings etc.
5. Support downloadable products such as content download, online subscriptions etc.

## Order Management Tools

1. Order Manager displays purchase information, order and tracking details to merchants and customers
2. Seamless checkout process incorporating secured payment options such as credit card, cheque, money order, e-debit, IVR based charging, SMS charging and e-POS.
3. View order statistics for specific dates/date range by order value, products, customer, country, transaction status, etc.
4. Shipping Manager with fully customisable currency and country list. Pre-set order packing slips integrated with customer order page to ensure information accuracy
5. Differentiated pricing display depending on volume purchase or customer types
6. Fraud Manager with risk scoring feature detects high risks transaction and seeks approval from your website administrator prior to fulfilment and shipping.\*
7. Customer blacklist check to detect fraudulent orders \*

\* with Subscription to Infnitium ePay

## Marketing and Promotions Tools

It takes tools to keep your site fresh, inviting and sticky. eStore comes with many powerful marketing tools to attract online shoppers' attention.



1. Suggestive Selling Manager enables you to cross sell your products during checkout process
2. Create gift vouchers and discount coupons for specific products or customer groups
3. Time sensitive discounts/scheduled discounts can be turned on/off for specific product range or member types.
4. Attractive display of normal product price 'slashed' out and replaced with 'on sale' price
5. Email broadcast promotion/specials to suppliers, affiliates, and registered customers.
6. Affiliate Manager to open new marketing channels, run joint campaigns and create text/banner links to drive more traffic to your eStore

## Customer Management Tools

1. Customer Group Manager to set customer types. Unique login/password enables differentiated price display according to customer types.
2. Order Manager records order history, payment and shipping information saved in system for future reference.
3. Store database of Email, Newsletter and SMS subscribers for announcement on sales or new arrivals
4. Forum Manager to create communities within your eStore to encourage product reviews, testimonials or product usage guide among customers and wholesalers.
5. Survey Manager to gathers useful information on market demands, customer satisfaction and service level.

## Advanced Tools

1. Powerful Banner for click-stream analysis
2. Search engine manager with search optimization function to increase visibility of your eStore.
3. Optional ePulse Live Communication Server plug-in to provide real-time customer service interaction with your customer
4. Token Manager - enable merchant to create prepaid system based on token for micro payments

## Infinetium eStore Activator Hosted Edition

- Infinetium eStore Activator Hosted Edition allows you to build your own online storefront with no hassle and low monthly fees.
- Full functioning of eStore Front End Module with sophisticated administrative rights tools for added security and privacy of individual eStores.
- Emulate the real 'brick and mortar' environment via online marketing and digital branding
- Bundled with CommercePayment Credit Card Services
- Free 10 email accounts for each sign-up

## Infinetium eStore Merchant Server Edition

- Full Featured eStore Merchant Server
- Suitable for SMI/SMEs venturing into the eBusiness industry with a long term goal.
- Complete product and category management tools, options to utilize Infinetium's marketing kits i.e. banners and Token managers, contests, email and SMS campaigns etc.
- Fully customizable to fit into any business requirements

	Infinetium eStore	Infinetium eStore Activator
<b>Edition</b>	Server Edition	ASP Edition
<b>Number of eStore</b>	1-5 merchant licenses	1 merchant license
<b>Licensing Model</b>	One time license with yearly maintenance	Monthly Subscription
<b>Product Management Tools</b>	Yes	Yes
<b>Order Management Tools</b>	Yes	Yes
<b>Store Management Tools</b>	Yes	Yes
<b>Customer Management Tools</b>	Yes	Limited
Supplier Manager		No
Survey Manager		No
Contest Manager		No
Forum Manager		No
SMS Manager		No
<b>Marketing &amp; Promotion Tools</b>	Yes	Limited
<b>Voucher Manager</b>	Yes	No
<b>Advanced Tools</b>	Optional	No
Banner Manager	Optional Add on	No
Token Manager	Optional Add on	No
Infinetium ePulse	Optional Add on	No
<b>Additional Customization</b>	Based on requirements	No
<b>Pre-approved Credit Card Account with CommercePayment (CP) Sdn Bhd</b>	Yes	Yes * Terms & Conditions apply
<b>Free Domain Registration for .com / .com.my</b>	Yes	Yes
<b>Commerce Hosting</b>	N/A	Up to 500 products
<b>Free Email Hosting</b>	N/A	Free up to 10 email accounts
<b>Free Email Support</b>	Yes	Yes
<b>Free Telephone Support</b>	Yes	No
<b>Free Online Live Support</b>	Yes	Yes

## Minimum System Requirements

### Hardware

- Pentium IV 1GHz Class Server or equivalent server
- 512GB RAM or above
- 20GB HDD

### Software

- Operating System:- Solaris/ Linux/ Windows (or any OS supporting Sun JVM 1.4)
- Database:-MS-SQL Server 7.0, MYSQL, Interbase SQL, Oracle, IBM DB2
- Application/Web Server:- Apache Web Server 1.3, Websphere Application Server, WebLogic Application Server
- Browser:- Internet Explorer 5.0 and above or equivalent