

Features of the *TI Commerce*[™] Shopping Cart System for Internet Retailers

by Timberline Interactive Inc.

1. General Features	
<i>Item</i>	<i>Details</i>
1a. Custom-built software platform	The <i>TI Commerce</i> [™] system is designed from the ground up on a royalty-free software platform. It has an Internet <i>marketing</i> focus rather than just a <i>transaction</i> focus. At the most basic structural level, the <i>TI Commerce</i> [™] system is designed to be search-engine friendly, and Timberline will work with you to enhance it further for your individual business.
1b. Web-based administrative interface	The <i>TI Commerce</i> [™] system allows you to make many changes without any knowledge of programming or web technology. Simply use your existing browser to go to a log-in page, and gain access to an interface that allows you to upload new product photos, change text, control pricing and quantity breaks, designate cross-sell and up-sell items, and much more.
1c. Robust, stable and reliable platform	The <i>TI Commerce</i> [™] system is intended for high traffic sites, and is meant to sustain a high volume of transactions and traffic. It uses Microsoft's asp.NET technology on the Web server, and Microsoft SQL Server for the database server. These are Microsoft's enterprise-level, "industrial strength" products, and they provide excellent reliability under heavy loads.
2. Marketing, Measurement and Tracking Features	
<i>Item</i>	<i>Details</i>
2a. Search-engine friendly	All pages and site functions are designed to present the most "search-engine friendly" face possible; site managers can specify page titles and meta-description information via the administrative interface.
2b. Robust ROI measurement and web analytics tracking	By design, the <i>TI Commerce</i> [™] system integrates with Google Analytics for basic Web analytics and ROI tracking. This level of tracking and measurement is rarely a part of other shopping cart systems.
2c. Built-in customer database	The <i>TI Commerce</i> [™] system automatically maintains a database of your web customers for future marketing and tracking purposes. This customer database also integrates with a variety of e-mail application programs and e-mail

	service providers such that promotional messages can be sent and lists properly maintained.
2d. Newsletter and catalog sign-up pages	<p>Integrates with back end systems to maintain lists.</p> <p>NOTE: <i>These features are custom-designed by Timberline for each client to properly integrate with an existing “back-office” and/or fulfillment systems.</i></p>
2e. Intelligent, powerful, Google-like on-site search, powered by Lucene.	<p>The <i>TI Commerce</i>[™] on-site search engine indexes your site content on a regular schedule, just like Google. A customer search box is integrated into the navigation on your site, allowing the user to quickly find the items they want without having to use navigation. They can enter either a keyterm or a product ID number to find what they want. Additional searchable keyterms for each product can also be entered manually via the administrative interface if desired. The system also creates a log of the search terms that users are entering so that usage can be tracked and you can modify search terms accordingly to improve conversions.</p>
2f. Opt-in e-mail list and e-mailing system (optional)	<p>Integrates with back-office systems (via ASCII or CSV data exchange) to keep lists synchronized. Integrates with SubscriberMail (a third-party e-mail service provider) to send promotional e-mail messages and to automatically maintain lists with regard to bounced addresses and un-subscribes.</p>
2g. Dynamic creation of department and product pages	<p>Department and product pages are generated dynamically from the database. Also generated dynamically are keyword-rich page titles, meta-keywords, and meta-descriptions. These latter items are crucial to effective search engine optimization, and they can also be manually over-ridden via the administrative interface if desired.</p>
2h. Optional staging area with pre-launch review	<p><i>TI Commerce</i>[™] will allow your administrative users to make changes to the site, preview what the changes will look like on a staging server, then migrate the changes to the live server.</p>
2i. Dynamically-generated key codes for sales that close via phone	<p>Many customers shop on the web but place their order via telephone. <i>TI Commerce</i>[™] can generate a key code on each web page that will allow you to track the original source of these sales. For example, if a customer visits a product page as a result of clicking through from a PPC ad or from a promotional e-mail, a key code representing the source of the click is displayed on the web pages of your site. By asking a telephone customer to read the key code as displayed, your contact center representatives can capture accurate and proper source code data.</p>

3. Merchandising Features	
<i>Item</i>	<i>Details</i>
3a. Easy re-orders for previous customers	Visitors can log into the site, and the system will “remember” their billing and shipping information as well as show them their order history. By viewing previous order history, customers can re-order the same items with a few mouse clicks, or start a new shopping cart using information from previous orders.
3b. Unlimited Product Accessories	Any given product may have accessories assigned to it; those accessories display with the product on the product page and can be purchased at the same time.
3c. Coupons	The <i>TI Commerce</i> [™] system accommodates coupons in three ways: 1) Percent off 2) Dollars off 3) Free item All three of the above can be invoked subject to the order total in dollars or to the presence of a certain type of item in the shopping cart.
3d. Discounts	Products can be discounted at the individual SKU level or at the department level; the system displays the original price, the new price, and the discount.
3e. Unlimited product specifications with product sorting and filtering	With <i>TI Commerce</i> [™] , you can set up an unlimited number of specifications for any given product. Then, once you have the specifications entered, your site visitors can filter and view products according to the specifications. For example, if you are looking at digital cameras and you only want to see models with 5 megapixels and a 3x optical zoom, <i>TI Commerce</i> [™] will allow you to easily do that.
3f. Robust product sort options	On product category pages and on search results pages, site users can sort products by Brand A-Z, Brand Z-A, Price Low-High, or Price High-Low.
3g. Gift Wrap/Gift Message Options	By default, <i>TI Commerce</i> [™] provides for gift messages and three types of gift wrap options.
3h. Non-Profit Donations	If you are a non-profit, <i>TI Commerce</i> [™] can offer your site visitors the option of making a donation via the shopping cart; the donation is treated as an SKU.
4. Shopping Cart Features	
<i>Item</i>	<i>Details</i>
4a. Multiple on-line stores driven and managed from the same database	From a single administrative interface, you can create and manage multiple stores, i.e. multiple web sites. These sites are all driven from the same database and can share the same products or have a completely different set of products.

4b. Logical, simple checkout flow and encrypted transfer of information	The flow of checkout process is logical and smooth. Checksum verification is performed on credit card entries to help prevent errors and callbacks; credit card and order information is transferred with 128 bit encryption for high security.
4c. Category, Department, Product, and individual SKUs are all available	You can display any given product in multiple departments and specify the product display order on department pages. Department pages have thumbnail photos of products and the ability to add attributes and assign SKUs to multiple products with just a few mouse clicks.
4d. Product display	The system accommodates three sizes of product photos; the standard photo on each product page can also be rotated with an unlimited number of alternate photos in slide show format. You also have the ability to control the order in which products are displayed on department pages. Products can have a regular price and a sale price; sale prices have a starting and ending date that automatically changes the pricing; site managers can easily upload new photographs via the administrative interface.
4e. Member log-in and blanket discounts	The Member's area allows users to maintain an address book for gift recipients and uses a "nickname" system so customers can choose a recipient for each item from a drop-down menu as they place their order. Members can also receive a blanket discount, the amount of which is controlled via the administrative interface.
4f. Catalog quick shop	Customers can take advantage of direct ordering from print catalogs via SKU.
4g. Credit Card Payments	You can choose from several options for processing of credit card charges, ranging from authorizing and charging cards in real-time (immediately upon a purchase), to processing charges periodically in batches. Timberline will work with you to customize the best solution for you to accommodate how you run your business.
4h. Other Payment Options	Timberline can offer a variety of other payment options, including C.O.D, Check with order, store pickup, and more. These options will be customized for your business.
4i. Tax Calculation	The <i>TI Commerce</i> TM system calculates sales and other taxes automatically based upon settings you control in the administrative interface. This tax calculation functionality can be controlled down to the level of state/county/city taxes.
4j. Order Management	You can choose from a number of options for receiving notification of orders: via e-mail; via a batch import into popular back-end systems (such as Phoenix Systems QOP, Mail Order Manager, ACT One, and others); or via a live, direct database link to your inventory control system. In all

	cases, you can easily review orders before they are shipped to verify inventory status, etc.
4k. Order Confirmation	E-mail confirmations are sent, with order number and shipping information; these e-mails are customized for your business needs.
4l. User Roles and Rights	<i>TI Commerce</i> TM allows your company management to establish user log-ins for the administrative functions that control the site. You can also assign a role to any given user that allows access to certain specific functions and not others. All of the Roles and Rights are customizable by you.
5. Inventory Management Features	
5a. Quick and easy product management	One-click activation or deactivation of individual products, departments, or categories.
5b. Unlimited product attributes	Unlike off-the-shelf systems, <i>TI Commerce</i> TM allows assignment of an unlimited number of product attributes. This allows for the ultimate in flexibility when it comes to choosing how to display sizes, colors, weight, options, etc.
5c. Use SKUs—or not!	You can elect whether or not to use SKUs for tracking inventory; SKUs can be auto-generated based upon a simple set of product attributes you enter. This makes for much-reduced data entry time and effort.
5d. “Sold Out” function	Rather than deleting a product from the site if it is temporarily sold out, the system allows activation of a “Product Sold Out” notification in the product description along with the ability to put in text about when the product will be available. This is important for not losing sales!
5e. Backorders facilitated	Customers can elect to order an item that is on backorder, knowing that it will be shipped when it is back in stock.
5f. Bulk data uploads via Excel	<i>TI Commerce</i> TM will generate a formatted Excel spreadsheet that you can populate with your category, department, and product information and then upload all of the data at once.
6. Shipping Features	
6a. Integrates with Fed-Ex and UPS shipping systems	Shipping charges can be calculated as a flat rate, based upon weight, based upon order total, or based upon the type of product. Shipping modes include UPS or Fed-Ex. Follow up e-mails give customer package tracking information.
6b. Supports multiple ship-to addresses	Users who log in have fields automatically populated with data stored from previous orders. As customers place items in the shopping cart, they can also designate a ship-to address on a line-item by line-item basis. This is excellent for someone buying several gifts on the same order—they can have as many ship-to’s as they need and still make only one purchase.
6c. Customizable, flexible	<i>TI Commerce</i> TM allows for myriad shipping options,

shipping options	including APO, FPO, and foreign destinations.
6d. Future ship dates	Your site visitors can have the ability to select an arrival date, and <i>TI Commerce</i> [™] will calculate the ship date, taking into account the season and the distance. This information is then fed back into your fulfillment system automatically.
6e. Perishability accommodated in shipping parameters	For individual products, flags can be set for whether an item is perishable or not.
7. Reporting Features	
<i>Item</i>	<i>Details</i>
7a. Web site statistics	The <i>TI Commerce</i> [™] system integrates with Google Analytics, a very full-featured reporting package that accurately tracks your site statistics, including site pages that are dynamically generated.
7b. Provides conversion data to track marketing campaigns	The <i>TI Commerce</i> [™] system integrates with Google Analytics for reporting on the tracking of e-mail campaigns, Pay-Per-Click campaigns, and other promotional elements.
7c. Product sales reports (Optional)	Extensive reports are available with the <i>TI Commerce</i> [™] system, including reports on products sold by item, department or category. Report data can be exported to Excel.
7d. Statistics reports (Optional)	The <i>TI Commerce</i> [™] system enables you to view and measure sales statistic details, such as the most popular products, largest customers, and others. Report data can be exported to Excel.
7e. Low inventory report (Optional)	The system determines when a product inventory number reaches a user-selectable level and e-mails notification of that condition to any e-mail account.
7f. Cart abandonment rate (Optional)	The <i>TI Commerce</i> [™] system measures certain metrics of abandonment, including: <ul style="list-style-type: none"> • Cart started vs. orders completed • Cart started vs. “checkout begun” • “Checkout begun” vs. orders completed

8. Integration with Fulfillment Systems

8a. Timberline's staff members are experts at system integration	One of the biggest challenges with e-commerce sites is executing the process of making sure that the site "talks" to your fulfillment system. Timberline has deep expertise in this arena, and we have worked with a wide variety of back-end applications, including Act One, SysPro, Mail Order Manager, Mail Order Wizard, and Quickbooks and Peachtree accounting packages.
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