

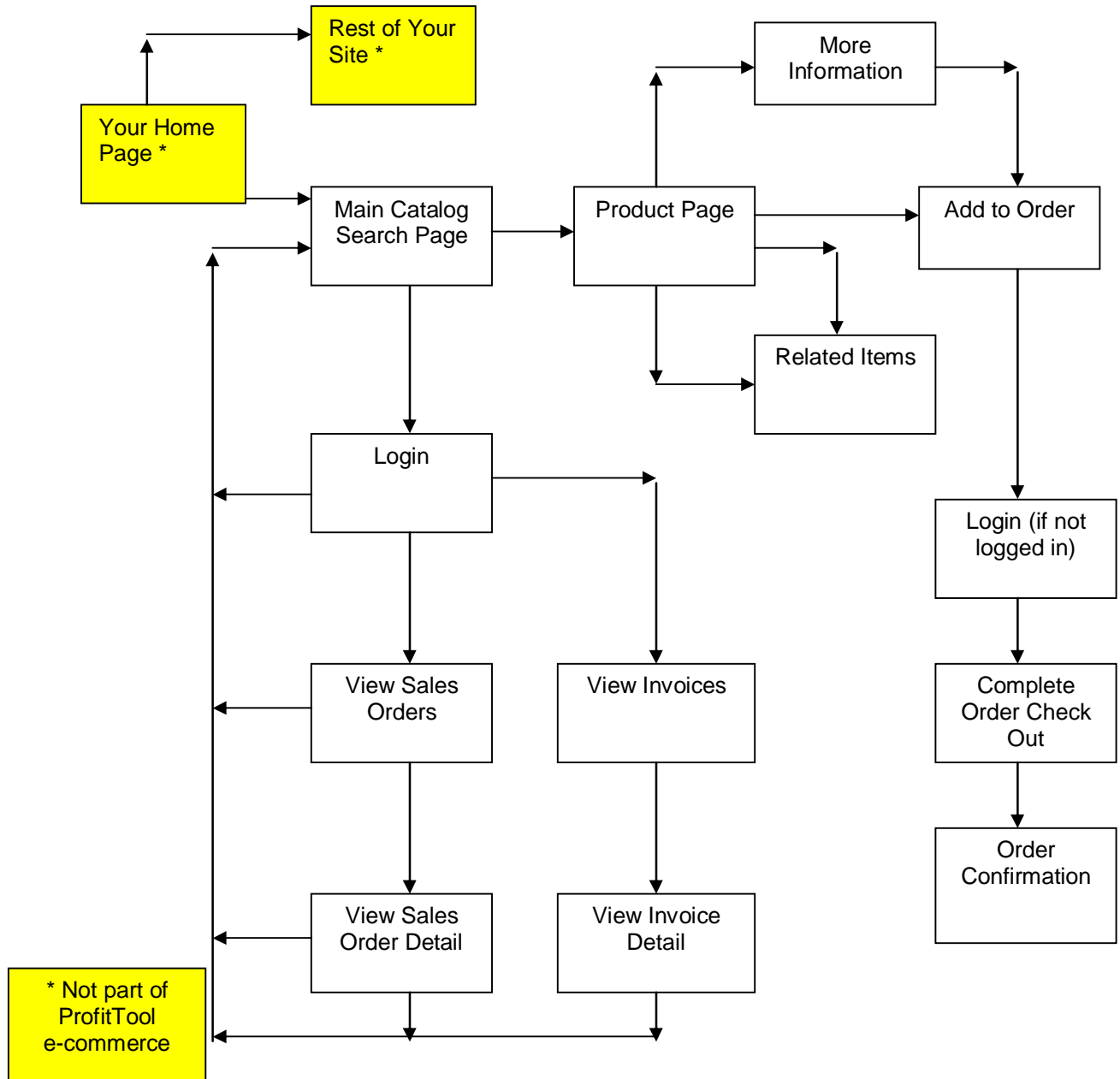


A New Level of Productivity

Affordable. Scalable. Customizable.

# ProfitTool

## E-commerce Solution





*A New Level of Productivity*

**Affordable. Scalable. Customizable.**

## **ProfitTool E-commerce System**

ProfitTool's E-commerce system consists of three components which work together to provide complete and automatic integration between ProfitTool and your web site. The center of the solution is the **Dynamic Catalog**. This data driven web site will provide your customers with real time inventory, order and account status. Your customers will also be able to place orders on the web site using our shopping cart. These orders will, of course, import directly into ProfitTool.

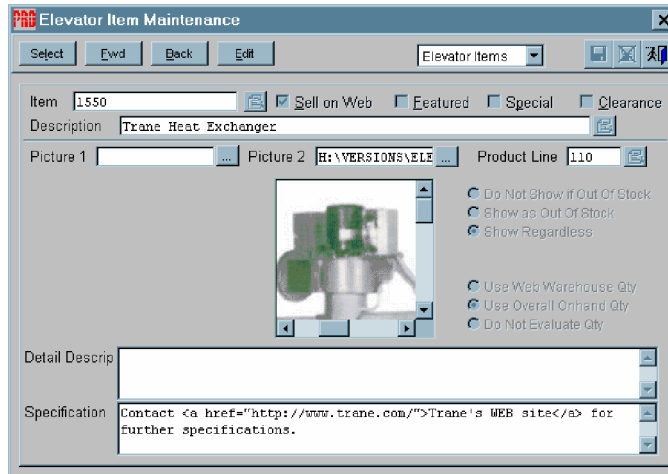
Behind the scenes, you will configure ProfitTool with the **E-commerce Function Set**. This function set allows you to add fields like picture files, additional item descriptions, and item-stock settings through the Data Dictionary which enhances ProfitTool's data for e-commerce. The function set gives you complete control over items that appear on the Dynamic Catalog.

The key to the automation of ProfitTool's E-commerce implementation is the **ELFtp Component**. This program waits for events to trigger data transfers. ELFtp will run on any ProfitTool compatible workstation with any type of Internet connection. (No costly permanent Internet connection needed!) ELFtp will automatically connect to the Internet and transfer the necessary data on a schedule you control. The E-commerce function set will include standard ELFtp events that all ProfitTool users will require. And, since source code is provided for the event scripts, you can customize these events or add your own.

**ProfitTool's E-commerce Function Set** configures the Dynamic Catalog and enhances the ProfitTool inventory and customer databases for e-commerce.

### **ProfitTool's E-commerce Function Set Features:**

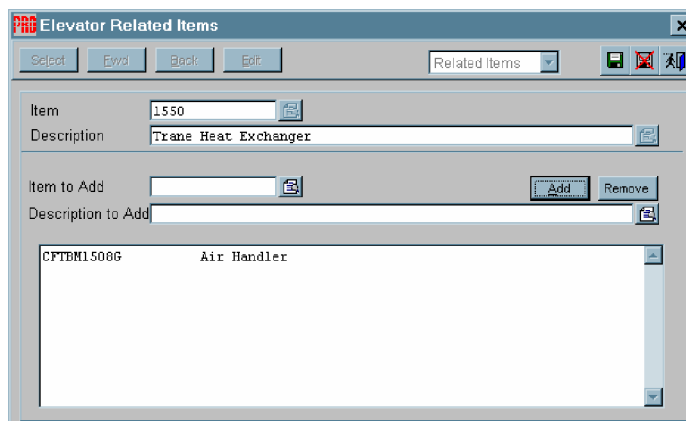
- q New fields are added to ProfitTool's customer and inventory files via the data dictionary to enhance ProfitTool's data for E-commerce.
- q ProfitTool's E-commerce Function Set maintains new fields and set-up features via custom menu programs - ProfitTool source code is not modified
- q Common ProfitTool data transfer scripts are provided for use with ELFtp. These include uploading inventory, pricing, order status and downloading orders, payments and new customers programs.



ProfitTool users with access to the Item screens will be able to identify which items are for sale on the web site. They will also select the pictures (.jpg or .gif) to use on the site and the corresponding descriptions.

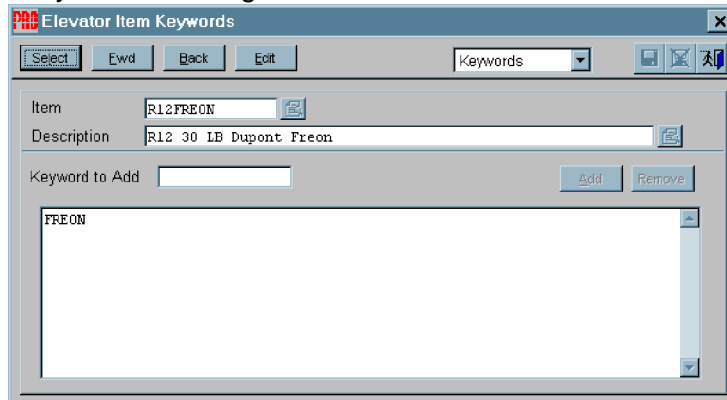
The user also controls how the web site will handle out of stock situations.

The "featured", "special" and "clearance" check boxes allow links on the web site to pull up select groups of products.

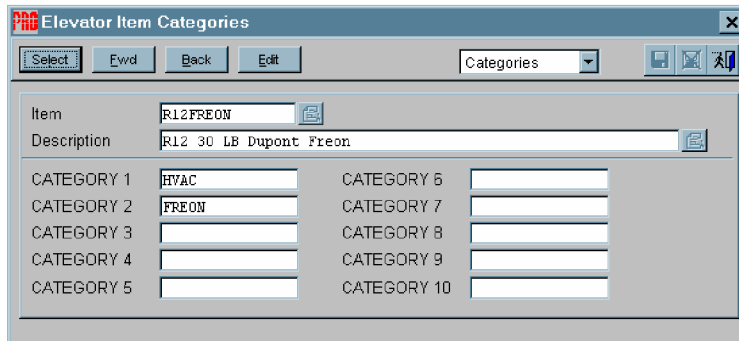




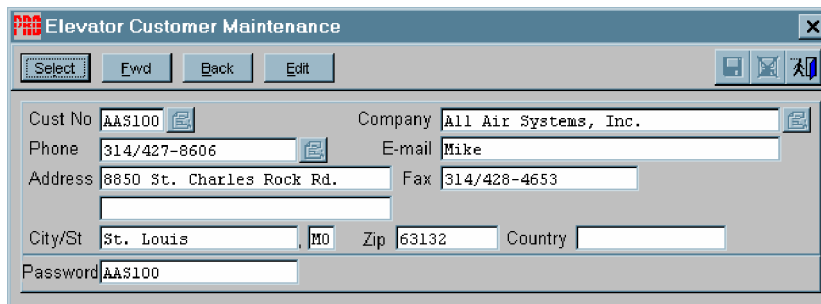
In the Related Items page, the user identifies which products are complimentary, accessories, or related to the item. These items are accessed by selecting "Related Items" in the Dynamic Catalog.



Keywords can be defined so that the web shopper can easily find products on the site.



The Categories screen allows you to create up to 10 user definable fields. These fields will be validated against rules in ProfitTool's System Manager and you can name them any way you would like. The category fields can be used to narrow searches and to provide additional classification on your products.



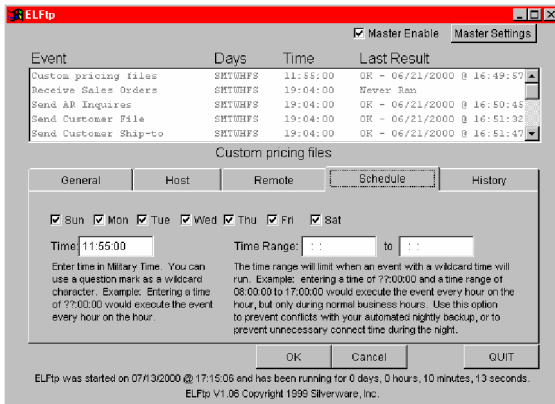
In the Elevator Customer screen, the customer's password is maintained.



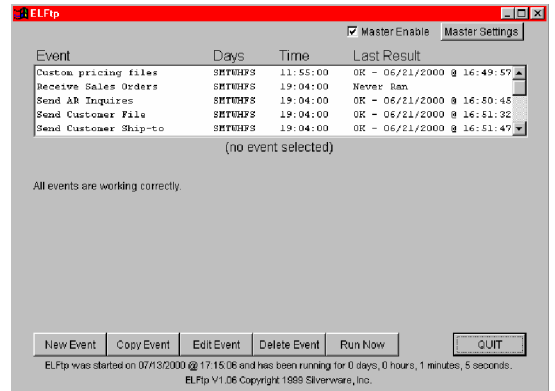
**ELFtp File Transfer Program** acts as a 'robot' moving data between your web site and your ProfitTool system. This can be done with a standard dial up Internet account. No costly permanent Internet connection is needed.

**ELFtp File Transfer Program Features:**

- q Each event can be scheduled for customized frequency of data updates.
- q ELFtp will automatically connect to the Internet when events are triggered if there is not a permanent Internet connection.
- q Scripts are executed before uploading files to the Internet to extract only the data necessary for the web site.
- q Scripts are executed after downloading files from the Internet to import the data into ProfitTool.
- q Wildcard features allow sending complete folders of information, such as all bitmap images required for the catalog.



Set up events and their procedures in the "General" tab.



Schedule events to run automatically. Use wildcards to control frequency. The time range will shut off ELFtp during system backups.