

mBase Online Feature Sheet

The mBase online store is an enterprise level, robust, and scalable storefront that is extremely reliable and flexible. Using data and images from the mBase Product Integrator and Sage Accpac ERP, the online store seamlessly imports marketing data for online sales. The search engine makes shopping quick and easy and is optimized for searching large product databases. Companies can now capture the power of selling online with a storefront that is user-friendly, reliable and as a result will increase sales and reduce the workload for order entry clerks. mBase takes pride in our ability to offer customization for companies to tailor their storefronts to meet their unique requirements.

Sage Accpac ERP Integration

Imports Accpac Pricing:

- Customer specific pricing.
- Customer discounts.
- Ship to specific pricing.
- Sale prices: time limits.
- Fixed/Calculated pricing with quantity discounts.
- Multi currency.

Imports Accpac Inventory:

- Quantity on hand.
- Quantity on order.
- Unit of measures.
- Product name/sku/description.
- Kitting/Sets: Display all products that are in a kit or set on the detail page. Offers customers the choice of buying all of the items in a kit or just some of the items.
- Alternate items.
- Optional Fields: Set the web store to display additional product information that is stored in the optional fields for products.

Linked to Accpac Order Entry:

- Online store orders go direct to order entry eliminating the re-keying of online orders.

Imports Accpac Customers:

- Taxation methods.
- E mail addresses/Location address.
- Credit limits.
- New web customers can be mapped to a new or existing Accounts Receivable account in Accpac.
- Payment Terms: Enable payment terms to be assigned based on the type of payment the customer chooses during checkout.
- Ship-to methods; customers can have multiple ship-to addresses.

Imports Optional Fields:

- Imports and exports Accpac Optional Fields: Any optional fields can be imported to the online store within Accpac and if necessary exported back to Accpac.

Product Management

- Customer specific part numbers.
- Manufacturer specific part numbers.
- Products can be assigned to unlimited categories.
- Customizable attributes such as colour and size.
- Inventory tracking.
- Brand/manufacturer management.

Automated E-mail Notifications

- Order notification: customer and merchant.
- Shipping notification.
- Order cancellation.

Statistics and Reporting

- Web Statistics.
- Marketing statistics.
- Banner ad statistics.

Shipping

- Integration with UPS, FedEx and Canada Post.
- Multiple ship-to locations per order.
- Multiple shipping methods per order.
- Shipping tracking number notification.

Payment Methods

- Purchase on account.
- Credit card: real time processing.
- Credit card gateways: Eigen, InstaPay, Internet Secure and PaymentTech.
- Credit card gateways not listed above are customizable.
- Increase security from credit card purchases by the addition of the credit validation data on the back of the credit card.
- Mail in cheque or money order.
- Online credit application.

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Advanced Searching

- Key word/sku searching.
- Category browsing.
- The ability to search within the current search results by either a keyword or by manufacturer.
- Allows advanced search on search results page as well as any category.
- Allows the sorting of search results by price, item # and product name.
- A customer can select certain criteria that relates to a product.
- A customer can see a short description in the product listing or search results.

Images

- Easy bulk and individual upload of image files.
- Automatic image conversion to thumbnails and low resolution images.
- Image formats supported; TIFF, EPS, JPG, GIF, BMP, PDF, PNG, Photo CD, Photoshop and more.
- Indexing and keyword searching by file name, keywords, content or usage.
- Completely integrated with mBase suite for both print and online.
- Zip uploads and downloads of images.

Marketing Tools

- Image Mapper: enables hot-spots to be created on e flyers that can direct customers to that item on the online store for purchase or interest.
- Reports: web statistics, marketing statistics, banner add statistics.
- Banner Advertising Module: Banner ads with variable ad sizes, destination, audiences, timing and placements. Sophisticated tracking by impressions and click through.

E-mail This Product to a Friend

- This function will open the customers default e-mail application and insert a link to the current product.
- Can add additional text as desired.

Loyalty Points Program

- Points can accumulate and a customer would be able to see their current points.
- Points could only be redeemed online.
- Points would only accumulate from online purchases.
- Points would be used to purchase only a selected number of products from the web store or for all products.
- Customers cannot transfer points between each other.
- Points do not expire.
- Items that are purchased with points must be a separate sku in Accpac.

Web Content Management

- View and edit website images and HTML.
- Easily add new files, pages, images and directories.
- File transfer is completely integrated into mBase Online; no additional software to use or learn.
- Zip uploads and downloads of web content.
- Storefront macros for easy HTML customization.

Customer Specific Storefronts

- Custom storefront interface.
- Custom product selection.
- Customer Specific pricing.
- Customer specific product sku's.

Sales/Purchaser Site Setup

- Sales representatives can submit purchase requests to purchasers who will then submit the order.
- Sales representatives see the default web pricing whereas the purchasers will see the customer-specific pricing

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Shopping Experience

- Customer can view outstanding orders.
- Optional required log-in before placing an order in the shopping cart.
- Order by specific part numbers or manufacturer number.
- Customers can view products by a specific manufacturer.
- Customer can view a select range of products as per their Accpac customer group code.
- Online storefront can show customers personalized information after log-in.
- Prevent the casual online shopper from viewing pricing until they have logged in or an account has been set up for them.
- Advance Shopping Cart: Automatically update the contents of the shopping cart without having to navigate the customer to the shopping cart page with every purchase.
- Related Products: Products related to a product can be shown to provide more alternatives or selection to the customer for add-on selling.
- Alternate Items: If an item is out of stock, display an alternate item as defined in Accpac.
- Out of Stock: Display a customized message to indicate item is out of stock or low in stock
- Display different pricing to indicate how much client is saving.
- Gift Wrapping Option: Customers can select gift wrapping for their order.
- Quick Order Form: Customers familiar with the sku number can directly enter the sku that they want to order and add multiple items to their own shopping cart at once without having to search for each item.
- Complimentary Product with Purchase: Offer online promotions for customers to receive complimentary products with purchase.
- Customized Display for Logged in customers: Set the online store to show specific information only for those who have logged in. Customer can see their own name and information after they have logged in. The site can also hide the pricing for the casual customer until they have logged in.