

# SHOPSITE™

## ShopSite: Easy, Complete Internet Commerce

Open Market ShopSite was designed from the ground up to meet the needs of small businesses, like yours. Its intuitive interface and scalable feature set will help make your online business successful. That's why thousands of small businesses worldwide are using ShopSite software today.



ShopSite simplifies the process of setting up an online catalog with easy-to-use features, such as a store design wizard, context-sensitive help, and a fill-in-the-blank interface. In as few as fifteen minutes, you can set up a fully functioning online store—without installing anything on your local machine.

Don't let the simplicity of ShopSite fool you, though. You have complete control over the look and feel of your site. Add a graphic here, change a background there, create a "specials" page, or add product variations (like colors and sizes)—all without doing any coding. Advanced users can easily add HTML and other enhancements to any catalog page.

Creating a nice-looking store is only the first step, though. ShopSite goes beyond store creation to help you attract shoppers, and turn those shoppers into customers. ShopSite creates pages that can be easily indexed by search engines, making it easy for potential customers to find you. And to increase your site's visibility even more, you can place an order button anywhere: in e-mail, on a CD-ROM, in a banner ad, or on a partner's Web site.

To further entice customers, ShopSite also includes complete, secure commerce functionality. Every ShopSite store includes a full-featured shopping cart. Depending on your needs, you can take advantage of industry-leading features such as real-time order processing, customer management, UPS tracking, or advanced fraud detection. You can even tie in seamlessly to Open Market Transact—the commerce software behind USA Today, Ingram Micro, Business Week Online, Time Inc.'s Pathfinder, and many other successful sites.

ShopSite is the fastest way to get a complete, scalable store up and running without putting you in the poorhouse. In fact, with ShopSite you can get industry leading commerce power for under a thousand dollars. And because ShopSite solutions are scalable for your business needs, some ShopSite solutions start even lower.

Talk to an Open Market solutions provider or visit the Open Market Web site at [www.openmarket.com](http://www.openmarket.com) for more information.

### Raves from InfoWorld

*"ShopSite Pro is the quickest and easiest way I have seen to get a catalog up and running on the Net without sacrificing power and flexibility."*

*(February 2, 1998)*

# SHOPSITE<sup>TM</sup>TX

ShopSite TX combines the ease of use of ShopSite software with the robust commerce features of Open Market Transact—the commerce solution behind many of the Internet's most successful commerce sites.

## SHOPSITE TX FEATURES INCLUDE:

- Store Setup Wizard
- Fast, indexable static pages
- Unrestricted number of products
- Secure order form
- Unlimited products
- Context-sensitive online help
- Unlimited product variations (color, size, etc.)
- Flexible templates for complete layout control
- Direct media upload
- Media Library Manager
- Metatag editing
- Secure order capture
- Power Edit
- Database importing
- Advanced order management
- Sophisticated shipping options (UPS zones, etc.)
- Integrated Taxware support
- Buyer registration
- Employee management
- Buyer notifications of order status
- Smart Receipts
- Customer self-service order status including shipping tracking
- Fraud detection
- Support for credit cards, procurement cards, smart cards, debit cards, SET, loyalty currencies, real-time authorization, and automatic settlement
- Support for partial shipments, backorders, and credits
- Smart Statement download for offline store analysis
- Merchant order notification by e-mail, fax, or secure Web page

# SHOPSITE<sup>TM</sup>SC

ShopSite SC combines ease of use with flexible commerce functionality. ShopSite SC's scalable features make it easy to find the right solution for your business.

## SHOPSITE SC FEATURES INCLUDE:

- Fast, indexable static pages
- Unrestricted number of products
- Secure shopping cart
- Context-sensitive online help
- Site search
- Unlimited product variations (color, size, etc.)
- Flexible templates for complete layout control
- Buyer notification of order via e-mail
- Merchant notification of order
- Direct media upload
- Media Library Manager
- Metatag editing
- Secure order capture
- Power Edit
- Database importing
- Buyer language customization
- Sales and traffic reports
- Orders API
- SmartTags HTML extensions
- Discount Calculation
- Global database editing
- Product upsell
- Shipping and tax calculation
- Associates tracking
- Integrated support for CyberCash and PaymentNet

## FOR MORE INFORMATION

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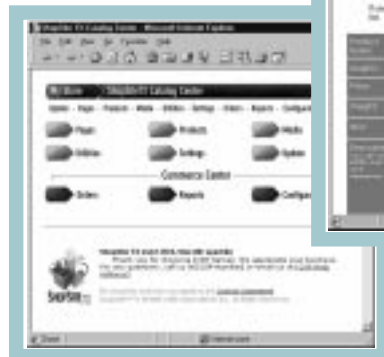
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\*ShopSite SC comes in three varieties: ShopSite SC Express, ShopSite SC Manager, and ShopSite SC Pro. Feature sets will vary depending on the version chosen.

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