

The JDS Solutions Corporation and Taylor & Pond Corporate Communications, LLC have partnered together to create WinRetail Online™. WinRetail Online™ is your complete retail solution enabling your e-commerce storefront and allowing you to manage it in the fastest, easiest method possible.

Utilizing TPCommerce™ technology, WinRetail Online™ makes inventory management a snap between the WinRetail™ Application and your Online Storefront.

### **Additional Features for Your Customers**

Users browsing your Online Storefront will have numerous options and amazing and personalized flexibility when ordering. Each customer creates their unique account storing contact details and order information which will allow track past orders, identify top customers, and increase communication and customer loyalty.

Each user will have an Address Book where shipping and billing addresses can be saved so they don't have to enter them again, but choose from a list. This helps streamline their checkout process so they can complete their transaction quickly and painlessly and even ship to multiple locations.

Your customer can note any specific requests for handling or packaging of items in the Special Instructions Field. Before completing the buying process an Order Preview will help prevent mistakes or problems in their orders.

If the customer happens to be interrupted during their time on your site, the items will be placed in their shopping cart and will still be in the cart when they return. Once the user purchases an item, the store will automatically send them an email confirming the details of their order.

If, while browsing your store, customers find something they would like for themselves and something to give as a gift, they have the option of shipping different items to different addresses, or even purchasing gift certificates.

The email a friend feature allows the customer to email friends something they might want to buy by sending them a link to that specific product page. Along with this feature is the Wish List which allows the customer to remind themselves of a particular product they would like in the future. These features along with related items/products, customer product reviews and more are terrific for increasing sales.

Customers will be able to manage their accounts after creating them, the automated system will send them a password reminder if they forget their password, or changing any of their information such as email, password, or address. The option to sign up for a mailing list if you provide one is also available and can be either an email newsletter or discount announcement, or a physical flyer.

### **Additional Features for You**

TPCommerce™ gives you control over the items in your online store as well as orders placed by your customers. You can offer special prices on certain products, hold store-wide sales, and give discounts based on the total price ordered. You can also offer lower prices for customers buying in bulk, or various discounts on shipping costs. If deemed necessary for your retail model, orders of too few items or a total amount below a certain threshold can be prevented.

Coupon codes through special promotions can help drive traffic to your site from new customers and veteran shoppers at your physical locations, and you can limit the use of these coupons to a certain number per customer if desired.

If you want to hold a sale for a specified amount of time, you supply the start date and end date of the sale, and the system automatically changes the prices for you for that time period, and resets them afterward.

The system will send you a notice if any problem orders occur, and you can view these in the Online Order Manager. When you sign into the Online Order Manager, you can receive alerts for new orders, or view orders in process or already completed. You can view all orders that are unpaid, unshipped, on hold, problem orders, or perform order searches. The ability to void orders or shipments, to edit orders, enter notes in the Merchant Note Field, and mark orders to be shipped all are all under your control.

The system allows you print out packing slips, invoices, and admin records. It comes with UPS Online Tools and can automatically generate UPS shipping labels. You can receive payments, manage returned items, issue store credit, and email the customers if any further information is needed. Once the items have been shipped or returned, you can track them through the system. You can even keep track of which computer items were ordered from.

TPCommerce™ also provides you with the ability to generate various reports. You can view your monthly online sales, daily sales and sales based on coupon codes. You can generate a list of your top products or your top customers. You can also view the sales tax for accounting purposes.

