

## Retail Pro E-Commerce is designed to deliver control, flexibility and features to take your online retailing to the next level.



### Welcome to E-Commerce

Ensure success of your online channel by seamlessly integrating your E-Commerce with everything that works for you in brick-and-mortar. Start with real time inventory and customer data sharing, robust administrative tools, and build your online store with flexibility to custom design and control every aspect of the customer experience. We understand that every business is different, and we are focused on delivering an E-Commerce solution to fit your specific business needs and ready you for growth.

### Introducing Retail Pro E-Commerce

Retail Pro E-Commerce is the most efficient way to successfully establish a new channel with consistent delivery, consumer retention and increased revenue. Retail Pro E-Commerce is PA-DSS compliant, providing PCI compliance guarantee that is available to all current Retail Pro EFT Link users. The E-Commerce module offers an abundance of features that aim at giving you complete control over your online business, and your customer experiences.

### Merchandizing and Marketing

- Showcase your product line in the best light using the multiple product image feature on the product pages
- Highlight specific items or promotions on your home page, and a featured item in its category using a Featured Item tool

- Increase sales through active cross selling of relevant products or consumables
- Automate the suggestion of substitutes for out of stock items
- Engage the shopper and elicit buying behavior by offering multiple levels of descriptions and selling points
- Organize your items to an indefinite number of categories using Multiple Level Categorization
- Manage multiple price levels, allowing default pricing, sales, clearance and special promotions
- Highlight temporary price reductions and automatically group clearance priced items to make it easier for online customers to search for bargains
- Entice your online shoppers to place an order and benefit from the promotion of free shipping, flexible promo code offers or specified discounts (flat amount or percentage based discounts, you choose!)
- Speed up shopping experience by allowing placement of an item into the cart by simply entering the item number and quantity using our Quick Order feature

### Design

- Create a site that carries your brand image forward by customizing the customer interface
- Integrate your inventory and customer data in real time

## Serious software for serious retailers™

- Take advantage of the built-in Search Engine Optimization tools

### Social Media

- Allow your web shoppers to read product reviews and provide customer testimonials, which you can manage and approve in E-Commerce manager
- Expand your marketing reach and promote your products to your customer's network of friends via the Email a Friend tool, or direct links to Facebook and Twitter
- Deliver your product offering update to Google listings via your Google Feed account daily

### Customer Services

- Centralized shopping cart, allows users to checkout using their existing account, create a new one, or check out as guest
- Easily accessible complete order history
- Flexible account management features, allowing for password, address or information updates
- Faster ordering with automatically populated user address information

### Complete control via E-Commerce Manager

- Seamlessly share data between Retail Pro and your E-Commerce site
- Centrally manage reporting in Retail Pro 9

- Handle all aspects of credit card processing from authorization to settlements and declines via the integration with the Retail Pro EFT Link
- Manage your inventory in great detail with a variety of inventory definitions allowing to group items by size, color, style or in pre-defined kits
- Manage web descriptions, web features, selling features, and classifications for items sold online
- View or edit an online order, place call-in orders, process returns and order modifications in minutes
- Manage the fulfillment process and track shipments
- Run real-time item status queries for picking ticket generation
- Utilize centralized Retail Pro 9 sales receipts for online orders
- Automate shipping confirmations in E-Commerce manager
- Support multiple shipping addresses and manage resale numbers
- Track activity in real-time with reports on sales, payments, backorders, and shipping

### Compatibility and How to Buy

Retail Pro E-Commerce is available for Retail Pro 9.2. Consult with your authorized Retail Pro business partner for pricing, configuration, and to ensure specific version compatibility.

### About our company

Retail Pro International, LLC, is a global leader in Point of Sale, Store Operations, and Back-Office software applications for the specialty retail industry. Through its highly-specialized provider network, Retail Pro is delivered locally and supported regionally through approximately 90 offices worldwide. More than 35,000 retail stores in 63 countries using 18 different languages trust Retail Pro® to manage their operations; from single stores to prestigious, multinational retailers, Retail Pro is the proven global solution for serious retailers worldwide.

Headquarters: 400 Plaza Drive, Suite 200  
Folsom CA 95630

Phone: 800-RETAILPRO (738-2457)  
916-605-7200

E-mail: [moreinfo@retailpro.com](mailto:moreinfo@retailpro.com)

Website: [www.retailpro.com](http://www.retailpro.com)

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**Your Authorized Retail Pro®  
Business Partner**

**Big Hairy Dog Information Systems**



Email: [info@bighairydog.com](mailto:info@bighairydog.com)

[www.bighairydog.com](http://www.bighairydog.com)