

eCommerce Exclusively for M.O.M.

SiteLINK eCommerce software is the only true 2-way PCI compliant eCommerce solution designed by Dydacomp exclusively for Multichannel Order Manager (M.O.M.) to meet your order processing and order fulfillment needs. And while M.O.M. works with virtually any shopping cart you may be using (or plan to use), with SiteLINK eCommerce software you get all the features you'd expect from a top notch shopping cart plus the ease, speed and efficiency of direct integration with M.O.M.



SiteLINK Is Not a Typical Shopping Cart

SiteLINK is not just a typical shopping cart. It provides your customers with a great shopping experience, whether they're on their laptop, smartphone, tablet or other device. SiteLINK stores can be designed to virtually any specification to communicate the message you want to convey to your customers.

Order fulfillment software together with easy-to-use layout tools allow you to present catalogs, categories and products in a manner you choose. Shopper features include coupons, wish lists, multiple ship-to addresses, search capabilities, return user logins and much more. And because SiteLINK is specifically designed for M.O.M.), it provides merchants with hassle free, cross-platform integration that eliminates the need for programming to connect channels - it just works!

Managing a SiteLINK store is easy. In addition to 2-way integration with M.O.M., SiteLINK store management features include flexible, easy-to-use design and setup tools, unlimited products, inventory tracking, multiple payment option, advanced search engine optimization tools and more.

M.O.M./SiteLINK Exclusive Integration Features

- 2-way interface with Dydacomp's Multichannel Order Manager software
- Automatic imports of orders and information requests to M.O.M.
- Active Inventory for synchronized M.O.M./SiteLINK inventory counts
- Google Product Search feed generated in M.O.M. and uploaded to Google Base
- View order status online for online (SiteLINK) and offline (M.O.M.) orders
- Order comments that are imported into MOM
- PCI compliance

Customer Interface Features

- Easy return user login
- Customer change of address
- Dynamic sitemap generated 'by department' setup in M.O.M.
- Expanded Search Lookup - Search string and part of string. List by most relevant.
- Sort products by description, price, or item number
- Advanced product search



Search Engine Optimization

- URL flattening/rewrite for search engine friendly URLs
- XML sitemap for use with Google®, Yahoo®, and other search engines
- Fully customizable page titles for every department and product
- Alt and title tags for every image and link pulled from stock information
- Fully editable meta tag description and keywords for every product and department
- Breadcrumb navigation
- Custom HTML sections
- Optimized ASP code
- Upload custom optimized HTML files



SiteLINK eCommerce Features

- Repeat orders
- Customizable Search Fields
- Multiple Size/color options
- Source code tracking
- Affiliate tracking
- Option to publish discontinued items to SiteLINK
- Display supplier expected dates for out-of-stock items
- Multiple up-sells and cross-sells
- Opt-in/out E-mail signup
- McAfee SECURE™ compliant
- Selling tools
- Customer account management
- HTML editor to simplify content management

Reliable Ecommerce Hosting

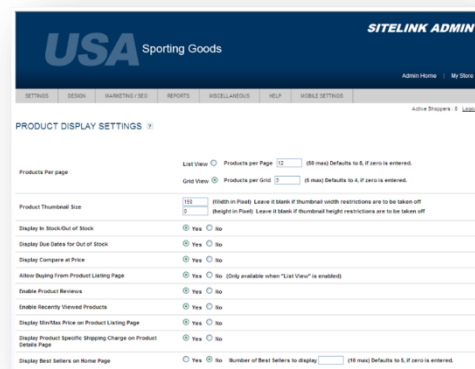
- Super-fast hosting: multiple OC3 connections
- Restricted data floor access
- Multiple power source backups
- Advanced security monitoring
- Hosting/network infrastructure
- Full HTTPS/SSL support
- Secure HTTPS/SSL administrative access
- Password-protected administrative access

Design Wizard/Admin Features

- Edit areas throughout the site
- Edit page, font, table and border colors with color selector
- Ability to display or hide comparative selling price
- Ability to enable/disable multiple ship-to addresses
- Ability to enable/disable registration/login
- Ability to enable/disable customer wish list
- Choice of different button styles

Store Specifications

- Unrestricted number of products
- Store building tools
- Store setup wizard
- Basic/advanced editing
- Secure shopping cart
- Store statistics
- Inventory tracking



Great Shopping Experiences Begin Here

SiteLINK provides your customers with a great shopping experience, whether they're on their laptop, smartphone, tablet or other device. SiteLINK stores are designed with all devices in mind to communicate the message you want to convey to your customers.

Easy-to-use layout tools allow you to present catalogs, categories and products in a manner you choose. Rich shopping features include coupons, wish lists, multiple ship-to addresses, search capabilities, return user logins, and much more. And because SiteLINK is specifically designed for M.O.M., it provides merchants with hassle free, cross-platform integration that eliminates the need for programming to connect channels – quite simply, it just works!

SiteLINK delivers the eCommerce functionalities needed to gain a competitive advantage by capitalizing on the latest industry trends. It is designed with:

- SEO best practices built in so you can get found more efficiently on search engines.
- Enhanced mobile-optimized templates to allow you to build sites that enable shopping from mobile devices.

Marketing Tools

- Online Gift Certificate sales and redemption
- Redeemable points and rewards
- Single use discount codes
- Add special pricing for items with Source Codes
- Combine quantity pricing with Mix 'N Match Codes
- Customer specific pricing for items
- Quantity Discounts

Product Browsing

- Product search
- Short Description appears on product listing page
- Full Description appears on the product detail page
- Use 3 different images to display product thumbnail image for product listings
- Full-Size for the main product page extra-large displayed in a pop up window
- Display a product's average rating by your customers and sort products by rating
- Highlight up to five of the most recently viewed products by a customer



Department Features

- Specials department
- Unlimited departments and sub-departments
- Custom descriptions for every department
- Custom images for every department
- Items can be added to multiple departments

Checkout

- Coupon redemption
- Use source codes as a coupon code at the shopping basket
- Quantity pricing for different line items across multiple ship-to addresses
- Quick order form for easy ordering
- Automatic order confirmation E-mail
- Tax calculation
- Persistent cart remembers items that a customer entered into a shopping card but didn't order
- buySAFE® integration

Payment

- Configurable Payment Types including credit cards, COD, terms, eCheck and PayPal®
- Credit card authorization through Authorize.Net®, Plug N Pay® and PayPal Payflow payment gateways
- Real-time credit card pre-authorization with Authorize.Net® CVV2 Fraud Protection
- Integrated gift card sales and redemption

Shipping

- Analytics and reporting shipping calculations
- Flexible and integrated Shipping and Handling options with USPS®, UPS®, FedEx®, Endicia® and more
- Product specific shipping methods
- Box calculations for shipping costs
- Calculate shipping for Zones
- Offer Free Shipping on individual items
- Shipment hold date
- Display a link to estimate shipping charges for the order on the shopping basket page
- Option to display item's weight
- Flag items to ship in their own box for shipping calculation

Online Reporting

- Shoppers activity
- Sales activity
- Source Key and Advertising Tracking
- Abandoned Shopping Cart Data

Mobile Commerce

- Mobile-ready design templates
- Optimized for leading mobile platforms
- Quick set-up from SiteLINK Online Admin
- PCI compliant
- Direct content upload from M.O.M.
- Integrated order imports with SiteLINK

