



TRUITION



Commerce Management System



Commerce Without Compromise

The scalability and value of hosted e-Commerce...

The performance and control of a licensed software solution

The world of e-Commerce is becoming more and more sophisticated with each passing day. Market change is constant, and online consumers have a multitude of buying options at their fingertips. For many online sellers, keeping up with the pace of change is a difficult and often costly endeavor...until now.

Truition's Commerce Management System (CMS) delivers the performance and scalability needed to manage a high brand, high volume online business, without the high cost and IT resource requirements that come standard with most leading e-Commerce platforms.

Truition CMS allows enterprises and mid-market organizations to completely and cost-effectively *outsource core e-Commerce functions from a single hosted platform.*

Truition meets the demands of its diverse customer base with a rapid deployment e-Commerce platform that manages multiple online business channels. With Truition CMS, you can spend more time managing the key strategic elements that drive your online business, and less time dealing with the technology behind it.

The Truition CMS platform is supported by our world-class Strategic Services Group, which includes experts from an array of e-Commerce disciplines such as Web strategy, project management, Web development, online customer service and engineering.





The CMS e-Commerce ToolKit Includes:



CMS Storefront

CMS Storefront provides retailers with all the features of a cutting-edge online store, without the significant costs and internal IT resources normally associated with licensed or internally developed solutions. CMS Storefront includes custom design and hosting services, as well as the latest in storefront, inventory and customer management technology.

CMS Auction

CMS Auction is an enterprise-level online auction solution that empowers clients to cost-effectively develop their own private online auction platform. CMS Auction helps organizations enhance their online capabilities, effectively distribute excess inventory, and maintain customer/brand interaction throughout the product life cycle. The CMS Auction platform can also be augmented to create a private business-to-business (B2B) auction platform, complete with wholesale lot listings, secure sign-in and multi-vendor integration.



CMS Marketplace

The art of bringing buyers and sellers together is taken to the next level with CMS Marketplace, Truition's innovative and industry-leading network marketplace technology. CMS Marketplace allows clients to host a private branded e-Commerce marketplace, while capitalizing on brand extensions and partnerships with outside stakeholders and vendors.



World-renowned brands such as Major League Baseball, ShopNBC, World Wrestling Entertainment and CompUSA rely on CMS as the foundation of their online marketplaces.

CMS for eBay

As a **Certified eBay Solutions Provider™**, Truition has both the technical and service-oriented expertise to ensure your organization's success on the world's largest online marketplace. Truition offers custom-designed programs for eBay sellers of all types. Whether you are a high brand organization interested in testing the eBay market, an existing seller that needs to scale your eBay business, or an online retailer interested in promoting your brand to the eBay community, Truition has the program you are looking for.



CMS for Amazon

Truition's CMS platform also provides retailers with access to Amazon.com's diverse and growing buying community. CMS for Amazon connects your online catalogue directly to Amazon Marketplace, giving you strategic access to one of the leading online markets in the world. CMS clients can sell under their own branded storefront and/or via a product category listing.

- Access new and lucrative online sales channels
- Lower technology costs
- Increase operational efficiencies
- Acquire new customers





The Right Solution for Your e-Commerce Needs

CMS FEATURES FOR ONLINE RETAIL INCLUDE:

- Inventory/Catalog Management
- Multiple Online Channel Integration
- Merchandising
- Customer Management
- Centralized Checkout
- Reporting and Analytics

ONLINE RETAIL

The Truition CMS platform provides a host of innovative options for the online retailer. From CMS Storefront to eBay distribution to B2C auctions, our online retail solution comes equipped with everything the modern online retailer needs to stay ahead of the competition. CMS is all at once a flexible, modular, and completely integrated platform for online retail, allowing clients to select the combination of products and online sales channels that suit their unique business needs.

Fully integrated across multiple online channels, and applicable throughout the entire product life-cycle, Truition CMS gives online retailers the power they need to:

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- Drive New Revenue
 - Effectively Manage Inventory
 - Lower Technology Costs
 - Access Multiple Online Channels
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Truition's Retail Toolkit includes:

CMS Storefront

CMS Auction

CMS for eBay

CMS for Amazon

CMS FEATURES FOR ASSET RECOVERY INCLUDE:

- Multiple Online Channel Integration
- Multiple Location Support
- Price Recovery Benchmarking
- Demand Generation
- Optional Fulfillment/Customer Service

ASSET RECOVERY

Product returns can represent as much as 25% of baseline profit for many large retailers and manufacturers. In fact, some liquidation experts estimate that the annual cost of asset recovery is in excess of \$40 billion annually in the U.S. alone.

Truition CMS allows clients to create dynamic and profitable online asset recovery programs, resulting in return rates that are as much as 60% higher than traditional liquidation channels.

Leverage our Asset Recovery solution for:

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- Faster Inventory Turns
 - Brand Control
 - Lower Asset Recovery Costs
 - "True" Market Pricing
 - Higher Margins
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Truition's Asset Recovery Toolkit includes:

CMS Auction

CMS Auction (B2B)

CMS for eBay





MARKETPLACE DEVELOPMENT

Truition's marketplace development solutions allows you to become the market. CMS Marketplace employs an enhanced network commerce model that empowers high brand clients to bring both buyers and sellers together on their own private online marketplaces.

Clients can gain additional revenues by allowing partners and approved vendors to list product on their marketplace, employing innovative C2C commerce options and providing the end consumer with more variety and buying options.

Utilize CMS marketplace to:

- Create Your Own Market
- Maximize the Value of Unique Items
- Acquire New Customers
- Extend Your Brand

CMS Marketplace

KEY MARKETPLACE FEATURES:

- Multiple Pricing/Bidding Formats
- Multiple Seller, Multiple Buyer Integration
- Networked Product Listings
- C2C Capabilities
- Authentication Program
- Ticket Exchanges
- Online Classifieds

ONLINE PROMOTION

Truition's unique capabilities provide tremendous value to organizations interested in leveraging the promotional power of the Internet. Our clients gain targeted online visibility and access to a unique and dynamic population of new customers. Some of the largest and most reputable brands in the world have selected Truition to develop online promotional campaigns on their behalf.

Truition's online promotion solutions empower your brand in the online world and provide you with a variety of promotional programs that are designed specifically for your organization's needs.

Our promotional programs allow clients to:

- Increase Sales
- Drive New Traffic
- Strengthen Customer Loyalty
- Stand Out From The Crowd

Truition's Online Promotion Toolkit includes:

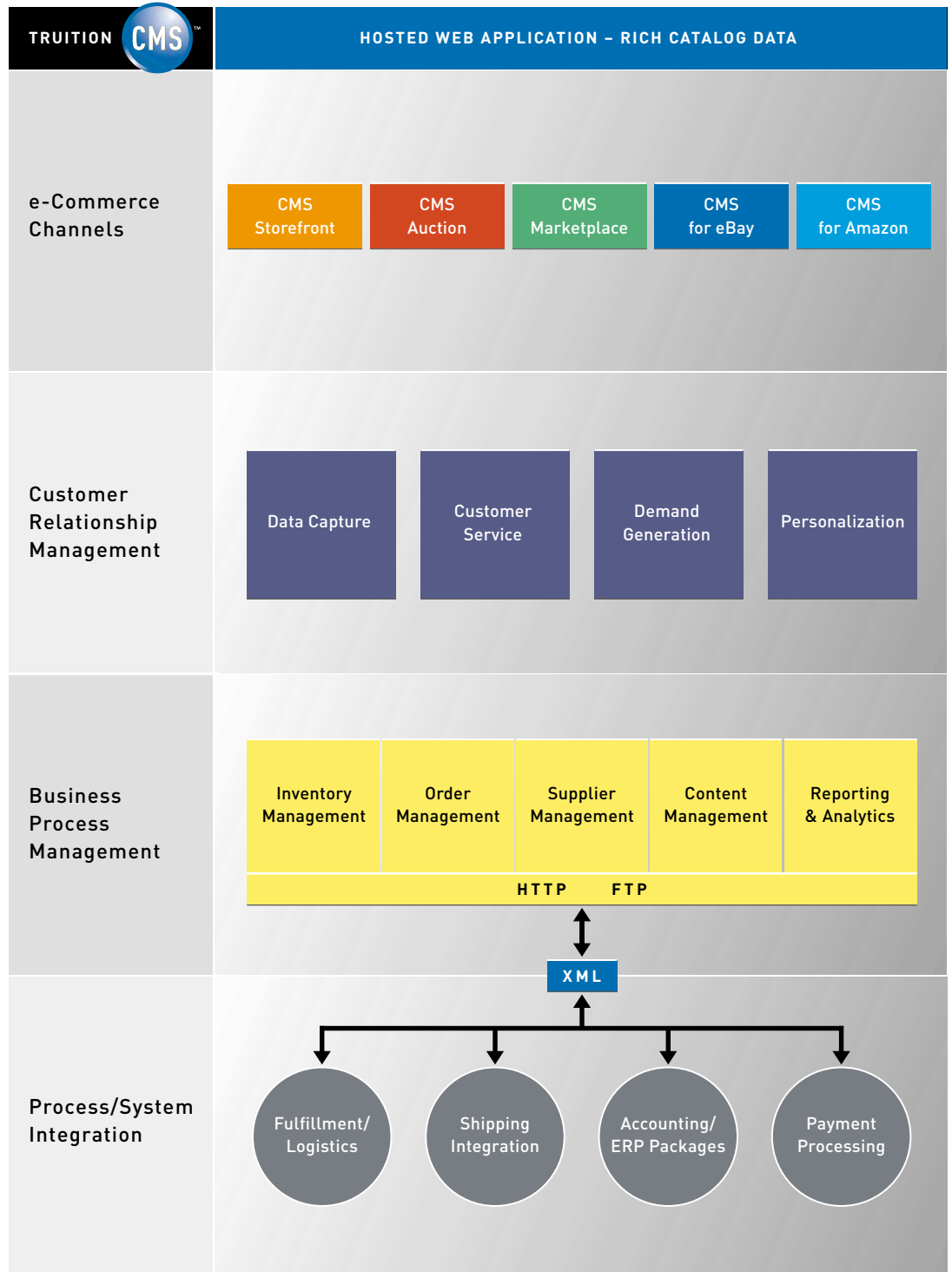
- CMS Storefront
- CMS Auction
- CMS for eBay

TRUITION'S ONLINE PROMOTION SOLUTIONS INCLUDE:

- Custom Design Services
- Charity Auction Development
- Product Launch Services
- Online Rewards Programs
- Promotional "Micro-Site" Services



Commerce Management System (CMS)





Key Customer Benefits

- 1. New Sales Channels** Truition CMS provides online sellers with strategic, cost-effective access to new sales channels and sources of revenue. CMS will help your organization take advantage of the myriad of opportunities available in the online ecosystem, and drive the revenue growth you need to ensure success.

- 2. Industry Leading Features** The CMS platform is constantly being augmented with the latest features and e-Commerce management tools available. This ensures that Truition customers spend more time managing the strategic elements that drive their online business, and less time dealing with the technology behind it.

- 3. Rapid Deployment** Get all the functionality you need to compete with the best e-Commerce retailers, in a fraction of the time it would take to build or implement a licensed solution. Truition CMS offers rapid deployment times that are measured in weeks, not months. Truition customers are able to quickly deploy sophisticated web operations that integrate with their existing systems, resulting in streamlined results.

- 4. Tailored Solutions** Truition CMS is a flexible, modular platform that can be easily configured to meet your unique e-Commerce needs, and integrate with your existing internal architecture. Whether it's online storefronts, online auctions, B2B e-Commerce, eBay distribution or all of the above, Truition CMS has a solution-set that is right for your organization.

- 5. Performance and Reliability** Truition CMS is an enterprise-level suite of applications built on IBM's DB/2 Enterprise Edition Architecture, and supported by world class hosting facilities. Security, performance and scalability are assured, 24 hours a day, 365 days a year.

- 6. Lower Technology Costs** Truition CMS offers cutting-edge e-Commerce functionality via a low cost ASP platform. CMS will help you lower your overall IT spend considerably, while enhancing your competitive position in the e-Commerce marketplace.





FEATURE SET

INVENTORY & CATALOG MANAGEMENT

- Automatic inventory decrements
- In-depth inventory audit trail
- Real time inventory tracking
- Re-stock alerts
- Custom product attributes
- Bulk inventory upload – XML API or Web
- Real Time inventory updates
- Integrated image hosting (Akamai)
- Associate multiple selling strategies to items
- Customize inventory status for search criteria
- Supplier Integration

ORDER MANAGEMENT

- Complete credit card processing (Verisign, Cybersource, Worldpay, SecPay)
- Real time credit card authorizations
- Fully integrated PayPal at checkout
- Custom payment methods (money order, check)
- Customer Order Tracking
 - Real time order tracking
 - View and sort orders by order, date
- Integrated RMA
- Back-end order integration through Excel, flat file or XML
- Integrated fraud protection
- Shipping rate configuration (Zone, SKU, Weight, Value)
- Personalized PDF format for invoices, packing slips

MERCHANDISING

- Powerful cross-sell & up-sell capabilities
- Kitting and bundling functionality
- Configurable opt-in and consumer survey functionality
- Home Page and category-specific promotions

REPORTING

- Financial Reporting
- Product Performance Reporting
 - SKU profit analysis
 - Sell thru, conversion rates at SKU level
- Inventory Reporting
- RMA Reporting
- Custom Reports
- Website Analytics
- Traffic pattern analysis

CHECK OUT AND POST SALE

- Centralized checkout
- No re-register or password requirements
- Customizable checkout screens
- Automatic Customer Shipping Confirmation
- Bulk printing of invoices and labels
- Multi-item winner shipping consolidation
- Automated Non-Paying Bidder Notification
- Automatic Winning Bidder Notification
- Automated Feedback Management

MARKETPLACE MANAGEMENT

- Multiple marketplace management
 - CMS Storefront
 - CMS Auction
 - CMS Marketplace
 - eBay
 - eBay Stores
 - eBay International
 - eBay B2B Marketplace
 - eBay Motors
 - Amazon Marketplace
- Unique calendar view of marketplace activities
- Powerful launch profile editor
- Stop alerts to identify under performing SKUs

LISTING AND PUBLISHING

- Integrated Gallery
- Bulk Image Upload
- Customizable Folder Organizations
- Thumbnail Views
- Multi-Currency
- Bulk Upload of SKU data
- Multiple Listing Formats
- Customizable Listing Templates
- Listing Template Previews
- Rule-Based Auction Launching
- Automated Scheduling and Re-Listing
- Hit Counters
- Featured Listing Configurations

ADDITIONAL FEATURES

- Multi-User Interface
 - Multi-user, multi-role definition
 - Roles and actions interface
 - Users are restricted by views
 - Protection for sensitive or confidential data
- Advanced Search Capability
- Paid Search & Price Comparison
 - Google
 - Overture
- Design Templates or Fully Customized Design
- Email Campaign Management
- User Friendly Interface



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