



i.STAR
ECOMMERCE SOFTWARE

 **CAM**
Commerce Solutions™



ONE SOLUTION TO AUTOMATE YOUR ENTIRE RETAIL BUSINESS

total integration

Let us work with you today to build an online presence that will leave your competitors behind, and take you to new levels of performance and professionalism.



Every i.STAR site is custom-tailored to the look and feel you are after. Our proven back-end architecture and fully integrated system allow us to provide features that simply aren't available anywhere else.

Simplicity, affordability, security, power and total integration to the back-

office software are the things that make i.STAR unique. Everything is created and maintained within the back-office Retail STAR system. Retailers never need to go to their web server to maintain their inventory

The i.STAR storefront is set up in Retail STAR and recognized by the system as just another store location in a chain of stores. All data is stored in a single database and all options are selected from the same menu system. Multi-site communications and database replication allow for scheduling and moving of data between multiple store locations while keeping the databases in sync. The integrated accounting features (i.e., order processing and accounts receivable) are used to process, track, and ship the orders that are received from the storefront. In addition, fully integrated general ledger and accounts payable are available.

inventory

The many i.STAR features start with perpetual inventory. This system tracks on-order, in-stock, sales, prices, committed/special order quantities, etc. and keeps them in sync between your office/warehouse or physical stores and the web site.

With i.STAR you are able to track inventory at the size/subsize and color level without maintaining cumbersome "attributes" or separate product records. i.STAR is perfect for apparel, shoes and other sized merchandise.

i.STAR allows for unlimited images per item. Images can be attached to specific colors of merchandise, and you only need to upload the largest size of an image. i.STAR will automatically "thumbnail" images for you at the resolutions you specify.

customer management

i.STAR gives you the ability to track and report on every interaction you have with a customer. Whether they purchase from you online, in a physical store, over the phone or through the mail, you get a unified history of all customer purchases, returns, special orders, and more.

Extensive customer reporting is available for trending, target marketing, and loyalty/rewards programs, with the ability to mass-email customers based on purchase thresholds - specific items, brands, or categories purchased.



24 / 7 Store Total Integration Increased Profits

i.STAR leverages integration by delivering you the statistics that really matter. Go beyond just “hits” and “visits” to see what items customers are viewing. Manage your conversion rate by seeing items added to the cart but not purchased and track the effectiveness of your coupon codes and online marketing.



search simplicity

i.STAR makes it easy to provide multiple levels of hierarchical navigation. Let customers browse by departments and classes, manufacturers, price levels, featured or promotional items, and many many more.

Customers can search by multiple product attributes, keywords, categories, descriptions, sizes, and more.

Special pricing and flexible payment methods are unique features with i.STAR. Whether it's coupon codes, promotional sales, clearance merchandise, or customer-specific discounts and pricing levels, i.STAR makes it easy. Some of these methods may include:

- Credit cards processed with a real merchant account
 - PayPal
 - Check
 - COD
- or any other payment you define!

Shipping

i.STAR is one of a select few programs chosen by UPS to partner with them through the UPS Ready (tm) program. We can provide real-time weight-based shipping calculation right within the shopping cart.



i.STAR tracks product weights, dimensions, packaging types, special handling requirements and other attributes to “get it right.” No more manually defined shipping tables or having to worry about whether shipping fees are costing you profit!

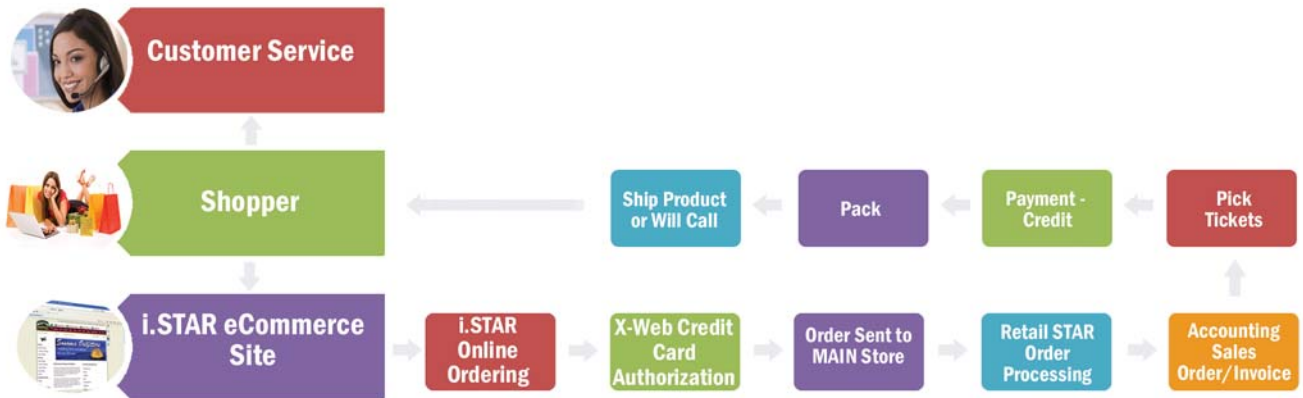
Pass shipping rates on to customers directly or add markups to cover additional handling charges.

Why i.STAR?

- Total System Integration
- Low Service Fees
- No Additional Personnel Required
- System Security and Reliability
- Low Initial Investment

One Source Solution!

workflow



Our fully integrated i.STAR eCommerce software provides you with the opportunity for an online presence, customer loyalty and increased profits. Let our team of experts design and execute your total retail automation package.

contact us

For a complete demonstration of our eCommerce Software package, please call 866.840.4443. One of our CAM sales professionals will be more than happy to assist you.