

JunctionEOD™

eCommerce that drives profitability, performance, and preference

Benefits

- World Class eCommerce**
 Everything needed to provide a unique, "high-touch", online shopping experience that is easy to manage.
- In the Cloud**
 An on-demand SaaS platform that provides the latest, cutting-edge eCommerce features and functionality.
- Flexible**
 Powerful out-of-the-box capabilities which can also be configured and customized to meet unique business needs.
- Worry-free**
 Unlimited scalability, combined with unmatched reliability, ensures sites are open for business 24x7x365 even during peak traffic times.
- Deep Back Office Integration**
 Real-time integration to products, SKUs, inventory, orders, customer history, and much more.
- Unmatched Value**
 A world class eCommerce platform delivered in a fraction of the time, at a fraction of the cost.

When it comes to eCommerce, online merchants want a solution that provides:

- ✓ World Class Performance – Dynamic content delivered at breathtaking speeds, ensuring the shopping expectations of customers are not only met, but exceeded.
- ✓ Flexibility – Nimble architecture that can be easily modified to add or change features to meet unique and growing business needs.
- ✓ Rapid Deployment – Quick implementation timeframe to launch new sites and get up and running rapidly.
- ✓ Ease of Use – Streamlined administration to empower business users to effortlessly market and merchandise their products.
- ✓ Worry-free Hosting – Secure, scalable, available, and globally load balanced.

Introducing Junction eCommerce On Demand (JunctionEOD), a complete world class eCommerce solution from Junction Solutions designed to improve acquisition, conversion, and retention rates.

Take Control of Your eCommerce Business

JunctionEOD provides multiple feature-rich eCommerce storefronts in conjunction with a user friendly Advanced Administration Tool and real-time integration to back office enterprise resource planning (ERP) systems.

JunctionEOD provides many advanced native features that typically require the purchase of a third party add-on, including:

- Advanced Imaging
- Faceted Search
- Guided Navigation
- Mobile Storefronts
- Dynamic Recommendations

The JunctionEOD Advanced Administration Tool provides complete control over every aspect of your core eCommerce business, including products, categories, landing pages, pricing, promotions, coupons, and much more. This combination of robust

functionality puts the power in the hands of online retailer merchants, allowing your eCommerce staff to create unique and compelling shopping experiences that are both relevant and high touch without burdening internal IT resources.

The Flexibility and Freedom to Grow

JunctionEOD, delivered as a Software as a Service (SaaS) solution, provides best-in-class eCommerce capabilities as a scalable, reliable, on demand service. JunctionEOD delivers regular automated software upgrades, providing new and relevant features and functionality that exceed the constantly evolving requirements of world class eCommerce websites. Frequent upgrades eliminate the need for a complete site re-launch every few years, allowing eCommerce retailers to focus on core business management.

Capability Without Complexity

JunctionEOD takes the complexity out of hosted and managed services by providing a high performance, globally load balanced infrastructure with 24x7x365 availability. This enables unlimited scalability to absorb spikes in traffic and facilitate seasonal demand. JunctionEOD provides seamless failover and disaster recovery, so if there is an unexpected event, the site stays open and technical issues are not visible to your online shoppers.

Power Top Line Revenue Generation

JunctionEOD is developed from the ground up to enable retailers, catalogers, and brand manufacturers to increase top line revenue by providing the features and functionality necessary to increase customer acquisition, conversion, and retention.



Acquisition

Be Found Online

According to a recent Forrester research study, online retail spending is projected to grow at a compound annual rate of 10% through 2015, with online retail spending expected to reach \$279 billion by 2015 in the United States. As more shoppers go online to buy and research, how do you ensure they are able to find your company and products when they need to?

JunctionEOD, which is built on .NET C#, is architected with core eCommerce functionality in mind. Smart URLs, title, and H1 tag customizations, meta keywords and descriptions, and old URL and sitemap.org support ensures your customers can find your company and products within organic search results.

Smart Search Capabilities

JunctionEOD's core capabilities include a robust internal search engine that is fully integrated with the product catalog and includes native faceted search and guided navigation providing the best possible shopping experience. Customers can filter products by brand, color, size, and stock availability as well as any other attributes that can be dynamically generated. These smart search capabilities result in increased revenue, additional



transactions, and strengthened customer loyalty for your company.

Simplified, Powerful Promotion and Campaign Management

JunctionEOD includes a powerful promotion engine and campaign management and provides complete control over coupons, price adjustments, dynamic banners, customer segments, and source codes.

Coupons are completely configurable and include start and end dates as well as single and multiple use designations. Coupon rewards can include a product or order discount, a different ship table, price overrides, a future coupon, membership into a special customer segment, and/or a free SKU. Multiple scenarios can be created for coupons, such as "buy 1 and get 1 free", "buy 3 and get 1 at 50% off", or specify a discount per item or per order.

Price adjustment functionality provides the ability to dynamically adjust prices based on specific criteria, including percentage discount, fixed dollar discount, or fixed price, and provides complete control over start and end dates.

Dynamic banner functionality provides the capability to display banners dynamically based on the SKUs within a specific category or a product page. These banners can include special offers, coupons, or discounts or unique messaging to drive the shopping experience.

Customer segments enable marketers to create unique segments of customers, such as a "Customer VIP Program", that automatically enrolls select customers into designated entitlements to special site features and discounts, including free or discounted shipping, price adjustments, and custom landing pages.

Source codes can be easily created to allow tracking of external links to the website for email campaigns, banner ads, affiliate programs, or keyword buys. Additionally, source codes can be linked to coupons to track specific offers.

Storefronts

Online merchants require the ability to showcase their brands and products using dedicated eCommerce websites. JunctionEOD provides the framework to create and manage multiple storefronts using a single administration tool. The Storefront Category functionality enables the segmentation of products by storefront without any limitations to the number of categories or storefronts required. Customer accounts can also be shared across all storefronts using a common login or be separately managed and maintained for each unique storefront. Additionally, shipping and tax configurations can be unique for each storefront and are defined using the Advanced Administration Tool.

EODMobile – Mobile Commerce On Demand

Analyst firm Gartner predicts that by 2014, 12% of all eCommerce transactions will be conducted via mobile devices, adding up to billions of dollars per year. JunctionEOD includes mobile website functionality that helps keep your company's brand in your customers' hands at all times. EODMobile is browser-based and automatically detects the handheld device being used. No app needs to be downloaded, giving users instant access to your online store. The floating menu bar and bread crumbs maintain the context of a shopper's interests and significantly reduces the need for new page loads. The result is an optimized shopping experience that is familiar, fast, and requires no deep dives to purchase.

Don't Go Down When Traffic Goes Up

Today's business-critical applications require the utmost in reliability and availability. JunctionEOD provides a worry-free hosted environment that is architected specifically for high volume eCommerce websites. Multiple globally load balanced Web, Application and Database servers ensure high performance levels during peak volumes. Intelligent route control technology dynamically identifies the optimal path for Internet applications. These technical innovations ensure that shoppers are delivered a stable and highly responsive shopping experience even when traffic is at peak levels.

JunctionEOD's data centers utilize the most robust network infrastructure available, ensuring the highest levels of security and stability. eCommerce businesses have peace of mind with JunctionEOD due to geographically distributed, redundant data centers with locked cabinets, fully redundant power, HVAC controlled temperature and humidity, fire threat detection and suppression, and 24x7x365 critical monitoring. Further, JunctionEOD routes intelligently across up to eight integrated Network Service Provider (NSP) networks insulating traffic from the risk of network outages.

Conversion

Intuitive Merchandising

JunctionEOD allows merchandisers to define unlimited product categories. A single item can exist in as many categories as needed to ensure customers find the exact item they are looking for. Using product group functionality, merchandisers can create recommended cross-sells and up-sells or create “also bought” groups to show customers other items they may be interested in based on other customers’ purchases of similar items.

Merchandisers can also suggest items based on what customers actually purchased. A robust rules-based dynamic recommendations engine can automatically promote targeted items to a customer. When a customer views a specific product on the website, the system will display other products or SKUs based on a strategy defined by you. Create scenarios for cross-sells, similar items, “you might also like...”, and more. These can be applied to specific or multiple storefronts.

The product details pages are completely customizable. Using powerful product attribute technology, merchandisers can customize what displays on pages such as product information, technical specifications, videos, multiple images, and any other specific attributes desired.

JunctionEOD allows customers to view product ratings and reviews, which have been proven to significantly influence purchase decisions. Customers can also sort products by the product’s rating on category pages.

Wish lists and product registries allow customers to select and buy products for themselves or others. Customers can search wish lists by name, email, or city. Customers can also receive email notifications when items on their wish lists go on sale or have low inventory.

The JunctionEOD Article Management functionality allows merchandisers to display product related or industry specific articles on web pages to help enhance the shopper experience.

These articles can also be linked to suggested products to allow for quick purchase while the customer is engaged in reading a related article.

Customer-Friendly Shopping Cart

JunctionEOD provides a comprehensive, easy-to-use shopping cart and customer account management system. This “smart” shopping cart displays actual shipping charges, tax, discounts, and real order total. It also displays estimated ship date and estimated arrival date. JunctionEOD’s shopping cart review screen can be configured to allow customers to see their totals before entering additional information. Using a single screen, customers can enter their promotion or coupon codes, destination Zip codes, and ship method selections to get an accurate final order total prior to logging in or creating an account. Users can also modify quantities of items, delete items, or save items for later.

Studies have shown that a high percentage of all shopping carts are abandoned before the customer completes the checkout process.

JunctionEOD can automatically send email reminders for abandoned carts in order to re-engage the customer.

One-Page Checkout

JunctionEOD’s one-page checkout allows users to quickly complete their orders. Previously saved billing and shipping addresses are available to the customer to modify or change, if needed. Customers can specify multiple shipping addresses for items within one order, if applicable. They also have the ability to add and edit gift messages and select a gift wrap option.

Previous payment methods are available for selection or change. An optional coupon or promotion code can be entered, which may discount the sale or add free gifts. Automatic coupons are processed and displayed. In addition, the estimated shipping and arrival dates can be displayed to the customer. One click of the “Place Order” button will submit the order for processing. Customers can receive an immediate email confirmation for their orders.

Registered users can return to the website at any time and access their accounts. These customers have the ability to review previous orders and their statuses as well as modify their address information and payment methods on file. When reviewing previously placed orders, the “quick re-order” design allows for customers to quickly place re-orders for products.

Real-Time Credit Card Processing

JunctionEOD provides real-time credit card processing and validation. If there is a problem with a credit card transaction, the customer can be notified immediately rather than via email or through a phone call at a later time or date.

Fraud detection evaluates orders based on certain factors associated with fraud (e.g., distance between IP address and billing address) or factors that increase risk (e.g., order dollar amount or certain international regions). Fraud detection flags orders that score a high probability of possible fraud. This information can be leveraged to put orders on hold and provide visibility into high risk orders.

JunctionEOD allows you to configure other payment methods such as PayPal, money orders, checks, and gift certificates for maximum payment flexibility.



Integration

Real-Time Order Integration Framework

In any multi-channel environment, it is critical that order capture points work in harmony and feed the right information to the back office ERP system. This helps to ensure that additional opportunities associated with a new sales channel are not lost due to visibility and real-time information constraints. JunctionEOD's real-time order integration connects with most major existing back office ERP systems to provide customers with timely, accurate order status such as inventory availability and shipping dates.

Deep Integration to the Back Office

JunctionEOD provides extensive integration with back office ERP systems, enabling real-time changes to be synched with the eCommerce storefront. These integrations include:

- Product
- Attributes
- Inventory
- Source Codes
- Categories
- Orders
- Brands
- Customer Information

Third Party Integration

JunctionEOD is fully integrated with key third party solution providers, ensuring that all aspects of your eCommerce solution are well connected. These integrations include:

- Back Office
- Data Feeds
- Credit Card Processing
- Email
- Product Reviews
- Website Analytics

JunctionEOD at a Glance

Software as a Service Model (SaaS)

- World class eCommerce features and functionality
- No hosting infrastructure costs
- Frequent software updates
- Rapid website deployments

Advanced Administration Tool

- Storefronts
- Products
- Categories
- Landing pages
- Pricing
- Promotions and coupons
- Customer segments
- Dynamic recommendations

Multiple Storefronts

- Control all storefronts within a single Advanced Administration Tool
- Unique look and feel
- Unique category structures
- Share or isolate user accounts

Native Advanced Imaging

- Derivative images automatically created from a single high resolution image
- Alternate views
- Zoom and pan
- Bulk image loader

Native Guided Navigation and Faceted Search

- Category
- Brand
- Price range
- Sale
- New products and future products

Mobile Websites

- Optimized shopping experience
- Browser-based – no app to download
- Works across multiple platforms
- Supports JunctionEOD landing pages
- Floating application menu bar

Smart Shopping Cart

- Real order totals
- Real-time inventory
- Estimated ship dates
- Estimated arrival dates
- Real tax calculations

Check Out

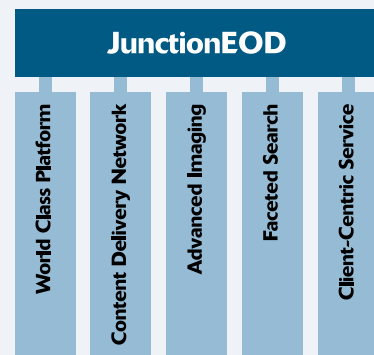
- Streamlined one page checkout
- Ship to multiple addresses
- Efficient and simple to use

Advanced Promotion and Campaign Management

- Coupons – single and multiple use
- Free product capability with prompting and customer choice
- Discount and rewards criteria
- Price adjustments
- Dynamic banners
- Customer segments and VIP programs
- Source codes

Search Engine Optimization (SEO)

- Smart URLs
- Title and H1 tag customizations
- Meta keywords and descriptions
- Sitemap.org support
- Old URL support
- Crawlable website throughout



JunctionEOD Architecture

- .NET C# framework
- SQL database

Hosting Infrastructure

- High performance
- High availability
- Global load balancing
- Automatic failover and disaster recovery

Deep Real-Time Integrations with Back Office Systems

- Products and SKUs
- Inventory
- Category
- Brand
- Attributes
- Source codes
- Orders and order history
- Customers

Junction Solutions

With offices throughout North America, Junction Solutions provides software applications and services that help retail organizations drive top line revenue, enhance operational performance, reduce costs, optimize delivery channels and strengthen relationships with their customers and suppliers. Designed specifically for eCommerce retailers, JunctionEOD is a full-featured SaaS eCommerce platform that is scalable, easily administered and offers rich integrations to major warehouse management and ERP platforms.

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