

# JunctionEOD™

eCommerce that drives profitability, performance and preference

## JunctionEOD 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**  
The benefits of an On Demand solution with the ability to add customizations to meet unique business needs.
- **Worry Free**  
Unlimited scalability combined with unmatched reliability ensures your site is open for business 365/24/7 even in peak traffic times.
- **Deep Back Office Integration**  
Real-time integration to Products, SKU's, 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 breath-taking speeds ensuring the shopping expectations of your customers are not only met, but exceeded
- ✓ Flexibility – a nimble, extensible architecture to meet unique and growing business needs
- ✓ Rapid Deployment – launch new sites and get up and running quickly
- ✓ Ease of Use – allowing business users to respond effortlessly to market opportunities
- ✓ Worry Free Hosting – Scalable, available and globally load balanced

Introducing Junction eCommerce On-Demand (JunctionEOD), a complete world class eCommerce solution from Junction Solutions.

### Take Control of Your eCommerce Business

JunctionEOD provides multiple feature rich eCommerce storefronts in conjunction with a user friendly administration tool and real time integration to your back end system.

JunctionEOD natively provides many advanced features that typically are provided by additional third parties, including:

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

The JunctionEOD Administration Tool provides complete control over every aspect of your core eCommerce business, including Products, Categories, Landing Pages, Pricing, Promotions and Coupons and much more.

This combination puts the power in the hands of retail merchants

allowing business users 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), provides best in-class eCommerce capabilities as a scalable and reliable on-demand service. JunctionEOD delivers regular automated software upgrades providing fresh features and functionality that exceed the ever evolving requirements of world class eCommerce websites. Our frequent upgrades eliminate the need for a complete site re-launch every few years allowing eCommerce retailers to focus on their core business.

### Deep Integration to the Back Office for the Cross-Channel Retailer

JunctionEOD provides deep integration with back end office systems enabling real time changes to be synched with the eCommerce storefront. These integrations include:

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

### Capability Without Complexity

JunctionEOD takes the complexity out of Hosting and Managed Services by providing a high performance, always available, globally load balanced infrastructure, which 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 doors stay open and technical issues are not visible to your online shoppers.



## Power Top Line Revenue Generation

Junction eCommerce is built 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, eCommerce retailers, driven by a 10 percent compounded annual growth rate, are projected to reach \$248.7 billion in revenue and account for 8 percent of total U.S. retail sales within five years. As more shoppers go online to buy and research, how do you ensure they are able to find you when they need to?

JunctionEOD, built on .Net c#, is architected with core eCommerce functionality in mind.

Smart URL's, Title & H1 tag customizations, Meta Keywords and Descriptions, as well as Old URL and Sitemap.org support, ensures your customers can find you and your 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 to your customers resulting in greater revenue, increased transactions and strengthened customer loyalty.

### Simplified, Powerful Promotions

JunctionEOD includes the most powerful promotions engine on the market today and provides business users complete control over Coupons, Source Codes and Price Adjustments.

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 and/or a free sku. The "Match" and "Match Limit" options for each reward allows business users to specify how the reward should be applied to each qualifying item.

Coupon reward criteria include:

- Minimum Amount
- Minimum Quantity
- Content Group
- New User
- Minimum Item Amount
- Maximum Quantity
- Allow Sale Items
- Existing User

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 Coupons can be attached and tied specifically to source codes.

Price Adjustments functionality provides business users the ability to dynamically adjust prices based on specific criteria including percent off, fixed dollar discount or fixed price and gives complete control over start and end dates.

### EODMobile – Mobile Commerce On Demand

Analyst firm Gartner predicts that by 2014, 12 percent of all eCommerce transactions will be conducted via mobile devices adding up to billions of dollars a year. JunctionEOD includes mobile website functionality that helps keep your brand in your customers hands at all times. EODMobile is browser based and automatically detects the hand held device being used. The floating menu bar and bread crumbs maintain the context of the shoppers interests and significantly reduce the need for new page loads. The result is an optimized shopping experience that is familiar and fast and requires no deep dives to buy.

### 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 hosting environment architected with the high volume ecommerce website in mind. To ensure unlimited scalability, JunctionEOD runs on multiple, globally load balanced web servers and databases and provides optimized delivery performance that's reliable and scalable. Our hardened, secure, and redundant data centers sit on the edge of the most robust network backbone available. Your eCommerce business is safe and secure due to locked cabinets, fully redundant power and HVAC, controlled temperature and humidity, fire threat detection and suppression, and 24x7x365 critical monitoring. JunctionEOD features redundant, high-speed connections to all major Internet backbones, offering unmatched reliability. Intelligent route control technology dynamically identifies the optimal path for your Internet applications. Our Internet Network Backbone provides an innovative way to route data and avoid the Internet's points of congestion. Rather than provisioning traditional single ISP network access, JunctionEOD intelligently routes across up to eight integrated NSP networks. This insulates your traffic from the risk of network outages, providing reliable, stable and predictable connectivity.

“ eCommerce sales are projected to reach \$248.7 billion by 2014. ”

Forrester Research

## Conversion

### Intuitive Merchandising

With JunctionEOD, you can define unlimited product categories. A single item can live in as many categories as needed to ensure customers find the exact item they are looking for. Using product groups functionality, you can create suggested cross-sells and up-sells, or create “also boughts” groups to show customers other items they may be interested in based on customers who previously purchased their currently selected item. The product details pages are completely customizable. Using powerful product attributes technology, you can customize what displays on the pages, such as product information, technical specs, videos, multiple images, and any other specific attributes you desire.

JunctionEOD’s article management functionality allows you to display product related or industry specific articles on your webpage to help enhance the shopper experience. These articles can also be linked to suggested products to allow for quick purchase while the customer is reading a related article.

### Customer-Friendly Shopping Cart

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

### OnePage Checkout

JunctionEOD’s one page checkout allows users to quickly complete their orders. Previously used billing and shipping addresses are available to the customer to modify or change if needed. Previously used pay methods are also available for selection or change. An optional coupon or promo code can be entered, which may discount the sale or add free gifts. In addition, the estimated shipping and delivery dates can be displayed to the customer. One click on the “Place Order” button will submit the order for processing. Registered users can return to your website at anytime and access their accounts. Registered users have the ability to review previous orders and their status, as well as modify their address book, pay methods on file, and address information. 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 both 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.

## Retention

### 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 back-end systems. The additional revenue opportunities that are associated with a new sales channel are often lost due to overwhelming costs and a loss of focus. JunctionEOD’s real-time order integration connects with your existing back office systems to provide the customer with timely, accurate order status such as inventory availability and shipping dates.

### Enterprise Cross-Channel Integration

Out of the box, JunctionEOD is completely integrated with the industry’s leading retail enterprise solution, JunctionMCR. JunctionMCR is an end-to-end, product suite designed specifically for multi-channel retailers with complex, high-volume or dynamic requirements.

JunctionMCR addresses the entire multi-channel retail value chain, from sales and operations planning to inventory management and fulfillment; starting with the initial shopping touch via the Web, in the store or over the phone, and throughout the entire customer relationship. Built in Microsoft Dynamics AX®, JunctionMCR is a fully integrated, open architecture solutions-set that enables complete control over financial, sales, customer service, inventory and fulfillment activities.

This seamless integration between front- and back-of-house systems provides retailers with Catalog, Mail Order, e-Tail and Brick & Mortar requirements a precise picture by which to make critical decisions regarding their most profitable customers.



## 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 provides complete control over

- Storefronts
- Products
- Categories
- Landing Pages
- Pricing
- Promotions
- Coupons

### Multiple Storefronts

- Control all storefronts within a single administration tool
- Unique Look and Feel
- Unique Category Structures

### Mobile Websites

- Optimized Shopping Experience
- Browser Based – No App to Download
- Works across multiple platforms
- Supports EOD Landing Pages
- Floating App Menu Bar

### Native Guided Navigation and Faceted Search

- Category
- Brand
- Price Range
- Sale
- New Products
- Future Products

### Native Advanced Imaging

- Derivative images automatically created from a single high resolution image
- Alternate Views
- Zoom & Pan
- Bulk Image Loader

### Smart Shopping Cart

- Real Order Totals
- Real Time Inventory
- Estimated Ship Dates
- Estimated Receive Dates
- Real Tax Calculations

### Check Out

- Streamlined 1 Page Checkout
- Efficient and simple to use

### Advanced Campaign Management provides control of:

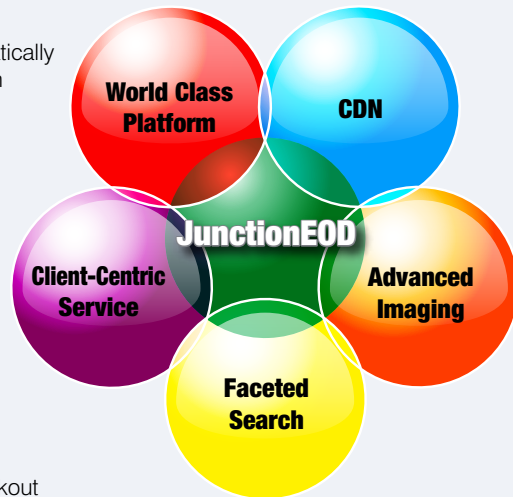
- Source Codes
- Coupons – Single and Multiple Use
- Rewards Criteria
- Discount Criteria
- URL tracking

### Search Engine Optimization (SEO)

- Smart URL's
- Title and H1 tag customizations
- META Keywords
- META Description
- Sitemap.org Support
- Old URL Support
- Entire Website is Crawlable

### 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 & SKU's
- Inventory
- Category
- Brand
- Attributes
- Source Codes
- Orders
- Order History
- Customers



**Junction Solutions**  
Where Platform Meets Inspiration

### About Junction Solutions

Junction Solutions is an award winning provider of 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 high volume eCommerce retailers, JunctionEOD is a full-featured SaaS eCommerce platform that is scalable, easily administered and can be tightly integrated to Back Office Systems.

### Inspirational software and services for Multi-Channel Retail

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