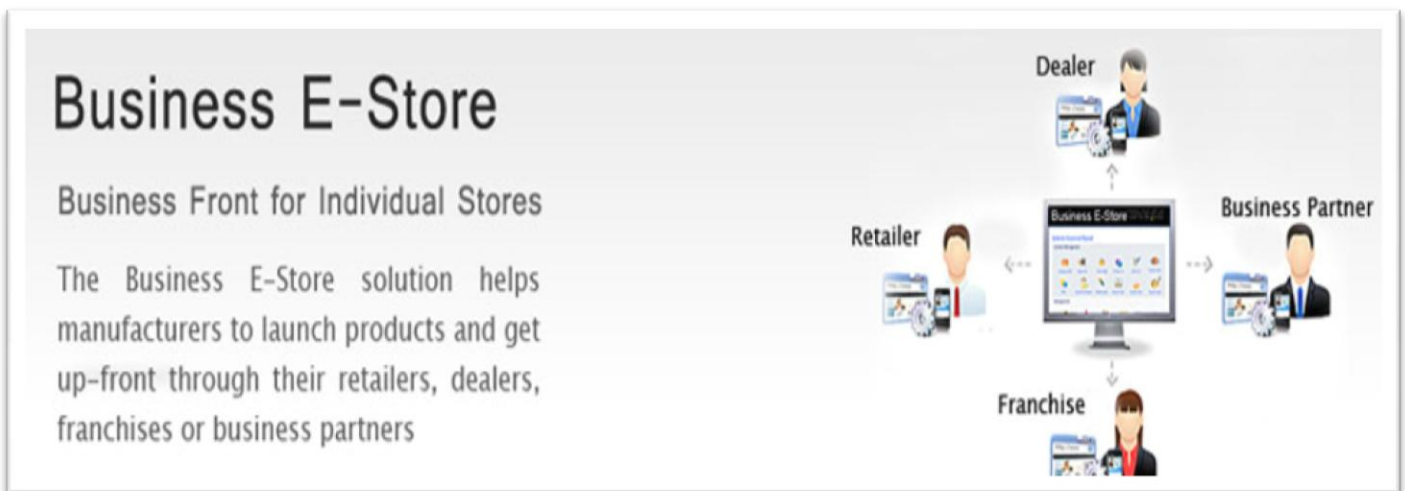




An informative and useful white paper for manufacturers on using the **Business E-Store** solution to significantly increase consumer interaction and increase ROI's.

The manufacturers always has a constant need to launch products online and get up-front through dealers, retailers, franchises or business partners to easily reach consumers.



### **Our Business E-Store-B2C Solved the Purpose**

The Business E-Store solution helps manufacturers to launch products and get up-front through their retailers, dealers, franchises or business partners. This solution facilitates business partner with powerful local administration to manage and customize their portal according to their business specific needs.

### **Salient Features**

- This solution offers manufacturer with the ability to setup independent websites for their retailers, dealers, franchises or business partners. Along



with the independent web presence, content is also provided from the manufacturer.

- This solution offers centralized control on product feeds by manufacturers.
- Web portals provided to business partners, comes with the power of customization to fulfill individual needs of businesses.
- Our inventory upload module enables business partners to showcase their own products on their portal.
- This solution also facilitates business partners with the capability of receiving product feeds from more than one manufacturer.
- This solution also comes with an E-Commerce Cart, powered with SSL security, which enhances the use of new ways of conducting your business and at the same time present's unique opportunities to those who are willing to adapt to these changes.
- This solution is mobile ready and works on multiple smart-phone platforms including Apple i-Phones, Google Android, BlackBerry, Windows Mobile and Symbian.

## **Business Benefits**

**Boost Speed-to-Market:** Our solutions promises strong relationships between manufacturers and their business partners, which results in increasing speed to market products to consumers.



**Increase in ROI's:** With better relationships with business partners, the results being obvious, increased returns on investment.