

eBusiness eXtension for CoreMedia



Central eBusiness and eCommerce Challenges

Customers are looking for a homogenous shopping experience through all channels. Today digital sales channels are the central point of contact. The user experience has to fit the wishes and requirements of your customer to encourage them to buy as well as to tie them to your company. What are the means to satisfy your customer?

✓ Targeted Information & Products

Information and products need to be targeted at each customer individually. You can preprocess content and personalise product suggestions with our eBusiness eXtension (eBX).

✓ Cross-Channel Usability

Nowadays potential buyers might access a number of different sales channels - PCs, tablets or smartphones. Those are daily business for potential buyers and they are constant companions. A consistent infrastructure is your key to success.

✓ Flexibility in Placing Content, Products and Features

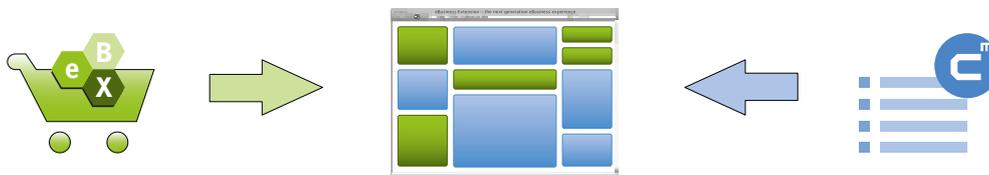
Content and feature design and placement can be simple and flexible. eBX acting in concert with CoreMedia makes it effortless.

✓ Editing

Fully editorial control via a single editing system. Information pages as well as products can be maintained from within the editing system.

✓ User Tracking & Reporting

A high-level user tracking and reporting system is integrated into the editing system to enable accurate and detailed analysis of your online business.



eBusiness eXtension – The seamless approach

Today's customers have high expectations for their online shopping experience. For online retailers this often translates into challenging requirements for their localisation, back office and IT integration systems. Our eBusiness eXtension for CoreMedia raises your eBusiness to a new level.

Seamless delivery for your customers

- Link your information content seamlessly with suitable products.
- Increase the traceability of favoured products through contextualisation.
- Trace your users and offer them suitable new hits according to their preferences.
- Model checkout flexible according to your company's preferences and processes.
- Design your online channels to be a one-stop-shop for user self-service.
- Extensive and extended shopping features (e. g. public wishlists) connect your customers and their friends to your shop.

Seamless editing for your editors

- Create a single space for your editors to complete all their editing and configuring tasks.
- Products and information are automatically imported and unified from existing backends and data sources.
- Optimise the usability and shopping lifecycles via the integrated reporting tool.

Seamless backend integration for your company's IT frame work

- Keep your existing systems running! Adaptive interfaces provide consistent data throughout all your systems.
- Whilst running the light weight architecture enables flexible scaling.
- Automated importing of information keeps all your data up to date.



eBusiness eXtension for CoreMedia

The eBusiness eXtension for CoreMedia CMS offers your company the exceptional opportunity to stand out regarding a technical and conceptual highly ranked shop. The next generation approach provides your customer with a unique shopping experience across all sales channels.

Regardless which devices and channels your customer uses the user experience is homogeneous. Shopping is made easy by providing the same customer data as well as offering personalized cross- and upselling information at all times.

eBusiness:eXtension - The next generation eBusiness eXperience



Features

Billing control

- Payment-Gateways
- Credit card payment
- Wire transfers
- Debit entries
- Cash on delivery
- Invoice

Checkout

- Dynamic shipping and portage costs
- Flexible micro credits
- Buying without registration
- Registered accounts with
- Delivery and billing address
- Payment management
- Registration process during checkout
- Cart persistence by user recognition

Internationalisation

- Multi languages support
- Currency support
- Tax rate support

Analysis and Statistics

- Administrator Dashboard
- Revenue reports
- Cancel rate reports
- Most viewed and most bought products
- Search phrase reports
- PC Profitability Reports
- E-mail success reports
- Affiliate sales Reports
- Social Channels sales reports

Marketing and Promotion

- Newsletter subscription
- Dynamic landing pages & Microsites
- Pattern-based content and prices
- Incentives like free shipping
- Last viewed products
- Product ratings and comments section
- Product surveys
- Connected products and accessory
- Promotion banners and widgets

Product Management

- Customisable product variants
- Product bundles an digital products
- Product groups and categories
- Extendable product attributes
- Attribute-based search and navigation
- Customer specific customisations

Customer accounts

- Registration during browsing and checkout process
- Review of active and paid orders
- Repurchase of often bought products
- Last bought products
- Address management for delivery and billing addresses
- Wish list support

Shipping module

- Dynamic shipping and portage rates
- Flatrate portage options
- Shipping cost freed orders
- Weight and distance dependent costs
- Volume and bulk discounts



Visit us at www.cybercon.de/eBX



cyber:con GmbH has been committed to software development and consulting in the field of web technologies since 1996. We focus on creating Web-CRM- and Shop-Systems and offer many years of experience in the design and architecture of B2B-interfaces.

cyber:con is a CoreMedia Silver Partner and has implemented many large projects based on CoreMedia CMS.