

e-BusinessVision™

MANAGING YOUR e-COMMERCE BUSINESS



e-BusinessVision™

*Internet commerce
helps create a
competitive advantage.*

The Internet has fast become the medium of choice for conducting business. From creating an internal company intranet web-store for employee purchases to an e-commerce marketplace for businesses or consumers, companies that have established Internet commerce presence are finding that it is a competitive advantage in an increasingly global economy. Businesses of all sizes can now have a global presence to market their products and provide 24-hour customer services for their clientele. Whether your clients are businesses or consumers, the ability to offer them easy access to your products on their time increases their loyalty to your company while increasing your bottom line.

e-BusinessVision allows your customers to access your products and place orders any time of the day by providing a sophisticated e-commerce marketplace, and it allows your customers to help themselves by providing them with detailed account information whenever they wish. You can provide your customers with superior service, even when your office is closed. Now that's customer support!

Having your own web-based marketplace enables you to market your products and take orders 24 hours a day, 7 days a week, 365 days a year. By directly integrating with BusinessVision, your Internet marketplace accurately reflects your inventory at all times. Changes made in BusinessVision, such as pricing and availability, are automatically reflected on-line.

e - BUSINESSVISION MAKES IT EASY

e-BusinessVision is the easy and affordable way for your company to expand your business worldwide. It provides a powerful easy-to-use e-commerce solution that integrates seamlessly with BusinessVision accounting and business management systems. This end-to-end solution is ideal for your business and avoids the high cost of creating an e-commerce site from the ground up. Full integration with BusinessVision provides an effortless way to make the Internet part of your everyday business practice.



e-BusinessVision is the easy and affordable way to expand your business worldwide and provide 24 hour customer service for all of your clientele.

e-BusinessVision is different from other e-commerce packages. Most other systems require you to enter the items you wish to display in your e-commerce web-store into a separate on-line database—a very time-consuming effort to set up and manage. Since e-BusinessVision is completely integrated with BusinessVision, it automatically ties in with your existing products, prices and inventory, and communicates any changes at predetermined times, keeping your marketplace and your BusinessVision orders accurate and up-to-date. As information changes in your BusinessVision system, your web-store is automatically updated to reflect these changes. There is no need for double entry and additional time in managing your site. Orders received in your web-store are automatically imported into your BusinessVision Order file!

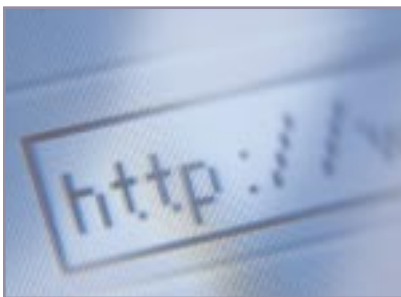
e-BusinessVision is fully compatible with your existing website. There is no programming needed to set up your on-line marketplace — just add a couple of links and you are ready to go. You can select a “theme” that matches your website from an extensive list of pre-defined templates.

e - BUSINESSVISION IS AN ON-LINE MARKETPLACE

Now you can market your products via the Internet 24 hours a day. As you make changes to prices and product lines in your BusinessVision system, e-BusinessVision is automatically updated. There are no items to add and no prices to update in your web-store. e-BusinessVision supports all of your pricing methods, quantity discounts, and even supports special promotional pricing.

Your customers can search and browse all items in your on-line catalog by category. No additional setup is required, as the categories you use in your BusinessVision system are also used to categorize your inventory in your on-line marketplace. Your customers can also search through your item catalog by entering keywords or phrases.

e-BusinessVision supports images and extended product descriptions, allowing you to include pictures, animated graphics, and detailed product information about the items in your on-line catalog. The images you use in your BusinessVision system are automatically uploaded to





your web-store. e-BusinessVision even automatically generates thumbnails—scaled down versions of the images—enabling faster download times for pages.

e-BusinessVision automatically assigns unique user names and passwords for your selected customers. By assigning unique user names and passwords, your web-store is able to present information that is specific to each customer. For example, if you have multi-tier pricing configured in your BusinessVision system, e-BusinessVision will present the appropriate price to each customer when they visit your web-store. e-BusinessVision reflects the pricing methods you use in your BusinessVision system.

e - BUSINESSVISION IS A CUSTOMER SERVICE CENTER

Your customers can now get answers to questions about their account 24 hours a day, any day of the week, reducing support responsibilities by letting e-BusinessVision answer many of your customer's questions.

Your customers are able to review the following information from their service center:

- Account Balance - contains the current account balance as well as providing an accurate account aging balance
- Open Orders - contains information on orders pending shipment. In addition, any backorders that are on file are presented.

- Invoice and Payment History provides clients the ability to research their account history. The Invoice History section provides your customers with access to the details of their past orders and to view their invoices. The Payments section permits your customers to research all payments and credits posted to their account.

e-BusinessVision provides automatic proactive e-mail customer service to ensure your customers stay informed about their accounts. These services include notifying your customers when their orders have been processed and are ready to ship, and automatically sending your selected customers monthly statements and past due notices via e-mail. Set it up once and e-BusinessVision does the rest.

e - BUSINESSVISION IS SECURE

e-BusinessVision has full built-in security. Data encryption, Secure Socket Layer servers, and case sensitive passwords are just some of the technologies used to secure your data. All access to account information is performed through an "SSL (Secured Socket Layer) server. This server ensures that all login information, credit card information, account information and all administrative functions are fully encrypted from the servers to the browser.

For additional security, e-BusinessVision transfers only small portions of your

accounting information to the web site. It never transfers all of your accounting information, thus securing your valuable data from unauthorized access. Password entry is required before any configuration changes can be made to e-BusinessVision.

BusinessVision warrants that any and all data transmitted to and received by the e-BusinessVision service will be held in the strictest confidence. As standard company policy, BusinessVision will not release subscriber data to any third-party for any reason.

e - BUSINESSVISION IS FEATURE RICH

Simplified Purchasing Experience

On many e-commerce sites, shoppers give up purchasing items simply because the checkout process is too confusing or complex. With e-BusinessVision, the checkout process has been streamlined so that it is fast and simple. When a customer has decided to buy, you want them to proceed through the checkout process as quickly as possible!

Quick Purchasing

Provides shoppers the ability to enter quantities without exiting to the shopping cart. This makes on-line purchases much quicker, since the client does not have to enter and exit the shopping cart area multiple times.

24-hour customer service

Saved Shopping Lists

Customers who visit your site regularly can establish and save their own “shopping carts” that can be recalled for future orders and billing. This saves your customers time and encourages them to re-purchase products.

Suggested Sales

The tag line, “People who bought this, also bought...” with other products listed can be automatically configured. “Suggested sales” items are automatically generated when used and require no manual intervention. They are a great way to encourage shoppers to follow the buying habits of others and to purchase more!

New Products and Last Sold

e-BusinessVision can automatically display links to new products and/or products last purchased by shoppers. Previous “sales processed” are also highlighted, giving shoppers an immediate sense of what’s hot in your web-store.

Variable Display of Product Groups

Different types of products warrant different types of display. For example, when selling television sets you want to display a picture and full description of the item. When selling replacement knobs for those same television sets, you might want to display more items on a page, without graphics, to speed up a customer’s search. With e-BusinessVision, you now have the

option to display different product groups in many different ways.

Forms

Using the form builder, forms can be created and published easily to survey your clients’ shopping habits. The results of these surveys can be viewed and used in spreadsheet format for further analysis.

Voting

Want to find out what the customer thinks of your site, your new product line, or potential future purchases? Voting is an ideal way to find out what your customers think about issues that affect their buying habits and your business.

Mass Mailing

e-BusinessVision enables you to “mass mail” your web-store customers with the latest information on your products and services.

Currency Toggle

e-BusinessVision marketplace can switch currencies in order to display prices in other currencies. Using the prevailing currency conversion rate, a web-store can display prices in dozens of different currencies.

Magazines, Articles and Content Management

One thing that keeps customers returning to your web-store is changing content. With e-BusinessVision, you

can create articles and group them into on-line magazines. These can be used to describe new product line releases, emerging trends in your industry, or virtually any other content that might interest your customers.

Easy HTML Builder

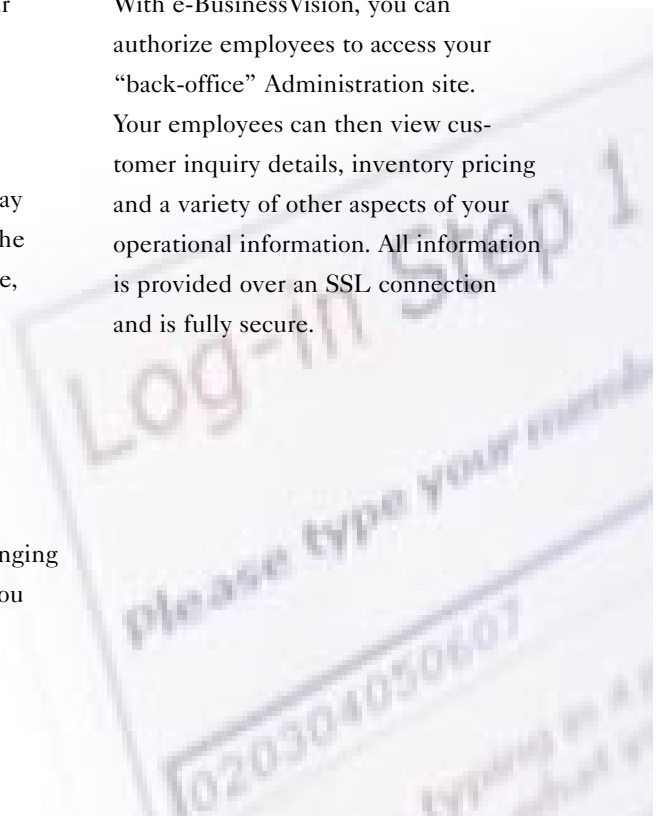
While it is not necessarily essential for an e-BusinessVision user to know HTML coding to enhance their site, e-BusinessVision does provide the option. Using the powerful HTML builder, even a novice can create HTML documents for use in item descriptions, and for linking to other sites.

Automatic Generation of Thumbnails

Images are scaled down automatically, providing quicker download times.

Inquiry

With e-BusinessVision, you can authorize employees to access your “back-office” Administration site. Your employees can then view customer inquiry details, inventory pricing and a variety of other aspects of your operational information. All information is provided over an SSL connection and is fully secure.



BUSINESSVISION - THE COMPANY

BusinessVision's mission—to create a complete accounting and business management solution for business owners, not accountants or computer experts—was first realized in the mid 1980's. Small businesses at that time did not have the sophisticated tools needed to run their enterprises effectively. BusinessVision's first product, BusinessVision II, was introduced to solve this problem. While other accounting software vendors sold modules individually—requiring several separate purchases to create a complete solution— BusinessVision proved to be ahead of its time by providing an all-inclusive, integrated, real-time, business management and accounting solution with the tools and support previously available only to large corporations.

Today, BusinessVision's flagship product, BusinessVision 32, is the culmination of many years' experience creating integrated business software. As a fully integrated system, operating in real-time, BusinessVision provides you with up-to-the-minute information at your fingertips. And since it's a true Microsoft Windows based accounting system, it affords a short installation time and ease of use, allowing your employees to be up and running quickly.

BusinessVision is a subsidiary of Softline Ltd.—a growing global network of innovative financial software developers who design accounting, payroll and e-business solutions. Softline's worldwide reach includes 38 countries, including South Africa, Australia, Canada and the United States. Softline has a current installed base of over 335,000 businesses, encompassing approximately 5.2 million users worldwide.

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