

Suite 280™ Commerce Overview

After years of experience in designing, operating and hosting e-Commerce applications, Par Avance introduces Suite 280™ Commerce, a best-in-class software product for sales transactions over the Internet.

What makes Suite 280 Commerce products and services different from others on the market?

- Flexibility to handle the way you do business
- Options to support product anomalies, tax exemption, affiliates, inventory tracking, suppliers, and more
- Support for advanced shipping needs and custom shipping algorithms
- Ability to administer different types of discounts and sales promotions.
- Freedom to assign different design “look-and-feels” to portions of the store
- Security and encryption to protect your customers’ privacy
- Fraud protection to minimize your liability
- Scalability to grow or scale back with the flow of your transaction levels
- Administration login and access restrictions and permissions based upon job function
- Extendibility for customization and integration with other business systems
- Feature packages and pricing for all types of businesses

Suite 280 Commerce enables merchants to handle orders directly from customers or from distributors, affiliates and partners via the web. Administration of product and pricing information, promotions, shipping status, customer information and employee permissions is also performed entirely via the web. Reports on sales, trends, and statistics are available online; and product, customer and order information can also be downloaded or integrated for use with other software systems.

Suite 280 Commerce provides merchants with the ability to customize products, promotions, prices, discounts of many varieties, and payment methods to support distributor agreements and promotions for other defined customer groups.

Shoppers can select shipping methods and track order status by order line item, ship different order items to different addresses, track order history, reorder, update account information, manage address books, and opt-in and opt-out of special interest groups.

Best of all, Suite 280 Commerce's architecture provides options for all types of companies — from small business merchants to service providers and larger corporations.

Value Proposition

Sell more.

Save money.

Improve your effectiveness!

These three statements encapsulate the benefits that Suite 280 Commerce provides for businesses moving forward with their strategic objectives.

Sell more.

Suite 280 Commerce has the voice of experience for B2C (Business-to-Consumer) and B2B (Business-to-Business) commerce. It has been uniquely designed after years of working with the special needs of merchants, consumers, distributors, partners and affiliates, and is focused on making the buying experience as

effortless and flexible as possible. "Easy to use" means that you sell more.

Save money.

Saving time saves money. Suite 280 Commerce speeds up the order process, simplifies the tracking of order shipping and delivery, reduces customer service calls and eliminates costly, out-of-date catalogs. Suite 280 Commerce can be integrated with accounting, fulfillment and catalog systems to eliminate redundancies in the sales and fulfillment processes.

And compared with other enterprise e-Commerce systems, Suite 280 Commerce is much more affordable to install, to operate, and to customize for your own business.

Improve your effectiveness!

Reporting capabilities enable your business to track sales down to an attribute, size, color, model or option — highlighting your top sellers and identifying low runners by SKU, season, distributor, affiliate, region, or customer group.

Promotion techniques such as discounts, coupons, and direct marketing may be put into effect for target customer groups. Opt-in and Opt-out email enables you to stay in communication with your customers and sell related products to interested groups.

We Love to Help

Par Avance is known for our top notch care and support of your business, 24 hours a day, and 7 days a week. When you call us, you will speak with knowledgeable people who care, and who can help make your business more profitable and efficient.

We are ready to work side-by-side with you to find the best solutions for your company, and to support your ongoing growth and success. *Par Avance — Advanced thinking. Traditional values.*

Options

Suite 280 Commerce is licensed on a per-marketplace, per server basis. Both perpetual and subscription licensing is available.

Suite 280 Commerce stores require an application server. The application server and the store may be installed on the merchant's own machines, or may be installed at Par Avance in a co-location environment.

Alternatively, you may use Suite 280 Commerce via the software services of Par Avance and our resellers.

As your traffic volume grows, you can scale the application across physical servers, and you can also distribute the database separately from the application server.

The Suite 280 Commerce server software is available in the Basic and Professional versions.

Features

Below is a summary of features packaged in Suite 280 Commerce Basic and Professional versions. Check with your Par Avance account manager for feature/release availability:

Feature	Suite 280 Commerce Basic	Suite 280 Commerce Professional	Comments
Administration and Design Features			
Commerce-enable existing web sites	✓	✓	
Secure order management	✓	✓	
Credit Cards stored encrypted on server	✓	✓	Suite 280 Commerce allows you to choose whether or not you wish to store CC info.
Merchant can install on own servers		✓	Suite 280 Commerce can be installed in the Par Avance data center, with our hosting resellers, or at the merchant's site.
Unrestricted # products		✓	To the extent of a single server's resources.
Browser-based interface	✓	✓	
Easily upgradeable/updateable	✓	✓	
Flexible templates	Template designs to choose from	✓	Suite 280 Commerce allows configuration of flexible templates (design "looks") for any page of the store.
Page layout themes	Template designs to choose from	✓	Suite 280 Commerce allows configuration of different themes, which may be applied to the whole store or to different portions of a store.

Feature	Suite 280 Commerce Basic	Suite 280 Commerce Professional	Comments
CSS stylesheets	Template designs to choose from	✓	CSS stylesheets allow you to customize all fonts generated in the store. Styles may be added to customize page layouts.
Works with any web editing tools		✓	
Database management		✓	Via the database management utilities.
Maintenance Mode to close the store to traffic during upgrades/updates	✓	✓	
Merchants can add custom fields	✓	✓	Custom fields can be added for products and for customer profiles.
Customized pages and features		✓	Suite 280 Commerce enables page customizations, and feature enhancements and additions via ColdFusion custom tags.
Support of merchant business rules	Via options provided	✓	Merchant-specific business rules may be supported via features of the system and custom extensions.
Catalog-only option		✓	Via custom layouts, Suite 280 Commerce enables you to suppress pricing information, or online purchasing ability.
Meta tag editing	✓	✓	
Store text customization	✓	✓	
Management of non-web orders		✓	As an option, Suite 280 Commerce may be integrated with other systems to centralize management of orders and sales transactions.
Pricing and Product Administration			
Product categories and sub-categories	✓	✓	Products may be members of more than one category.
Images	✓	✓	Ability to upload and display three different types of images for product. Can embed additional images. Can store images for categories.
Price groups	✓	✓	May apply different pricing to different groups of customers (e.g. distributors)
Unlimited product options	✓	✓	
Per-option pricing	✓	✓	
Supports digital products (e.g. document, file and software downloads)		✓	Available as an option.
Order anywhere by SKU	✓	✓	"Buy" buttons can be placed outside of store into HTML pages
Flexible product placement	Via options provided	✓	Via custom layouts.

Feature	Suite 280 Commerce Basic	Suite 280 Commerce Professional	Comments
Related products	✓	✓	Ability to associate products for cross-selling purposes.
Taxable/non-taxable indicator	✓	✓	
Inventory tracking		✓	Suite 280 Commerce can also interface with fulfillment systems. Merchants may set levels for low-inventory notification or removal of item from active sale.
Data Sharing and Integration			
Media library manager		✓	Upload your images individually or all at once
Standard databases	✓	✓	Suite 280 Commerce uses a standard SQL-compliant database.
Data import wizard	✓	✓	Suite 280 Commerce enables you to import products, order and order status.
Data export wizard	✓	✓	Suite 280 Commerce enables you to export products and orders and report information.
User Administration			
Employee management	✓	✓	Suite 280 Commerce enables the assignment of permissions to employees on a function-by-function basis.
Reporting Features			
Sales reports	✓	✓	Report modules allow you to choose the reports you need, or as an option, PA can create custom reports.
Buyer trend analysis	✓	✓	Report modules allow you to choose the reports you need, or as an option, PA can create custom reports.
Search engine ROI	✓	✓	For every order, the associated originating URL is available so that the effectiveness of search engine campaigns can be determined.
Ordering Features			
Secure shopping cart	✓	✓	
Merchant notification of orders	✓	✓	On/off option.
Automatic customer receipts	✓	✓	On/off option.
Configurable store search	✓	✓	Drill-down and keyword searches. Special keyword fields for each product.
Product series	✓	✓	
Reorders	✓	✓	

Feature	Suite 280 Commerce Basic	Suite 280 Commerce Professional	Comments
Backorders/partial shipments		✓	Enables merchants to allow or refuse backorders via inventory tracking settings.
Ship-to addresses by order line item	✓	✓	
Customer Account Features			
Customer order status and order history	✓	✓	
Online account creation	✓	✓	
Logon required/not required	✓	✓	On/off option enables the administrator to require customers to create an account before ordering.
Forgotten password support	✓	✓	
Customer address-book management	✓	✓	Suite 280 Commerce allows customers to keep address books of frequent ship-to addresses.
Extra customer fields	✓	✓	Ability to create extra fields to customize account profiles.
Customer credit card profiles	✓	✓	On/off option
Pricing and Promotion Features			
Coupons	✓	✓	
On-Sale feature	✓	✓	
Quantity discounts	✓	✓	
Minimum/maximum order dollar amount	✓	✓	
Minimum/maximum order items	✓	✓	
Product up-sell/cross-sell	✓	✓	
Meta tag support	✓	✓	Meta tags for search engine spidering may be auto-generated from product and category data (name, description and keywords) or may be specified for products and categories.
Site link/Site map generation	✓	✓	Suite 280 Commerce supports auto generation of HTML site maps/site links to each product and category for search engine spidering purposes.
Shipping Features			
Configurable shipping methods	✓	✓	
Multiple shipping algorithms	✓	✓	Free shipping, weight-based, flat fee, basket total.
Surcharge and handling fees by order and/or item	✓	✓	

Feature	Suite 280 Commerce Basic	Suite 280 Commerce Professional	Comments
Tax Features			
Configurable tax options	✓	✓	State based tax rates.
Tax exemption support	✓	✓	
Fraud Protection Features			
CVV2 Fraud Protection	✓	✓	
Customer qualification	✓	✓	
Payment Features			
Interface to real-time credit card processors	✓	✓	Multiple processor options.
Application for payment by invoice/PO		✓	Shoppers can apply online for the ability to pay via check vs. credit card.

Architecture

Suite 280 Commerce has the following operating requirements:

Hardware:

For low-traffic applications, Suite 280 Commerce can operate on a shared server.

For high-traffic applications, recommended configurations include one dedicated server for the Suite 280 Commerce application and another for the Suite 280 Commerce database. Suite 280 Commerce can also run with the database and application on the same server.

Hardware configurations vary with the operating platform, scalability requirements, number of simultaneous users and number of SKUs. Par Avance can assist you with recommending and stress-testing hardware configurations.

Operating Platforms:

Linux®

Web Servers:

Apache

Application Server (included):

ColdFusion® MX 6.0, 6.1 or 7.0

Databases:

PostgreSQL

Suite 280 Commerce uses the ColdFusion® application server and cross-platform development tool. Standard Suite 280 Commerce installations require ColdFusion Professional Version, Release 6.0 (or higher). ColdFusion Enterprise Version is required for high-security, high-availability installations with current or future needs for scalability and extensibility.

ColdFusion is an interpreted language. While interpreted languages may be less efficient than compiled languages, they enable rapid development for implementation and customization. When engineered correctly, Suite 280 Commerce will perform and scale with the growth of your application usage, and the total cost of implementation and customization will be dramatically less than that of similar applications written in compiled languages.

Suite 280 Commerce is designed to operate in either an Application Service model, or a licensed model.

Scalability

Suite 280 Commerce is designed in a number of ways to scale with the growth of your business.

The Suite 280 Commerce Professional version allows for a distribution of the application server on one machine, and the database on a separate machine.

With the Suite 280 Commerce Professional edition, you may also scale the application server across multiple machines as an option with Par Avance consulting services. The ColdFusion Enterprise version of the application engine supports clustering, and both hardware and software load balancing. User sessions are maintained across servers.

Administration for all Suite 280 Commerce features is performed from a command center and may be applied to all application servers.

Suite 280 Commerce can be installed on various operating platforms as an option, enabling you to choose the hardware models, operating system and database architecture that best support your scalability requirements.

Professional services for business and traffic modeling and stress testing can assist you in engineering your architecture to support the

capacity and usability requirements you anticipate in the future.

Security

Suite 280 Commerce implements multiple security mechanisms to ensure data integrity, to provide for the safe transmission and exchange of data over the Internet, and to support authentication and authorization of users.

Suite 280 Commerce is designed at the feature level to validate the integrity of the business *process*, and reduces customer service efforts to correct errors post-process.

CVV2 and other fraud protection features assist merchants in the protection against credit card fraud.

Suite 280 Commerce includes support for HyperText Transfer Protocol on the Secure Sockets Layer (HTTPS), for the encryption of data transfer over the Internet. Suite 280 Commerce uses standard encryption techniques to optimize efficiency while protecting data that is stored on the server, or exchanged over the Internet or within a private IT infrastructure.

Suite 280 Commerce also encrypts credit card information that is stored on the server, and allows for the option of deleting credit card information after the order is fulfilled.

Standard operating system logging and audit records provide a method for monitoring the overall security of the application.

Authentication

Suite 280 Commerce provides login and password authentication.

Additional support for authentication and authorization technologies such as LDAP is also

available as a Suite 280 Commerce Professional version option. Authentication may also be optionally delegated via an external authentication method.

Authorization

Suite 280 Commerce provides authorization via role and responsibility management. Users are identified as shoppers or administrators.

Shoppers may be associated with customer groups, which may be changed or reassigned as promotions, affiliates or distribution agreements change. In the Suite 280 Commerce Professional version, qualified and non-qualified shoppers may also be authorized differently for credit card payment requirements.

Administrators are associated with roles and functional responsibilities. Administrator authorization may be modified on a function-by-function basis, so that within the same role, different administrators may be authorized for the same or different functions.

Integration

Custom features can be added to the Suite 280 Commerce core system using ColdFusion Markup Language (CFML) custom tags, User-Defined Functions (UDFs), Component Object Model (COM), Common Object Request Broker Architecture (CORBA), Java components and Java and C++ CFX tags. Suite 280 Commerce Professional version provides hook points in the application where features, modules and customizations may be integrated.

Suite 280 Commerce also provides XML and flat file imports and exports for integration with fulfillment systems and other applications. It is also possible to perform system integration on a real-time basis via Par Avance professional services.

Professional Services

Par Avance, Inc. provides first class professional services to ensure a smooth implementation and ongoing success with Suite 280 Commerce.

The following professional services are available for Suite 280 Commerce:

- E-Commerce consultation
- Business case and ROI analysis
- Business modeling
- Stress testing
- System installation and configuration
- System integration and customization
- Style Design
- Training
- Hosting of your web site, marketplace or web applications on shared or co-located servers.
- System maintenance packages

Par Avance provides top-notch customer care and technical support for Suite 280 Commerce 24 hours per day, 7 days per week.

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