

WebOrder is a multi-channel online e-commerce solution.

It allows manufacturers, distributors and retailers to offer their customers an unified view of their products and transactions made through the channel of a traditional online e-commerce site, mobile devices, or in their own premises.

With WebOrder, sellers have a powerful tool to effectively meet the demand from buyers, individuals or businesses, requiring the same quality of information, the same level of service and ease when running their transactions regardless of the country where they are, the language, the currency or the communication channel they use.

### WebOrder is an online service

- Available everywhere, at any time.
- No software to buy or to install, neither by the seller nor by the buyer (just a browser).
- No investment (no server, license or installation fees).
- Permanent development with automatic updates.

### WebOrder generates multichannel e-commerce platforms

WebOrder automatically creates a complete multi-channel e-commerce platform for each user who registers as a seller. A WebOrder platform consists of **a virtual firm that has one or more virtual stores**. Each virtual store is represented by an **online point of sale**.

### One virtual firm but several points of sale

#### Exclusive

*Each virtual firm can have an unlimited number of points of sale and each outlet is represented by **two types of Internet applications**:*

- 1. A classical e-commerce site designed for desktops or POS terminals;*
- 2. An e-commerce site specifically designed for mobile devices.*

### Each virtual store is an autonomous structure

#### Exclusive

*The autonomy of the virtual stores makes it possible **to configure each point of sale according to the market to which it is directed**.*

For each virtual store, the seller determines (among others):

- the name, the coordinates of the point of sale;
- the appearance and layout of the store (decorative themes, banners, etc.);
- **the country** to which it is addressed;
- the **default language** of the interface;
- the **local currency** used in catalogs and transactions;
- the exchange rate of the local currency against the reference currency;
- the **sales tax** (VAT), when applicable;
- the available catalogs and products.

#### Exclusive

*There are three ways for **identifying buyers** during a transaction: complete identification, restricted to the e-mail, no identification at all.*

## WebOrder is multilingual

- **Interface languages:** French, Dutch and English are currently available in both interfaces of the application.

### Exclusive

**Content language:** for each language of the interface, the seller can introduce contents (name of the products, descriptions, etc.) in a language of its choice

## The points of sale are versatile

### Exclusive

Each point of sale can be adapted to a particular group of customers to offer all the functions needed by each type of transaction.

- Target audience
  - Professionals (BtoB configuration)
  - Final consumer (BtoC)
- Functions
  - Basic catalogue: presentation of products, without order taking functions.
  - Order taking: for goods and immaterial products, for services.
  - Recording of reservations, registration to events.
  - Etc.

## Buyer groups and prices

### Exclusive

**For each point of sale,** the seller can set the selling price of products:

- **By buyer groups:** he can offer special conditions according to the WebOrder buyer group of which the buyer forms part (wholesalers, retailers, private sale, special, etc.).
- **By ordered quantities:** creation of a price grid with decreasing prices per quantity. Ordering a fraction of a sale unit is also possible.

## Each virtual point of sale has a unique internet address

### Exclusive

Thanks to its modular structure and its unique Internet address, **each point of sale can easily fit into:**

- a website, a blog [View an example in the WebOrder blog](#)
- a **Facebook page** [Facebook demo](#)
- an **iGoogle gadget** [Embed a WebOrder gadget in your iGoogle page](#)
- etc.

## Webmarketing support

### Exclusive

- **Setting a specific shortcut to each point of sale**
  - Used in the Windows desktop shortcuts (opens a point of sale in a click).
  - Sharing WebOrder shortcuts with Facebook friends.
- Automatic insertion of the virtual stores in the **sellers directory**
- Insertion and classification of the products, by the seller, in the **global products directory**.
- Creation and sharing of **iGoogle gadgets** (see above)

## WebOrder is a "high tech / low cost" platform

- No start-up expenses.
- **The first point of sale remains 100% free for an unlimited period as long as the catalogs do not contain, on the whole, more than 10 products.**
- Transparency of operating costs: **monthly contractual fee, all inclusive.**
- Products, categories and catalogs can be created in unlimited numbers.
- No costs related to the volume of stored data.
- No long term contract (minimum 1 month).
- No sales commissions.

### Exclusive

**An intermittent use (occasional sales, seasonal) is possible without extra expenses: the user only pays for what he consumes.**