INFOPIA

Strength. Growth. New possibilities. If your company is seeking more from eCommerce, seek the answers from Infopia. Through a unity of strategy and technology, Infopia optimizes your online business processes, providing you with the core functionality you need as well as the additional features that can transform your online sales. Scores of successful organizations have seen the results. So when you have higher eCommerce aspirations, look to Infopia. And begin to achieve your higher destiny.

THE INNER POWER OF MARKETPLACE MANAGER™

The core strength of Infopia solutions is **Marketplace Manager**™, an on-demand software solution developed specifically for retailers selling online and through traditional brick-and-mortar stores. This industry-leading eCommerce platform manages online business processes from inventory to cash, optimizes your company's visibility, and builds your brand throughout multiple internet marketplaces. Plus, Marketplace Manager provides exclusive tools that help your business take advantage of unique internet opportunities.

The power of Marketplace Manager lies in its innermost simplicity. As an on-demand software platform, Marketplace Manager gives you the ability to add innovative features and improvements as you need them without additional IT expense and resources. Your capabilities will always be current and relevant to your needs. This ease of technology management along with a secure Oracle-based data environment eliminates the risks and costs typically associated with traditional client/server solutions.

TRANSCEND BUSINESS AS USUAL

Infopia users are experienced online sellers who have achieved a high level of success. They're prepared in mind and means to find new opportunities and expand their business in online markets. And with Marketplace Manager, you too, can find the path.

Increase Your Revenues

Ensure Optimal Market Presence: build new merchandising strategies and be part of new internet marketplaces.

Give Customers More—and Get More in Return: expand on current revenue streams by providing product configuration, promoting cross-sell and up-sell opportunities, and delivering a consistent customer experience.

Promote Your Brand and Drive More Traffic: make your name seen and recognized on many internet marketplaces and attract more customers.

Optimize Profits

Demand Efficient Order Execution: streamline order entry and fulfillment to ensure a more cost-effective, error-free process and decrease your sales costs.

Maximize Customer Hit-and-Purchase Rate: understand your customer needs and respond properly with targeted offerings.

Insightful Decision Making: analyze all aspects of your business (listings, products, marketplaces, customers, etc.) so you can make smart decisions.

Improve Service

Promote a Positive Customer Shopping Experience: maintain consistent branding and sales processes across marketplaces to reinforce customer relationships.

Deliver Effective Service: provide customers with an easy, convenient, and reliable way to get support, updates, and information during their entire buying process.

Ensure Inventory Availability: meet customer demand by having quality and accurate data for your sales planning and activities.
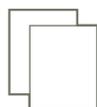
BRANDING & PROMOTION

MERCHANDISING

REPEAT MARKETING

INVENTORY MANAGEMENT

INFOPIA

TRANSACTION PROCESSING

ANALYTICS

RELATIONSHIP MANAGEMENT

FULFILLMENT

BECOME ONE WITH YOUR eCOMMERCE SOLUTION

While Marketplace Manager is the core of Infopia technology, its modular design allows you to tailor your own ideal solution. Add capabilities and services to fit your business needs now and as you grow. Having the right tools is essential to offering the services customers want. And Infopia continually develops innovative modules to help you reach your revenue potential.

Create an Online Presence

Whether you're new to the online marketplace or already have a mature presence, Infopia can help establish and refine your company profile, processes, and automated workflows that drive eCommerce business. We can design your product and pricing catalog based not just on product types and categories, but to optimize marketplace listings. You can connect to leading internet marketplaces, drive traffic to your own branded storefront, and strengthen the relationship for future purchases.

Product highlights:

+ Integrated eCommerce storefronts
+ Custom listing templates
+ High-traffic marketplace access
  including: eBay, Amazon.com,
  Overstock.com, etc.

Build Sales in Many Markets

If you want to sell, go where the buyers are. Infopia helps extend your business into new areas while maintaining the integrity of your processes and branding. By taking advantage of opportunities in multiple internet marketplaces, you can maximize the exposure and traffic of your offerings. And whichever marketplaces you choose, you can maintain the consistency of your brand, the buying experience, and the order fulfillment process. This helps drive customers back

to your own storefront for order completion and future purchases. And you can still manage inventory no matter where the sale originates.

Product highlights:

+ Real-time multi-marketplace
  inventory management
+ Marketplace checkout re-direct to
  your storefront
+ Cross-sell and up-sell capabilities

Truly Serve Your Customers

No customer wants any hassle or delay to complete an order. That's why Infopia helps you streamline the order management process – from order execution to specific needs like coupons, automated listings, and the challenges of multiple marketplaces. We help ensure complete and accurate orders before the customer leaves your process. Integrated payment and shipping solutions are managed as well. If there is a problem, Infopia tools help you communicate with customers to resolve the issue in a timely manner.

Product highlights:

+ Payment and shipping integration:
  PayPal, VeriSign, Authorize.net,
  UPS, FedEx, USPS
+ Real-time order tracking
+ Automated customer communication

Plan Intelligently for Success

By capturing your complete selling process and your customer's buying experience, Infopia can help optimize your overall eCommerce business. We'll provide you with a detailed analysis of your online activities—down to the click-and-dollar effectiveness of listings, product turnover, order pipeline and execution, marketplace presence, and other vital characteristics. With this information in hand, you have a complete picture and solid basis for effective business decisions.

Product highlights:

+ Complete sales order history
+ Real-time listing and activity reports
+ Customer purchase histories

Additional Features from Infopia

Merchandising. Providing relevant product information to customers during their shopping experience can dramatically increase up-selling, cross-selling and conversion rates. Infopia's intelligent attribute-based inventory tag system delivers both detailed product search data and related product data to your website and online marketplaces. Plus, adding the capability to customize or bundle items at the point of sale can mean a substantial increase in average sales price, gross merchandise volume and conversion rates. Infopia can provide dynamic kit-building functionality or the Configurator™ for eBay—adding a powerful tool to your eCommerce solution.

Customer Relationship Management (CRM)
Turn eCommerce transactions into eCommerce relationships. Every online sale presents an opportunity to create

loyalty and repeat business with your customers. With Infopia's CRM capabilities, communicating with your customers is simple and efficient thanks to features which can be used simultaneously such as customized signatures, folders, and e-mail filtering. Communication is archived, then automatically linked to associated orders, giving your service team the information they need and providing you with powerful marketing data. In addition, you can expand your CRM operations through integration with salesforce.com.

Trade-in System. A powerful way to increase conversion rates and get the high-margin products you need to drive profitability. Infopia customers average a 90% margin on used inventory acquired and resold on websites and within auctions.

Consignment. If you're part of the consignment segment of online selling, you know that commissions and overhead can easily erode your profitability. Infopia addresses the unique needs of this business by providing tools to streamline internal processes, allowing you to concentrate on growing your profits.

Live Auction. Taking advantage of live auction selling opportunities is a great way to expand your marketing mix. Infopia provides an easy way to manage all of your live auction listings, bidders and transactions. Built upon years of meeting the needs of eBay sellers, Infopia can add the functionality and workflow required to participate in the live auctions.

Infopia Professional Services

Website Design. Your website is your online identity and a major part of your online brand. The functionality of your website plays a vital role in your customer's experience. That's why Infopia provides professional expertise and knowledge to make your site the focal point of your eCommerce solution. Building a strong online identity helps you foster recognition and loyalty – two key components in realizing consistent repeat customer revenue.

Brand Development. Creating a recognizable and memorable online presence is vital to distinguishing your business in the vast world of eCommerce. Unique tools and templates available from Infopia ensure that your brand identity is consistent throughout all your eCommerce efforts. From attention-grabbing logos and icons, to descriptors used on eBay and other listing templates, you'll get the consumer recognition you need to drive revenues.

Quick-start eCommerce Services. Infopia uses years of eCommerce experience to evaluate your business goals and provide professional consulting expertise to help you implement the right technology. By combining a knowledge of the eCommerce environment with careful evaluation and planning, you can make important decisions now that will increase your future profitability.

Find Peace in Oracle On-Demand

System Reliability and Data Security. They're the ever-present mantra for online business. Infopia leads the chant with a database infrastructure, hardware, and data center hosting provided by Oracle—the world's largest enterprise software company. Businesses around the globe trust Oracle to manage and protect their information. You can depend on the secure environment and reliable hosted performance you need. This platform also provides the scalable data environment essential for growth.

Integration Capabilities. Marketplace Manager is built to integrate with other standards-based architecture using SFTP and web services. Infopia customers can easily create a complete inventory-to-cash process utilizing CRM, POS, and ERP systems already in place.

High-level Companies Find Infopia's Higher Ground

Elevating your business is an individual feat—yet one that scores of companies have accomplished with Infopia. And customers aren't the only ones to tout the strengths of Infopia. Dozens of top industry leaders partner with Infopia, including: *Salesforce.com, eBay, Overstock.com, Amazon.com, Yahoo!, Shopping.com, Shopzilla, Froogle, Google, Overture, Oracle, UPS, FedEx, and USPS.*

Awards & Recognition

Oracle-on-Demand Customer Advisory Board
eBay Star Developer 2004 and 2005
eBay Certified Solution Provider
eBay Advanced Solutions Program
eBay Developer's Program Member
Top Performer – Marketing Experiments Journal

Learn More Today

See how Infopia can transform the destiny of your business. Contact one of our representatives, or visit our website for more details. And experience a higher level of eCommerce.

INFOPIA

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