

# *Ecommerce Solutions* *from* *Payment Online Corporation*

eCom Business Pack for selling Shippable Products



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The success or failure of any new or existing e-business is contingent upon the implementation of an affordable ecommerce solution that does not sacrifice quality and security for a low cost substitute. Payment Online, Inc. provides the highest quality in products and services and multiple layers of security and redundancy at its world class Internet backbone Data Center facility, for very affordable prices.

Founded in 1996 and located in Seattle, Washington, Payment Online Corporation develops, markets, and supports e-commerce software products and services. Doing business directly with an e-commerce software development house like Payment Online means you avoid the costs associated to purchasing off-the-shelf software products and the nightmare of integrating the various dissimilar components, such as: secure Order Page with checkout, shopping catalog/cart, credit card processing module, payment gateway connection, manual processing terminal for occasional telephone orders, customer service, sales activity reporting, and order management. Years of experience in custom development of secure ecommerce platforms for mission-critical applications has equipped our technical development teams, NOT to compromise on reliability, security, or functionality.

## eCom Business Pack (Shipped-Products) Ecommerce Solution

This is a completely integrated solution that is designed for companies that want to sell shippable goods/products on the Internet. This solution is one of the easiest and most affordable ecommerce solutions available anywhere - without sacrificing security, reliability, functionality, or feature-set.

### DESCRIPTION

Recognized for its award winning innovations, Payment Online's Shippable-Products ecommerce solutions are indeed one of the most affordable, yet feature-rich, ecommerce solutions available in North America. These affordable top-quality ecommerce solutions are sensibly designed and easy to deploy, use, and manage for professional-looking ecommerce sites, yet with unmatched functionality and feature-set.

You may already have a Web site, or thinking of building a Web site for your company soon. Your Web site can reside with your current ISP (or it can reside on our Web site hosting servers). When your Web site is built and put up on the Internet, you can use the eCom Business Pack (Shippable-Products) to easily build your "buy button" for your products through our easy-to-use online management tools.

Our User's Guide shows you how to build the buy buttons, step-by-step (using screen-shot pictures) and easy-to-read instructions. Once the buy button(s) have been built, then you simple copy and paste the buy button html code (or hyperlink) into your Web site next to the product description.

## HOW DOES IT WORK?

When your online shoppers click on the buy button (hyperlink) on your web site, they are taken through a secure checkout (hosted on Payment Online secure servers) where credit card transaction information can be entered. Once the order is submitted the Payment Online servers process the online transaction securely through the banking networks.

After processing, authorization responses are then returned to your new online customer in "real-time" and a confirmation of sale is e-mailed to you and to your customer. After the credit card authorization is successful, you can ship the goods to your customer.

## WHY THE eCOM BUSINESS PACK?

What's great about this solution is that the initial technical integration and installation of all the complex systems are undertaken by Payment Online. No need to download and install software on your PC. All you have to do is enter your company information (name, address, e-mails, etc.) through an easy to use WIZARD and build your "buy button" for the products that you offer. Also, since you are inserting buy buttons into your existing Web site, you will retain the *look and feel* of your Web site.

With the eCom Business Pack, you don't need to invest a lot of money and time in having your own Internet servers, SSL secure certificates, data center and bandwidth costs, design and development costs of an HTML Order Page, e-commerce shopping catalog/cart, server management, and other costs associated to wasted time on technical troubleshooting.

## WHAT ABOUT CUSTOMER MANAGEMENT?

Once your Buy Button e-commerce solution is up and running, you will have access to easy-to-use online management tools that will help you with viewing your incoming transactions, downloading and printing your customer database, modifying your customer's records, such as address changes, etc., (when necessary), and tracking all the transactions and their relevant history.

## HOW EASY IS THE CUSTOMER MANAGEMENT TOOL?

We've made it as easy as possible for you, including one-button-click issuing of credits (when necessary), and producing reports daily, weekly, monthly, per customer, per e-mail, and much, much, more.

You also have access to an online virtual terminal for manual processing of telephone orders. All of this is done right over the Internet through your secure access to your ecommerce solution, that's right - right over the Internet. No software to download or install on your PC. You can manage your eBusiness from anywhere in the world. It's that easy.

## Do you have additional questions regarding your ecommerce requirements?

If you have any questions, you can contact our sales teams (9am-5pm PST) on **(206) 382-1515**, and ask to speak to a sales professional.

For your convenience, you can also contact us by e-mail. You can send your questions to [info@paymentonline.com](mailto:info@paymentonline.com). We also welcome your comments and appreciate the time you take to let us know how we can serve you better.

## You need to get started right away?

If you need to get your ecommerce project started right away, contact Payment Online and ask to speak with a sales professional **(206) 382-1515**. In most cases, once we establish which solution you want, we can e-mail you the paperwork right away. You can review, complete, and fax back the paperwork to (206) 382-1616 - and we'll get started. In most cases, we can have your setup process complete within one or two days. Your merchant account usually takes about one or two additional days to issue.

**THANK YOU FOR LETTING PAYMENT ONLINE BE YOUR ECOMMERCE PARTNER.**



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