

Clarity eCommerce™

Custom Feature Overview: Enterprise
eCommerce, Reimagined

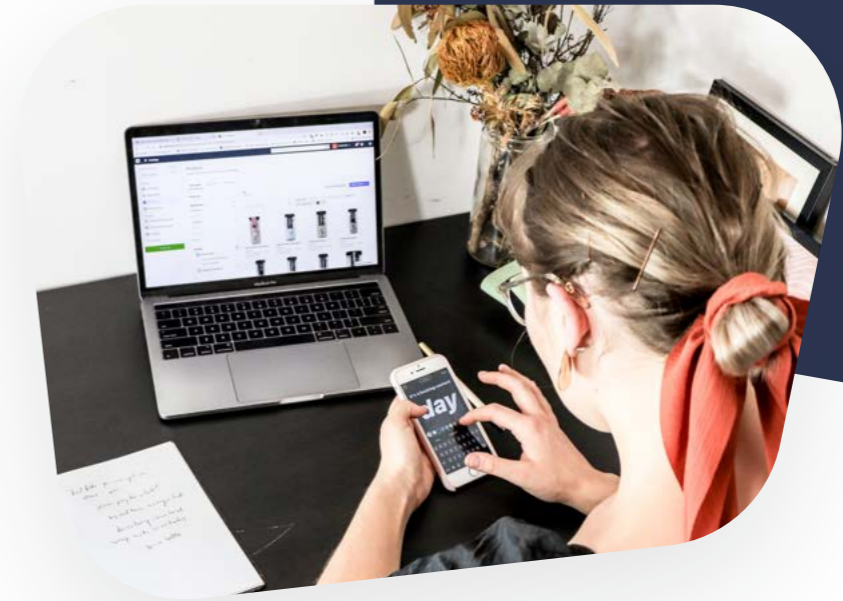
CLARITY



Executive Summary

Clarity eCommerce is an enterprise-class, high performance and scalable eCommerce Software platform. The platform has built-in integration to a robust content management system, a complete set of administrative tools, native SEO tools and architecture, revenue producing business intelligent tools, reporting and analytics, and back-end integration of global shipping and tax calculations to line of business applications like Dynamics ERP and Dynamics CRM.

Clarity eCommerce has been developed into a powerful tool for SMB to enterprises to quickly “turn on” proven, robust capabilities. This is a proven workflow engine that drives users to the site through savvy marketing, and then ensures a seamless process from the product catalog through to the delivery of each order they place, and even automated reminders when they’ve left items in their cart. Custom tailored solutions that leverage proven, flexible modules allow us to match our solution to your internal business processes.



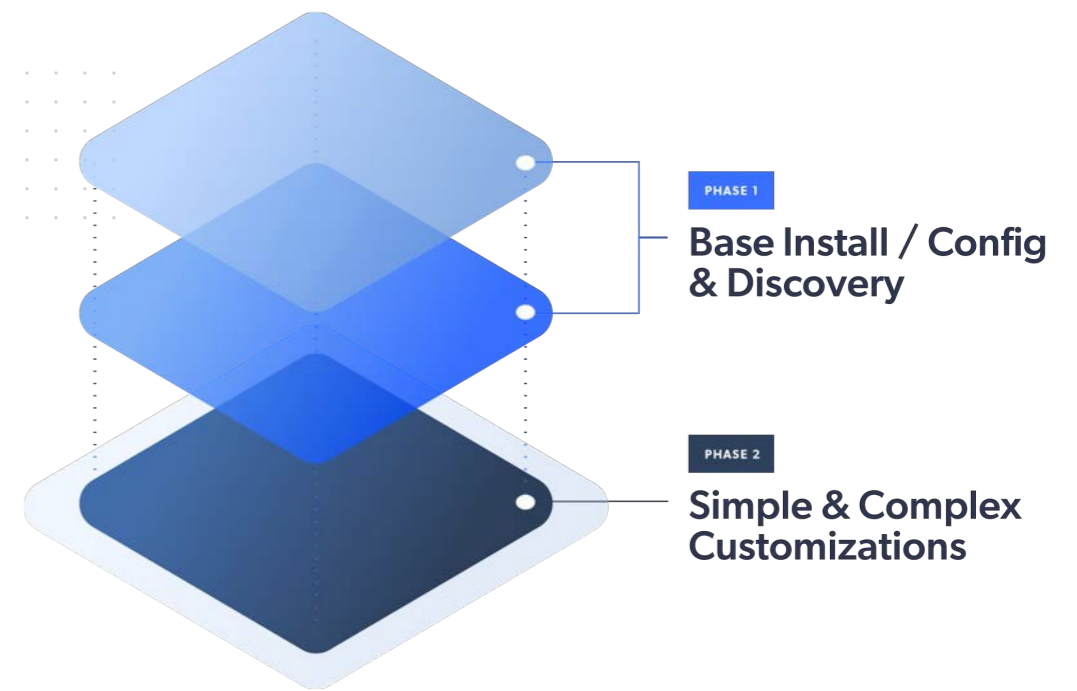
Clarity specializes in delivering custom results within a timely fashion – read more below to find out how we can deliver a custom-tailored eCommerce solution that’s designed specifically for your online goals.

Phase 1 | Base Install & Discovery

Clarity has spent Millions for more than 15 years on our Enterprise-class, robust eCommerce platform. We've used it to deploy storefronts with millions of SKUs to Marketplaces with 100's of thousands of sellers. We've now put together an off-the-shelf version of this offering, still with its complete capabilities and offer it to you, at a quick and affordable price.

Phase 1 Overview

We start with a configuration checklist, where you decide on which features, credit card processor, shipping provider, you want on your site. Every eCommerce project comes with 10 (SaaS pricing), or 40 (One-time pricing) hours of work included, used to complete your base configuration. Clarity takes your checklist, your logo, color preferences, etc. and very rapidly sets up a fully-functional storefront with your base configurations. We then create your admin account and provide training resources and submit it to you for your approval. You can then add your products and contact information and the site could be launched into production if you choose.



Phase 1 Deliverables

- ✓ B2C or B2B Storefront
- ✓ Comprehensive Admin UI / PIM
- ✓ Credit Card Payment Processing
- ✓ Integrated Shipping
- ✓ CMS / Website w/ Mobile Responsive Skin
- ✓ Base Branding Package
- ✓ Help Center (Training Resources)

Phase 2 | Customizations

Phase 2 Customizations

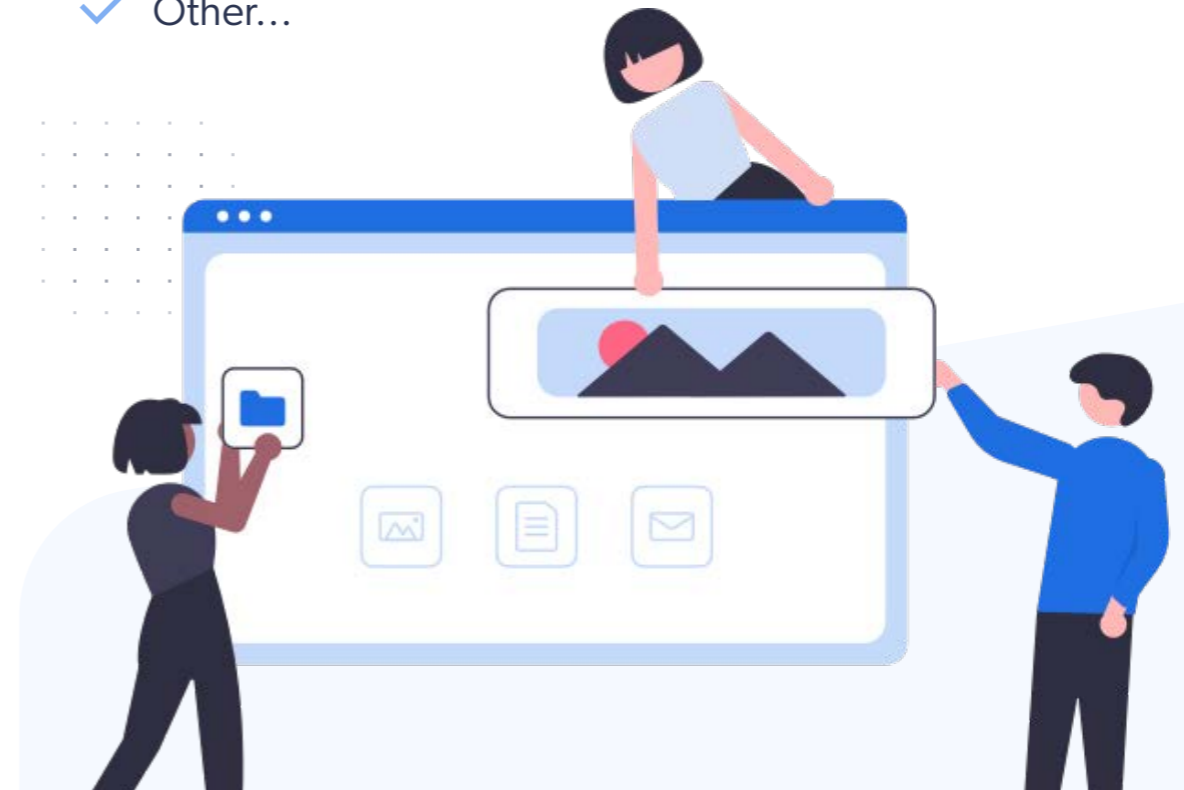
During Step 1, Clarity can be working on a custom design, workflows, ERP-CRM integrations, custom features like drop-shipping, RMAs, multi-currency, etc. all in preparation for Step 2.

As with most of the more than 1,500 sites we've launched, you're going to want to enhance, customize, integrate and promote your site. Clarity offers full professional services to take your site to the next level, driving traffic, improving sales and customer satisfaction.

Paired with a full-featured CMS, you'll be able to build out and optimize your website as well. Clarity can be hired, by the hour to do any and all customizations, enhancements, or even assist you in optimizing and posting your products to your storefront.

Phase 2 Optional Upgrades

- ✓ Custom Store and Website design
- ✓ Custom UI/UX and workflows
- ✓ Multi-store, multilingual, multi-currency
- ✓ Integration w/ ERP, CRM, 3PL, etc.
- ✓ Dynamic marketing (advanced upsell, analytics, etc.)
- ✓ SEO Product & Website optimization
- ✓ Marketplace, multi-seller add-on
- ✓ Other...



Out of the Box vs. Customized

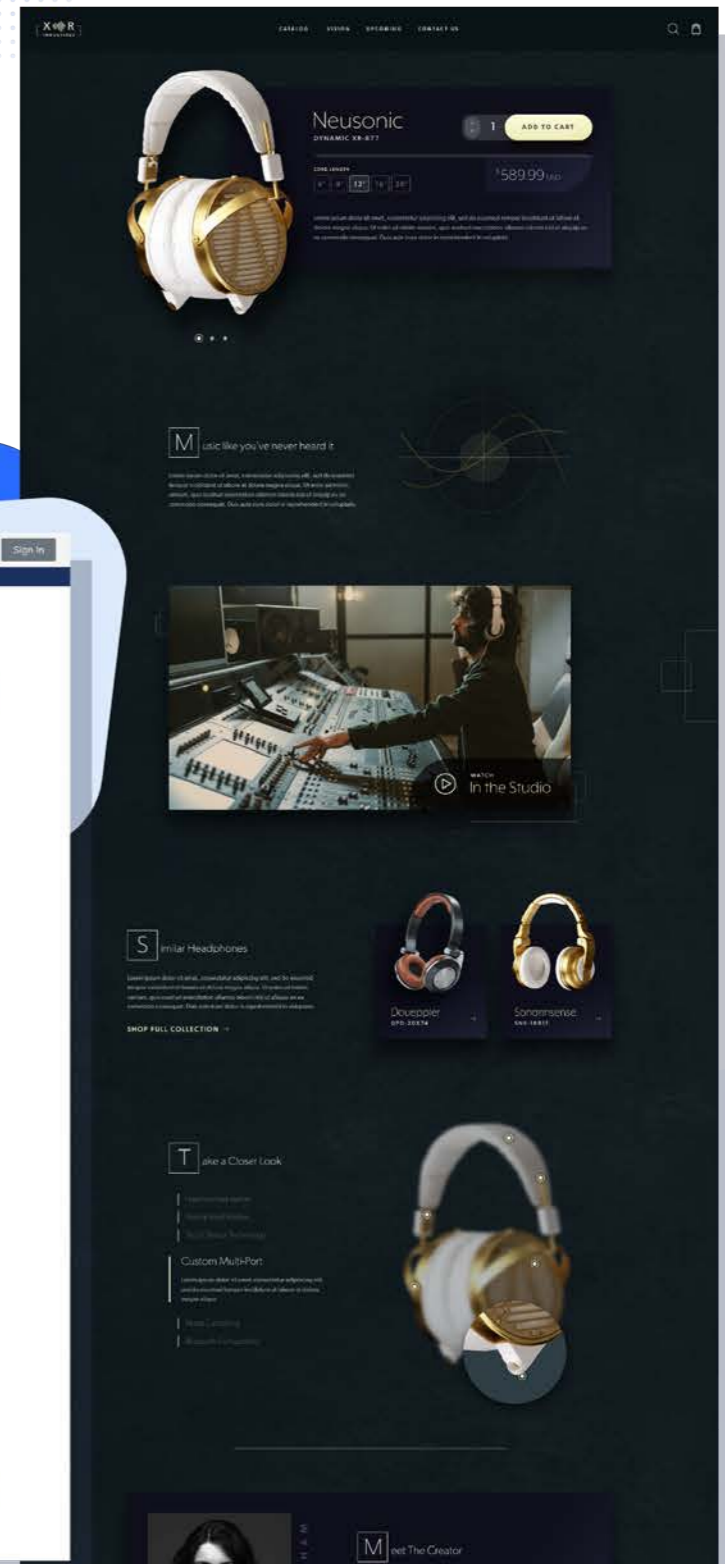
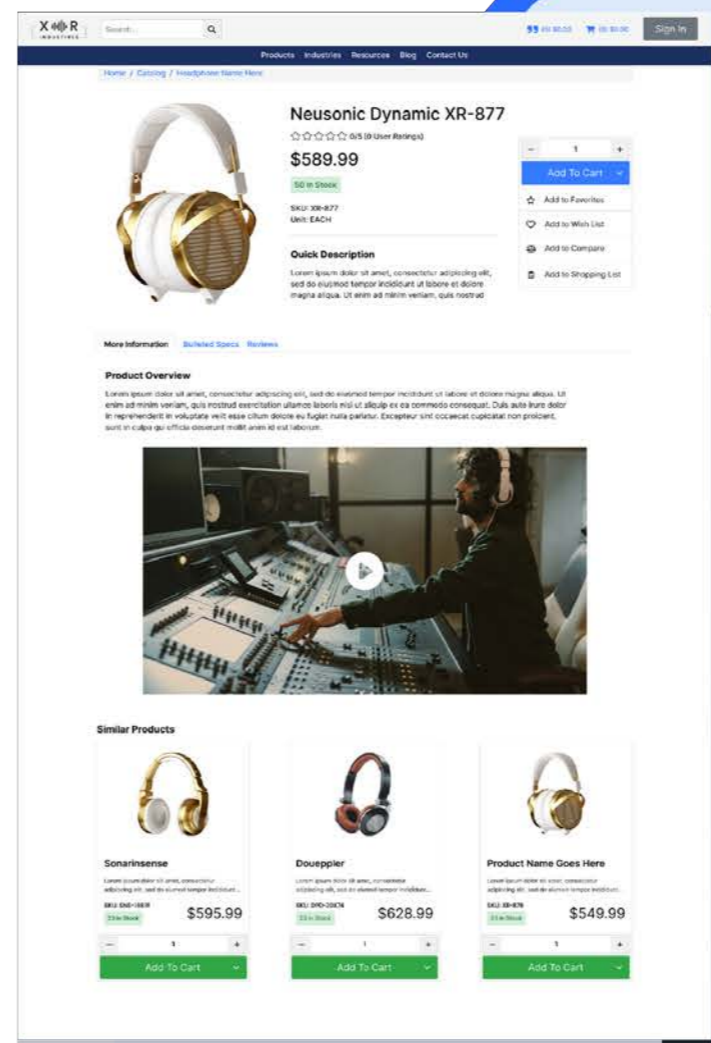
eCommerce Capabilities

Clarity eCommerce is a robust platform that can support a few to millions of SKUs, and provides out-of-the-box capabilities for complex features typically found in an Enterprise B2B eCommerce solution.

As with most eCommerce products, Clarity eCommerce has the basic B2C (i.e. common) features covered, such as: mobile responsive template, wish lists, favorites, product comparison, order status, stock quantities, digital products, catalog sorting, filtering, shipping integration, sales tax calculations, product reviews / ratings, automated email notifications, product bundles, unlimited categories-attributes, WYSIWYG editor, PCI DSS compliance, Elastic Search and much more. This document is designed to highlight the more capable, B2B or advanced type of functionality that you also get from our out-of-the-box installation.

CUSTOMIZATIONS CAN TAKE YOU HERE

BASE SETUP GETS YOU HERE



Phase 3 | Launch & Maintenance

Phase 3 Overview

Clarity provides a simple process for maintenance. For enhancements or new features, it's very similar to a change request, which goes through a cursory design, estimate, assessment and approval. For simple edits or small items (i.e. adding a blog, live chat or form), these can be done with a quick estimate and approval.

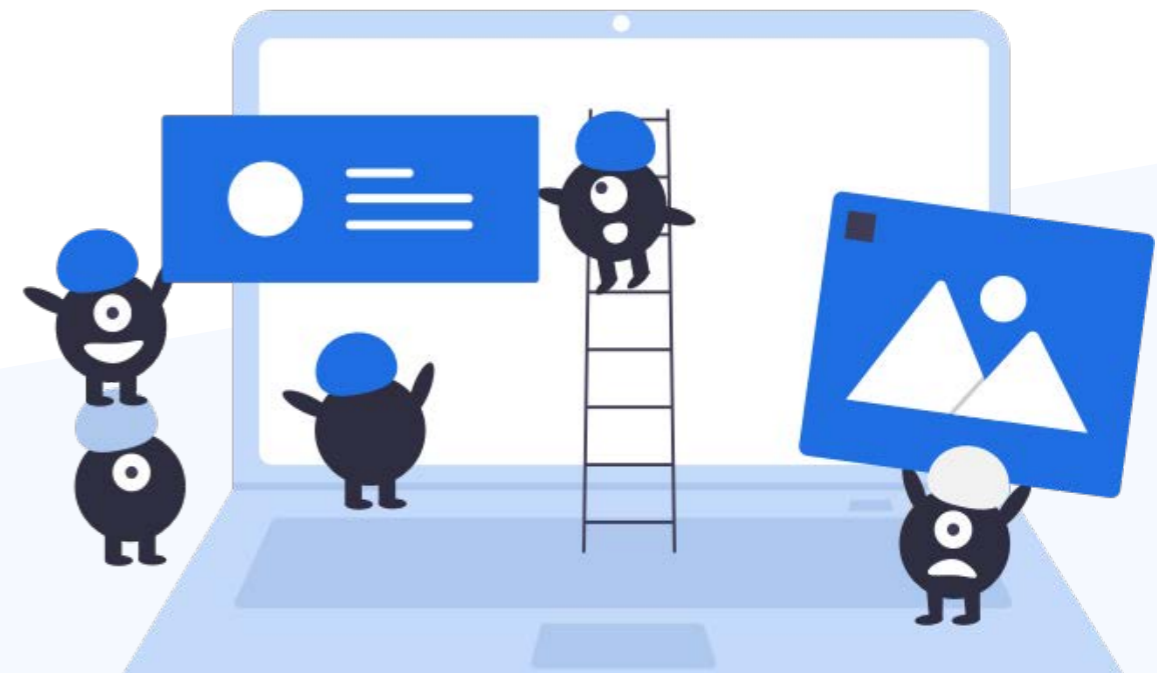
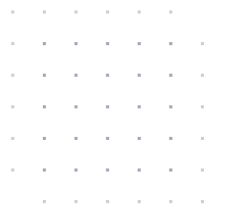
There are also proactive maintenance items, such as: performance audits, SEO audits, security audits, update reviews and more. As a Clarity client, you have multiple options for Support. The first, as described above, is a simple request and estimate process that doesn't cost you anything extra, other than the hours for the work performed. Your Project Manager will give you an idea of a timeline on when the work will be performed.

For those clients who have more critical Support needs, Clarity offers an SLA (Service Level Agreement), which can include up to 24 x 7, 365 days a year access, with guaranteed response times for all urgent requests.



Phase 3 Production & Maintenance

- ✓ Client Acceptance
- ✓ Push to Production
- ✓ Validate & Secure
- ✓ Support
- ✓ Updates
- ✓ Enhancements
- ✓ Audits & Reviews

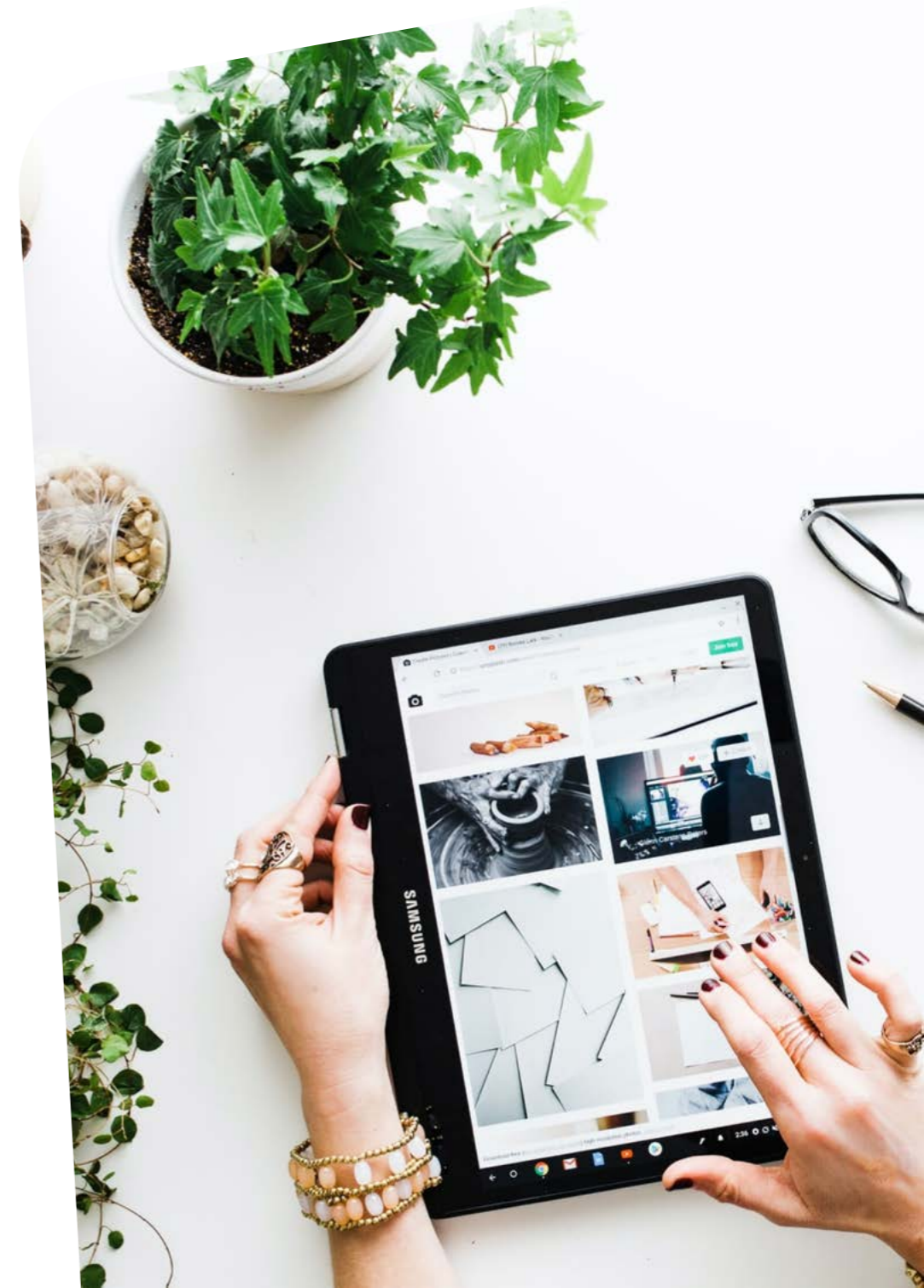


Platform Built To Evolve

Built to Grow

Over 75% of the eCommerce projects that Clarity takes on ends up being an exercise in 'rip n' replace.' The eCommerce solution vendors sold our clients three years ago that seemed like a good fit at the time didn't grow with their business or simply doesn't perform like they need today. Half of the time it didn't grow to match their business, but almost all of the time it did nothing to promote their business.

So how does an eCommerce platform promote business? It's very simple. The same way a website can and much more, through SEO, CRO, real-time intelligent marketing, etc. Most eCommerce platforms store product information, descriptions and images in a database for fast access and manageability. That's great for speed, but terrible for SEO. All that great content hidden away from indexers to crawl and rank. Clarity eCommerce, building SEO functionality natively into the platform, not only addresses this issue, but adds SEO friendly URLs and page titles, and much more all providing rich SEO content to be found by the search engines.

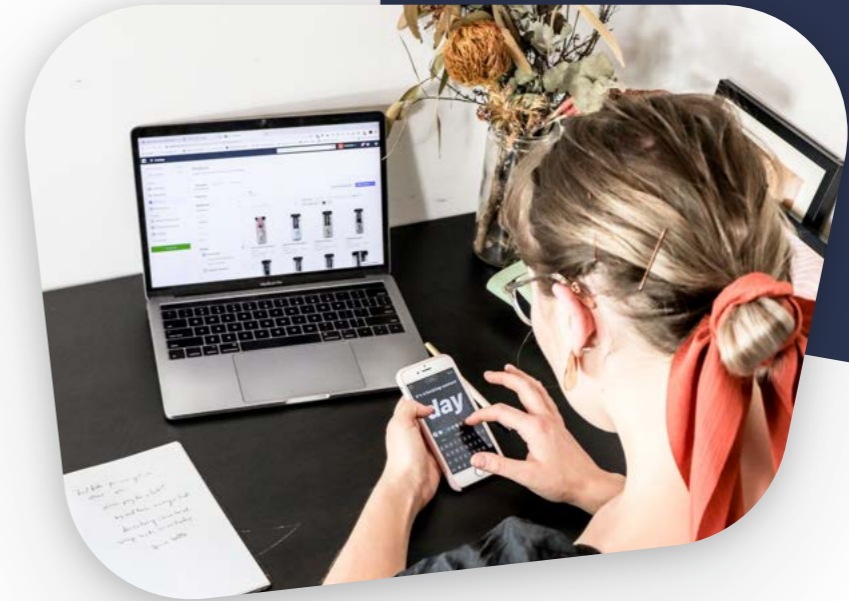


Storefront

eCommerce Capabilities

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“

In less than a year after launching the new site on Clarity eCommerce, we created a new revenue stream and brought in \$700k within a few months. Since then, our online sales have grown from 15% of our business to over 40%.

Kristi Bond, Director The Newton Group

Out-of-the-box Features

Here are some of the more powerful features you get:

 PIM / Product Management

The ability to export, import and manage all of your catalog products. Specialized settings for shipping, inventory, pricing, images, SEO, related upsells and much more.

 Quick Add / Re-ordering

There are 8 out of the box ways your customers can easily reorder from you. Wish lists, Favorites, Shopping lists, past orders, past invoices, sales quotes, bulk XLS import and a quick add sales pad UI. There are subscriptions as well.

 Comprehensive Dashboard

Users have their own robust self-help dashboard that provides them access to all past orders, quotes, invoices, returns and much more. Everything they need to track, manage and pay for orders and invoices is all included.

Out-of-the-box Features

Split Shipping

Whether purchasing items from different fulfillment vendors, or buying multiple of a product where some number is shipped to each of multiple locations, Clarity eCommerce provides out-of-the-box split shipping.

Shopping Lists

Custom shopping lists can be created on the fly for “monthly office purchases” or “annual copy machine maintenance.” There’s no end to the benefits of creating and managing your own custom shopping lists.

In-stock Notifications

Improve conversions by allowing your customers to subscribe to an alert which will email them the second that the product they want to order that is out of stock, is back in stock.

Out-of-the-box Features

Invoicing

Clarity eCommerce has invoicing built in. Whether you need to create PDFs and let your customers download them, send them notifications to pay their invoices, or allow them to pay their outstanding invoices online, we've got you covered.

Subscriptions

Clarity eCommerce provides a mechanism for subscriptions. This works very well for supplies and memberships and helps provide stable, recurring revenue.

Multi-tiered Pricing

Clarity provides both role and customer-based pricing so that when your clients log in, all or some of the prices for products and services automatically adjusts for them.

Out-of-the-box Features

Headless eCommerce

Have an existing website that you want to use, but it can't offer purchasing, checkout or invoicing? Clarity eCommerce provides headless functionality and can be embedded into your existing website.

Advanced Analytics

Clarity provides an integration with the new Google advanced ecommerce analytics. This makes it quick and easy for you to track your ecommerce performance out of the box.

SEO (Products / Categories)

The admin UI provides a single-click option to generate both product and category sitemap.xml files for registration with Google. There's also an out-of-the-box WYSIWYG editor for creating dynamic and robust category landing pages.

Out-of-the-box Features

Custom Products / Variants

Clarity allows you to create your own custom product variants, as well as kits and bundles. You can also create and set your own pricing and inventory handling (i.e. reserve quantities for kits).

Shipping / Sales Tax

We've integrated hundreds of different shipping, LTL and international shipping carriers. Clarity is also a certified Avalara partner if you want to integrate their sales tax tool out of the box.

These are just a few of the features that are included in our base eCommerce solution. For more information, request a demo and we'll show you everything you get.

Additional Add-ons

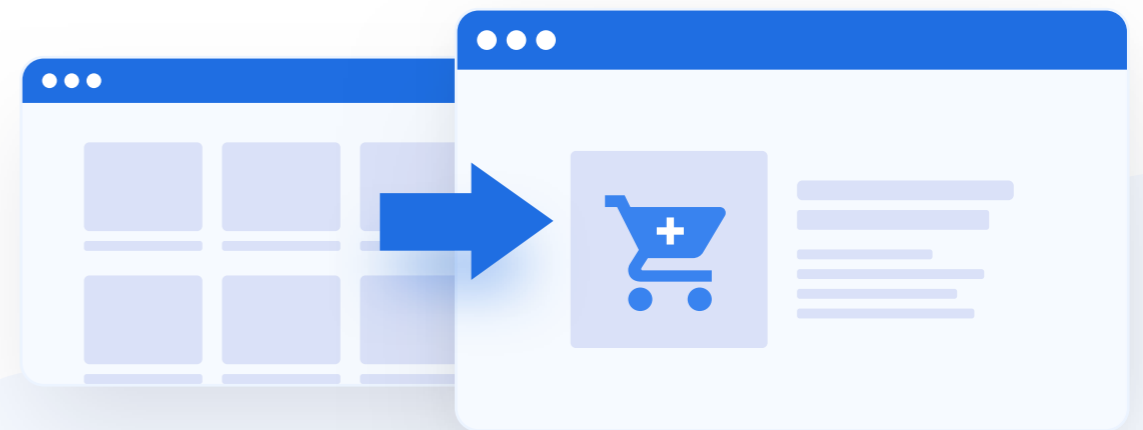
Clarity eCommerce has an extremely extensible and customizable architecture. For clients looking for more than just out of the box, Clarity eCommerce comes with modules for multi-store, customer-branded portals, distributor portals, franchises, multilingual, multi-currency, customer emulated ordering, HIPAA compliance, global marketplace, multi-vendor, custom pricing rules (beyond discounts and promotions) and more. With our Connect (integration) platform, we can integrate your eCommerce solution with any CRM, ERP, PIM, 3PL, Supply Chain, or any other 3rd party application or API. Clarity eCommerce has been used by clients for stores up to 50 Million SKUs, transacting hundreds of millions of dollars each year.

On top of everything listed above, Clarity commonly does design and development for custom UI/UX, wizards, forms, product configurators and much more.

*Call for a free demo, consultation and project estimates


Built for Customization:

If you're looking for a solution that is designed to be customized and grow with your business, look no further. Clarity eCommerce is just the solution you're looking for.



Get in Touch with Clarity

If you are a business, ready to move forward or need more information for your integration project, please call or visit our website.

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