



Clarity Integrated eCommerce

CLARITY



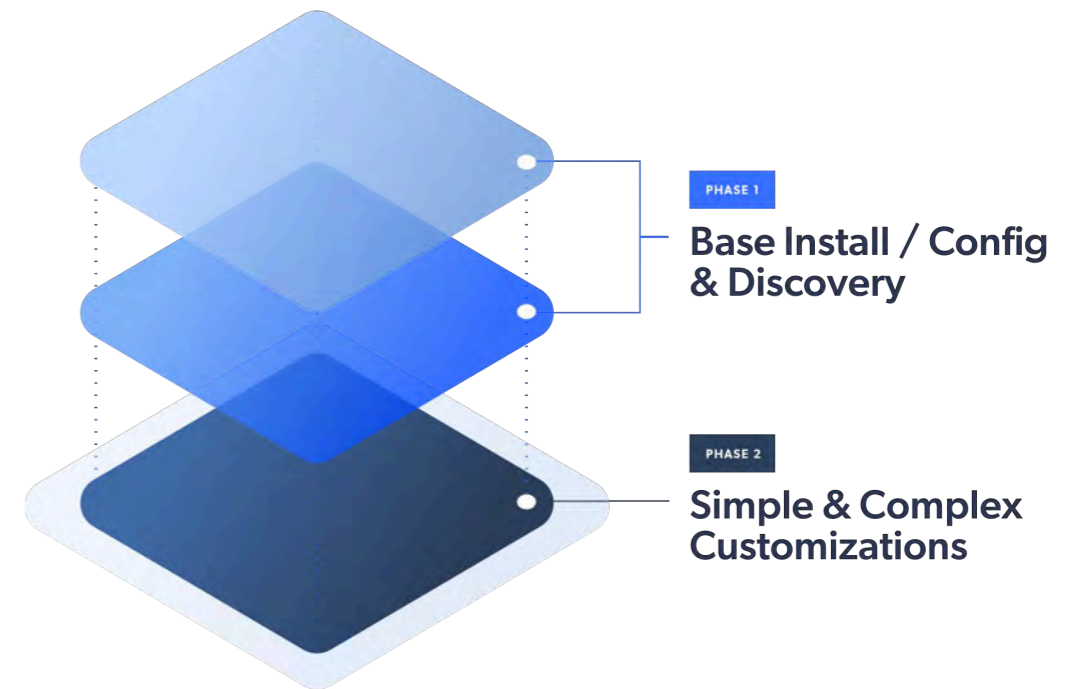
Clarity eCommerce™
Clarity eCommerce Platform

Phase 1 | Base Install & Discovery

Clarity has spent Millions for nearly 20 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 I Overview

We start with a configuration checklist, where you decide on which features, credit card processor, shipping provider, you want on your MVP site. Every integrated eCommerce project includes the initial model setup, used to complete your base installation of the Clarity solution and associated modules included in your purchased license. Clarity takes your checklist from Discovery, your logo, color preferences, etc. and can very rapidly set up a fully-functional storefront with your base configurations. We then create your admin account and training resources and submit to you for approval. You can then add 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 / Mobile Responsive
- ✓ Base Branding Package
- ✓ Help Center (Training Resources)
- ✓ Integration platform setup & base mappings

Phase 2 | Customizations

Phase II Customizations

Customization and integration time.

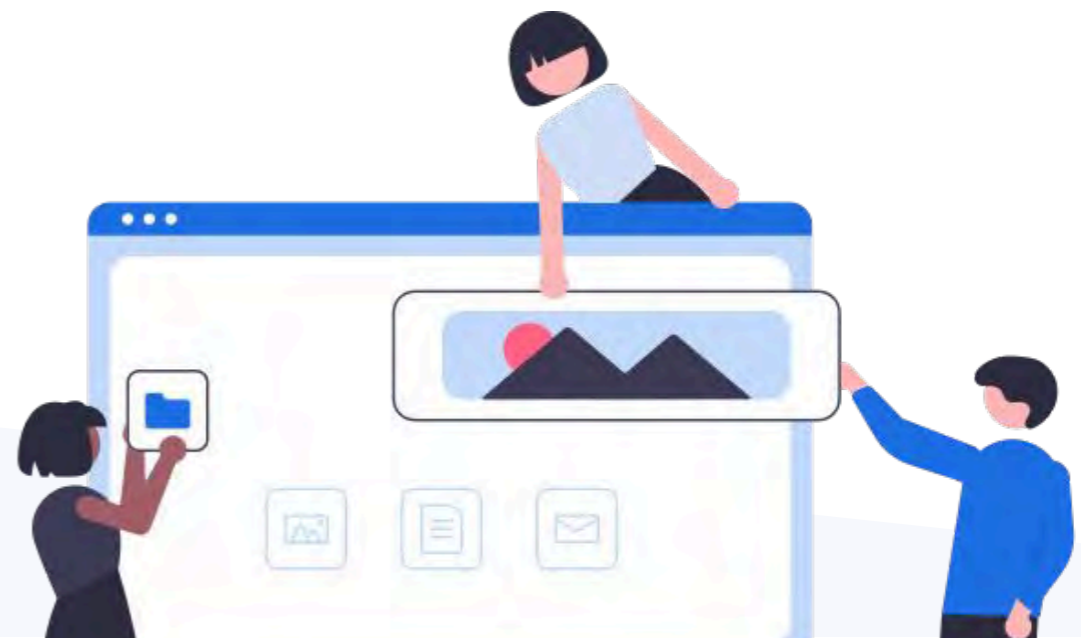
During Phase 1's discovery process, we will be working on a custom design, and documenting any workflows, ERP-CRM integrations, custom features like drop-shipping, RMAs, multi-currency, etc. all in preparation for this phase.

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 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. **(*Included)**
- ✓ Dynamic marketing (adv. upsell, analytics, etc.)
- ✓ SEO Product & Website optimization
- ✓ Marketplace, multi-seller add-on
- ✓ Other...



Phase 3 | Launch & Maintenance

Phase III 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 includes 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

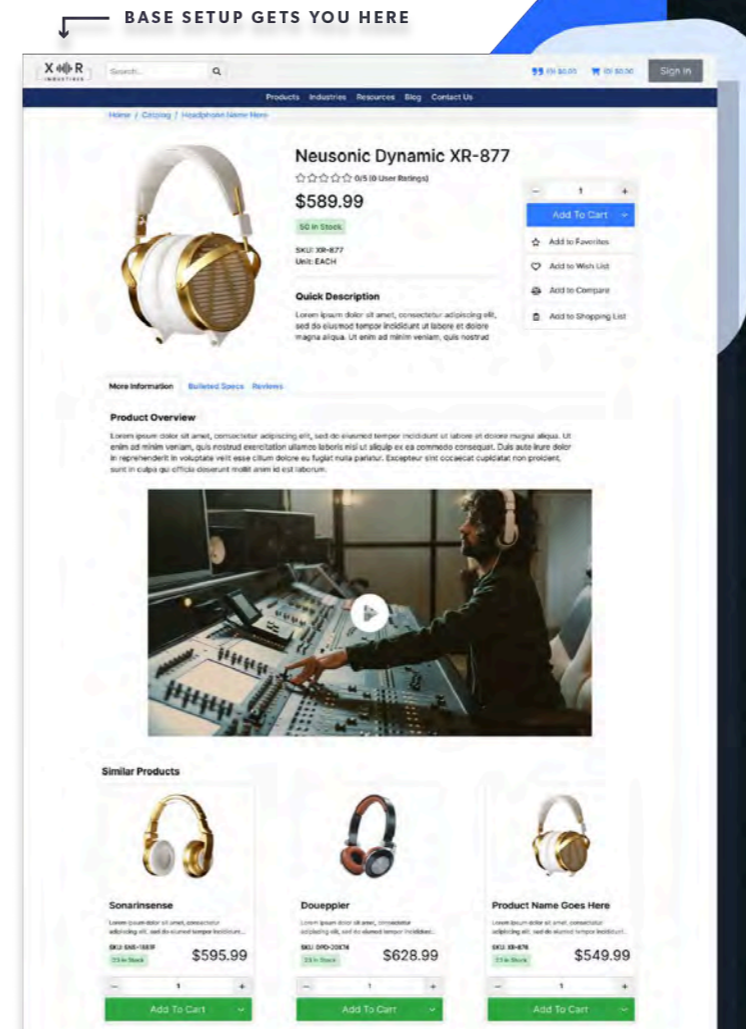


Out of the Box vs. Customized

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.



Integrations Included

For this offer, you can pick any one of the integrations from the list on the right to be integrated* with the eCommerce storefront. For additional cost, you can add other integrations (i.e. CRM and ERP, NetSuite, Oracle, Hubspot, Supply Chain EDI integrations, etc.). Call for special pricing.

Clarity eCommerce is designed to be integrated natively into your back-office applications and business processes. While we can integrate any application, ERP, CRM, PIM, EMR, etc., these are our most common integrations and are the ones available under this special pricing. If you've got an integration outside of this list, give us a call and we will provide an estimate for integration.

*Sales tax calculations (may require 3rd party fee), shipping estimates, credit card payments, etc. are API integrations that are integrated with the Checkout Cart, not using Connect.

eCommerce solution:

Clarity eCommerce

Includes integrating to one of the following:

ERPs

Syspro

Dynamics 365, AX, GP, NAV

Infor

Sage 100, 300, X3

QuickBooks

Epicor

CRMs

Salesforce CRM

Zoho CRM

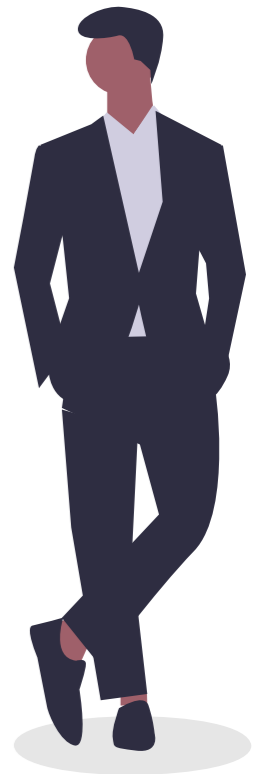
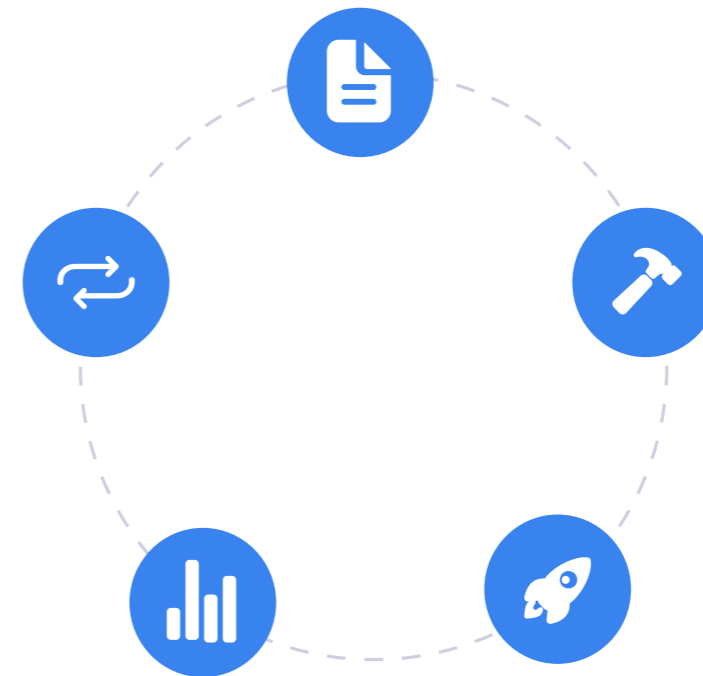
Dynamics CRM

Agile CRM

Integrated Solution

Clarity Connect was conceived with the knowledge that the value of integration lies in the power to access data at the right points, making it available in ways that can improve and automate business processes, or at least provide important data to businesses so they can make informed decisions. The platform handles all the communication and connectivity between Clarity eCommerce, your applications, websites, vendors and more.

The eCommerce platform was designed from scratch as a completely extensible and customizable modular Enterprise solution, with more than 11,000 available API endpoints. This allows us to use the modules in any configuration, from single storefronts for SMBs - Enterprises, to multi-vendor or multi-store installations, to global, multilingual marketplaces with millions of SKUs and thousands of stores / sellers.



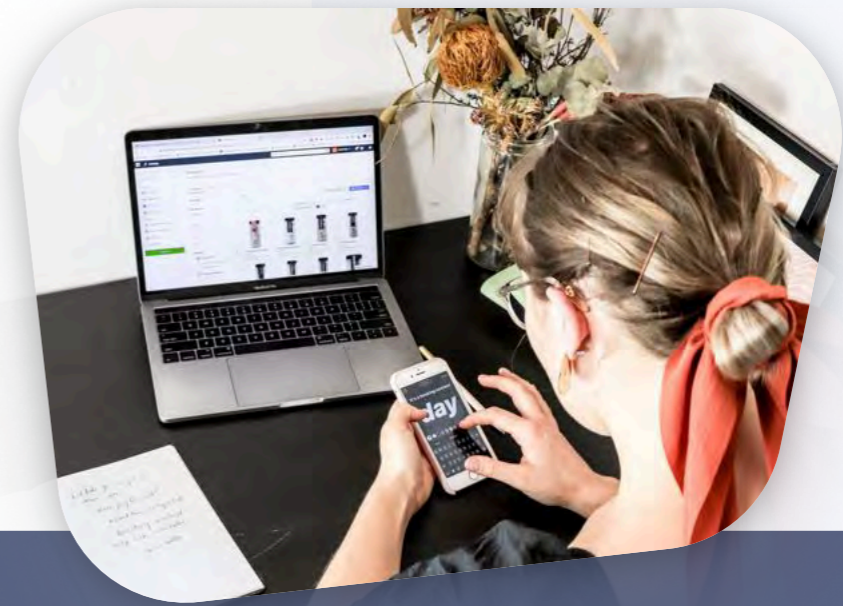
What's Included

Storefront (B2C, B2B, D2C)

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.

Integration

Connect is an agnostic integration solution capable of speaking the many different languages and protocols required to seamlessly and securely connect your business systems. The ability to create events or trigger actions from any data point in any end point makes it an almost infinitely scalable and powerful platform that can revolutionize your business with endless workflow possibilities.



Website

Each storefront installation includes Clarity CMS (Content Management System), and a default responsive skin, or you can choose another CMS, like Umbraco, WordPress, etc. Since you get a full CMS, you're able to create additional pages, install modules or request customization for Clarity* to build out additional functionality.

*You can engage Clarity to do any additional custom design, SEO, content, styling, module development, etc. on the site. Clarity will be happy to provide estimates or you can just pay by the hour for customizations.

Typical Integration Workflows

eCommerce to ERP workflows:

 eComm User registration to ERP Contact creation

 Sales Orders, Invoice payments pushed to ERP

 Requests for Quotes pushed to ERP

ERP to eCommerce workflows:

 Products, product inventory pushed to storefront

 Customer-specific, multi-tiered pricing to eComm

 Order & Shipping statuses pushed to eComm

Most of our connectors map every standard field in each application and can push and pull those fields across the integration, however, there are occasions when the application that we're connecting to or its API does not support a specific workflow, or can't access some custom entities. Every project, therefore, starts with a Technical Discovery to validate the API against the workflows that you want the integration to support.

Typical Integration Entities

For each line-of-business application that we integrate, Clarity tries to capture every entity possible. The list on the right displays the typical entities captured for most applications. This is not a fully comprehensive list, as some applications have less or more entities available.

Each entity listed to the right, is the parent entity, not the actual fields that are captured. For instance, the Contact entity contains First name, Last name, Title, email address, work phone, mobile phone, and possibly other fields.

Since there can be hundreds of fields that you want captured and transferred, the first step in every integration project is to fill out an integration mappings spreadsheet, where you get to define which fields from each application get mapped to the fields in the other application.

Typical entities captured for integration:



*Many applications have different entities. Consult your application's API documentation for a full list.

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 has modules available 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.

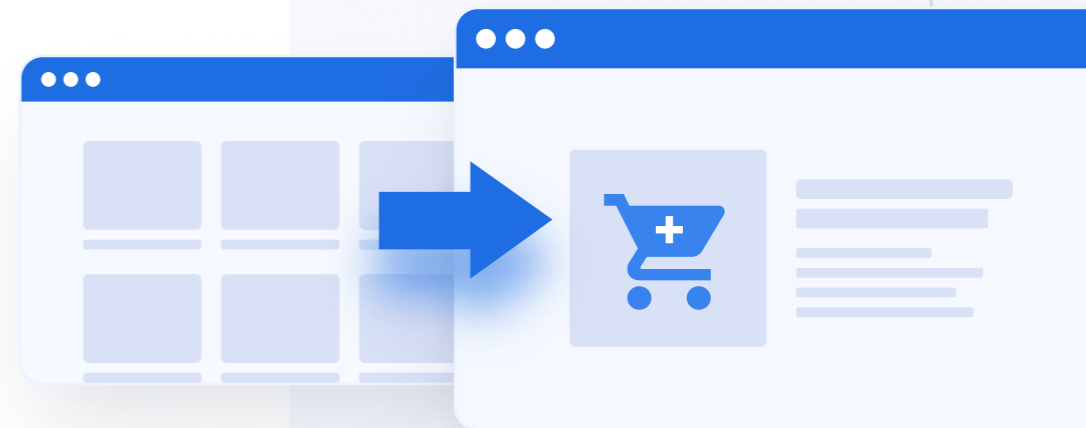
While this offering comes with one integration to an ERP or CRM of your choice, we can add additional integrations to any CRM, ERP, PIM, 3PL, Supply Chain, or any other 3rd party application or API (i.e. your CRM and your ERP). Clarity eCommerce has been used by clients for stores up to 50 Million SKUs, transacting billions of dollars each year.

*Call for a free demo, consultation and project estimates

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

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.



CAPEX Integrated eCommerce Pricing

For common single store B2C, B2B and D2C offerings, integrated with our most popular ERP & CRM integrations, Clarity is offering you savings with a one-time pricing option:

✓ **\$25,000***
One-time Pricing

*One-time pricing includes the CEF & Connect licenses, APIs and the base installation of any licensed technology. Design, Discovery, Project Management, Integration customizations, QA, Support packages and multi-store upgrades are available based upon your requirements.

*For financing options, please consult our Sales team for customized pricing.

* This eCommerce offering uses the base modules from our Enterprise eCommerce solution. This means that as your business grows, you can easily add modules (multi-store, multilingual, currencies, marketplace, auction, etc.) with new functionality and grow into our full Enterprise offering, while protecting your investment. Call for Enterprise pricing.



OPEX / SaaS Integrated eCommerce Pricing

For common single store B2C, B2B and D2C offerings, integrated with our most popular ERP & CRM integrations, Clarity is offering you savings with a monthly pricing option:



\$999*

monthly

*Monthly or SaaS-based pricing includes solution licenses (CEF & Connect), APIs and the base installation of any licensed technology, hosted by Clarity. Additional work is billed by the hour. Support packages are available based upon your requirements.

*30-day money back guarantee on the Base installation.

*FREE Base Hosting.

* This eCommerce offering uses the base modules from our Enterprise eCommerce solution. This means that as your business grows, you can easily add modules (multi-store, multilingual, currencies, marketplace, auction, etc.) with new functionality and grow into our full Enterprise offering, while protecting your investment. Call for Enterprise pricing.

