



Clarity eCommerce™ Pricing

CLARITY



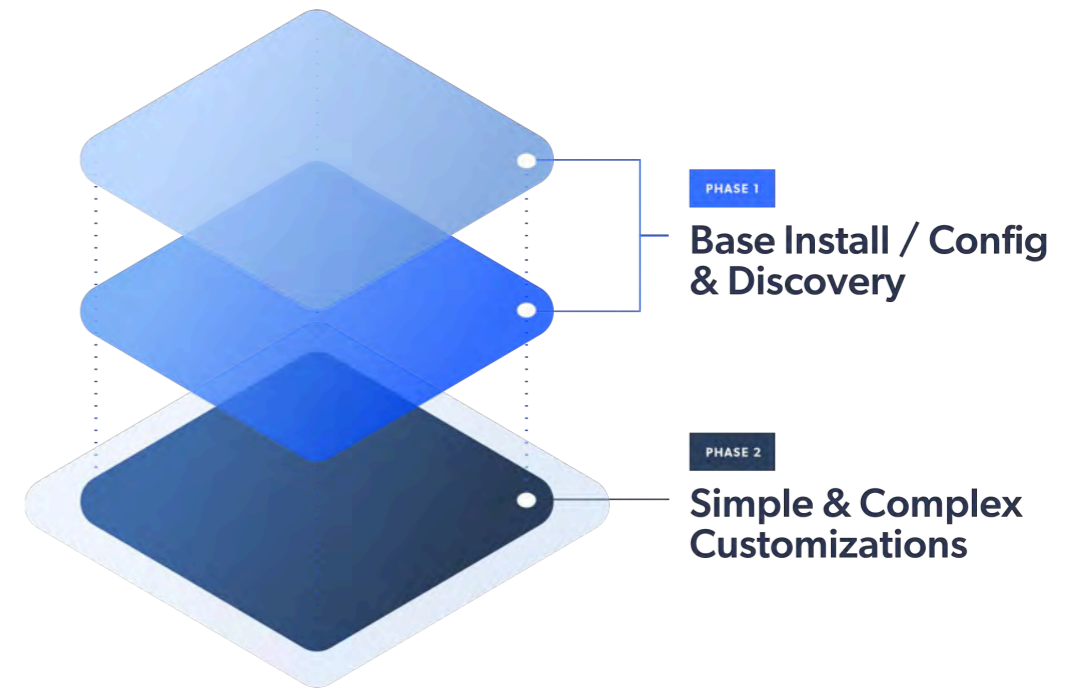
Clarity eCommerce™
Clarity eCommerce Platform

Phase 1 | Base Install & Discovery

Clarity has spent Millions over 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 site. Every eCommerce project comes with the initial model setup, used to complete your base installation of the Clarity model and modules included in your purchased license. Clarity takes your checklist, your logo, color preferences, etc. and can 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)

Phase 2 | Customizations

Phase II Customizations

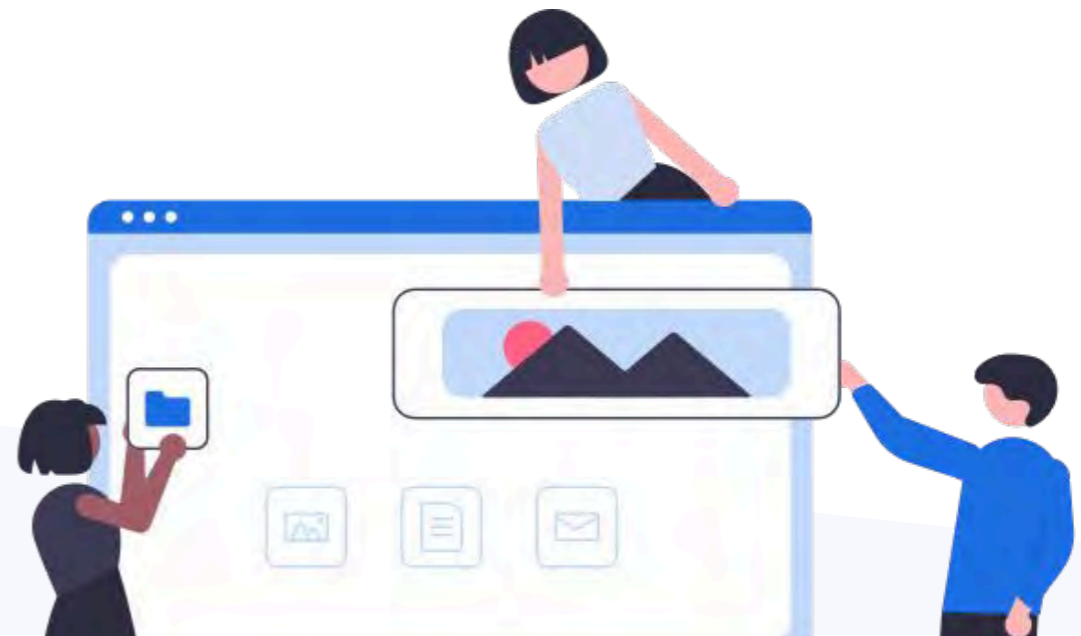
During Phase 1's discovery process, we will be working on a custom design, and documenting any workflows, ERP-CRM integrations, custom features like drop-shipping, RMAs, multi-currency, etc. all in preparation for this phase.

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 (Clarity CMS), you'll be able to build out and optimize your website as well. You could also choose WordPress, Umbraco, etc. 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 (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

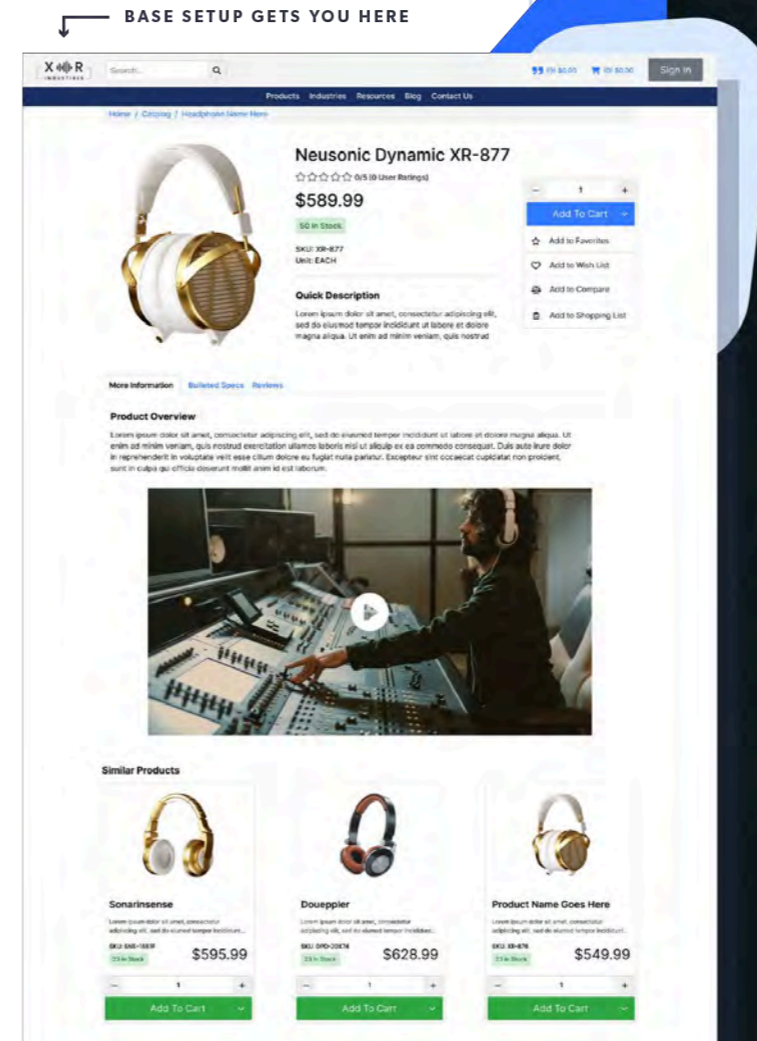


Out of the Box vs. Customized

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.



Website Included

Each storefront will include Clarity CMS (Content Management System), which will allow your marketing team to properly document and market your products and services. Clarity will stand up and provide a default skin for the site. You can also choose WordPress, Umbraco, etc. Additional time can be purchased for custom design work, styling, content and SEO work if desired.

The base CMS comes with a mobile responsive HTML skin, which provides automatic adjustments for your mobile, tablet and desktop users. Documentation and guidance can be provided to your team to build out your content, or you can use some of your hours for the storefront on the website.

The CMS will allow you to completely manage your own site, adding or editing any number of pages, content, SEO, blog posts, galleries, testimonials, etc. It is a fully functional and robust CMS.



“

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.



CAPEX eCommerce Pricing

For customizable single-store B2C, B2B and D2C offerings (C2C available - call for pricing), Clarity is offering you savings with a one-time pricing option:

✓ **\$15,000***
One-time Pricing

*One-time pricing includes the CEF license, API and the base installation of any licensed technology. Design, Discovery, Project Management, 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.

*Integration packages are offered if you need your eCommerce solution integrated with your ERP, CRM, PIM, Supply Chain, etc.



OPEX / SaaS eCommerce Pricing

For customizable single-store B2C, B2B and D2C offerings (C2C available - call for pricing), Clarity is offering you savings with a monthly, SaaS-based pricing option:



\$599*

monthly

*Monthly or SaaS-based pricing includes solution licenses (CEF & Connect), APIs and the base installation of any licensed technology. 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.

