



FDM4 Enterprise Solutions E-commerce for B2B and B2C

Increase online sales and improve accessibility and service. Leverage the Internet as a sales and service delivery platform that your customers can access from anywhere on the globe – 24-hours a day. The benefits are substantial: reduced labour-intensive back-office processes, enhanced customer service, and expanded sales revenue.

B2B and B2C E-commerce expertise. From art supplies and appliances to clothing and footwear, FDM4 has created many e-commerce websites for a variety of scenarios: B2B, B2C, and a combination of the two. Never underestimate the importance of engaging your visitors with product referrals, peer reviews and loyalty reward programs. FDM4's specialized team of programmers is dedicated to staying current with rapidly emerging technologies and helping make your e-commerce vision a reality.

An enjoyable online shopping experience. With FDM4's expertise, your online shoppers have a fun, easy time browsing and searching – adding items to their carts, accessing multiple product views, creating wish lists, reviewing services and special offers, as well as viewing shipping costs and delivery dates. To complete the experience, your clients receive e-mail confirmation that the order has been received – assuring them of your organization's reliability, appreciation, and integrity.

Search Engine Optimization. Your FDM4 website has *search-engine friendly* product and category pages that improve your Google search ranking – making it more visible and easier to find online. By optimizing your site for search engines, you get plenty of free, natural traffic instead of paying for promotional leads. This inexpensive method offers unique opportunities to find and convert new leads.



Global branding through social networks. Adding buttons like Twitter and Facebook shows your company's website is current and accessible via the latest social media marketing platforms – allowing users to blog and share your products and services with others.

Open architecture integrates well. In the competitive Web world, in order to provide current information to your customers about stock, pricing, order and delivery status, you need an e-commerce application that integrates to your full enterprise solution. Your clients can instantly track their order by clicking the link to the carrier's website. There are no manual processes required to keep inventory up to date on your website – everything is automatic through your database.

Maximize cross- and up-selling. Suggesting comparable and companion products and services is a smart and simple way to increase your online sales. FDM4 makes it easy to set this up and update content to direct customers to comparable items. And by increasing related content, you're building a stronger search ranking for your website.

Smooth and secure checkout process. Your site is PCI-compliant and customers can pay conveniently with PayPal or any major credit card. When your online shopper adds an item to their cart they have the option of continuing to shop, or proceeding to checkout (many sites prematurely send shoppers to the checkout page). It's easy to set up and promote special deals and offers, plus your B2B clients see pricing and credit terms customized to their account.

FDM4 E-commerce GEN-INTL 04282010

"Prior to FDM4, 20-22% of our B2C infomercial orders were via the web; today that number is closer to 29-30%. That is a significant increase in a matter of just six months...FDM4 has streamlined our business and improved consumer experience."

– Euro-Pro (Shark)

"Sales have exceeded all senior executives' expectations. Thirty percent of customers in site are all new customers – they are attracted by the Internet application. A number of customers have shifted all purchases to Alpha because they find it more convenient than traditional ordering methods."

– Alpha Shirt Company

*Established in 1978,
FDM4 specializes in the
design and implementation of
Enterprise Resource Planning,
Warehouse Management System,
and E-commerce software.*

FDM4
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powerful precise steam irons

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Why is steam cleaning better for my hardwood floors?

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Cleaning Tips



▲ Visit FDM4 e-commerce websites: gammassales.com (B2B/B2C E-commerce); macphersonart.com (ERP, B2B, WMS - 3 warehouses 100,000 to 300,000 sq ft); sharkclean.com (B2C and CRM Web Portal - Call Center Order Fulfillment); jessicasimpsoncollection.com (B2C).

Flexible, cost-effective solution. FDM4 E-commerce was designed using an open solution that works with all best-of-breed Web tools and technologies, giving you the freedom to change individual components of your e-commerce solution without having to scrap an entire bundled solutions. You protect your investment over the long term since you can respond rapidly to changing business and Internet needs without having to re-create your whole e-commerce application.

High performance reliability. Get high performance, scalable architecture that delivers sub-second transaction processing and handles thousands of simultaneous users under peak load. Your customers get fast online service because dynamic load balancing ensures high availability of transaction processing resources in a distributed, multi-tier environment.

Enhanced customer service with quick and easy online access to your company's products and services. FDM4 E-commerce modules are fully integrated to your ERP solution via our e-commerce database so your customers get consistent, accurate, real-time information about product availability.

Update your own content easily. FDM4 E-commerce utilizes technology that allows non-technical users to create new categories, products, descriptions, and price changes. HTML is automatically created to display the new information on your website, making it very easy and inexpensive to revise product information without having to rely on a web developer.

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MacPherson's

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MacPherson's is a nationwide distributor of art supplies. We sell to retailers only. Artists and public are invited to:

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our online catalog filled with over 35,000 art supply products

LOCATE
an art supply retailer in your area

SHOP
with one of our online suppliers

VISIT
art materials manufacturers

Emeryllville 1355 Ocean Ave. Emeryllville, CA 94608
800.289.8899 • 800.289.8800 Customer Service

Elgin 305 Corporate Drive, Elgin, IL 60123
7.697.8800

Atlanta 2705 Crestridge Court, Suwanee, GA 30024
800.741.7880 • 800.289.8800 Customer Service

Reno 8770 Technology Way, Reno, NV 89521
775.853.8700

Create a positive and consistent customer shopping experience across all sales channels.

Don't underestimate the true power of your website – increase sales with relevant product recommendations and tailored promotions.

FDM4 E-commerce Features

- Consumer and business sites
- Search Engine Optimization to improve search ranking
- Shop by price, item name, bestsellers, new arrivals
- Advance search by feature
- Wish Lists, Gift Certificates
- Promotions and sales
- Social networks, blogs, reviews
- Cross- and up-sell product companions and comparables
- Live chat customer service
- PCI-Compliant secure shopping
- Multiple payment methods
- Auto freight calculation
- Order confirmation e-mail
- Track order status, carrier delivery
- Collection and kitting
- Real-time inventory by warehouse
- Quick matrix order entry and custom pricing for B2B clients
- E-commerce SiteBuilder
- Sales Rep and Vendor Portals
- Integrates with any ERP or WMS

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See it for yourself. Please contact us today to schedule an online demonstration tailored to your requirements. salesinfo@fdm4.com

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