Product Brochure

TradePoint .NET

TradePoint
ScriptServer

ScriptSever International

ScriptServer International was establisehd in 1995 and since that time have been providing cutting edge web solutions. Trade Point.NET is their lead product offering a flexible web product providing a Navision integrated product apporpriate for eCommerce and a number of other applications.

ScriptServer International is localised in both Sweden and Denmark and has a global network of partners throughout the world.

TradePoint.NET

This document will describe how your business can take advantage of TradePoint.NET and use it specific for your own use towards your market. With MS Dynamics NAV as a background system you will be able to bring all information out to the web. The integration between TradePoint.NET and MS Dynamics NAV is a timeless integration which means all changes made in Dynamics NAV will automaticaly change the information on the TradePoint. NET application.

Please read through this Marketing Sheet and discuss further with your main Tradepoint.NET contact (to contact ScriptServer directly please see back side of this document). If you want to know more about Tradepoint.NET your ScriptServer Partner or ScriptServer International is happy to schedule and setup a demonstration showing the solution for you.

TradePoint ScriptServer

Trust - the foundation of customer loyalty

How to reach your customers

In many ways, today's consumer is no different from the consumer 50 years ago. The sales channels are different, but the consumer is still looking for a good buying experience. A good buying experience requires your flexibility, a high service level, and being able to deliver the right quality product or service, at the right time.

- If the accessibility of the shop is not there – forget it. The customer will find another shop.
- If the dedicated service of your staff is not there – forget it. The customer will look for a shop with a staff who treats them respectfully.
- If the right products are not there – forget it! The customer will find a new supplier.

But if you manage to fulfill customer expectations with respect to the above parameters, then you have earned customers – who are satisfied and loyal. Customers who will return to you. But never take customer satisfaction for granted. The buying pattern of the future – on both the internet and in retail – must always embrace still more flexible opportunities. The ability to react swift to changing demands is ever important. Evolution never stands still. And you must be prepared! Selling online is a great opportunity, but it will only pay if you select a future-safe solution with the right approach.

TradePoint.NET is such a solution that...

- provides a natural extension of your current business
- makes your products even more visible and accessible to consumers and partners
- allows your customers and partners to serve themselves
- allows you to quickly set up sales channels in new markets - with a minimum of investments
- allows you to react swiftly to changed market demands
- integrates seamlessly to your current business data and business logic (MS Dynamics NAV), protecting you current IT investments
- is rock-stable, technologically secure, and lives up to 21st century requirements for online selling

Profitable - time is money

A TradePoint.NET web shop is open 24 hours a day!

Whether you run a business-to-consumer (B2C) web shop or a Business-to-Business (B2B) e-commerce portal, TradePoint.NET enables you to present and market your business products and business data – internally as well as externally – in an intuitive, targeted, easy to update and change content in a well-organized way.

A TradePoint.NETweb shop provides an effective and reliable sales channel for any business who wants to market its products or services on the web.

TradePoint.NET as a service tool

Then why not let your clients shop at a time when it suits them. Why not let them serve themselves in an easy-to-use web shop. A TradePoint. NETweb shop is a highly intelligent and safe web shop that allows clients from around the world to access your products and services. And on top of that. Why not let customers serve themselves when it suits them? No need for you to sit around waiting. Let the web shop do all the servicing and communicating for you. That's the optimal customer fulfillment.

Self service is a key word in TradePoint.NET.NET, not only is it easy to use, easy to search and easy to order for your customers. Upon customer fulfillment, customers can view stock and order status online, view order history, subscribe to newsletters, and participate in forums. It is also self serviceable by your partners and by your own staff. Your web shop will always be up- to-date, showing the most recent business data.

Using TradePoint.NET will give customers the ability to focus on other areas within the businuess and at the same time serve and satisfy customers. In other words, customers will be happier and earn money at the same time. Doesn´t that sound something for you?

A Scalable Solution – find your way into new markets – fast and easy

As your business grows into new markets, you can grow your e-business too. In fact, your TradePoint.NETmay well prove to be a gateway to new markets. With a minimum of investment. TradePoint.NETsupports multilingual sites and currencies. Adapt and launch your web shop in a new language, and gain easy access to millions of new potential customers. If you communicate locally, you can act and succeed locally. Using a localized web shop implies that you can save the expenses for local physical presence, staff and expensive marketing campaigns in foreign countries. Today's market place is indeed a global market place. The past physical boundaries have disappeared. If you do not market your products internationally, rest assure that your competitors will.

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Flexible - YOUR solution, YOU decide

Easy to set up, easy to maintain, easy to grow

Time-to-market is vital. Both to your company, your staff and to your clients. One of the core benefits of TradePoint.NETis the ease with which your internal staff may create, maintain and further develop the web shop. This is made possible through an easy-to-use built-in content management system. Choose and online design for your web solution that suites your product company brand and image. Use the user-friendly interface to create new pages, change existing products and upload new photos.

A TradePoint.NETweb solution is easy to customize and change on the fly. Respond to market changes over night and create seasonal campaigns such as Christmas, Halloween, and Easter from one day to the next. Your changes will be effective immediately. An up-and-running web solution may easily be extended with new, additional sites, for instance to activate new campaigns. While your internal staff experience a reduced workload, your clients experience a high degree of reassuring self-service. A user in control, is a satisfied user.

TradePoint.NET will be delivered to you as an out-of-the-box solution which means a ready to use product with standard functionalities for a web solution. To create an even better solution administrators can setup a web solution after their requirements and specifications. If functionality is not included as standard i TradePoint.NET, ScriptServer or Scriptserver Partner network is happy to assist you and develop extra functionality for you. Please contact your TradePoint.NETcontact to learn more about this process.

To summarize this part you can as a TradePoint.NETadministrator together with your Scriptserver Partner and in conjuntion with Scriptserver company build a solution to suit your expectations and create a winning strategy.

Safety - confidence makes life easier

Protecting you current investment

TradePoint is a solution which will carry its own investment. Return on investment (ROI) is directly measurable since all orders are registered in NAV on an ongoing basis.

TradePoint - a safe and secure solution

Transaction Safety
TradePoint is a highly safe solution which makes it possible to handle authentication and permission on all application levels in the web shop. TradePoint offer your customers multiple payment option such as secure credit and payment, payment on delivery, etc.

Administrative Safety
TradePoint includes as fully Microsoft AD compatible user rights system. All administrative users, customers and contacts may have different rights configurable directly from TradePoint in a variety of ways. For instance, an administrator may have the rights to administer products, but can be restricted from editing news or other users. Or a contact may have the rights to issue orders, but not to actually create them it in NAV. Instead this would be done by another contact or a customer with the necessary rights. This flexible user rights system means that you can exploit the inherent business logic and structure in NAV create a unique system adapted to the individual end-client.

Technical Safety
TradePoint is a rock-stable and solid solution. It has been tested for security breaches. We are constant focused on security and full testing is an integrated part of the development process. TradePoint is also able to withstand errors from external components. If, for instance, NAV is unavailable as orders are created (for instance while a credit card is being validated) the order is temporarily stored in TradePoint until the connection to NAV has been restored. When the connection is restored, the orders are processed

TradePoint Forum

TradePoint allows you to establish a forum enabling your clients and/or partners to interact with questions, answers and discussions on a given topic or product. A TradePoint forum may allow "guest" access so that users can view the forum before joining. This is a good way to check out a forum before deciding to join. Users will not be able to actively participate in a forum as a guest. To become an active user of a TradePoint forum he or she must register first.

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Unique - the winning factors

Genuine real time integration to MS Dynamics NAV

TradePoint provides real-time integration to MS Dynamics NAV. The phrase "real-time integration" is often misused to convey a imprecise image of something as being up-to-date. But with TradePoint it actually means "genuine real-time". This is one of the very powerful cornerstones of our solution. Genuine real-time integration implies that the orders from the web shop will be immediately available in MS Dynamics NAV and that your business and stock data are always up-to-date.

Real-time integration means that your current business logic may be re-used. Your business data will always represent a true picture of how things really are. TradePoint.NET can place all MS Dynamics NAV information onto the web and is therefore working as an interface for MS Dynamics NAV.

Always available – No data is lost!

Even if your back-end business system is momentarily unavailable (for instance during backup), your web shop will still be open to customers. Or- ders are stored in the TradePoint web shop and queued up for later processing. No data is lost.

TradePoint.NET is delivered including Transaction Manager which gives companies and administrators the ability to follow all transactions. Buying online demands a lot of security and with the Transaction Manager you will never miss an order. When working with technology of course errors can appear and if this should happen during an ordering process the SQL Server Database will store all information about the order and in the meantime a messeage willl be sent to administrators about the potential error. When administrators have corrected the issue the order will be delivered as intended to MS Dynamics NAV.

TradePoint.NET – For B2B, B2C or B2V

A TradePoint B2B solution may be built on top of a B2C solution. The B2B solution allows for far more intelligent features to be employed so that you can set up a full-blown extranet for your partners and clients. This includes more self-servicing features, a forum enabling more communication between partners as well as the shared publication and distribution of advanced sales information such as sales conditions, discount and stock informa- tion, stock, etc., among partners.TradePoint.NET has nowadays also an opportunity to be setup as a business-to-vendors (B2V) application which is an answer to our requests from our Partner network.

Diversity - all parts create a ...

B2B, B2C & B2V

Advanced Product Catalogue

Use the advanced product catalogue to:

- **categorize products into unlimited number of categories,**
- **upload small and large photos for each product thumbnails, product files and datasheets**
- **add relevant descriptions of your products**
- **view product details either as pop-up or in the same window**
- **place featured products on the homepage and/or in a dedicated section**
- **show related products for cross selling**
- **show the same product in many variants**

Multi- language support. Multi-currency support

Let customers from around the world see your web solution in their language. Allow them to pay in their own currency. With the credit card of their choice.

Top Selling lists and Promotion lists

Arrange your products on attractive top selling or promotion lists.

Separate invoice and ship to address

In case the invoicing address is not the same as the shipping address, TradePoint allows the customer to enter different addresses.

Automatic order confirmation

Upon payment approval, the customer will receive order confirmation by e-mail.

Save and reuse order template

A time-saving self-service feature enabling the customer to save his or her orders in templates for future use.

View item details and information

Allows the customers to view relevant product information. But only the information you let them see.

Instant new customer registration – stored directly in Dynamics NAV

Utilises the powerful integration to Dynamics NAV. New client are immediately stored in NAV so that you can track new customers and there orders.

Automatically generated email with login information to new customers

The customer will receive instant notification about their order and obtain the ability to log on to the system and track the order online.

... complete web solution that fulfills your needs

Optional newsletter

If desired, new clients may sign up for your newsletter, if any.

Variants – Size, color & style

In case your product catalogue includes products with different pricing for size color and style, this feature allows you to accommodate for this. You may assign different photos to different colors. Orders will be created in Microsoft Dynamics NAV as Variants orders. We support Pebblestone fashion, Logica, Navipartner and more variants.

Inventory status

Allows the user to get elaborate inventory status at any time.

Multiple contact logins

Allows several users to be logged on the web solution simultaneously. Customer specific pricing (NAV controlled) If diffirent customers have different prices or different products available, this reflects directly in TradePoint.NET.

Forum

Allows you to create a forum to be set up to be used by both internal users, partners and customers.

Product search

Allows users to search for products in the product catalogue. Results will be presented on lists.

Self service

- View orders and history.
- The real-time integration to MS Dynamics NAV allows users to view certain information related to orders in NAV. Some of the information is exclusively for your employees, some may me be viewed by the end-customers. This is controlled by access rights and may include the following.
    - Pending orders
    - Quotes
    - Return orders
    - Invoices
    - Credit memos
    - Posted invoice details
    - Posted shipment
    - Posted return receipts
    - Credit notes
- View and edit company information.
- Depending on the rights, users may view and edit company information.

File upload

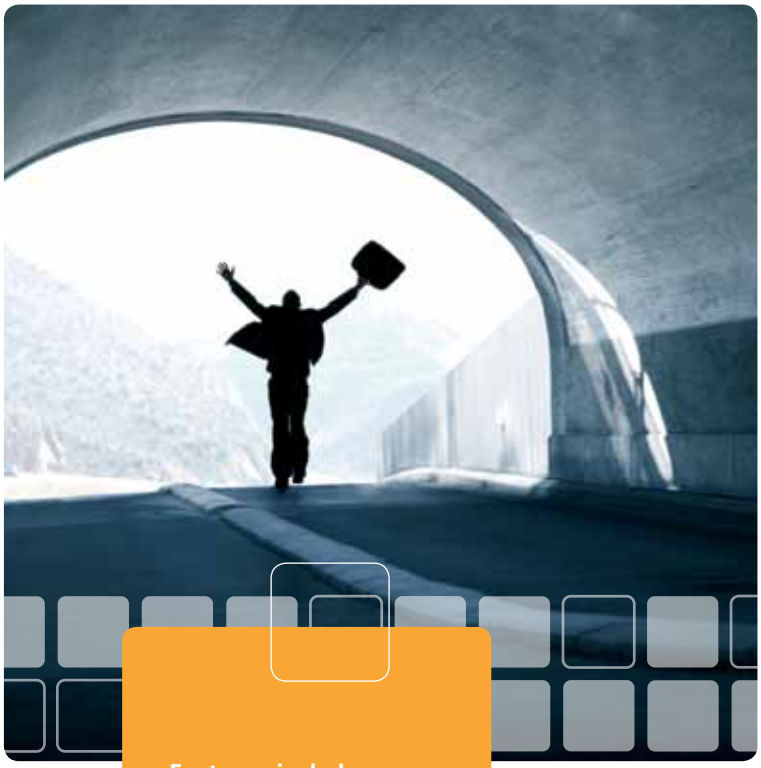
The File Upload feature allows you to upload various types of files to the system, for instance product catalogues, articles, newsletters, flash files. The use of this feature depends entirely of how you want to use it.

Features that give your ecommerce solution a boost!

Set your business free on the web. Forget office hours and offer unlimited service and access to your business 24 hours a day. It is easier than ever to establish a user-friendly websolution with self-service for your customers, based on real-time integration with your business system. TradePoint is the new generation of e-business solutions that lets you embrace the global market through a simple and straightforward process.

Unleash the power

Why build yet another system when you already have one? Why not try a powerful e-commerce platform, where both prices and inventory is immediately updated during the order process? Experience the advantages of seamless integration between TradePoint and your chosen business system. Experience power at your fingertips.



Features include:

- Customer and Business View
- Admin and Configuration
- Services
- Technical

Feel free to contact us for require additional features.

Customer and Business perspective

Advanced categories & subcategories
- Unlimited number of products
- Rich item description
- Multiple item pictures
- Product filters
- Paged results
- Related products
- Catalogue defined in NAV or on web
- Product reviews

Volume pricing
Credit card payments
Promotion lists
Save order / Save order Template
Separate invoice and ship address
Add different addresses, save and reuse
Display internal news and/or external news information tool
Email notifications
Contact section
Print orders
Inventory status
Multiple Contact logins
Forum
Customer specific pricing (ERP Controlled)
Support decimal quantity values
Multiple shipping addresses
Private messages
Product Catalogue
Product Search
Shopping Cart

Administration and Configuration

Impersonate and serve customer
Data presentation customization
User friendly site configuration
Email, Order and Payment contact
Multiple currencies
Multiple languages
Multiple tax support
Customer and item data maintained in MS Dynamics NAV
Advanced customer contact, Item & order search
Customer Account Manager (Bulk copy from MS Dynamics NAV)
Customer and item information maintained in MS Dynamics NAV
Advanced order administration
Manage news
Customer communication
Extend item and customer information on top of MS Dynamics NAV information
Confirm visible order information
Safe and secure Transaction Manager
Define internal roles and access possibilities
Levels of inventory
Setup email notifications
Google Statistics
Meta keywords

Services

View orders and relevant information
- Orders
- Quotes
- Return orders
- Invoices
- Credit memos
- Posted invoice details
- Posted shipment
- Posted return receipts
- Credit notes
- etc

Balance Matrix
View and edit company details
Create/change password
Forum
Statistics
Save orders and reuse

Technical

CMS
- Web based content editing
- Template based
- User management
- Security management
- Language management

Cross browser support

.NET based
- Web services
- ASP.NET and ADO.NET
- SOAP
- Web controls
- Web parts
- Ajax

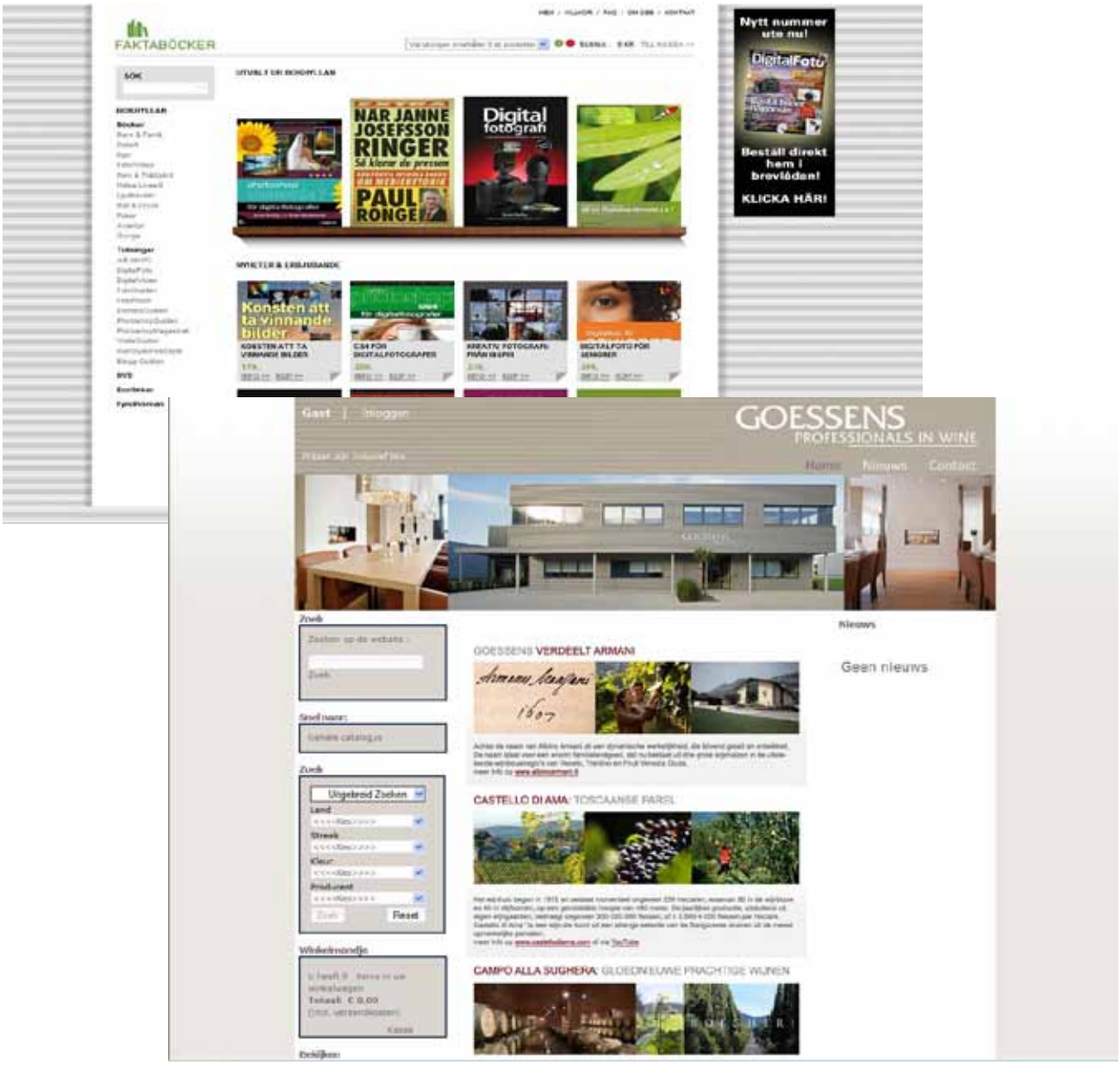
Security
- Authentication
- Permission handling on all application levels
- Digital certificates
- IP Blocking
- SSL
- Integrated Authentication

MS IIS and MS SQL Server

Design
- Style sheets (CSS)
- XHTML

References

For more information on our existing solutions and references please contact us directly.



ScriptServer

– the winner is TradePoint.NET

TradePoint.NET is the product for all MS Dynamics NAV resellers in the world and all of their customers in all industries with all kinds of requirements and specifications. To summarize TradePoint.NET – **The websolution that fulfills your needs.**

Trust – the foundation of customer loyalty

Profitable – time is money

Flexible – YOUR solution, YOU decide

Safety – confidence makes life easier

Unique – the winning factors

Diversity – all parts create a ....

.... complete web solution that fulfills your needs

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