

Reef Commerce

BROWSER-BASED ONLINE E-COMMERCE APPLICATION ENABLES REAL-TIME SHOP CREATION AND ADMINISTRATION FOR DYNAMIC E-BUSINESS

Fast, Flexible, Browser-based Commerce Management.

- Organize online shops into clear hierarchical structures with as many product categories, sub-categories, and specific products as required—and easily search across them
- Display one set of products in multiple ways to target multiple online audiences
- Create a rich online shopping experience by supporting a broad range of media including images, audio, video, and new media types as they emerge
- Provide each shopper with a user login and personal shopping cart
- Consult customer purchase histories to gain insight into which products are selling best
- Use a simple Internet browser to update product, category, and shop information with existing skill sets
- Use Reef access rights to control who can create, manage, and buy merchandise from your shops
- Easily integrate Reef Commerce with back-end fulfillment and office management systems and protect IT investments



Get Stores Up and Running Fast

With Reef Commerce, your organization can quickly create, deploy, and administer online stores that make it easy for customers, suppliers, and partners to access your product line through a simple Web browser interface. It only takes a few steps to launch a shop. Design a few templates to display your catalog. Configure your shipping and tax calculations. Integrate your store with a credit card transaction-processing partner. Finally, populate your shop with products and categories, and your site is ready for easy browsing and searching.

Customize the Shopping Experience

Reef Commerce gives your organization tremendous flexibility in creating and delivering the shopping experience. For example, you can place a single product in multiple categories, giving shoppers as many paths to your merchandise as possible for increased revenue opportunities. You can also restrict access to your shop using access rights. Or add extra templates for different segments of your audience; for example, provide one page layout for men and another for women, or one for visitors accessing your site via computers and another for visitors using WAP devices.

Easy, Efficient Store Management

Once your store is set up, Reef makes it easy to manage. Add or delete products or categories. Update pricing and product descriptions. Run a special promotion. With fast, intuitive shop management capabilities such as these, your organization can respond more quickly to dynamic market conditions and provide site visitors with a continually fresh and compelling shopping experience. Also, using access rights, you can delegate shop maintenance responsibilities to new people in your organization at any time.

Greater IT Freedom with Complete IT Control

Best of all, Reef Commerce empowers authorized business owners within your organization to manage online stores directly using a simple browser interface—freeing your IT staff from having to make every site update or addition on their behalf. Your IT staff is thereby freed to focus on higher priority tasks—without sacrificing any online store quality or control.

Reef Commerce

FEATURES

BENEFITS

Web-based Administration	<ul style="list-style-type: none">• Easily administer any and all products in online shops, from any place and at any time, using a simple Web browser interface; frees IT staff to focus on other mission-critical tasks by leaving responsibility for shop content administration in the hands of business owners who are best equipped to make content-related decisions
Streamlined Development Process	<ul style="list-style-type: none">• Rapid development of key shop pages makes shop design fast and easy for integrators, resulting in faster time-to-market for online stores
Storefront Syndication	<ul style="list-style-type: none">• Enables products and content to be presented across multiple storefronts to different target audiences and devices, while being efficiently administered through a single interface
Rich Content Support	<ul style="list-style-type: none">• Complete support for a broad range of multimedia objects, including .jpeg, .gif, .pdf, Flash, Shockwave, audio, video, and more—plus new media types as they emerge—facilitates the creation of a compelling, engaging shopping experience
Shopping Cart Capability	<ul style="list-style-type: none">• Online, personal shopping carts allow customers to save items for purchasing now or in the future for maximum shopping convenience
Purchase History	<ul style="list-style-type: none">• Historical information on which products are being purchased by which customers gives shop managers insight into purchasing habits to help guide future marketing and merchandising for maximum revenue generation
Search Capability	<ul style="list-style-type: none">• Fast, powerful keyword and content-based search criteria enables site administrators and visitors to easily find, select, and purchase the exact product they are looking for
Product Aliasing	<ul style="list-style-type: none">• The ability to place a single product in multiple categories allows for multiple intuitive paths to any product to accommodate different shopper preferences
Access Rights	<ul style="list-style-type: none">• Rich access rights enables shop administrators and managers to control who can create, manage, and visit each shop

Reef Internetware: Modular Applications Built on Shared Engine

Reef Commerce is part of the Reef Internetware product suite: a rich set of modular applications built on a shared, horizontal engine that provides common services and functionality to all applications. Designed from the ground up to *embrace* continuous change, this comprehensive, integrated suite enables decentralized knowledge workers to directly manage

dynamic e-business—content, commerce, community services, and business process coordination—using a simple Internet browser interface. The modular design makes it easy to add new e-business applications as your business grows. And the open, integrated architecture allows unprecedented sharing of information and services between all your e-business applications for maximum business efficiency and information consistency.

Corporate Headquarters

35 rue de Stassart
Brussels 1050, Belgium
Tel 32 (0)2 510 83 83
Fax 32 (0)2 510 83 33
info@reef.com

North American Headquarters

3057 17th Street
San Francisco, California
94110-1387 USA
Tel 1 415 241 2800
Fax 1 415 241 9499

Asia Pacific Headquarters

Level 1, 397 Riley St
Surry Hills, NSW 2010,
Australia
Tel 61 (0)2 9212 4600
Fax 61 (0)2 9212 4605

About Reef

Reef is a global Internet software company providing a modular suite of Internet applications, called Reef Internetware. Reef Internetware enables dynamic content, commerce, community, and coordination management for Internets, intranets, and extranets that are the foundation of e-business. For more information, visit us at www.reef.com