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Holbi Enterprise Package

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Connecting Ecommerce and ERP

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Introduction

Holbi Enterprise Package gives you everything you need to start trading successfully on the web. Our business philosophy is quite simple: our success is based on the success of our customers.

We took the latest release of osCommerce solution and optimized it especially for our customers, created more capable osCommerce modules, simplified and refined existing features.

Summary of Key Benefits

- Easy to use content management system to control product information pages
- Professional templated design
- Ability to cross-sell products
- Integrated search engine optimisation
- Quick product search, Filters, Properties
- Cart summary
- Simple editing of cart content
- Brand management
- Integration with Google Base (Froogle, Google Shopping), NextTag, ShopZilla, Kelkoo
- One Page checkout
- Recovery of abandoned Shopping Cart
- Permission-based access system
- Easy to manage Main page contents
- Easy import/export of products, attributes and categories data
- WYSIWYG HTML Editor
- Customisation available if required
- Online system can be administered anywhere in real-time
- 1 year hosting

Product control

- No limit to number of product categories or sub-categories
- No limit to product variations, within a category
- Products can be placed into as many different sections of your web site as you wish – e.g. an evening dress can be in Women, Fashion and Holiday sections.
- View and edit product categories instantly at any time
- View and edit product details instantly at any time
- Browser-based catalogue updates
- Create unlimited collections to sell products in bundles
- Promote cross-sell products
- Sell products being unsold for a long time, as GiveAways
- Multiple images per product can be added
- Images resized by the system for you
- Promotional prices can be set with old price displayed with a strikethrough
- Product availability can be suspended
- Run reports:
 - best products viewed
 - best products sold
 - monthly sales/tax summary

Order management

- Fully integrated secure payment options
- Totally flexible postage control
- Price and weight bands
- Free postage to specified threshold
- Multiple bands for different geographic regions
- Automatically calculated taxation
- Automatic order confirmation and management
- Simple order management from receipt to shipment
- Create Order feature
- Unlimited number of transactions supported

Option

- Multi-currency
- Customers can run their own Wish Lists and Saved Shopping Carts

Technical support

- Friendly, personal service from the helpful and knowledgeable Holbi development team
- Can handle content/catalogue migration from existing systems – please call to discuss requirements and fees for this service

Content Management System

You will be able to take complete control of all information on the site by using a simple intuitive Content Management System which offers the following benefits:

- It is a truly anytime, anywhere editing solution. As long as Internet access is available, the editing can be undertaken from any PC or laptop with Internet Explorer 4 or later and a Windows Operating System.
- It provides you with a visual editor with similar functionality and look to the MS Word interface.
- Gives you complete control over all content including text, images, hyperlinks.
- Lowers the time and costs associated with managing sites by providing a stable and established solution.
- Supports compliance with all common web standards and legal accessibility requirements.
- Allows you to control all meta data and title tags for Search engine optimisation.

Hosting and web statistics

- We host all of our websites on our own dedicated leased Microsoft servers. They are held in a data centre with direct access to the main web infrastructure with multiple redundant backup systems.
- We provide a very high level of service in order to keep your valuable asset as visible as possible to your intended audience. This means that we have:
 - fully managed and maintained servers with the latest patches and security systems in place as they are available
 - a hardware firewall to prevent unauthorised access to the system

- daily backups
- Raid configuration of hard drives for system redundancy
- all data is stored in a Microsoft SQL server database for scalability, efficiency and security
- In addition, we provide up to date statistics based upon analysis of the log files on the server accessed via a password protected admin area. You can access all meaningful data yourselves directly from the server such as:
 - number and locations of visitors
 - most popular pages, entry pages and leaving pages
 - successful key words and search engines used
 - downloads
 - etc.

Options

Search Engine Marketing

We specialise in finding out how people search for your particular products and optimising your website to take advantage of this. Our process is as follows:

1. Work with you to create a proposed list of key search phrases based upon your services
2. Research key words and key phrases to find the optimum variations based upon numbers of web users searching for your products/services and competition
3. Assign key search phrases to the most appropriate pages
4. Provide advice and work with you on copy writing in order to create effective promotional copy which also maximises your presence in search engines
5. Fully optimise the pages of your site for search engines
6. Manually submit pages to popular search engines (automated submitting is ineffective against search engine conditions of use)
7. Create a site map to allow search engines easy access to all pages within the site
8. Work with you to create an on-going web marketing strategy

Email marketing

We can offer an integrated email marketing application which has the following major benefits:

- visual editor for HTML newsletters
- double opt-in facility for full legal compliance
- easy subscribe/unsubscribe options from the website and newsletters
- multiple newsletters and mailing lists
- personalise emails
- tracking facility to determine:
 - who has opened emails
 - what links they have followed

This is invaluable for sales staff as it allows them to segment likely prospects

Why Holbi

A website is not just about putting a few pages of HTML together with a pleasant design and putting it on line. It is about ensuring you know what message you wish to create, what market you are targeting your message towards and ensuring your message can be seen by those you are targeting it at.

This involves a wide range of skills such as:

- An understanding of marketing
- An awareness of the needs of your market
- An ability to design for the web
- An ability to create websites that are accessible by as wide range of visitors as possible
- An ability to create an intuitive website that is easy to use
- An ability to keep the website fresh and easily updated

With Holbi's experience of developing websites for 11 years we have these skills and the experience to create a marketing-based website that will be an asset for your business.

Example sites:

Here are links to the websites where the Enterprise Package has been integrated:

http://www.bsavastore.com/	- small animal veterinary books, films, courses.
http://www.digital-4-u.co.uk/	- cameras and accessories
http://www.gordonmorrishop.co.uk/	- touring guide and infrared systems, microphones, accessories
http://www.devilish-desires.co.uk/	- sex toys and accessories
http://www.qaf.org.uk/	- Quranic Literature
http://www.yogamad.com/	- yoga equipment and accessories

Also, here are websites where the Corporate Package has been integrated (if you are interested in this package):

http://www.groovytex.co.uk	- gifts, indoor/outdoor furniture, accessories, etc.
http://www.advancedmp3players.co.uk/shop	- mp3 players and accessories
http://www.bedroompleasures.co.uk/	- sex toys and accessories
http://www.appliance-world.co.uk/	- appliances and accessories