

# a.SHOP

The Complete Web Platform for Small Business



## AFFORDABLE

*- Profitability begins with low cost of ownership*

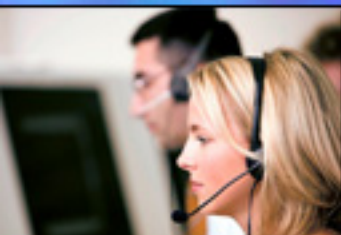
- \* Managed Software Platform saves you money: No Infrastructure costs, no support costs, no downtime, NO WORRIES!
- \* A.SHOP is State-Of-The-Art and always will be through a continual process of FREE upgrades and improvements.
- \* Alphaware guarantees 100% web service uptime.



## EASY

*- Intuitive user interface gets you up and running quickly*

- \* A.SHOP has been specifically designed for ease of use with a clean, intuitive, web-based user interface that can be accessed by any PC anywhere on Earth.
- \* A.SHOP works the way you work. Create all the content you'd expect from a modern web site without any programming knowledge.



## VERSATILE

*- Turn Key or Custom; you decide*

- \* Custom or Turn Key, you choose your own level of involvement in the process.
- \* A.SHOP is backed by a full team of developers that can customize A.SHOP to your business.



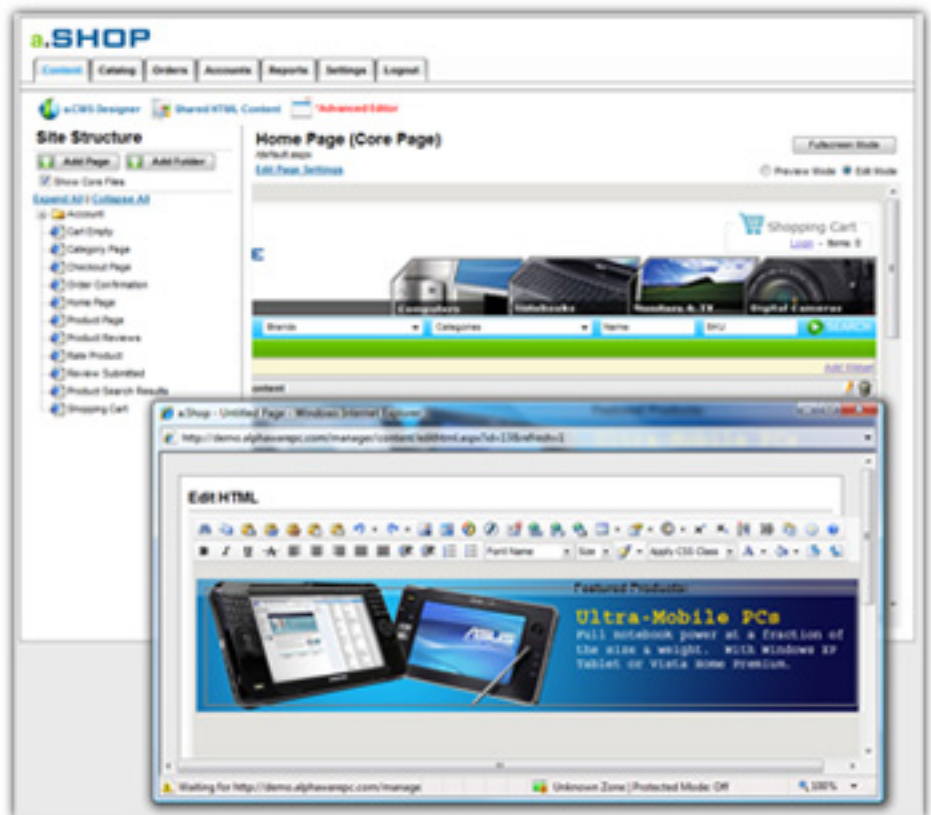
## Create

*- Your Content; No web development required*

Add content through the included A.CMS Content Management System system.

Add & Create with easy a.CMS Tools Including:

- \* Document Manager for all your PDFs, Microsoft Office Documents, Videos, Audio, and more
- \* Article/Blog Manager
- \* Image Gallery Manager
- \* Direct Page Editor with familiar Microsoft Word-type controls



## Other Content Creation Features Include:

- Change the look and feel of your site with easy to use point-and-click changes to site Styles (colors, fonts, look-and-feel) even the entire site layout. (Placement of program modules such as search engine and content areas such as the header, footer and side menus).
- Code Editor that allows advanced users to completely customize every aspect of the site.
- Add products using simple forms or delve deeper and add complex detailed product sales information. Integrated into the CMS system for advanced content needs.
- Auto image generator (thumb, sml, med, lrg) Unlimited images per product.



## Manage

- *Quality eCommerce begins with Product Management*

## Product & Catalog Management

### Feature List

- Pricing and Volume discount rules allow you to manage pricing globally across all products, or on an individual level.
- Quick Add, Mass import / export of products using Microsoft Excel XLS or CSV data formats.
- Inventory Management.
- Calculate shipping costs and link to live rates from USP, Fedex, an USPS and supplement shipping costs with your own markups and handling fees.
- Activate and deactivate products and content from your catalog with a simple on/off switch.
- Create coupons, sales, and customer-specific discounts.
- Categorize your products and automatically convert your categories into navigation for your customers.
- Front and promote the products you want your customers to see.

Brand	Name	SKU	Price	Cost	Status
Acer	Acer H20 Component Input AVI Selector	0929	136.36		On
Acer	The Aspire 5030 4870 Notebook w/ Windows Vista	LA.AA09A.002	975.97		On
Acer	AcerPower 2000 Pentium 4 Processor 512 w/ Vista Business	AF2000-UD61C	824.80		On
Acer	Acer TravelMate 5200 Notebook w/ Vista Business	LA.TA102.002	838.80		On
Acer	Acer TravelMate 4250 Notebook w/ Windows Vista	LA.TA062.001	1127.97		On
Acer	Acer 17" Slim LCD Monitor	ET.17060.000	176.99		Off
Acer	Acer TravelMate 6210 w/ Vista Ultimate Edition	LA.TA09A.007	2766.17		On
Acer	Acer 21" Widescreen LCD Monitor - AL2104000	AL2104000	176.99		On
Acer	Acer 19" LCD Monitor	ET.1908.000	160.99		On
Acer	AcerPower 2000 Core 2 Duo E6300 w/ Vista Business	AF2000-UD61C	788.47		On
Acer	AcerPower 79 960Power Desktop w/ Vista Business	AFPA-62320C	468.37		On
Acer	Acer 19" LCD Monitor	ET.1908.000	140.99		Off
Acer	Acer Aspire 5030 4870 Desktop 3000+ 312MB L2 Cache, 1.80TB Network	LA.AA09A.004	142.75		On
Acer	AcerPower 2000 Slim Desktop PC - Windows XP Pro	AF2000-UD600P	594.99		On
Acer	Acer TravelMate 6210 Pentium 4 Tablet PC	LA.TA09A.008	1066.77		Off
Acer	Acer Aspire 1609 Gateway Notebook	LA.AA09A.021	816.99		Off
Acer	AcerPower 79 Desktop - Intel Core 2 Duo E6300, 2GB RAM, Windows XP Pro	AFPA-62320P	588.99		On
Acer	AcerPower 79 Desktop - Intel Core 2 Duo E6300, 1GB RAM, Windows XP Pro	AFPA-62320P	476.99		On
Acer	Acer TravelMate Notebook - Intel Core 2 Duo T5500, 1GB RAM, Windows XP Pro	LA.TA09A.001	867.46		On
Acer	Acer Aspire 5070LJL-1200 Intel Core Duo Processor T2200 Notebook	LA.AA170.003	1092.77		Off
Acer	Acer TravelMate Notebook - Intel Celeron M 440 1.80GHz - 16.1" WQXGA, Windows XP Professional	LA.TA09A.040	560.97		On
Acer	TravelMate 750210-0240 Notebook w/ XP Pro	LA.TA09A.110	8.99		Off
Acer	Acer 21" Widescreen TFT LCD	ET.2102.010	660.97		On
Acer	Acer Aspire 5030 Notebook Computer	LA.AA170.001	1062.97		Off
Acer	Acer Aspire 5030 Notebook	LA.AA170.007	142.75		Off



## Manage - At-a-Glance Order Management

### Order Management

- At-a-Glance order status with color coded status flags.
- Account manager where users accounts are added, customer discounts can be applied, and purchase orders can be accepted.
- Create your own auto-responses for order received and shipped.
- Combine a customers internet and phone orders into a single order number.
- Breakup orders into multiple shipments.
- Fully integrated credit card processing system with encrypted credit card number.
- Print Packing Slips with or without pricing information.

- Reporting with graphs and charts.

Includes features such as order trends, Gross and Net income, Top Products and Top Returns help you analyze marketing efforts.

**Order No: 000002**    Flag:     Status:

**Order Summary**  
 Date: 7/22/2008 12:07:32 PM | Shipper: USPS | Method: USPS Parcel  
 Subtotal: \$48.00 | Shipping: \$12.00 | Tax: \$3.00 | Discounts: \$0.00 | Total: \$63.00  
 Ordered: \$64.00 | Collected: \$0.00 | Refunded: \$0.00 | Refunded: \$0.00 | Balance: \$64.00

**Customer Information**

Billing Address	Shipping Address
Address: Voice Fax: PO Box 631 Round Lake IL, 60073 US P: 547-201-1044 vpsw@a-shop-resolutions.com	Address: <a href="#">Packingslip</a> Voice Fax: PO Box 631 Round Lake IL, 60073 US P: 547-201-1044 vpsw@a-shop-resolutions.com

**Ordered Items**

SKU	Product	Qty	Price	Tax	Total
IS-12 (P3205-1)	IS-12 (1 1/2" x 2") pre-inked stamp	1	\$29.00	\$1.35	\$29.95
IS-32 (P19-1)	IS-32 (5/8") round pre-inked stamp	1	\$18.00	\$1.23	\$18.95
IS-55 (P91-4)	IS-55 (1 3/4") round pre-inked stamp - 4	2	\$41.00	\$5.45	\$86.90
W-0500c	Wesl 5500-C type hand de plate date (2" x 2")	1	\$15.00	\$0.36	\$15.36
W-0500c	Wesl 5500-C type hand de plate date (2" x 2")	1	\$1.00	\$0.36	\$1.36

Note: Tax not included in item total. [Add Item to Order](#)

**Shipments**

Shipper	Method	Tracking Number	Date Shipped
USPS	USPS Parcel	1230000000002	7/22/2008
<b>Shipped Items</b>			
Qty: 1	Item: IS-12 (1 1/2" x 2") pre-inked stamp		
USPS	USPS Express	1230000000002	7/22/2008
<b>Shipped Items</b>			
Qty: 1	Item: IS-32 (5/8") round pre-inked stamp		
USPS	USPS Parcel	1230000000002	7/22/2008
<b>Shipped Items</b>			
Qty: 1	Item: IS-32 (5/8") round pre-inked stamp		

[Add Shipment](#)

**Transactions**  
 Credit Cards Transactions





## Sell

- *The sales tools you want; The security your customers demand*

## Easy & Secure Checkout

- Quick and easy 3 step checkout process.
- Fully encrypted credit card processing system supports Visa, Master Card, Discover, and American Express, or PayPal.
- Host based firewall
- User Account Management with order history.

## Sales Tools

- Search Engine to help you customers find what they are looking for.
- Ecommerce and content are seamlessly integrated into a single site.
- Versatile sales management with a rule set that allows individual products, groups of products, or entire product lines to be placed on sale
- Auto price management (adjust the cost and the price is automatically calculated based on preset markup rules that you define)
- Specify META tags for search engine optimization.
- Create electronic coupon codes for sales promotions.

The screenshot displays the a.SHOP website interface. The top navigation bar includes the ALPHAWARE logo, a shopping cart icon with '4 items', and a search bar. Below the navigation, there are tabs for 'Content', 'Catalog', 'Orders', and 'Accounts'. A sidebar on the left lists various product categories such as Processors, Motherboards, Memory, Hard Disk Drives & Storage, Monitors, Networking, Printers, Add-in Cards, Optical Drives (DVD / CD), Software, Input Devices, Cables & Accessories, Power Systems, Video / 3D Cards, Systems, Digital Cameras, Digital Video Cameras, and PlayStation 2, Xbox 360, Wii.

The main content area shows a 'Billing and Shipping Information' form with a progress indicator (1, 2, 3) and a 'Create Account - Optional' section. The form includes fields for Company, First Name, Last Name, Address, City, State, Zip Code, Phone, and E-mail. The 'Create Account' section has checkboxes for 'Please create an account for me.', 'I would like to receive the Alphaware...', and 'I would like to receive Alphaware.com...'. A 'Submit' button is visible at the bottom of the form.

Overlaid on the right side of the screenshot is a 'Coupons' creation form. It features a search bar, a 'Coupon Code' field, 'Effective Date' and 'Expire Date' fields with calendar icons, a 'Discount Type' section with radio buttons for 'Percent Off' (selected) and 'Dollars Off', an 'Amount' field, and 'Free Shipping' and 'Minimum Order Amount (\$)' sections. The 'Maximum Order Amount (\$)' section is also present. 'Submit' and 'Cancel' buttons are at the bottom of the coupon form.