



World Merchant System™ 2.1 – E-commerce just got easier

The next era of the e-business evolution is here! Experience the power of the Internet working for you, as one of Worldsites' most successful systems becomes even better. The World Merchant System 2.1 provides the same secure, dynamic turn-key solution to e-commerce as before, while incorporating many new market-driven features.

A sample of new functions included with the new WMS 2.1

- **Today's Special/ New Additions Flags:** This feature graphically points out any new products or daily specials in your virtual store. And you can update these flags at any time from any computer with an Internet connection! This is great for directing customers to specific products you want to sell!
- **Content Editor:** Keep your stock fresh and your content even fresher with the new Content Editor. Changing on-site text has never been easier or more convenient.
- **UPS/ Fed Ex Shipping Options:** Clients from certain regions now have the choice of dealing with UPS and Fed Ex, as well as the other shipping options available on the WMS. And the WMS 2.1 automatically calculates these charges and includes them in the final tally!
- **Custom Catalogue:** Imagine a personal wish list to remind customers what items, from your store, they want to purchase. This feature lets customers add items to their own personalized catalogue. And when customers return to your site at some

- point in the future, they can transfer the contents to a shopping basket and complete the sale!
- **Site Reports:** Be on top of the activity going on in your site. Track customers, sales, and stock online!
- **Inventory Tracking:** Take the guesswork out of knowing what you have on hand and automatically preset reorder levels to ensure automatic e-mail notification when stock is low.
- **Banner Advertising:** Target on-site banner advertisements to customers based on the product categories they search.
- **Electronic Software Distribution:** With more and more software sold directly over the Internet, the WMS 2.1 comes equipped with the technology to help your business take advantage of this rapidly expanding market opportunity.
- **Transaction Processing:** Process credit card sales in real time over the Internet. The WMS 2.1 is compatible with a multitude

- of third-party credit card processors situated around the world. However, you can also accept credit cards through a secure e-mail connection and input them as you would mail or phone orders.
- **Self-Administration:** Changing your prices or adding to your inventory is a snap with our detailed administrative section. This allows you to make the changes you need when you need them.
- **Personal Shopping Cart Technology:** Let shoppers add items to their virtual shopping cart as they browse your store. Automatically calculates taxes and shipping costs to make the experience as pleasant as possible for your customers.
- **Targeted Marketing Technology™:** This mailing list feature stores your customers' e-mail addresses to make communicating new promotions or information quick and easy.

For more information, contact:



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