



12

Reasons to choose marketplace

1

A standard packaged solution...

marketplace is a standardised NAV integrated product that is installed with a default e-commerce solution. The package includes all the pages and specific web parts so that after connecting it to the relevant NAV database the e-commerce site can be up and running in minutes. From there the customisation can begin ...



2

Innovative technology ...

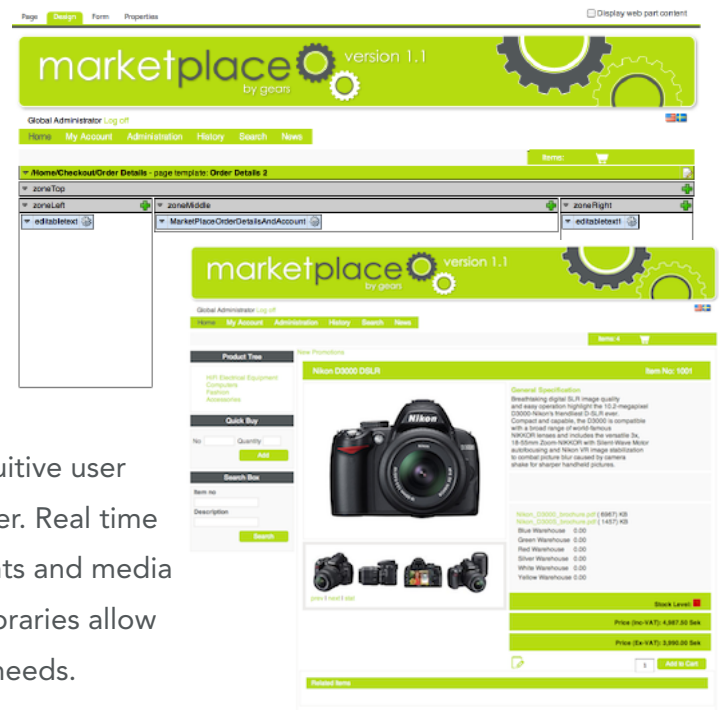
Providing true real-time integration the gearsNAVadaptor has been built from the ground up for speed and flexibility. The default **marketplace** functionality can be extended within NAV to expose almost any part or Addon to Navision. The gearsNAVadaptor can also be configured to communicate with a number of Navision Application Services.

3

Sophisticated but simple to use CMS

Although **marketplace** comes with a standard ecommerce installation, new sites can easily be created using the concepts of master pages, page layouts, page templates and web parts. Together these building blocks provide enormous flexibility to create what you wish to achieve.

gearsCMS provides an attractive and intuitive user interface which is easy to learn and master. Real time displays/previews of the site, site elements and media and a host of features including media libraries allow administrators to focus on their specific needs.



4

















































Open Code

marketplace may offer a standard solution but what happens when our partner wants to take development further? The solution is also largely 'open code' subject to permissions sign-off when becoming a partner of gearsERP. Enormous freedom exists for our partners to further develop the standard solution for their clients specific needs.

5

Design

Traditionally there have been limits to the quality of design that can be added to NAV integrated sites. That is not the case with marketplace; utilising WebParts, Design Envelopes and Transformations managed from CSS style sheets there is immense flexibility in the design potential of a marketplace site.

Actions	Display name	Code name
  	Corporate Site	CorporateSite
  	Corporate Site - Gray and Blue	CorporateSiteGrayBlue
  	Corporate Site - Mobile device	CorporateSiteMobile
  	Corporate site printer styles	CorporateSitePrinter
  	MarketPlace Balance	MarketPlaceBalance
  	MarketPlace Buttons	MarketPlaceButtons
  	MarketPlace Cart Control	MarketPlaceCartControl
  	MarketPlace Envelopes	MarketPlaceEnvelopes
  	MarketPlace Forms	MarketPlaceForms
  	MarketPlace Layout Structure	MarketPlaceLayoutStructure
  	MarketPlace Menus	MarketPlaceMenus
  	MarketPlace MyAccount	MarketPlaceMyAccount
  	MarketPlace Navigation	MarketPlaceNavigation
  	MarketPlace Standards	MarketPlaceStandards
  	MarketPlace Transformations	MarketPlaceTransformations
  	MarketPlace Web Parts	MarketPlaceWebParts

6

Flexibility

Whether utilising information in NAV or from the content management solution the **marketplace** product offers enormous flexibility. The standard solution offers settings for individual webparts to adjust behaviour, and the solution can be further customised to to accomodate your business needs.

B2CB2B

Business to Consumer to Business

marketplace has been developed to a B2C specification providing the ability to optimise both speed and aesthetic. With the security features of the solution, settings can be configured as a B2B site or even a hybrid site, enabling product views and information to be exposed to all whilst only registered users can see price or order.

7

8

Management & Reporting

marketplace comes with a host of functionality for the management of orders. This includes sales, invoices, shipping, return receipt and credit memo histories as well as tools such as impersonation and transaction manager. Want more? If it exists in the NAV database it can be exposed in the marketplace solution.

(may require additional coding)



No	Type	Order Date	Amount
1001	Order	6/2/2010	(8,550.00 Sek)
1002	Order	6/4/2010	(8,910.24 Sek)
1003	Order	6/4/2010	(11,400.00 Sek)
1004	Order	6/4/2010	(68.68 Sek)
1005	Order	6/9/2010	(280.91 Sek)
1006	Order	6/9/2010	(1,325.00 Sek)
1007	Order	6/15/2010	(1,325.00 Sek)
1008	Order	6/17/2010	(1,325.00 Sek)

9

Languages

marketplace also offers extensive language management. The simple content management UI enables different language versions of sites to be created quickly and the phrase library ensures that common calls can be language specific or default. The site can also show the language version subject to the user login or browser language as well of course of being able to handle cyrillic languages.

Actions	Culture name ▲	Culture code	Culture short name
 	Chinese - China	zh-CN	Chinese
 	Chinese - Hong Kong SAR	zh-HK	Chinese
 	Chinese - Macau SAR	zh-MO	Chinese
 	Chinese - Singapore	zh-SG	Chinese
 	Chinese - Taiwan	zh-TW	Chinese
 	Croatian - Croatia	hr-HR	Croatian
 	Czech - Czech Republic	cs-CZ	Czech
 	Danish - Denmark	da-DK	Danish
 	Dutch - Belgium	nl-BE	Dutch

10

Search Engine Optimisation

With the importance of SEO today in order to gain the highest site rankings possible it is unthinkable not to develop an e-commerce solution with strong SEO functionality. From extensive options to add keyword and metadata to specific pages to SEO friendly URLs and the ability to add alias URLs marketplace offers the highest standard SEO support.

11

Email Management

Want to notify your customers of new deals or specific groups about the availability of new products? Simply want to confirm that their orders have been received? Within marketplace is a simple to use but comprehensive email management tool which enables standard and html email management.

12

To Infinity and Beyond!

Well not quite but we've left one of the best reasons to use marketplace until last. We are only at the beginning! The product you see to today offers exceptional integration with NAV and is supported by a robust and comprehensive CMS but the only way we can make marketplace the best is to continue developing and moving forward.

If you have functionality that you feel should be standard in marketplace and for which you have customer interest then talk to us. If we agree we will develop it free of charge and you can be assured that you and your clients are getting the best possible product.