



## Solutions Overview

Logistica Solutions produces three e-commerce software solutions:



- EcomStor SEO – Third generation e-commerce based on the osCommerce platform
- EcomStor SEO Suite – Includes InteGrazon to take existing applications and integrate them with more than 50 other Web-based applications
- InterpriStor – Enterprise-grade solutions with the ability to process all freight delivery methods - National Parcel, LTL, TL, Intermodal and International Parcel, LTL, Cargo (UPS, FedEx, DHL, Freightquote.com, FedEx Freight, Con-Way, Yellow, USF and BAX Global)



## Capabilities

Imagine an e-commerce program that YOU could fully control without costly programming and that could be accessed from any computer and integrated with dozens and dozens of existing Internet applications – all the while working seamlessly with your chosen freight-delivery method and bringing your site to the top of a search engine's results. Such a program is REAL—and waiting for you. Welcome to EcomStor, the third generation osCommerce 2.2 e-commerce solution, available in fourteen major languages.

### 100% Template Driven – No Programming

The philosophy of this site is simple: Ample Web site design tools are placed entirely at your disposal, so that YOU can control the entire look and feel of your site. Whether you choose to edit the site's appearance with any online HTML editor, WYSIWYG templates, or Free

Flow design layouts, you now possess all the design control you always wanted but never had.

### Search Engine Optimization

Unlike past e-commerce designs, EcomStor shines with strong Search Engine Optimization features necessary in today's Internet world. There is no other program at any price that does more to get your products listed and sold.

### Hybrid Static Page / Dynamic Pages - Static for Search Engines yet Dynamic for Speed and Reliability

- Meta Tags and Keywords on Each Page
- SEO URLs
- RSS / Web 2.0 Ready
- Social network engine ready - LinkedIn, Facebook and MySpace
- Social Bookmarking
- Word Clouds



- Wikis, blogs
- Pay-Per-Click Pages
- Add This - Bookmarking
- Shopping lists for quick sales
- Google AdSense - fully enabled & Google Analytics
- Shop search engine ready
- Site maps - Google - Yahoo - MSN Bing - Ask - XML
- Site submission

There's no need to give up those legacy programs that you know like the back of your hand.

## Fully Integrated with Web Applications

Using an XML API called InteGrazon, EcomStor can be fully integrated with more than 50 other open source and commercial Web-based programs. Ideal for existing e-commerce sites, InteGrazon quickly adds on other features (with links), connects databases, joins and integrates legacy programs—all from a centralized location. It also supports creation of other sites (for example, a site for a branch office) with a different name and different look-and-feel.

## 3<sup>rd</sup> Party Add-Ons

Additionally, the InteGrazon suite of open source and third party add-ons is included for your use, seemingly integrated into your e-commerce store. These capabilities can be found grouped under Site Management, Marketing, Content, SEO, CRM, Data, and Tools, readily available to accommodate your preferences for content management, site analytics, and more.

## Accounting & Database Connectivity

Our Accounting and Database tools also integrate with other applications. Every outside program you have used before to manage your Accounting and Database needs is now meshed into the EcomStor framework.



## Data API

EcomStor is also equipped for e-commerce data conversion. We can transfer any existing e-commerce data into our program, so you don't need to start over. We work with what you've built already, rather than tear it down and force you to start over. Therefore, you can pick up right where you left off.

## Payments

E-commerce payments are made easy with EcomStor – as always, we integrate with everyone. This means that whether you prefer to use PayPal, Google Checkout or something in between, EcomStor will accommodate whatever you choose.

## Shipping

Our shipping modules are equally flexible and will enable your company to reduce overall shipping costs, errors, charge-backs, and processing times, as well as increase your profits from all Web-based and administrative transactions. Using EcomStor, you can look up freight prices for the products you want to buy, then automatically receive confirmation of product information and prices in Adobe PDF format. Our instant quotes are the same ones you would get if you called a shipping company and sat on the phone for hours on hold. Need we say more?



## Submit To Search Shop Engines

Shopping is made simple with EcomStor's ability to export your product directly to search shop engines. Also, we offer ways to easily promote your products and increase sales volume by creating specials by category, cross-selling, and sales on any product by using percentage or dollar amount discounts.

## Web 2.0



Our RSS capabilities far surpass those of older e-commerce programs. You can syndicate your data feed with any program you choose.

All social networking sites are compatible with EcomStor. This feature allows you to communicate with your customers and maintain a strong customer base.

## Quick Feature Listing

- 100% Web-based – Access through Internet browsers such as Microsoft Internet Explorer® and Mozilla Firefox
- 100% template controlled - 100% no programming



- Upgrade data conversion from osCommerce , CRE Loaded™, OsCMax, and Zen Cart™
- Uses all the Shipping and Payment modules of osCommerce
- **E-commerce** – Store - Vendors - Catalogs - Products - Customers - Orders - Shipping
- Site Management – WYSIWYG Editor - Site File Management - Localization
- **Marketing** – Link Exchange - Banner Ads - Google AdSense - Classified Ads - Polls & Surveys - Email Marketing - Affiliate Marketing
- **Content** – Content Management - Blogs - Wikis - Articles - Video & Podcasting - Images - RSS
- **SEO** – Site Analytics - Shop Engine Submission - Site Search - SEO Page Generation
- **CRM** – Live Chat - Help Desk - Support Tickets - FAQ - Forums - CRM Management
- **Data** – Database Editor - Backup - Import & Export - Integration - EDI - Conversion - Report Writers
- **Tools** – File Management - WYSIWYG Editor - Graphic Editor - Office Suites - Document Management - Desktop Sharing

**With all this in mind ... what are you waiting for?  
EcomStor.**