

## OVERVIEW

Island Pacific SmartWeb provides today's multichannel retailer's with an e-Commerce website which is fully responsive.

In retail, it's crucial to have an easily maintainable e-commerce site that ties in carefully with your other sales channels, while providing a slick experience for your customers. Island Pacific SmartWeb is an invaluable software solution that gives users the freedom to create a compelling online presence, while remaining flexible enough to ensure your website keeps up with the changing demands placed on your business.

Use Island Pacific SmartWeb to create a unique site that blends with your brand, across devices. Utilize SEO tools, third party connectors and all of the well-known payment options. Intuitive menu structures, multiple product images with dynamic zooming, numerous product options; these are just some of the features that make Island Pacific SmartWeb the go-to software solution for online retailers.

Behind the scenes, Island Pacific SmartWeb also makes it easy for you to track stock across multiple channels, update deals and promotions in real time, and amend pricing at the click of a button. Highlight 'related items' to up sell to consumers, and track all online transactions in detail for effective and fully integrated multi-channel business analytics. For a demo, or to find out more, contact us today.

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## BENEFITS

- **Best practice:** Island Pacific SmartWeb uses online retail best practice, so users feel confident to buy.
- **Mobile-ready:** Give customers an integrated experience across devices.
- **Customizable:** Choose themed backgrounds and branding, upload multiple product images and select range layouts.
- **Interactive:** Product options such as size, color and material are all displayed, as well as dynamic zooming, meaning customers can shape their online experience.
- **Up sell:** Increase conversion rates by helping customers to find products fast, multi-select items and view related products.
- **Intuitive administration:** The facility is very easy to use – make product changes, manage customer reviews and more.
- **Truly multi-channel:** Integrate with other Island Pacific or third party solutions to track stock allocation, online transactions, sales and to measure KPIs.
- **Expert support:** Island Pacific will recommend new functionality as it becomes available, keeping your online presence fresh and relevant.

Island Pacific SmartWeb includes the modules on the right, available separately or as an integrated solution:

SEO
Digital Marketing Services
SmartWeb Customer Portal
SmartWeb Supplier Portal
Third Party Connectors
Ecommerce
Responsive Web

“ What Island Pacific gave us was a fresh and exciting new website that could excite our customers and families, and an integrated order management system which can deal with multiple channels. ”

- David Oakley, Hamleys Head of IT

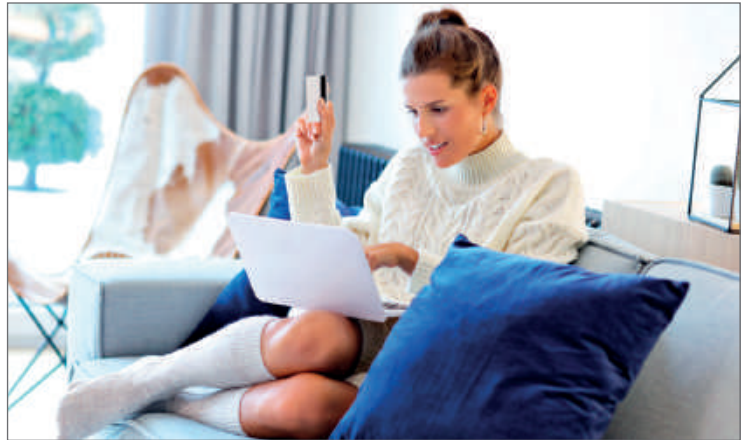
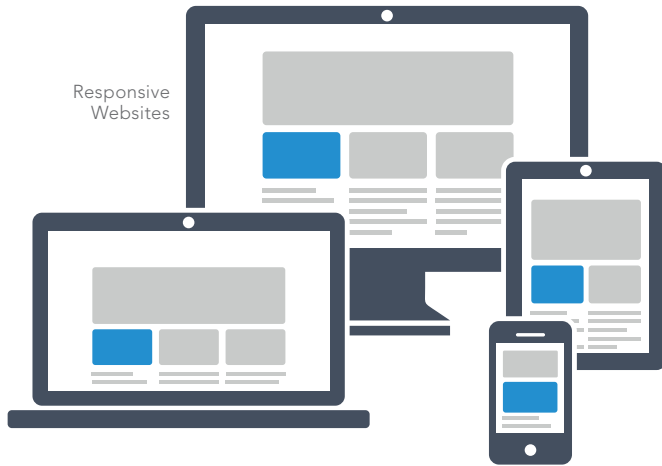
SUMMARY OF RESULTS - The adoption of the Island Pacific solution has offered a number of measurable benefits, demonstrating return on investment. These include:

**10-15% cost reduction.** This includes savings in outsourcing, management, order processing, stock holding and fulfilment.

**21% increase** in visitors to the website as a result of the improved customer experience.

**2 – 1** reduction in the number of platforms.





## FEATURES

**Web store:** Create a unique, customized online presence using a broad selection of tried and tested layouts.

**Mobile store:** Ensure your web presence works across desktop and mobile devices.

**Secure payment:** All popular e-commerce payment options are supported, with payment pages fully secured for customer peace of mind.

**Third party connectors:** Link to social media, such as Facebook and Twitter, to encourage online endorsements

**SEO tools:** Improve search rankings to stay one step ahead of your competitors.

**Discounts:** Easily assign offers, deals and promotions –directly on the web.

**Stock control:** Measure and assign stock as required, across multiple channels.

