

# Island Pacific SmartWeb



## Overview

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.

## SmartWeb

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

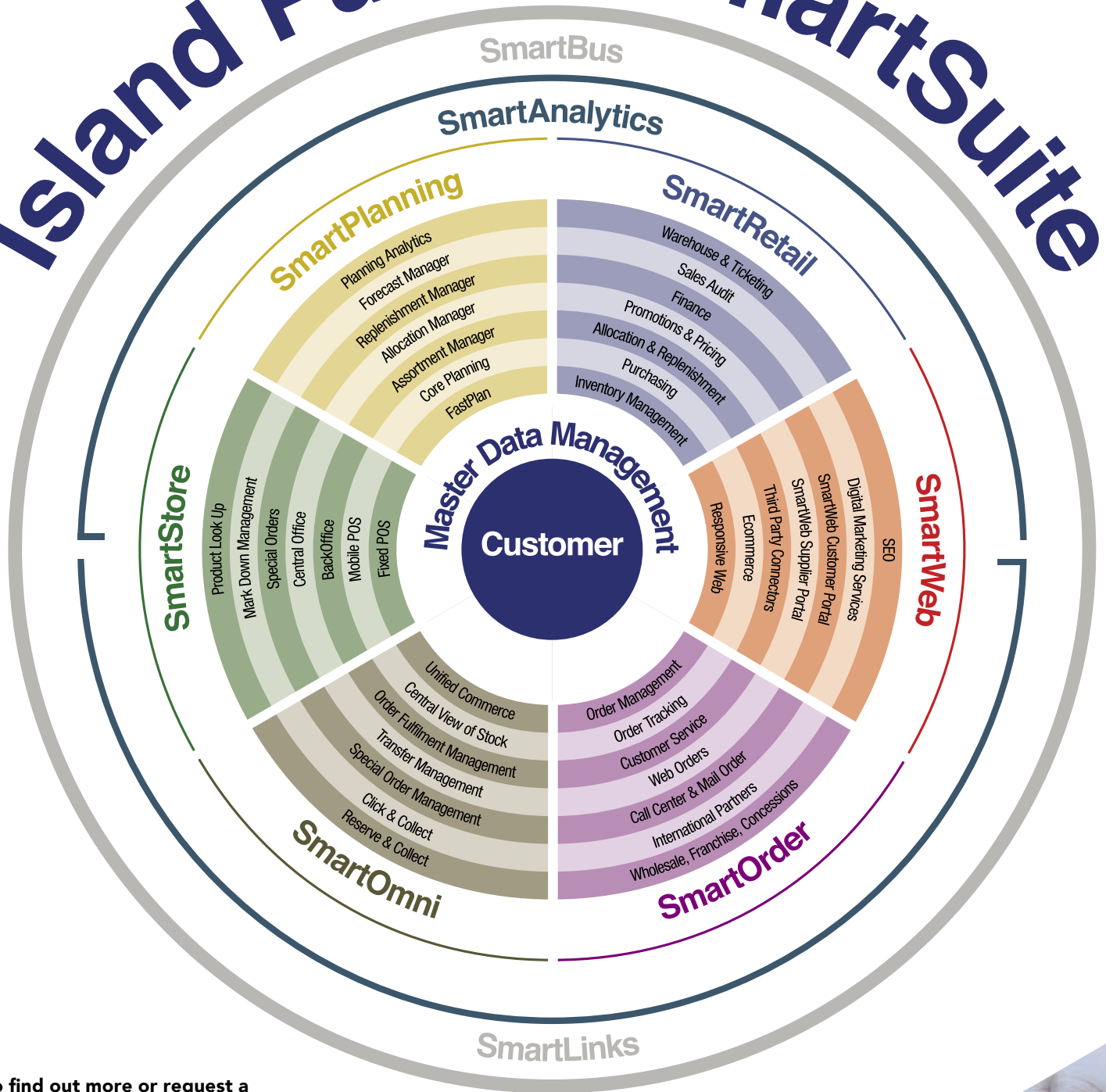
## Benefits

- ▼ **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

## 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

# Island Pacific SmartSuite



To find out more or request a demo please contact us on:

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