

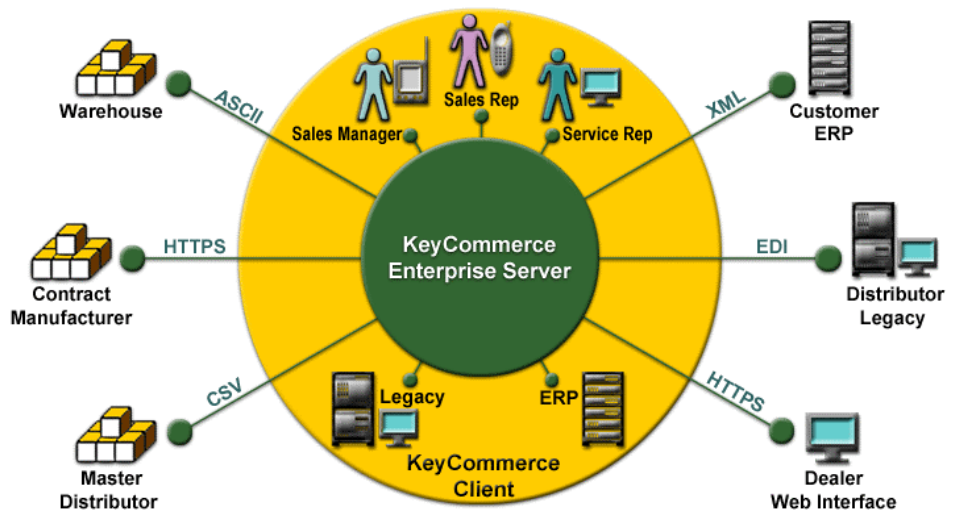


**In today's economy manufactures and distributors are facing significant challenges due to decreasing purchasing budgets and increasing competition.**

KeyCommerce enables enterprises and system integrators to deploy robust, web-based and channel-friendly sales engines. The KeyCommerce Enterprise Server (KCES) software application allows manufactures and distributors to build a consolidated sell-side solution across multiple sales channels to support both direct and indirect sales transactions.

KCES provides the functionality that enable enterprises that have multi-faceted sales, distribution and delivery channels to:

- **Extend their reach** to more sales and partner channels and consolidate the multi-channel management
- **Increase revenues** by enabling global sales on a 24x7 basis, increasing channel velocity and inventory visibility
- **Reduce costs** by minimizing labor consuming paper work associated with order and payment processing
- **Improve response** time by reducing friction and streamlining interaction via electronic channel communications
- **Make better business decisions** based on accurate product assessments, buying trends and ordering analysis.

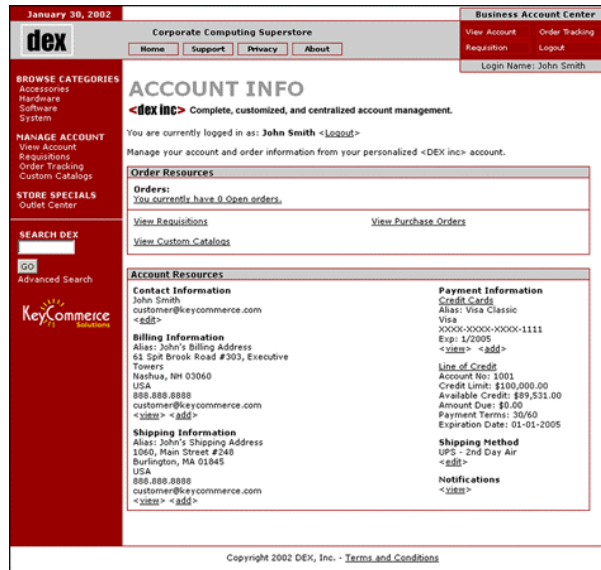


For more information please contact us or visit our web site at <http://www.keycommerce.com>.

# KeyCommerce Enterprise Server

## Additional Features

- **Increase Customer Satisfaction** - Empower customer self-service, deliver personalized content and pricing and minimize the involvement of customer service.
- **Integrate the Back Office** - Capitalize on the flexibility to integrate this sell-side to your ERP and legacy system using standard and custom communication protocols and formats.
- **Reduce Time to Market** - Rich with out-of-the-box sophisticated B2B features that meet complex business needs and significantly reduce customization effort.
- **Grow As You Go** - Highly scalable application that allows future growth without additional customization, and adds flexibility to respond quickly to changes in the market.
- **Open Standard / Architecture** - The product is J2EE1.3 and EJB2.0 compliant, making it compatible with several operating systems, web, application and database servers.
- **Available Source** - Increase IT productivity with reuse of the design object models and the source code provided with the purchase of the license.



The Business Account Center provides a central location for the customers to interact with the system to address their major business needs.

## Key Features

### Order Management

Cover the full ordering cycle from pre-entry to fulfillment. Create, accept, process and manage requisitions and purchase orders, and provide consolidated order status.

### Payment Management

Provide multiple payment methods including lines of credit and credit cards, online payment processing and approval of line of credits, setting payment terms and generating invoices.

### Catalog Management

Create and manage multiple catalogs and sub-catalogs with unlimited categories and sub-categories and customer specific visibility.

### Product Management

Create, manage and sell simple and complex products. Support for assemblies, bundles, substitutes and product classifications.

### Inventory Management

Create, manage and maintain product inventory and wholesale pricing across multiple suppliers and warehouses. Control and maintain product fulfillment routing logic.

### Customer Account Management

Create and manage personalized individual and business customer accounts and define their groups, authorizations and their custom specific pricing.

### Back Office Account Management

Create and maintain user accounts, roles, authorizations and privileges for members of the sales, service and operations departments.

### Analysis Management

Create and generate on-the-fly reports and trends including product assessments, buying trends, ordering behavior and response times.



The Back Office provides a central location for your personnel to interact with the system to conduct business and manage daily operations.

### Marketing Management

Utilize the analytical capabilities to create and manage targeted product promotions and specials based on customers' needs and preferences.

### Content Management

Create, manage and deliver personalized dynamic and static content to the user. Utilize the built-in WYSIWYG HTML editor for easy creation of vibrant content.



KeyCommerce, Inc.  
61 Spit Brook Road  
Nashua, New Hampshire 03060  
603.897.1213 / Fax 603.897.1885  
inquiry@keycommerce.com