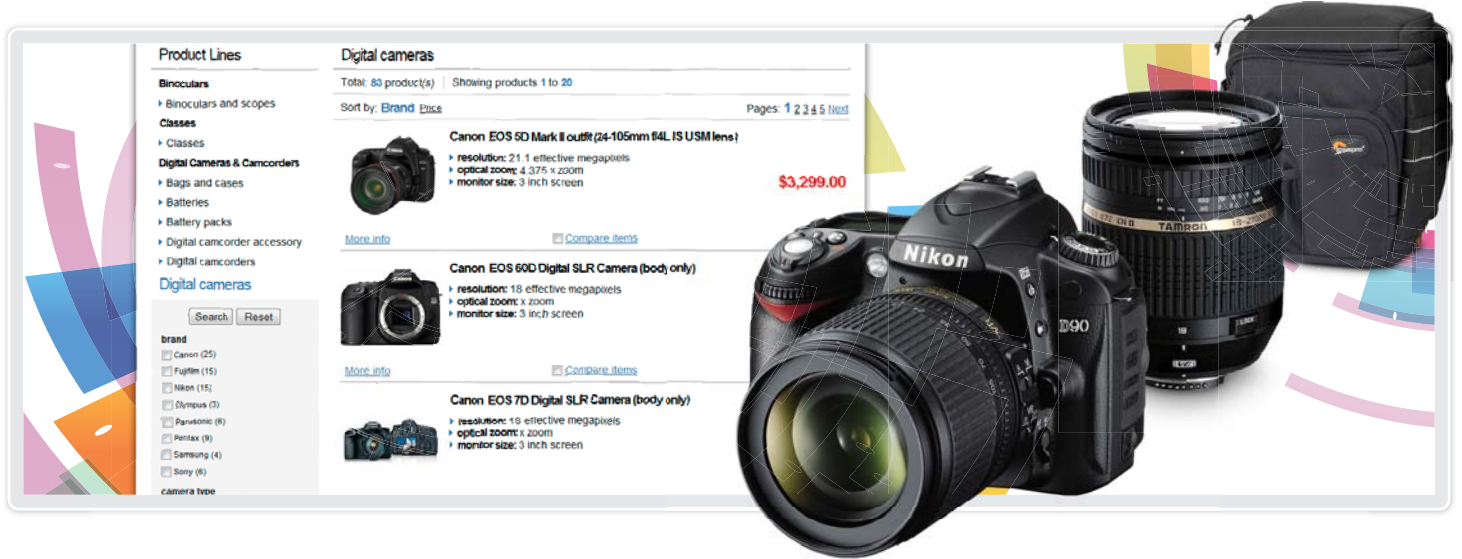


eCommerce WebStore





It's as simple as click and sell!



Operating a leading online store with the best shopping features has never been easier and more affordable. All the best shopping features are automated and come standard.

Electronic Product Catalogue	Complete Product Spec sheet	Comparison Shopping	Automated Smart Accessory Suggestions	Dynamic Parametric Search
Integrated Product Information Database	Shopping Cart and Secure Online Payment Gateway	Promotions and Coupons Module	Advanced Product Catalogue SEO	No Programming Required

Make sure to activate these add-ons

 Managed Product Information	 SEO Advanced Package	 Product Ratings and Reviews	 Warranties: Extended Plan Coverage
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If you don't showcase your products online you simply don't exist! Consumers will go shopping elsewhere.

Considering that the web is now the main source used by consumers to obtain product information and to start their purchasing decision process, it is as important to display your products online as it is to stock your store's shelves. In today's competitive market, if you're unable to showcase your complete product offering, to provide detailed product information and to make available the tools to assist consumers in their purchasing decision process, you simply don't exist! If consumers can't find the product they are looking for on your WebStore, they will go shopping elsewhere.

Your WebStore is the cornerstone of all your marketing and advertising initiatives.

It is your best marketing and advertising initiative to advertise, promote and sell your products online or in-store and to grow your business. All your offline and online advertising is complemented by your WebStore as a source of information or to complete a purchase. To efficiently compete and succeed today, you need a complete WebStore.

With the Dakis eCommerce WebStore, you will:

- Become a destination for consumers by providing complete product information and tools to facilitate their purchasing decision process.
- Make more money: make your online store relevant to consumers, increase traffic and make more sales online or in-store.
- Maximize basket size and profitability with the Dakis Smart Cross-Selling™.
- Save time and money maintaining your eCommerce WebStore allowing you to focus on your core business.
- Lowest Total Cost to Operate: Less expensive to operate even compared to a free solution.
- Convey the professional image of a large company.

Dakis eCommerce WebStore: As simple as click & sell!

Selling online used to be an expensive and complicated project until now! You get the best shopping features including:

- Complete product spec sheet
- eCatalogue
- Smart Cross-Selling™
- Comparison shopping
- Parametric search
- Product search
- Integrated Shopping Cart and secure online payment gateway
- Promotions and coupons module
- Subscribe to Dakis' Managed Product Information Service to get structured and detailed product information database integrated with your WebStore
- A great looking and professional WebStore, creating a positive impression on consumers
- No programming required
- Manage your account online at mydakis.com
- No software to purchase, no large capital investment and no integration fees
- Frequent enhancements and new standard features at no additional cost so you can always offer consumers the latest and best shopping experience.

Highly automated so you can spend more time focusing on your core business

Best of all our systems are highly automated with the automated relevant cross-selling and integrated product information, leaving you more time to focus on your core business and greatly reducing your total cost of operations to maintain your online store. It's as simple as click & sell!

Always get the best standard features and upgrades for FREE

All standard software upgrades are included with your service at no additional costs and are installed seamlessly. This way you always offer your customers the best shopping experience, you always stay ahead of the competition and you protect your investment. This is the Dakis Advanced Selling Revolution!

Upgrade from the standard WebStore to the Advanced WebStore

Why do you need the Advanced WebStore? You get these additional features:

- Multi-Store features: Multi-Store shopping cart, reporting, Google maps and users.
- Special lifecycle catalogue pages: sections like new arrivals, hot deals, clearance center, Pro department, Canon store, Nikon store and so on.
- Guide consumers and offer a better shopping experience.
- Inventory level management: Set inventory quantities, make items unavailable when they are sold out and other related inventory features.
- Product priority tags (low, medium, high) to modify the listing in your eCatalogue.
- New Advanced Shopping Cart with more tax and shipping options - Ability to sell classes without shipping fees, ability to sell gift cards without taxes, ability to set shipping fees all the way to a single product.
- Ability to activate advanced payment gateways: Authorize.net payment gateway (USA) and Moneris gateway (Canada) are now available.

A few customers in action

To see a few clients in action using the Dakis WebStore, visit these sites:



www.jackscamera.com | www.cameracompany.com | www.bobsphoto.com | www.artscameras.com | www.calagaz.com

How is your current eCommerce WebStore solution?

Is it time consuming and expensive to operate your WebStore? You can't showcase your complete product offering with detailed product information and accessory suggestions? Are you underperforming online?

Retailers and manufacturers, large or small, we can help your better promote your products, offer consumers a better shopping experience, get more traffic, sell more, save time and money and make your life a whole lot easier. Now that's a return on investment (ROI) that keeps on giving! This is by far your most valuable marketing and advertising initiative to grow your business.

How to get started?

Start growing your business faster. Selling Made Easy, let's get in touch!

Contact Dakis at info@dakis.com or 514-931-8820 ext 221.