

Butler Commerce Solutions, Inc.

Product: Freedom Series/ec21 Web Commerce



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Technology

OS: i5 OS, Linux, Windows
Presentation: GUI, Browser based & Text based
DB: IBM DB2/400, DB2 for Windows & Linux, MySQL, MS SQL for Windows 2008
Delivery: Server & Client/Server, SaaS (Software as a Service)

Company History

Year company was founded: 1985
Total number of full time employees: 12

Release Information

Current Version Number as of June 2008: V3.0
New releases are made available: every 3-4 months

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The value of business-to-business Internet commerce is clear. Companies are selling millions of dollars of goods and services through this fourth channel. Electronic Commerce for the 21st Century (ec21) Web Commerce was designed in collaboration with wholesale distributors to offer internet customer service and order management functions required by wholesale distributors.

ec21 Web Commerce is completely integrated with our backend ec21 ERP package right out of the box. However, it is a fully customizable framework that allows Butler Commerce Solutions, Inc. to develop any additional functionality that you can envision. It is positioned to increase your market awareness and sales results, and will grow with you as you expand your business.

Overall business benefits from ec21 Web Commerce:

- **Search Engine Optimization** - increase your company's visibility by indexing all of you items and categories in your electronic catalog.
- **Web Site Analytics** - increase your marketing/sales effectiveness by knowing who visited and what they visited on your web site.
- **Ease of Use for your clients** - increase your sales by enabling your clients to easily navigate, search and place orders.
- **Ease of Management** - quickly change the appearance of the site, change features available to your clients, easily run management/sales reports.
- **B2B or B2C models available** - use the option that best fits your selling model. Multiply your sales avenues.
- **Support for multiple languages** - broaden your reach beyond US markets.

ec21 Web Commerce Main Features:

- Full electronic catalog support, variable category levels, extended descriptions, attributes and images for items and categories.
- Ability to customize the electronic catalog.
- Provides functionality for creating account-specific sub catalogs.
- Provides other real-time details on items, quantities and item backorder status.
- Advanced search capability allows searching by keywords, part numbers, manufacturers, etc.
- Capable of supporting an extensive catalog of 150,000+ items.
- Support for creating promotions, featured items, cross-sells, up-sells, discounts, etc.

Benefits to your clients:

- Access to current account statements-real time invoices.
- Real-time order status tracking with order details.
- Item history overview.
- Current account team information-names, contact info.

Benefits to your team:

- Monthly performance reports to help track sales goals.
- Top customer reports-provides reps and management insight into who their best accounts are.
- Customer summary for new accounts and a status overview for all accounts.
- Dynamically generated weekly order summary reports.
- Held order reports.
- Past due invoice reports.

