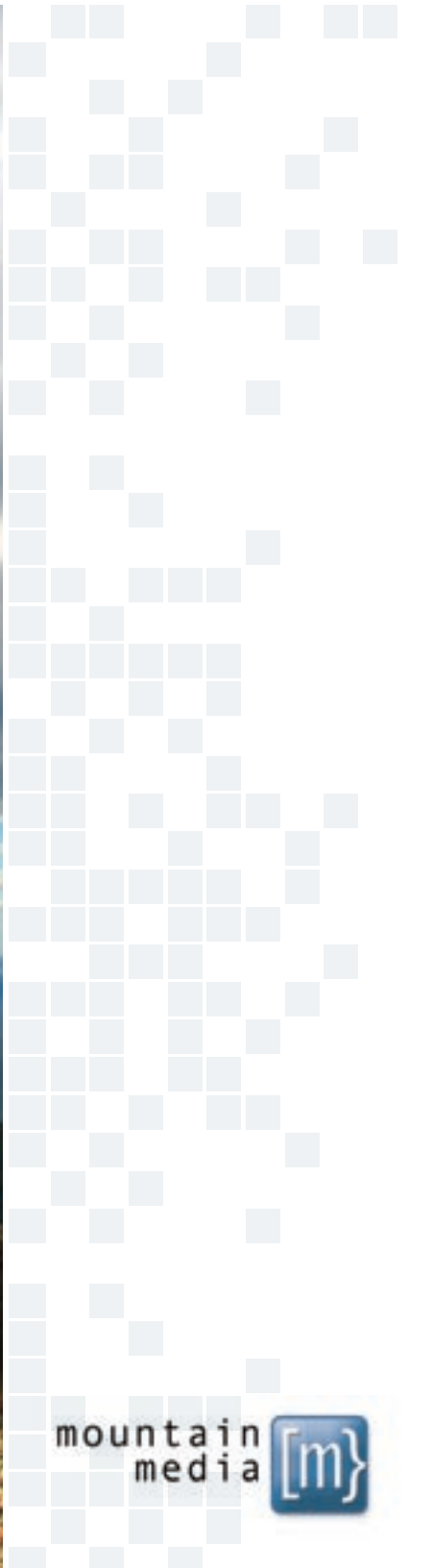




mountain  
commerce



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media



## Your Total eCommerce Solution

*Business demands versatility. Business demands rapid catalog construction and deployment.*

Mountain Commerce isn't just a fully customizable, professional, and effective eCommerce solution – it's one of the most comprehensive eCommerce packages on the market. Mountain Commerce has the strength to manage an entire online shopping mall, and the finesse to power an exclusive Web boutique.

Whether you're a technological wizard or an Internet novice, Mountain Commerce's highly-intuitive interface allows you to easily manage secure, feature-rich storefronts.

Mountain Media works with you every step of the way. Mountain Media's experienced team of designers, programmers, and writers partner with you to construct not simply an effective eCommerce solution, but a complete and unique Internet presence.

### Versatile & Fully Customizable

*Mountain Commerce's holistic eCommerce approach provides everything your business needs:*

- ▶ Hugely-successful Search Engine Optimization (SEO) and eMarketing
- ▶ Custom graphic design or assimilation of existing graphic design
- ▶ Easy-to-navigate product catalog
- ▶ Effective inventory management
- ▶ Easy-to-manage order fulfillment
- ▶ In-depth price management functions
- ▶ Automatic sales tax calculation by county
- ▶ Real-time credit card, debit card & check processing
- ▶ Advanced security and guaranteed reliability
- ▶ Superior Customer Relationship Management (CRM)
- ▶ Powerful analytical and reporting utilities

### Industry-Leading Search Engine Optimization & eMarketing

Search Engine Optimization (SEO) is the cornerstone of Mountain Commerce design architecture. Many Mountain Commerce clients enjoy top search engine placement for hundreds of relevant search phrases, thanks to Mountain Commerce's dynamic, search engine-friendly product catalog.

Mountain Commerce empowers site administrators with the ability to optimize every page on a website. "Normal text" URLs and XHTML 1.0 compliant source code encourage high rankings in search engines such as Google™, Yahoo!®, and MSN®.

Powerful e-mail list management supports up to 64 e-mail lists. Store owners can sort and manage individual customer accounts, generate history reports, and even manage multiple newsletter templates – all within the same intuitive interface. Mountain Commerce utilizes "best practices" to ensure your e-mail is not interpreted as spam.

### Your Very Own Graphic Design

Everyone knows a website must look good to sell products. Mountain Media's team of graphic designers have spent years honing their skills, developing attractive and successful websites. Each new design is a unique work – no two Mountain Media websites are alike; each reflects a client's unique identity and style.

Mountain Media doesn't believe in restricting a design to a template. Mountain Commerce allows incredible graphical creativity, including support for Flash, PHP, and many other common web technologies. Your new site will be custom-tailored to meet your needs, empowering you to sell more easily through your website.

If you already have a website you like, that's not a problem! Mountain Media's designers can capture your site's design and seamlessly integrate it within Mountain Commerce.



*Example website powered by Mountain Commerce*



*Example website powered by Mountain Commerce*



*Example website powered by Mountain Commerce*

## From Catalog Creation to Product Delivery

A strong product catalog promotes successful business. Mountain Media understands the complexity of setting up a product catalog, and we work with you to produce the best catalog possible.

*Mountain Commerce's flexible sales catalog features many exciting abilities:*

- ▶ Unlimited product image groups (thumbnail, standard, detail view)
- ▶ Multiple slideshow treatments
- ▶ Configurable text and checkbox fields
- ▶ Downloadable and subscription-based product support
- ▶ Recently viewed products, categories, and searches
- ▶ Features, specials, popular products
- ▶ Also purchased, related products
- ▶ Flexible search and sort options
- ▶ Retail, wholesale, and volume pricing
- ▶ Product option groupings
- ▶ Product Cloning



*Example of Administrative Tools*

*And customer orders are easily managed through Mountain Commerce's comprehensive order fulfillment system, featuring many essential functions:*

- ▶ Configurable generation & printing of invoices and packing slips
- ▶ Complete UPS integration – print shipping labels from your web browser!
- ▶ Automated order confirmation and status via e-mail
- ▶ Easy processing of additional transactions, post-authorizations and voids
- ▶ Partial-order fulfillment options
- ▶ Thorough logging of customer service-related correspondence
- ▶ Available Mail Order Management (MOM) integration
- ▶ Phone order management system



*Example of Administrative Tools*

## Promotions, Price Management, & Tax Calculation

To outpace competitors, price changes must appear quickly over multiple sales channels. Mountain Commerce features dynamic, real-time price control; optionally, price changes can be sent automatically to popular Internet product feeds such as Froogle™, BizRate®, and Shopping.com™.

Promotional pricing can be set up for any product, customer, order, or time frame. Wholesale, retail, and quantity pricing are all easily set through the Mountain Commerce interface. Customer discounts, features, specials, coupon codes, and basket-total discounts are all easily implemented through the same interface.

Sales tax, when applicable, is automatically added into an order. Mountain Commerce maintains and auto-updates all applicable tax tables for every county in the US. Any customer can be designated as tax-exempt, and any product can be listed as taxable vs. nontaxable.



*Example of Administrative Tools*

## Integrated Card & Check Services

Successful eCommerce requires acceptance of all popular payment methods. Mountain Media suggests integrating our Card & Check Services, which provides complete merchant and gateway services without subscribing to third-party services. Card & Check Services supports all major credit cards, debit cards, and electronic checks.

For clients with existing gateway accounts, Mountain Commerce also integrates seamlessly with Authorize.net®, Verisign®, PayPal®, and Card Service International®.

## Change is Good

Switching to Mountain Commerce is fast and easy. If you have an existing Web store, we offer services to migrate your old catalog into Mountain Commerce. If you're starting fresh, Mountain Media's talented staff will guide you through the process of setting up a new Web presence. Mountain Media's employees will be there to support you throughout the development process, ensuring the smoothest possible transition to your new Mountain Commerce-powered website.

Once your website is established, you'll enjoy all the benefits of Mountain Commerce: High visibility, easy point-and-click interface, fast loading, and everything else included with Mountain Commerce! Your website will be attractive, informative, and totally individual!

Pricing can vary based on individual services requested. For detailed information on pricing and services, please contact us by e-mail at [info@mountainmedia.com](mailto:info@mountainmedia.com) or by phone at (877) 583-0300.

## Security & Reliability

Mountain Commerce is designed around industry-standard FreeBSD, PHP and MySQL. This environment's performance, security and reliability are unparalleled in the industry – up-time for FreeBSD servers is often measured in years, while many alternatives require downtime approximately every 30 days.

*Mountain Commerce supports many powerful security features:*

- ▶ 128-bit SSL encryption
- ▶ Data encryption
- ▶ IP logging & blocking
- ▶ Geographically-based sales blocking for added security
- ▶ Granular permissions module
- ▶ Card & Check Services payment gateway within same data center

## CRM and Sales Intelligence

Customer Relationship Management (CRM) is tightly integrated throughout Mountain Commerce's order fulfillment process.

All customer information is stored in a single database; order status and history, shipping and back-order information, general account information, and more are all accessible to you, to your clients, and to your customer service representatives. An intuitive search-and-sort interface allows easy access to client information and correspondence logs.

Mountain Commerce also includes tools for building customer and inventory intelligence. Sales, tax, general financial, and affiliate reports provide powerful information. Real-time customer demographics help you see how purchasing patterns and product performance relate to Return On Investment (ROI).

*“Mountain Media was the open door at the end of a long trip...  
“Thank you again for your responsiveness, professionalism,  
advice and guidance.”*

– Melissa Bramlage  
Founder, SaraBear Company, LLC



## Complete eCommerce Graphic Development Packages

Mountain Media's skilled graphic designers will create an attractive, professional website for your business, allowing you to establish an effective Internet presence.

Our designers have created a wide variety of appealing, user-friendly websites for a variety of industries. With their talents, Mountain Media can custom-tailor your own website to meet your company's unique needs.

*All eCommerce graphic development packages include:*

- ▶ eCommerce consulting
- ▶ Project Management
- ▶ Site map and strategic planning
- ▶ Product catalog planning
- ▶ Custom graphic design
- ▶ Checkout design
- ▶ Incorporation of Web marketing "best practices"
- ▶ Cross-platform and multi-browser quality control
- ▶ Your own SSL certificate (first year included, annual renewal cost of \$150)

*We offer three convenient options to further meet our clients' needs:*

### Option A:

- ▶ 1 Custom Graphic Design concept
- ▶ Up to 2 design revisions included
- ▶ 8 pages of layout/content (content provided by client)

**Cost:** *Call for price*

### Option B:

- ▶ 2 Custom Graphic Design concepts
- ▶ Up to 3 design revisions included
- ▶ 12 pages of layout/content (content provided by client)

**Cost:** *Call for price*

### Option C:

- ▶ 3 Custom Graphic Design concepts
- ▶ Up to 4 design revisions included
- ▶ 15 pages of layout/content (content provided by client)

**Cost:** *Call for price*

## Catalog Development Services

Mountain Media understands that busy companies may not have time to fully populate a sales catalog. For that reason, we offer catalog development services to our clients.

Our experienced web developers can flesh out your catalog, giving it the refined and professional look that your company deserves.

*Mountain Media offers these services and more:*

- ▶ Data importing
- ▶ Product photography
- ▶ Product description authoring
- ▶ Image color correction, optimization, and cropping
- ▶ Placement of images & product descriptions into Mountain Commerce

*Catalog Development packages are competitively priced in 12-hour increments:*

- ▶ 12 hours: *Call for price*
- ▶ 24 hours: *Call for price*
- ▶ 36 hours: *Call for price*

## Additional Integration Services

If you already have a website and don't need graphical services, our skilled developers can integrate your existing online storefront into Mountain Commerce 6. Graphic design, product information, and more can be imported. Fees vary; please call (877) 583-0300 for more details.



*Example website powered by Mountain Commerce*



*Example website powered by Mountain Commerce*



*Example website powered by Mountain Commerce*

Services	Plan 1	Plan 2	Plan 3	Plan 4
<b>Resources</b>				
Number of Products	250	1000	5000	10000
Disk Space (storage) <sup>1</sup>	50 MB	100 MB	150 MB	250 MB
Bandwidth (monthly transfer) <sup>2</sup>	2 GB	4 GB	6 GB	8 GB
POP E-mail Accounts <sup>3</sup>	5	10	15	20
Webmail	✓	✓	✓	✓
Web-based E-mail Administration	✓	✓	✓	✓
<b>Marketing, Upselling, &amp; Search Engine Optimization (SEO)</b>				
Product Detail SEO	✓	✓	✓	✓
Category SEO	✓	✓	✓	✓
eNewsletter Tools	✓	✓	✓	✓
Data Feeds (Froogle, BizRate, etc.)		✓	✓	✓
Affiliates/Coupons		✓	✓	✓
Customer Discounts		✓	✓	✓
Features & Specials	✓	✓	✓	✓
"Popular Products"	✓	✓	✓	✓
"Also Purchased"	✓	✓	✓	✓
<b>Sales Catalog &amp; Order Fulfillment</b>				
Multiple Image Slideshow Formats	✓	✓	✓	✓
Auto Thumbnail Generation	✓	✓	✓	✓
"My Account"	✓	✓	✓	✓
UPS, USPS, & FedEx Shipping	✓	✓	✓	✓
Customer Relationship Management	✓	✓	✓	✓
Phone Order Management		✓	✓	✓
Inventory Management		✓	✓	✓
Supply Chain Management <sup>4</sup>			✓	✓
<b>Data Center &amp; Network</b>				
99.9% Uptime Guarantee	✓	✓	✓	✓
Off-Site Nightly Data Backup	✓	✓	✓	✓
UPS Battery Backup	✓	✓	✓	✓
Diesel Generator Power Backup	✓	✓	✓	✓
Fire Supression System	✓	✓	✓	✓
Multiple OC-48 Tier I Connections	✓	✓	✓	✓
<b>Monthly Cost*</b>	<b>\$69.95</b>	<b>\$99.95</b>	<b>\$149.95</b>	<b>\$199.95</b>

\*Price subject to change

### Dedicated eCommerce Hosting

Does your eCommerce business require the serious performance that can only be delivered by a dedicated eCommerce solution? Imagine all the resources of a premium Dell, dual processor, rack mount server dedicated to your eCommerce website. Mountain Media will monitor your mission-critical eCommerce system 24x7 to ensure performance and uptime.

### Semi-Dedicated Server (2 sites per server)

Sharing server with only 1 other similar size e-tailer

### Fully Dedicated Server (1 site per server)

Imagine all the resources of a premium Dell server to power your mission-critical eCommerce site.

### Enterprise Level Dedicated Hosting

Need a more robust eCommerce environment for your eCommerce application? Mountain Media technicians can help plan and implement an appropriate eCommerce system for your needs.

*Call for price*

<sup>1</sup> Additional disk space usage will incur additional fees. Fees vary by plan.

<sup>2</sup> Usage of between 8GB and 30GB of bandwidth per month will incur additional fees. Usage of over 30GB per month will require a dedicated server.

<sup>3</sup> Additional POP e-mail accounts (up to 200) are available for an additional fee. Users requiring over 200 POP e-mail accounts will require a dedicated server.

<sup>4</sup> Supply Chain Management feature requires custom coding. Additional fees apply. Please contact us for detailed pricing information.



## Integration Components

### UPS Fulfillment Streamlining System

This powerful tool tightly integrates UPS shipping services with the Mountain Commerce order fulfillment process. With the click of a mouse a merchant can print shipping labels, place pickup requests, and automatically charge your UPS account for shipping costs. This system eliminates the need for UPS WorldShip, and streamlines the order fulfillment process.

*Features include:*

- Real-time UPS shipping quotes
- Shipping label printing
- Automatic package pick-up requests
- Eliminates retyping shipping address information and typos
- Streamlines the order fulfillment process

Note: This feature has additional set up and service charges

### Mail Order Manager (MOM)

This Mountain Commerce component allows a merchant to flow Web order data into MOM and streamlines the order fulfillment process. Mail Order Manager, produced by Dynacomp, is a popular software system for managing mail/catalog order businesses.

### Order Manager

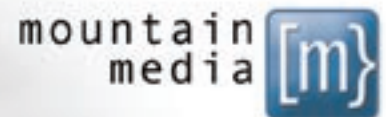
The Stone Edge Order Manager is the leading order management system for small-to-medium sized merchants. The Order Manager makes it easy to import orders from Mountain Commerce and then gives you the tools you need to manage your business efficiently.

### QuickBooks Integration

Successful eCommerce brings with it the challenges of order fulfillment and accounting system integration. The Mountain Commerce interface with QuickBooks does not just allow for a general ledger import. Our system will allow for complete data exchange and is directly integrated with QuickBooks. A merchant does not have to download a file and then import that file into QuickBooks. They simply choose to import web orders from a dropdown menu in QuickBooks and the rest happens automatically. QuickBooks 2006 is required.

Note: This module is currently in development and will have additional set up and service charges.

*For more information on Mountain Media's products and services, please contact:*



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