

C O M M E R C E



iAPPS[®]
commerce

POWER YOUR SITE
EMPOWER YOUR TEAM
POWER YOUR SALES

BRIDGELINE[®]
digital
interactive technology solutions

WWW.BRIDGELINEDIGITAL.COM

SUPERCARGE YOUR ONLINE SALES

Lively and dynamic eCommerce sites deliver memorable customer experiences.

The Commerce dashboard delivers the mission-critical information you need – when you need it.

| Product Name | Views |
|-----------------|-------|
| Samsung 52" TV | ~900 |
| Smith Microwave | ~400 |
| Smith Range | ~150 |
| Nikon 12.1MP | ~100 |
| Tripod Snyder | ~100 |

| Category | Value |
|-------------------|------------|
| Total Sales | \$7,832.30 |
| # Transactions | 13 |
| Avg. Trn. Size | \$602.47 |
| # Abandoned Carts | 1 |

| Reporting Period | Total |
|------------------|----------------|
| WTD | \$15,204.05 |
| MTD | \$15,204.05 |
| QTD | \$1,216,380.05 |
| YTD | \$6,925,907.15 |

| Product Name | Qty |
|--------------------------|-------|
| Lansing Oak End Table | 0 |
| Smith Industry Microwave | 69 |
| Smith Industry Range | 55 |
| Smith Industry Microwave | 1,000 |
| Smith Industry Range | 875 |

| Product Name | Navigation Category | Product Views | Data |
|--------------------------|---------------------|---------------|------|
| Samsung 52" LCD TV | Electronics-Tvs | 589 | (i) |
| Smith Industry Microwave | Kitchen-Appliances | 399 | (i) |
| Smith Industry Range | Kitchen-Appliances | 175 | (i) |
| Nikon 12.1MP Digital SLR | Electronics-Cameras | 151 | (i) |
| Snyder Aluminum Tripod | Electronics-Cameras | 149 | (i) |

iAPPS Commerce is the benchmark solution that delivers industry-leading B2B features and business transparency that no other system can.

Drive Your Online Sales

If you want to maximize your online sales, you need more than just a shopping cart. In addition to fully supporting all of your B2B and retail eCommerce initiatives, with iAPPS Commerce you will reap the benefits of robust, facet-based product catalog management, integrated content management and web analytics, best-in-class SEO capabilities, and complete store administration built upon a flexible and customizable .NET-based framework that seamlessly integrates with 3rd party components.

Real-Time Performance at Your Fingertips

With iAPPS Commerce you can maximize your online business like no other eCommerce solutions can with personalized product offerings, improving marketing and merchandising effectiveness through cross-sell and up-sell opportunities. iAPPS' powerful dashboard gives you an overview of your online business performance in real-time—in fact, it's your first stop when you login to iAPPS Commerce. With this direct window, you can quickly and easily view sales trends, buyer demographics, average check-out times, inventory levels and alerts, fulfillment deficiencies, delivery times, and potential production issues. Real-time information makes for better business decisions allowing you to manage your online operations with confidence and ease.

iAPPS Commerce delivers a custom, feature-rich, platform that enables you to surpass your eCommerce goals and pro-

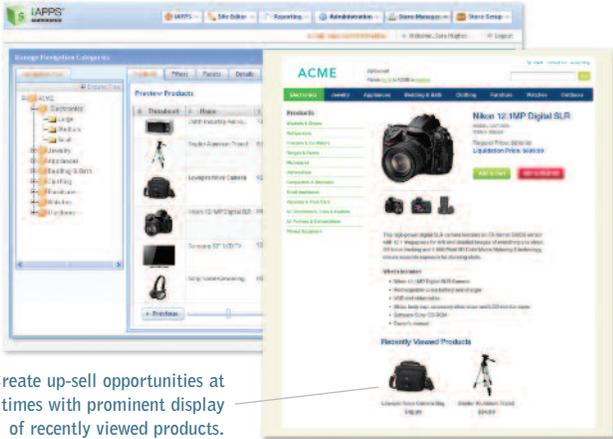
vide your customers with an engaging shopping experience that will keep them coming back again and again.

Robust and Dynamic Product Catalog

It is critical to keep your online product information synchronous and continuously up-to-date—often a challenge with the speed at which today's eCommerce moves. But with the powerful cataloging capabilities of iAPPS Commerce, maintaining your online product catalog becomes much easier.

With a dynamic, facet-based catalog structure, products are automatically organized into flexible, multi-level categories, making them easy for your customers to locate quickly. Boost sales through cross-sell and up-sell opportunities by associating products with other corresponding merchandise. For example, complementary items you wish to cross-sell or up-sell can be displayed throughout the shopping and check-out process with descriptions such as: "Don't forget to accessorize with..." or "You may also be interested in..."

iAPPS Commerce fully supports promotions of all types such as coupons and feature products. Promotional pricing is handled with ease and allows you to quickly set minimum purchase prices as well as set limits for the number of uses per coupon at the group or individual level. iAPPS supports free shipping as well as the ability to customize shipping



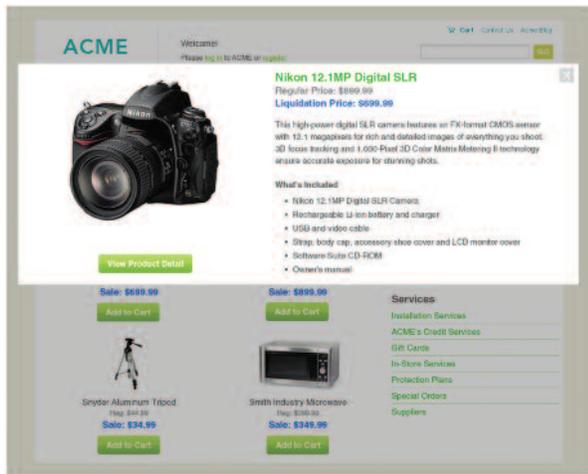
Create up-sell opportunities at all times with prominent display of recently viewed products.

level discounts. Additionally, the catalog management tools allow you to manage and publish multiple product images and associated rich media to more appealingly present products to your online customers. With enhanced catalog and product search, your customers will always find what they are looking for. And a robust and fully-featured product catalog will also help to maximize your merchandising efforts.

Complete Store Management

iAPPS Commerce seamlessly handles the intricacies of B2B eCommerce and provides a true transparency into your online business that is unmatched by other vendors.

With the built-in merchandising tools of iAPPS Commerce, you can effortlessly achieve online marketplace success. Through the use of coupons, featured product placement,



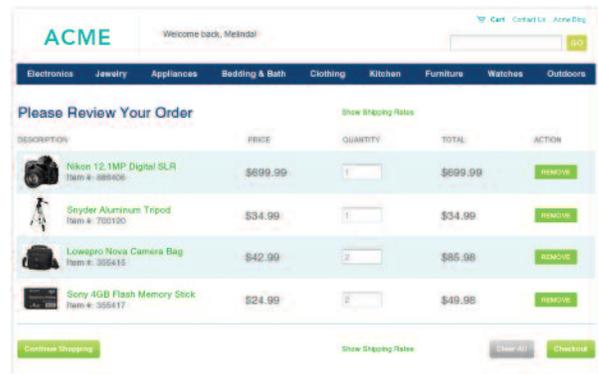
Get a quick view of products without leaving the page or foregoing detail.

price sets, product reviews and ratings, as well as various shipping options, your customers will be optimally engaged throughout their shopping experience. The use of complementary product placement enables you to up-sell without pressure and to easily run specials and promotions around corresponding items. By reviewing real-time customer order

statistics, you can selectively target groups of customers and inform them of current and future promotions through email. Furthermore, iAPPS' comprehensive account history, order tracking and automated email notifications keep customers informed of order status from checkout to delivery.

Customers Delivered

A store without customers isn't much of a store. iAPPS Commerce integrated with iAPPS Content Manager offers one of the most Search Engine friendly eCommerce solutions available today and can help you get found by customers looking for your products. Auto-generated 301 redirects and XML sitemaps, built-in keyword management, and SEO friendly URLs will position your online business and products to achieve ranking success with the major search engines and reach revenue and profitability goals.



Dazzling Customer Experiences

iAPPS Commerce makes the shopping experience intuitive, easy and fun for every customer, every time. When site visitors are able to browse product categories and effortlessly search for products by keyword, price, or other attributes, they have a more enjoyable experience, leading to greater customer loyalty. Prominently displayed promotions, sales, and featured products drive customers to the items you want them to see first. Visitors to your site are able to create their own user accounts, create Wish Lists, email product pages and even rate products on your site—with all of these elements coming together to brand their visit as personalized. Personalized experiences drive repeat visitation and build that customer loyalty you are striving for.

Deployment Flexibility

iAPPS Commerce is available as a flexible SaaS—Software as a Service—licensing model for those who want to spread licensing costs over several years, and who don't want to own the responsibilities of maintaining and supporting the required backend infrastructure. Bridgeline centrally manages product updates seamlessly for our SaaS customers. For customers who prefer to keep their web application in house, a traditional perpetual license option is also available.

Drive Your Online Sales With the Power of iAPPS Commerce

| Core Features | Description |
|---|---|
| Customer Experience | |
| Faceted Search | Customers are able to search and filter products by attribute (facet), keyword, category, SKU, price, etc. Search results are enhanced with facet-based drill down, even within dynamic search results. |
| Personalized Customer Profile | Customers can create and manage a personalized profile, which contains their order history information, any addresses they have stored, as well as all Wish Lists they have linked to their Customer Profile. |
| Wish Lists | Customers can save items to a personal Wish List, which is linked to their Customer Profile for easy access and management. Option to create multiple Wish Lists. |
| Flexible Multi-Level Categories | Products are organized into flexible multi-level categories, which allow customers to quickly and easily locate items of interest to them. |
| Easy View Shopping Cart | Optimally positioned for quick access, the shopping cart displays the list of items currently contained in the cart along with a brief description, the quantity, and price of each item. The subtotal of all items is also displayed. |
| Secure Checkout | Customer information and privacy are protected at all times through secure payment processing. In addition to credit cards, payment methods supported include: PayPal, Gift Cards, COD (Cash on Delivery) and Payment On Account. Accepting multiple gift cards and/or coupons is also supported at checkout. |
| Multiple Images, Rich Media | Multiple images of varying sizes, as well as other rich media, are used to appealingly present your products. |
| Precise Product Descriptions | Product descriptions are set up to handle any and all descriptive detail desired. Inclusion of precise product detail such as features, specifications, measurements, etc. deliver a more engaging customer experience. |
| Payment Gateway Integration | Supports real-time credit card authentication and authorization, Website Payments Pro, Authorize.Net Payment Gateway, CSC/CVV2 (Card Security Code). |
| Quick View Shipping Rates | Speedy, one-click access to shipping rate information directly from the shopping cart. |
| Administrative Experience | |
| Facet-Based Product Catalog Management | Assigning facets, or attributes, to products allows for searching and filtering by specific attribute. Faceted-based product catalog management benefits the customer by enabling them to refine their product search based on product facets. |
| Robust Administrative Dashboard | Provides a real-time overview of the health and performance of your online business with summary reporting, graphs and alerts. |
| B2B Support | Fully supports B2B eCommerce with powerful features including: payments on account, line of credit, order management, customer pricing, order workflow with configurable business rules through connectors to back office systems. |
| Cross-Sell & Up-Sell | Boost sales opportunities by creating automated cross-sell and up-sell relationships among products, as well as categories. |
| Product Ratings & Comments | Customers are able to rate products and add comments to product pages. Comments Awaiting Approval workflow provides the ability to review any comments before they go live on the site. |
| Promotion Management | Handle bulk pricing, customer group pricing, placing products on sale, coupon processing, free shipping and more. |
| 360° Customer Management | Maintain and edit current customer accounts individually or via group (usernames and passwords, contact information, shipping and billing addresses, etc). |
| Real-Time Reporting and Analysis Tools | A sampling of the numerous reports available include: Order Statistics, Sales by Product, Sales by Promotion Code, and Abandoned Carts. |
| Product Bundling | Sell multiple products grouped together under a single SKU as a special product offering |
| Multi-SKU | Differentiate instances of the same product via use of multiple SKU's. Example: one music player comes in six different colors - each has its own SKU. |
| Order History | View detailed customer order history information - flexible sorting and filtered view options. |
| Shipping Addresses | Associate any number of shipping addresses to a customer profile or group for simplified shipping management. |
| Multiple Credit Cards | Store multiple credit cards within customer profile for quicker ordering. |
| Shipping Management | Integration with UPS, FedEx, and USPS for tracking code generation. |
| Powerful CMS Integration* | All product detail content is managed seamlessly through the industry-leading features of iAPPS Content Manager. |
| Search Engine Optimization* | Built-in powerful SEO capabilities including auto-301 redirects, auto-XML sitemap creation, and search engine friendly URLs through iAPPS Content Manager. |
| Advanced Online Marketing Management** | Drive greater conversion by creating online marketing campaigns that are tailored to customer buying trends. Seamlessly sync promotional emails to your eCommerce site. |
| Next Generation Web Analytics*** | Standalone web analytics packages can't stand up to the actionable intelligence provided by iAPPS Analytics. Detailed intelligence on shopper behavior, product views, site entrance and exit patterns – to name a few – enable you to optimize all of your product pages to deliver a world-class shopping experience to every customer. |

*Requires iAPPS Content Manager license **Requires iAPPS Marketier license ***Requires iAPPS Analytics license



For a
FREE
copy of our whitepaper,
"7 Critical Questions To Ask
Before Implementing
an eCommerce System",
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