

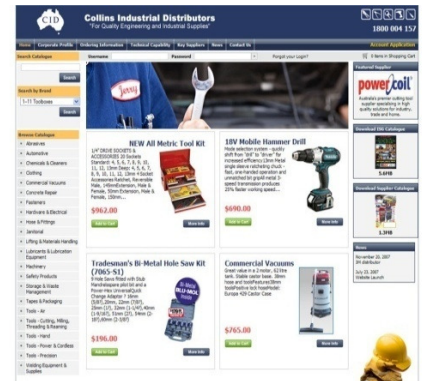
Strategic eCommerce is proud to be affiliated with your **MYOB EXO Specialist** as the supplier of the unique **StraightSELL** website content management system that **integrates with MYOB EXO...**

**Website Development | Shopping Cart | Customer Tracking | Integration with MYOB EXO**

**1. Website design and development:**

Easy to use self-managed **template design** and **custom design** websites that allow you to:

- Change text / images yourself as and when required;
- Add/edit Latest News items and run email marketing campaigns;
- Add Shopping Cart and (repeat) Customer Tracking;
- Add Real Time or Triggered Credit Card Payment processing facilities;
- Have online visitors register on your website 24/7;
- Automatically email all customers an Order Confirmation;
- Integrate with your accounting software via CatalogueLINK;
- Have your products found in a Google™ search.



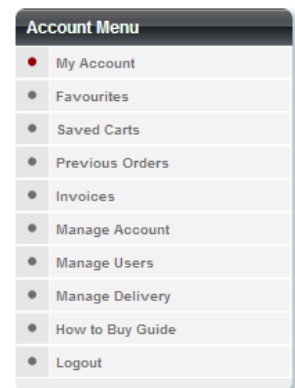
**2. Shopping Cart or Online Ordering:**

Enable sales 24/7! Anytime! Anywhere! A full eCommerce system: fast and easy to navigate online catalogue, with shopping cart, simple product search, freight matrix and streamlined retail customer checkout, with optional registration process before buying, long product descriptions and special instructions, all available via category, sub-category, sub-sub category with 'more info' link to PDF, giving a buyer a simple buying experience and plenty of product information.

**3. Customer Tracking:**

Once logged in to My Account via the secure login page, your registered buyers / account customers can:

- Order products 24/7 at their **special price**;
- View and manage their product **Favourites**;
- View, update and checkout their **Saved Carts**;
- View **Previous Orders** and Re-Order;
- View their unpaid **Invoices** and pay them online via a Credit Card;
- Manage their own contact and delivery details;
- Set-up additional Standard Users.



**4. Integrate your Website with your MYOB EXO – CatalogueLINK:**

CatalogueLINK is a tried and tested system that enables integration from your MYOB EXO accounting software to your StraightSell website, and vice versa, saving your business time and money. No more time lost to manual entry, or trying to find errors from bad data entry work!

**Uploaded from MYOB EXO to website:**

- Inventory Item Details and Stock Levels
- Customer and Customer Details
- Customer Special Pricing
- Customer Invoices

**Downloaded from website into MYOB EXO:**

- Sales Orders or Invoices
- New Customer and Customer Details
- Payments

**Customisations can be applied to your website's design, functionality and Control Panel, depending on your specific requirements.**