

The intelligent choice.

more than your average ecommerce solutions provider



SHOPDIRECT

Powerful, Simple, Affordable Ecommerce

Who is ShopDirect?

We provide the complete ecommerce package that offers you the software, hosting, emails, design, security, payment setup and support all under one roof. We aim to provide the South African market with the best ecommerce solution, making selling online simpler, faster, better and more affordable.

What we provide

- The ShopDirect ecommerce platform
- Setup / transfer of your domain and email
- Hosting of your ecommerce storefront
- Assistance with your merchant account and or payment gateway account setup
- Training and technical support
- Professional storefront design services
- Bulk product uploads
- Various on-site sales mechanisms (banners, merchandising blocks etc.)
- Google Analytics integration
- Pastel & Quickbooks integration
- The ability to embed various social media plugins (Facebook, Twitter etc.)

What you need to do

- Source your products and product data
- Establish your content and catalogue hierarchy
- Send us your logo (or we will create a plain text logo for you at no charge)
- Apply for your merchant account with your bank
- Manage your online shop

We support you

Have peace of mind in the fact that should you experience any issues with your online shop, we have a dedicated support crew just an email or phone call away. Operating during normal business hours, we will promptly deal with your needs and you can rest assured that you're not alone.

Features and Benefits

Not only are ShopDirect's solutions highly affordable, but we have an extensive list of reasons why our platform is the superior ecommerce choice offering the greatest level of functionality and ease of use.

Why use ShopDirect?

- **Fast**
Not only do we produce sites exceptionally quickly, but our servers are local so your site will load in a flash.
- **Secure**
Your site sits behind a secure firewall, has full Thawte certified SSL, includes 3D Secure transaction processing and is VISA and MasterCard compliant.
- **Scalable**
There are no limits to the number of products you can list on your site.
- **Easy to use**
You don't need to be an HTML wizard to maintain your own site. You can manage your catalogue and content easily through the admin panel.

- **Professional Support**

Aside from our online knowledgebase and training videos, we also offer all clients email and telephonic support and assistance.

- **Complete Ecommerce Solution**

From assisting you with your merchant facility through design, development, uploading of products and deployment we will get you live and selling without any hassle.

What can you control?

- **Sales**

Your orders are all logged and you can assign various statuses to them in order to give your customers clear indication as to their progress. All orders have automated email notification and where required, automated drop shipping instructions.

- **Invoicing**

Print batches of invoices and packing slips via your order administration section.

- **Inventory**

You can accurately track your inventory, publish low stock notices and allow back ordering.

- **Merchandising**

The ShopDirect system allows for advanced upselling, cross selling and various product and category display options. Discount codes, volume discounts and as many product options and properties as you need.

- **Shipping**

Create custom shipping tables, set calculations based on weight, price, no. of items and more. Neat drop shipping integration features.

- **Payments**

Accept various methods of payment including real time or offline credit card transactions, Electronic Fund Transfer / direct deposit, PayPal, purchase orders and more.

- **Analytics**

The system integrates seamlessly with Google Analytics so you can track your shop's visitors and even set conversion goals and tracking.

- **Marketing**

Make use of the affiliate marketing feature, link your shop directly to various comparison engines and benefit from the search engine friendly structure of your online shop.

- **Customer Management**

Return handling, live order tracking, email list collection and wish-lists allow you to not only acquire, but retain new customers.

- **Product Management**

Manage your catalogue of categories and products with ease. Set product options, upsells, cross sells and insert as much product information as you need.

- **Content Management**

Create and edit as many content pages as you need with our advanced, easy to use content manager.

The ShopDirect system is a powerful ecommerce tool that facilitates millions of rands in revenue for our clients. The platform is highly configurable with hundreds of setup parameters. However sometimes customers are looking to do something very specific which our platform may not cater for. In this case, additional development may be required, so please check existing functionality with us before you place your order.

Our design packages do not include any custom development. Should you require specific functionality, please ask us to quote on it.

What You Get

The following is included with every storefront deployed on the ShopDirect ecommerce platform.

- **ShopDirect Single Store License**

Utilise corporate level software powered by ShopDirect to use on your new ecommerce website. With 6 years of development and hundreds of ecommerce storefronts, the ShopDirect software provides a tried and tested solutions coupled with the experience and expertise of ShopDirect technical, design and support staff.

- **Payment Methods & Credit Card Interface**

Provide your customers with the ability to pay via Credit Card, Electronic Fund Transfer (EFT), Bank Deposit, Money Order, Cheque, COD, Cash or on Account! ShopDirect is fully integrated into all of South Africa's major banking institutions.

- **Domain Registration / Transfer**

We'll transfer your existing domain over to your new ShopDirect account or register a new domain for you - 1 year's registration is also for free!

- **Technical Support**

We look after you and your StoreFront 24/7. If you feel there is something not running at the 100% you're used to, we'll fix it immediately or help you find a solution - at no charge to you. If you have questions, queries or concerns, you can contact our friendly customer support centre at any time for quick and accurate response during business hours.

- **Domain, Website, Email and Database Hosting**

We'll host your domain, host your website and store all your storefront's information within your very own database. By running sophisticated data compression technology coupled with the power of a fully supported Microsoft based solution, your system is reliably online, all the time, providing quick to download pages for customers and administrators alike! Based on the package you select, you will be allotted a certain number of email accounts.

- **Your Administrative System**

Access your very own secure online administrative system from anywhere, anytime through any internet connection. From here you'll manage all your orders, add new products, update prices, run affiliate campaigns, upload new content pages and much more. Enjoy the freedom of managing your business 100% independently from ShopDirect!

- **Account Backups**

Never lose your information. All your Storefront's information, including your website pages, orders, products and traffic history is backed up on a daily basis onto our secure backup servers AND onto removable tape.

- **Thawte Certification (SSL Security)**

You'll receive shared Thawte Certification (owned by Verisign) and Secure Socket Layer technology ensures that your customer's credit card information is secure and cannot be tampered with by a third party while they are making a purchase from your store! Thawte enjoys the most extended coverage on the planet accessing over 99% of all browsers.

- **Free Google Analytics Integration**

Utilise the power of Google Analytics to monitor the traffic to your storefront. Know which countries visitors are coming from, what pages they are viewing, for how long and much more.

- **Free Training**

Our technical support team will provide free online or telephonic training to you and your staff so that you can quickly start managing your store 100% independently of ShopDirect.

- **Free Access to Upgrades**

As upgrades are applied to the system to offer you more functionality, new features and features enhancement, you will have access to ALL of them free of charge.

Design Packages

Entry Level Design Packages

These affordable design packages are based around a uniform design template that is both optimised for maximum usability and follows ecommerce design best practices. This tried and tested information architecture ensures that your shoppers are able to easily find and purchase your products.

Storefront Elements	BASIC	ADVANCED
Design Revision Rounds	5	5
Background Colour and or Image	✓	✓
Logo Placement	✓	✓
Mini Shopping Cart	✓	✓
Site Control Links	✓	✓
Search Forms	✓	✓
Additional Header Information	✓	✓
Category tree	✓	✓
Email Subscription Form	✓	✓
Social Media Links / Embeds	✓	✓
Footer Navigation	✓	✓
Ecommerce Logos	✓	✓
Style Guide	✓	✓
Banner Carousel	Default Appearance	✓
Merchandising Area	Default Appearance	✓
Breadcrumbs	Default Appearance	✓
Category Control Bar	Default Appearance	✓
Subcategory View	Default Appearance	✓
Grid of Products View	Default Appearance	✓
Detailed List of Products View	Default Appearance	✓
Simple List of Products View	Default Appearance	✓
Product Properties View	Default Appearance	✓
Dreamstime.com stock image credits	Default Appearance	✓