

# World-Class e-Commerce for Dealers

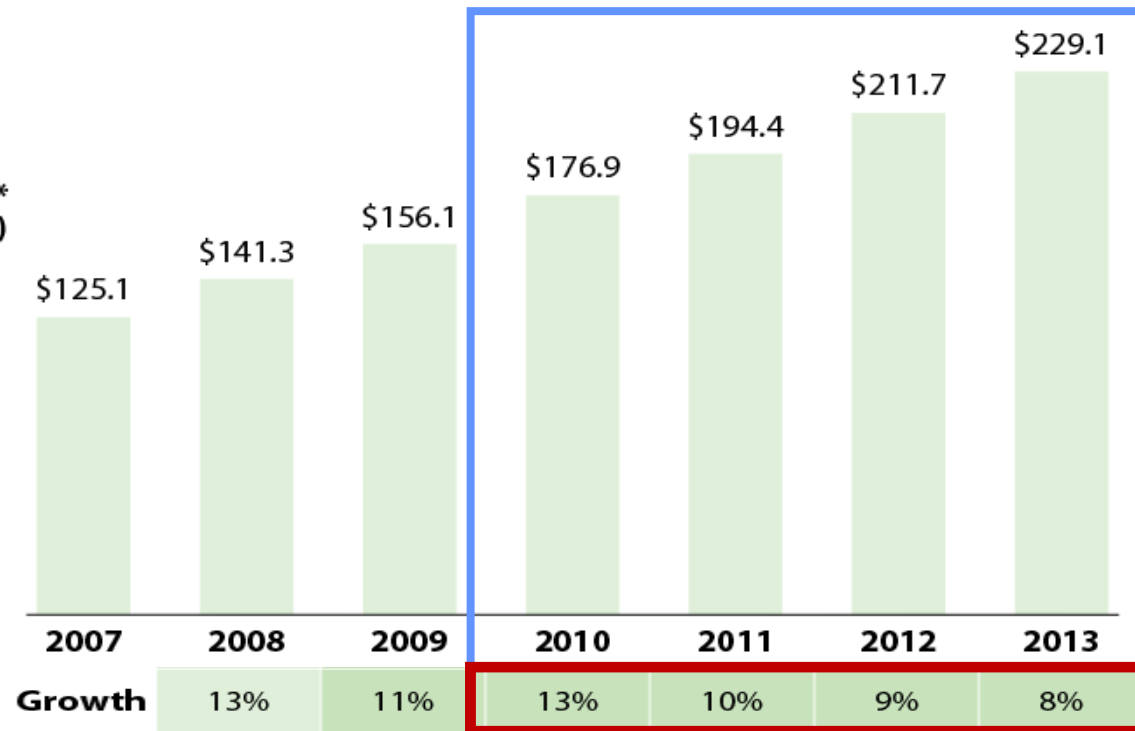


# U.S. Online Retail Sales Projections

Online retail sales\*  
(billions of dollars)

Source: "US Online Retail  
Forecast, 2008 To 2013"  
Forrester report, 2/09

FORRESTER



• Despite the economic downturn, e-commerce is one of the few arenas driving growth. . .

# Web Growth Continues, Retail Falls

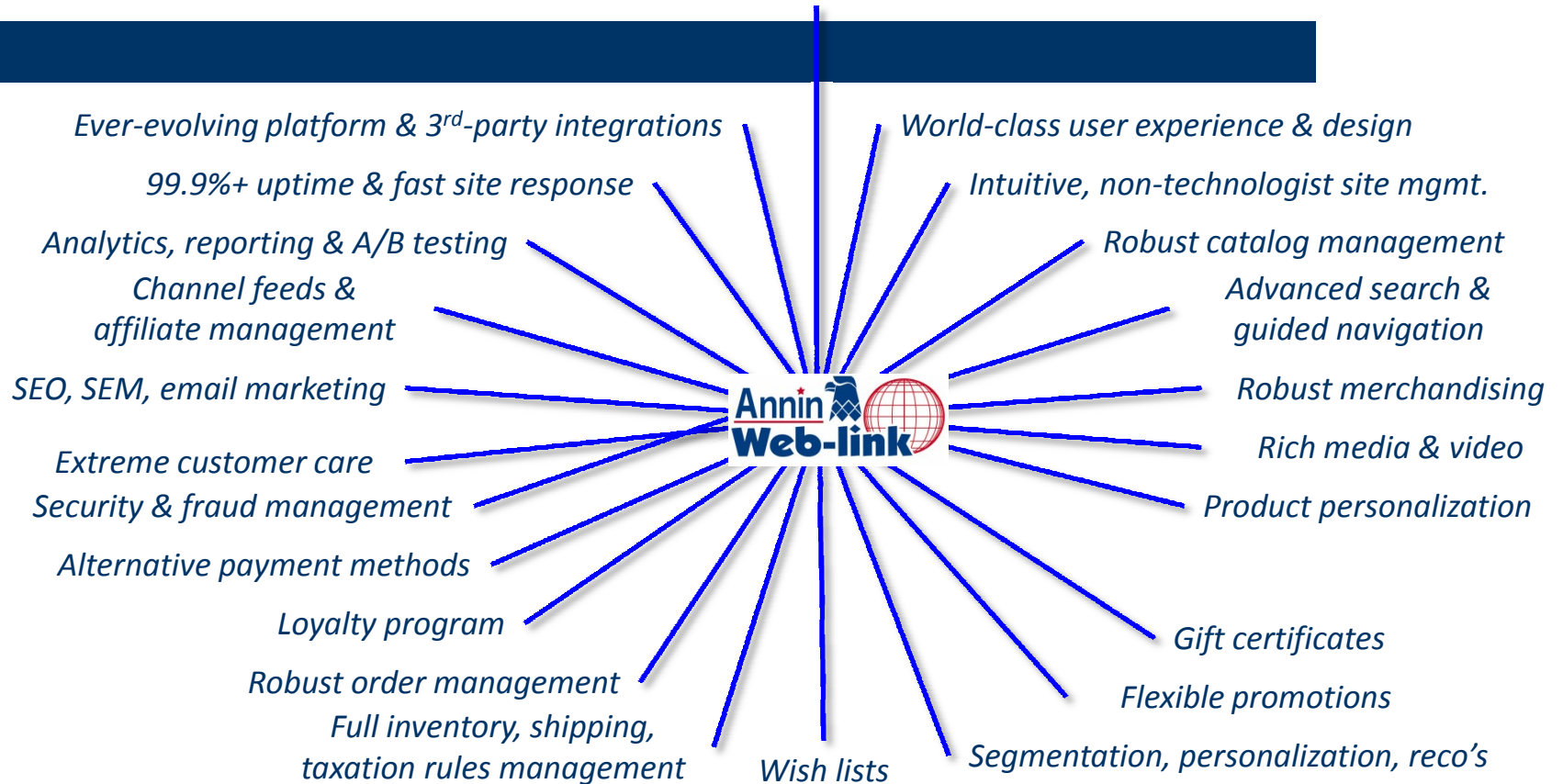
- Most retailers are continuing to see e-commerce drive the top-line, while same-store sales are holding flat or falling
- Categories with “consumer meaning” – such as flags and related patriotic items – continue to perform well

• *And the multi-channel benefits of e-commerce are extraordinary as well. . .*

Web Store Growth Rates For Select Multichannel Retailers

	Type of store	Web growth	Store growth
Aéropostale	Specialty retailer of contemporary apparel	85%	19%
American Apparel	Specialty retailer of contemporary apparel	55%	41%
American Eagle Outfitters	Specialty retailer of contemporary apparel	26%	-2%
Best Buy	Consumer electronics	34%	4% (includes international)
Charming Shoppes	Specialty retailer of women's apparel	14%	-9%
Jo-Ann Stores	Specialty retailer of crafts and novelty products	3%	-3%
Kohl's	Mass department store	41%	-1%
Macy's	Midtier department store	29%	-8%
SKECHERS	Specialty retailer of contemporary footwear	13%	-9% (US comparable store sales)

# Today's World-Class e-Commerce



**• Staying at the forefront of e-commerce requires exceptional time and effort. . .  
and why Annin has chosen to partner with Novator. . .**

# YOU + Annin Web-link: The Right ePartnership

Your Needs	"Annin Web-link" Program
Site administration made easy <i>Self- managed or Annin Implemented</i>	✓
World-class platform functionality, scalability <i>Today and tomorrow</i>	✓
Marketing, merchandising support <i>Drive traffic, conversion, order value. . .</i>	✓
Expanded sales options with target solutions by business category	✓
Cost effective support programs to attract new customers	✓

# Annin Web-link Feature Summary

## Order Management

- Multiple payment gateways
- Rules-based engine for calculating shipping
- Surcharges
- Automated split shipping
- Multiple recipients
- Payment tender sequencing with split method support
- Fraud management
- CVV2 and AVS
- Refunds, returns and cancellations

## Catalog

- 2 levels of product attribution
- Unlimited categories
- Image management, auto resizing and master types
- Multi-currency, multi-language
- Calendar-based pricing, visibility and discount events
- Inherited and local SKUs
- Hierarchical SKU options
- Segment-driven pricing

## Inventory

- Preorder and backorder
- Inventory buffers
- Auto stock status handling
- Split ship based on inventory
- Inventory analytics

## Customer Care

- Customer information management
- Order and email history
- Loyalty program integration
- Dedicated fulfillment module
- Order payment history
- Item or order cancellation
- Item or order returns (RMAs)
- Item or order refunds
- Gift certificate management

## Analytics & Reporting

- Integrated Jasper reporting engine
- 17 reports included out of the box
- Report scheduling and automated distribution (PDFs, Excel, HTML)
- Native Omniture tagging
- Omniture dashboard
- VR dashboard for each RDM entity

## Search

- Multi-language search ability
- Full linguistics management including spellings, stemming
- Non-product searches
- Results not found management
- Auto indexing of products
- Rule-based result manipulation
- Search-specific reporting

# Annin Web-link Feature Summary

## Content Management

- Page creation
- Manage page layouts
- Content scheduling via intuitive planogram/widgets
- Asset management
- Web text management
- Local and inherited content
- Non-catalog content management (“static pages”)
- WYSIWYG editor
- Segment driven content

## SEO

- Auto-generated or self-managed page metadata
- Smart URL manager including custom unique canonical URLs
- Google and XML sitemap generation

## Performance

- Dedicated performance engineer
- Continuous testing in the performance lab
- High availability
- Sub-second response time
- Peak hour testing
- J meter testing to measure and optimize hardware

## Merchandising

- Guided navigation
- Search merchandising
- Cross-sells, up-sells and add-ons
- Color swatches
- Product zoom
- Single product in multiple categories
- Mini inline cart
- Kits and bundles

## Third Parties

- Payment – CyberSource, Moneris, Skipjack, Citibank, etc
- Reviews – PowerReviews and Bazaarvoice
- Analytics and Search – Omniture
- Taxation – Vertex
- Alternate Payment Methods – Bill Me Later