AppFinity Product Summary Sheet
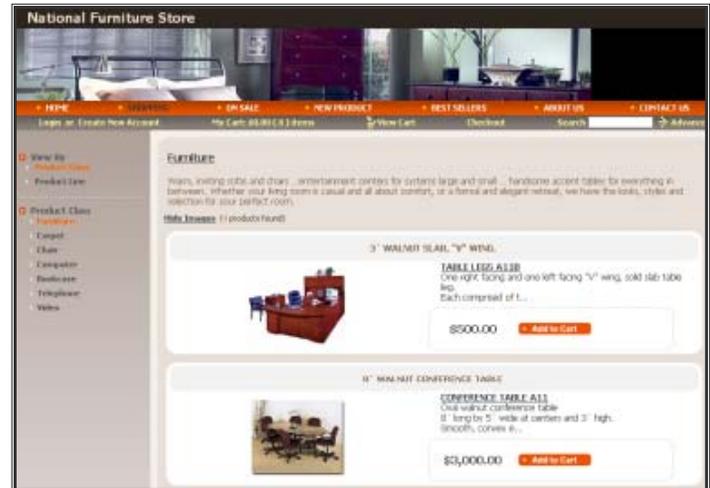
WebStore
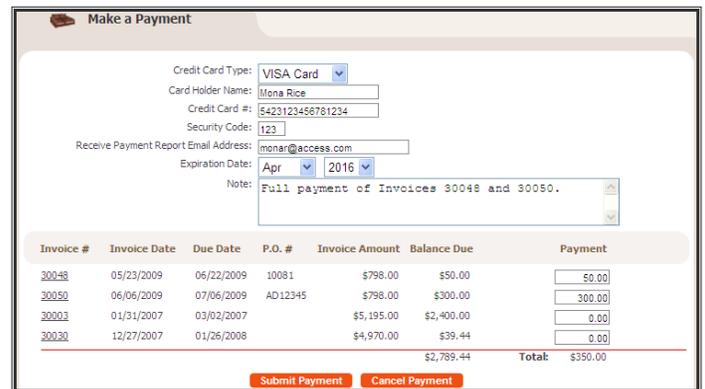### Website, Online Shopping & Customer Portal (B2C & B2B)

The **WebStore** system provides a complete shopping cart solution that integrates seamlessly with or without a user's current website. The system enables new customers (B2C) and existing customers (B2B) to place orders using credit cards or terms. It can integrate with a shipping quote engine for real-time shipping charges online (e.g., UPS or FedEx) and a payment gateway to enable customers to make payments not only for their current orders, but also for their outstanding invoices. It is designed to handle gift certificates and coupons, facilitate Search Engine Optimization (SEO) for products and support Verisign, Network Solutions, Thawte and other SSL certificates.

Customer Portal
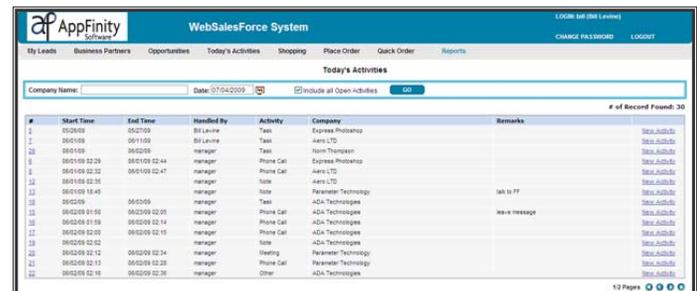### Make Payment Online and Manage Account Profile

The **Customer Portal** opens a self-service access to your customers, allowing them to view detailed order history, check order status, review outstanding billings and make payments, print statements and update their profiles round the clock. It is a cost-effective solution that eliminates countless phone calls to verify the status of sales orders. By enabling your customers to make payments in the system, it will lessen time-consuming paperwork to reconcile accounting discrepancies resulting from incorrect billings and payment applications. It's a sure win-win for both your business and your customers.

WebSalesForce
Salesperson's Order Entry

The **WebSalesForce** enables salespeople to place orders for their customers and access their customers' profile and transactions history. They can view and print sales quotes, orders, invoices and customer statements. When integrated with AccountMate SQL, it provides the tools your sales team needs to track leads and opportunities, review the activities created for each customer and set up appointments.

Vendor Portal
Query and Update Outstanding Purchase Order

The **Vendor Portal** provides the vendors and the company, a common view of the purchasing data. This visibility allows vendors to check outstanding purchase orders and make changes on them as necessary. With a shared view of the data, vendor updates and inquiries that are normally conducted through time-consuming phone calls could be lessened and instead performed with only few mouse clicks.

Mobile Products

On-the-Go Order
Salesperson's Offline Order Entry

The **On-the-Go** Order Entry system offers a data-collection functionality perfect for salespersons on-the-go to create orders, perform inventory checks, view transaction history and process payment transactions while at their customers' site via a PDA handheld device. It's fully-utilizable even without Internet and can be easily synchronized with the accounting system at any time or when Internet becomes available.

WebSalesForce for iPhone / PDA
Salesperson's Online Order Entry

The **WebSalesForce for iPhone / PDA** allows salespeople to place order and check inventory status via a wireless handheld device, support iPhone/iPod and Mobile 6 handheld PC. The application operates in real time and connects to your in-house accounting system via the AppFinity Mobile Server. Data entered into the handheld device can be collected and be readily uploaded into your accounting system. It can be extended to customers enabling them to place order by themselves and access their account information.

eShowroom
Show Room Online Order Entry

eShowroom is designed for companies that have a relatively high volume of items on their showroom floor. Your sales reps can use a handheld device while assisting customers as they enter your showroom. Moreover, you can provide handheld devices to your customers and let them shop for the items they want. Through a Wi-Fi wireless connection, your salespeople or customers can pick an item and scan its barcode, check an item's availability and price, and review their order history. In addition, new customer records can be created on the fly as they enter their orders.

Visit our website at www.appfinity.com to get more information about our Web and Mobile systems.