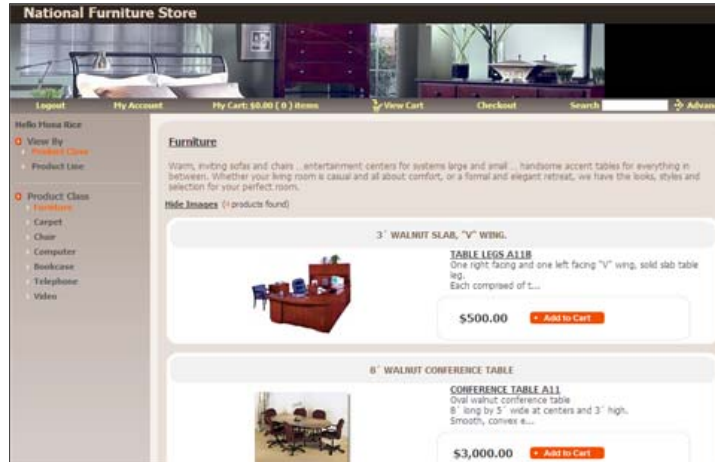


## AppFinity WebCustomer

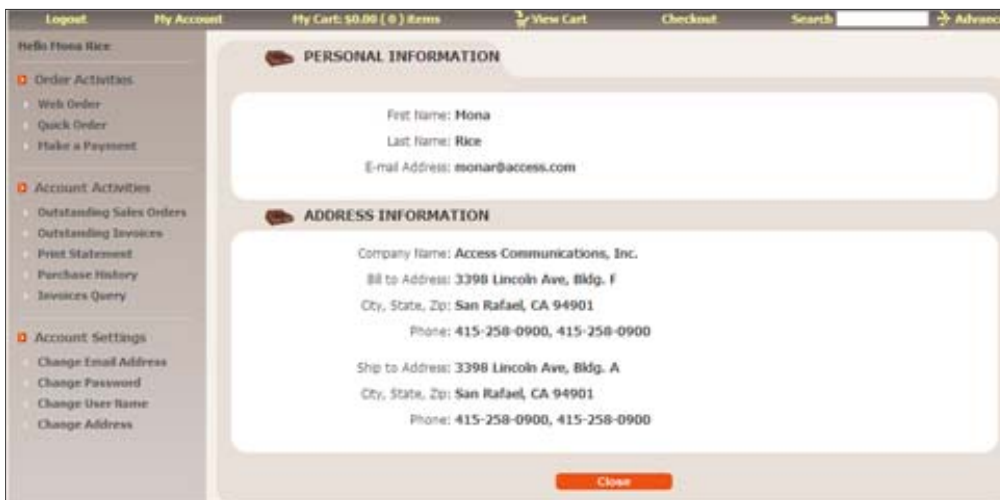
### FACT SHEET

Is your company struggling to cope with order entry challenges? Are your sales employees still filling in time-consuming paperwork to complete their sales orders? Are you burdened with costly clerical errors? AppFinity has the solution to all these issues with its WebCustomer online order entry solution. With WebCustomer, many companies are now enjoying straight-forward, reliable order entry processing that automates the tasks associated with the sales process.



AppFinity WebCustomer software offers online quoting, order entry and processing, and account management. By enabling your customers to place their own orders, you will increase the accuracy of orders placed into your system. WebCustomer saves you the trouble of having to verify if incoming orders are correct, complete and conform to all requirements. Your salespeople can now concentrate on proactively managing customer accounts rather than merely acting as order takers.

AppFinity WebCustomer and AccountMate SQL systems are linked to each other thereby enabling the transferral of a multitude of information from WebCustomer to AccountMate, and vice versa. The synchronization is automatically done, in real time. There is no need to manually import or export data, eliminating problems that could arise if the same sales order is manually imported or exported twice!



### Key Benefits

- Leverages your existing website and saves implementation time.
- Reduces unnecessary administrative and overhead costs.
- Helps you keep up with increasing sales volume while minimizing costs.
- Online, real-time integration with AccountMate SQL.

[www.appfinity.com](http://www.appfinity.com)



Account Activities & Settings

The **My Account -> Account Activities** menu provides your customers with a snapshot of their accounts. On this menu, they can check their outstanding sales orders and invoices, view full order history for previous orders including amounts on backorder, and preview their statements.



WebCustomer extends your billing and collection facilities by providing your customers with updated balances of their accounts online and in real time. This enables customers to review their accounts anytime and spot any possible discrepancies sooner.

In the **Account Settings**, customers can make changes to their personal information and change their desired billing and shipping addresses.

Extensive Product Details & Categories

WebCustomer offers two visual references for any products you are selling: one small image for the **Main** page and one large image for the **Product Details** page. In the Inventory Setup function of the WebCustomer Administrator program, you can enter additional information and enhance the content you wish to display for the product.

By utilizing AccountMate's product lines and product class fields, nested categories can be defined for each product. Products can be searched by product line, by class or by entering a product attribute in the "Advance Search" field. If your company requires more than 2 category levels, a Multi-level Categories Setup function is available. This allows administrator to define and set up the category structure.

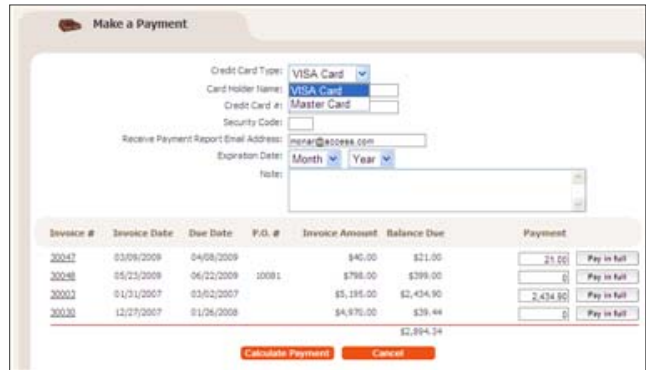


Keep your Product Catalog Updated

The Inventory Setup function of the WebCustomer Administrator Program comes in handy when updating your product catalogs. It enables you to set up and make your changes instantly onto your online store.

Online Payment Method

The "Make a Payment" function enables your customers to pay online. They can view their outstanding invoices and pay any amount or the full balance using a credit card.



Other Features

- Supports Authorize.net, CyberSource and PayPal online credit card payment gateway
- Supports Verisign, Network Solutions, Thawte and other SSL certificates

Visit our website at [www.appfinity.com](http://www.appfinity.com) to get more information about the AppFinity WebCustomer system. To view a self-running demo, go to the **Online Demos** page of our website.