

# Multiple channels. One solution. Unlimited possibilities.

**GoECart 360** is the only integrated software suite designed to unify every step of multi-channel commerce for any sized business.



Ecommerce



In-Store POS



Marketplaces



Call Center  
& CRM



Order  
Management



Mobile



Warehouse  
& Fulfillment

## One Solution for Running a Multi-Channel Business

### There is a better way!

Finally, there's an integrated commerce solution designed from the ground up to help your business take flight. We call it **GoECart 360™**—the all-in-one commerce suite that combines an advanced ecommerce platform with multi-channel order management, point of sale (POS), enterprise-class inventory and warehouse management, marketplaces, fulfillment, CRM, and so much more.

### Go omni-channel and sell more™

Sell via one or multiple web storefronts, mobile sites/apps, micro sites, brick-and-mortar stores, call centers, comparison shopping engines and online marketplaces like Amazon.com® and eBay®. Ship from store, warehouse or drop-ship vendors. Unify sales, service and operations across all channels and touch points.

### Consolidate multiple disjointed systems

Our clients have migrated to GoECart 360 from shopping cart systems (Yahoo!® Stores, Magento®, Volusion®, BigCommerce®, etc.) AND multiple 3rd-party systems (Mainstreet Commerce®, OrderMotion®, Dydacom®, StoneEdge®, NetSuite®, Shipworks®, etc.), saving them thousands!.

### Run your back office like a well-oiled machine

Manage all backend activities—products and inventory, orders, vendors, purchasing, fulfillment, even customer relationships—using a single system. Our integrated OMS lets you enter and fulfill orders with ease. You'll process returns and exchanges more efficiently. And our Salesforce.com-like CRM module will help you to manage communications better.

### Experience the industry's easiest to use commerce software

GoECart 360 is easy to learn and simple to use. This reduces ramp-up time, lowers training costs, and prevents end user frustration. Point-and-click administration is delivered via the same familiar web-based administration panel accessible from anywhere on the planet. At GoECart we call this **revolutionary usability**. Our customers call it extraordinary.

### Improve decision-making with an intelligent 360-degree view of your business

Customizable reports, robust interactive dashboards and powerful web analytics options provide you with increased visibility into all aspects of your business. You'll always have the status of orders and inventory at your fingertips, enabling you to optimize fulfillment, lower costs, and deliver a new class of service to your customers, suppliers, and partners.

### Achieve unbeatable ROI on your technology investment

Our Software-as-a-Service delivery model means that you'll reap all of the rewards of cloud. There's no software or expensive server infrastructure to procure, install, and maintain. You'll eliminate IT staff hassles and headaches, and you get seamless and automatic upgrades as well as affordable pay-as-you-go pricing.



"...handles pretty much every function related to running an e-commerce business..."

—ZDNet

# With GoECart 360, the sky's the limit. You really *do* get it all.

## True Multi-Channel Commerce Platform

- Advanced ecommerce platform, PLUS: order and inventory management, point of sale (POS), marketplaces, fulfillment and CRM!
- Manage B2C, B2B & mobile sites from a single backoffice
- Native integration with leading marketplaces: Amazon®, eBay®, Rakuten®, etc.
- In-store sales or pickup, ship-from-store, save-the-sale, buy anywhere, return anywhere

## Ultimate User Experience and Checkout

- Completely customizable web store branding / design
- Social media integration: Facebook®, Twitter®, etc.
- Faceted search with drill-down attributes (Price, Brand, Color, etc.)
- Outstanding site search technology returns relevant results fast
- Persistent shopping cart and one-page checkout reduces abandonment

## Flexible Catalog and Product Information Management

- Unlimited categories, product options, attributes, and custom fields
- Sell digital goods / downloads (music, documents/PDFs, etc.)
- Full support for parent-child matrix SKU (size / color)
- Inventory and backorder settings per SKU
- Dynamic product personalization (engraving/monogramming)

## Extraordinary Marketing and Merchandising Capabilities

- Award-winning Intelligent SEO™ with built-in optimization tools
- Advanced discounts and sales promotions engine
- Multi site, micro sites and custom landing pages
- Data feeds to all leading comparison engines—Google Shopping, etc.
- Up-selling, cross-selling, ratings, reviews, wish lists, favorites
- Rich transactional emails—including abandoned cart re-marketing

## Multi-Channel Order Management System (OMS)

- Enterprise-grade OMS for efficient end-to-end order processing
- Intelligent order routing, approval, fraud management and fulfillment
- Call center/ Mail Order Telephone Order (MOTO) sales & customer care
- Bulk print orders, pick lists, packing slips, and shipping labels
- Efficient returns/exchanges processing and management
- Certified UPS®, USPS®, FedEx® and Canada Post® integration

## Advanced Inventory and Warehouse Management

- Customer negotiated & volume pricing
- Inventory and non-inventory (drop ship) items supported
- Multi-location inventory management, barcoding and fulfillment
- Kits/bundles with “real-SKU” component inventory tracking
- Inventory costing and profitability analysis
- Easily track and manage back orders, and drop shipments

## Turn-key Purchasing and Vendor Management

- Easily create purchase orders—individually or in bulk
- Stock alerts based on re-order point and preferred stock levels
- PO approval, dispatch and receipt
- Automatic PO generation from drop ship sales orders
- Multi-vendor support and vendor self service

## Built-in Customer Relationship Management (CRM)

- Gain a real-time, 360-degree view of customers across all sales channels
- Salesforce.com®-like CRM module with tasks and reminders
- Pre-emptive address verification w/auto correction
- Complete customer order history, live order status, and tracking
- Gift certificates, store value cards, coupons, and loyalty points

## Robust Reporting and Interactive Dashboards

- Drill-down reports with dynamic sorting, filtering and grouping
- Interactive dashboards to track all your KPIs
- Configurable roles and permissions for the entire enterprise
- Data-driven decision-making tools and business intelligence

## Much, much more!

- Cloud delivery model lowers IT costs
- Continuous innovation delivered via frequent and automated upgrades
- Source code customization supported
- Web services API for integration and extensibility

## GoECart 360 Addresses All Critical Commerce Success Factors



“We’ve consolidated our operations from multiple disjointed systems to a single integrated suite.”  
— RollerWarehouse

“System migration from CORESense to GoECart was smooth and hassle free.”  
— WholesaleAccessoryMarket

“Our conversions are up 31% and sales up 70% since migrating to GoECart 360.”  
— BrightLifeDirect

## Featured Clients ...



Sales@GoECart.com • www.GoECart.com • 1.877.243.3612