



Automating Your eCommerce Program

Sean Collier, Co-Founder and Chief Product Officer

Alex Khachatryan, Founder, GammaFX, Inc.



ON TARGET 2011

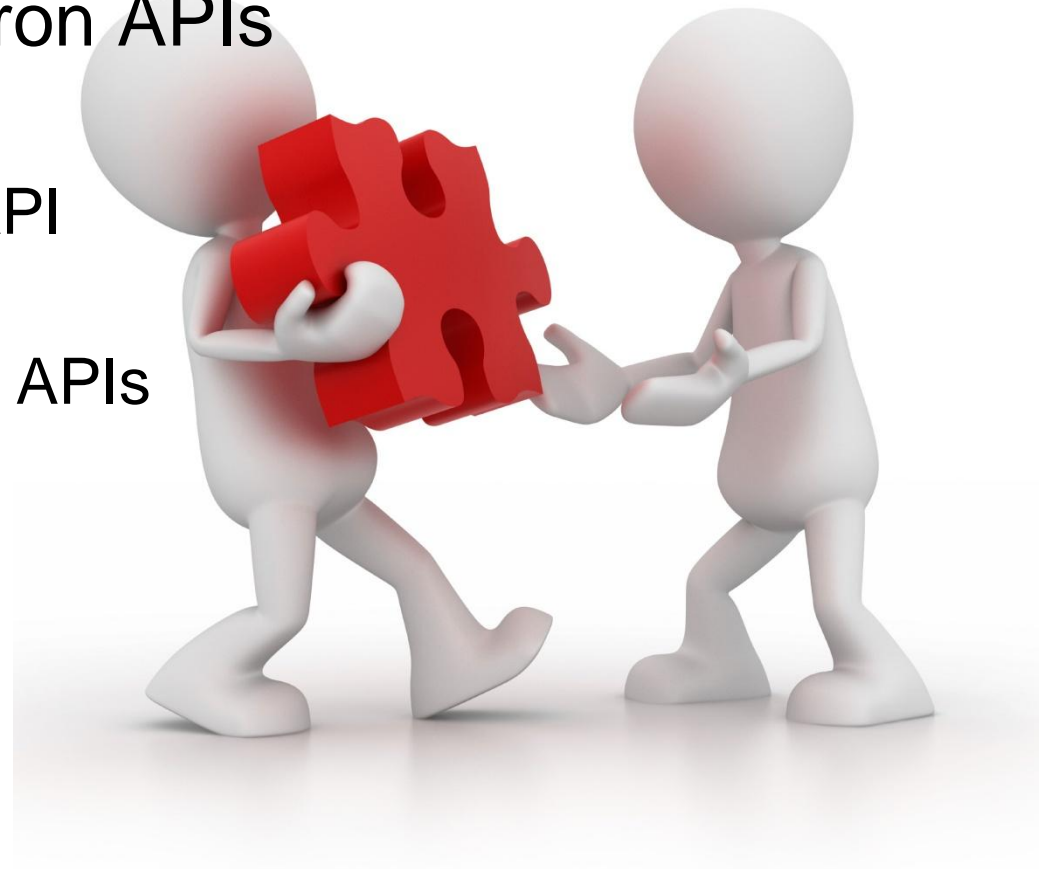
Shopatron®

Sell more through world class customer experiences

Agenda

Working With Shopatron APIs

- Order Processing API
 - Checkout Blurb
- Order Management APIs



ONTARGET 2011

Shopatron®

Sell more through world class customer experiences

What Is Order Processing API?

The XML Online Order Processing Tool (OOPT) allows a merchant to gather consumer order information in a local shopping cart and transmit it to the Shopatron server for order completion and fulfillment



ONTARGET 2011

Shopatron®

Sell more through world class customer experiences

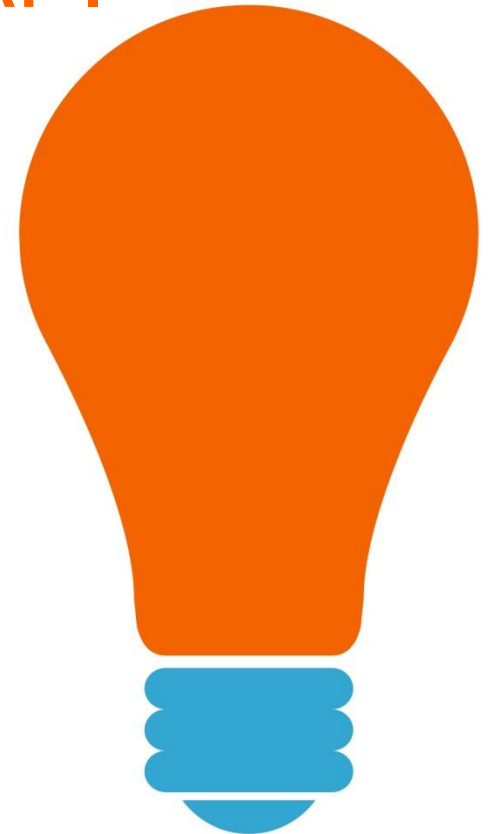
Why Use Order Processing API

PROs

- Eliminate the need for 2 product databases
 - Save time on product maintenance
 - Minimize opportunity for errors
- Full control of customer experience
- Relatively easy integration

CONs

- Need to implement a Shopping Cart system



ONTARGET 2011

Shopatron®

Sell more through world class customer experiences

Working with Order Processing API

There are 3 scenarios for using the API:

1. Custom website with its own shopping cart
2. Open source shopping cart system with custom Shopatron checkout module
3. Custom marketing site with 3rd party shopping cart service



ONTARGET 2011

Shopatron®

Sell more through world class customer experiences

Custom Websites

PROs

- Complete control over visuals and functionality

CONs

- Might be costly / long term project

Case Studies

- Celestron.com [click here](#)
- SkyJacker.com [click here](#)



ONTARGET 2011

Shopatron®

Sell more through world class customer experiences

Open Source Shopping Carts

PROs

- Relatively quick low cost deployment
- Availability of modules / upgrades
- Ability to integrate B2B & B2C sites



CONs

- Might not support all desired functionality
- Custom features might be costly to add



Case Studies

- Magento – LazySusanUSA.com
- WordPress – ImmersionResearch.com



3rd Party Shopping Cart Service

PROs

- Low Cost
- Rapid Deployment
- Seamless Integration
- Easy to maintain and customize

GAMMA
Transparent Cart Solution



CONs

- Limited features

Shopatron eCommerce Solutions				Order Management via Coex Freedom™ or Coex Private™
Home Page & Marketing Pages	Product Pages	Shopping Cart	Checkout	
1 Complete Web Site with Store				<input checked="" type="checkbox"/> Payment Processing and Fraud Management <input checked="" type="checkbox"/> Fulfillment Logistics <input checked="" type="checkbox"/> Customer Care <input checked="" type="checkbox"/> Management of Returns and Exchanges
	2 Online Store			
		GammaCart		
			3 Checkout	

Case Studies:

NitrousExpress.com [click here](#)

Demos: [Options](#), [Vehicle Search](#), [Control Panel](#)

ONTARGET 2011



Shopatron®

Sell more through world class customer experiences

Using the Checkout Blurb

- Track successful transactions
- Receive customer information
- Automatically grow your mailing list
- Better target your email marketing efforts



ONTARGET 2011



Shopatron®

Sell more through world class customer experiences

Checkout Blurb Variables

#cust_first_name# #cust_last_name# #cust_email_address# #opt_in_status#

#ship_city# #ship_state# #ship_country# #order_shipping# -- total shipping price

#order_id# -- list of all order id's separated by commas

#cart_id# -- cart Id (can be used for kill cart call back)

#order_total# #order_subtotal# #order_date#

#items_parts# -- comma separated list of part numbers

#items_qty# -- comma separated list of qty's for the above numbers

#items_price# -- comma separated list of prices for parts

#foreach_item# -- start of foreach loop which will loop through the items purchased

#item_id# -- item id associated with current iteration of loop

#item_cents# -- price in cents for the current item

#items_quantity# -- quantity of current item

#end_foreach# -- end of foreach #items_parts_ga# -- Will replace the tag with the google



ONTARGET 2011



Shopatron®

Sell more through world class customer experiences

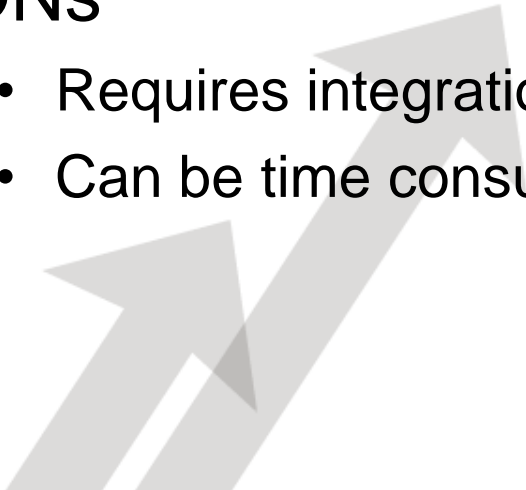
Why Use Order Management APIs

PROs

- Completely Automate Order Processing
- Save countless man-hours
- Eliminate human errors

CONs

- Requires integration with various internal systems
- Can be time consuming and costly to integrate



ONTARGET 2011



Shopatron®

Sell more through world class customer experiences

Available Order Management APIs

- **Available Order Download Tool**
- **Request Order Tool**
- **Ready Order Download Tool**
- **Shipment Data Upload Tool**

ONTARGET 2011



Shopatron®

Sell more through world class customer experiences

GammaXchange – Complete Automation Solution

GammaXchange is an integrated solution that allows retailers and manufacturers fully automate their interaction with Shopatron's Coex system and integrate it into their existing internal workflow.

- Get information about available orders
- Accept orders for fulfillment
- Receive Ready Orders
- Communicate Shipping Info

The logo for GammaXchange features the word "GAMMA" in blue, a large orange "X" in the center, and the word "CHANGE" in blue. The "X" is formed by two thick, slightly curved lines.

Case Studies:

- Retailer – SurfSide Sports
- Manufacturer - Sanuk

ONTARGET 2011



Shopatron®

Sell more through world class customer experiences

GammaDispatch – Automation Service

GammaDispatch is a upcoming online service that helps brands and retailers quickly and easily deploy Shopatron order processing automation.



- Automates all Shopatron interactions
- Works with your inventory and tracking data
- Provides order information in as a simple flat file
- Customizable output fields and data delivery methods

Available Summer 2011

ONTARGET 2011



Shopatron®

Sell more through world class customer experiences

Thank You!

Questions? [Contact Us](#)

Need More Info? [Visit This Page](#)



<https://www.facebook.com/gammafx>



<http://twitter.com/gammafx>

ONTARGET 2011



Shopatron®

Sell more through world class customer experiences