The Complete Package for eCommerce

MODUSLINK'S APPROACH TO ECOMMERCE OPTIMIZES YOUR ONLINE SALES CHANNEL FOR EACH STAGE OF THE ONLINE BUYING EXPERIENCE:

- Need recognition with demand generation, wish lists, loyalty programs and promotions

- Off-site information search including price comparison sites, search engine advertising and SEO

- On-site information with localization, remote catalog management, product search and availability based on real-time inventory

- Evaluation made simple with images, zoom/pan, colors, sizing, specifications, product comparisons, pricing and ratings and user reviews

- Purchase completion limits cart abandonment with multiple payment and currency options, shipping choices, automatic taxation and clear returns policy information

- Post-purchase support with order history, track and trace, delivery information, customer service options and returns management

BUILD, EXPAND AND IMPROVE YOUR 24X7 SALES CHANNEL

Develop a feature-rich web store

ModusLink's eCommerce Solution gives you a robust online sales channel to meet business objectives and support your established brand.

The platform offers an easy interactive shopping experience, whether you sell directly to consumers, to other businesses or both.

Powerful menu options allow you to fully manage the look and feel of the shopping site. Each stage of the online buying experience is optimized for your market and products.

Discover multiple ways to grow

When you are ready to expand into new regions or emerging markets, ModusLink's eCommerce Solution is built for quick and easy scalability and complete localization.

Integration with ModusLink's transaction engine and logistics programs help your site move into new markets with proven built-in processes for managing multiple languages, currencies and payment options, as well as fraud prevention, inventory visibility, customer support and more.

We can also help you grow business through targeted content and promotions for discrete user groups and market segments.

Upgrade current capabilities

Upgrading features, expanding the size or achieving a higher level of control over a current web store can be simplified, with no need to move from your current solution.

We have developed a web services integration layer to interface with most eCommerce platforms to provide these additional services. They can become an integrated part of your overall eCommerce channel strategy and provide a more satisfying shopping experience for your customers.

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GET MORE THAN A JUST A STORE

Backed by world-class IT

The backbone of any online venture is the infrastructure. ModusLink's optimized IT framework is based on the best of both worlds: industry standards with client-based configuration capability.

This balanced mix ensures a consistent, smooth-running operation based on best practices. We then add the brand, product, geographic and buyer-based customizations you need to drive sales.

The eCommerce platform integrates seamlessly with our financial management platform and worldwide warehousing and distribution facilities. Back-office operations, inventory status, order management and fulfillment are brought together in an easy step-by-step and highly transparent process.

Beyond the eCommerce engine, ModusLink's global IT infrastructure is based on a fully networked, single instance of SAP, where all data is available to all sites at all times.

We can easily join with your existing IT systems, including CRM and ERP, to provide real-time data, accounting, reporting and overall program visibility.

It's an operational framework that provides clear business insights and time-to-market benefits that are unavailable with traditional outsourced eCommerce.

Total integration

With more than 30 years of experience designing and managing supply chain and logistics programs, ModusLink is unique in our ability to expertly handle all phases of getting products to market.

In addition to deploying a world-class eCommerce channel, we can cover your entire product life cycle in a proven and reliable continuous process.

Our broader services begin with helping source materials, design packaging and store your products. After sale in the online channel, we manage orders and distribution, transportation, customer service, handling returns and developing programs designed to repair, reuse and recover value from your inventory.

ModusLink offers expertise and efficiency at every step. It's an advantage that can drive your online sales and take the customer experience from ordinary to something special.

Your site is live and spurring sales. What's next? When it's time to get the products to your customers, ModusLink has the complete end-to-end solution to manage every aspect of your online retail channel.

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