



NM Store Lite – SaaS Solution by Netmechanics LLC

E-COMMERCE PLATFORM

Service Description

The rapid growth of transactions (of all types) through e-commerce and the rise in demand from many entrepreneurs to invest in the online commerce, created **nmStore Lite SaaS!**

It is a custom developed platform and is trusted by dozens of entrepreneurs because of its quality, security and speed, but also for the immediate development whenever it is needed.

NM Store Lite SaaS is designed to offer high quality ecommerce experience for the end user, fast go-to-Market ability in an extremely affordable way.

Simply designed for entrepreneurs and businesses that make their first "trial" steps in the e-Commerce world.

Minimum Order & Billing Limitation

NmStore Lite offers the possibility of unlimited orders while the entrepreneur who chooses to invest in e-Commerce via this platform can do it without any time commitment!

Target Market

The service is addressed to all entrepreneurs who, although they believe in e-commerce, want to start with low economic risk and to all entrepreneurs who want to make a transition to a platform that is capable of providing them with flexibility, loading speed and security. **Pay as you go** pricing policy makes this choice ideal for a small yet fast-growing business as it allows you to reduce the cost of building and maintaining an **e-Commerce** system and investing more money in other, more necessary **Digital Marketing** channels.

Application and Advantages for the Customers

The platform provides all the necessary technical requirements of a reliable e-Commerce solution. This solution enables the customer to focus on the vital processes that will make his business stand out and grow in e-Commerce (digital marketing, effective marketing, inbound marketing, relationship building, customer support).

Advantages for the Reseller

This is a complete solution and involves any entrepreneur who wishes to make his first steps in the e-Commerce world or to upgrade his existing platform. Substantial advantages are the general features of the platform, the price (including Hosting), the delivery times of the project, its flexibility regarding its appearance, etc.

So any reseller has the option to offer this top service to his clients at a preferential price!

Technical Features

- ✓ Simple and practical content management environment
- ✓ Easy and fast file upload of images (Drag & Drop) from your computer
- ✓ Automatic upload of images and documents of the application via CDN (Content Delivery Networks) (see e-shop speed)
- ✓ SEO Meta Tags in every type and language
- ✓ Easy to find products - services - articles through search filters and sorting options

- ✓ Ability to define additional attributes by product or service

SEO

- ✓ SEO Meta Tags
- ✓ SEO Friendly URLs
- ✓ W3C Compliant
- ✓ Responsive Design
- ✓ High Page Speed Performance

High Performance - Speed

- ✓ Speed-based HTML & CSS design
- ✓ Hosting in Cloud Servers with Data Centers around the world
- ✓ Distribution of all multimedia content via CDN
- ✓ NSQL caching of web pages

Security

- ✓ PCI Compliance
- ✓ SSL Compliance
- ✓ Protection from usual attacks (XSS, CSRF, SQL, injections, etc.)
- ✓ Password encryption in system database
- ✓ GDPR Compliance modules

Technologies

- ✓ Java EE7
- ✓ Hibernate ORM
- ✓ Hibernate Search
- ✓ VAADIN
- ✓ Vraptor4
- ✓ Velocity Template Engine

Databases

- ✓ MySQL,
- ✓ SQL Server
- ✓ Postgre SQL
- ✓ SQL Azure
- ✓ OracleDB

General Characteristics

- ✓ Quick Buy (Product Quick View)
- ✓ Presentation of related products
- ✓ Unlimited dynamic product categories and subcategories
- ✓ Ability to support price lists / customer type (B2B)
- ✓ Filters for easy and quick search for products, orders, members

- ✓ Automated notifications (by mail) for new registrations, new orders, etc.
- ✓ Data Feed (e.g. Skroutz XML)
- ✓ Abandoned Card (EXTRA)
- ✓ Newsletter Integration (mailchimp - moosend)
- ✓ Pop Ups Management Module (EXTRA)
- ✓ Search Suggester (EXTRA)
- ✓ SiteMap XML
- ✓ Shopping discount coupons

Checkout

- ✓ Through social media interface (e.g. Facebook Connect)
- ✓ With registration
- ✓ Shop As a Guest

Delivery - Shipping

- ✓ Payment on store
- ✓ Payment via PayPal
- ✓ Payment via bank
- ✓ Free shipping for purchases over a certain amount
- ✓ Cost of cash on delivery selection
- ✓ Choice of different billing / shipping address
- ✓ Choice of calculating shipping by weight (EXTRA)

Training on delivery

In order to familiarize the users of your e-shop with the Content Management System, Netmechanics LLC provides 2 hours remote training for the users you will indicate during the pilot tests.

Timetable

The NM store Lite e-Shop as a Service delivery time is 8 - 15 working days after payment of installation fee. **In case of delays from Netmechanics LLC, there is a written and timely update in order to postpone the delivery date of the project.**

Netmechanics LLC implements modern organizational methods and uses state-of-the-art technologies, always based on European and International Standards, taking into account the needs of the customer.

Hosting & Maintenance (Cloud Hosting – Microsoft Azure)

It also supports the creation of web applications with the most common technologies (C #, Java, PHP, Python, Node.js) and their provision as PaaS (Platform as a Service) modules through specially configured VMs for which Azure has their automatic management (OS update, load balancing, patching, etc.).

Refer to the table below for the features and functions of the system. **WHERE: D** – the function included in the nmStore Lite:

ARTWORK

1	D	<p>Standard Template tailored to your business needs (Company logo installation & colour setting on the template).</p> <ul style="list-style-type: none"> ✓ Installation of ready-made artwork ✓ Installation of dynamic pages navigation system ✓ Unlimited categories and subcategories ✓ User / customer contact form with the online store ✓ System Development in 1 language
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SYSTEM STRUCTURE

2	D	<p>Homepage – The site’s homepage includes:</p> <ul style="list-style-type: none"> ✓ Promo Sliding Banner (fully managed in the Admin Panel) ✓ Top products appearance ✓ Featured products appearance ✓ Brands appearance ✓ Text (SEO)
3	D	<p>General information pages - Single Article Page for company profile presentation, quality policy, Privacy Policy, terms of use, transaction security, payment methods, shipping methods, etc.</p>
4	D	<p>Contact us page– which includes:</p> <ul style="list-style-type: none"> ✓ Google Maps (live address tracking) ✓ Contact form (name, email, text) – <p>INFO – Full customization possibility of field titles and content</p>
5	D	<p>Article presentation / Display Page which includes:</p> <ul style="list-style-type: none"> ✓ Title ✓ Subtitle ✓ Photo ✓ Text
6	D	<p>Search results page – Product list</p>
7	D	<p>Sitemap .XML – xml file creation for the site’s sitemap</p> <p>INFO – The file is dynamically updated, additional update is provided when a page, product or module is added.</p>

ON ALL PAGES

8	D	<p>Header – the top part of the page which includes:</p> <ul style="list-style-type: none"> ✓ Company Logo ✓ Contact information ✓ Login & Register ✓ Shopping cart ✓ Wish list Module (for registered users only)
9	D	<p>Cookie Notification – Notify the user via info message about the cookies that the page uses</p> <p>INFO - Operation is based on the European Directive (Personal Data Protection). In addition, there is the option for Analytics and Marketing Cookies.</p> <p>INFO2 – Consent is given by accepting (pop up)</p>

10	D	<p>Social Media widget – About the placement of Facebook, Instagram, Twitter, Youtube</p> <p>INFO – Any other media placement is made by arrangement</p>
11	D	<p>Simple Search Box – Search box across the entire eshop</p> <p>INFO - The user has the option to type any word or product code and be transferred to a results page (list)</p> <p>INFO2 – The word the user is looking for should be listed in the title of the page or product</p>
12	D	<p>Footer – Presentation at the bottom of the page of various communication pages and all internal pages selected by the administrator</p>
13	D	<p>Widget Newsletter – E-mail field for newsletter subscription (GDPR COMPLIANT)</p>
14	D	<p>Payment, Security Icons & Transfer – View images – logos related to payments, security and shipping.</p>

PRODUCT LIST PRESENTATION

15	D	<p>Product list page - The page includes a list of products with a page layout and a banner with text can be added at the top of the page</p> <p>INFO – can be changed by the administrator</p>
16	D	<p>Product sorting – Sorting is based on:</p> <ul style="list-style-type: none"> ✓ Price (ascending / descending) ✓ New arrivals (per import date) – <p>INFO - The administrator can change import date of the product to appear higher or lower in the sorting</p> <ul style="list-style-type: none"> ✓ Alphabetical sorting (ascending / descending)
17	D	<p>Product search filters based on properties – The user has the option to filter products based on the following fields:</p> <ul style="list-style-type: none"> ✓ Price ✓ Type (Shoes, etc.) ✓ Product Characteristics (e.g. lens type, type of sport etc.) <p>INFO - The administrator has the option to add any characteristic / property / attribute. This makes it easier for the visitor to locate the product that is really interested in based on the product property.</p>
18	D	<p>Virtual Categories - Possibility of multi category support as well as many attributes</p> <p>INFO – a product can appear in multiple categories. E.g. "Men's Shoes with Insole", "Red Basketball Shoes"</p>
19	D	<p>Smart product list creation – with dynamic data feed</p> <ul style="list-style-type: none"> ✓ Top Sellers ✓ Offers – sales ✓ Products with specific characteristics
20	D	<p>Products flag indicators – appearance of products with one of the following indications</p> <ul style="list-style-type: none"> ✓ Featured ✓ New arrivals ✓ Best Sellers ✓ Offer
21	D	<p>Product Details quick View – Pop Up for quick display of the product information and details with size selection option.</p> <p>INFO – The option of selecting the desired quantity is NOT supported.</p>

PRODUCT PRESENTATION

22	D	<p>Product presentation with:</p> <ul style="list-style-type: none"> ✓ Title ✓ Product code ✓ Brand ✓ Product description ✓ Initial price ✓ Final/Discounted price
23	D	<p>Product photos - Basic photo and alternative shots. INFO – Photos are automatically resized without affecting their quality.</p>
24	D	<p>Zoom Box – zoom in on the photo on mouse over by the user There are two options:</p> <ul style="list-style-type: none"> ✓ Modal ✓ Cloud Zoom
25	D	<p>Variations support (colour/size) – When the user selects colour or size, the corresponding product page is displayed (without images), the availability and the price of the product</p>
26		<p>Variations support (colour/size) – When the user selects colour or price, the corresponding image of the combination is displayed, the availability and the price.</p>
27	D	<p>Social Media Share Buttons – Add on addition for social media share buttons (Add This) INFO – Does not include the option of individual presentation of the product page according to the standards of the specific product</p>
28	D	<p>Product Availability Definitions – Availability indication on product page according to the stock of the product Presentation of specific availability situations such as:</p> <ul style="list-style-type: none"> ✓ Available ✓ Limited availability ✓ Not available ✓ Expected <p>INFO – The availability and stock are defined by the eshop administrators.</p>
29	D	<p>Description field – Option to display a product description field on the cart page</p>
30	D	<p>Product properties presentation - Selection and display of the technical characteristics of the products and their properties</p>
31	D	<p>Product Videos - Option to add product video via YouTube (Embed Code)</p>

ADDITIONAL TEMPLATE

32		Company presentation home page
33	D	Categories list - with Banners, titles and selected products
34	D	<p>Brand page - brands presentation with logos INFO – If the user clicks on a brand, he is redirected to a product list with this brand as attribute (filter) – recommended for a few brands</p>

CMS BASIC FUNCTIONS

35	D	Documents management
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36	D	Categories management
37	D	Products management
38	D	Brands management
39	D	News / articles / announcements Article management
40	D	Ads/Banners management – for their individual presentation on the homepage and the internal e-Shop pages INFO – Add a different banner per product category option
41	D	SEO Modules – application embedded in the website system which includes: URL Rewriting, Headers H1, Product Rich Snippets <ul style="list-style-type: none"> ✓ Meta Tags Module (add meta tags per content page option) ✓ Search Engine Friendly URLs- (URL REWRITE)
42	D	Product Attributes / Properties management
43	D	Images management
44	D	Files management (pdf, Videos etc.)
45	D	Image Editor – add link to a photo option
46	D	Image Resizer – Photo size automatic adjustment

TAXES

47	D	VAT rate – Included in the product price. There is the option to display “separately” without taking it into account in a calculation.
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COUPONS & OFFERS

48	D	e-Coupons Module – Import and redeem coupons Option for extra discount in the total amount of the order in the shopping cart: <ul style="list-style-type: none"> ✓ Discount percentage in the cart (e.g. 5%) ✓ Specific discount amount for the entire cart (e.g. 5 euro) ✓ Free shipping coupon ✓ Discount coupon on products according to attributes/properties INFO - Each coupon has a start and end date. It can be used more than once by the user. The manager can create an unlimited number of coupons INFO2 - Coupons are not interconnected with ERPs
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WISHLIST & SHOPPING CART

49	D	<p>Wishlist Module – Option for the user to add products to the favourite products list</p> <p>INFO – Only available to registered users</p> <p>INFO2 – Wish list is stored in the user's account. Cookies are NOT used, so the list is kept wherever the user logs in</p>
50	D	<p>Shopping Cart</p> <ul style="list-style-type: none"> ✓ For each product, the following information is displayed in the shopping cart: <ul style="list-style-type: none"> ○ Photo ○ Product title ○ Code ○ Selected combination (colour, size) ✓ Availability, initial price, final price <p>INFO – The shipping cost must be declared by the user to be calculated.</p> <p>INFO2 - For each product, there is the option of changing the quantity selected by the user</p>

CHECKOUT PROCESS

51	D	<p>Checkout Steps:</p> <ul style="list-style-type: none"> ✓ Registration (recording customer details) ✓ Choice of payment method ✓ Delivery information ✓ Shipping costs calculation
52	D	<p>Quick checkout- The user can quickly complete the checkout process through the following options:</p> <ul style="list-style-type: none"> ✓ Social media connection (e.g. Facebook Connect) ✓ Buying as a visitor (without registering)
53	D	Order e-Mail – Send to the customer and email manager with the details of the order
54	D	Print order – Option to print the order after its completion

PAYMENT OPTIONS

55	D	Pay on delivery
56	D	Bank deposit
57	D	Pay on store

INTERCONNECTION WITH GREEK BANKING SYSTEMS

58		Payment with VIVA PAYMENTS – upon request
59	D	Payment with MASTER PASS της ALPHABANK
60	D	Payment with CardLink Modirum (Eurobank / Alphabank)
61	D	Payment with PIRAEUS PAYCENTER
62		Payment with MYBANK (PIRAEUS BANK) – depending on the technical specifications
63		Payment with MYBANK EUROBANK – depending on the technical specifications

64		Payment with WINBANK PAYCENTER IFRAME – depending on the technical specifications
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INTERCONNECTION WITH OTHER BANKING SYSTEMS

65	D	Payment with PayPal
66		Payment with HSBC – depending on the technical specifications
67		Payment with NAB (National Australian Bank) - depending on the technical specifications
68		Payment with DIRECT ONE – AUSTRALIAN BANK - depending on the technical specifications
69		Payment with PAYU (Romania Bank) - depending on the technical specifications
70		Payment with JCC CYPRUS - depending on the technical specifications
71		Payment with BNP BARIPAS - depending on the technical specifications

SHIPPING

72	D	Default Shipping Calculation <ul style="list-style-type: none"> ✓ Shipping cost: X euro up to X ευρώ total order amount ✓ Free shipping for order from X euro ✓ Pay on delivery cost according to the e-Shop policy
73		Shipping/weight calculation - calculation of shipping cost based on the total weight of the products INFO – Cubic based calculation is not included
74		Shipping/location calculation – option to define a postcode as an area by the e-Shop administrator
75	D	Collect from store – option to collect from a (01) specific store
76	D	Fulfilled order – Sent Email confirmation with courier voucher number included in the email.

ORDER MANAGEMENT (FROM ADMIN)

77	D	Change order status – option to change the status to SENT / CANCEL and send an e-mail to the customer with the corresponding Courier Voucher
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ΕΠΙΣΤΡΟΦΕΣ

78		Dynamic product return form – upon request
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CALL CENTER

79	D	Phone orders –phone orders recording in Google Analytics from a specific link
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LOGIN & REGISTRATION

80	D	<p>New User Registration – Registration page with the following items:</p> <ul style="list-style-type: none"> ✓ First Name ✓ Last Name ✓ e-Mail ✓ Password ✓ Password verification
81	D	User Login with email, password
82	D	Reset Password – option to change the user’s password
83	D	Facebook Login – login with the user’s Facebook account

MY ACCOUNT

84	D	<p>My profile</p> <ul style="list-style-type: none"> ✓ Save shipping address information ✓ Orders history page ✓ «My Account» page with change information and password option
85	D	My orders – view orders status and history

INBOUND MARKETING OPTIONS

86		<p>Cart Abandonment Module – the option to send emails from the purchase reminder system to all users who have added products to their cart and NOT bought them but proceeded to the second step of the order.</p> <p>INFO – if the user clicks on this email, he goes to the shopping cart page, which contains all the products he has added in the corresponding quantities, taking into account any lack of availability or price change.</p>
87		Newsletter Pop Up – pop up on the homepage to prompt the user to subscribe to the newsletter
88	D	<p>Newsletter subscription - Create a database at moosend.com or mailchimp.com and adjust a registration form in e-Shop</p> <p>INFO - When the customer subscribes to the newsletter, the email is automatically logged on the Moosend.com base (No cost to the provider for the email delivery is included).</p>

E-COMMERCE METRICS

89	D	<p>Google Tag Manager & Analytics</p> <ul style="list-style-type: none"> ✓ Full interface with Google Tag Manager ✓ Interface with Google Analytics ✓ Products ✓ Products added to the cart
90	D	Google Conversion Tracking – scripts for recording purchases
91	D	Google e-Commerce Tracking – Online purchases recording and view report in Google Analytics
92	D	Sales report – supported by Google Analytics
93	D	Products report with the most views – supported by Google Analytics

94	D	<p>Newsletter Tracking plugin – connection for recording all the necessary information for all purchases originating from the newsletter.</p> <p>INFO – <i>The recording can be seen in the Dashboard newsletter provider (moosend.com, mailchimp.com)</i></p>
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XML FEEDS

95	D	Skrouz - XML files export for skrouz.gr (includes the whole products catalogue)
96		BestPrice - XML files export for bestprice.gr (includes the whole products catalogue) – upon request
97		Glami - XML files export for glami.gr (includes the whole products catalogue) – upon request
98		Specific products selection - Option to select specific products for sending in XML channels (Skrouz, Best price, Glami) – upon request
99		<p>Google product feed - an XML file that includes all the commercial information of the products – upon request</p> <p>The above file enables us to use it NECESSARILY for e-Shop promotion</p> <ul style="list-style-type: none"> ✓ AdWords Dynamic Remarketing ✓ Google Merchant Center
100		Facebook product feed - an XML file containing the product's commercial information – upon request
101		<p>Dynamic Remarketing – setup in the site code to track the products or categories that the user is viewing. Ability to track the products he puts in the cart without buying – upon request</p> <p>INFO – The user, after leaving the site and navigates to other sites, views the products he has seen or left in his cart through the Display Banner.</p>

MULTILINGUAL SUPPORT

102	D	Multilingual – multilingual support (and future addition of languages)
103		<p>Extra language addition– 2nd language activation - – upon request</p> <p>INFO – <i>does not include writing, translating and registering texts in e-Shop</i></p>
104	D	<p>Text/language management per page</p> <p>INFO – <i>option to display a list of all words, pages, products, categories and attributes that are NOT filled in the additional languages other than the main ones.</i></p>

SEARCH ENGINE OPTIMIZATION (SEO)

105	D	URL Rewriter - Headers H1, Product Rich Snippets
106	D	<p>Dynamic customization by the administrator:</p> <ul style="list-style-type: none"> ✓ Page titles ✓ Meta Description ✓ Meta Keywords
107	D	Google XML Sitemap –Automatic creation of Google Sitemap
108	D	Schema.org - Add to product pages. This way Google can provide detailed information in search results, including images.
109		SEO Migration – redirecting addresses from the old site to the new one – upon request

GDPR COMPLIANCE

110	D	GDPR COMPLIANCE MODULE
		✓ Cookies consent plugin with the presentation of the type of Cookies used. Clear acceptance and storage of the user's consent is provided
		✓ Accepting data protection terms in new user registration in order ordering and data collection forms (e.g. communication)
		✓ Update subscription in list, e.g. Newsletter, and unsubscribe option
		✓ Export information for an e-Shop member
		✓ Delete member option
		✓ System Database encryption

SYSTEM & NETWORK SECURITY

111	D	Administrators login – security during the connection process
112	D	SSL installation – add Secure Sockets Layer to all pages (SSL purchase and renewal not included)
113	D	Data encryption using a powerful algorithm

SYSTEM SPEED

114	D	Page Caching – saving in the browsers cache to optimize the e-Shop's speed
115	D	Javascript minification/caching – direct page download
116	D	Content delivery – media files (images, etc.) are stored on a separate server or CDN
117	D	SOLr Integration – Faster display of a catalogue page to the end user

SUPPORT SERVICES (COVERED THE ABOVE PROPOSAL)

118	D	System Administrators Training (3 hours) INFO – The training date and time is agreed with the customer
119	D	Communication and help in the use of the platform's management system
120	D	Communication and help on issues of a technical nature (e.g. site hosting, mail, etc.) INFO – <i>it is required that the mails are provided be Netmechanics</i>
121	D	Fixes work platform bugs– see below for the definition of bug
122	D	Discussion and support analysis of various specifications concerning new system functions



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