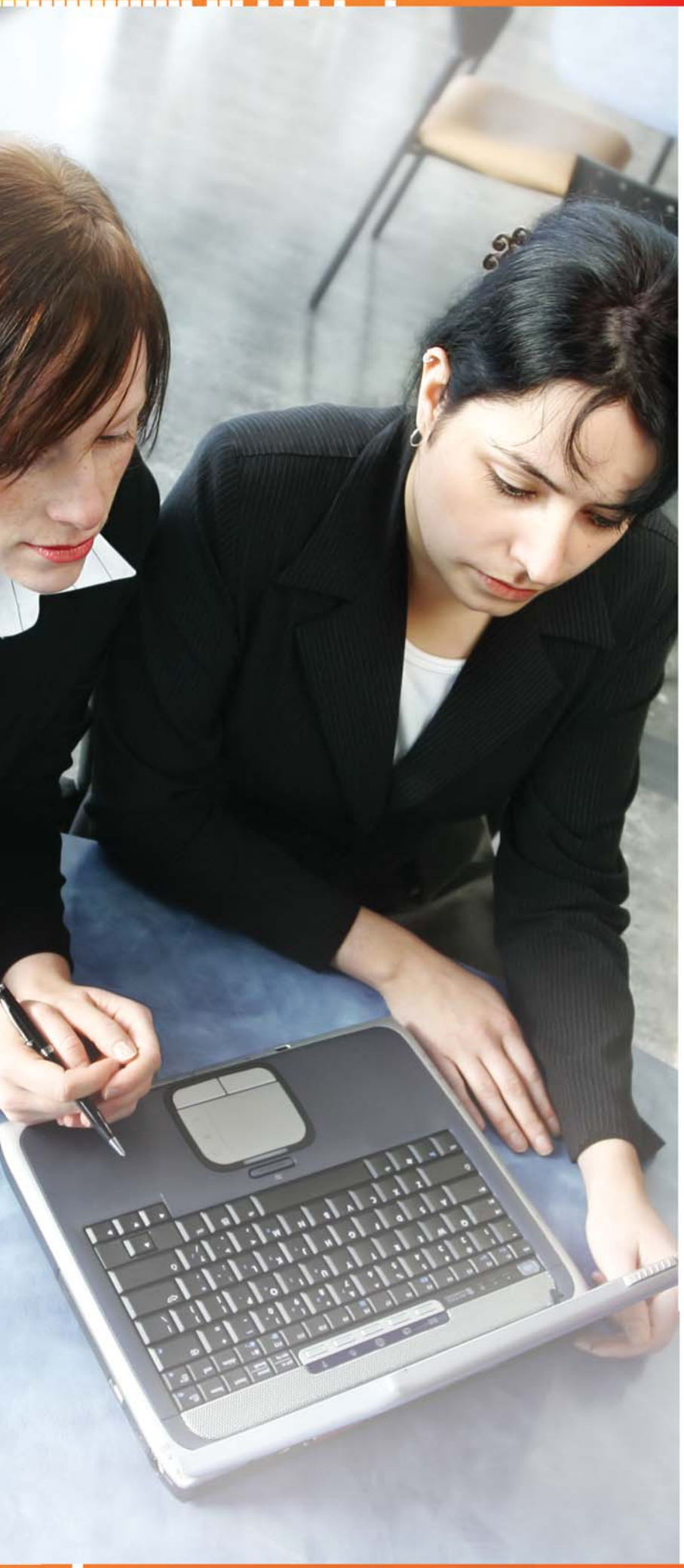
# Excellence
## is in the detail




NitroSell
Integrated eCommerce



# The Story of NitroSell

This is a story of who we are and how we can help you. Who we are is simple! We are the number one, totally integrated WebStore solution for Microsoft® RMS. At NitroSell, we developed the first eCommerce application for RMS and have won awards from Microsoft in recognition of our success.

In October 2005, **Mike Dickstein, Microsoft's Director of Retail Solutions** stated, *"The quality of the NitroSell eCommerce WebStore service designed for Microsoft's Retail Management System, RMS, offers a truly huge leap in terms of business value for retailers wanting to create a world-class WebStore at minimal cost."*

NitroSell's products and services are firmly grounded on a commitment to technology and innovation. They come with all the features and functionality of online retailing previously available only with large, expensive systems. Best of all, they are totally integrated solutions.

Unlike conventional shopping carts, NitroSell is different: it seamlessly integrates with a retailer's existing EPoS system, thereby eliminating the need to run dual non-integrated systems.

We continue to work with Microsoft to ensure that NitroSell's product complements their core RMS product offering and to help retailers increase their customer's, enhance their revenues, reduce their costs, and increase their profits.



# The People on the Team

In today's retail environment, more and more retailers are beginning to understand how important the Web has become, not only for their company's success but also for the survival of their business. Whether you are a single store operation or a multi channel operation, your ability to trade online is crucial to your competitiveness and profitability.

At NitroSell, our retail expertise means that we speak your language. You need a team that understands your needs and knows how to help you build a profitable Web based business.

David Millante, Shoreline Snowboards - *"Managing our old site gave us non-stop problems," states Militante. "I spent most of my time changing buttons on Web pages, pasting in new text, marking items as sold out - then NitroSell came along. "With NitroSell installed," Militante says, "I can put 50 items online in five minutes and take 50 offline just as fast. Our sell-through reports are accurate. And we don't disappoint customers. NitroSell keeps bringing new dollars in the door," Militante reports, "because all our inventory goes on the Web so fast and easy."*

At NitroSell, our technical team has direct access to and liaise closely with counter-part senior staff within the RMS division of the Microsoft organisation. What's more, they have an in-depth knowledge of Internet technology and Web design. So, whether you're selling locally or across the world, you'll have the support you need to compete in an increasingly automated global marketplace.

We have the people you can count on to listen. Our team has a proven ability to develop comprehensive solutions that improve your business.

*"It's the obvious choice for retailers. Nitrosell is easy to understand , install, and use. We see nothing like it in the marketplace."*

Rick Malthaner, Managing Director of
Microsoft Certified Partner Evolution Retail

*One totally integrated system, one simple solution, Nitrosell*





*"I am proud of the team we have here. They are all professionals in their field and help our customers to build better businesses."*

Dominic Frazer,
NitroSell Director of Sales and Marketing



# We Understand Your Business

Our industry expertise and commitment to technology and innovation spells success for your business. At NitroSell, the customer always comes first. The NitroSell team knows that quality and increasing shopper numbers are what matters most. We are focused on providing professional solutions that take advantage of the fast changing retail environment and help you maximize your revenue.

Microsoft is so impressed by our expertise that we received an award in recognition of our "outstanding success in providing WebStore solutions for RMSbased retailers." We recognize that "time means money" for every retail business, which is why our team is dedicated to implementing our solutions swiftly and efficiently.

**Mike Eck, Owner, Bucks County Outfitters -** *"Two or three days after getting NitroSell, we published a fully loaded Web site with 4,000 items. People think that's impossible but it's true. NitroSell is absolutely responsible for bringing in new money."*

# Retail

Whether you're selling locally or across the world, NitroSell has the comprehensive retail solution you need to compete in an increasingly competitive marketplace.

## Amazing Grapes Wine - NitroSell eCommerce

Amazing Grapes Wine Store began as a mix of six friends, and has grown into a multi-channel WebStore and bricks-and-mortar retailer with more than 1,000 transactions per month. To guarantee expansion, the store needed profits from Web sales, but integrating store and Web records posed a challenge. Web and store customers had to be in the same database. Stock-outs couldn't display on the site as available.

**Solution** - ADC Technologies Group installed NitroSell eCommerce and Microsoft RMS. NitroSell software and services helped publish selected product information to the WebStore in seconds.

**Result**
- *Revenues up 300%*
- *WebStore customers sort products online*
- *Fast installation and software setup*
- *Customizable reports flex to deliver what managers need to know*
- *Security screening and best practice safeguard goods and profits*

## Bucks County Outfitters - NitroSell eCommerce

Bucks County Outfitters in Doylestown, Pennsylvania, is a multi channel retailer that sells a very full range of outdoor gear, accessories, and apparel in the store, on its Web site, and on Amazon.com. But the owner, a seasoned IT pro, found that getting goods onto the Web took him hours only for a limited range of stock.

**Solution -** The owner rapidly installed NitroSell eCommerce to run with Microsoft RMS and published nearly 4,000 items in a few days. Now constant changes that Web retailers need to perform take only minutes.

**Result**
- *December sales up 120%*
- *Precise inventory knowledge enables better buying*
- *Owner publishes items on the WebStore to show customers during inquiry calls*
- *Customers sort and filter products on the WebStore before buying or coming in*



# Success Is in the Detail

## Trust our retail expertise and technical knowledge to enable you to do even more.

**Complete Solution** - David Militante, IT Manager, Shoreline Snowboards: "Understand that NitroSell's offerings are a complete solution," Militante emphasizes, "not just a Web tool. It's your foundation, walls, and roof. You don't need anything else to efficiently make and run a fast-selling site."

**Fast Implementation** - Rick Malthaner, Director of Evolution Retail: "NitroSell is easy to understand, quick to install and use. It's the obvious choice for retailers."

**Speed and Ease** - Michael Sacher, Managing Director, Mungo and Maud: "Updating content and generally managing our site is a straightforward, quick and easy process. It's easy to customize the site and change it as our business evolves. The NitroSell Web tools really are an extremely powerful and flexible tool for managing our store. It allows us to concentrate more on the day-to-day running of the business and not on becoming a web expert."

**WebStore Integration** - David Militante, IT Manager, Shorelines: "I can put 50 items online in 5 minutes and take another 50 offline just as fast, so we don't disappoint customers by displaying something we can't deliver." NitroSell eCommerce lets users publish or take products off in seconds. Changing Item descriptions, photos, and prices in the main system can change them on the WebStore with a click of a button.

**Search Optimization** - Alan Discount, Owner, Choppers U.S. : "NitroSell goes to great lengths to ensure that all product information is Google, Yahoo, and MSN search-friendly. Dynamic database-driven Web sites have problems in this area. But NitroSell's special techniques ensure that all product pages and data are registered with, and easily indexed by, the major search engines."

**Customization** - Greg Schroeder, Managing Partner, Amazing Grapes Wine Store: "NitroSell delivered WebStore solutions with all the underlying technology built in, so store and site can trade data back and forth. We got off-the-shelf templates that we can easily configure. We can design and change the site to our own tastes. Then, the NitroSell tools are so powerful and flexible that we make it work with our way of doing business."

**Totally Secure** - Tom Keane, President, NitroSell: "Our Web-Stores are hosted on NitroSell's secure servers, engineered to provide highly secure performance and zero down-time for our customers."



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# Training and Support

We understand that most people are not IT experts. We also understand that your WebStore success can depend a lot on having the proper knowledge and support. Front line support is supplied throughout the installation and implementation phases.

Training is supported through the initial step of learning about your new WebStore, to advanced users wishing to gain more from their investment.

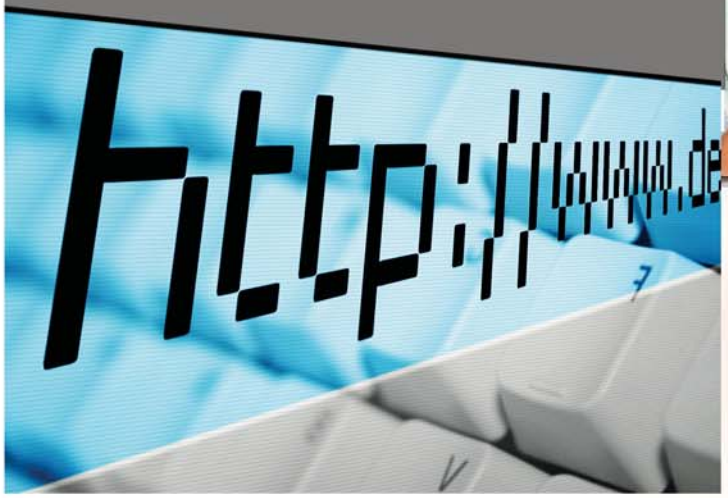
### Our comprehensive training and support include:

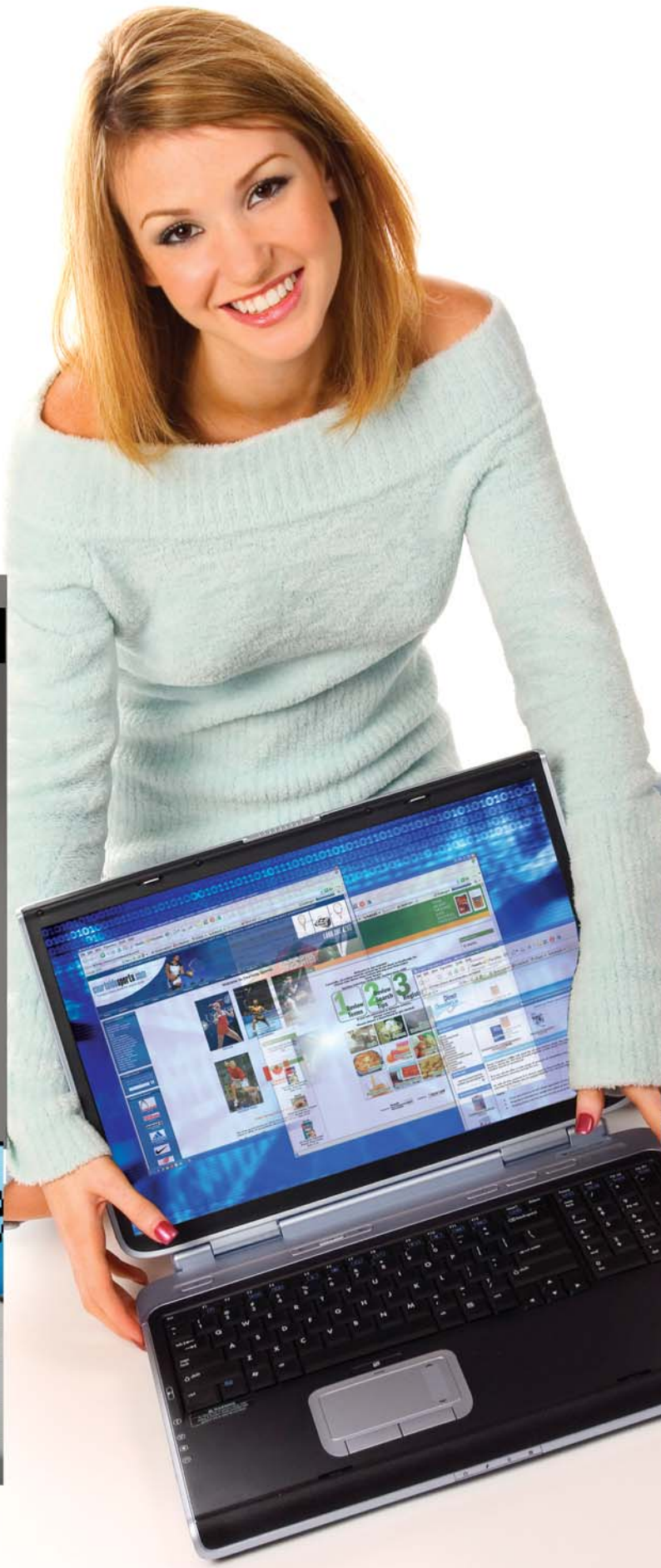
- Online training and product demonstrations
- Comprehensive knowledge base
- Product manuals
- Quick Start guides

## Customer Quotes

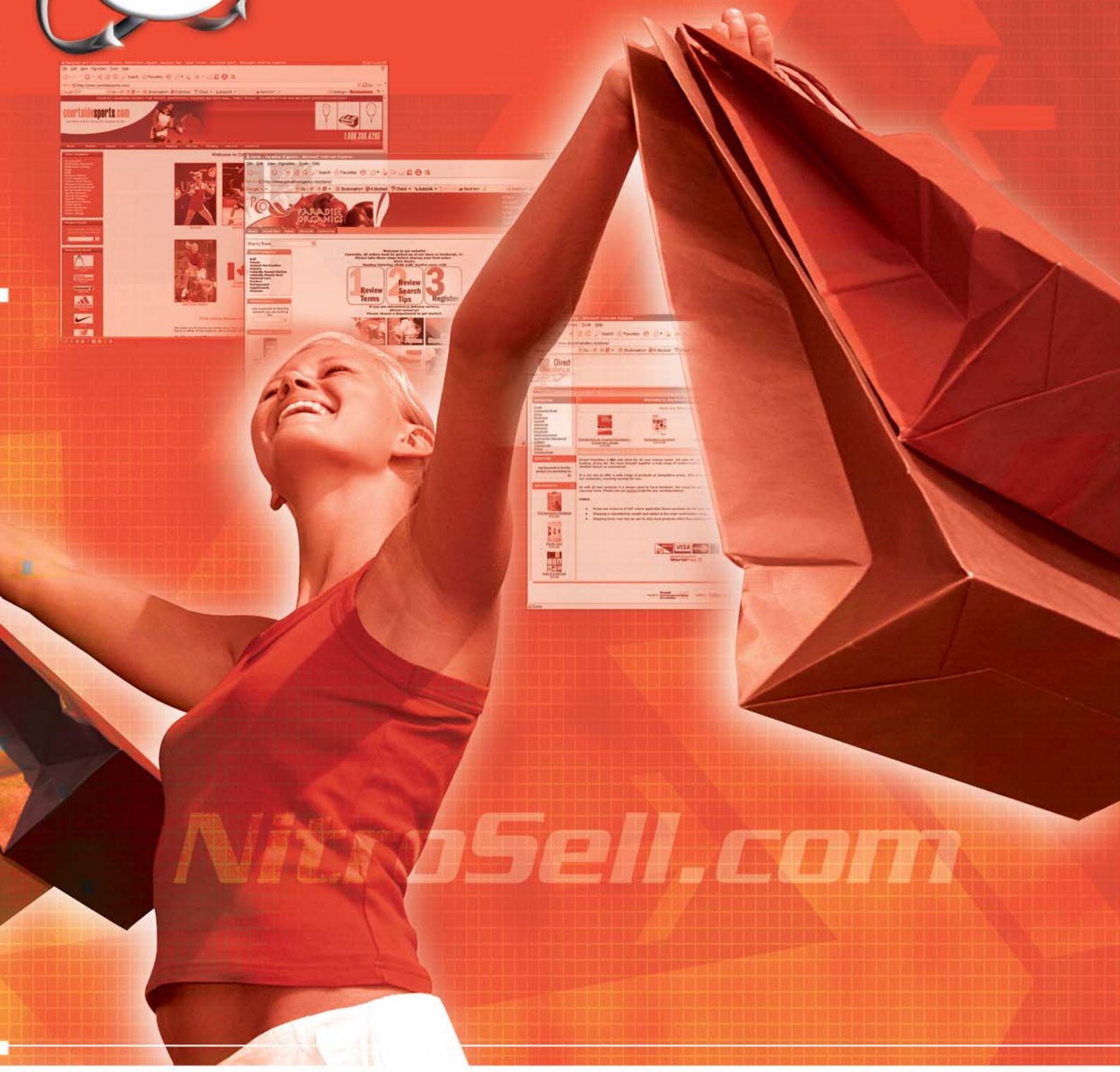
Greg Schroeder explains: “When we’ve had questions, we got service and directions from NitroSell that were nothing short of fantastic. They either told me the steps I needed, or we’d use VNC to let them into our system so they could tweak their changes from there. They listen to our product ideas, and then give us timelines when we can expect them.”

Jim Morrison, Microsoft RMS Dealer, Netsys Inc added: “We’re confident in offering NitroSell eCommerce to far-away customers, because they have excellent technical support if we’re not available.”



# empowering you to do more




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