

OnLine made easy

A R R O W S H O P

From London to Sydney, our new global village knows no borders... your customers are unlimited. The power to do business from anywhere – securely, 24 hours a day, with a simple click.

ArrowShop opens a new door – enabling you to easily and securely transact with your customers over the web.



More than a virtual marketplace



Internet-based commerce has never been easier. Arrow presents an affordable, functional e-commerce and business solution that gives your business wings, sending it to all corners of the globe.

ArrowShop capitalises on the versatility of Arrow Financials software and takes it one step further, enabling small to medium enterprises to securely market their products and services over the web.

Ongoing business benefits...

Your customers can transact what they want, when they want, with access to your ordering facility and product/service information, 24 hours a day, seven days a week. The integrity of data between your business and customers is assured so each transaction can be made with the utmost confidence. No third party front-end is required...ArrowShop is intelligently linked backed to your Arrow Financials software.

- Lowers the total cost of sale – your customers “self serve” over the web, opening a new sales channel or supporting your existing sales activities.
- Delivers a high level of customer responsiveness – every transaction is in real-time so orders or requests can be fulfilled fast, with minimal effort on your part.
- Streamlines your process – your transactional paperwork is electronic and auto-generated with all information updated directly into your Arrow Financials.

Diversity in Design

Whether you are selling items through an online catalogue, or establishing an e-business procurement portal for your suppliers and customers, ArrowShop provides you with extensive design flexibility. You can decide how your interface looks, and how your users interact with the site based on your business objectives and needs.

ArrowShop features...

- **Account Customer Log-in**
Parameters may be set for defined account access.
- **Online user Registration**
New customers are invited to register, quickly and without fuss. They may then complete an order immediately.
- **Stock Catalogue Facility**
All your products can be effectively displayed in ArrowShop’s catalogue. Along with product details, graphics of products may be incorporated to create a virtual ‘storefront’ from which your customers may browse.

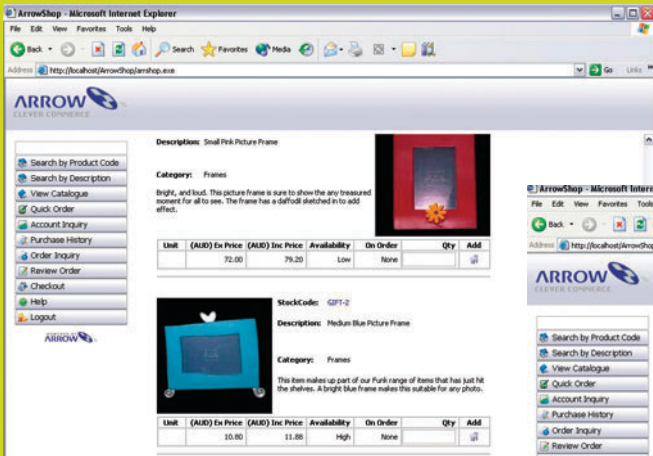
Extensive searching facilities are available within the catalogue, allowing customers to easily find a specific product. Search facilities include: Stock Code, Stock Name, Stock Category, and a text search on stock name.

- **On-Line Order Entry**
Customers are able to place numerous items in their online ‘shopping cart’. These items may be viewed and amended by the customer at any time. When purchasing, freight costs are automatically calculated, including minimum charges and any additional freight surcharges.

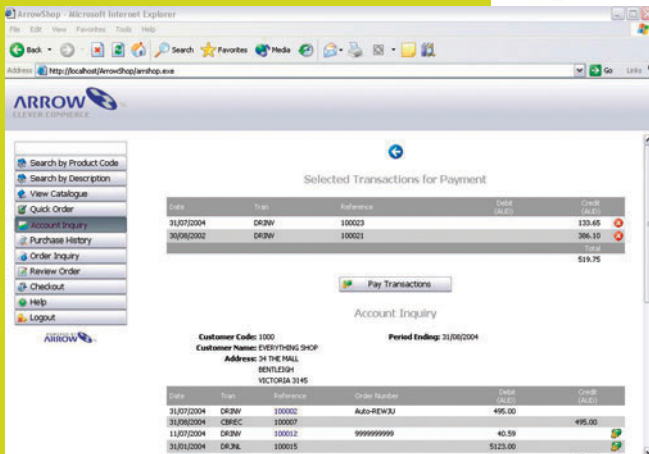
Individual customer accounts may have their online order entry access limited, based on payments terms and/or credit limit. A notification or ‘warning’ is sent to the customer if the nominated credit limit is exceeded.

- **Credit Card Payment**
An online credit card payment system ensures swift, secure transactions. You also have the option to incorporate the credit card surcharge into your customer billing. After ‘check-out’ and the completion of the transaction, online updating of the customer’s account balance is instantly made to Arrow Financials’ debtors module. Any outstanding accounts may also be paid online.
- **Customer Account Inquiry**
Customers are able to view their account balances and keep track of their transaction details. They may drill down to invoice line details or explore item graphics, and add items from their order inquiry to their shopping cart.
- **Order Status Inquiry**
The progress of individual orders may be tracked via the Order Status Inquiry. Customers may also view a complete personal purchase history using this function.

ARROWSHOP



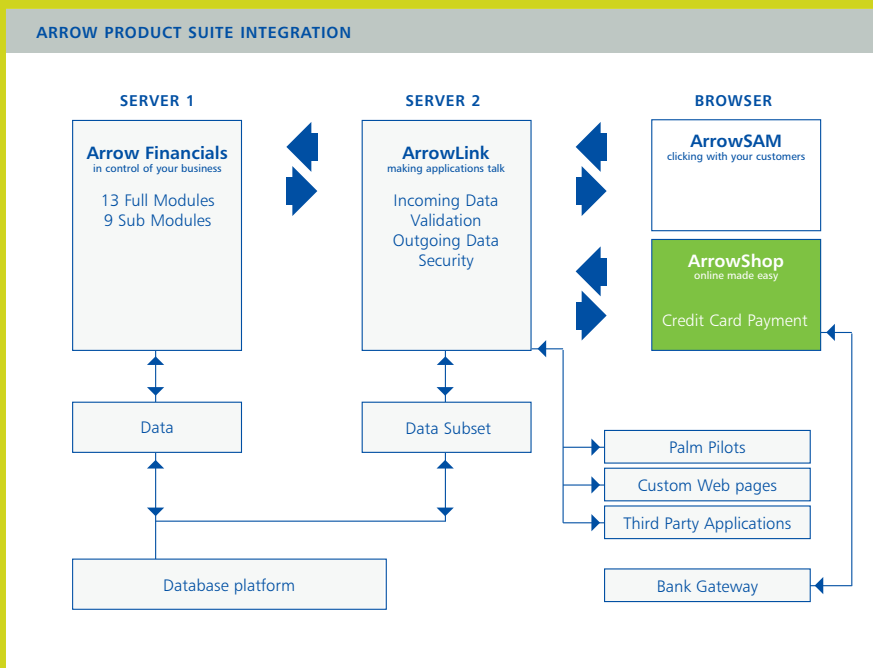
All transactions entered from ArrowShop update your Arrow Financials in real-time, via the Internet, while maintaining a high level of security. Your customers are guaranteed the latest information to assist them in their buying decisions.



Customisable Look and Feel

ArrowShop delivers diversity in design, in that you can customise the user interface and screen visuals to match your corporate branding and style. You have flexibility to choose the colour scheme, your text fonts, style of buttons for your navigation scheme and more – essentially so that it “looks” like a natural extension of your business.

ArrowShop also supports customisable style sheets for your online catalogue so that you can main consistency with your formatting and visual presentation.



New levels of customer service efficiency...

ArrowShop in action

Leader Computers

Leader Computers specialise in IT distribution and the manufacturing of computer systems. Established more than twenty years ago, Leader has developed a reputation as a company that provides quality products at quality prices to a broad clientele around Australia.

Now, with over 50 staff, Leader is the largest company to offer this service in South Australia and is one of the top 20 system builders in the country. Dealing regularly to an exclusive client base of up to 1,000 computer resellers and consultants, the ArrowShop solution has been a vital part of Leader's business success.

When asked what motivated Leader to invest in ArrowShop, Paul Kristoris, Managing Director of Leader, highlights the need to be make it simple for customers to do business with them, from anywhere and anytime. "E-commerce is becoming more and more popular and it enables us to be able to transact with our clients seven days a week, 24 hours a day. And for our country and interstate clients, it enables them a cheap and convenient way of accessing product information, pricing, specifications, stock availability and more."

Leader's ArrowShop solution is integrated with Arrow Financials which provides the back-bone for all financial transactions and reporting for the business. Information generated via ArrowShop is updated in real-time into Arrow Financials, and all paperwork is auto-generated. With over 20 Leader staff using the system; from the sales staff and accounts, to the warehouse personnel via wireless handhelds, managing customer requirements has become a more streamlined process.

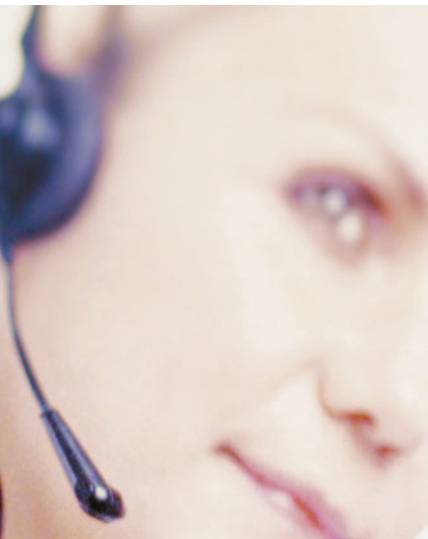
Key Features of ArrowShop...

Leader Computers believes the following features of ArrowShop have proven the most beneficial and given them the flexibility to respond to both their customers' needs and their internal business processes.



Leader DealerShop Login screen

- **Special pricing feature.** The ability to modify pricing levels for the different ranges of customers, for example, volume clients.
- **Positive client feedback** on the ease of use of the ArrowShop interface, which has been designed to reflect the Leader Computer visual identity and style.
- **Customer convenience and more streamlined transactions.** As Paul Kristoris reinforces, "Customers can just jump on the website, place the order (they don't have to worry about getting in touch with a sales person), and within a minute they get an email back confirming their order. When they come in it's waiting for them at our pick-up counter, so it saves our customers' time and improves our service delivery."
- **Flexibility to integrate Third Party development** to ArrowShop to enable the system to map to Leaders' business processes. Arrow uses an industry standard SQL database platform to support any third party applications such as integration with wireless devices for mobile store personnel.
- **The efficiency and ease of training** new staff on the system.



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