



In today's increasingly challenging economy, you can either sit back or evolve. ico|mind lets you do both. Based on internet architecture, ico|mind provides you with the robust, scalable platform you need to grow your online storefront, while intuitive tools and resources allow you to effectively manage your catalogue with limited technical expertise. The best of both worlds.

Introducing ico|mind, the immersive e-commerce engine. Regardless of the size of your business, ico|mind can assist you in establishing dynamic, immersive e-commerce sites. From catalog and storefront creation to real-time shipping and payment processing, ico|mind provides the framework needed to successfully conduct e-business in a secure, scalable environment. ico|mind does not seek to define or dictate your business model - ico|mind adapts to reinforce what already works for you.

Through the many benefits of the ico|mind e-commerce engine, you can:

integrate | An object-oriented development approach makes it possible to easily integrate ico|mind with an existing back-end application, or with another Nexvision solution component. Created with this flexibility in mind, ico|mind is adaptable to your unique needs and business process.

manage | Complete client catalogue management is made possible through ico|centre, ico|mind's central storefront administration module. Through ico|centre, you can easily manage, control, update and change the contents of multiple catalogues from your own office, with no programming knowledge required.

adapt | ico|mind can assist you in conducting better e-business, even if your site is already up and running. Through Nexvision professional services, ico|mind can be seamlessly integrated with your existing online presence, allowing you to bring your products to market through an entirely new online channel.

accelerate | ico|mind was designed to allow rapid development and deployment of your online store, effectively minimizing development time and investment.

evolve | Through modular architecture and a robust solution platform, ico|mind delivers the scalability needed to grow with the needs of your business. ico|mind users can start with catalogue management only, adding real-time shipping and payment processing modules as required.

create | ico|mind makes e-commerce simple through an intuitive and easy-to-use interface that allows you to set up and manage your online store with ease. Add or remove products, manage your users and suppliers and view comprehensive reports through an interface that is as simple and easy to use as your favourite web site.

perform | As a web-based solution, ico|mind provides you with access to real-time credit and shipping information at the click of a button. Real-time, secure payment and shipping processing ensure that the management of your online store is executed rapidly and accurately.

protect | ico|mind's advanced security features safeguard the privacy of your store data and customer information. All sensitive data is encrypted using SSL technology, while multiple logins allow you to grant various permission levels to different developers and merchants.

FEATURE	DESCRIPTION	BENEFIT
Rapid development and deployment	ico mind incorporates a rapid store and catalog creation process, ensuring timely storefront deployment.	<ul style="list-style-type: none"> o Get up and running faster o Minimize development time and costs
Unparalleled ease of use	Web-based technology allows ico mind to deliver an interface that is simple yet rich in functionality.	<ul style="list-style-type: none"> o Reduce training and adoption time o Expedite productivity and decrease cost
Modular architecture	Based on open architecture, ico mind payment and shipping modules can be added and integrated as required.	<ul style="list-style-type: none"> o Adapt to unique business needs o Streamline the online selling process
Scalability	A robust solution platform allows ico mind to support tens of thousands of products in unlimited categories.	<ul style="list-style-type: none"> o Evolve with your growing business o Eliminate costly downtime
Integrates with existing sites	An ico mind storefront can be easily linked to an existing web site through Nexvision Professional Services.	<ul style="list-style-type: none"> o Deliver added benefits to online visitors o Reduce static site administration costs
Real-time	ico mind features reliable and secure real-time shipping and payment processing.	<ul style="list-style-type: none"> o Streamline shipping processes o Ensure accurate, rapid and reliable online payment
Full merchandising tools	ico mind users can execute a number of promotions, including cross-sell and up-sell, as well as loyalty and group discounts.	<ul style="list-style-type: none"> o Execute effective promotions o Reward frequent, loyal or business customers
Customer information tracking	Comprehensive customer information, including complete contact and purchase data can be tracked through ico mind.	<ul style="list-style-type: none"> o Know your customers o Track purchase preferences and execute profitable promotional campaigns
Comprehensive product reporting	Customized reports can be generated through ico mind, yielding product sales results by category, product or date.	<ul style="list-style-type: none"> o Measure product profitability o Track seasonal trends or promotional results
Robust security	SSL encryption and multiple user logins ensure the security of customer and company data.	<ul style="list-style-type: none"> o Protect sensitive customer financial data o Ensure the integrity of the online storefront

FOR MORE INFORMATION:

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