



Online Shopping Carts: Easy To Use, Easy To Manage

(NAPSA)—The Internet revolutionized the way business is conducted, but presenting merchandise and services to customers in an attractive, organized and easily accessible way remains essential.

Online catalogs, like their print counterparts, can make or break a small business. An important component of online catalogs is a shopping cart.

“The shopping cart is extremely important,” said Pamela Jackson, who chose Microsoft bCentral Commerce Manager to administer LuxuriousDecor.com, which sells masterpiece reproductions from Van Gogh to Monet. “It gives customers options and makes purchasing convenient. It deposits payments directly into my account, which saves me a lot of time. It’s also really easy to set up.”

If an online purchase is cumbersome and complex, Jackson said, the competition’s Web site is only a mouse click away.

Factors to consider when choosing shopping cart tools include the following:

- **Ease of administration.** The right tools can simplify adding new products, removing sold-out items and promoting special offers. With Microsoft bCentral Commerce Manager, updates are made with point-and-click tools that function through any Web browser.
- **Security features.** Online businesses can offer customers peace of mind by choosing a solution that includes security fea-



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tures. Secure Sockets Layer (SSL) encryption protects transactions and ensures the privacy of customer data.

- **Integration.** Accounting fulfillment, operating systems and existing databases should all work together. A solution compatible with other facets of an online business minimizes disruptions associated with having to manually re-enter existing information.

- **Software sophistication.** Does the solution support multiple payment methods? Does it automatically calculate sales tax and shipping? Can it handle international sales? Will it offer an overview of customer activity to plan promotions, track inventory and strategically build sales?

More information about solutions that address these concerns is available at www.bcentral.com.