

The main title of the document, featuring the Kosmos Central logo and the text "Information Packet RMS eCommerce Solution" enclosed in large blue curly braces.

KOSMOS
central { **Information Packet**
RMS eCommerce Solution }

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About Kosmos Central

Kosmos Central, LLC was established in July 2001 as a premier online marketing solutions provider. Since inception, Kosmos has grown into an industry-recognized leader in comprehensive online services, focusing on successful online solutions for small, medium, and corporate businesses worldwide.

Our goal is to create positive return on online investment for our clients. We develop effective web solutions that showcase our client's products, services, and ideas in a clear and elegant fashion, found with ease and indexed by search engines. The Kosmos team assists in both internet-based and legacy businesses to successfully thrive in today's ever-changing online marketplace.

Our expertise is in creating powerful software and sophisticated web sites that can be found online. We assist clients by implementing strategic internet marketing campaigns that drive increased online visibility and growth throughout various industries. As a reliable solutions provider, we employ the latest technology and techniques to continually add value to a client's online presence.

Qualifications

Kosmos Central's experience with eCommerce and web development surpasses our seven years of incorporation. Our primary focus is not in one specific web specialty area, but in creating and integrating custom online applications and development, eCommerce solutions, web marketing, and designing professional web sites. A key component of our services is to ensure that your company is easily found and indexed by the major search engines including Google, Yahoo and MSN. We have a proven track record of successfully marketing custom applications and designs online, which has enhanced our customer's web presence and ROI.

In 2005, Kosmos Central was approached by [New West Technologies](#) to develop an RMS eCommerce solution. Since this partnership was created, Kosmos Central has established itself as the top RMS eCommerce solutions provider in the US. Due to our excellent support ratings and customer satisfaction with our solution, Kosmos has allied with New West Technologies as their preferred RMS ecommerce partner. Our noted RMS ecommerce solution has been an exceptionally valuable business decision and cements Kosmos Central's future growth and prosperity.

We're confident in our high-end established products and services. Kosmos Central has a proven and working solution that is bug-free, saving clients valuable time and money. We continue to enhance product and design features, while preparing for the future of how retail will change. Unlike other application service providers, we believe clients should be given options regarding hosting and services to create their best ROI. With Kosmos Central, clients get to actually *own* the implemented software which equates to maximum flexibility, mobility and customizability. Clients will never be tied down to an out-of-the-box package or standard design templates.

We provide the best solutions and team-up with industry-leading partners to ensure 100 percent client satisfaction – *no strings attached*.

RMS eCommerce Introduction

Now you can integrate your Microsoft RMS Dynamics POS product items with an online shopping cart, giving you the ability to customize every aspect from site design to code development. By using Web Integrator in conjunction with the Kosmos Web Service, you will increase efficiency, enhance productivity, reduce operating costs, boost your customer satisfaction levels, and notice a strong ROI, all with minimal effort and at a fraction of the cost of our competitors.

THE KOSMOS APPROACH

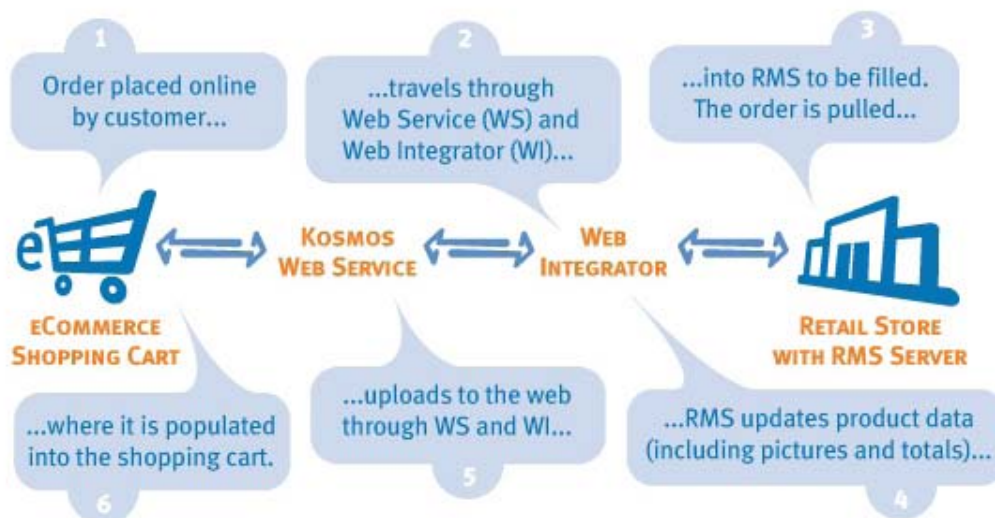
We believe that eCommerce projects require a development team that encompasses these key characteristics:

- Experience working with RMS Store Operations and Headquarters
- Extensive experience integrating eCommerce solutions with an RMS component
- Creating a unique and extraordinary online experience for a wide target audience
- In-depth web marketing knowledge that delivers tangible results

Client websites that are hosted with Kosmos are securely located at The Planet Data Center, which is the number one privately held dedicated server hosting provider in the world, with more than 500 employees and second only to publicly held IBM.

The RMS integration collaborates with a number of components: the eCommerce Shopping Cart, the Kosmos Web Service, the Web Integrator software from New West Technologies, and a secure hosting environment.

You can download a thirty-day free trial of our solution at kosmoscentral.com.



Standard RMS eCommerce Features

In addition to having complete ownership of the X-Cart eCommerce software and its open source code, you will also receive the following features and benefits:

100% CUSTOMIZATION:

- Cart design and features
- Matrix and images
- Full portability - host on any LAMP server with the proper configurations.
- Choose from over 110 payment gateways
- Advanced shipping options
- Upload as many items as you want
- Custom gift card capabilities
- Numerous product options and variants
- Membership levels and special pricing
- Promotions and sales
- Hundreds of third party mods available

COMPLETE MANAGEMENT:

- Newsletters
- Bestsellers and featured categories
- Scheduled inventory and product item updates between RMS and the online store
- Scheduled downloads of web orders into RMS
- Wish lists
- Product reviews
- Product tracking
- Sales analysis and tracking
- Customer transaction history

FIRST-RATE SECURITY:

- SSL and dedicated IP
- Password-protected administrative access
- Password reminder for customers

FREE SERVICES:

- No per-item costs or outrageous bandwidth charges - Upgrade hosting plans at any time
- Cynergy Data or Mercury Pay Gift Card integration
- Online gateway payment processing with Mercury Payment Systems and Cynergy Data
- Google Analytics setup

Dispatcher RMS Features

The Kosmos Central Dispatcher RMS includes the features and benefits of the Standard RMS eCommerce Solution, plus the following:

- Multiple price levels (A,B,C) & websites per one RMS database.
- Online customer panel for mappings & custom rule sets for higher flexibility of data use
- You still own your shopping cart and can host on any server that supports our software
- Supports Microsoft Headquarters for multiple store locations
- Multiple website support from one RMS database
- Push more data fields up to the web, i.e., bin location etc.

Shopping Cart Features

SHOPPING CART LICENSE IS 100% OWNED BY THE CLIENT

The shopping cart is an open source platform and allows you full customization to any part of the code, design and database. Please call Kosmos for any customization quote requests.

1. SETUP AND SUPPORT

- No programming required
- Web-based installation wizard
- Complete store-builder package
- Easy-to-use web interface
- Export of Cart store data: config data, states, users, categories, products, destination zones, taxes, shipping rates, orders, membership levels, etc.
- Import of Cart store data: config data, states, users, categories, products, destination zones, taxes, shipping rates, membership levels, etc.
- Out-of-the-box storefront system
- Customizable localization: multi-language, configurable currency symbol and weight/dimension measurement units, configurable list of states/provinces
- Free customer support
- Free access to all future releases
- Built-in self-upgrade engine

2. DESIGN AND LAYOUT

- 100% template-based storefront
- Fully customizable design & layout
- W3C XHTML 1.0 Transitional compliant code
- A choice from several pre-designed template schemes and color sets
- Intuitive navigation
- WYSIWYG editor for product/category/manufacturer descriptions, language variables and static pages
- Support for thumbnails
- Category thumbnail images
- Side-bar "mini-cart" viewable at all pages
- Build-in template editor: preview, edit and restore templates
- WYSIWYG text editor (webmaster mode)
- CSS design - Cascading Style Sheets allow you to easily change page styles
- Debug console: displays a tree of templates for all pages
- The possibility to find, create and modify static HTML pages
- Customizable heading tabs
- HTML emails

Shopping Cart Features

3. CUSTOMER CARE

- All orders stored in MySQL database
- Customers can search & browse personal order history
- Integrated configurable store product search
- Real time order tracking
- Customer can choose between account registration and express checkout
- Fast Lane Checkout module for quick and intuitive checkout
- The possibility to disable checkout without registering
- Password reminder for customers
- Customizable e-mail notifications/invoices
- Wish list
- "Send to friend" section
- Ability to save the customer's cart
- Newsletter management for multiple lists, edit/import/export of subscribers, news archive for customers
- Printable versions of pages
- Multiple customer types w/unique pricing for every customer type
- Memberships and special pricing
- "Clear cart" button
- Edit product options in cart/wish list/Gift registry wish list
- Printable invoices
- Configurable contact form
- Second address line for user profiles
- Ability to change the order of products on the customer side

4. PRODUCT CATALOG

- Unlimited number of products
- Unlimited number of categories
- Unlimited category nesting
- Products can be assigned to unlimited number of categories
- Ability to modify multiple products simultaneously
- Members-only categories
- "Featured Products" box
- Automated display of bestsellers
- Related products, up selling and cross selling
- 1-click enable/disable switch for products and categories
- Support for up to two different currencies in the products catalog (**NOTE:** payment processing is possible in one currency only!)
- Automatic currency conversion
- Configurable search by title, description, category, SKU, price and weight
- "Stop words filter" for product search facility (a special filter ensures that service and link words occurring in the search pattern are ignored when search by individual words is performed - available for English language only)

Shopping Cart Features

5. PRODUCT DETAILS

- Unlimited product options/variants/properties w/optional price modifiers
- Unlimited custom input fields for products
- Customer-defined prices
- HTML-enriched product descriptions
- Unlimited number of product images
- Storing images in DB or on a file system
- List a product in several categories
- Manufacturers module
- Ability to display product detailed images in popup windows

6. MERCHANDISING AND INVENTORY

- Discount coupon codes and gift certificates
- Full inventory control
- "Out of Stock" Messages
- Quantity discounts
- Retail and wholesale price
- Limit minimal order amount

7. SHIPPING AND TAX

- Real-time USPS, FedEx and UPS shipping calculation from one location
- Unlimited number of custom-defined delivery methods
- Flat rate, weight, order total and per-item based shipping
- Different weight limits for different delivery methods
- Markups for realtime shipping
- Mark your products as "free shipping" products
- Promotional "free shipping" coupons to your customers
- Add handling/freight charges
- Handle international, domestic and local shipping
- Ability to clone a zone and all zone information
- Restrict shipping by location
- Allow your customers to choose delivery methods
- Support for downloadable goods (e-goods)
- Customizable tax calculation
- Product-specific taxes
- Taxes & shipping fees depending on client's location
- "Tax exempt" feature
- GST/PST (Canadian tax system)
- Canada post shipping
- DHL (Airborne) ShipIt API support
- Australia Post's Delivery Rate Calculator support
- Shipping Label Generator for USPS and UPS

Shopping Cart Features

8. SALES ANALYSIS & TRACKING

- Comprehensive statistics:
 - Number of orders
 - Number of customers
 - Product views
 - Category views
 - Products removed from cart by customers
 - Sales by product / best sellers
 - Total sales
 - Client environment settings
 - Statistics on search patterns customers use when searching products
- Searchable order data
- Order data is easy to print
- Printable shipping labels
- Automatic creation of shipping labels for orders intended to be shipped by USPS and UPS
- Search engine & incoming traffic tracker: the cart keeps referrer data for all customers
- Shipment/fulfillment interface
- Export sales & customer data for use in a spreadsheet
- Export orders to QuickBooks format

9. PAYMENT GATEWAYS & METHODS

- Accept payments in any currency
- Allow payment via several online payment modules
- High variety of real-time credit card processors (over 100 payment gateways)
- Check processors
- Manual (offline) credit card processing
- PayPal payments
- Google Checkout as an alternative to Cart's standard checkout
- Predefined set of payment methods (offline): checks, purchase orders, phone orders, wire transfer and etc.

10. SEARCH ENGINE FRIENDLY

- Pages can be indexed by all major search engines
- Define custom META tags for every category
- Customer referrer info is stored in database
- Product catalog can be generated as static HTML pages for better SE indexing and ranking
- Search engine optimization options group

Shopping Cart Features

11. DATABASE AND PLATFORM COMPATIBILITY

- Open source PHP code
- Support for UNIX/Linux, Windows and Mac OS X servers
- Powered by MySQL database
- Multi-language: your e-store can work with unlimited number of languages
- Multi-lingual products
- Multi-lingual categories
- Multi-lingual product options
- Payment processing modules for all major gateways
- Flexible implementation: you can easily add new features and/or disable existing ones.

12. REPEAT CUSTOMER ACCOMMODATION

- All customer's data is stored in database
- Greet regular visitors
- Registered customers can be offered discounts
- Registered customers do not have to enter their data again
- Registered customers can edit their profile
- Registered customers can access history of their orders
- Built-in newsletter engine
- Real-time order tracking for registered customers
- Moderated product reviews and ratings
- Return Merchandise Authorization add-on to return customers' payments.

13. WEB-BASED CONTROL PANEL

- Password-protected administrative access
- All changes are real-time
- Control the cart from anywhere in the world using your web browser
- Unlimited number of admin accounts
- Support for restricted "shipping/fulfillment" admin accounts
- User-defined date/time format
- Ability for administrator to act on behalf of other users (e.g. to place phone orders for customers and use Cart as web based point of sale system)

Shopping Cart Features

14. SECURITY

- Full HTTPS/SSL support
- Secure HTTPS/SSL administrative access
- Password-protected administrative access
- Strong Blowfish encryption for sensitive customer data
- PGP-encrypted e-mail notifications
- Real-time security notifications of all failed login attempts
- Anti-Fraud module validates customer's address during checkout
- Stop list module allows disabling shop usage from specific IP
- Backup sub-system
- System fingerprints: ability to compare the status of the store files before and after modification and to discover which files have been deleted, added or modified
- Protect registration pages and e-mail forms with a random-number image

Testimonials

Kosmos Central has designed and integrated our RMS eCommerce solution for numerous national and international companies. For a complete list of our clients, and our portfolio, please visit our website at kosmoscentral.com.

RALPH ENGELSTAD ARENA SIOUX SHOP

“Ralph Engelstad Arena Sioux Shop was a unique project in that I too run and full web development and marketing business, and actually contacted Kosmos after hearing so many good things. Our skills are limited when it comes to Cart and the eCommerce world so it made perfect sense to team-up with someone who had more experience than us. In doing so, I felt things went extremely smooth. I’ve worked on many projects and this one was as smooth as or better than any others I can think of. Great job! On a scale of one to ten, I would rate the experience as a nine. Again, great job and I wouldn’t hesitate for a second to throw more work at Kosmos when it becomes available.”

Mike Richards, IT Director

<http://www.siouxshop.com>

TUDOR GUILD

“I highly recommend going with Kosmos for web store design and eCommerce solutions. They worked very closely with me in every stage from the initial concept to the release of our web site. The graphic design department intuitively produced just the look we were after. The support staff has smoothly integrated the web store with our Point of Sale database and has promptly followed up on our support request tickets. We chose Kosmos because they have a talented, friendly, and accessible staff with a very competitive pricing structure. We are very pleased with the results Kosmos has produced for us.”

Raj Kumaran, IT Director

<http://www.tudorguild.org>

CRICKET WIRELESS - AFFORDABLE CELLULAR

“Kosmos Central team did a superb job crafting a customized online solution that allowed our customers to quickly and effortlessly find our products and services that fit their needs. The application was completed in a timely manner and the Kosmos staff was always available for help and direction as needed.”

Jim Houck, Franchise Owner

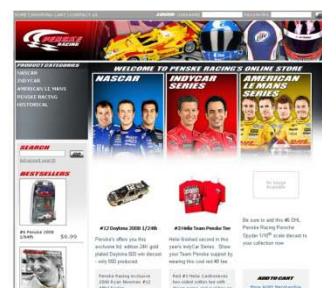
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