



IceStar Media
Quality Technology Solutions

What is Osiris and what is Osiris E-Commerce?

We have a series of fully customisable products within the **Osiris** suite that currently include web site packages which allow you to manage your own web content and images, product/stock, document and property management systems (to name but a few). The concept behind Osiris is very simple. Over the years we have encountered many customers and businesses that have stand alone software packages or applications that do not interact with one another in the way that they should. As a result frustrated customers are left to manage a minefield of disparate IT systems that simply do not connect to each other. Based on this knowledge and feedback we saw a perfect opportunity to do something about it. We developed a single “base platform” (*which we named Osiris*) upon which different integrating applications could be added seamlessly and with the minimum of disruption and cost.

For example, if you have a website that we have built for you and in a few months' time you decide to extend your business into on-line sales, we can add on the function to facilitate eCommerce without you having to scrap the entire web site and start again. The same applies to adding new features such as the ability for an on-line store to integrate with an external stock control systems. Consequently, our customers are 100% happy as they know that when they reach a stage where they would like to add on a new feature we can integrate any number of modules without any major disruption to their existing web site.

In plain English, **Osiris E-Commerce** is the name of our eCommerce product that enables businesses to sell their products and services over the internet and take advantage of all of the benefits of having an on-line shop (please refer to our eCommerce fact sheet for full details). Other products in the Osiris suite include **Osiris Portal** (a content management website) and **Osiris Custom** (where we work with the customer to design and develop a fully customised solution for a specific business requirement).

What does Osiris E-Commerce actually do?

Osiris E-Commerce is a reliable and secure eCommerce solution for all types of business owners, from sole traders who are looking to sell a small selection of products, to large commercial companies who stock hundreds of thousands of products.

Key Features*:

- ① Choice of pre-designed templates OR a fully customised design;
- ① Browser based (no need for additional software licenses);
- ① Options to set-up Business to Business (B2B) trade accounts;
- ① Easy to add and edit products and categories;
- ① Secure ordering with most leading internet merchant providers, including WorldPay, Protix, Money Bookers and Google Checkout. Transaction fees are **not included**;
- ① Live order tracking;
- ① Provides integration with external stock control systems;
- ① Order history and statistical reporting (for sales, stock levels, etc.);
- ① Temporary shopping carts (for “buy later” facility) and product pre-order options;
- ① Automated invoice/dispatch note/shipping label generator;
- ① Multiple currency and language features;
- ① Product thumbnail generator and rotating banner advert features;
- ① Related product generator and product search;
- ① Multiple product categories for advanced product management;
- ① Ability to accept promotional codes/coupons;
- ① Bulk mailing features (to mass mail customers on mailing lists);
- ① Automated Meta information for SEO (we will also advise you on SEO optimisation);
- ① Multiple payment and shipping options;
- ① Option to import supplier data feeds (e.g. Toolbank & Google product feeds);
- ① Live chat functionality with customer service representatives;
- ① Product review/feedback options and features.

Technical and Security Features (about our servers and where they are located):

- ① Nightly site-back up of your on-line store across multiple servers;
- ① Zero downtime (if one server become unavailable there are 3 more to take over);
- ① Face /photo scanning to enter secure premises;
- ① Advanced fire suppression systems:
- ① Redundant fibre entry points;
- ① 24-7 interior/exterior server surveillance.

** Exact features will depend on the package purchased and may vary from tariff to tariff.*

I can use eBay or Amazon Market place, why do I need your product?

eBay and Amazon Market place are one of several sales channels within which you can sell your products on-line. There are, however, a lot of limitations to using them that are not always obvious. The main disadvantage is that you do not own your shop (eBay does) and you have far less control over its design and overall features.

In terms of costs, to open an eBay shop you will have to pay a monthly subscription fee that varies from £14.99 a month to £349.99** depending on the type of product and sales volume. On top of that you will also have to pay a standard product insertion fee of £0.20p. This includes a simple listing only. If you want to add a detailed description and some photos (which people looking to buy a product would expect to see), the fee per product insertion increases to £0.25p. Depending on the nature of your business, you are then charged a “final sales fee” that can be anything from 5.25% per transaction up to 9.9%, and if payments are processed through PayPal further transaction fees will be charged to the seller.

To illustrate the typical costs involved, if you are selling a product between £0.99p and £49.99, eBay will charge 9.9% of the selling price, and if you are selling a product between £50.00 and £599.99, eBay will charge **9.9%** of the initial £49.99 (£4.95), plus **5.9%** of the remaining balance of the final selling price.

Therefore, with your own eCommerce system the advantages are very clear:

1. **You own the software and all of your data** (including photos and descriptions);
2. You have **far more control over your on-line shop** in terms of the design/special features and have the option to have customised modules added;
3. **You own your own web address** (URL) as opposed to something like <http://myshop.ebay.co.uk> and can have as many email accounts associated with the web address as required. This looks more professional and also shows visitors that you are an established company;
4. In terms of cost, once your on-line sales achieve a certain threshold it actually **becomes cheaper and more cost effective to own your own eCommerce system** than use the sites such as eBay and Amazon Market place.

**** Prices sourced from the eBay website as of April 2009 and are subject to variation.**

Who will be adding products and managing my on-line shop?

With your own eCommerce system you have full control over your on-line store and have full access to it at all times. This means that you can add products whenever you want to, whether that is out of office hours, at weekends or public holidays. ***With Osiris E-Commerce you have all of the tools required to manage your on-line shop with complete and total confidence.*** You can issue invoices, print despatch notes, keep control of your stock, send our mass-emails to your customers alerting them to special offers, and much more. As part of your package we will sit down with you and show you exactly how to use and manage your on-line shop and we will also provide you with a user manual that you can refer to whenever the need arises. We also offer support plans so, if you feel that you need extended support, we can discuss which plan will be the most suitable.

How much will an on-line shop cost?

The honest answer is that without a consultation with you to establish the type of on-line shop you require, or the types of features, training and support levels necessary, it will be difficult to provide an accurate estimate of your costs. We have various tariffs in place to serve sole traders right through to companies selling 65,000⁺ products who require full stock control systems, and on-going support from our dedicated support team. A few days after your consultation, we will provide you with a detailed quotation that will include full breakdown of charges so that you know exactly what to expect, with no hidden charges.

There are other eCommerce suppliers, what makes you different?

We ***do not place any restrictions on the number of products*** you can sell from your on-line store and it will be hard to find another company that does not charge you a penny more if you are selling 1 product or 100,000⁺ products. This means you do not have to worry if your sales increase from 100 in the first quarter to 10,000 over the next 2 years and unlike other companies who will charge you a substantial fee if you go over a certain sales threshold, we won't.

The key to our success is that we will work with you to establish your requirements from the start and recommend the right solution for you in every possible way, from design and features to on-going support. We pride ourselves on the fact that we are extremely transparent with our pricing policy and have a happy customer base to prove it.

In terms of features and functionality, we have built Osiris E-Commerce based on all of the feedback we have had from customers who have not been able to find a suitable product that meets their precise requirements. As a result we have spent several years developing a highly robust, streamlined and powerful platform that is not only suitable for large companies with large turnovers but small-traders and SME's in many different industry sectors.

During your initial consultation our technical and creative directors will be present to talk to you in detail before recommending the right solution for you. This will involve demonstrating examples of our system in action to give you a better idea of what we can do without any obligation to buy anything. We appreciate that that time is precious and "no means no" so if you feel that our products and services are not right for you for any reason, we will respect that, take on your feedback and leave you in peace.

Do you have any example on-line shops I can look at?

Certainly, we have several live examples of our system in place and we invite you to visit them to get a better idea of exactly what we can do for your business:

Featured Site: Coopers Direct, part of Coopers (Great Yarmouth) Ltd.

The Coopers chain of home and garden improvement stores are well known in Norfolk and Suffolk, and since 1973 their flagship store has occupied a 38,000 square foot site in Great Yarmouth, Norfolk. The smaller shops in Beccles, Halesworth, Bungay, Leiston and Great Yarmouth town centre have become an integral part of the community, with quality products, great prices and service with a smile. Coopers employ over 90 people and their stock over 42,000 product lines ranging from bathrooms, showers and fittings, hand and power tools, ironmongery and hardware, decorating, gardening and household products. Since the first launch of the Coopers eCommerce shop in 2006, on-line sales figures have continued to grow year on year as more and more products lines were added to the site to meet with demand. As part of the continued expansion of the site we worked with the management team at Coopers to conceptualise a new design and layout for the site that would incorporate many new features including:

- The option to search by manufacturer;
- Advanced search options;
- Top sellers feature where products that sell the most are automatically displayed;
- Recently viewed items and last products purchased (purchase history);
- Automated Google products feed ;
- Optimised content/design for SEO (search engine optimisation) performance;
- Data/product feeds in from Tool Bank.

The newly re-designed site has now been launched and can be viewed by clicking on the link below:

Website: <http://www.coopersdirect.com/>

Builder's Equipment (BExpress)

BExpress have a solid reputation for supplying plant, tools and equipment to customers ranging from major contractors through to individual tradesmen and DIY users.

Website: <http://www.bexpress.com/>

BEGreen

BEGreen is an online supplier of environmentally friendly products. Their product line includes green products from organic, recycled or bio-bases (biodegradable) materials.

Website: <http://www.begreen.co.uk>

BuyaParcel.com

Buyaparcel.com supplies a wide range of tools, accessories and plumbing products ranging from power tools, home ware and bathroom accessories to gifts and garden accessories. ***The company have recently extended their delivery to the Republic of Ireland.***

Website: <http://www.buyaparcel.com/>

Contact Information

For further information or an informal chat, please get in touch and we will be happy to answer any of your questions by phone on **01438 894 776** (Monday to Friday 9:30am-5:30pm) or via email at [**info@icestarmedia.com**](mailto:info@icestarmedia.com).

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