





inPowerSuite is a **global e-commerce solution** comprised of an integrated set of modular components to provide a comprehensive online solution to market, sell, and manage your products and services on the Internet. This solution is available as a stand-alone software license for your environment or as an ASP (subscription based) service, tailored to meet your specific business requirements.

Target Markets

inPowerSuite is available as a turn-key self-service system for deploying powerful e-commerce solutions on the web. This solution allows Retail E-Commerce companies and Direct Selling organizations to sell their inventory products and services over the Internet, in a secure, real-time environment.

Retail E-Commerce		Direct Sellers	
<h3>Business to Business</h3>  <p>inPowerSuite gives you the power of web-driven commerce and provides core front/back office functions to support your customers, partners and business operations.</p> <p>Easily manage multiple price lists with unique buying thresholds and connect with your suppliers and vendors online.</p>	<h3>Business To Consumer</h3>  <p>As a powerful and self-service management solution, inPowerSuite provides a dynamic presentation of products and services on the web.</p> <p>Give your customers a gratifying shopping experience with rich product hierarchies, flexible product views, discount pricing, up/side-selling and more.</p>	<h3>Network Marketing</h3>  <p>Meeting the demands of Direct Sellers, inPowerSuite delivers a customizable application process, commission plans, distributor websites, and more.</p> <p>Leverage field-tested Internet tools to grow your business in new markets, promote customer loyalty and measure success.</p>	<h3>Party Plan</h3>  <p>Extending the rich features of Distributor organizations, inPowerSuite offers Consultants innovative tools to manage Parties and Hostess Rewards.</p> <p>Recruit and manage your business entirely from the Internet with increased efficiency, real-time rewards and no software to maintain.</p>

Powerful Web Store

Complementary to a robust product catalog, inPowerSuite provides flexible categorization, price lists, and strong up/side-selling capabilities. Additionally, inPowerSuite integrates with a collection of services and third-party offerings to deliver an end-to-end solution. Add-on components include Address Standardization; Shipping Rates and Sales Tax calculations; Payment Processing; Call Center, Fulfillment and Financials integrations.

Multi-Language / Currency Support



global e-commerce

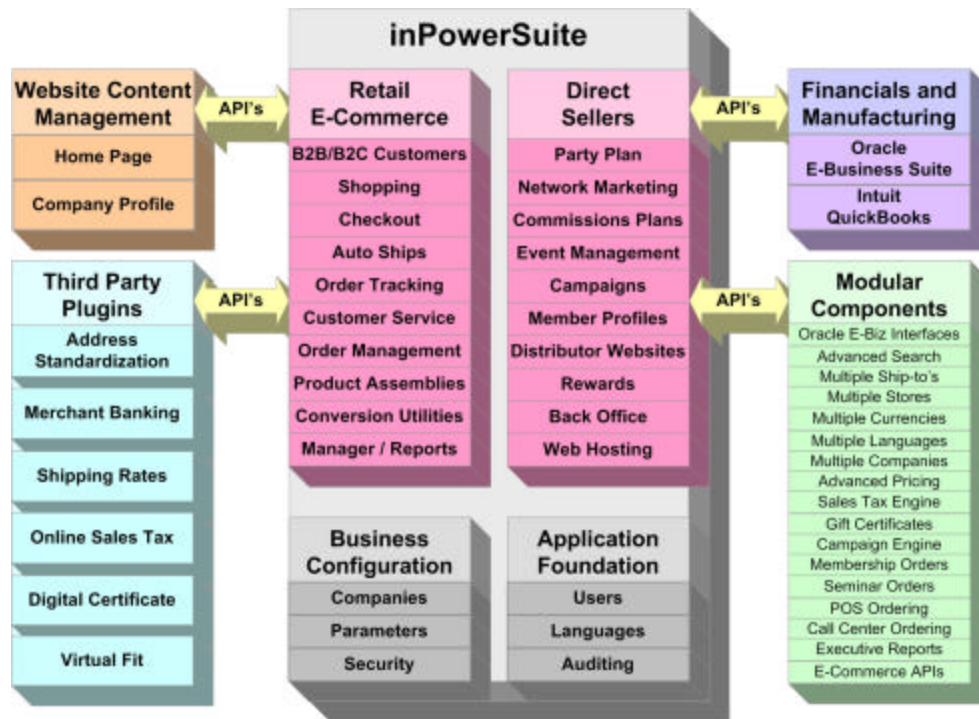
- > multi-company
- > multi-country
- > multi-currency
- > multi-language

LANGUAGES 

Business Components

At its core, inPowerSuite was developed from an application foundation, which houses business rules for the underpinnings of security, company, website management and more. This application toolkit has been successfully used to jump-start many web development projects for Niche clients.

Global e-commerce is managed by a sophisticated, robust, and scaleable web store that enables selling of products and services over the Internet.



Niche invested more than 30 person-years of consumer e-commerce expertise into its design. The resulting product suite provides a solid foundation for a simple, flexible, and fully functional Internet application.

A distinguishing feature of inPowerSuite is its seamless integration **with** Financial applications including Oracle's E-Business Suite and Intuit's QuickBooks applications. Specified items in your inventory can be displayed and sold with a minimum of setup time and without concern for dual maintenance and synchronization issues.

Orders automatically flow into back-office applications for accounting and fulfillment according to user-defined intervals, and in conformance with best business practices.

Additionally, inPowerSuite has a schema separate from financial applications, enabling deployment on a different hardware and/or operating system platform, thus providing your company maximum flexibility when facing the problem of cost constraints versus availability requirements.

Connectivity to the company's ERP applications allows inPowerSuite™ to operate as an integral component without concern for dual maintenance and synchronization issues.

Global E-Commerce with Complete Functionality

inPowerSuite incorporates all main and expected features of a fully functional e-commerce website and member organization expertise. It includes real-time plug-ins for address standardization, shipping charges, sales tax calculations, online credit card processing, settlement, and parcel tracking. Internet customers can easily locate and purchase product, store payment and delivery addresses, select from different shipping services, make payments through a variety of methods, and track orders, all on-line, 24 hours a day, 7 days a week.

Web Store Configurations

- Real-time e-commerce plug-ins and website blending
- Member organization events, commissions and rewards programs
- Integrated stand-alone or shared catalog

Seamless E-Commerce Blending

inPowerSuite™ provides an easy fit for those companies wanting to leverage their existing websites, while seamlessly integrating an e-commerce experience...

Many companies have existing on-line catalogs with basic or no e-commerce capability. inPowerSuite provides an easy fit for companies wanting to leverage their existing websites, while seamlessly integrating an e-commerce experience for their customers. Storefront pages generated by inPowerSuite can dynamically adapt to a site's existing navigation and color scheme, thus making it easy to blend e-commerce into an existing website.

Flexible Shopping Experience

Products can be selected in several ways. Besides browsing via typical drill-down selection using multiple categories, inPowerSuite also permits "QuickOrders" enabling experienced customers with knowledge of product numbers to enter multiple products on a single screen. inPowerSuite also provides a flexible search engine which enables keyword and random text searches against item names and descriptions, searching across or within a single defined category.

Catalog Configurations

- Category hierarchies and listings
- Multi-dimensional product groupings
- Parametrically driven product layouts



Selling Configurations

- Featured Items / Popular Picks
- Up / Side / Substitute -Sells
- Kitting / Bundles
- Unlimited Customer / Member Pricelists

Comprehensive Checkout

- Customer Registration
- Address Standardization
- Shipping Rates
- Sales Tax Calculations
- Credit Card Processing
- Email Confirmations

Membership Organizations with Commissions Functionality

inPowerSuite includes modules for managing members for associations and direct selling businesses. For Direct Sellers, it includes distributor genealogies for sponsor downlines and support for fast start commissions and lead protection.

Management of a flexible application signup process, events planning, rewards programs, outbound email campaigns and more are all part of the member back-office functionality.

Web Hosting and Virtual Sites

As an integrated service, inPowerSuite provides an easy fit for companies wanting to leverage their existing websites on a complete hosted environment. This allows for integrating the e-commerce experience on one platform. In organizations with distributors and consultants, virtual site features allow members to manage independent site content, such as personal stories, events, and testimonials, in a secure and self-serve back-office operation.

inPowerSuite™ provides virtual websites for independent members in Distributor and Consultant based businesses and can be seamlessly managed with an in-house hosting solution.

Events and Rewards

- Event Management
- Rewards Programs
- Outbound Email Campaigns
- Member Profiles

Back-Office Access to Member Information

Members can access lead protected customers as well as appropriate parent and child member information in organizations that require member genealogy. Basic membership organizations utilize campaign and calendar features to communicate with appropriate members. Access to all news, events, sales collateral, and reports is conducted via the member's "My Account" area.

Downline Reports

- Member traditional indented downline status reports
- Drill in links for contact and historic information
- Real-time qualification reporting

Graphical Genealogies

- Complete downline to company specified levels
- Member information accessible on hover-over
- Statuses or Ranks color coded for priority follow-up

The screenshot displays two windows from a Microsoft Internet Explorer browser. The top window shows a table of member information with columns for Name, Rank, Status, MTD, Last Order Date, and various contact details. The bottom window shows a graphical genealogy tree for a member named 'Waiora'. The tree uses colored circles to represent different member statuses: green for 'Shipped Advantages', blue for 'Qualified Advantages', and red for 'No Qualified Advantages'. A legend on the left explains these color codes. A pop-up box at the bottom right provides details for a specific member, including their name, distributor number, last modified date, current rank, MTD, personal phone, and last shipping date.

Campaign Management

Member contact is essential in networking marketing organizations to promote product, business opportunity and convey customer activity driving sales and commissions. Additionally, campaigns can be used for creation of digital catalogs with "one-click" ordering capabilities.

Efficient Internet Based Payment Processing

inPowerSuite comes with integrated plug-ins for goMerchant's™ "EZ Payment Gateway", a secure, internet-based, and real-time credit card transaction processing service. This service is backed by NOVA Information Systems, one of the top three bankcard processors in the United States. Online authorizations are processed for all major credit cards, including

Payment Methods

- Major Credit Cards
- Debit Cards
- Checks
- On Account (Invoice)
- POS "Lite"

Visa, MasterCard, American Express, Diner's Club and JCB. Online batch deposit and settlement is also provided via an internet-based interface.



For higher throughput requirements, payment processing is available directly through NOVA Information Systems. This service allows higher transaction

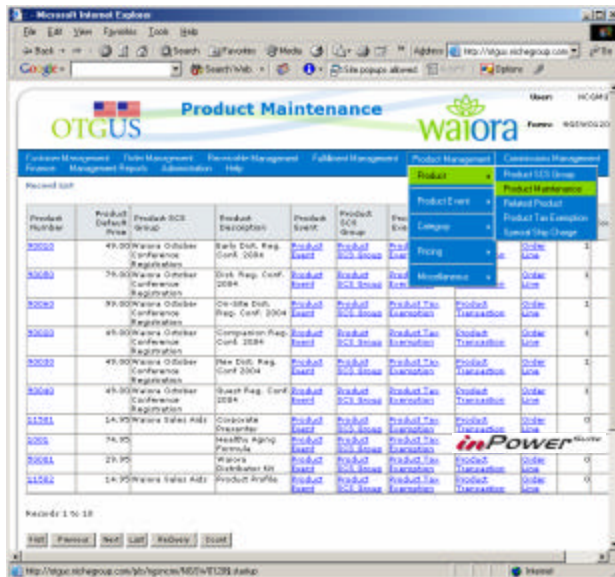
Payment Processing

- Online authorization of credit card payments
- Automated settlement processing
- Best-practice encryption techniques

throughput rates as well as more automated batch settlement and integration. Alternatively, when dealing with multiple sources of payment requests and/or alternative payment processors, payment-processing servers from PaymentPlus can be deployed internally.

Additionally, Oracle E-Business customers can leverage inPowerSuite's payment gateway interfaces to perform auto lock-box and batch settlement processing.

Store Manager Application



...e, all necessary functions are provided to manage your back-office application. This application is fully web based items, categories, price lists, and system parameters. In ment containerization, pick ticket printouts and ship

Whether running inPowerSuite ASP service, stand-alone or integrated with Oracle's E-Business Suite, the Store Manager will still be used to setup special promotional outbound email campaigns. This feature enables custom promotional email messages in plain text or HTML format. It automatically notifies all customers who have requested promotional emails.

The

Back Office Management

- Unlimited companies and web stores
- Unlimited currencies, languages and labels
- Unlimited catalog items, memberships, events
- Unlimited customers, orders and sales staff
- Unlimited e-mail campaigns
- Much more...

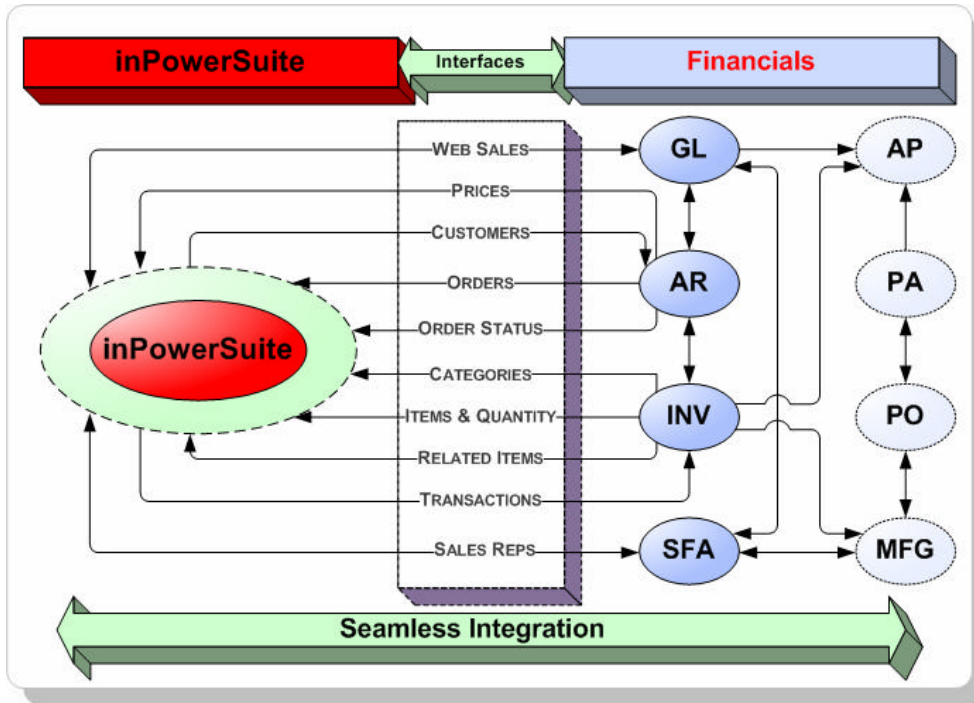
Store Manager also provides several management reports, showing daily sales summaries, performance numbers, and click-stream activity. In addition, many features of the storefront, such as news-feeds, are controlled from the Store Manager.

Extensive Financials Integration

inPowerSuite's e-commerce solution is compatible with financial applications, including Oracle E-Business and Intuit QuickBooks. inPowerSuite was designed from the ground up to integrate with financial packages with an emphasis on providing multiple integration points, flexibility of deployment, ease of setup, minimal impact on current ERP setup, and quick time to market.

Financials Integration

- Expose/synchronize inventory on the web
- Capture web customers and orders
- Communicate order statuses to customers



inPower's focus is on Internet order capture, while at the same time leveraging as much data as possible from the company's ERP installation.

The level of integration can be modified depending on company requirements. For maximum flexibility, inPowerSuite was purposely designed to contain its own set of data tables to support the Internet storefront. This model also allows it to run fully independently regardless of whether the financials system is available or online.

inPowerSuite	Interface/API Data Flow	Oracle E-Business Suite
Customers	«	Receivables (AR)
Prices	→	Order Management (OM)
Orders	®	Order Management (OM)
Order Status	→	Order Management (OM)
Items & Quantity	→	Inventory (INV)
Transactions	®	Inventory (INV)
Sales Representatives	→	Sales Force Automation (SFA)

In n-tier environments, data synchronization activity is simply pended until the ERP applications become available. Should you want to utilize inPowerSuite's built-in maintenance features for the primary entities (see table to the left), a simple inPowerSuite parameter change is all that is required. This is typically only desired when deployed in stand-alone mode.

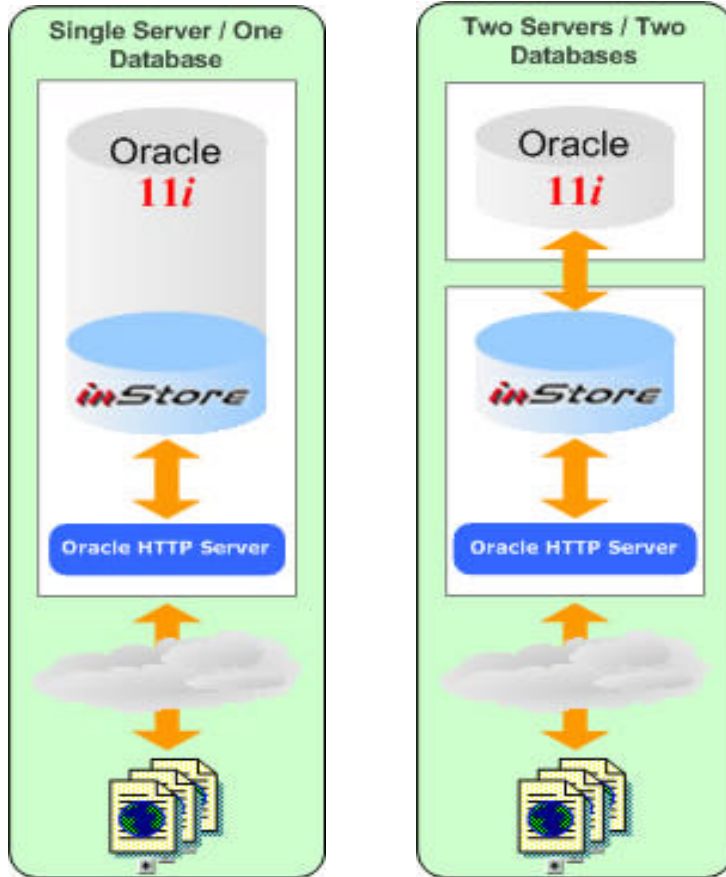
Additionally, as the robustness of module APIs increases, more complete two-way synchronization can be achieved.

High Performance and High Scalability

Since the application is built exclusively with Oracle 9i/10g development tools, all performance and scalability features offered by Oracle's core technology can be leveraged. Any integration and/or architectural strategy changes will therefore not require substantial compromises.

Performance & Scalability

- Highly mature PL/SQL codebase
- Optimized for secured web access and transactions
- Multiple configurations for scalability



Since the primary engine of inPowerSuite is PL/SQL based, the only additional software needed is the Oracle 9i/10g database. These latest versions come standard with the Oracle HTTP Server, powered by Apache along with the "mod_plsql" plug-in. Being the most mature of Oracle's programming languages, PL/SQL provides a highly stable code base, maximized speed and performance, rich language features and functionality, and tightly integrated SQL for optimized access to the online data.

The adjacent diagrams depict just two of the many deployment alternatives. The software in fact can be deployed within any of a multitude of hardware and database architectures, limited only by the configuration options of the Oracle technology itself. Your deployment strategy will entirely be determined by your individual specifications, whether these aim at cost-effectiveness or high performance.

inPowerSuite Market Differentiations

- ❑ inPowerSuite is a global e-commerce and membership organization platform comprised of a complete e-commerce solution that provides B2B and B2C businesses: unlimited category hierarchies; multi-dimensional product groupings; advanced customer/member discount pricing; flexible suggestive-selling arrangements; parametrically driven product layouts; and a customizable shopping cart.
- ❑ inPowerSuite's application and components "blend in" seamlessly with your website and provides a complete e-commerce experience that includes: customer registration; real-time address standardization, shipping rates, sales tax calculations, credit card verification / authorization; and email confirmations.
- ❑ InPowerSuite has in-depth Membership Organization features for Associations and Direct Sellers with Commissions, Event Management, Rewards Programs and more.
- ❑ inPowerSuite's e-commerce is optimized for taking product, assemblies (style-color-size) merchandise, seminar/training, membership and other subscription-based service orders.
- ❑ inPowerSuite integrates with Oracle E-Business Suite, QuickBooks and other third party applications to expose inventory on the web; capture web customers and orders; and communicate order status to web customers.
- ❑ Built on Oracle's database technology and certified as a reduced cost Oracle "embedded appliance", inPowerSuite is a comprehensive solution that:
 - Scales to the demands of high transaction volume environments.
 - Runs multiple web stores in a single installation; where each store operates with a discrete Catalog, or a shared Catalog with unique customer pricing.
 - Handles unlimited categories / products / pricelists / packaging / discounting per store and includes up/cross/side-selling features.
 - Supports multiple companies, currencies, and languages; and dynamically renders a "localized" web store by language and currency.

inPowerSuite™ is a global e-commerce solution that supports retail businesses, member organizations and

- Handles unlimited categories, products, flexible pricing, suggestive selling arrangements and more
- Blends with your existing website
- Supports both merchandise and service orders
- Manages member organization in multiple market verticals including commissions
- Integrates with web services for order processing
- Synchronizes with third-party applications to share inventory, customers and orders
- Runs multiple companies and stores from a single installation in multiple languages and currencies
- Operates with a discrete Catalog per store or shared Catalog across multiple stores
- Offers much more...