



Outsourcing - Sistemi Informativi

Detailed data sheet: WOW e-commerce

WOW e-commerce is a quick and effective solution to manage your e-commerce. It is a tool that **adapts** easily to different businesses. You should be able to sell whatever you want on your website, that's why you need something flexible, like WOW e-commerce. It allows you to sell goods or services with different features (for instance sorting out **size** and **colour**, or different **categories** for **food**) and no need for major changes on your system.

WOW e-commerce allows you to easily set up your own online shop, both in **cloud** or installed in **house**, but most importantly in all **security**. In your online shop, you will need to offer to prospective buyers the possibility to choose according to their taste, needs and budget, guaranteeing maximum security and trust, both in payment and delivery. WOW e-commerce will help you establish returns & refunds policies and will allow payments through different banking networks, guaranteeing **safe transactions**.

Functions

You will be offered different features according to users' role on the portal: Admin, Editor or Shop User, each of them can manage different tools.

The **Admin** can, for instance, assign different roles, create or delete user accounts, import products and lists, manage customisation charts, define payment conditions and much more.

The **Editor** can upload or delete products, update availability, define catalogues, manage charts and product groups, determine discounts and campaigns, write and send emails to customers and much more.

The **Users** can check the orders placed, buy and request returns.

Advantages

WOW e-commerce is **user-friendly**. It's easy to **implement** graphics and it **integrates simply** with different operating systems.

Features

WOW e-commerce allows the creation of your portal in two different ways:

- closely **connected** to your business' **informative system**;
- entirely **independent**.

If you decide to work closely with your system, you just need to define in advance which products you intend to sell on the portal. Thanks to the Web Services, that update automatically the portal, all the classifications will be transmitted, helping you set up the catalogue.

The price lists can be defined on the businesses' informative system too and then be transmitted to the portal through Web Services.



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If you wish to set up the portal independently from your informative systems, you can directly manage the products database (products, size, colour, price, catalogue...). Your system will only receive orders and invoices.

Either way, it's to manage the products' availability. For instance, if one of your products is not available, you can warn the user, let him/her know if they'll be able to reserve the article or quit the transaction.