

Nexternal Solutions

Nexternal Solutions, Inc. is a leading provider of web based e-commerce software. Founded in 1999, Nexternal's unique e-commerce system is used by hundreds of clients in many diverse industries. Our success originates from the values that we hold as a company. These values permeate every facet of our company, from our employees to our clients.

Our product:

Nexternal Solutions' (www.nexternal.com) unique e-commerce system has a variety of benefits that differentiate it from other systems. Here are five of the most important:

- 1.) **A high order to visitor conversion rate** - Nexternal designed the shopping experience based upon best practice usability studies. An always onscreen shopping cart greatly reduces shopping cart abandonment. Since there are much fewer clicks required to navigate through the catalog, the customer is treated to the best shopping experience possible and this generates more sales.
- 2.) **More Shoppers** - Integrated marketing tools allow merchants to drive visitors to their stores. These tools include: the tell-a-friend feature, mail wizard, coupons, gift certificates, marketplace data feeds, a Search Engine Friendly product catalog and more. The mail wizard is an important tool to communicate with existing customers, while the Search Engine Friendly Catalog will greatly improve a site's search engine listings to drive new customers.
- 3.) **Efficient and simple order fulfillment and data management** - A Powerful back end Order Management System (OMS) allows merchants to quickly and easily process orders, manage their product database, statistically analyze their store's performance, run marketing campaigns, measure ROI from advertising campaigns, and much more. Nexternal's software is integrated with UPS, FedEx, DHL and the USPS enabling Merchants to quote real time shipping rates, and create shipping labels directly from the OMS. Tax rate tables are pulled directly from Tax Data Systems allowing the merchant to collect taxes on the State, County, and City level. The application also has import and export functionality making it possible to transfer data between other applications.
- 4.) **Integration with best of breed software solutions** - In addition to the leading gateway providers, Liveperson Pro, Hitbox Pro, Google Analytics and others are directly integrated into Nexternal's software should merchants choose to use their services. The Nexternal system also includes XML Tools

which allow for broad XML integration into Oracle or any other system that supports XML.

5.) **Maximum ROI** – Nexternal’s unique pricing plan allows clients to receive a maximum Return On Investment (ROI) very quickly. Nexternal hosts the e-commerce application, freeing the merchant from having to deal with issues such as security, server capacity, bandwidth, software patches, data backups or and other infrastructure related issues. Nexternal’s software is truly turnkey enabling merchants to go live in a matter of days and includes unlimited toll-free tech support with a dedicated Account Manager.

Nexternal and B Corporation:

Nexternal is excited to be working with B Corporations. We value the kinds of businesses that B Corporations are and want to ensure and encourage their success. Nexternal is offering a unique pricing structure for certified B Corps. B Corporations will receive 50% off the setup fee and will have the ecommerce monthly minimum fee reduced to \$150. To take advantage of this special offer, simply use the following link:

<https://www.nexternal.com/eCommerce/signup.asp?procode=bcorp>