

e-Commerce

Zen cart has developed over the years as a result of a coalition between shop owners and developers.

Zen encompasses the needs of shop owners as they were learned from hard experience, as opposed to brainstorming sessions in Silicon valley.

Zen has hundreds of thousands of installations worldwide turning over billions of pounds in revenue for the many owners.

In the unlikely event that there is anything you need for your shop, that is not already provided, then it is a relatively inexpensive affair to develop a customisation.

Zen will be configured to your express needs by fusion, but it will also be delivered with a user manual of almost 400 pages, so you can become acquainted with all it has to offer over time.



Some examples of Zen cart shops

<http://hackshawdave.co.uk>

<http://www.mittarikauppiat.com>

<http://www.cuddlebugbooks.com>

<http://www.bijoux-luzirisambre.com>

<http://www.buynewandused.co.uk>

Content

Joomla CMS is sheer simplicity to use, yet it is capable of handling large intricate websites with complex data types with ease.

Like its sister, Zen, it has been chosen and nurtured for its low (no) cost acquisition and no ongoing licensing costs.

Joomla has been in development very slowly for many years and with tens of thousands of installations worldwide as well as a community of developers and supporters, it is now a truly mature software offering.

Joomla is configured to your precise needs, content templates are developed from designs and imported into Joomla and after a few hours of training you are in total control of your own website.

Fusion offers support on an on-demand model in blocks as small as 15 minutes, but once you are up and running, it is unlikely you will call on it very much.

Some examples of Joomla sites

<http://www.travoholic.com/euro/>

<http://www.stuckinlondon.com/>

MijnJoomlaSite.nl

UnitedKingdom4u.co.uk



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Integrated Web Presence



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Integration

The one thing that has held back the web for most small and medium business is the great divide between things online and things offline.



Systems that worked reasonably well were always proprietary and impossible to integrate.

Today with a little effort, we can look at our address book and know who visited the website yesterday and what they read.

We can design campaigns that automatically send a standard email when prospects trigger them through a combination of actions.

We call this nurturing and it is a process that lies between attract and capture or between capture and purchase.

Close integration can turn your website into a powerful tool that not only captures mailing lists, but brings in leads and orders, doing it without creating an administration headache. Integration of content management and e-commerce saves time, but when you integrate accounts/ERP and CRM with all of that you have an online business that is efficient and scalable.

Back office integration of e-commerce

If you decide to take orders online, then the Zen cart from fusion is the ultimate tool to get your online business implemented quickly and at low cost.

Your e-commerce platform from fusion is designed to reduce the stress of managing extra business, by integrating tightly with the way you work already. You can continue to manage stock and process orders the same way that you always have and your fusion ecommerce system will take care of the website behind the scenes.

Some powerful features to keep you ahead:

- Integrates with Sage Mamut, MYOB, Quickbooks, Netsuite
- Fully automated
- Follows your schedule
- Secure connection
- Downloads customer accounts
- Downloads orders and invoices
- Uploads all orders status
- Uploads product data
- Uploads stock
- Allows for custom tax rates
- Notifications of updates
- Free support and online help
- 12 months warranty

CRM integration

If you want to get the most from your internet marketing, you will need tools to help you capture enquiries, build mailing lists, manage newsletters, promote special offers and much more.

Your fusion web solution can integrate with our low cost mailing service to manage mass opt-in mailing and newsletters. It can also integrate with FusionCRM to help manage your leads, opportunities and follow ups, so you don't miss opportunities and you always have a single view of your customer's interaction with your business.

- Know who opens emails
- Keep in touch
- Know what they are looking for
- Never forget o follow-up
- Convert more leads
- Make more sales
- Reduce admin cost
- Reduce sales cycle time