

## Zen cart 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 from your shop, that is not already provided, then it is a relatively inexpensive affair to develop a customisation for your business.

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.



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>



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## E-commerce



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## Main Inside Heading

The basic open source version of Zen cart is maintained intact for you so that you are always



able to find support somewhere else and you are never tied in to fusion except on the basis of superior service.

Together with our partners, we have developed powerful integration capabilities that allow a single trained individual to manage a vast mailing list, carry out regular segmented and targeted campaigns, manage banner and adword campaigns and keep track of customers from a single interface.

Handling products and customers is a breeze if you integrate your ecommerce with your accounts or ERP system.

Sage integration allows you to handle the whole process just as you always did and it manages the ecommerce site for you.

Given the cost of hiring and keeping good admin staff, the return on investment for these integrations can be measured in weeks rather than years.

For full details go to [www.zen-cart.com](http://www.zen-cart.com)

## Back office integration

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 as 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
- Maintains extensive logs
- 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 also need tools to help you capture enquiries, build mailing lists, manage newsletters, promote special offers and much more.

Your fusion ecommerce solution can integrate with our low cost mailing service to manage mass opt-in mailing and newsletters.

It can also integrate with Sugar CRM 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
- Know who visits what pages
- Know who is doing cost comparisons
- Know when to make an offer
- Keep in touch
- Know what they are looking for
- Convert more leads
- Make more sales
- Reduce admin cost
- Reduce sales cycle time