



## RC-COMMERCE e-commerce by Pacific Rental Solutions, Inc.

A path to business growth over the Web

Creating and maintaining an online presence is a snap with RC-Commerce. Choose which models, kits and packages that have been predefined within your rental software to display on your e-commerce site. By having full integration between your rental software, accounting and your online store, you will not have the duplication of efforts by having to create and maintain multiple disparate systems.

### **e-commerce Made Easy**

As the world of e-commerce grows, more small businesses are establishing an online presence to capture the enormous market opportunities available on the Web. But if companies fail to integrate their online stores with other business functions such as inventory control, order fulfillment, and accounting, then challenges will arise when customer orders hit back-office operations and trigger orders of obsolete equipment, incorrect pricing, backlogs, and duplicate entries.

With its e-commerce functionality, the Pacific Rental Solutions, Inc. RC-Commerce application fully integrates Web stores with back-end inventory management and order fulfillment processes. This enables you to confidently sell online, calculate the correct rental rate for the rental duration, accurately track your inventory, and deliver the right products to your customers on time.

The e-commerce functionality in RC-Commerce lets you display graphical online catalogs and shopping carts so your customers and partners can easily browse and buy your products on the Internet. It includes a full set of design tools for creating a Web page that best reflects your business and attracts new and returning customers. From directly within your rental software you can assign images to your products and display detailed information about them. You can make it easy for customers to find specific products in all categories and subcategories, and to create orders from predefined items, Kits and Packages for all-in-one purchases. You even gain end-to-end e-commerce functionality with the ability to handle taxes, shipping and handling charges, and payment options directly through the RC-Commerce interface.

Online Catalogs and Items	Item Management	Web Store
Display your inventory over the Internet.	Give customers the ability to "build your own" orders from Kits or items.	Design your online store with its own unique look and feel.
Determine exactly what kind of product information is provided to customers.	Allow customers to select the items they want by specific attributes.	Set up shipping and payment methods including online credit card processing
Implement ads and promotions in your Web store to attract customers with discount campaigns.	Display Kits and Packages already built and priced through RCMS	Associate images, spec sheets, HTML files in PDF files with your items in kits directly through RCMS.

## Online Catalogs and Items

With the e-commerce functionality in RC-Commerce, you can take your existing inventory stored in PRS Rental Control Management System and place it on the Internet. You can separate your inventory into a hierarchy of categories so customers can easily find the item they wish to rent or purchase. These categories and subcategories can be configured differently than your categories within RCMS if you like. The e-commerce functionality in RC-Commerce gives you the freedom to build your online presence on the basis of your own criteria, from brand name to item type. You can also integrate ads and promotional items to further enhance the appeal of your online store and trigger additional rentals or purchases. From predefined inventory within RCMS you decide exactly what kind of information you display in your online store. You can assign a set of attributes to each item, describing specific functions and features. To further enhance the shopping experience, you can upload and display images of your items on your website.

## Item Management

We have built e-commerce functionality into the Rental Control Management System's Inventory File Maintenance screens. From within individual models of equipment, packages and kits you have the ability to click on the Web Tab to choose which items appear on your e-commerce site. You have the ability to enable items for rental only, sales only or both. With the click of a mouse you may choose which attributes display for a particular item by checking boxes within the Web Tab. You may choose whether to display the short description, long description, graphic files, HTML files, PDF product sheets and many other attributes by simply checking boxes.

## Web Stores

The e-commerce functionality in RC-Commerce provides robust tools to help you successfully build an online storefront. Using the built-in administrative tools you can create a unique and impressive Web store that matches your current website. The theme designer gives you complete control to change the attributes for your header, footer, right and left margins, menus and main display area, which helps streamline the design and layout of your Web store. You can incorporate graphics, HTML, PHP, JavaScript, Cascading Style Sheets, and rich media such as Shockwave Flash. To enhance your shopping cart information, and featured promotions. You may upload and download product images and media for display on your website. Your customers may efficiently find the right products, reserve the items, and receive an order confirmation.

## Price Lists and Coupons

Price lists allow you to manage prices for your items and assign the appropriate taxes. You can create price lists for certain customers and customer types to reflect special pricing arrangements you have made with them. With the discount function, you can generate promotional prices and codes for coupons. You can send these special offers to prospects and customers, who then get promotional discounts by entering the coupon code directly on the checkout page when placing an order.

## Shopping Carts

Customers can store their selected items in an online shopping cart. During checkout, customers can view the item prices, along with the appropriate taxes, discounts and shipping and handling charges.

Once a customer places an order, a customer record and order are written to RCMS for processing. An order confirmation e-mail is then automatically sent to you and the customer. The e-commerce functionality in RC-Commerce allows you to manage tax information and set up the payment options and credit card types that your end customers can use. With the e-commerce interface, you can create shipping and handling charges using flat rate, shipping by currency or shipping by weight. Customers can save their shipping and billing addresses along with their personal information for later use to streamline the processing of their subsequent purchases.

## Summary

With the e-commerce functionality in the RC-Commerce application, you can grow your business, lower overhead costs, and enhance customer satisfaction. It enables you to create an online store where customers can easily view your products and purchase them on the Web.

## Challenges

- Growing pressure to cut costs, increase revenue, and attract new customers
- Need to launch an e-commerce solution quickly and maintain it easily

## Supported Business Processes and Software Functions

- **Online catalog** – Easily publish your inventory as an online catalog and sell items on Web-based storefronts.
- **Product configuration** – Enable customers to easily pick individual items or bundles into a final product.
- **Price Lists and Coupons** - Create and manage price lists and coupons.
- **Shopping cart** – Allow customers to store their selected items in online shopping carts.
- **Order processing and billing** – Automatically generate the necessary order documentation, e-mail a confirmation to each customer, calculate the correct taxes, assign the right shipping and handling charges, and set up payment options for customers.
- **Marketing and promotion** – Integrate ads and promotional items to trigger additional purchases.

## Business Benefits

- **Increased revenues** – Broaden your market reach and grow your business.
- **Improved customer satisfaction** – Create the optimal online shopping experience for buyers to access and purchase your products.
- **Faster, more efficient e-commerce development** – Take your products online with ease using a full set of Web design tools.
- **Stronger brand image** – Build your online presence based on your own criteria and design Web pages that best reflect your business.

## For More Information

- Call a PRS representative or visit us at [sales@pacificrentalsolutions.com](mailto:sales@pacificrentalsolutions.com)

## Sign-Up for a Free Webinar Today

To learn more, attend one of our free twice-weekly Web seminars. Call (707) 544-4778 to make a reservation, or complete the online reservation form at <http://www.pacificrentalsolutions.com/contact/>.

