

**E-Commerce • Business to Business B2B • Business to Consumer B2C**

**Merchandising • Retail Chain • Retail Point-of-Sale**

**Image++ • E-Store • E-Sales • E-Trade**

**Professional Sales • Mail Order Catalog • Trade • Wholesale**

**Supply Chain • Distribution • Replenishment • Warehouse • Pick & Pack**

**Shipping • Manifesting • In-Transit • Logistics**

**Financial Interfaces • EDI • Loyalty & Promotions**

**The Company.**

**CapeTown Computing** is an aggressive team of computing professionals with a business oriented focus. We have an entrepreneurial spirit and love of technology that we bring to our systems. We strive to produce a level of superior quality and reliability and bind that with exceptional service. CapeTown has developed systems for over a decade in high impact business areas such as merchandise inventory, retail, entertainment & food service, professional sales, the supply chain, logistics and financial systems for corporations of all sizes. Today CapeTown has focused all of its expertise and leveraged its existing technologies into an *enterprise suite of products for demanding enterprises. No challenge is too great !*

**CapeTown Computing Corporation**

**[www.capetown.com](http://www.capetown.com)  
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**1.888.CAPETOWN • 416.410.2983 [BYTE]**

# CAPETOWN enterprise commerce systems

Picture a dynamic business that moves its merchandise through diverse channels in order to satisfy its customers. A business with Retail Stores, Mail Order and Trade Sales Departments and Internet E-Commerce sites each working with customers and inventories in their own fashion. The facilities of this enterprise would include Offices and Store Fronts, Distribution and Picking Centers, Replenishment Centers and Warehouses. All of these components work in concert to make this enterprise flow, with the cohesion of people and technology. Welcome to **CapeTown Enterprise Commerce**, the business software for this business and your business.

## The Technology

**CapeTown Computing** employed the latest in current technology in the creation of its Enterprise Product Suite. The database is 100% Relational and Client/Server based upon Microsoft SQL Server 6.5 and 7.0, Oracle 8 and IBM DB2 Universal Database. The database was designed professionally, with performance and referential integrity fully employed. An open platform that allows any enterprise to purchase the product and interface it with internal or other third party products without fear of locking in the database investment. The applications are 32-bit Windows applications designed for Microsoft Windows NT and Windows 2000. The applications were developed in Visual Basic with Active-X development in common applications tool areas and Active Server Page technology with XML in the E-Commerce area. A completely open and current environment for your business investment.

## The CapeTown Line of Business Dynamic

The **CapeTown Enterprise Commerce System** defines an enterprise by its facilities and then controls the use of those facilities with an organizational overlay. The organizational overlay is comprised of three-tier hierarchical structure of Client, Line of Business and Store. A **Client** refers to a financial entity and the system supports an infinite number of them providing many systems in one. The **Line of Business** (LOB) refers to business channel such as Retail, Mail Order, Trade and Internet and allows these channels to operate in unique or similar business flows within the same enterprise. A **Store** refers to a profit center or cost center, that may or may not be inventory bearing. This architecture, overlaid upon a collection of enterprise facilities defines the environment that the enterprise exists within, in terms of physical structure, geography and systems network. This permits the system and its users to work with discrete enterprise units, entire business lines, groups of units within lines or in a global fashion. Such as setting pricing for a specific stores or sales department while leaving the balance of the enterprise unchanged, configuring lines to use diverse currencies such as multiple currency e-commerce sites, or a warehouse manager that replenishes the warehouse by business line. The inspiration behind this architecture came from the desire to define the business flow for the enterprise, organize and define the supply chain into a logical network,

provide for the unique customer requirements of each channel and make the Internet an integral line of business that is equally essential to the enterprise as any Sales Departments or a chain of Retail Stores. Thus when global system elements are defined, all Lines of Business play a role.

## e-Store E-Commerce Internet Store Business-to-Consumer model (B2C)

The Internet provides a new Line of Business for all enterprises and also for new businesses that rely on it as its sole purpose for existence. CapeTown Computing embraced the philosophy that the Internet was as integral to the **CapeTown Enterprise Commerce** system as any other business model. This resulted in the creation of powerful tools such as **Image++** where multi-media digital objects and documents become part of the merchandising landscape and the heartbeat for the Internet Store. The foundation for an Internet Store exists within the heart of the system and will allow any enterprise to create a customized sites with mainstream business management ingrained into the system. Opening a store on the Internet is as straight forward as opening any retail store and the computing resource requirements are minimized to your special requirements. All of the merchandising and retail management is done within CapeTown Enterprise, CapeTown E-Store delivers it to the WEB. Your B2C line of business can be defined to support multiple currencies and multiple tax jurisdictions for the present and future of your E-Commerce consumer store. Welcome to the **CapeTown Enterprise E-Store**, the store that never closes its doors.

## E-Business E-Commerce Internet Business Sales Business-to-Business model (Customer Side and Sales Side)

CapeTown E-Sales/E-Trade provides your enterprise with the ability to support access to your business customers and sales people through the Internet. Your customers will be able to access your enterprise system through an Internet Window in an on-line and real time environment. Your sales resources will have the same capabilities along with an enhanced customer navigation tool that allows them to work within a customer subset. Your business customer relationship will be accessible on a global basis 24 hours a day and seven days a week. Your sales resources can access the system from anywhere they have the Internet, home, office, customer locations, trade shows, everywhere. The system provides access to the same enterprise system as your corporate enterprise system **CapeTown Enterprise** in an integrated database environment. Imagine customers placing their own orders, paying their accounts, inquiring on inventory and supply expectations, and getting up to date information without ever picking up the phone. Imagine your sales people using the Internet to do their jobs as effectively as they do in the office. Welcome to **CapeTown Enterprise E-Business**.

## Merchandising and the Supply Chain

The merchandising and supply chain provides the construct of the system and the basic components that feed the business channels with the tools for success. An enterprise class merchandising and purchasing environment capable of managing any merchandise type and inventories with automated and flexible replenishment and goods distribution models all bundled into an available and reliable business and technological architecture. **CapeTown Image++** is the technology that delivers the E-Commerce power to your system by allowing your merchandisers and sales people to add life to your product with the addition of digital objects from digital images to formatted rich text descriptions to computer documents of any type, present and future, like word processing documents, music files and video files. Image++ takes your merchandise database to the next level and allows you to add life to your merchandise without the technology resources or costs you would expect.



## Logistics

The comprehensive management of merchandise, sales, receipts, inventory replenishment and distribution through local or remote operational centers and destinations. The system employs sophisticated location management, order picking, pick and pack, distribution, staging, outbound scanning, conveyor diversion, routing and manifesting and carrier and shipment management. An **Operational Center Management System** that allows these facilities to operate independently and in a fashion compatible with their performance requirements. The system also filters management and sales resources from the many details of a logistics environment. Tracking the status of merchandise transactions at the shipment container level from Vendor to Operations Centers to Stores to Customers, from receipt to distribution, replenishment, distribution, shipment and final delivery. This is **CapeTown Enterprise Logistics**.



## Professional Sales

Managing sales environments that are diverse requires applications that are specific to lines of business. The **Professional Sales Desk** manages all order entry aspects of the system for operations such as Trade Sales and Mail Order Sales. Any order based selling environment can make use of this powerful application. The traditional order entry line based system is fully supported, but CapeTown Computing has further enhanced it with an object oriented **Catalog Entry Form** where entry is as simple as filling in the blanks. Product navigation tools allow the sales person to move through the entire merchandise database with simple mouse actions for data filter and find modes with all merchandise information a single and quick step away. Customer Navigation and Customer Sales History is performed with the same power and assists in the order creation process. Truly a new experience in the sales process and a new experience for your customers.



## Retail Sales

The retail store is a very specific line of business, requiring very customized register based applications that make use of the Point-of-Sales equipment available in today's marketplace. Today's store front is now a common environment in which to deploy windows applications, touch screen, Internet/Intranet browsing, online forms etc. **CapeTown Enterprise Retail** is a **Retail POS** and in-store processing environment that manages the challenges of retail sales, inventory and resource management. Developed in an integrated fashion with **CapeTown Enterprise Commerce** so that merchandising, the supply chain and sales are maintained in both systems. The Retail POS application is dedicated to the Retail environment and uses the same powerful tools that are found in the Professional Sales Desk, with the addition of an **Active Framework** that hides the complexities of windows from the register operators while allowing access to Windows tools such as e-mail and Internet/Intranet browsing. The Retail POS application was developed with powerful retail equipment platforms like the **IBM SureOne, SurePoint (touch and non), 4694 and 4695 touch screen and the new POS 700 series** providing the physical architecture. **CapeTown Enterprise Retail** bridges the power of Retail POS equipment and current software technology to create your power store or power chain. The system can be configured in an all-in-one configuration for single store operations or small chains or in a chain configuration.



## Entertainment and Food Service Centers

The entertainment centre is now commonplace in today's marketplace. Restaurants, Bars, Golf Complexes, Upscale Billiard Rooms and combinations abound. The **Entertainment Center Management System** provides the **CapeTown Enterprise Retail** Point-of-Sale environment in these facilities. The system provides for table management, tab management and rental unit management with extended rating and billing options so that the pricing policies of your entertainment center are ingrained into your business system. The system can also control the power to those entities so that their use coincides with the billing for savings and security in this cash based environment. The power of **IBM Point of Sales** Equipment platforms provides the foundation for the **Entertainment Center Management System**.



## Financial Interfaces

The system provides for full accounting journals related to sales, inventory, and purchasing and provides a batch transfer interface that currently supports all versions of the **ACCPAC for Windows** platforms including the Corporate and SBS editions. The financial interface was developed with the ability to support multiple company financials and a departmentalized account structure that is definable at the store level in the client, line and store model. The accounting journals also support multi and single currency environments and support all documents in the accounts receivable and accounts payable areas. The ACCPAC modules supported are General Ledger, Accounts Receivable and Accounts Payable. When dealing with multiple tender environments from retail stores or Internet stores these stores are defined with a receivables account structure to manage the actual receipts against store sales. The journals are completely automated and are built on a transaction by transaction basis.



## EDI Electronic Data Interchange

The **CapeTown Enterprise** system provides transaction based EDI support through a partnership with **Harbinger**. Harbinger STX provides a windows based EDI transaction mapping environment with full EDI version support. **CapeTown Enterprise** interfaces with Harbinger through an already developed mapping interface that allows for EDI 850, 860, 855 Purchase Order and EDI 856 Advanced Ship Notice support in both an inbound trade customer interface flow and an outbound Vendor flow. The system also supports the customer merchandise ticketing requirements complete with customer price and item information. The flow of information is complete and seamless and with no duplication of internal processes.



## Loyalty and Promotions

The **CapeTown Enterprise** system provides for a multi-level loyalty and promotions architecture that allows your business to create merchandise and point oriented promotions for the purposes of customer loyalty and employee performance. The environment is interfaced with the merchandising and sales system in order to support a transactional upkeep of your promotions that are merchandise sales oriented. This provides for enhanced in house management of the marketing promotions that are part of every business and allows you to tie your product to the promotion instead of simple dollar sales promotions that have no purchase and sales history intelligence. The system also supports the printing of statements and redemption.

# CAPETOWN Image++

## The Dawn of the Digital

CapeTown Enterprise has been designed for the digital age through the incorporation of **Image++** into our merchandising engine. We named it **Image++** because it is more than just a digital image associated with your merchandise database. It is a chain of digital objects that are stored as **Digital Images, Rich Text Descriptions, Retail Signs, web page** and anything else that can exist in document format. All stored within your business database, not in files organized in a mysterious directory structure. From **Word processing** documents to **Spreadsheets, Computer Aided Design** Documents and **Portable Documents**. If it can be produced it can be stored and made available to the entire enterprise. Imagine front and back images, **custom formatted descriptions** with your fonts, sizes and colors, a spreadsheets for custom ordering information, legal waivers, warrantee documents, PDF specification documents, Consumer Questionnaires, **Sound Bytes, Video Files**.

**Image++**, is a feature your enterprise cannot survive without and a feature that should be part of your merchandising efforts from the onset.

Collaboration throughout the enterprise managed at the same level as prices, descriptions and universal product codes. Image++ also extends our product navigation tools so that products can be browsed in image list fashion, because nothing quite communicates like a picture. Image++ is your central source for multi-media product information and **Internet Objects**.

**Image++** launches the applications associated with the object type and also allows you to copy and paste objects as you see fit. Maintaining Image++ can be accomplished by loading objects in merchandise maintenance or by any staff member that is provided access to Image++ addition. Users can copy from the clipboard, scan images in via scanner or interface digital cameras, any TWAIN compliant device can do the job. Object can also be loaded directly from files.

**Image++** is available throughout the entire system and allows you to interact with customers and suppliers at a completely new level with ease and speed. Copy and paste objects to and from e-mail messages and you are communicating with power. Browse objects in image format so you can see your product mixture in any merchandise area and you don't have to visit the store. Turn your merchandising database into the multi-media communications power center for your enterprise with **CapeTown Enterprise**.

SKU	Description	Price
10	100305 100025 HAHN/EVE D-Wing Iron-BEST	250.0000
11	100308 100078 Microsoft Golf Game	99.9500
15	100325 100025 PING SUPERCLUB	95.0000
16	100386 100085 SPORTS JACKET BY NYLAR	0.0000
1	30F04L 30F004L 3dPolyPrinted Product	0.0000
5	C1-001003 C1-001009 0803 CHINESE SPICE HULK	100.0000
14	F24W062 F24W062 FRENCH WHITE DWARF R2	0.0000

**Microsoft Golf**  
Adjust your grip on reality. Microsoft® Golf is now better than ever with a lightning-fast Windows 95 game engine, superior graphics, and a realistic feel from start to finish.

**Challenge Your Friends**  
Golf is a social game, right? So don't play alone. Play it on the Zone with the Multiplayer feature which lets you play head-to-head against opponents from all over the world. With the new Multiplayer patch you can play head-to-head via modem, network, and on the Internet at the Zone. You can also challenge one of the tough new computer opponents to a round.

**Name Your Game**  
Tired of the same old game? Take your pick from four scoring options: traditional play, match play, skins, and team bestball. Computer-controlled players ensure that you can always find a challenging opponent. You can even bring an attitude to the course by selecting a player animation and sound scheme that fits your mood that day.

**Expand Your View**  
If you can't read the terrain of a hole, even a great swing isn't going to help you place the ball well. That's why Microsoft Golf lets you, shall we say, cheat a little bit. You get four different views of each hole: from the tee, behind the green, a bird's eye view, and a side profile.

**SPECIFICATION PDF**  
**SOUND BYTE**  
**SPREADSHEET**

**Microsoft Golf**

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Author: Marco Daniele  
Filename: RTF  
Type: RTF  
Description: W/Name Game Set  
Modify Date: 11/22/95 8:02:41 PM  
 Set as default

Buttons: Load File, CHANGE FONT, Save, Close

1000\_6B - Windows Media Player

File View Play Favorites Go Help

Web Events

Playing 00:05 / 04:16

## Internet Publishing

**Image++** opens a controlled environment for your merchandiser to enhance the visibility of your product both in house for all CapeTown Enterprise users and for the Internet E-Store, E-Sales and E-Trade users of your system.

Image++ supports the use of default objects in the areas of Image, Rich Text Format description (Word Processing Format text, font, color, attribute and size support) and HTML/ASP (for custom product page additions). The defaults are used as a first look setting for all users when dealing with the product in question, while also supporting the ability to have an unlimited number of Image++ objects associated with the item. The merchandiser can then select those that are fit for Internet Publishing and those that are not by setting a simple Publish switch on the object and maintaining the default published items. This provides an easy to use and controlled environment for **adding life to your product**. Once published the merchandiser has not only updated the in house information for sales and support staff but the Internet Store and Sales environment is updated as well without a line of code.

**Where one the technology experts roamed, so now do you.**

## Database Power

**Image++** stores all objects in your merchandising database and thus their availability and control is enhanced exponentially over more common file oriented store and forward approaches where the format looks something like a house of cards, and we all know what happens when a card is removed. Similar items can be cross referenced to the same image++ digital chain further enhancing the environment in terms of effort and storage. Although the document support in Image++ is unlimited here are a few suggestions for objects that can be created and published.

**Images/Pictures (default and additional)**

**Rich Text Format (default and additional)**

**HTML and ASP web page code (default and additional)**

**Spreadsheet Documents**

**Word Processing Documents**

**Databases**

**CAD Drawings for complex schematics**

**Video files of any format for training and presentation**

**Music and Sound files for training and presentation**

**Text Files**

**Graphics Files**

**Portable Document Files (PDF)**

**Program Executables**

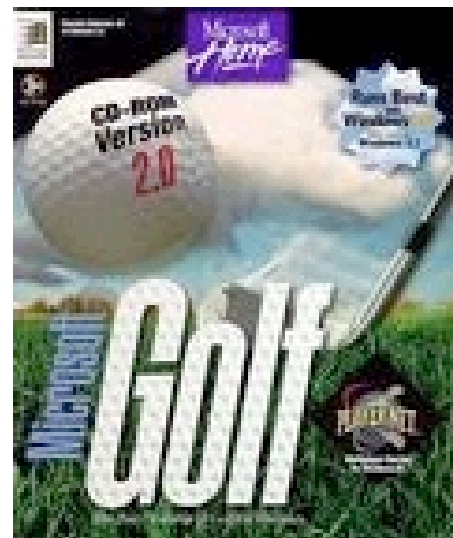
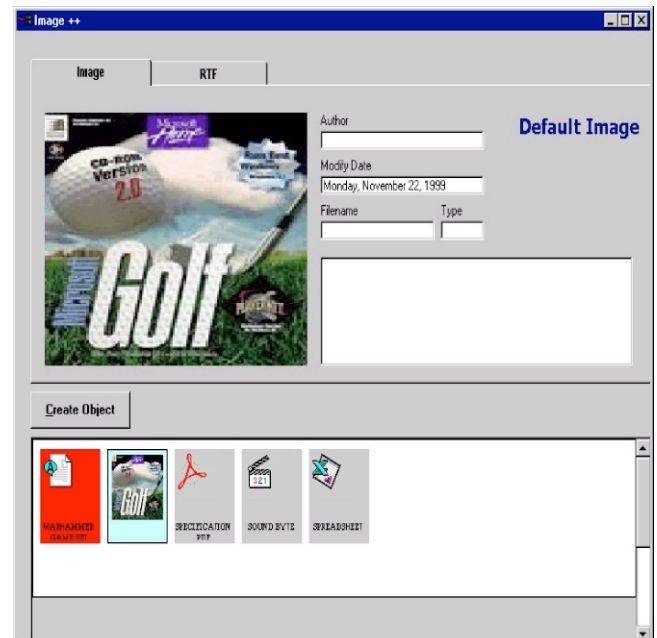
**E-Mail Templates**

## Digital Delivery

**Image++** also provides a digital delivery system for your in house and remote resources as well as your customers (if your business is in the business of delivering a digital product such as program executables or music/video etc)

## WWW.CAPETOWN.COM

We invite you to visit the CapeTown E-Store site located at <http://www.capetown.com>. We created the site so that you could experience Image++ from the Internet Store perspective and see our product in action. The E-Store site is 100% E-Store and CapeTown Enterprise driven with no special code so that you get a true picture of Image++ and our E-Commerce product E-Store, E-Sales and E-Trade.



# CAPETOWN e-Store

## Easy E-Commerce B2C (Business to Consumer Model)

**Image++** combined with the CapeTown E-Store allows your company to go on-line in no time in a professional and impressive manner. E-Store allows you to have multiple line-of-business sites such as Canadian and USA sites and then permits you to have multiple stores managed under each of these sites for fulfilment and customer tax considerations as well as creating an environment that is friendly to the global consumer and your business.

Our goal with CapeTown Enterprise was to provide you with the ability to enter the E-Commerce world quickly and cost effectively within the context of your base system and without the costly development process.

## Navigation and Presentation

The E-Store allows you to custom configure the navigation methods that your customers use to browse your merchandise in a professional drop down navigation tool custom developed for this purpose. Image oriented product listings, and a Product presentation page that brings **Image++** to your customer with images, formatted descriptions, features and benefits, a style reference grid, associated product reference, special pricing presentation and a published **Image++** document list that they can download from or launch using their own local applications.

The E-Store is managed like any profit center in the enterprise and supports all of the features associated with the CapeTown Enterprise System.

## E-POWER to the E-Merchandiser

Just as the merchandiser in a retail environment uses the tools of the trade to sell their wares like fixtures, lighting and signs, E-Store provides the merchandiser with easy to use tools to create the merchandising Images presented in the Internet Store with the use of **Image++** and easy to use publishing options that control the presentation of information on product lists and product pages. CapeTown Enterprise is the system that empowers the e-Commerce merchandiser.

The merchandiser uses simple application interfaces in CapeTown Enterprise that are present in their day to day business tools for creating and maintaining product information and the E-Store is updated automatically.

With the addition of EDI, on-line EDI trading catalogues and the

inevitable adoption of XML, this process is becoming easier and more robust as the ultimate is the ability to create new products in your merchandise database with published data from your vendors database.

CapeTown E-Store takes the techno-resource out of the loop for the merchandiser allowing them to import any document type into **Image++** and mark it for publishing, from basic images to streaming training video files.

## E-POWER to the Customer

The system takes the customer through the entire transaction process including provisions for multiple shipping locations, multiple tender capabilities and through to order status and shipment status inquiry. Customers are provided purchase history information and the ability to use historical orders for new purchases, allowing frequent shoppers a faster and friendlier shopping experience.

Customers are also presented with options such as image sizes and list sizes so they can shop the way they like and when they like.

The screenshot displays the CapeTown E-Store interface. The top navigation bar includes 'HOME | SOLUTIONS | SUPPORT | SERVICES | ABOUT'. Below this is an 'Enterprise Menu' with categories like 'WARRHAMMER 40K', 'EPIC 40K', 'GORKAMORKA', 'SPACE HULK', 'WARRHAMMER QUEST', 'BATTLELET GOTHIC', 'CLASSIC GAMES', 'WARGAMES SERIES', and 'GENERIC'. The main content area shows a list of products, with 'Microsoft Golf Game' selected. The product details page for 'Microsoft Golf Game' (SKU 100022) is displayed, featuring a large image of the game box, a 'BUY' button, and a price of \$49.99. The page includes a detailed description, 'Challenge Your Friends', 'Name Your Game', and 'Expand Your View' sections. A 'FEATURES' section lists: 'Allows for either 3 or 3.5" Paper Stock', 'A 40 Column printer', and 'Parallel/Serial Interface'. A 'BENEFITS' section lists: 'Small, lightweight portable unit', 'Generates Text Drivers for robust compatibility', 'Auto Shut off after one hour', and 'Dual Copy Ready!'. On the right side, there is an 'OTHER STYLES' table and an 'IMAGE ++' section with options for 'SPECIFICATION PDF', 'SOUND BYTE', 'SPREADSHEET', and 'HTML DOC'.

SKU	COLOUR	SIZE
100020	BLACK	LARGE
100022	BLACK	MEDIUM
100024	BLACK	SMALL
100019	RED	LARGE
100021	RED	MEDIUM
100023	RED	SMALL

Your customers will enjoy the product information and you will enjoy the small work requirements of giving it to them.

## E-Community and E-Intelligence

The Internet model provides a significantly different business model than the bricks and mortar retail store front model or the tele-business model present with trade and mail order catalog sales. The absence of the sales associate creates the need for comprehensive product information, suggested products offerings at the appropriate time and the ability to relate to past customer experiences. Because the Internet model provides a constant communication stream with every customer's visit to the store we have the opportunity to embed intelligence and a sense of community into the e-Store.

Using the customers purchase history or current purchase the system can be configured with product relationships such as if customer purchases X and Y then please offer them Z either at check-in, checkout or as an option they can turn to at any time. This allows the company to utilize basic cross selling relationships and capabilities. Due to the relational nature of the database you can also adopt a specialized application for this purpose such as NetPerceptions or LikeMinds and interface it with the e-Store. Other e-Store capabilities include featured items with product quick views, special category menus, special priced items, items with quantity based discounting and best sellers.

The e-Community aspect of CapeTown E-Store provides the ability to have the conversation with the customer that is open and friendly while allowing them to guide the conversation. The tools available in

this area are exciting and robust in that they allow your business to shine based upon your concepts of your customer conversation and the effort you place in the creation of these areas.

Scrolling News items with summary display and detailed news links.

Customer Product Reviews

Send product information to a friend with a product and store link.

Live chat and general chat sessions with market professionals and celebrities

On-Line auction capabilities

Product information ask and answer

Discussion groups

Physical Store Locator (should you have a chain)

These tools come together in the CapeTown E-Store to make your Internet Site a living and breathing entity with new information and events which will keep your customers coming back, where the more effort your business puts into the experience the more success you will reap from your e-Commerce initiative.

CUSTOMER PROFILE EDIT	
<b>BILLING INFORMATION</b>	<b>DEFAULT SHIPPING INFORMATION</b>
Name * Peter Vanelli	Name * Peter Vanelli
Company Name CAPETOWN COMPUTING	Company Name CAPETOWN COMPUTING
Address * 7560 AIRPORT ROAD	Address * 7560 AIRPORT ROAD
UNIT 15	UNIT 15
Rear Door	Rear Door
City * MISSISSAUGA	City * MISSISSAUGA
Prov./State * ALBERTA	Prov./State * ALBERTA
Country * CANADA	Country * CANADA
Postal/ZIP * L4Y 4H4	Postal/ZIP * L4Y 4H4
Phone 416-410-2983	Phone 416-410-2983
Fax 416-410-2983	Fax 416-410-2983
Email Address PVA@CAPETOWN.COM	
Password *	
Confirm Password *	
<a href="#">Update Info!</a>	

AVAILABLE SHIPPING ADDRESSES	
1 PETER VANELLI CAPETOWN COMPUTING 7560 AIRPORT ROAD UNIT 15LmfdaGGGG	2 PETER VANELLI CAPETOWN COMPUTING 7560 AIRPORT ROAD UNIT 15LmfdaGGGG
3 5515SAUGA0000 N Y4H4 6-410-2983 A@CAPETOWN.COM	4 PETER VANELLI CAPETOWN COMPUTING 60 AIRPORT ROAD IT 15 5515SAUG N N Y4H4 6-410-2983 A@CAPETOWN.COM

HOME | SOLUTIONS | SUPPORT | SERVICES | ABOUT

- Enterprise Menu**
- WARHAMMER 40K
  - WARHAMMER FANTASY
  - EPIC 40K
  - GORKAMORKA
  - NECROMUNDA
  - SPACE HULK
  - WARHAMMER QUEST
  - BATTLEFLET GOTHIC
  - CLASSIC GAMES
  - WARGAMES SERIES
  - GENERIC

WELCOME  
PETER VANELLI  
CAPETOWN COMPUTING

YOUR SHOPPING CART  
CONTAINS 2 ITEMS

Please Confirm that all the information is correct

Your Order Contains

Qty	SKU	Master	Description	Price	Extension
5	100020	100018	Microsoft Golf Game	\$80.00	\$400.00
5	100054	100005	HAWKEYE Driving Iron BEST	\$100.00	\$500.00

**Order Totals**

<b>SUBTOTAL</b>	900.00
<b>GST</b>	63.00
<b>PST</b>	72.00
<b>GRAND TOTAL</b>	\$1,035.00

**Method of Payment**

AMEX	AMERICAN EXPRESS	\$1,035.00
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**Shipping Information**

Shipped	PV2	PETER VANELLI	7560 AIRPORT ROAD
To:		CAPETOWN COMPUTING	UNIT 15Lmfda
		MISSISSAUGA0000	CAN
		CAN	L4Y4H4
		416-410-2983	PVA@CAPETOWN.COM

Shipped via :INTERNAL-GROUND SERVICE

CONFIRM >

## The Technology

The E-Store is developed using an active Java front end and server based COM (Component Object Model) for back end database access providing a scalable and distributed approach to your Internet Store so that as your performance requirements increase there are no additional development requirements other than equipment and connection issues. The system was developed using Microsoft Interdev and Visual Basic COM development in a Microsoft IIS and MTS environment using an N-tier development platform that scales with your equipment and resource capabilities.

## Modify as you like

The E-Store product is completely open ended and provided with open source and open documentation so that you can enhance the store site as you wish while still keeping the interface to CapeTown Enterprise intact. CapeTown Computing has created the basic template that you can run as is or enhance to suit your needs while e-Store manages the business.

## Logistics and Fulfillment

The orders are placed. Now what? Unlike some solutions CapeTown Enterprise interfaces the order processing and fulfillment logic directly into the definition of the CapeTown e-Store, using the client, line of business and store model. Orders flow through the system in several predefined ways allowing for a logic to the process.

- Use a predefined order processing center that is linked by definition to each e-Store store.
- Multiple e-Stores can be defined to place customers in fulfillment groups such as east coast and west coast.
- Use the retail chain by geography or shipment completion or both.
- Use a combination of the above
- Allow the customer to pick up the product at a location near them (a customer offering) when it is ready (allows you to use your existing supply chain). This also gets them into your store.

This ensures that no matter what your present business model or physical enterprise architecture is, you will be able to move into a delivery and fulfillment strategy on day one. CapeTown Enterprise contains an order dispatch process that is specially developed to deal with the nuances of your fulfillment operation.

## Credit Verification USA and CANADA

The E-Store provides out of the box credit verification through a CANADA or USA credit interface developed by CapeTown Computing that interacts with IC Verify (USA) or Tender Retail (CANADA) libraries that represent the leaders in both these countries for credit interfaces and experience with the diversities of the banking institutions. The E-Store system has been performance enhanced to utilize these interfaces and use a pool of terminal accesses so that you can share the verification pool in a busy

environment and combine this with a network verification interface such as a DataPac interface.

## Data Connections

The E-Store reduces the number of data connections with the use of active server pages and disconnected result sets, minimizing the number of costly database connection licenses required and improving performance.

## The Global Advantage

The CapeTown E-Store allows your business to operate in a global fashion by allowing you to create Internet Line-of-Business configurations that are country specific. This permits alternate currencies to be used even though the fulfillment is in a base currency or different currency than the source. In addition customers can achieve a localization that suits them and in turn changes the nature of the Internet store by becoming line or country specific with items such as streaming news, customer product reviews and product offerings. This is accomplished using the CapeTown Line-of-Business Dynamic whereby the E-Store application is overlaid upon a client, line-of-business and store architecture that brings the business logic to the environment.



## Shop capetown.com

For a first hand view of CapeTown E-Store capabilities visit us at [capetown.com](http://capetown.com) and enter our store.

[WWW.CAPETOWN.COM](http://WWW.CAPETOWN.COM)

All of the aspects of the E-Store system are present within the e-Commerce Business-to-Business models offered in the CapeTown Enterprise suite of applications. Please see the E-Sales and E-Trade documentation for a more specific view of our B2B offering.





### **Easy E-Commerce B2B (Business to Business Model)**

**Image++** combined with the CapeTown E-Business allows your company to go on-line in no time in a professional and impressive manner. E-Business allows you to have multiple line-of-business sites such as Canadian and USA sites and then permits you to have multiple stores managed under each of these sites for fulfilment and customer tax considerations as well as creating an environment that is friendly to the global consumer and your business.

Our goal with CapeTown Enterprise was to provide you with the ability to enter the E-Commerce world quickly and cost effectively within the context of your base system and without the costly development process.

The E-Business application contains both a sales side (E-Sales) and a business customer side (E-Trade). E-Sales provides the Internet interface for your global and mobile sales force to manage their transactions via the internet with an open window to their customer relationships and the business system data in CapeTown Enterprise. E-Trade provides the Internet interface for your business customers where they have a window into your business system while isolated to their business account.

### **Navigation and Presentation**

The E-Business E-Trade site allows you to custom configure the navigation methods that your customers use to browse your merchandise in a professional drop down navigation tool custom developed for this purpose. Image oriented product listings, and a Product presentation page that brings Image++ to your customer with images, formatted descriptions, features and benefits, a style reference grid, associated product reference, special pricing presentation and a published Image++ document list that they can download from or launch using their own local applications. The sales side receives the same navigation tools found in our Professional Sales Desk application where they have a full Division, Department, Category and Class menu and an SBU (Strategic Business Unit) view into the merchandise. The E-Sales side of the E-Business site does not adhere to publish/no-publish aspects of the merchandise objects and thus opens the entire business up to the salesperson as if they were in the office locally.

### **E-POWER to the E-Merchandiser**

Just as the merchandiser in a retail environment uses the tools of the trade to sell their wares like fixtures, lighting and signs, E-Store

provides the merchandiser with easy to use tools to create the merchandising Images presented in the E-Business site with the use of Image++ and easy to use publishing options that control the presentation of information on product lists and product pages. CapeTown Enterprise is the system that empowers the e-Commerce merchandiser.

The merchandiser uses simple application interfaces in CapeTown Enterprise that are present in their day to day business tools for creating and maintaining product information and the E-Business site is updated automatically.

With the addition of EDI, on-line EDI trading catalogues and the inevitable adoption of XML, this process is becoming easier and more robust as the ultimate is the ability to create new products in your merchandise database with published data from your vendors database and allow your E-Business customers to propagate their systems with your published data.

CapeTown E-Business takes the techno-resource out of the loop for the merchandiser allowing them to import any document type into Image++ and mark it for publishing, from basic images to streaming training video files.

### **E-POWER to the Customer**

The system takes the customer through the entire transaction process including provisions for multiple shipping locations, multiple tender capabilities and through to order status and shipment status inquiry. Customers are provided purchase history information and the ability to use historical orders for new purchases, allowing your business customers to use prior history to build their transactions.

Customers are also presented with options such as image sizes and list sizes so they can shop the way they like and when they like. Your customers will enjoy the product information and you will enjoy the small work requirements of giving it to them.

Customers can also view their credit availability and place payments on their account, provided you have a credit verification method available to them.

### **E-POWER to the Sales Resource**

Your sales resources, both in-house and third party representatives will have access to your system from around the globe making the terms *"when I get back to the office..", "I'll call them right now"* obsolete.

The salesperson will be able to have the complete in office resources that they would be accustomed to in a bricks and mortar environment available to them wherever they are and that make them look good and your business look good.

With the new additions to the communications industry that integrate internet access and portable communications such as Palm

computing and cell phones with web access, your business will need to deliver the business window to your sales force that is as easy and accessible as any Internet based resource. With the added capabilities of Image++, delivering digital objects to your customers will become a simple process. E-Trade allows your customers to be self sufficient.

## E-Community and E-Intelligence

The Internet model provides a significantly different business model than the bricks and mortar retail store front model or the telephone business model present with trade and mail order catalogue sales. The absence of the sales associate creates the need for comprehensive product information, suggested products offerings at the appropriate time and the ability to relate to past customer experiences.

Because the Internet model provides a constant communication stream with every customer's visit to the store we have the opportunity to embed intelligence and a sense of community to the e-Business site. Using the customer's purchase history or current purchase the system can be configured with product relationships. Relationships like *customer purchases X and Y then please offer them Z either at check-in, checkout or as an option* they can turn to at any time. This allows the company to utilize basic cross selling relationships and capabilities. Due to the relational nature of the database you can also adopt a specialized application for this purpose such as NetPerceptions or LikeMinds and interface it with the e-Business site. Other e-Business capabilities include featured items with product quick views, special categorized menu, special priced items, items with quantity based discounting and best sellers.

The e-Community aspect of CapeTown E-Business site provides the ability to have the conversation with the customer that is open and friendly while allowing them to guide the conversation. The tools available in this area are exciting and robust in that they allow your business to shine based upon your concepts of your customer conversation and the effort you place in the creation of these areas.

- Scrolling News items with summary display and detailed news links.

- Customer Product Reviews

- Send product information to a friend with a product and store link.

- Live chat and general chat sessions with market professionals and celebrities

- On-Line auction capabilities

- Product information ask and answer

- Discussion groups

- Physical Store Locator (should you have a chain)

These tools come together in the CapeTown E-Business site to make your Internet site a living and breathing entity with new information and events which will keep your customers coming back, where the more effort your business puts into the experience the more success you will reap from your e-Commerce initiative.

## The Technology

The E-Business site is developed using an active Java front end and server based COM (Component Object Model) for back end database access providing a scalable and distributed approach to your E-CommerceSite so that as your performance requirements increase there are no additional development requirements other than equipment and connection issues. The system was developed using Microsoft Interdev and Visual Basic COM development in a Microsoft IIS and MTS environment using an N-tier development platform that scales with your equipment and resource capabilities.

## Modify as you like

The E-Business site product is completely open ended and provided with open source and open documentation so that you can enhance the site as you wish while still keeping the interface to CapeTown Enterprise intact. CapeTown Computing has created the basic template that you can run as is or enhance to suit your needs while CapeTown E-Business manages the business transactions and interfaces them with CapeTown Enterprise.

## Logistics and Fulfillment

The orders are placed. Now what? Unlike some solutions CapeTown Enterprise interfaces the order processing and fulfillment logic directly into the definition of the CapeTown E-Business site, using the client, line of business and store model. Orders flow through the system in several predefined ways allowing for a logic to the process.

- Use a predefined order processing center that is linked by definition to each e-Store store.

- Multiple e-Stores can be defined to place customers in fulfillment groups such as east coast and west coast.

- Use the retail chain by geography or shipment completion or both.

- Use a combination of the above

- Allow the customer to pick up the product at a location near them (a customer offering) when it is ready (allows you to use your existing supply chain). This also gets them into your store.

This ensures that no matter what your present business model or physical enterprise architecture is, you will be able to move into a delivery and fulfillment strategy on day one. CapeTown Enterprise contains an order dispatch process that is developed to deal with the nuances of your fulfillment operation.

## Credit Verification USA and CANADA

The E-Business site provides out of the box credit verification through a CANADA or USA credit interface developed by CapeTown Computing that interacts with IC Verify (USA) or Tender Retail (CANADA) libraries that represent the leaders in both these countries for credit interfaces and experience with the diversities of the banking institutions. The E-Business system has been performance enhanced to utilize these interfaces and use a pool of

terminal accesses so that you can share the verification pool in a busy environment and combine this with a network verification interface such as a DataPac interface.

### Data Connections

The E-Business site reduces the number of data connections with the use of active server pages and disconnected result sets, minimizing the number of costly database connection licenses required and improving performance.

### The Global Advantage

CapeTown E-Business allows your business to operate in a global fashion by allowing you to create Internet Line-of-Business configurations that are country specific. This permits alternate currencies to be used even though the fulfilment is in a base currency or different currency than the source. In addition customers can achieve a localization that suits them and in turn changes the nature of the Internet site by becoming line or country specific with items such as streaming news, customer product reviews and product offerings. This is accomplished using the CapeTown Line-of-Business Dynamic whereby the E-Store application is overlaid upon a client, line-of-business and store architecture that brings the business logic to the environment.

### System Integration

Whether a sales order is entered in the Professional Sales Desk application by a salesperson or the order is entered via the CapeTown E-Business Sales or Trade interface the destination of this data is precisely the same within CapeTown Enterprise. This creates a standard business flow as your business has defined it by definition in the Line-of-Business architecture in CapeTown Enterprise. When combined with the CapeTown Logistics Operational Center system you have a full featured and closed circle environment with windows into the system that are driven by relationship and business model.

### Visit [capetown.com](http://capetown.com)

For a first hand view of CapeTown E-Business capabilities visit us at [capetown.com](http://capetown.com) and enter our E-Business link.

[WWW.CAPETOWN.COM](http://WWW.CAPETOWN.COM)

All of the aspects of the E-Business system are present within the e-Commerce Business-to-Business models offered in the CapeTown Enterprise suite of applications. Please see the E-Store documentation for a more specific view of our B2C offering.

Please see the Professional Sales Desk application documentation for a more detailed view of in office sales resource capabilities.



# MERCHANDISING

## And the Supply Chain



Creating and maintaining a merchandising database is a critical and complex task that involves the collaboration of many people in any organization no matter the size. In addition to Image++ there are many other main stream facets to the management of a merchandise inventory. The ability to manage multiple inventory types and the classification of those types is essential.

CapeTown Enterprise Commerce provides a robust inventory architecture that allows for single level items and complex style level items (size and color, width and height etc) to exist within the same database structure. In addition SET items and Single SET items are supported. SET items relate to items that are combined in a bill of materials and single SET items refer to cross reference items relating to a master item so that it may exist in multiple spheres of your inventory architecture.

### The Merchandise Organization

The merchandise is organized into a four tier; Division. Department, Category and Class hierarchical structure permitting your organization to use all four levels or a sub set of this organization. Each level beyond Division supports the ability for definitions to cross the parent levels or be specific to a parent level.

This organization is used throughout the system, promoting the browsing of merchandise information in all areas of the system where product searching is required.

### Strategic Business Units (SBU)

Strategic Business Units allow the merchandise to be organized on an independent basis from the Merchandise Hierarchy or above it. The SBU of an item is defined at the merchandise level and allows for an additional organization to exist, perhaps by manufacturer, product line or vendors, whatever your organization requires.

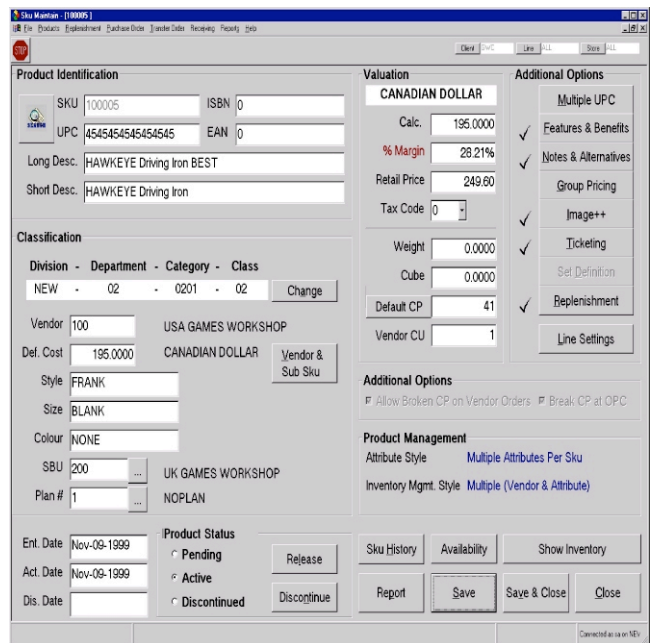
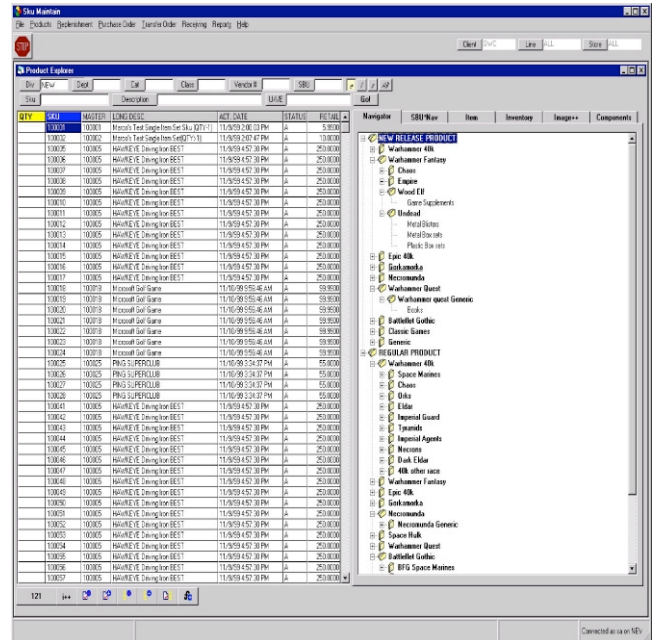
The SBU is also used throughout the system to promote the navigation of the inventory.

### Features and Benefits ++

Unlimited Feature and Benefits text as well as sales notes and alternative items lines can exist in association with the merchandise information as well as customized sub titles within the text such as Promotion, Warrantee, etc. Enhancing the merchandise information.

### Scanning Support

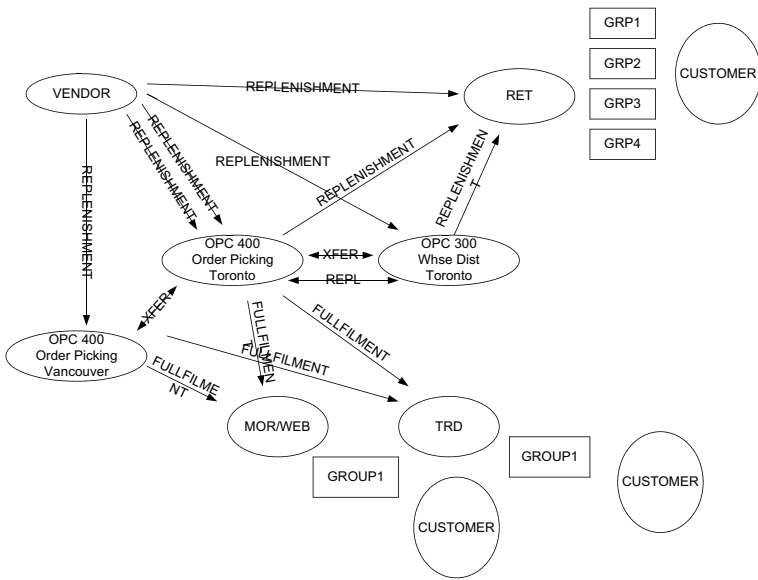
CapeTown Enterprise supports UPC/EAN/ISBN and sku level scanning as well as multiple encoding support for those times when



products need to be referenced by multiple codes, or the encoding changes and when you have stock of both items and don't want to create additional inventory maintenance items.

### Multiple Vendor and Currency Support

Vendor Management and Multiple Vendors per product is fully supported and unlimited. Each vendor can also support a different currency under the same merchandise item. This is also automatically maintained when dealing with Lines of Business that have different currencies.



intended destination with controls and intelligence.

Rest assured that no matter what supply chain model your business employs the tools to deal with it exists within CapeTown Enterprise. Purchase Orders and Transfer Orders are integral parts of the supply chain and are the beginning of the operational flow. The balance of the transactions are performed by the operational center system **CapeTown Enterprise Logistics**.

### The Supply Chain

The Line of Business Organizational Model and the Replenishment and Distribution Models within the CapeTown Enterprise Commerce System combine to form the Supply chain for the business. The models form linkages between business entities that define the relationship they have with each other. Vendors can supply stores and/or warehouses. Warehouses can supply each other and stores within lines of business. Stores within LOB's can be organized in groups such as Plan-o-gram groups, Basic Merchandise Sales Demand Groups, etc. Distributions can be planned for merchandise receipts and all of these models can exist in unlimited number and unlimited combinations. The same facilities can support the fulfilment of customer orders from multiple lines of business.

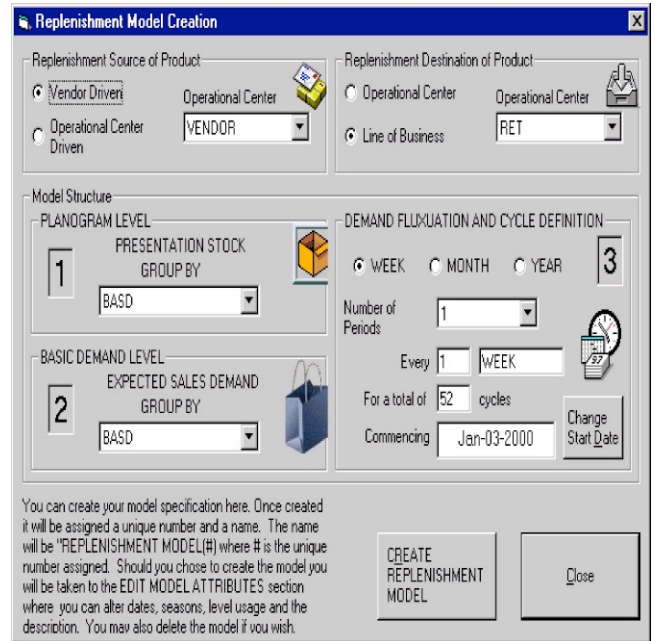
### Replenishment and Distribution Models

Replenishment Models exist at a central level and define a PUSH or PULL product scenario. The nature of these models is that they are vendor based or operational center based and the end result is inventory purchase orders by vendor or transfer oriented orders by source and destination.

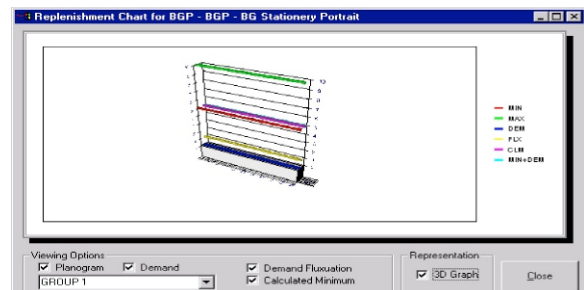
The system can take into account any level of information that you define within the model, from back up stock to basic sales demand to a fluctuation in that demand during a periodic interval, allowing you to create a demand curve for the product that is geared towards lead time, destination and the sales of that product as well as sales of like product.

No matter how your inventory supply chain is currently operating CapeTown Enterprise can both duplicate and exceed your expectations. Each model is definable in the merchandise that it contains and the level of mathematical complexity that is employed.

Distributions define the manner in which product is to be distributed upon receipt of that product which is typical of a cross dock type of environment. Here the facility in use defines the distribution requirements and defines the flow of that merchandise to the



The screenshot shows a table titled 'RETAIL WEEKLY REPLENISHMENT Source: OPC 400 Destination: RET'. The table has columns for 'PLANOGRAM', 'GROUP 1', 'PARK-5', 'NEPEAN-10', 'WESTED-7', and 'BURNABY'. Each destination column has 'Min' and 'Max' sub-columns. The 'SKU' column is 'BGP' and the 'SUB SKU' is 'BGP'. The values for 'Min' are 0, 10, 5, 3, 4 and for 'Max' are 10, 19, 22, 12, 10.



The screenshot shows a table titled 'RETAIL WEEKLY REPLENISHMENT Source: OPC 400 Destination: RET'. The table has columns for 'BASIC DEMAND', 'GROUP 1', 'PARK-5', 'NEPEAN-10', 'WESTED-7', and 'BURNABY'. Each destination column has a 'Basic Demand' sub-column. The 'SKU' column is 'BGP' and the 'SUB SKU' is 'BGP'. All 'Basic Demand' values are 0.

### Replenishment Model Management

= Active Models   
 = Inactive Models   
 = All Models

X	Destination	Num	Description	Cycle	Source	Plan/Group/Level
<input checked="" type="checkbox"/>	OPC	400	7 USA WAREHOUSE WEEKLY REPL	52 1 WEEK	VENDOR	OPC OPC 3
<input checked="" type="checkbox"/>	RET	1	RETAIL WEEKLY REPLENISHMENT	52 1 WEEK	OPC	400 BASD PLAN 3
	RET	9	REPLENISHMENT MODEL(9)	52 1 WEEK	VENDOR	PLAN BASD 3

Activations for Replenishment:    
   
  

Run	Activation Number	METHOD	GROUP	Next Cycle	Next Run Date	Next Run Day	Last Cycle	Last Run Date
1	1	PUSH	REP01 1 GROUP 1	4	Aug-24-1999	TUE		
2	2	PUSH	REP01 2 PARK-5	2	Aug-10-1999	TUE	1	Aug-03-1999
5	5	PUSH	REP01 3 NEPEAN-10	1	Aug-05-1999	THU	1	Aug-05-1999
6	6	PUSH	REP01 4 WESTED-7	1	Aug-04-1999	WED	1	Aug-04-1999

Scheduled for next   
 De-Activated   
   
  

### Replenishment Run Schedule and Control

YEAR: 1999   2000  
 MONTH: December   January  
 WEEKDAY: F S S M T W T F   F S S M T W T F S S M T W T F S S M T W T F S S  
 DATE: 1 11 19 21 22 23 24 26 27 28 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

RETAIL WEEKLY REPLENISHMENT [RET]
 

Cycle	Cycle 20	Cycle 21	Cycle 22	Cycle 23	Cycle 24	Cycle 25	Cycle 26
Run 617							
Run 661							
Run 705							
Run 749							
Run 793							
Run 837							
Run 881							
Run 925							
Run 969							
Run 1013							
Run 1057							
Run 1101							
Run 1145							
Run 1189							
Run 1233							
Run 1277							
Run 1321							
Run 1365							
Run 1409							

## Store Organizations

Store organizations are defined under each Line of Business Level and are used in the organization of a chain of stores/departments so that they may be treated in the same fashion. Smaller enterprises may wish to place single stores into their own groups where larger enterprise would place similar stores within the same group under a particular organization.

The system can manage an unlimited number of organizations under each line and an unlimited number of groups under each organizations with no limit to the contents of each group.

Some examples of groups are a reporting organization for stores that is geographic in nature, a plan-o-gram organization that places stores in groups that are square footage oriented for the definition of basic stock minimums and maximums, a basic demand organization that defines a median sales expectation for product during a period defined in a replenishment model. In these examples it would be important that any new stores are defined in the groups that are defined. The system automatically performs a group consistency check that forces the user to place the stores in organizations that are defined. In this way new stores are not left in harms way. There are two organizational definitions, Multi groups and Forced groups. The above are examples of forced groups where it is important that each store is defined in a group for each organization. Multi organizations allow stores to be present in multiple groups or none at all. Multi groups are used in areas where stringent control is not required and flexibility is the key. This is used in cases where you create a shipping group and some stores may have a higher frequency of shipment than others.

## Replenishment Scheduling

The supply chain is further defined by the replenishment scheduler that provides a detailed view of the replenishment schedules and permits the user to control the rules associated with the individual

### Store Groups Defined FOR GWC - RET

Master   Values   Stores   View All

LOB Code	Group Code	Value	Group Value Name
RET	AVAIL	6	BLABLA
RET	BASD	1	GROUP 1
RET	BASD	2	PARK-5
RET	BASD	3	NEPEAN-10
RET	BASD	4	WESTED-7
RET	BASD	5	BURNABY
RET	PLAN	1	GROUP 1
RET	PLAN	2	PARK-5
RET	PLAN	3	WESTED-7
RET	PLAN	4	NEPEAN-10
RET	PLAN	5	BURNABY
RET	PRICE	1	GROUP 1
RET	REP01	1	GROUP 1
RET	REP01	2	PARK-5
RET	REP01	3	NEPEAN-10
RET	REP01	4	WESTED-7

replenishment runs. Runs may be added or removed, told to use sales values or a declining demand percentage. Run results are also controlled and in cases where the job needs to be re-run, the system permits results to be canceled and re-produced after model modifications have been made.

The system can be configured to run the replenishment jobs automatically based upon their schedule with manual execution permitted at any time.

The results are then used in the creation of pending vendor Purchase Orders or pending Transfer Orders, which then follow the normal course for those documents where they may be altered and ultimately released into the system.

## Replenishment Model en mass

Replenishment models can be altered en mass with all product displayed within the Model Control. Columns within the model can be exported and imported using the clipboard so that your favorite spreadsheet application can assist you in the definition of minimums and maximums, basic demand or the periodic fluctuation (flux) in demand, yet another power tool in the Enterprise arsenal.

# CAPTOWN Inventory Maintenance

The merchandise Inventory is maintained in the CapeTown Enterprise Commerce System in an ongoing and perpetual nature. In cases where the inventory is an off-line inventory such as a remote invoicing warehouse or remote invoicing retail store front, inventories are maintained at both the central system location and the remote and brought in sync on a transaction by transaction basis as those transactions filter up the organizational hierarchy.



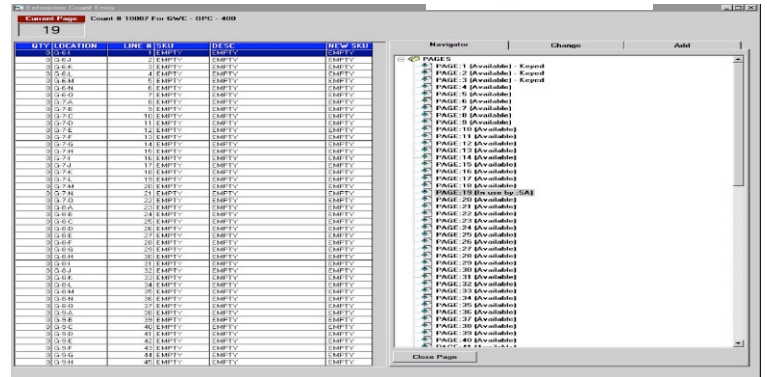
## The Inventory Organization

The inventory is maintained at the Line of Business Level and the Line of Business Store discrete level. This allows for cost of sales and total figures to be maintained at a higher system level as the system is in use. The system provides for 100% on-line updates and can scale to any magnitude supported by the back end relational database engine and server equipment.

All aspects pertaining to inventory transactions are maintained on both the LOB and STORE inventory masters with back up detail level data logged for each discrete activity. All audit tracking is maintained for Receipts, On Purchase Order, In transit, Return to Vendor, Stock Adjustments, Sales, On Sales Order, Return of Sales and Inventory Transfers both on a quantitative and valuation basis. All currency conversions are maintained in keeping with the currency on the line of business and the source and destination currencies involved in each transaction.

## Inventory Counting

The system supports unlimited inventory counts that are created at the Commerce side of the system, communicated to the counting destination and then communicated back to the Commerce side of the system. This allows for both full physical counts and cycle counts. The system performs analysis on both the system side of the equation and the physical side of the equation so that system oriented issues are not relevant in the physical count of what may be an off-line location. The counting procedure is either paper based or scanner based dependant upon the definition of the count. The Logistics system takes over when Operational Centers take part of physical inventories due to the location/product nature of those inventories. The system provides for all adjustment processing both at the counting location and the head office commerce side of the system. The system also allows head office activities to move forward while the count is performed. Developed in such a fashion as to allow any number of inventory counters and keying staff to complete the task at hand. The system performs local adjustments and head office adjustments as required to bring the inventory in line.



## Flexible Inventory Tagging and Ticketing

The system supports the tagging and ticketing of merchandise items utilizing bar code capable printers. The system provides for a flexible printing format that allows you to use any printer device that uses an open format printer language. Some examples of common printers are Monarch, Zebra and TEC which are currently the supported bar code printers in CapeTown Enterprise.

The system manages ticketing types on a merchandise item basis which assists in the production of the correct outputs upon receipt of the product. These can also be over-rided when necessary.

Ticketing requests can be driven from the Product Explorer for single or multiple items in varying quantities like keying values into a spreadsheet and can also be document driven in the case of a Purchase Order, Transfer Order, Sales Order, Pick Document, and Receipt document.

## Print Job management

CapeTown Enterprise contains a printer driver application that manages enterprise label printers and connects these local printers to the global enterprise network by allowing printers to be managed. Printers can be set to automatic print or manual print modes and are defined with stock types as well so that jobs don't print on improper stock and like jobs are processed at the same time. This application provides the ability to send label jobs to remote printers and define any number of printers in the system for second to none performance.

# MERCHANDISE

## Explorer, Catalog & Smart Window

### Product Explorer

The Product Explorer (a.k.a The Finder) is a central and invaluable tool that is part of every CapeTown Enterprise component. It allows the users of the system unlimited access to the merchandise information for the purposes of completing day to day processing and analysis activities. The Finder allows each user to custom configure the columns presented in the display and the sort order of that data without limitation. The data itself can be viewed at the global Client level, Line of Business level, store level and store organization and group level (when bound to a particular Line of Business). The data may be filtered in any number of ways by selecting criteria or by allowing the Navigator to do the work by selecting branches from the Merchandise Hierarchy or the Strategic Business Unit Navigator trees.

The Explorer also allows for quantity on hand, on sales order, on purchase order, in transit, etc, and to complete the power of this tool all filtered data can be copied and pasted to your favorite spreadsheet or word processing application or any other application. This allows for unlimited possibilities for analysis and reporting.

Functions may be performed at the immediate row level or on a

group of selected items that relate to the users selections. These selections create an internal list for that user to perform discrete functions on a group of items, such as mark-up and mark-down of prices, label preparation, etc. Similarity searches are performed so that many items are returned based upon user entry, allowing for users to find what they are looking for immediately. The Finder also allows for Image++ searches by displaying the default image in each row, so that the merchandise can be visually browsed. Item maintenance, inventory, transaction values, image++ and object launching are also provided moving with the selected merchandise in an object oriented fashion without having to do anything but select the focus.

The Product Explorer takes on the needed role in Purchase Orders, Sales Orders, Retail Transactions, Transfer Orders, Merchandise Maintenance, Inventory Browsing as the user moves in and out of those applications areas, always available. It is indeed the central tool of the system. All setting related to the Finder are maintained within the user's own personal registry environment and therefore remain intact day after day, even when multiple people utilize the same workstation.

The screenshot displays the Product Explorer application window. The main window is divided into two panes. The left pane shows a list of products with columns for QTY, Int Code, SKU, LONG DESC, STATUS, and RETAIL. The right pane shows a detailed view of the selected item, including General information, Classification, Valuation, and Features & Benefits.

QTY	Int Code	SKU	LONG DESC	STATUS	RETAIL
1	MOR	100000	Marco's Test Regular Set Sku	A	0.0000
1	MOR	100001	Marco's Test Single Item Set Sku (QTY=1)	A	0.0000
1	MOR	100002	Marco's Test Single Item Set(QTY>1)	A	0.0000
1	MOR	100005	HAWKEYE Driving Iron BEST	A	0.0000
1	MOR	100007	HAWKEYE Driving Iron BEST	A	0.0000
1	MOR	100008	HAWKEYE Driving Iron BEST	A	0.0000
1	MOR	100009	HAWKEYE Driving Iron BEST	A	0.0000
1	MOR	100010	HAWKEYE Driving Iron BEST	A	0.0000
1	MOR	100011	HAWKEYE Driving Iron BEST	A	0.0000
1	MOR	100012	HAWKEYE Driving Iron BEST	A	0.0000
1	MOR	100013	HAWKEYE Driving Iron BEST	A	0.0000
1	MOR	100014	HAWKEYE Driving Iron BEST	A	0.0000
1	MOR	100015	HAWKEYE Driving Iron BEST	A	0.0000
1	MOR	100016	HAWKEYE Driving Iron BEST	A	0.0000
1	MOR	100017	HAWKEYE Driving Iron BEST	A	0.0000
1	MOR	100019	Microsoft Golf Game	A	0.0000
1	MOR	100020	Microsoft Golf Game	A	0.0000
1	MOR	100021	Microsoft Golf Game	A	0.0000
1	MOR	100022	Microsoft Golf Game	A	0.0000
1	MOR	100023	Microsoft Golf Game	A	0.0000
1	MOR	100024	Microsoft Golf Game	A	0.0000
1	MOR	100025	PING SUPERCLUB	A	0.0000
1	MOR	100027	PING SUPERCLUB	A	0.0000
1	MOR	100028	PING SUPERCLUB	A	0.0000
1	MOR	100041	HAWKEYE Driving Iron BEST	A	3.0000
1	MOR	100042	HAWKEYE Driving Iron BEST	A	3.0000
1	MOR	100043	HAWKEYE Driving Iron BEST	A	3.0000
1	MOR	100044	HAWKEYE Driving Iron BEST	A	3.0000
1	MOR	100045	HAWKEYE Driving Iron BEST	A	3.0000
1	MOR	100046	HAWKEYE Driving Iron BEST	A	3.0000
1	MOR	100047	HAWKEYE Driving Iron BEST	A	3.0000
1	MOR	100048	HAWKEYE Driving Iron BEST	A	3.0000
1	MOR	100049	HAWKEYE Driving Iron BEST	A	3.0000

The right pane shows the following details for the selected item:

- General:** Cust: GWC, Line: ALL, Store: ALL, Sku: 100000, Upc: 15151515151515, Ean: 0, ISBN: 0, Short Desc: Marco's Test Regular Set, Long Desc: Marco's Test Regular Set Sku, Status: Active
- Classification:** Division: REG, Department: 09, Category: 0999, Class: 02
- Valuation:** Cost \$: 0.0000, Retail \$: 100.00, Case Pack: 14, VCU: 1, Weight: 0, Cube: 0, Vendor Number: 0, Name: DEFAULT VENDOR, Contact: contact, Phone: 555-555-5555, Fax: 555-555-5555
- Features & Benefits:** (Section header)
- Sales Notes & Alternate Items:** (Section header)



## The Merchandise Catalog

The Merchandise Catalog is a tool that saves time in the creation of Sales Orders, Purchase Orders and Transfer Orders and allows the merchandise to be navigated the way people perceive it instead of the way systems do. Entries take place by indicating quantities beside the item in question and the items are presented in a predefined sequence using the merchandise hierarchy and additional sorting options. Combined with the Navigator windows for filtering and finding the first items within each section allow the salesperson to have the entire database at their fingertips and items are quickly found.

In Sales Order, the Catalog view makes itself customer oriented and presents all of the product available for sale in a catalog format that is sorted in a user definable setting that would normally match a printed and distributed catalog or a predefined format for the enterprise. The tool allows for sales people and customers to move at the same pace and on the same page in order to satisfy the customer's requirements. Customers often refer to their prior purchase so you will find their history available right away and be able to quickly enter a new order quantity.

All of the information found in the Product Explorer can be found in the same fashion in the catalog view. In Purchase Orders you will find the Catalog Tool to be vendor specific, replacing customer history with vendor history. In Transfer Order you will find it to be Source and Destination oriented with transfer history available.

The Catalog too empowers the salesperson to move faster than the traditional line entry environment and is like a 3D movie with information coming at you (no glasses required) instead of you searching it out.

## The Smart Window

The Smart Window supplements the line by line entry screens of the system transactions by providing the Merchandise Explorer and Catalog informational views such as Image++, Customer History, Vendor History, etc. These Smart Window can be nailed up with a thumbnail or left to change its contents as the product the user is working with changes. Multiple smart windows are also available so that a user can view several Image++ Object lists or Inventory displays while performing their respective activities. The Smart Window ensures that the same information availability exists regardless of where you are in the system.

The screenshot displays a complex software interface for sales order management. It features several key components:

- Order Entry Form:** Includes fields for 'Add Item', 'List Price', 'Qty', and 'New Price'. A table below shows item details with columns for QTY, SKU, Code, Description, List Price, and Extension.
- Item Info:** A detailed view of a selected item, showing 'HAWKEYE DRIVING IRON' with an image and a description: 'The best of wood driving iron'. It includes a table for 'Item Info' with columns for Item, Description, and Price.
- Inventory:** A window showing the current stock levels for the selected item.
- Navigator:** A large window at the bottom right displaying a grid of items with columns for QTY, INV, CAT, DLS, SKU, LONG DESC, CODE, LIST, PRICE, and EXTENSION. It allows for navigating through different product categories.
- Summary:** A 'Sales Order Status' section at the bottom right showing totals for 'Total Lines', 'Total Units', and 'Total Sales'.

# CAPETOWN enterprise Professional Sales Desk

Order entry with the power of an enhanced catalog sales tool, image++, Product Explorer and Smart Window, bound with a Customer Explorer and Document Explorer. Welcome to the **CapeTown Enterprise Professional Sales Desk.**

## Customer Explorer

The Customer Explorer permits the sales person to quickly find the customer they need and access all the information in a heartbeat. The Explorer provides general customer information, sales history with a definable start date, special product pricing for the customer, notes and alarm entries and an image++ chain much like the image++ chain found for the merchandise.

Customers are permitted to have an unlimited number of ship to locations as well as a grouping qualifier in cases where there are numerous locations and the customer would like to work with you in location groups instead of discrete locations.

The Customer Explorer also permits the user to query customers based upon their sales activity, location etc, and then export the contents of their result set to the clipboard and into any application they choose. A great way to create mail merge documents and labels. Support is also provided for Employee and Sales Associate

Definition within the same control area, since these parties are also capable of being customers.

## Document Explorer

The Document Explorer allows the user to quickly view all outstanding sales orders and credit orders and allows the user to perform actions on those documents in keeping with their status. The user can also view Invoices and Credit Notes that have been produced from those source documents.

The Document Explorer allows a user to get a top down view of the sales activities in process, sales history and current order status, and then get into the areas they need to. The information in the results window can be copied and pasted into the user's local applications with a simple click.

## Sales Orders

Created with a simple click from the customer area or from the application tool bar, sales order creation commences. The document is created and allows the user to create a sales order or credit order under the CLIENT/LINE/STORE they are working within for their customer. The Sales Order Document is comprised of a document header section, detail section, additional costs section

The screenshot displays the 'Customer Explorer' window. At the top, there are search filters for LOB (TRD), STORE (200), NAME, ACCOUNT #, BUSINESS NAME, and PHONE #. Below these are buttons for NEW, NEW OTHER, EDIT, and SELECT. A list of customer records is shown with columns: LOB, STORE, TYPE, CUST, NAME, BUSINESS. The selected customer is ANDTWO. Below the list, the 'General' tab is active, showing 'Invoiced' and 'Back Order' summary boxes. The main area displays a table of sales orders with columns: SKU, DESCRIPTION, ORD QTY, ORD AMT, INV QTY, INV PRC, INV AMT, BO QTY, BO AMT.

SKU	DESCRIPTION	ORD QTY	ORD AMT	INV QTY	INV PRC	INV AMT	BO QTY	BO AMT
CT-001100	0110 CHINESE WARHAMMER	25	1625.00	15	55.00	375.00	10	650.0000
F1-000205	0205 FRENCH CODEX DARK A	20	156.00	18	7.80	140.40	2	15.6000
F1-011122	1112 FRENCH GRUDGE OF DF	15	225.00	0	15.00	0.00	15	225.0000
F1-011122	1112 FRENCH GRUDGE OF DF	15	292.50	0	19.50	0.00	15	292.5000
F1-011401	1140 FRENCH W/H ARMIES -L	15	341.25	13	22.75	295.75	2	45.5000
F1-387541	8764 FRENCH GORKA MORKA	25	1625.00	0	65.00	0.00	25	1625.0000
F2-WD62	FRENCH WHITE DWARF 62	12	0.00	12	0.00	0.00	0	0.0000
G3-001555	1555 DRK STORMBOYZ	4	117.00	2	29.25	58.50	2	58.5000
G3-001556	1556 CHADS DOOMRIDER	4	72.80	2	18.20	36.40	2	36.4000
G3-001558	1558 DRK NOBZ	4	117.00	2	29.25	58.50	2	58.5000
G3-001566	1566 GOTHIC SPACE MARINE	4	124.80	4	31.20	124.80	0	0.0000
G3-001566	1566 GOTHIC SPACE MARINE	5	156.00	5	31.20	156.00	0	0.0000
G3-979592	979592 EPIC ELDAR BEIL TANI	7	546.00	0	78.00	0.00	7	546.0000
G4-08019A0	0019A DRK WARBOS5	6	85.80	3	14.30	42.90	3	42.9000
G4-08039D0	0039D VETERAN SGT NAAMA	4	36.40	4	9.10	36.40	0	0.0000
G4-08230E0	0230E GOTHIC DRK SAVAGE 0	6	46.80	6	7.80	46.80	0	0.0000
G4-08413D0	0413D DRG N THORG	15	156.00	0	10.40	0.00	15	156.0000
G4-08419B0	0419B DWARF DEATHROLLER	25	260.00	25	10.40	260.00	0	0.0000
G4-08502A0	0502A WOOD ELF BLADE RIDR	15	87.75	15	5.85	87.75	0	0.0000
G4-08502D0	0502D WOOD ELF WARHAWK	15	114.40	7	7.15	50.05	9	64.3500
G4-08502E0	0502E WOOD ELF WARHAWK	15	107.25	15	7.15	107.25	0	0.0000
G4-08572P0	0572P UNDEAD DIRE WOLVES	4	31.20	4	7.80	31.20	0	0.0000
G4-08572Q0	0572Q UNDEAD DIRE WOLVES	2	10.40	2	5.20	10.40	0	0.0000
G4-08572R0	0572R UNDEAD VAMPIRE BAT	2	15.60	2	7.80	15.60	0	0.0000
G4-08572S0	0572S UNDEAD VAMPIRE BAT	5	39.00	5	7.80	39.00	0	0.0000

totals section and customer section. The customer section is repeated to allow access to the customer information from within the order entry document. The detail section provides the control of the item contents of the order and the additional costs area manages shipping and miscellaneous charges.

### Single and Multiple Destination Sales Orders

Sales Order can be single destination oriented with separate billing and ship to locations or they can be configured using the sales distribution tool for multiple destinations. Multi-Destination sales orders allow for quantities to be keyed for customer locations in a spreadsheet like fashion with destinations in columns and product quantities in rows. A powerful tool for dealing with customers that have many locations such as retail oriented customers or large corporate customers. Billing rules are also available that permit you to create an overall invoice or bill each location distinctly.

### Ship Complete and Back Orders

Sales Orders also have special processing rules that establish ship complete or back order capabilities and then what should be done when back orders are created. Allowing for the sales person to get what they want out of the Operational Centers. Back Orders can create new orders or simply loop through the operational center until they can be filled or canceled, with the salesperson being notified of each occurrence.

### Order Templates and Quotation Documents

The Sales Order can be produced in a Sales Quotation Document and saved as a sales order. Sales Orders are not active in the system until they are released and once released become actual sales orders applying quantities on sales order to the inventory. Sales Orders can be copied to a new order document for the creation of Order Templates and Standing Orders. These saved orders are capable of being applied to different customers than they were saved under.

### Crystal Forms

All forms and reports in CapeTown Enterprise were created with Crystal Reports and are thus modifiable by nature. Crystal allows for a WYSIWYG environment for forms design. CapeTown Enterprise also stores a corporate logo within the top level business definition for use in standard business documents and can be removed should your firm have preprinted standard documents.

### Operational Interface

Orders once released follow predefined paths within the system as designed by the business model applied to the sales department and line of business definitions. Orders that are destined to an operation center for picking travel to the destination as immediately as the network connection that is defined between them, if located in the same site that would be immediately.

**Sales Order Information**  
 Order Number: [Auto] Description: [ ] Expected Ship Date: [Jan-08-2000] Expected Rec Date: [Jan-08-2000] Last Revision Date: [NEW]

**Billing Information**  
 Customer Number: [AVALON]  
 Company/Contact: [AVALON CRAFTS, HOBBIES & GIFTS / VAL PERINI]  
 Address: [717-5 STREET S.W., MEDICINE HAT, AB]  
 City: [ ] Country: [CAN] Province: [AB]  
 Postal: [T1A 4H7] Phone: [403-528-3440] Fax: [403-528-9771]  
 Email: [ ]

**Shipping Information**  Same as Customer  
 Shipping Code: [SAME AS CUSTOMER]  
 Company/Contact: [ ]  
 Address: [ ]  
 City: [ ] Country: [ ] Province: [ ]  
 Postal: [ ] Phone: [ ] Fax: [ ]  
 Email: [ ]

Price Code: [NORM] Tax Group: [AB] Terminal: [09]

Sales Order Status: NEW | F10-Smart Window | F9-Catalog View | Print | Save | Release | Cancel | Close

**Add Item**  
 (F6) Sku: [ ] Description: [ ] Add  
 List Price: [0] Cust Price: [0]  
 Qty: [0] % Disc: [0] New Price: [0] Extension: [0] Delete

**Ordered Items**

#	QTY	Sku	Code	Description	List Price	Cust Price	% Disc	New Price	Extension
1	15	G4-0800500	NORM	00050 DARK ANGELS MARIU	11.00	7.15	0.00	7.15	107.25
2	15	G3-001551	NORM	1551 DARK ANGEL MASTER	48.00	31.20	0.00	31.20	468.00
3	25	G4-08018A0	NORM	8018A ORK WAREBOSS	22.00	14.30	0.00	14.30	357.50
4	25	G1-000205	NORM	0205 CODEX DARK ANGELS	12.00	7.80	0.00	7.80	195.00
5	12	100014	NORM	HAWK EYE Driving Iron	100.00	65.00	0.00	65.00	780.00
6	10	100017	NORM	HAWK EYE Driving Iron	100.00	65.00	0.00	65.00	650.00

Order Discount: [ ] Total Lines: [6] Total Units: [102] Total Sales: [ \$ 2557.75 ]

Sales Order Status: NEW | F10-Smart Window | F9-Catalog View | Print | Save | Release | Cancel | Close

**Add Additional Cost**  
 Item: [ ] Description: [ ] Add  
 Total: [0] Delete

**Additional Cost Details**

Item	Description	Amount
1	SHIPPING CHARGES	25.00

**Additional Cost Totals**  
 Total Other: [25.00]  
 Total Costs: [25.00]

Sales Order Status: NEW | F10-Smart Window | F9-Catalog View | Print | Save | Release | Cancel | Close

**Totals for Sales Order**

**Sales Order Information**  
 08-Jan-2000  
 Order Number: [Auto]  
 Client: [AVALON CRAFTS, HOBBIES, GIFTS]  
 Ship To: [ ]  
 Ship Via: [09]  
 Expected Date: [Jan-08-2000]  
 Currency: [CAD]  
 Sales Representative: [ ] Total Weight: [0.00]  
 Payment Terms: [ ] Total Cube: [0.00]  
 Order Processing:  Ship Complete  Back Order  
 Back Order Processing:  None  Bounce balance to picking

**Sales Order Totals**

Items	Quantity	Amount
Additional	102	25.00
Sub Total		2,582.75
GST		179.04
Total		2,761.79
INTERNAL ACCOUNT		2,761.79
CHANGE DUE		0.00

Sales Order Status: NEW | F10-Smart Window | F9-Catalog View | Print | Save | Release | Cancel | Close

# CAPETOWN enterprise Purchase & Transfer

Purchase Order and Transfer Order entry with the power of an enhanced catalog sales tool, image++, Product Explorer and Smart Window, bound with a Vendor and Destination Explorer and Document Explorer. Welcome to the **CapeTown Enterprise Purchase and Transfer Desk**.

## Vendor Explorer

The Vendor Explorer permits the buyer to quickly find the vendor they need and access all the information associated with that vendor.. The Explorer provides general vendor information, purchase history with a definable start date, notes and alarm entries and an image++ chain much like the image++ chain found for the merchandise.

## Document Explorer

The Document Explorer allows the user to quickly view all outstanding purchase and transfer orders and allows the user to perform actions on those documents in keeping with their status. The user can also view Receipts and Returns that have been produced from those source documents.

The Document Explorer allows a user to get a top down view of the purchasing and supply chain activities in process, receipt history and current order status, and then get into the areas they need to. The information in the results window can be copied and pasted into the user's local applications with a simple click.

## Purchase and Transfer Orders

Purchase Orders Documents define the supply details associated with the purchase of product from vendors. The replenishment model jobs create purchase order documents when the model is defined with a vendor source.

Created with a simple click from the vendor control or from the application tool bar, order creation commences. The document is created.

Transfer Order Documents are created in the same fashion with the source being an existing inventory bearing entity within the enterprise. The replenishment model jobs create transfer orders when they are defined with an inventory bearing enterprise entity source.

The information provided is a header section, details where broken out by three levels, case, case pack and consumer unit orientation,

PO Entry for Client: GWC, Line of Business: GPC, Sheet: 409

Header	Details	Additional Costs	Totals
PO Descriptions Purchase Order #: <input type="text"/> PO Special Note: <input type="text"/> PO Activity: <input type="button" value="PO Activity"/> <input type="button" value="Extended Descriptions"/> Last Revision: <input type="text"/> Last Receipt Date: <input type="text"/> NEW <input type="text"/> NEW <input type="text"/>	Shipping Information Ship To: 400 MISSISSAUGA WHSE Ship Via: VEND VENDOR DIRECT Expected Ship Date: <input type="text"/> Expected Receipt Date: <input type="text"/> Jan-08-2000 <input type="text"/> Jan-08-2000 <input type="text"/>	Business Information Buyer Code: <input type="text"/> Plan #: <input type="text"/> SA <input type="text"/> <input type="text"/>	

PO Entry for Client: GWC, Line of Business: GPC, Sheet: 408

Header	Details	Additional Costs	Totals																											
Add Case Pack: (F9) Sku: <input type="text"/> Description: <input type="text"/> <input type="button" value="Add"/> City: <input type="text"/> Cs/Pk: <input type="text"/> Cost: <input type="text"/> Total: <input type="text"/> <input type="button" value="Delete"/> Ticket: <input type="text"/> Status: <input type="text"/>	Case Pack Details <table border="1"> <thead> <tr> <th>Row</th> <th>Sku</th> <th>Style</th> <th>TicketCode</th> <th>Cs Pl</th> <th>Qty</th> <th>Cs Pk</th> <th>Units</th> <th>Cost</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>100025</td> <td>NONE</td> <td>1</td> <td>12</td> <td>9</td> <td>109</td> <td>549.0000</td> <td></td> </tr> <tr> <td>2</td> <td>G4-08034C0</td> <td>NONE</td> <td>A</td> <td>12</td> <td>1</td> <td>12</td> <td>80.950.0000</td> <td></td> </tr> </tbody> </table>	Row	Sku	Style	TicketCode	Cs Pl	Qty	Cs Pk	Units	Cost	1	100025	NONE	1	12	9	109	549.0000		2	G4-08034C0	NONE	A	12	1	12	80.950.0000		Add Costs Item: <input type="text"/> Description: <input type="text"/> <input type="button" value="Add"/> Total: <input type="text"/> <input type="button" value="Delete"/> Vendor: <input type="text"/>	PO Breakdown Total Lines: <input type="text"/> Total Units: <input type="text"/> Total Cost: <input type="text"/> <input checked="" type="checkbox"/> Cs Dk View <input type="button" value="Case View"/> 2 <input type="text"/> 120 <input type="text"/> \$1,388.0000 <input type="button" value="Item View"/>
Row	Sku	Style	TicketCode	Cs Pl	Qty	Cs Pk	Units	Cost																						
1	100025	NONE	1	12	9	109	549.0000																							
2	G4-08034C0	NONE	A	12	1	12	80.950.0000																							

PO Entry for Client: GWC, Line of Business: GPC, Sheet: 409

Header	Details	Additional Costs	Totals												
Add Costs Item: <input type="text"/> Description: <input type="text"/> <input type="button" value="Add"/> Total: <input type="text"/> <input type="button" value="Delete"/> Vendor: <input type="text"/>	Cost Details <table border="1"> <thead> <tr> <th>Item</th> <th>Description</th> <th>Apply to Inv</th> <th>Amount</th> <th>Curr</th> <th>Converted</th> </tr> </thead> <tbody> <tr> <td>4</td> <td>DUTIES MAX</td> <td>F</td> <td>172.0000</td> <td>CAD</td> <td>216603.0000</td> </tr> </tbody> </table>	Item	Description	Apply to Inv	Amount	Curr	Converted	4	DUTIES MAX	F	172.0000	CAD	216603.0000		Totals Total Applied to Inventory: <input type="text"/> Total Other: <input type="text"/> 216,000.0000 = Total Costs: <input type="text"/> 216,000.0000
Item	Description	Apply to Inv	Amount	Curr	Converted										
4	DUTIES MAX	F	172.0000	CAD	216603.0000										

PO Entry for Client: GWC, Line of Business: GPC, Sheet: 409

Header	Details	Additional Costs	Totals								
Totals for Purchase Order 2000-Jan-08 P.O. Status: <b>NEW</b>	General Information Purchase Order: -Auto- Client: GWC Expected Date: Jan-08-2000 Ship To: 400 Vendor: BRIANS SUPPLY Ship Via: VEND	<table border="1"> <thead> <tr> <th>Items</th> <th>Costs</th> </tr> </thead> <tbody> <tr> <td>120</td> <td>81,380.0000</td> </tr> <tr> <td>Additional</td> <td>216,000.0000</td> </tr> <tr> <td></td> <td>297,380.0000</td> </tr> </tbody> </table>	Items	Costs	120	81,380.0000	Additional	216,000.0000		297,380.0000	<input type="button" value="Report"/> <input type="button" value="Cancel"/> <input type="button" value="Save"/> <input type="button" value="Release"/> <input type="button" value="Close"/>
Items	Costs										
120	81,380.0000										
Additional	216,000.0000										
	297,380.0000										

additional cost section and totals section.

### Currency Management

Once the document is created the currency of the vendor or the source of the transfer order dominates and the product is valued in that currency. CapeTown Enterprise resolves all currency conversions during the receiving process. This allows for faster document preparation and a more streamlined process.

### Importation of Goods

The purchase/transfer document allows additional costs to be bound to the vendor of the goods or to a different vendor that may or may not use a different currency in order to allow for the Importation of goods and the payment of taxes, duties and customs brokerage charges. The system also permits these charges to be bound to the inventory valuation using a smoothing formula based upon the merchandise quantity and value.

Transfer Orders can also incorporate additional costs associated with moving the merchandise.

### Single or Multiple Destination

The system provides for a distribution tool that allows the user to create purchase orders and transfer orders for multiple destinations under one order document. This is also known as distribution in some circles. The Supply Chain definition controls the logistical concerns related to creating orders that are distributed via your own operational center or alternatively the vendor may be told to direct ship the goods to the destination.

### Order Templates

Orders are not active in the system until they are released and once released become actual purchase and transfer orders applying quantities on purchase order to the inventory of the destinations in question. Orders can be copied to a new order document for the creation of Order Templates and Standing Orders.

### Crystal Forms

All forms and reports in CapeTown Enterprise were created with Crystal Reports and are thus modifiable by nature. Crystal allows for a WYSIWYG environment for forms design. CapeTown Enterprise also stores a corporate logo within the top level business definition for use in standard business documents and can be removed should your firm have preprinted standard documents.

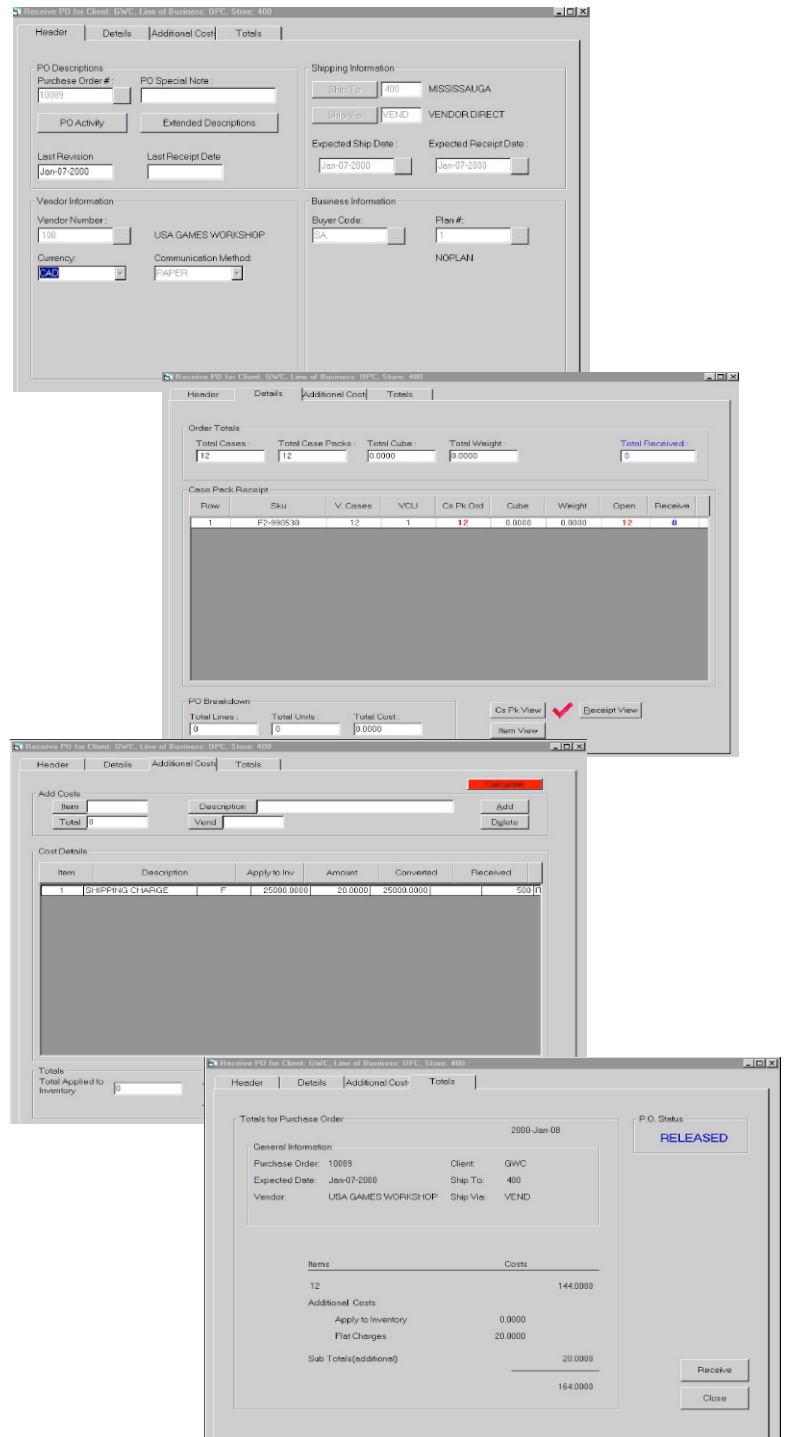
### Receiving Process

The receiving process depends a great deal on the supply chain definition and logistics system definition. Logistics facilities can be predefined as distribution oriented, storage oriented, case and case pack oriented and in cases where the operational center does not play a role in the receipt of merchandise the receiving destination controls the receiving process. When CapeTown Enterprise

Logistics and CapeTown Enterprise Retail are combined in a full system an in-transit store receiving system is formed that controls receipt of merchandise at the destination and also performs the distribution functions all in an automated and fully tracked environment.

This permits stores to not only receive goods that it must receive but also to confirm the receipt of goods that the operational centers have distributed to them creating a full circle environment instead of one that is based upon assumptions in the logistics area.

The receiving functions are either financially driven or driven by the verification process for later financial verification.



# CAPETOWN enterprise Logistics & EDI

Whether your Operational Centers perform Customer Order Fulfillment (Picking), Inventory Replenishment or Inventory Distribution using cross dock, staging, pick faces or all of these activities and organizations, the single system solution for your facilities is **CapeTown Enterprise Logistics**. The system provides the management tools necessary regardless of the product being handled, hard goods or soft goods, consumer unit or case pack, case or pallet. The logistics system is geared for the use of a multiple client environment and creates an operational framework within the entire system that interfaces well with the Enterprise Commerce system and other Merchandising System available on the market today.

## The CapeTown Line of Business Dynamic

**CapeTown Enterprise Logistics** defines the logistics environment at a physical level with the creation of a facility. A facility then is segmented into zones. **Zones** are further segmented into physical location codes dependant upon the storage structure supporting one, two and three dimensions. The physical definition of the facility allows the operation to incorporate performance oriented logic to the locations for the purpose of reducing effort and enhancing control. The product in the facility is then managed at the location level. Zones and locations can be predefined for use with a given **Client** or **Warehouse** code where necessary. The Warehouse code is actually the same as STORE in the enterprise organization architecture. The Line of Business is always **OPC**, so encoded for operational center. This allows multiple business entities with different sets of books to use the same facilities for their operations. This warehouse or store is used in order to segment the inventory and define independent operations for the inventory bearing entity. Distributions would be managed by a particular warehouse/store, Order Picking would be managed by another, and this would then define the operations that took place when goods move through the operational center, while always keeping CapeTown Enterprise Commerce up to date. **Terminal codes** operate as guidance systems that define the ultimate carrier of the product and how it is to be managed. All stores in the enterprise that take part in replenishment or distribution have a default terminal code that relates to the carrier and level of service that will be used to move the product to its ultimate destination. Terminal codes are also used in the management of customer order picking/fulfillment, since in many cases customer orders are filled from the same facility as

retail store replenishment and distributions take place.

## Flexible Physical Environment

The logistics environment allows for inventory transfers between locations and the redefinition of the entire location structure including the dimensions of said locations. This was accomplished through the use of simple mathematics when dealing with locations where each element rack, column, tier is stored in decimal form and may be presented in same or alphabetic form. 001-001-001 is also A-1-A and logic assigned to the structure provides for ease of use and management.

## Order Picking

The **Order Picking Module** provides the means by which customer orders are filled and remote store/OPC inventory replenishment is executed. Orders come in through all interfaced system areas or non-interfaced areas such as those not running CapeTown Enterprise and can be combined into picking waves. This picking can be performed using a paper based system or Radio Frequency Portable Data Terminal environment.

Either way the logic of the system organizes the fastest way to complete the order using locations sequence and vicinity logic encoded into the location structure.

Radio Frequency terminals are used to allow the operation to move without having to wait for paper, however the accuracy levels between a Radio Frequency vs a manual paper based system remain the same until an outbound scanning environment is employed.

**Outbound Scanning Stations** provide several advantages over Radio Frequency. The single most important advantage is the ability for the system to know the precise contents of each shipping container in a multi-carton shipment, instead of multiple cartons that share the same packing slip. This allows for 100% shipping container accuracy. Product that is picked for a customer order is scanned while it is being packed and the system notifies the operator of overages, missed picks, picking errors and can then be told to print a packing slip by case.

**Pick Face Replenishment** is provided through the creation of a replenishment model that interfaces two operational center warehouses and thus allows for product from a High Bay Racking warehouse (most likely case and case pack oriented) to replenish a consumer unit oriented pick face.

**Ongoing Inventory Verification** is provided by providing the quantity of stock that should be remaining in a location after a pick is completed in it. Thus operators can spot check locations and identify problems before they become catastrophic.

**Confirmation and Invoicing** allow for outbound completion of the transaction, whereby Invoices can be generated or confirmation data

may be communicated to another source for processing such as an external system. A combined CapeTown Enterprise Commerce and Logistics environment can automate the process completely all the way into the finance stream.

### Receiving

Product is received against purchase order data, specifically data that is imbedded into the system either through a direct PO interface (as in the case of CapeTown Enterprise Commerce) or a file transfer interface where a clients system is interfaced with the CapeTown Logistics system. The ultimate result is product received and cataloged into the system for storage or immediate operations. Immediate operations are defined by the warehouse definition and that is normally a department code (store number, etc) as in the case of distribution of goods. When product is stored for later picking the receiving system assists with the retrieval of a home for the product in either the default location (a.k.a. Low-level or forward picking zone) or in backup storage locations.

### Distribution & Cross Dock

Distributions come from the client source system and identify the quantity to be allocated to each of the clients destinations. Distribution can produce unique shipping labels for each carton or distribution worksheets can be created to allow the product to be placed in staging areas for each of the destinations, in addition distributions orders can be stacked order by order and then combined into multi-product pick sheets (store pick) for each destination.

### Shipment Container Tracking (SSC-18)

Each of these operations creates distinct and trackable shipping containers within the logistics system and thus provides the source for both inventory in transit, shipment tracking and manifesting, carrier reporting, etc. Each container is maintained at this unique level with a complete recording of its contents. The label follows standard guidelines for a 4 by 6 inch shipping container label and includes a unique serialized shipping container code also known as SSC-18. This is also standard with current EDI ASN (advanced ship notice) transactions.

### Staging, Outbound Scanning and Shipment Manifesting

Each shipping container is destined for some transportation method that is defined by the terminal code. Each terminal code reflects a scheduled pick up and delivery operation that is performed. Once again product can be scanned using an automated scanner for the purposes of automated diversion into a shipment vehicle in a conveyor system or outbound scanned by loaders into the shipment vehicle, thus marking the shipping container as shipped and accumulating them into a manifest and bill of lading.

The outbound scan can also be assumed with the use of a cut-off at a scheduled time. Manifests and bills of lading can also be

produced automatically and electronically sent to the carriers.

**Terminal codes** also provide the interface to carrier and level of service rating tables that create the costs of shipping the product and provide the essential linkage required to provide your carrier with an electronic manifest and in some cases your destination with the same.

Packing Slips, Manifests, Distribution Proofs, Carton MH10 Labels, Pallet Labels, Bills of Lading (BOL) and Invoices are all capable outputs of the Logistics system.

### Store Receiving

When CapeTown Enterprise Logistics is combined with CapeTown Enterprise Commerce/Retail a fully automated in transit inventory and store inventory receiving environment is created for the retail chain.

This allows the retail store to receive inventory on the basis of the shipping container label and process adjustments at the same time. This is a completely paperless system and the communications stream for inventory receipts and adjustments is the same as that of store sales and merchandise maintenance information.

This allows for the automated management of inventory throughout the entire enterprise.

### Inventory Verification

Inventory verification is maintained through the Inventory Count process where Full and Cycle counts are requested by an external system or CapeTown Enterprise and fulfilled by the Operational Center. The operational center would provide a warehouse and location breakdown of the inventory so that not only stock counts could take place but also a stock by location count would take place. This allows for a complete verification of stock levels and the physical presence of product in the Facility for a given enterprise. The adjustment process is also automated where locations and stock levels are adjusted automatically and adjustments are communicated to a higher level system which is CapeTown Enterprise or another Merchandising System.



CONVEYORIZED  
STAGING AND  
OVERHEAD  
SCANNING

## Carrier EDI

When coupled with EDI, carrier notifications can also be received that indicate the receipt of goods at the required destination and can also be used in the comparison of transportation cost analysis and verification done by the carrier vs internal pre-calculations. In addition this allows for receipt verification when said is not present from the destination in question.

## EDI Compliance

The Enterprise Logistics system is fully capable of processing EDI transactions from established trading partners in an orderly and compliant manner. Both single destination and multi-destination orders are managed with the same efficiency and organization along with the appropriate documentation and EDI verification transactions such as the 856 Advanced Ship Notice transaction and corresponding MH10 shipment container labels that would support automated receiving and payment at the receiving locations. The system has already been proven in the following environments;

### **Sears, Zellers, The Bay, Home Outfitters, and Canadian Tire.**

In each of the above environments the same Enterprise Logistics process is interfaced with the use of multiple terminal/process definitions that support the nuances of each environment, while making the operational center an even running environment. This flexibility is required even though EDI is a standard all trading partners require subtle differences in the communication of transactions within their content.

## CapeTown Enterprise EDI Implementation

The CapeTown Enterprise system is designed in such a manner as to interface with any EDI Mapping Software. Currently the **Paragon/Harbinger Trusted Link** environment is supported. This environment was chosen due to its market presence at the high and low end as well as its ability to work in a client/server and non-client/server environment. It also supports the development of an automated environment where human intervention is dependant upon the configuration that you choose.

CapeTown Enterprise can be interfaced with any EDI Transaction Mapping system through the use of interface files that exist between the mapping software and the CapeTown Enterprise Commerce and Logistics Systems. These files are self sustained buckets of inbound and outbound data that your systems professionals or ours may use to create new application maps without changing the operational environment and at the same time fulfilling the specific requirements of your trading partners.

The environment supports both fulfillment and the supply chain configurations. This allows you to use EDI with trading partners that supply products to your enterprise as well as with trading partners that purchase products from your enterprise.

## Internet Orders

The CapeTown Enterprise B2B and B2C modules provide the internet access to the system and the connection to Enterprise Logistics is as ingrained into the system as the Enterprise Commerce connection where the three spheres of the system come together to form the complete enterprise of today.

Internet orders flow as you define them to. either to the bricks of your retail chain or the bricks of your operations center where they are treated as any other orders but recognized as a discrete line of business within your enterprise and with that comes other factors such as the assurance of completeness of shipments and overall turnaround.

The logistics system also updates customers on the status of their orders in a manner that allows them to see orders in the channel and completed orders with shipment information and tracking numbers, so their purchase on the net is supported in the same environment rather than Internet and Phone combinations.



# CAPTOWN enterprise Retail

The retail environment of today is fast paced, competitive and demanding environment. Customers have grown to demand speed, with the smaller the sale the faster it needs to be done. Inefficiency is something they smell the moment they walk in the door. The challenges faced by retailers today are significant, and the system that they rely on must be reliable, fast and encompass the demands of today's customer.

## Active Framework

**CapeTown Enterprise Retail** is a 32-bit Windows application that removes the office desktop from view and allows the register to operate independently by creating a framework that allows for fast keystroke navigation or **touch screen navigation**. The application supports all of the merchandising and active tools that are found in CapeTown Enterprise Commerce, Product Explorer, Smart Window, Merchandise Catalog, Image++, all wrapped in the Active Store Framework. Completely streamlined for scanned checkout of merchandise and the power to find the merchandise if a scan is not possible. The active framework provides the user with all available option in a moveable menu architecture that alters its capabilities depending on where the operator is within the application. Internet and Intranet Browsing is supported within the Framework as is the



launching of applications that have been registered for use on the register.

## Chain or All-In-One (AIO)

**CapeTown Enterprise Retail** can support an unlimited number of stores within a Line of Business and Client architecture. The CapeTown Enterprise Commerce System is required at the head office and provides the centralized system that supports the information in each chain store system. The system can also be configured in an All-In-One (AIO) configuration where a single store can utilize the full system with the assurance that additional stores can be added with ease.

## In-Store Processor (ISP)

**CapeTown Enterprise Retail** supports an unlimited number of registers within a store configuration. The only hard and fast requirement is the In-Store Processor. This is a separate, central machine running Windows 2000 Server or Windows NT Server. This application will provide access to the CapeTown Enterprise

#	QTY	Sku	Code	Description	List Prc.	Cust P
1	2	C1-001100	NORM	0110 CHINESE WARHAMMER F	100.00	10
2	1	100000	NORM	Marco's Test Regular Set	100.00	10
3	5	G4-08002B0	NORM	8002-B SPACE MARINE W/FLA	0.00	
4	4	G4-08034K0	NORM	8034K PRAETORAIN GUARD CC	15.00	1
5	3	G7-000731	NORM	0073 BUBONIC BROWN SPRAY	10.00	1
6	2	G7-906302	NORM	9063 ORANGE INK	3.00	
7	1	G5-003016	NORM	3016 CHADS MARINE RHINO	35.00	3
8	1	G5-007969	NORM	0796 BLACK ORCS	0.00	
9	2	G5-069329	NORM	MOVEMENT TRAYS	10.00	1
10	5	G5-992881	NORM	9288 SPACE MARINE TERMINA	35.00	3

Order Information	Status
Order Number: 06-Jan-2000	NEW
Client: -AUTO-	
Ship To:	
Ship Via: 09	
Expected Date: Jan-06-2000	
Currency: CAD	
Associate: 000 -None	
Payment Terms: NDUE	

Items	Amount
Additional	26
Sub Total	653.50
BCTAX	45.75
GST	45.75
<b>Total</b>	<b>744.98</b>

Transaction Info
# - Auto -
ID - Auto -

**Total Lines** 10 **Total Units** 26 **Total Sale** \$ 653.50  
 Last Scan: 100000

Commerce components that operate in either an All-In-One or chain configuration. This machine will also support the main relational database management system (RDBMS). Even if it is a one register configuration the ISP is a necessity. It provides the heart of the store and the main artery to the Head Office System. All receiving and management functions are performed on this station.

### Replication and Replication Groups

Replication in CapeTown Enterprise is 100% Internet ready with full security and encryption. Replication involves the synchronization of data from and to remote facilities with data packages that are transaction oriented. The data package produced at either end of equation supports sales, receiving, merchandise updates, customer and inventory information sharing, all capable of running while the store is in operation. Stores within the chain can be configured into information sharing groups (a.k.a ComGroups) where inventory and/or customer information can be shared between these stores. This allows for stores within the same geographical area to be up to date when a customer comes in to any store. Online support is also provided where an on-line interface to Head Office is employed in a three-tiered architecture where updates at Head Office follow updates at the store.

Also supported is the ability to completely rebuild the stores system based upon the last replication. As unfortunate as this occurrence may be it is a necessary requirement and the only way to get a downed store up and running quickly.

### Enterprise Customer Management

The customer management section of the system is 100% compatible with the CapeTown Enterprise Customer Management

tools allowing for special taxation, pricing and the management of customer notes and alarms. Customers can also have multiple ship to locations and be incorporated into an accounts receivable environment where chain based accounts exists.

### Enterprise Customer Management

The customer management section of the system is 100% compatible with the CapeTown Enterprise Customer Management tools allowing for special taxation, pricing and the management of customer notes and alarms. Customers can also have multiple ship to locations and be incorporated into an accounts receivable environment where chain based accounts exists. Customer sales history and store credits are also maintained.

### Enterprise Inventory

All inventory functionality present at head office are also present at the store, purchase orders, receiving, transfer orders, adjustments, ticketing and labelling and inventory counting. In a chain based environment head office configures the store capabilities and also defines the inventory counts that take place (full or cycle) since one cannot be updated without the other being involved.

### On-Line Credit and Debit transactions

The system supports online debit and credit card transactions with the use of special third party tools one specific to Canada and one specific to the United States as the banking institutions operate differently. This is provided with a per lane nominal charge which reduces as the number of lanes increases.

### Tender Management

The system supports X/Z out reporting by register, user and for the

The screenshot displays the CapeTown Enterprise software interface. On the left is a product catalog with columns for QTY, SKU, and SHORT DESC. The main area shows an order entry screen for Order # AUTO, Customer B 258, with various fields for Division, Department, Category, and Class. On the right, a detailed order summary is visible, including a table of items with columns for QTY, UNIT, DEPT, CAT, CLS, SKU, LONG DESC, CODE, LIST PRICE, and EXTENSION. The summary also includes a 'Features & Benefits' section and a 'Sales History & Alternate Items' section.

QTY	UNIT	DEPT	CAT	CLS	SKU	LONG DESC	CODE	LIST PRICE	EXTENSION
1	NEW	01	0101	06	64-000000	0101 DARK ANGEL'S MAIL NORM	41.00	11.00	0.00
1	NEW	01	0101	06	64-000000	0101 VETERAN SGT. NORM	14.00	14.00	0.00
1	NEW	01	0101	14	63-001561	1561 DARK ANGEL MASTE NORM	48.00	48.00	0.00
1	NEW	01	0102	11	63-001558	1558 CHAOS TOSHIMIKEN NORM	28.00	28.00	0.00
1	NEW	01	0102	12	65-000019	3019 CHAOS MARINE BIKE NORM	16.00	16.00	0.00
2	NEW	01	0103	09	61-000007	0007 CODEX DRKS '99 NORM	20.00	20.00	20.00
2	NEW	01	0103	06	64-000006	0106 DRK WARRORS' NORM	22.00	22.00	44.00
1	NEW	01	0103	12	65-000020	3020 DRK B07Z SQUAD VTS NORM	30.00	30.00	0.00
1	NEW	01	0103	14	63-001559	1559 DRK STORMWDRZ'Z NORM	45.00	45.00	0.00
1	NEW	01	0104	12	65-000021	3021 ELDMR BATTLE FORH NORM	130.00	130.00	0.00

entire store. Tills are managed via the till management application where tills are opened and closed by a cash office manager. Each till is assigned a control number and till auditing can be performed any number of times to derive a deposit. The system supports multiple tender and multiple currency transactions with mixtures for both and exchange as per predefined rates.

### **Customizable Receipts and Transaction Detail**

The receipts produced from the Retail Register can be custom configured through some basic file formatting typical of the formatting required for tickets and tags. The columns in the customer check out item detail can also be configured to permit customized merchandise information display in the screen for the operators use or the customer view.

### **Gift Receipts and Certificates and Registry**

The system supports the complete management of Gift Receipts where the customer requires a printout without the pricing information, enabling the recipient of the gift to return/exchange the item. Gift Certificates are definitely available in the tender area of the system if configured and the system can also produce gift certificate encoding using a printer capable of printing such materials such as a check franking or reporting printer that exists on the IBM SureMark Printer. A Gift Registry allows for customers to create a list of items that they would like to have purchased for them and keeps track of what was purchased and by whom, also printing a gift card for times when the merchandise will not be leaving the store but has been paid for.

### **Special Orders**

Because of the tight integration with the CapeTown Enterprise Sales Desk, Retail Entries can be saved as Sales Orders or Special Orders if you will, that can be filled at a later date. Special Orders are also communicated to head office as Sales Orders and can also include shipment information for directive fulfillment via another facility or to indicate a special buy for the customer. The CapeTown Enterprise Sales Desk application can also run in the Retail Store on the ISP or another machine other than the Retail Register. This becomes very useful at a service desk/counter where special orders or custom configuration orders are the norm. Invoices and Quotation Documents can be produced as well as register receipts within this type of environment, providing a professional level of customer response.

### **Traffic**

The system supports the tracking of customer traffic by interfacing with the store security system to retrieve a count of the number of people within the store. This provides a traffic number by hour, day of the week and calendar date for each store. Coupled with the actual store sales this data can then be presented in an efficiency rating that shows the effectiveness of the store staff at turning the

traffic into sales on an hourly and daily basis. This data can also provide useful Resource Planning information for future dates based upon past experience.

### **Resource Management**

Store resources can punch in and out via the system like a punch clock and calculates the time spent in the store for a total shift scenario. The system also supports an advanced schedule that records the resources scheduled work requirement. This can be printed and given to the staff member. Alarms are also used indicating that a resource should be getting ready to complete their shift or if they have worked passed their allowable shift. Store closure will also review the currently active resources in the store to ensure that no one forgot to punch out.

### **Sales Commissions**

Sales commissions can be tracked based upon sales person sales which is managed apart from the register operator data. This is provided for reporting purposes only and has no financial value except as an informational flow.

### **Retail Signage**

Instead of purchasing a Retail Signage Application, Image++ allows you to produce a custom formatted sign for use in the retail environment that can include Image++ objects and store it as an Image++ Document using the application of your choice. The CapeTown Merchandising Database contains all of the information you need to create a professional retail sign.

### **Smart Cards**

Smart Cards will quickly be entering the main stream market and CapeTown Computing is hard at work trying to bring this technology to you in a cost effective manner. We are currently investigating the potential for smart gift certificates, smart customer purchase history and smart customer loyalty.

### **IBM Power Retail Equipment**

CapeTown Enterprise Retail supports the **IBM SureOne, SurePoint (touch and non), 4694 and 4695 touch screen and the new POS 700 series (released Jan 18, 2000).** CapeTown Computing is an IBM Retail Business Partner and fully supports the IBM architecture and is committed to its on going support.

### **Foreign Retail Exchange of Data (FRED)**

CapeTown Enterprise Retail supports the use of other Retail Point of Sale applications at the store with full integration in CapeTown Enterprise for those companies that are migrating to our system or interesting in a head office system only. A specific file format would be required with content translation for each store definable.

**CapeTown Enterprise Retail** is the horsepower behind your **power retail** environment.

# CAPETOWN enterprise Loyalty & Promotions

Customer loyalty is a factor that affects all businesses large and small and the ability to effectively manage loyalty promotions is a necessity and not an extra. CapeTown Computing has developed a specialized loyalty module that can be run independently or run in combination and interfaced with CapeTown Enterprise Commerce.

## Multi-Level

**CapeTown Enterprise Loyalty** is a 32-bit Windows application that allows multiple loyalty programs to be defined within the context of a client and line of business, such as Retail or the Internet Store.

Each participant is considered a promotion entity and these participant entities can exist within a parent and child architecture so that participant groups can be formed. This allows your business to create multiple promotions such as a VIP and a STANDARD customer promotion with one level such as customer and additional promotions that are perhaps more involved such as Retail Store Managers with Sales Person children at the second level and Customers on the last level that would exist as children under Sales People. These configurations are completely definable when the promotion is created and when interfaced with CapeTown Enterprise Commerce, customer transactions automatically filter into the promotion and points are defined as per the promotions definition.

The main advantage to this format is the ability to have a customer within multiple promotions while using the same transaction interface and same entity information such as business and home addressing.

## Point Assignment

**Entities/Participants** each have their own account within a promotion and accumulate and redeem points from these accounts as prescribed by a pre-defined point assignment methodology. This methodology can be defined using a merchandise hierarchy for global assignments or at the discrete item level for more specific assignments and can be based upon dollar value or quantity. Points can also be assigned manually or via upload files for foreign transaction environments, including bonus point assignments. Point Invoice Forms can be printed and keyed into the system using the Invoice keying application for detailed point tracking and accumulation. The advantage of such a system over offline marketing campaigns is the ability to use customer purchase history in the definition of the point assignment methodology.

## Statement Generation

**Entities/Participants** have the ability to have statements printed that are cumulative or prior balance forwarded with current activity. Statements can also be produced in group format where all entities that are children of the entity at that level are combined into one redeemable account. All of the reports and statements are definable and customizable, as they were defined in a Crystal Reports environment.

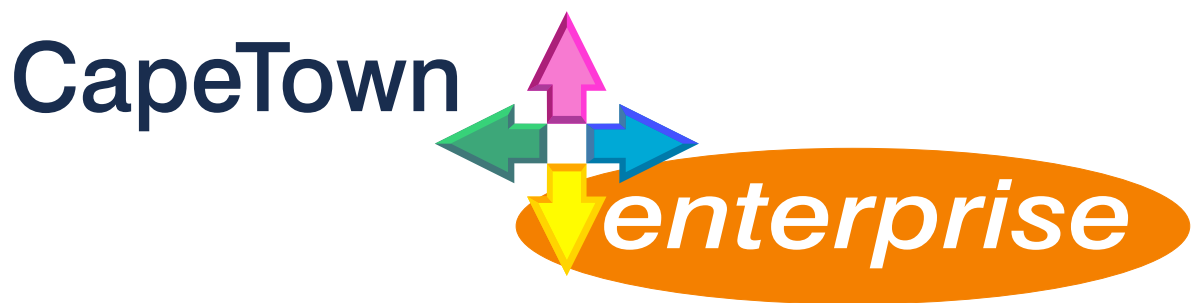
Participant and Point reports exist with multi-level reporting and provide a comprehensive detailed and summarized view of a promotions effectiveness.

## Redemption

Depending upon your redemption strategy, point redemption is managed at the promotion and entity level thus providing for diverse redemption strategies for each promotion and a common participant database. Point redeemed for merchandise can be managed at the tender level within the transaction environment in CapeTown Enterprise or managed off-line with redemption values stored within the promotion in order to avoid duplicate redemption.

## E-Loyalty Interface

Depending upon your redemption strategy, point redemption is managed at the promotion and entity level thus providing for diverse redemption strategies for each promotion and a common participant database. Point redeemed for merchandise can be managed at the tender level within the transaction environment in CapeTown Enterprise or managed off-line with redemption values stored within the promotion in order to avoid duplicate redemption. Through E-Store and E-SALES/E-TRADE interfaces customers can access their promotion information so that they can view their point balances, redeem online through a tender option and perform general maintenance issues such as change of address, etc.



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