



# HighPoint® Web Store

## Product Datasheet



*The HighPoint® Web Store is a robust, scalable, and configurable storefront for consumer direct e-commerce. HighPoint designed the Web Store to meet the specialized needs of home grocery, health and beauty, and office supply shoppers and retailers. While generic shopping Web sites work well for the small order size of books, CDs, and clothing, the large order size and frequent reordering that is typical of groceries and other replenishables require a more efficient, faster approach.*

### FEATURES

- **Intuitive** The HighPoint Web Store is intuitive and easy-to-use, even for first-time shoppers.
- **Fast** The Shopping Cart, Catalog Hierarchy, Search Field, and Item Listings are always visible for instant orientation and fast access.
- **Multiple Personal Lists** Shoppers can create an unlimited number of Personal Lists, facilitating the reordering process.
- **AutoList™** The Web Store automatically adds all ordered items to the shopper's AutoList (an automatic Personal List), saving time and reducing complexity. Shoppers can easily manage the items and their quantity in the AutoList.
- **Fast Hierarchy Navigation** The entire product catalog hierarchy is maintained within the Web browser via browser-side JavaScript, minimizing server load and making catalog navigation fast and easy.
- **Customizable** Retailers can easily customize the Web Store appearance to fit into the overall look of their site.
- **Supports Multiple Distribution Centers** The Web Store supports multiple distribution centers (warehouses or stores), each with its own set of products and prices.
- **Flexible** HighPoint's flexible product catalog supports multiple levels of hierarchy, with a powerful multi-tier pricing model for per-product pricing by store (warehouse), delivery zone, and any group of location codes.
- **Intelligent Search** HighPoint's search feature offers true product-specific knowledge and displays meaningful search results. Searching for "fish" also yields "cod" and "tuna," and typographical errors, such as "broccoli," yield the desired results. The Web Store automatically groups the search results under product category headings, making the desired items easier to find.

### SPEED AND CONVENIENCE

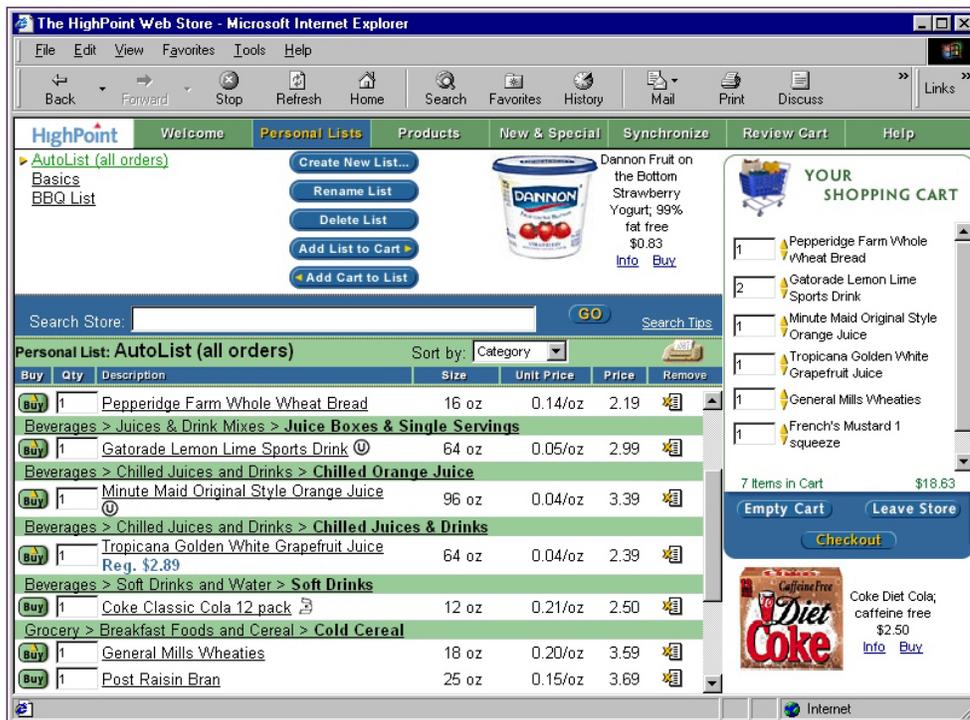
Home grocery shopping provides many challenges that do not exist for the typical e-commerce Web site. While it may be acceptable for a shopper to spend five minutes or more searching online for the right sweater or a particular book, today's busy grocery shoppers can't afford to spend that kind of time on each item to assemble a typical shopping basket of 40 to 60 items. HighPoint has studied these and other grocery-specific issues, and has developed a system that meets busy shoppers' needs. The #1 and #2 concerns of today's electronic grocery shoppers—speed and convenience—are the key attributes of the HighPoint Web Store.

*"HighPoint Systems' order entry software will allow our customers to spend less time when ordering groceries online, and will streamline the order processing operation by integrating order information with our other vendors' systems. HighPoint's unique insight into the home grocery shopping industry and consumer direct expertise is a valuable element in our implementation of an end-to-end solution."*

*- Timothy Guen,  
VP Marketing and Category  
Development, ShopLink.com*

*"The front-end application has many features that make ordering easier for the customer and increases the retailer's opportunities to cross-sell, upsell, and merchandise product. Integrated bar code technology helps the customer build the first order quickly and accurately, and the UI manages lists conveniently and quickly without burdening the server."*

*- AMR Research, Inc.\**



## INTEGRATION WITH BAR CODE SCANNING

Providing a hand-held bar code scanner enables shoppers to add products to their shopping cart the same way they add them to a paper shopping list. The process requires no change of behavior, and shoppers can "scan as they go," adding items to their shopping list throughout the week. Time spent copying a paper list onto the Web is eliminated.

Of course, using a scanner is optional. Even without scanning, the HighPoint Web Store is faster, easier, and more intuitive than competing systems.

## THREE-TIER ARCHITECTURE

The HighPoint Web Store is fully integrated with the HighPoint E-Commerce System, resulting in a complete three-tier solution. Designed with separate presentation, business logic, and data layers, the total HighPoint solution provides the following benefits:

- The presentation layer enables retailers to easily customize the storefront's appearance to reflect their own brand, service, and product offerings.
- Powerful, extensible HighPoint E-Commerce Objects™ provide the business logic and are designed specifically for repeat-order e-commerce.
- The flexible data layer fits into the retailer's data model.

## SYSTEM REQUIREMENTS

The HighPoint Web Store supports the following browsers for shopping:

- Microsoft® Internet Explorer 4.0 or later for Windows® operating systems
- Netscape Navigator® 4.0 or later for Windows and Mac® operating systems
- America Online® 4.0 or later for Windows and Mac operating systems

Refer to the HighPoint E-Commerce System data sheet for retailer infrastructure requirements.