



## New Horizons in eCommerce: Project Cozumel

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Ron Books  
Lewis Bass

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## Agenda

- Your Cozumel Team
- Phase 1 Overview
- Demonstration
- Future Enhancements
- Release Dates and Process
- Q&A



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## Cozumel Team

- Product Manager
  - Lewis Bass
- Development
  - Chris Christensen (Lead), Carmen Williamson, Greg Harrison, Mike Malloy, Andy Byrne, Helen Tang, Chad Lashley (PT), Rick Corsepius (PT)
  - 2 More Developers Approved to be Hired
- Quality Assurance
  - Geoff Wood, Tina Sanchez, David Shellum (PT), Bryan Bentle (PT)
- Documentation and Operations



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## Phase 1 Overview

- New User Interface
  - Intuitive Flow
- New Quick Order
- Order History
  - By Date Range
  - By PO
  - By Item
  - By Department
  - Combination of the Above
- Search
  - Speed (Cached Results)
  - Additional Attributes
  - Immediate Display of "Best Sellers"



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## Phase 1 Overview


- Search (continued)
  - Working with Wholesalers
    - Content Changes
    - Better Sales Copy
    - Improved Images
    - More Attributes
- Marketing (Cross Sell, Up Sell)
  - Best Sellers
  - Top Manufacturers
  - These Items May Also Interest You
  - Rotating Today's Specials
  - Checkout Items, Complimentary Items
  - HP Purchase Edge
- General Benefits
  - Print (to PDF) and Back Function Throughout
  - Grid-like Format for Broader End User Display Capabilities
  - Access Rights for Administration



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## Phase 1 Overview

- Behind The Scenes
  - Caching for Speed
  - AJAX Technology for Quicker Access to B/E Data
  - Allocation of inventory doesn't take place until order is submitted to dealer for fulfillment
  - Capabilities to Have Multiple Custom Catalogs
    - Will Ultimately be controlled by the dealer through uploading data through Excel and/or Contracts/Laundry Lists



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### Demonstration

- Advanced Search
- Search Results
- List of Items within Category
- Item Confirmation Page
- Item Details
- Add to Favorites
- Manage Favorites
- View Cart
- Checkout
- Contact Us, About Us
- Quick Order
- Order History

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### Future Enhancements

- Wholesaler Stock Check
- Display Quantity Break Pricing
- Product Tracking (UPS, FedEx, etc)
- Item Comparison Tool
- Mass Marketing
- Back Order Reporting
- Scheduled Orders
- End User View and Pay Balances
- End User Customization


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### Release Dates and Process

- June 2006  
– Exact June Date Depends on QA
- Controlled Release Early
- Conversion Tool
- Online Documentation will be Available
- No Punch-out Conversions at this Time

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# Q & A

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