



for hpCommerce Orion

Full Circle eCommerce and Shopping Cart Integration

What It Is

- Yellow Hat Web is a Full Circle eCommerce and shopping cart solution designed for the performance market.

What It Does

- Through Yellow Hat's integration with hpCommerce Orion it offers Full Circle, automatic eCommerce and shopping cart integration.
- Yellow Hat is designed to completely eliminate the maintenance of product data on the web.
- Yellow Hat automatically communicates with Orion's order fulfillment system to process web orders and receive and process product updates.
- Yellow Hat's shopping cart provides your shoppers with an effortless, low friction and fun shopping experience. They will be able to easily find the products they are shopping for and place orders.

How It Does It

Yellow Hat provides these tools and features to the webstore owner and the shopper:

For the Shopper

- **Ability to find products**
 - by Categories
 - by Brand
 - by Price Range
 - by a Google type search
- **Ability to create and manage account**
 - Store and reuse shipping addresses
 - Securely store and reuse payment methods
- **Add products to a "favorites" list for later shopping**
- **See and use the cost of different shipping methods at checkout**

For the Webstore Owner

•Flexible shipping support

- Use UPS, FedEx or USPS
- Uses your shipping account to rate the shipping charge for orders
- Uses box packing optimization algorithms to find the smallest box size that all shopping cart items will fit into and use multiple boxes if necessary

•Configure promotional shipping options

- Flat rate shipping charge
- Free freight on all orders over a certain amount
- Upcharge freight rate by a percentage or flat rate

•Inventory options

- Automatic inventory feed from hpCommerce Orion
- Specify a safety stock level
- On order amount from Orion used to alert shoppers of incoming inventory
- Ability to alert shoppers to low inventory
- Unlimited products – no limit to the number of products you can list in your webstore

•Products

- Product updates to Yellow Hat are automatic from hpCommerce Orion
- Full product details including images, product categorizations, WYSIWYG marketing descriptions, web bullet points, pricing, size, weight and product data sheets

Why You Need It

Maintain everything **ONE TIME** and in **ONE PLACE** and Orion and Yellow Hat will automatically keep your webstore up to date.

Effortlessly get your business on the web and become a major performance retailer.

For a Product Demonstration Visit
hpCommerce Software
PRI Booth 4825

Or Call or Email hpCommerce Software
at 765-289-6744
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