

**MULTICHANNEL
MERCHANT**

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TECHNOLOGY ROUNDUP: ORDER MANAGEMENT SYSTEMS

2014 Multichannel Order Management Systems Roundup

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The big story this year is one of corporate acquisitions. In the last twelve months:

1. NetSuite bought OrderMotion (and essentially positioned it as its primary solution for the multichannel market)
2. Ability Commerce bought Abison
3. Monsoon Commerce bought Stone Edge
4. Constellation Software Inc. bought ComputerSolutions, the vendor of OrderPower!, and placed it in its Friedman Operating Group
5. eCommera (founded in 2007) bought OrderDynamics, which now operates as a wholly owned subsidiary
6. demandware (founded in 2004) bought MainStreet Commerce and its Business-Flow solution in January. The two companies had about 20 users in common, so there was synergy and a good fit.
7. Last but not least, JDA acquired Escalate Retail (aka Ecometry)

All acquisitions were positioned as strengthening the acquirer's omnichannel customer service and order management and fulfillment capabilities.

The Continuing Saga of "Ecometry"

The continuing evolution of Escalate Retail (aka Ecometry) is of special interest to long-time players in multichannel commerce. The company was acquired by JDA late last year, rebranded as JDA Direct Commerce, and is in its "maintain" product list (which applies to most

JDA applications). This provides a six-year commitment for each version of the product, along with a user group (called a "SIG"), technology and compliance enhancements, and user enhancements. JDA has moved the Direct Commerce "services team" into the partner network to achieve support from third parties Ability Commerce and Snapshot Design, since they are better at focusing on a particular product set and more agile with smaller service engagements. Such outsourcing/partnering is typical for JDA and works to everyone's advantage. The service staff can stay focused on one product and customers have resources that are cheaper and more available than they would be if competing with large-scale projects. The services team supports more than 130-plus users, the third largest product user group within JDA. In addition, the company recently hired Ecometry veteran Peter Hupp to join the sales team, where he is bringing new sales into the OMS space. We should also note that JDA has added the Direct Commerce technology into its cloud offering, with one large DC customer already in the cloud. Other members of the user group have expressed interest in a cloud version, as well.

MNP in the US

Finally, the third noteworthy transition is MNP, a UK-based OMS that established a U.S. office and has now appointed a full-time U.S. representative. In addition to a U.S.-based distribution center that is using its WMSActive product, it has a showcase site in Jacksonville, Florida, that has been

up and running for a couple of years (a clothing company with a catalog, website, and multiple stores nationwide), and it is now aggressively seeking more U.S. multichannel users.

Discovering a New Solution

I was pleased to discover "Agiliron" (pronounced "agile iron"), a multichannel OMS/fulfillment system that has been around for quite some time, but running "below the radar" in some niche markets, with a user base of over 450 companies (15 of them have more than 50 users, of which 45% are B2B). Company founder Stan Roach has a remarkably in-depth understanding of how order management, inventory management, fulfillment, and customer database management work in all sales channels, and has configured his system accordingly. It is SaaS-based, ranging in cost from \$49 to \$199-plus per month. As always, whether this is a good fit for you depends on your requirements, but it is certainly worth investigating if you are looking for a new solution.

This Year's Round-Up

The functional Grades and Ranks in the accompanying chart are based on the vendors' own input (with very rigid ground rules), giving you a chance to see where they believe their strengths lie. ■

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SYSTEMS/COMPANY INFORMATION

■ ActiveSeries ERP (2008, v. 4)

MNP Media Inc. (1997), (PC: MNP Media), 501 Silverside Road, Suite 105, Wilmington DE 19809; Contact: Scott Karlo, 302-798-0700, scott.karlo@mnp-media.com, mnp-media.com. OS: Microsoft; DB: MS/SQL, Oracle; WS: .NET; ODBC: Y; ECDB: WebActive (.NET open source platform); EINT: Hybris, Magento, Commerce Server, American Eagle plus 20 others; MAN: Metapak, Endicia, GFS; CC: Paymentech, Shift 4, Verifone; ST: Avalara, Vertex; IAC: Sage, Pegasus, Platinum, Dynamics; OM: PSMActive (global purchase supply management), WMSActive (dedicated direct WMS system), data analyzer (data mining and segmentation tool), .NET ecommerce connectivity, and storefront in-store tablet solutions for store pick up. A well-established solution, MNP has over 90 users in the UK and two in the United States. It is a robust end-to-end platform serving a consumer-driven culture: scalable, fully integrated with eBay, Amazon, and PayPal, processing domestic, international, and online marketplace orders seamlessly from anywhere to anywhere with support for complex user-definable promotions. Inventory is allocated in real time and estimated dates of arrival are displayed for backordered items. There is support for handhelds in WMSActive using the latest Windows mobile-enabled hardware, such as Symbol/Intermec; click-and-collect for in-store pick up of web orders; and integration with ChannelAdvisor and Chase Paymentech orbital gateway. You can ship by to line item, and warehouse backorders are given priority in the backorder queue. All credit card transactions are fully tokenized, putting PCI out of scope. Half of MNP's 90-plus UK users also have a significant U.S. presence. Isabella Oliver in the UK, for instance, does half its business in exports to the United States.

■ Agiliron (2012, v. 7.5)

Agiliron, 10940 SW Barnes Road, #217, Portland, OR 97225; Contact: Stan Roach, 650-386-6758, stan.roach@agiliron.com, www.agiliron.com. OS: Hosted; DB: LAMP/MySQL; ODBC: LAMP/MySQL; WS: Y; ECDB: Agiliron B2C and B2B Ecommerce Shopping Cart; EINT: Magento, Shopify, BigCommerce, WooCommerce, OS Commerce; MAN: ShipStation.com; CC: Avalara, Tax Cloud, internal look-up table based on nexus; IAC: Quickbooks. This SaaS-based ranges in cost from \$49 to \$199-plus per month.

■ BusinessFlow (2003, v. 3.9.7)

Demandware (2003), (PC: Demandware), 5 Wall Street, Burlington, MA 01803; Contact: Payal Cudia, 978-425-1328, pcutia@demandware.com. OS: Windows; DB: MS SQL Server; WS: .NET; ODBC: MS SQL Server; ECDB: NA; EINT: BusinessFlow, Demandware, ATG, Magento, MarketLive, et. al.; MAN: NA; CC: 15 of the largest payment gateways are supported; ST: Tax Data Systems, Cybersource, and Avalara; IAC: Quickbooks, Dynamics, ACCPAC, et. al.; OM: catalog management, inventory management, multichannel sales, order management, supply chain management. Users range from emerging, high-growth merchants through Fortune 500 companies, including Heinz, UPS, Ex Officio, Michaels, and Live Nation. This is a highly customizable, comprehensive multichannel solution with an extensive and highly successful ship-from-store program using the BusinessFlow Retail Center. There have been extensive enhancements to the BusinessFlow allocation engine, retail center, and fulfillment center to optimize buy-from-anywhere, fulfill-from-anywhere functionality.

■ Celerant Command Retail (1999, v. 6.4.3)

Celerant Technology Group (1999), 4830 Arthur Kill Road, Staten Island, NY 10309; Contact: Natasha Chater, 718-605-7733 ext. 149, nchater@celerant.com, www.celerant.com. OS: Any; DB: SQL, Interbase, ODBC; Yes; WS: Java; ECDB: Magento; EINT: Can create custom interface to any ecommerce platform; MAN: FedEx, UPS, USPS; CC: Paymentech, PC Charge, X Charge, Shift4; ST: Internal, Avalara; IAC: QuickBooks, MAS 90/200, Great Plains. Users include Farmers Furniture, Robert Wayne Footwear, Teavana, NRS World, and Merz Apothecary. Merz uses the software to its fullest potential from the front office and POS to all back-office operations both in store and online. Most notably, it depends on the high level of inventory visibility across its multiple sales channels to accurately fulfill orders and prevent out-of-stock items. Celerant's web development team worked hand in hand with Merz to create an ecommerce site connected seamlessly to the Celerant Command inventory system in store. This also allows Merz to accurately predict demand across all channels, ensuring availability of the most sought-after products. New this year: tax holiday override for item sales tax codes, ability to add attachments to lines on a sales order, CRM/buyers club and membership management, ability to import club card data through the front end (including an activation date, expiration date, and club type), ability to set three email letters per club registry, ability to assign family members to customer without using parent/child sales functionality, addition of used trade cards list screen and audit screen, addition of club types and ability to define account being applied, promo items handled via a promo list to see all promotions, new AR analysis report, new third-party integrations to Sequoia Textbook Partner Integrated Buy Back and Rafter Integrated Textbook Rentals. In PO and receiving, the ability to add stores to an existing purchase order, the addition of item-level distribution methods for ordering inventory, auto-select oldest serial number from serialized warehouse stock.

■ CIO Direct (2005, v. 4.0)

CIO Technologies, Inc. (1987), 351 S. Hitchcock Way, Suite B140, Santa Barbara, CA 93105; Contact: Gunnar Fredlund, 805-898-2444, gunnarf@ciotech.com, www.ciotech.com. OS: Windows, Linux, MPE; DB: MySQL, Image; WS: Partial; ODBC: MySQL; ECDB: NA; EINT: 3DCart, Channel Advisor, Ultracart, iShoppingCart, Yahoo, InfomercialTV, Zen Cart; MAN: Integrated high volume manifest for USPS with presorting, UPS WorldShip, FedEx, FedEx SmartPost, Express1, ABM, Endicia, Abol, DHL, LandMark, Ascent; CC: Authorize.net, Little&Co, IC Verifi, Transfirst, USAEAY, NetBilling; ST: U.S. and Canadian; IAC: Peachtree, QuickBooks; OM: Continuity; supply and other monthly programs with individual programs for each customer; offers codes with unique pricing, continuity and installment plans; membership programs; warranty and up sell for retail orders; fraud and credit filters; integrated collections; managed and unmanaged drop ship; limited editions and consignment inventory; container receiving, cross dock, assembly. CIO is a completely web-based system designed for the third-party fulfillment industry for companies such as Modern Media, World Trans Services, Fulex, Promofill, and WorldPackUSA, a full-service third-party logistics company using CIO Direct for its direct-to-consumer business from several fulfillment centers. CIO Direct offers a platform to support both ecommerce and infomercials, allowing each client a setup of shopping carts, call centers, continuity and payment plans while providing a standardized workflow for warehouse and customer service. The system can be set up for fulfillment only or for full service: order taking, credit card processing, customer service and fulfillment. New this past year:

- Improved shipping functionality with 1) a single screen handling USPS, Express1 and UPS 2) batch printing with validation of data to avoid automatic ship method upgrades and 3) dynamic selection of method based on weight and other criteria.
- Refined picking and replenishing strategies with case, loose, bulk and batch pick methods and nightly or on-demand restocking
- Pre-integrated shopping carts for accelerated ecommerce development
- Automatic printing of packing slips and replenishment work orders in the warehouse
- New email system for improved customer communication and reduced call center interactions.

■ Circle Commerce Manager (2011, v. 1.98)

Circle Commerce Inc. (1991), 30 Avon Meadow Lane, Avon, CT 06001; Contact: Maria Garacao, 860-676-0222 ext. 802, maria.garcao@circlecommerce.com, circlecommerce.com. OS: Windows, Unix, Linux; DB: UniVerse; ODBC: SLOServer, DB2, MySQL, Oracle; WS: .NET; ECDB: Total web store integration with .NET-based packages; EINT: WebLinc, American Eagle, Kalio, Magento, Yahoo and homegrown applications; MAN: ClipperShip, Aristo, UPS, FedEx, USPS; CC: Paymentech, Little, Authorize.net, PaymentMate; ST: Taxware, internal; IAC: Quickbooks, Great Plains; OM: Accounting, manufacturing, PIM. Circle has a 100% uptime track record. Users include C. C. Filson & Co., Cargo Largo, Cornell University, World Pantry and Vermont Teddy Bear, which has peak order volume of nearly 50,000 orders per day. New this year: configurable dashboards, iPad capability, deep integration with Microsoft Exchange.

■ CMS, Commerce Management System (2014, v. 9.0.7)

Newhaven Software (2000), (PC: BrodieWare Limited), PO Box 3456, Redmond, WA, 98073-3456; Contact: Tom Danner, Pres./CEO, 425-861-7120, tedanner@newhavensoftware.com, newhavensoftware.com. OS: Windows XP Pro, Vista 7, 2003/2008/2012 Server; DB: Sybase SQL Anywhere 12.0; ODBC: Y; ECDB: A proprietary application developed with LAMP (Linux, Apache, MySQL, Perl); EINT: Yahoo Store, iShoppingCart, Magento, CommerceV3 plus generic XML import/export (or any other required); MAN: Endicia.com, FedEx Ship Manager, UPS WorldShip, HaveySoft, ShipRush, DHL GlobalMail; CC: Transfirst (ePay), Authorize.net, MPS (Mercury Payment Systems); ST: Exactor; IAC: Quickbooks Pro, Peachtree; OM: Address validation, automated data imports, purchasing, product fulfillment staging ("wave" picking), eCMS (ecommerce integration module via web services, FTP, or local files). Capabilities include order and catalog request downloads, order status uploads, product data and inventory uploads. Full API available. Users include Orient Express, Vosges Haut-Chocolate, Hartford York, Handwriting Without Tears, and Lou Malnati's Taste of Chicago, which processes high-volumes using both CMS and NewHaven's web hosting, integration and design services. Its daily volume of 300 to 500 peaks over 12,000 with continued annual growth of 20%, with functions for gift orders and scheduled future shipments, and customization to streamline the fulfillment process. New this year:

- PA-DSS 3.0 validation
- Ecommerce (eCMS) module plug-in to support FTP communications and file-based data transfers (supplementing existing web service-based capabilities)
- Magento integration/synchronization enhancements
- Tokenization of credit card data to reduce scope of PCI compliance
- Gift cards (issuing, reloading, redeeming, and balance requests)
- Windows 8 support
- HID scanner support
- UPS Worldship support for international customs data/forms
- FedEx Freight support

■ CORESense On-Demand Retail Management Software (2000, v. 7.4)

CORESense (1999), 125 High Rock Avenue, Saratoga Springs, NY 12866; Contact: Chris Martin, 518-306-3043 ext. 3966, cmartin@coresense.com; coresense.com. OS: Linux (via any browser); DB: MySQL, PostgreSQL; ODBC: NA; WS: .NET; ECDB: CORESense; EINT: Magento; MAN: HarveySoft, TrueShip, Malvern; CC: Authorize.net, PPI, CyberSource, PayPalPro, Sage; ST: Internal rules; IAC: QuickBooks, Intaact, MAS, Peachtree, Affiliate Marketing; OM: Multichannel and multi-brand support, supply chain management, product catalog management (digital asset management), complex product management/configuration, pricing and promotions management, eBay Auction management, phone order management, customer loyalty programs, gift certificates, value cards and coupons, customer-based pricing, in-house accounts, electronic data interchange (EDI), order life cycle automation, Amazon seller central integration, comparison shopping engines, search engine optimization. Users include SuperShoes, Windsor Vineyards, Honolulu Cookie, SPM Retail, and Island Trends. This system works across all retail verticals except grocery and other perishables. New this year: Fulfillment by Amazon, SOAP-based API, mobile POS, responsive website design.

■ CWDirect (1994, v. 16.0)

MICROS-Retail (formerly CommercialWare) (1975), (PC: Micros Systems Inc.), 1800 Park Drive, Westboro, MA 01581; Contact: Chris Sarne, 508-655-7500, info@micros-retail.com, micros-retail.com. OS: OS400; DB: DB2; ODBC: NA; WS: .NET, Java; ECDB: MICROS-Retail's Fry OCP/OXC and eOneCommerce; EINT: MICROS-Retail Open Commerce Platform, eOneCommerce, IBM Websphere Commerce, ATG, MarketLive, DemandWare, et. al.; MAN: ADSI, ClipperShip, Agile Ship, and ScanCode (standard) plus Pitney Bowes, Aristo, et. al.; CC: Chase (Compass Platform), Paymentech (tokenization and BillMeLater), Cybersource, Little (tokenization), FDMS, PayPal, Google Checkout through Cardinal Commerce, BillMeLater through Paymentech, eBillMe; ST: Vertex; IAC: Great Plains, Lawson, JDA, PeopleSoft, Peachtree, Oracle, SAP; OM: CWCollaborate (drop-shipping), CWLocate (multichannel item locator), CWValueCard (cross-channel gift card solution), CW Integrate (for database mapping); XStore (POS, inventory control), CWIntegrate, Relate (CRM), CWData/Analytics, product information management system, Relate (for customer loyalty management, gift cards, segmentation, campaign management, and clienteling), XStore POS, XBR (trend/exception/fraud management), Balance (financial audit management), Open Commerce Platform (B2B, B2C, mobile, call center, OMS), and Fry Design Services. Users include Joseph A Bank, Armani Exchange, The Vermont Country Store, Sur La Table, and The Disney Store. New this year: Fraud management enhancements to include shipping methods and gift certificates as criteria, promotion enhancements, fulfillment enhancements, and integration to Micros-Retail Relate Gift Cards.

■ CWSerenade (2007, v. 4.0)

MICROS-Retail (formerly CommercialWare) (1975), (PC: Micros Systems Inc.), 1800 Park Drive, Westboro, MA 01581; Contact: Chris Sarne, 508-655-7500, info@micros-retail.com, micros-retail.com. OS: Windows; DB: MS/SQL; ODBC: Y; WS: .NET, Java; ECDB: MICROS-Retail's Open Commerce Platform (OCP) and eOneCommerce; EINT: IBM Websphere Commerce, ATG, MarketLive, DemandWare, Broadvision, et. al.; MAN: ADSI, Agileship, ClipperShip, Malvern; CC: Paymentech, Little, Cybersource (tokenization), PayPal, Google Checkout, BillMeLater (via Paymentech), Cardinal Commerce integration for other alternative payments; ST: Vertex; IAC: Great Plains, Lawson, JDA, PeopleSoft, Peachtree, Oracle, SAP, QuickBooks; OM: CWCollaborate (drop-shipping), CWLocate (multichannel item locator), CSIntegrate, WEDData/Analytics, product information management, XStore POS, XBR (financial exception management), Balance (financial audits), open commerce platform (B2B, B2C, mobile, call center, OMS), Fry Design Services. Users include Smilemakers (division of Staples), West Marine, Chelsea & Scott, Brooks Bros., and Cavenders, who benefit from:

- Complete view of order history and inventory availability via call center or web platform
- Seamless ecommerce integration for inventory availability, order placement, centralized customer management
- Financial tracking linked to order and inventory transactions to measure/monitor profit, gross margin, exceptions
- Extensive promotion capabilities
- Improved inventory accuracy
- Open source technology upgrades including Jasper, Hibernate, Ehcache

New this year:

- Return by item module
- Slotting assignments based on demand forecasts and item characteristics
- Continued integration with other Micros-Retail products to support omnichannel centralized customer and distributed ordering scenarios
- System monitoring features to proactively measure health of system processes
- Support for online authorization information including AVS and vendor response codes from websites to be sent to OMS for fraud management and internal analysis

■ Direct 500 (2005)

AccuPointe, Inc. (1989), 2214 Commerce Drive, Monroe, NC 28110; Contact: David Brannan, 704-283-0311, david.brannan@accupointe.com. OS: Windows; DB: SQL/Server; ODBC: Y; WS: .NET; ECDB: Microsoft Internet Information Services (IIS), ASP.NET; EINT: NA; MAN: Worldship, Clipper Ship; CC: Paymentech, Little, Sage Payment Solutions, Paypal, Transfirst, and all processors supported by PCCharge; ST: NA; IAC: Base Sage 500; OM: human resources, payroll, manufacturing, contact management, fixed asset accounting, project accounting. This is an add-on module to Sage 500. Smithfield Specialty Foods Group uses Direct 500, integrated with multiple 3PL locations, to support three external ecommerce sites and a remote after-hours phone support site. New this year: Remote sales rep ecommerce entry, multi-warehouse ecommerce, and working with development partners for Avalara and Smart Link (cloud-based managed network).

■ Directions Fulfillment System (1984, v. 11)

Peppler & Assocs., Inc. (1980), 22 E. Dundee Road, Barrington, IL 60010; contact Patrick Peppler, 847-382-6866, pat@peppler.com. OS: IBM iSeries, Windows 2003 Server, Apache; DB: DB2; ODBC: Y; WS: Partial; ECDB: Apache/Directions; EINT: NA; MAN: HarveySoft, FedEx Server, FedEx Web Services, UPS WorldShip, Endicia; CC: First Data, Little, Chase Paymentech, Verisign, Global Payment Systems, Nova, CyberSource, Elavon, PayPal, Authorize.net; ST: All states; IAC: Directions Financial Systems integrated, interfaces to MAS90, MAS500, BPICS, QuickBooks; OM: Email campaign management, payables, receivables, financial reporting (P&L, balance sheet, journals). Users include Iowa 80 Group, Safco Dental Supplies, Wild Wings, One Way Furniture, and Coast Coins where items are identified with user-assigned attributes (coin type, year, denomination, grade, etc.) used for web marketing, categorization, and marketing analysis. New features: a completely new financial system with A/R, A/P, and financial statements with new, intuitive user interfaces, plus new operations dashboard functions to monitor call center activity and vendor performance.

■ EDGE (2000, v. 61.11.0)

Jagged Peak (2000), 3000 Bayport Drive, Suite 250, Tampa, FL 33607; Contact: Vincent J. Fabrizio, CSMO, 813-637-6900 ext. 230, vfabrizzi@jaggedpeak.com, jaggedpeak.com. OS: Windows (J2EE Framework, UNIX also supported); DB: MS SQL 2005+; ODBC: Oracle, DB2 and most SQL compliant databases; WS: .NET, Java; ECDB: Oracle, proprietary; EINT: DemandWare, Magento, Amazon, eBay and most other commercially available front-ends; MAN: Support all major carriers plus ConnectShip, WorldShip, et. al.; CC: Authorize.net, Paymentech, Little, Cyber Source, PayPal, Trust Commerce, Cardinal Commerce (Amazon Payments, Bill Me Later, Click and Buy, CreDEX, Ebates, Mazooma, eBillme, eLayaway, Moneta, SaftyPay, Ukash, MyECheck, PayPal, NYCE SafeDebit, Moneybookers, GreenDot et. al.); IAC: QuickBooks, Peachtree, Great Plains, MS Dynamics/Navision, SAP, Oracle Financials, et. al.; OM: Order management, retailer back office (order settlement/fulfillment), inventory management (multi-DC), catalog management, demand rules (pricing and promotions), logistics supply chain management (order sourcing), communications (event-triggered email notifications), marketing execution, PO management, broadcast email, systems integration, customer service direct order entry, Agile (website CMS), omnichannel analytics, vendor drop ship. Users include Nestlé Nespresso, LVMH, RG Barry, Pelican Products, and Pier 1 Imports, North America's largest specialty retailer of unique fashion-forward, decorative home furnishings and gifts directly imported from many countries around the world and displayed in over 1,000 Pier 1 Imports stores. EDGE automatically sources orders based on inventory availability and customer proximity to optimize inventory sell-through and reduce shipping costs and time. Jagged Peak's EDGE Order Management System (OMS) became the "hub" of the Pier 1 omnichannel ecommerce solution, with integrations to all of the company's other ECP, ERP, DC, POS and back-office systems, as well as customer order sources. New this year are expanded omnichannel commerce capabilities, an enterprise service bus (ESB) to ease integrations, enhanced auto-ship order management, enhanced vendor drop-ship capabilities, an enhanced customer service portal (CSP), and WMS enhancements.

■ GoEcart 360 (2011, v. 4.0)

GoEcart (2000), 10 Middle Street, Bridgeport, CT 06604; Contact: Manish Chowdhary, (203) 336-2284 ext. 202, mchowdhary@goecart.com, GoEcart.com. OS: MS Windows Server; DB: MS SQL Server 2008; ODBC: .NET; WS: .NET; ECDB: Hosted at fault-tolerant Operations Data Center with multi-homed Synchronous Optical Network Technology (SONET) rings; EINT: NA; MAN: UPS, FedEx, FedEx SmartPost, USPS (Endicia), Canada Post, IBS, ClipperShip; CC: Cybersource, Authorize.net, First Data, PayPal, Chase Paymentech, Verisign, et. al.; ST: Avalara; IAC: QuickBooks, Peachtree, MAS, Great Plains, SAP, Oracle, J.D. Edwards, et. al.; OM: advanced site search and guided navigation; rich transactional emails; SEO friendly online store; end-to-end marketplaces integration, e.g., Amazon, Amazon FBA, eBay, Buy.com and Sears; built-in ratings and reviews; loyalty points and rewards; integrated social media features including social login; gift certificates and gift cards; advanced B2B functionality; advanced product personalization with preview capability (e.g. monogramming, engraving, etc.); Adobe Scene7 integration; storefront optimized for mobile devices; multi-ship orders; Google trusted stores integration; omnichannel selling and customer service tools. Users include GameQuestDirect.com, which has channel-specific product catalog and pricing; scalable B2B, B2C, retail, and marketplace functionality; multi-location inventory for 10,000-plus SKUs; fulfillment including FedEx SmartPost and UPS Mail Innovations for thousands of orders a day; a straightforward order entry and returns system for contact center staff, and a high-performance API for real-time systems integration. It reduced costs by 65% with order volume up 20% year over year, achieved multichannel integration with 15-plus online marketplaces, improved decision-making via robust reporting (including a consolidated view of customers, orders, inventory, and revenues across all channels), and improved team productivity and back-office efficiency. Will support multiple currencies in 2015.

■ HSO for Business Apps for Microsoft Dynamics AX (2004, v. 2012)

HSO North America (1996), 651 Landwehr, Northbrook, IL 60062; Contact: Bill Nobes or Brad Dennison, 847-348-0588, bnobes@hso.com, hso.com. OS: Windows; DB: SQL/Server; ODBC: Y; ECDB: ASP.NET et. al.; WS: .NET, Java; EINT: Classic ASP, PHP; MAN: UPS, FedEx, DHL, ConnectShip et. al.; CC: SagePay, Paymentech, Shift4, CyberSource; ST: NA; IAC: SAP; OM: Manufacturing, supply chain management, accounting, HR management, online supplier collaboration, catalog management, shipping, price management, workflow automation, mobile applications. All modules of the system rely on the same Dynamics/AX platform. Users include LuckyVitamin. Com, The Boy Scout Association, ATU, Crew, Netrada, and Direct Wines, which has used the system to grow its international business, improve service levels, support customized continuity, manage large-scale mailings, and support multiple trading brands. New this year:

- Transportation management
- Multi-site retail/omnichannel support
- Mobile apps with clienteling/ endless aisle, etc.
- Customer-coded coupons/loyalty
- Multiple web stores, all integrated
- Integrated rental and service management
- Integrated manufacturing and importing
- PA-DSS compliance

■ InOrder (2000, v. 9.6.20)

Morse Data Corporation (1975), 16 Pierce Street, Dover, NH 03820; Contact: Sales Dept., 888-667-7332, sales@morsedata.com. OS: Windows Server; DB: MS/SQL Server; ODBC: Y; WS: .NET, Java; ECDB: .NET, ADO/ASP, Java Script; EINT: InOrder, Magento, Mercury (Kallio); MAN: Malvern Systems, Pitney Bowes Ascend, Kewill ClipperShip, Endicia, CMS Globalsoft; CC: Authorize. NET, Cybersource, Bibit, Paymentech, Transfirst; ST: AvaTax, CCH ZipSales Tax Data Service; IAC: Adapta, Great Plains, Peachtree, QuickBooks, Oracle Financials, MAS; OM: A/P, continuity, purchasing, commissions, royalties, personalization, installment billing, digital delivery, and a loyalty program, RF, job costing, multi-client processing, subscriptions. Users include Guthy-Renker Europe, Rod's Western Palace, Lancaster Archery Supply, Stewart-MacDonald, and USA Fulfillment. USA Fulfillment for order management, warehouse management, RF, lot control, and replenishment capabilities with real-time access to availability of stock and ship date. In addition, InOrder meets USA Fulfillment's requirements for PA-DSS (payment application data security standard) compliant software. New this year are digital delivery of electronic documents and products, loyalty program, ecommerce content management, ratings and reviews, warehouse RF module enhancements, a more flexible EDI interface, and Avalara AvaTax certification.

■ interlinkONE Version 8 (2000, vers. 8.6)

interlinkONE, Inc. (1996), 21 Concord Street, Wilmington, MA 01887; Contact: John Foley, Jr. 978-694-9992, johnf@interlinkone.com; interlinkone.com. OS: NA; DB: MS/SQL; ODBC: Y; ECDB: Native Code; WS: Partial; EINT: NA; MAN: ST: NA; CC: Braintree, Paypal, Authorize.net; IAC: QuickBooks; OM: Mobile, social media, variable data, business rule-based ordering/restrictions, book build, budgets. users include Towne, Pace, Kent Communications, Wilde, and Intelligencer. One user primarily in the fulfillment distribution space relies on the vendor's ordering and warehousing solutions to service upwards of 50 individual accounts, each with a branded ordering portal supported by a single back-end integrated with operations, accounting, and management systems. The 3PL can also support user-specific branding and compliance requirements for businesses in financial services, health care, education, telecom, travel, hospitality and pharmaceuticals. System highlights include:

- Tracking order, product, and customer restrictions
- Bulk ordering
- Extensive kitting
- Premium (free product) fulfillment
- Print-on-demand

New this year are a new look and feel, more CSS and stylesheet support, faster navigation, a book build functionality, new reporting, and enhancements to mobile capability.

■ JDA Direct Commerce (1990, V. 2012.2)

JDA Software Group, Inc. (1975), 14400 N 87th Street, Scottsdale, AZ 85260; Contact: Brian Ageeb, 561-414-1629, Brian.Ageeb@JDA.com. NOTE: This system was formerly Escalate Retail and part of RedPrairie, which merged with JDA earlier this year. OS: Windows and Unix/Linux; DB: MS SQL 2008 and Oracle; ODBC: Y; WS: Parial; ECDB: Java and .NET e-commerce platforms; EINT: Blue Martini, ATG, Websphere, MarketLive, Demandware; MAN: NeoPost, ClipperShip, Pitney-Bowes, Agile Pacific, et. al.; CC: Chase/Paymentech, Fifth Third Bank, First Data, First National Merchant Solutions, NPC (Bank of America), Little & Co., Transfirst, RBS Lynk; ST: Vertex; IAC: Great Plains, Lawson, Oracle, SAP, Multiview, GTS, Peachtree, QuickBooks, PeopleSoft, et. al.; OM: CRM (contact relationship management), guided selling, gift registrywish list, CTI (computer telephony integration); correspondence management; installment billing; continuity; standing order; assembly; offline shipping module; wireless warehouse; gift cards. Users include J&P Cycles, Hot Topic, Coach, Cornerstone Brands, Wine Country Gift Baskets, and Potpourri Group.

■ MACH Software (2006, v. 3.2.1)

Data Management Associates, Inc. (1979), 4000 Executive Park Drive, Ste. 101, Cincinnati, OH 45241; Contact: Larry Maher, 800-660-1275, ext. 204, lmaher@machsoftware.com, machsoftware.com. OS: MS 2008/12, AIX, Redhat LINUX; DB: IBM UniVerse II; ODBC: Y; WS: .NET, Java; ECDB: Faircom C-tree, Rocket Web Services; EINT: Magento, Curve Commerce, Classy Liama, WebLinc, CV3, Kallio Commerce, MarketLive, SiteForm, SitesNow, AbleCommerce, et. al.; MAN: Kewill, Pitney Bowes, ClipperShip, CPS Harvey, UPS Worldship, FedEx Ship Manager, RateLinx, Endicia; CC: Verifone PayPalWare (PA-DSS certified), Skipjack, PCCharge; ST: U.S./Canada; IAC: Great Plains, MAS200, SBT, QuickBoks; OM: web-based query tools, personalization, gift certificates/messages, continuity, integrated fax/email, continuity and subscriptions, club membership/rewards module, RF warehouse management, light assembly with layered BOM, and CRM web access. Users include Lady Grace Stores, RJ Matthews Co., Midwest Sports, Exclusively Weddings, and PetSolutions.com, which uses RF inventory control, pulling store orders for 40 retail stores, business intelligence (MITS), variable kitting, preassembles kits, multi-manifesting stations, two website integrations, and outbound emails. New this year: style management, cash reconciliation with batch imports, additional web services created for freight calculation, Magento interface with real-time web services, POS enhancements including email receipts, and PayPal integration.

■ Magstar Total Retail (1985, v. 8.2)

Magstar Inc. (1985), Suite 502 - 150 Ferrand Drive, Toronto, ON M3C 3E5, Canada; Contact: Steven Greenwood, 877-332-3335, ext. 227, sgreenwood@magstarinc.com, magstarinc.com. OS: Linux; DB: APPGEN, SQL; ODBC: Y; ECDB: any via APIs; EINT: Truition, Novator; MAN: NA; CC: SDC, Tender Retail, Monetra, Microtra; AIC: Lawson, Great Plains, Acc-Pac. Users include Tilley Endurables, Value Drug Mart, Vincer, Bottle King, Liquidation World, and Bartell Drugs, which benefits from improved financial management through increased visibility and transparency across the enterprise, barcode scanning for 99.9% inventory accuracy in real time, auto replenishment, and POS customer service in the store.

■ Mailware Multi Channel Manager (2013)

Core Technologies (1995), 1245 Pearl Street, #212, Boulder, CO 80302; Contact: Bruce Kowakbany, 866-624-5927, ext. 912, bruce@core-tech.com, core-tech.com. OS: Windows; DB: DB/ISAM, SQL; ODBC: Y; WS: Partial; ECDB: NA; EINT: Amazon U.S./UK/CA and other countries (also uploads new product listings), Buy.com (also uploads new product listings), Magento (also uploads new product listings with the product number, description, price and quantity), OS Commerce (also uploads new product listings), Shopify, Volusion (also uploads new product listings), X-Cart (also uploads new product listings), Zen Cart (also uploads new product listings), Sears, eBay, Yahoo, Big Commerce, 3D Cart, Amazon FBA; MAN: Worldship, Dazzle by Endicia, FedEx Ship manager, DHL, Shipworks, Harveysoft; CC: PC Charge, XCharge, PCAuthorize, IVerify, Authorize.net; AIC: QuickBooks, Peachtree; OM: multichannel management, POS. Users include Treeline, Inc., Exceptional Products Inc., Lilliput Motors, Aromatherapeutix, and Provino Premium Wines. The system has customizable fields, multiple billing addresses per customer, quick duplication of the customer's last order, recurring orders, cross-docking, serialized inventory, enhanced POS and receiving, and enhanced substitutions (including kit components). Can process 10,000-plus orders per day.

■ Monsoon Stone Edge (2000, v. 7.1)

Monsoon Commerce (1997) 520 NW Davis Street, Suite 300, Portland, OR 97209; Contact: John Seaner, 484-927-4806, jseaner@monsooncommerce.com, monsooncommerce.com. OS: Windows 7 and 8; DB: SQL/Server, SQL Express; ODBC: Y; WS: Partial; ECDB: N; EINT: Amazon (Simple), eBay (SixBit), Channel Advisor, Monsoon Pro, 3D Cart, AbleCommerce, Americommerce, ASPdotNet, Big Commerce, Magento, Miva Merchant, OS Commerce, Shopify, ShopSite, Volusion, xCart, Yahoo; MAN: ShipRush, Aboi, Endicia, Stamps.com; CC: Authorize.net, Braintree, CyberSource, PayPal Pro, PayPal, USAePay, Yahoo/First Data; ST: Avalara; IAC: QuickBooks; OM: product catalog, pricing, purchasing, reporting/analysis, shipping/logistics, warehouse management (2014) The system is designed and priced for small e-commerce and multichannel merchants, allowing easy customization with no IT staff required. Users include Accessory Expert, Online Stores, LA Police Gear, Sports Unlimited and Turn 5 and online stores, where it supported growth from a home-based business that grew to the IR500 Retailer list. Online Stores processes over 4,000 orders per day, with 100,000 SKUs from six e-commerce sites. The application has improved employee productivity, inventory control and customer satisfaction, with returning customers comprising 50% of sales, which grew from \$13 million in 2006 to almost \$30 million in 2012. New features include an advanced inventory management module (available Q4 2013).

■ Multichannel Order Manager (M.O.M.) (1986, v. 8.0.5)

Dydacomp (1983), 9 Campus Drive, Parsippany, NJ 07054; Contact: Laura Hills, 800-858-3666 ext. 231, laura.h@dycadcomp.com, dycadcomp.com. OS: Windows; DB: MS SQL/Server; ODBC: Y; WS: No; ECDB: ASP; EINT: SiteLINK, Magento, CommerceV3, YahooStore, eBay, Amazon, MIVA Merchant, ShopSite, Channel Advisor, Volusion, AbleCommerce, GoDataFeed, et al.; MAN: Harvey CPS, Endicia; CC: Authorize.net, Vital, FDC Nashville, Paymentech, Nova, NDC Global Payments, FDC Omaha, Lynk, Concord, First Data; ST: U.S., UK, Canada; IAC: QuickBooks, Peachtree, Great Plains, Business Works, Microsoft Small Business accounting, et al.; OM: Address correction, third-party e-commerce, third-party marketplaces, search engine optimization, drop shipping with EDI, advanced reporting, gift cards. Users include Chasing Fireflies, E. Burnham Cosmetics, Shopbedding.com, ChefTools, Russell-Hampton Co. After Shop Bedding implemented M.O.M., BizSyncXL and Magento, BizSyncXL brings orders into M.O.M. from Magento with the click of a button. Using M.O.M. and First Data, the credit card numbers are stored/encrypted all within M.O.M., allowing the office staff to batch charge the cards automatically without having to manually enter credit card numbers into separate systems. M.O.M. then passes any accounting data to QuickBooks with a simple import file. In the last year, Dydacomp introduced Freestyle Commerce, a next-generation, cloud-based order management solution for small and mid-size businesses (SMBs) to run retail or distribution operations with a browser and Internet connection. The cloud-based technology, designed to accelerate growth, can process and fulfill orders, manage inventory, and access customer information via the Web. It is tightly integrated with Magento's e-commerce software. Dydacomp has also announced M.O.M. SQL Server Express, version 8, which allows current M.O.M. Standard Edition users to take advantage of the speed and database stability of Microsoft's Free SQL Server Express Edition. All of Dydacomp's e-commerce software continues to be PCI-Compliant. Dydacomp acquired ChannelBrain and its BizSyncXL solution in March 2014, which offers small to medium-sized retailers seamless connectivity to the Magento e-commerce platform. BizSyncXL provides tight integration to M.O.M. to easily synchronize inventory, prices and order information. Dydacomp also announced M.O.M. Auction Lister as a Blackthorne replacement solution for M.O.M. customers selling on eBay, which will discontinue Blackthorne support on September 30, 2014.

■ Natural Order (1999, v. 10.1.01U)

Natural Solutions (1992), 7301 E. 90th Street, Suite 108, Indianapolis, IN 46256; Contact: Tyce McIntosh, 317-596-1215, tmcintosh@naturalsol.com, naturalsol.com. OS: Windows or Vista workstations, Windows 2008 R2 Server; DB: MS SQL 2008 R2 Server; ODBC: Y; WS: Partial; EIDB: Microsoft Windows Server 2008 R2; EINT: CommerceV3, Magento; MAN: Kewill, Neopost, Harveysoft, Pitney Bowes, Clippership, UPS/FEDEX/DHL; CC: Paymentech, Auric, Transfirst, et al.; ST: Avalara; IAC: Macola; OM: Financials, manufacturing. Users include Sgt. Grit, Revival Animal, Dinn Brothers, Springtime, Inc., and Cheap Joes Art Supply, which uses Taurus's Manage Matrix for a detailed analysis of inventory (ready-to-use analyses that optimize inventory positions, refines the merchandise mix, and maximizes the marketing budget, allowing it to identify opportunities for increasing revenue and cutting costs). New this year: enhanced continuity/standing order management and natural express, low entry price point for smaller retailers. Same software as natural order except advanced functionality is turn off.

■ NetSuite OMX (2006, OMX 5.0)

OrderMotion, a NetSuite Co. (1994), 51 Melcher Street, Boston, MA 02210; Contact: Lisa Schwarz, 650-627-1400, lischwarz@netsuite.com, netsuite.com. OS: Windows Advanced Server 2003 (hosted); DB: SQL/Server 2007; ODBC: NA; WS: .NET; ECDB: Magento, Demandware, MarketLive, Yahoo! Beanbasket, IBM Websphere, et al.; EINT: Magento, Yahoo!, Beanbasket, Amazon, Demandware, MarketLive; MAN: UPS, FedEx, USPS; CC: Little (tokenization), MerchantWarehouse, Orbital (Paymentech), CyberSource (tokenization), Authorize.net, Monaris, Atlantic Pacific Processing/NMI, VeriSign, USA ePay, Verifi, et al.; IAC: QuickBooks, Great Plains, Epicor, MAS90, Oracle, SAP, et al.; OM: Email and direct marketing campaign management, continuity, analytics, order source analysis. Users include The Franklin Mint, Browns Shoes, Napa Style, and Timbuk2. OMX provides high-capacity order management with peak orders of more than 100,000 per day with a fully integrated POS and ERP system and support for sophisticated marketing promotions and a custom reporting engine.

■ OD CONNECT (2006, v. 1.0.60501.1)

OrderDynamics Corp. (2000), (PC: eCommer Ltd.), 70 East Beaver Creek Road, #43, Richmond Hill, ON, Canada L2B 3B2; Contact: Michael Turcsanyi, 866-559-8123, solutions@orderdynamics.com, orderdynamics.com. OS: NA; DB:NA; ODBC: NA; WS: .NET; ECDB: Proprietary; EINT: Magento, Demandware, MarketLive, custom; MAN: FedEx, UPS, Purolator, DHL, Canada Post, USPS, and ESTES; CC: First Data, Authorize.NET, PayPal, Chase Payment Tech, Cardinal Commerce, Bean Stream, Moneris, Merchand eSolutions, GIVEX, Profit Point, Global Collect, et al.; ST: Avalara; IAC: Oracle, Sage, QuickBooks, Simply, AS/400, Navision, MS Dynamics, KWI, RICS, EPICOR, et al.; OM: Fraud management, mobile commerce promotions, content personalization, catalog product management, customer segmentation, email, auto-ship subscription management, inventory management/allocation, available-to-promise rules. This is a hosted solution used by Bouclair, Pentland Brands, H2O Plus, and JYSK and Henry's Camera, with more than 30 locations and over 25,000 products, using OrderDynamics to rapidly expand their B2C, B2B, and mobile online channels. OrderDynamics is introducing Connect Commerce, a rich API environment allowing merchants and third parties to plug directly into the OrderDynamics Commerce Cloud. New this year: AutoShip subscription and retention management.

■ Order Management Systems Enterprise (2009, v. 5.6.13)

Order Management Systems, LLC (2009), 12481 Brantley Commons Court, Fort Myers, FL 33907; Contact: Barry Shepherd, 239-935-5597 Ext 200, sales@oms.us.com, OrderManagementSystems.com. OS: Microsoft Windows Server 2008+; DB: Microsoft SQL Server Standard or Enterprise; ODBC: Y; WS: .NET; ECDB: NA; EINT: Magento, Demandware, ATG Commerce; MAN: Malvernys, IFS, Temando; CC: NAB Transact, ANZ, PayVision, Authorize.net, BrainTree, CyberSource, Merchant e-Solutions, eWay, Payway, PayPal PayPal Pro, PayPal Website Payments Pro (PayPal Express), Commonwealth Bank, Payment Express; ST: NA; IAC: QuickBooks, MYOB, Mass 500, SAP, Microsoft Dynamics. Users include Surf Life Saving, PicklesPlus, Harman, Trend Imports, and Ice Watch Australia, which offers high-end timepieces via B2C, B2B, and retail outlets worldwide. ICE uses the OMS enterprise platform to manage inventory across multiple warehouses, orders from multiple sales channels, and customer support using the OMS customer support portal for both telephone and email. ICE sales reps can log onto the OMS enterprise platform while they are on the road to place orders and track their sales commissions. ICE marketing can administer segmented promotional emails to customers based on purchasing habits, region, or other filters. ICE accounting connects the OMS enterprise platform with its own accounting system to balance all B2C and B2B transactions. And ICE logistics uses the stock level management system to monitor inventory levels and do proactive replenishment.

■ Response (1999, v. 11.0)

CoLinear Systems, Inc. (1985), (PC: Weaver Technology Group), 2650 Holcomb Bridge Road, Suite 610, Alpharetta, GA 30022; Contact: Brian Weaver, 1-800-265-4632, ext. 102, sales@colinear.com, colinear.com. OS: Windows; DB:MS/SQL; ODBC: MS/SQL, Oracle; WS: Partial; ECDB: NA; EINT: Apache, IIS, Commerce Server, et al.; MAN: Any ODBC-compliant manifest system; CC: Chase Paymentech, Little, TransFirst, Authorize.net; ST: Avalara, Vertex, Taxware, DPI (for reporting/remittance); IAC: Peachtree, Great Plains, QuickBooks, MAS 500, et al.; OM: Telephony/PBX interface/reverse phone lookup, outbound telemarketing/lead management, assembly, real-time address standardization, advanced item personalization, web-based customer self-service, Amazon and Yahoo Stores integration, CommerceV3/Magento/Amazon.com integration, continuity (fixed/variable, of-the-month, etc.), multi-company/multi-division, quotations, gift cards, RTV, data import utilities, integration to Certona Resonance recommendations in the call center, visual workflow, real-time FedEx/USPS Web Services, POS, Fraud Suite (integration to MaxMind with back-end rules engine). Users include The House, Crafts Americana Group, FLOR, Numrich Gun Parts, and Espresso Zone. New this year is fraud scoring for imported web orders using geolocation, bill/ship-to detection, and a collaborative fraudulent address database; a major development on back-end architecture for Version 11 to include optional browser-based interface to customer service and order entry features with full response version 11 feature parity in the browser version by Q4 2011.

■ RetailOps (2011, v. 1.5.28)

GodTech, Inc. (2011), 600 B Street, Suite 2120, San Diego, CA 92101; Contact: Sam Moses, 855-294-8383 ext. 700, sam@godtech.com; retailops.com. OS: Linux; DB: MySQL, Postgres; ODBC: No; WS: Y; ECDB: N/A; EINT: Magento, ASPDOTNETStorefront, Spring Commerce, Americommerce, ChannelAdvisor; MAN: N/A; CC: Authorize.net, Cybersource; ST: U.S.; IAC: QuickBooks, Xero, Intacct; OM: Product information management, product photography studio support, invoice reconciliation, wireless console tools, attribute dependency management, marketplace feeds (ChannelAdvisor, etc.), two-factor authentication and user access controls. Users include Vanguard Wholesale, HDI Commerce, Shoemetro.com, Unique Vintage, and BHFQ, which achieved 166% increase in storage capacity integrated with a warehouse automation system, decrease in Pick/Pack & Ship operational cost by 20%, and improved product data accuracy. New this year: overall improvements to user interface and functionality across the board, streamlined product receiving/product management interfaces, additional data import system with profile saving and drag/drop support to facilitate third-party drop shipper and just-in-time vendor catalog and inventory updates, and addition of native EDI x12 language support.

■ TernoVelocity (1999, v. 15.3)

Terno & Associates, Inc. (1992), 6311 Gibson Road, Suite B1, Canfield, OH 44406; Contact: Jeff Moliterno, 330-629-7004, jeff@terno.com, terno.com. OS: Windows, UNIX, Linux; DB: IBM UniVerse; ODBC: ODBC, XML, and SQL-compatible databases; WS: .NET, Java; ECDB: IIS, CommerceServer, Open Source, SQL, XML, LAMP/WAMP; EINT: Amazon.com, American Eagle, MarketLive, SiteForm, Magento, et al.; MAN: ClipperShip, UPS Worldship, FedEx Powership, Harvey Software, Malvern, Aristo, StarShip, SPSS, any ODBC compliant; CC: Chase Paymentech, Shift4, Authorize.net, CMS FirstData, et al.; ST: U.S. and Canada; IAC: Great Plains; OM: Pick/pack productivity, bill of materials, credit card tokenization. Users include Chinaberry, Collision Services, Competition Accessories, Sunshine Crafts, and Cuddledown of Maine, which takes advantage of scalable architecture, flexible and affordable customizations, light-weight loads over various connections (VPN, WAN), visibility in all channels, multichannel inventory levels, multi-use gift certificates, e-commerce and retail with real-time balance updates, min/max for retail inventory levels with one click replenishment, single-source stock status/value reporting, streamlined DC processes, batch picking (and other picking options), order packing verification, worldship integration, bill of materials processing, XML/sFTP/ODBC/https, A/R connectivity with accounting packages, and real-time order placement with e-commerce platforms. TernoVelocity is now integrated with Shift4 with a credit card tokenization interface for added security and verification of payment compliance. This new interface works in both real-time and batch modes, is incorporated into MO/TO, web, and POS modules; and allows for a true processor-independent solution. Continued improvements have been made to the browser-based interface to allow for more flexibility for user display options and additional remote access options.

KEY to the following summaries:

System Name (date introduced, version number), Company Name (date founded), (PC: Parent Company), Company Address and Telephone Number; Contact Info, URL. OS: Operating System; DB" Database; ODBC: Open Database Connectivity (Y=any ODBC database); WS: Web Services; ECDB: Ecommerce Database; EINT: Ecommerce Platforms Integrated with; MAN: Third-party Manifesting System; CC: Credit Card Processors Supported; ST: Sales Tax Systems Supported; IAC: Integrated with Which Accounting Packages; OM: Other Modules

	Staff			Installs/User Base															Avg. price of software installations in place (exclusive of hardware)						
	Staff	Number of programmers	Number of dedicated support staff	Total Number of Supported Installs	Total Number of Installs on version currently selling	Number with <12 users	Number with 12 - 24 users	Number with 25 - 50 users	Number with 50 - 100 users	Number with >100 users	Average number of orders per day, typical user	% users primarily B2B	% users primarily B2C	% users who are both	% users doing at least 15% retail	% primarily ecommerce	Average number of IT staff at representative sites	Hosted solution	<\$15k	\$15k - 25k	\$25k - 50k	\$50k - \$100k	\$100k - \$250k	> \$250k	Transaction-based pricing (average cost per order)
ActiveSERIES (MNP)	34	9	11	2/90*	92	78	14	38	22	4	2-3,000	10%	80%	10%	75%	40	3	N					70%	30%	NA
Agiliron	19	12	3	455	455	40	190	210	10	5	NA	45%	35%	20%	55%	90	1	Y	NA	NA	NA	NA	NA	NA	\$250/mo
BusinessFlow (Demandware)	375+	NA	NA	75+	75+	NA	NA	NA	NA	NA	15,000	20%	80%	30%	20%	80%	NA	Y							50¢ & less
Celerant	103	14	27	303	14	8	2	3	1	0	U	90%	5	5	100	1	2+	O				X			NA
CIO Direct	9	7	0	200+	All	80	20				NA	15	65	20	25	65	0	Y	X						50¢ - 15¢
Circle Commerce	30	15	8	60	15	2	13	19	23	3	2,000	NA	90	10	100	35	1	O				X			NA
CMS (New Haven)	13	5	5	800	250	124	89	25	12	0	50-300	20	70	10	10	80	1	N	30%	40%	22%	8%			NA
CORESense	50	12	5	80	40	40	30	5	3	2	500	15	85	20	40	60	0 - 1	O			90%	8%	1%	1%	25¢
CWDirect	1900	147	62	80	10	NA	NA	NA	NA	NA	NA	5%	80%	15%	75%	40	2 - 5	O	0	0	0	15%	30%	50%	5%
CWSerenade	1900	147	62	20	15	NA	NA	NA	10	9	5,000	0%	80%	20%	50%	50	2 - 5	O						X	5%
Direct 500	15	4	3	500	500	NA	NA	NA	NA	NA	500 - 2,500	77	23	50	75	40	2	N				X			NA
Directions	8	5	6	80	30	3	15	50	8		50-800	30	70	25	10	70	0 - 1	O			30%	50%	20%		NA
EDGE (JaggedPeak)	161	20	20	125	100	10	30	40	10	10	500+	10	90	20	30	90	0 - 1	O			10%	20%	50%	20	NA
GoECart	22	5	8	210	40	10	30	40	10	10	50 - 1000	20	80	20	NA	80	0 - 2	Y			X				Y
HSO for Microsoft Dynamics AX	482	7	10								5,000	33	66	30	30	20	3	Y					10%	90%	NA
InOrder (Morse)	21	7	10	44	44	10	10	14	9	1	3,500	25	55	20	65	75	1	O					X		NA
InterlinkONE	24	6	5	500+	90	200	40	48	37	91	2500+	50	50	NA	50	25	2 - 3	O	X						NA
JDA Direct Commerce	1996	642	187	225	134	6	36	59	69	55	10,000	15	70	15	35	15	1 - 2	O					X		NA
Mach Software	12	6	3	150	120	7	25	35	38	45	1,500	34	66	73	24	49	0.5	N	0%	0%	12%	63%	18%	7%	0%
Magstar Total Retail	18	6	10	25	20	3	6	9	5	2	NA	0	70	30	90	5	1-4	N				X			NA
Mailware Multi Channel Manager	11	3	3	3000+	JR	1,500	1,000	500	NA	NA	1,000	35	50	15	25	75	1	N	30%	40%	20%	10%			NA
Monsoon Stone Edge	80	30	30	1,500	1,000	75%	20%	5%	0	0	10 - 10,000	20%	70%	10%	100	90%	1 - 5	O	90%	10%					NA
Multichannel Order Manager (M.O.M.)	65	20	26	2,000+	1,000+	500+	200+	200+	150+	3	100	15	65	20	100	45	1	O	X						NA
NaturalOrder	9	4	4	45	41	15	9	13	4		3,000	50	20	30	4	5	1	N	5%	10%	20%	45%	15%	5%	NA
NetSuite OMX	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	2%	98%	5%	10%	80%	NA	Y			X				R/T
OD CONNECT	59	15	15	50	50		10	40			750	10%	65%	25%		80%	NA	Y					X		50¢
Order Management Systems Enterprise	80+	9	15	62	62	85%	15%				2,000+	20%	70%	10%	95%	90%	2 - 5	Y	5%	15%	30%	30%	15%	5%	NA
Response (CoLinear)	7	2	3	630+	120+	52	23	15	4	0	NA	6	62	31	7	94	1	N	36%	21%	28%	11%	3%	0	NA
RetailOPs	12	5	4	8	8		4	1	1	2	1,000	0	100	0	0	100	2	Y	33%	67%					1%
TernoVelocity	10	6	4	23	17	5	8	5	4	1	1K - 5K	15%	55%	30%	20%	15%	0.5 - 1	N		17%	33%	33%	17%		NA

	ecommerce										Functionality										PA-DSS					
	Integrated ecommerce shopping cart	Full and complete ecommerce mobile	Single shared database for call center and web	Support for real time web order import	Support for SEO	Individualized offers	3rd-party shopping site feeds	mComm version	mComm app	Display all sizes/colors for SKU in OE	Support for product/kit configurator	Support for continuity fulfillment (open-ended, closed-ended)	Includes full fulfillment functionality	Support single inventory in multiple warehouses	Ship-to by line item	Integrated manifesting (Y/N)	Support for non-US addresses	Support for multiple currencies	Integrated accounting module	Approx. % of users with few or minor modifications:	Approx. % of users with major modifications:	Formal PA-DSS compliance assessment	Applied to list of validated applications	Not formally assessed but system is compliant	Intend to be compliant by what date:	Hosted solution: PCI-compliant
ActiveSERIES (MNP)	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	B	Y	Y	Y	Y	Y	Y	N	20%	5%	NA	N	Y	OS	NA
Agiliron	Y	Y	Y	Y	Y	Y	Y	N	N	Y	Y	N	Y	Y	N	Y	Y	Q4	N	90%	10%	N	N	Y	NA	NA
BusinessFlow (Demandware)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	B	Y	Y	Y	Y	Y	Y	Y	70%	30%	IP	N	Y	NA	Y
Celerant	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	50%	45%	Y	Y	N	NA	NA
CIO Direct	Y	Y	Y	Y	3PL	Y	Y	NA	NA	Y	Y	Y	Y	Y	N	Y	Y	N	N	NA	20%	N	N	Y	NA	Y
Circle Commerce	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	NA	Y	Y		Y	Y	Y	Y	50%	50%	Y	Y	Y	NA	NA
CMS (New Haven)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	CE	Y	Y	Y	Y	Y	N	Y	82%	18%	Y	Y	NA	NA	NA
COREsense	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	B	Y	Y	Y	Y	Y	Y	N	80%	20%	N	N	Y	NA	NA
CWDirect	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	B	Y	Y	Y	Y	Y	Y	Y	75%	10%	Y	Y	N	NA	NA
CWSerenade	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	B	Y	Y	Y	Y	Y	Y	Y	50%	0%	Y	Y	N	NA	NA
Direct 500	Y	Y	Y	Y	Y	Y	N	N	N	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	75%	25%	Y	Y	N	NA	NA
Directions	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	N	N	Y	Y	Y	Y	Y	N	Y	10%	50%	Y	N	Y	vers. 11	NA
EDGE (JaggedPeak)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	90%	10%	N	N	N	NA	Y
GoECart	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	N	Y	Y	Y	Y	Y	N	N	80%	20%	Y	Y	NA	NA	Y
HSO for Microsoft Dynamics AX	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	B	Y	Y	Y	Y	Y	Y	Y	75%	25%	Y	N	Y	NA	NA
InOrder (Morse)	Y	Y	Y	Y	Y	Y	Y	N	N	Y	Y	B	Y	Y	Y	Y	Y	Y	Y	85%	15%	Y	Y	NA	NA	NA
InterlinkONE	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	B	Y	Y	N	Y	Y	N	N	50%	50%	N	N	N	NA	Y
JDA Direct Commerce	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	B	Y	Y	Y	Y	Y	Y	Y	40%	15%	Y	Y	NA	NA	NA
Mach Software	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	OE	Y	Y	Y	Y	Y	N	Y	80%	20%	Y	Y	NA	NA	NA
Magstar Total Retail	AW	AW	Y	Y	N	N	N	N	N	Y	Y	CE	Y	Y	Y	Y	Y	Y	Y	20%	10%	Y	Y	NA	NA	NA
Mailware Multi Channel Manager	Y	Y	Y	Y	Y	Y	Y	N	N	Y	Y	B	Y	Y	Y	Y	Y	Y	N	90%	10%	N	N	Y	NA	NA
Monsoon Stone Edge	N	N	Y	N	N	N	Y	N	N	N	Y	N	Y	Y	Y	Y	Y	N	N	80%	20%	Y	Y	NA	NA	NA
Multichannel Order Manager (M.O.M.)	Y	Y	Y	Y	Y	Y	Y	Y/SL	N	Y	Y	Y	Y	Y	Y	Y	Y	N	N	15%	5%	Y	Y	NA	L	NA
NaturalOrder	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	OE	Y	Y	Y	Y	Y	Y	Y	90%	10%	Y	N	Y	TBD	NA
NetSuite OMX	N	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	OE	Y	N	P	N	Y	Y	N	85%	15%	Y	Y	Y	NA	Y
OD CONNECT	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	P	100%	0%	NA	NA	NA	NA	Y	
Order Management Systems Enterprise	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	CE	Y	Y	Y	Y	Y	Y	N	10%	90%	N	N	Y	NA	Y
Response (CoLinear)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	B	Y	Y	Y	Y	Y	N	Y	40%	60%	Y	Y	NA	NA	NA
RetailOPs	N	N	N	Y	NA	NA	Y	NA	NA	Y	Y	N	Y	Y	N	Y	Y	N	N	0%	0%	N	N	Y	TBD	Y
TernoVelocity	N	N	Y	Y	N	N	Y	N	N	Y	Y	B	Y	Y	Y	Y	Y	Y	Y	60%	30%	Y	Y	NA	NA	NA

Functional/Modular Rankings

	Order entry/customer service	E-commerce	Contact/campaign management	Warehouse management	Fulfillment	Merchandise planning/forecasting	Customer database management	Marketing database/analytics	Retail management/POS
ActiveSERIES (MNP)	A-1-1	A-1-5	B-2-1	A-1-1	A-1-1	A-2-3	B-2-1	A-1-3	E
Agiliron	A-1-1	A-1-1	B-2-3	A-1-1	A-1-1	E	B-1-1	C-2-5	A-1-5
BusinessFlow (Demandware)	A-1-NA	A-1-NA	B-2-NA	B-2-NA	A-1-NA	B-2-NA	A-1-NA	B-2-NA	E
Celerant	A-2-4	A-1-4	D-3-NA	A-1-5	A-1-NA	B-2-NA	B-2-NA	B-2	A-1-1
CIO Direct	A-1-1	A-1-1	C-3-1	A-1-1	A-1-1	C-3-1	A-1-1	B-2-1	D-3-5
Circle Commerce	A-1-1	B-1-2	C-2-2	A-2-1	A-2-1	A-1-3	A-2-3	A-2-3	B-1-2
CMS (New Haven)	A-1-1	A-1-2	A-1-1	B-2-3	A-1-1	C-3-5	A-2-2	A-2-3	B-2-5
COREsense	A-1-1	A-1-1	B-2-1	B-2-2	A-1-2	C-5-4	A-1-1	B-2-1	A-2-4
CWDirect	A-1-1	A-1-1	C-2-2	B-2-1	A-1-1	C-3-2	A-2-1	A-2-1	A-1-1
CWSerenade	A-1-1	A-1-1	A-2-5	B-2-3	A-1-1	C-3-2	A-2-1	A-2-1	A-1-1
Direct 500	A-1-1	A-1-1	C-2-3	A-1-2	A-1-1	B-2-3	B-2-1	A-2-1	C-2-5
Directions	A-1-1	A-1-3	B-2-1	A-2-1	A-1-1	B-2-2	A-1-1	B-2-2	B-2-5
EDGE (JaggedPeak)	A-1-1	A-1-1	C-3-4	B-2-5	A-1-1	E	A-1-1	B-2-2	E
GoECart	A-1-1	A-1-1	C-2-2	B-2-2	A-1-1	C-3-4	A-2-1	A-2-2	B-2-5
HSD for Microsoft Dynamics AX	A-1-1	A-1-4	A-2-2	A-1-3	A-1-1	A-2-3	B-2-3	B-2-1	B-2-5
InOrder (Morse)	A-1-1-	A-2-2	B-2-2	A-1-2	A-1-1	A-1-1	A-2-1	B-2-3	B-2-4
InterlinkONE	B-1-1	B-1-1	B-1-1	A-1-1	A-1-1	B-1-1	A-2-1	A-1-3	B-1-2
JDA Direct Commerce	A-1-1	A-1-2	A-1-1	A-2-1	A-2-1	B-2-2	A-1-1	B-2-2	B-2-4
Mach Software	A-1-1	B-2-1	B-2-2	A-1-1	A-1-1	B-2-2	A-1-1	A-2-1	A-2-4
Magstar Total Retail	A-2-1	C-2-4	B-2-2	A-2-2	A-1-1	B-1-1	A-1-3	A-1-4	A-2-1
Mailware Multi Channel Manager	A-1-1	A-1-4	A-1-2	A-2-2	A-1-1	B-2-4	A-2-1	B-2-2	B-2-4
Monsoon Stone Edge	A-1-1	A-1-1	E	C-2-4	A-1-1	C-3-5	B-3-1	B-3-4	C-3-5
Multichannel Order Manager (M.O.M.)	A-1-1	A-1-4	A-2-3	B-2-3	A-1-1	B-2-3	A-2-1	B-1-2	B-2-5
NaturalOrder	A-1-1	B-2-5	B-2-1	A-2-1	B-2-1	C-2-2	A-1-1	A-1-1	B-3-5
NetSuite OMX	B-2-1	A-2-1	A-1-2	B-2-2	A-1-1	B-2-2	A-2-2	B-2-3	B-2-3
OD CONNECT	A-1-1	A-1-1	A-2-2	D-3-4	A-2-2	B-1-1	A-2-1	A-1-1	C-3-4
Order Management Systems Enterprise	A-1-NA	B-2-NA	B-2-NA	A-1-NA	A-1-NA	B-1-NA	A-2-NA	B-2-NA	C-3-NA
Response (CoLinear)	A-1-1	B-1-2	A-1-5	B-2-1	A-2-1	C-2-4	A-1-1	B-2-1	B-2-4
RetailOPs	A-1-1	E	E	B-2-1	A-1-1	B-2-1	B-2-2	D-3-1	C-3-5
TernoVelocity	A-1-1	A-1-3	B-2-5	B-2-3	A-2-1	B-2-3	A-1-1	A-1-2	A-2-4

Key to Functional Ranks (provided by vendors), i.e., Grade — Rank — % User base

Grade	Rank	% Installed Base Using This
A = This is a major strength of our application suite	1 = We are a "market leader" here	1 = >90%
B = "Above average" in functionality and feature set	2 = We are "competitive" here	2 = 75-89%
C = We offer and support this in our application suite	3 = Support basic functionality only	3 = 50-74%
D = This is a minor element in our application suite		4 = 25-49%
E = We do not support this in our application suite		5 = <25%