

CUSTOM & TEMPLATE PLATFORM

COMPARISON SHEET

eCOMMERCE OPTIONS	CUSTOM	TEMPLATE
Price	VARIABLE BY MARKET	VARIABLE BY MARKET
Design	CUSTOMIZABLE	BRANDED TEMPLATE
Secure Cart	✓ YES	✓ YES
Payment Gateway Compatibility	✓ YES	✓ YES
UPS And FedEx Shipping Integration	✓ YES	✓ YES
E-mail Campaign Tool	✓ YES	✓ YES
DNS/Email Hosting	✓ YES	✓ YES
Local Delivery Rules	✓ YES	✓ YES
Mixed Case Discount Rules	✓ YES	✓ YES
Product Matching/Content	✓ YES	✓ YES
Product Feeds (e.g. Wine-Searcher)	✓ YES	✓ YES
Virtual Inventory	✓ YES, WHERE AVAILABLE	✗ NO
POS Inventory Integration*	PREMIUM	STANDARD
Import of Web Orders into POS	✓ YES, WITH COMPATIBLE SYSTEMS	✗ NO
Other 3rd Party Integrations*	AVAILABLE	✗ NO
E-mail/Phone Support	✓ YES	✓ YES

*POS INTEGRATION

Beverage Media's Template site integration solution automates inventory updates so that the following updates will occur on a nightly basis:

- New items will make it to the website
- Out of stock items will be removed from the website
- Price changes will be reflected, including sale pricing provided a store uses the standard sale pricing fields for a given system
- Inventory changes will be reflected
- Other relevant data point changes will be reflected (e.g. Vintage)

Beverage Media's Custom site integration includes all of the elements above along with some deeper functionality including:

- Web-only pricing
- Unique item statuses (e.g. Net items, force online, etc)
- Potential custom search parameters
- Ability to create navigation and sell non wine/spirits/beer products
- General ability to customize the integration around the very specific way a store manages data—even if they use non-standard fields
- Ability to write order data back to POS (with supporting systems)

3RD PARTY SERVICES

While both versions of our platforms integrate with carriers like Fedex and UPS as well as payment gateways (Authorize.net, Paypal Payflow Pro, PlugNPay, namely), our Custom offering has the ability to integrate with a larger array of services including:

- UPS Worldship
- GSO Shipping (California)
- PayPal as a payment type
- Constant Contact e-mail marketing

For more information, please email Ian Griffith, Director of eCommerce at ian@bevmedia.com