



Features List

GOB2b is a feature-rich, fully integrated b2b eCommerce platform for wholesalers, distributors and manufacturers.

Our modern b2b eCommerce platform automates your sales order process taking your customer orders directly from your website into sales orders on your accounting system.

GOB2b integrates with some of the best ERP systems including a brand new integration with Apex Interprise Suite...



Our talented team of pioneering developers create bespoke integrated eCommerce solutions for our clients.

All the features in our list are available as part of our SaaS (software as a service) platform to give you and your customers a truly feature-rich website.

Order Processing Features

Smart, easy to navigate ordering process which is automatically put into your accounting system

Orders into SOP and allocated

When the customer places the order we create a sales order in your accounts system and for most customers allocate the stock from the appropriate warehouse(s). The order is then ready for further processing through despatch and invoicing. The order number is returned to the website and appears on all of the customer documentation.

Quick order

In many situations, regular customers may have the stock codes of the goods they require from printed catalogues you have previously supplied them. In this case, customers can have the option to make quick orders by simply entering in the stock code of the item they wish to purchase. The product will be found and entered into their shopping basket.

Save basket

Once a customer is logged in the basket is continuously saved so if he logs out or leaves the computer we will recover his basket the next time that he logs in. The basket is saved via a cookie for b2c customers so it is only saved on that computer. For b2b customers the basket is stored against the purchaser's login and is available on any computer.

Basket quotation builder **NEW**

Getting customer 'buy in' on your new trade site is sometimes difficult. Or, explaining your complicated products can also be tricky. Using this feature your sales agents can build an order and save it in a customers account with a reference number for review. The customer can then pick this up and simply place the order if they are happy. This is a great way to get your customers online but still give them that personal touch they might miss otherwise.

Abandoned basket **NEW**

Just what it says on the tin, your agents will be able to see a list of all baskets in the last e.g. 48 hours that haven't been taken to checkout. All data available will be shown and the agent can then either make adjustments or call the customer to see if they can turn it into a sale.

Track order

Most courier companies provide online tracking for parcels. We can provide automatic links to this tracking for many of these companies. Some are straightforward in that they use your accounts system generated order number that we already know. However, others use their own despatch references and in this case you will have to have a process where these are entered into your accounts system to enable the tracking to work.

Nominal analysis code integration

By default GOB2b will place the order using the nominal codes on the products that are synchronised with your accounts system. If you have other nominal code requirements most of these can be achieved through configuration changes to GOB2b.

Payment methods: account, credit card and PayPal

GOB2b customers can pay on account (if they have trade terms). For credit card payments SagePay and CardStream are the default payment providers used by GOB2b. They accept all major card providers worldwide. Both SagePay and CardStream can accept payments through PayPal as an option. We will assist you to set up a SagePay or CardStream account.

Stock Position Features

Provide your customers with live stock availability

Stock position

We understand busy businesses can have a very dynamic stock position. Therefore, we have configured GOb2b to display stock in numerous ways to best fit your business needs. We can display the 'live' stock level, show as always in stock, a traffic light system and many more! The important thing is, you have control over how your stock is displayed on your eCommerce site.

Final checkout stock check

As we are caching the stock value it is important we do not make an online sale based on an out of date stock position. GOb2b's full integration with your accounting software means that as the user reaches their final checkout step, the accounting system stock database is queried one final time to get the exact stock position. If there is insufficient stock to fulfil the order, either: the user can be redirected to the basket to be notified of the status of the order, the user can be redirected to the basket, the quantity reduced to match stock available and the customer notified, or if the product is on backorder, the order will continue to be placed.

Allow backorder

You may have items that you can quickly obtain for your customer when you are out of stock or there may be items that you never stock. In this case, you can mark the item as 'Backorder'. This will cause the site to show that product as 'In Stock' or show a more accurate message such as 'Backorder' or 'Order for delivery in 3 days depending on your requirements. If yours is the type of business where everything is available on backorder then the site can be configured to do this for all products.

Bill of materials

GOb2b supports the Bill of Materials (BOM). When a stock query is made for a BOM item the stock of the made-up item is checked first and then the BOM is used to check how much can be made up from stock. BOMs should be used when this is actually the way you do business. If you need to sell groups of items then you can use GOb2b bundles instead.

Configurable out and low stock thresholds

GOb2b has the ability to configure individual stock thresholds for products on the website. This will allow you to configure when the stock level for a product will show as 'Low Stock' or 'Out of Stock'. This could be to prompt a customer into purchasing the product to not be disappointed, or because you wish to not use all your stock for website sales as you may want to keep some back for trade counter sales.

Due in date from purchase orders

If you run an accurate purchase order system and you keep expected delivery dates up to date then when an item is out of stock a due in date can be displayed. This date can be 'slugged' by a fixed number of days to allow for late delivery, unpacking and other factors which make the shipping date different from the delivery date. The due in date can also be done in a bespoke manner such as using supplier lead time where there is no extant purchase order.

B2B Features

A dedicated b2b eCommerce platform requires dedicated features to meet the specific needs of trade customers.

Sell on account

This feature allows businesses to facilitate trade/credit accounts through the site, meaning all orders will be placed directly into sales order processing within their account in your accounting system. Each account can have multiple purchasers with their own unique login. The balances from the orders can be paid off in full at a later date.

Product price list and discount structures

Trade customers have the ability to see their individual negotiated price plans. Product price plans and discount details are updated from your accounts system and will update the site provided the user is logged in. If you're using quantity discount breaks then these breakpoints are shown together with the discounted prices. The product pages can also be configured to show 'standard' or non-discounted prices together with a recommended retail price (RRP).

Top products

B2B customers tend to repeat order items. We provide a 'regular' or 'top' items list in the 'Your Account' section for your customer's convenience. This list only relates to items previously ordered via the website. This can be placed more prominently on the site if required.

Update account details

When one of your customer's logs in to the website, their account is updated from the details on their sales ledger account in your accounting system. This means that any changes you have made to the account will be reflected online.

Agent

Once your website is completed and loaded with products it may be that it provides a useful tool for your internal staff or sales representatives to enter orders on behalf of customers. You can set up 'Agent' logins for these staff and select the accounts you wish them to be able to input orders for. Your staff simply login and select the account they wish to place the order on behalf of. The website will then show that account's prices and any other features it has been configured for. Goods can be added to the basket and the order placed on the account.

Order adoption

This allows the 'Agent' to FULLY adopt the order and run it through for the customer while they are on the phone. You can fully process the order for the customer including taking payment details and selecting shipping. This feature required MOTO payments to be enabled in SagePay.

Delivery address management

When an account is imported from the accounts system any delivery addresses configured there are brought up to the eCommerce system so that the customer can select them in the basket. If a customer logs in and is set to be an 'Account Manager,' the default setting for the first login on the account, they will have the ability to add, edit and delete delivery addresses. These delivery addresses are not written back to the accounts system.



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Tax exclusive pricing

GOb2b is by default configured to show all prices for logged in b2b users to be exclusive of VAT. This can be altered to show inclusive if required. If VAT inclusive pricing is used VAT will only be included if the delivery address for the order is within the EU.

Early settlement discount

Accounts will have agreed periods in which a balance on an account is due to be paid. Some systems can introduce a discount for balances that are paid on accounts if the payment is received early. GOb2b will apply this early settlement discount if it is configured. If the order is placed on account then the decision on whether to honour this discount or not can be done in the usual manner. If this customer pays immediately by credit card then the discount will be applied. GOb2b's handling of early settlement discounts complies with HMRC rules.

Credit limit management

If you use credit limits in your business these can also be applied on the website, in multiple fashions. One is to accept the over credit orders but has the credit control department notified by email so that they can discuss the order. Alternatively, the order can be prevented from being placed and suitable messaging put in the basket to explain this to your customer.

CSV upload to basket

Customers, who place regular bulk orders, can upload a simple CSV file containing stock codes and quantities to have them priced, stock checked and added to the basket in order to reduce order time and make the checkout process much easier. The process is very simple and once a customer has done it for the first time it will become second nature. Step-by-step help on creating and uploading the file is provided.

Kit builder **NEW**

Kit builder is great for situations where your customers need to configure the product they're buying. Imagine you're selling a skateboard and you want to let the customer pick different wheels, trucks, top designs etc. Each different wheelset (e.g. red, green, blue) would be its own SKU. Once your customer has made their selections, the whole 'kit' can be added to the basket and the order placed giving you all the information you need to proceed.

Part picker **NEW**

If you're selling components for big products like boilers, golf trolleys, electric fires etc., you want to help your customers buy the right spare part. This mechanism lets you upload your exploded view diagrams and then tag the individual parts on the diagram with the parts you've added to GOb2b. Your customer can then simply click on the item on your exploded view diagram and be taken straight to the correct replacement part. This is a great tool for manufacturers / importers that are predominantly trade, but have a commitment to provide spare parts to the public.

Web purchasing extra discount

Some businesses want to be able to add incentives for placing orders online. Discounts can be applied on top of existing product discounts. This can be particularly useful when introducing b2b eCommerce where you might give an extra discount to all customers ordering online for the first 6 months.



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Purchaser Type B - only products with price

The default purchaser type, A, on the site can see all the products in the catalogue. Type B Purchasers only see products that have a price in the price list they are associated with. If this is a short list then when they log in they simply see a page of products that they can purchase. If it is a long list then navigation can be created dynamically using the Product Category and Sub Category.

Purchaser Type C - personalised catalogue

The default purchaser type, A, on the site can see all the products in the catalogue with the standard navigation. If you need to show a subset of products, in a different navigation, then you can build a separate catalogue for that customer. Purchasers on that account can then be set to type C, meaning they are only able to see that/their specific catalogue. Also, you can brand the catalogue for a particular customer.

View balance

Trade accounts have the ability to view their current balance through the 'My Account' section of the website. This shows the invoiced balance and does not take account of pending orders.

Outstanding invoices and balance payment by credit card

Your customers will be able to see their outstanding invoices and the amount owing on each. From this page, they can pay off one or more of those invoices by credit card. They can also make a payment on account without paying a specific invoice. When the payment is taken GOB2b will make all the ledger postings in the accounts system for you.

View copy invoice (Spindle)

Spindle is an 'Intelligent Print Driver' supplied by Draycir that can send your documents by email as PDF but also keep an archive copy on your server. We use it at GOB2b and it saves us hours of work. If you have spindle we can allow customers to retrieve those archived PDF invoices from the 'My Account' section of the website saving you answering another call. If there is not a currency configured for that country then the default currency, usually sterling, will be displayed. The IP detection is not fool proof as it relies on publicly available data over which we have no control.

View order history from accounts system

The customer will be able to see their complete order history from the accounting system not just those placed online. They can view each order to see what is contained. They can also 'repeat' the order which will add all the items in that order to the current basket with the same quantities, or add individual line items. The status information provided by your accounting system is quite sparse. If you have extra information you wish to show your customers we can provide bespoke options to make this happen.



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Product Data Features

Provide your customers with all the product details they require to make purchasing easier

Name

The product name is normally taken from the product name (or description) in your accounting system. The default configuration is for this name to only be taken when the product is first imported. This is because the data in many accounting systems are in capitals or in a form that is not friendly to your customers; if you edit it on the GOb2b software you do not want those changes overwritten at subsequent synchronisations. If the product names are exactly as you wish them to be on the website then the system can be configured to update the name on every synchronisation.

Description

Some accounting systems have the ability to store a long description of a product but we have found these to rarely be populated and even if they are 'rich text' is not supported. Like the name the default configuration for GOb2b is to import this field on the first occasion and then preserve any changes made in the GOb2b software.

Primary image

Some accounting systems have the ability to store one or more images. We find that very few of our customers use this facility but if they do we can synchronise one image as the primary (main) product image on the website. Alternatively, images can be uploaded directly into our GOb2b software.

Nominal information

The product nominal code is synchronised from the accounting system and is the default code that is sent when the order is posted to the accounting system. This nominal code can be changed when the order is posted if required.

Supplier part number

The accounting systems have the ability to store the supplier part number which may be different from your stock code for the part. This field is synchronised and is included in the GOb2b search to allow your customer to find goods by the suppliers' number as well as your own.

Multilingual **NEW**

Showing your website to your customers in their own language is great, and especially useful if you're selling complex products and you've had their descriptions translated professionally. Foreign language fields can be configured in GOb2b for product descriptions, and we can provide a language pack containing all key phrases / words the site uses for translation.

Barcode

Most accounting systems have a field to store a barcode. If this is populated GOb2b will synchronise it. This field is particularly useful if is populated with the GTIN because this can then be exported to the Google products feed for running Google Shopping Ad campaigns to boost online sales.

Selling price

The selling price is synchronised from product data or the default price list in your accounting system. If your standard selling pricing has quantity break discounts then these can also be synchronised by setting up a sales ledger account that has that discount structure and then synchronising in the context of that account.



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RRP

Synchronise the RRP of products from a price list in your accounting system.

Tax code

The tax code for products is synchronised directly from the accounting system integration as is the tax code for any b2b account when a customer logs in. Once the customer enters or confirms the order delivery address in the checkout the correct tax amount and coding for every item in the basket will be calculated and then posted into your accounting system to ensure correct VAT records.

Multi-currency

GOb2b can sell in multiple currencies. For b2b transactions, the currency will be derived from the account set up and pricing is driven from either foreign currency price lists or conversion from the currency rates entered periodically into your accounts system. When a customer logs in they will see prices in their currency. For b2c transactions, we can detect the IP address of the user and set the country delivery address according to this IP. This then switches the currency accordingly.

Category/Subcategory/Department

GOb2b has a Category and Sub Category field on each product. These can be synchronised from a variety of fields in your accounting system and then used to create a dynamic navigation structure.

Alternatives

Some accounts systems offer the option to configure product alternatives. If these are configured then the alternatives in GOb2b can be synchronised with these. Alternatives can always be shown or be made to appear only when the item is out of stock.

Often bought with **NEW**

Put simply, we will scan through past order data on the website and display products that are often bought (in the same order) with the product the customer is looking at. This is a great upsell opportunity that will build itself over time as more orders go through the site.

Downloads

In order to provide customers with the maximum information to assist their purchase, to give your business customer a one-stop shop for technical data or to provide marketing collateral to your resellers GOb2b provides the ability to attach files to departments or products. These can be any file format but you should restrict them to the common formats your customer would use such as PDF, Excel, Word and images.

Navigation Features

Smart, easy to use navigation is key to create an enjoyable eCommerce experience for your customers

Content management system (CMS)

Our Content Management System has been designed to give you full control over all content on your website! Everything from the catalogue and department structure, the products which are displayed on the site, right through to the terms and conditions page. GOb2b has been built to be extremely flexible, highly versatile and easy to use, to give you one point of call for all the products on your website.

Mega menu

Mega Menus are a popular way of giving your customers at a glance view of your catalogue. They are a 2-dimensional drop-down grouped menu based on the department structure of your site. They can be made to look very attractive with images.

Top/side menu

Your website should follow standard paradigms if you want your customers to navigate your eCommerce site easily. GOb2b has top and left side menus that can be used for general navigation and catalogue navigation. These are interchangeable and can be combined into one side or one top menu depending on taste and the structure of your catalogue. GOb2b also has footer menus for all those necessary but not featured things such as privacy policies and T&Cs.

Search

We have designed our search algorithm around our customer base. 80% of our customers are b2b or a combination of b2b and b2c so searching by product code is important for regular customers (or agents) looking for known stock codes. So stock code and manufacturer's (suppliers) part number are prioritised.

Custom thesaurus search

We have designed our search algorithm around our customer base. 80% of our customers are b2b or a combination of b2b and b2c so searching by product code is important for regular customers (or agents) looking for known stock codes. So stock code and manufacturer's (suppliers) part number are prioritised.

Site map

A sitemap for your site can be automatically generated. This is a single page with links to all the departments and products on the site. These work well for small catalogues but are of limited value for large catalogues as the resulting huge page is slow to load and difficult to navigate. By default, a sitemap is not enabled on your site.

Bread crumb

A bread crumb, from the fairy tale Hansel and Gretel, lets your customer know where they are on the site. "Fruit > Apples > Golden Delicious" – this shows clearly where they are and as each term is a link they can quickly navigate back to previous pages.

Recently viewed

We can log each product that your customer visits in your online shop and then display these so that they can quickly go back to something they looked at previously.

Account logo

Add your customer's logo to their account and it will appear on their account page when they login.

URLs

URLs do not contain incomprehensible strings such as "http://www.acme-stores/product.aspx?id=3242343".

Instead they are formatted to show understandable names to help with site navigation and Search Engine Optimisation -

"http://www.acme-stores/Clothing/Mens/Trousers/Pleated+Chino".

GOb2b is also designed to allow users to create and amend URLs, however, we would recommend that once a URL is set it is advisable to stay untouched to prevent the chances of broken links and it will be temporarily detrimental to your website's SEO.

Keywords

It is not clear how relevant keywords are to SEO today after years of abuse by operators trying to attract traffic using keywords unrelated to their site. Nevertheless, GOb2b provides the facility to create keywords for every department and product.

Title tags

Title tags drive what appears in the 'blue' bar at the top of the browser. GOb2b creates product-related title tags for each page but you can override these to achieve specific SEO goals.

Image Alt tags

Search engine algorithms cannot read images but they can read the 'Alt tags' provided to describe the image. GOb2b provides facilities for tailored alt tags on all images to be set so they can be different from image names.

H1

H1 tags are the main title on a page for a category or product, which is often the largest text that stands out on the page. GOb2b creates product related H1 tags but you can override these to achieve specific SEO goals. You can also add H2 tags if your page needs multiple header titles.

Short description

The short description is 'meta' information that is not visible when the page is rendered but is used by search engines. If you use short descriptions then these are what will appear on the search engine results page. If they are not present, the search engines tend to use the first few lines of text from the page. The advantage of short descriptions is that they can be tailored to give a strong call to action. GOb2b provides the facility to create short descriptions for every department and product.

Google sitemap

Google will accept a special computer-readable site map to assist in indexing your site. GOb2b provides an automated site map in the correct format.

Google analytics

All you will need to do is send us your Google Analytics ID to allow you to watch and track the visitors to your website. We can also give you an overview of Google Analytics if you are new to this.



B2C Features

Making it possible to sell to trade customers without accounts or b2c customers

Optional registration

Getting your customers to register and supplying them with a password is a common practice on B2C eCommerce sites. We recommend that you get customers to register at the end of their purchase. It is possible to force customers to register before they 'add to cart' or 'go to checkout' but there is considerable research that sites that do this have lower conversions as customers are loath to supply data to be allowed to purchase. All the data you reasonably need is in the checkout anyway so that is the best place for them to register.

Create account

All retail orders placed on the website are posted into your accounts system. It may be desired to create a Sales Ledger Account for these orders, particularly if you are expecting a high level of repeat business for these customers but you don't want to convert them to b2b customers.

Sell on cash account

All retail orders placed on the website are posted into your accounts system. These orders can all be organised in a single account designated as a 'cash' account. This will prevent your accounts system from being filled with possibly hundreds of Sales Ledger accounts where only one item is ever purchased.

Shipping Features

A complex set of shipping options to suit all your b2b delivery requirements

Shipping

Shipping can be complex in the b2c area but for b2b with large orders that may involve pallets, it is even more complex. GOb2b provides a complex set of shipping options, which can help organisations simplify their shipping charges whilst still recovering costs. There is also the option of bespoke shipping set-ups.

By weight

The most common way to price shipping is by the weight of the consignment. This can be simple weight bands for instance 0-10kg, 10-30kg over 30kg or increments within a band such as £10 for the first 10 kilos then 50p a kilo thereafter.

By volumetric weight

Many shipping companies use a combination of weight and volumetric weight. This allows them to charge for light items such as a roll of bubble wrap. Volumetric weight is calculated by multiplying the 3 dimensions of a parcel in centimetres together and then dividing by a factor supplied by the shipping company (often in the range of 4000 - 5000). GOb2b will then use whichever is the greater of the actual weight or real weight to calculate the shipping.

By value

By value shipping charges by the value of goods in the basket for instance up to £100 shipping is £20 and over £100 shipping is free. By value is effective if you provide free shipping for large orders.

By number

By number allows you to charge by the number of products. This could be 'each' or in ranges such as '1-5, 5-10 etc'. This is often combined with product specific shipping to charge for large or awkward products in your range.

Product-specific shipping

Some items may be heavy or awkward and require a specific form of shipping. GOB2b's product specific shipping allows you to set up this for a product or groups of products.

By postcode or country zone

Overseas shipping is always more expensive than domestic but many carriers have different rates for shipping for different parts of the country. With GOB2b you can set up postcode and country zones so you can offer different rates for different delivery addresses. These zones work with the weight and value criteria so you can offer banded shipping to each zone.

Marketing Features

Some of our most loved features to get even more from your website

Content delivery network (CDN)

All the images and most of the other resources used to deliver your web pages are delivered from a worldwide Content Delivery Network. This significantly improves the speed at which these resources are delivered to your customers and improves the score your website will receive from many of the popular 'metrics' such as Web Vitals. The CDN used also optimises images to the very latest formats if your customers' web browser will accept them.

Customer reviews

The internet is more and more about buying on reputation. Gob2b reviews give you the opportunity to let your existing customers convince others. Users have the option to leave reviews for specific products. The review feature can either be 'un-moderated' in which case a review, good or bad, is immediately available or moderated in which reviews do not appear until you have approved them.

Email reviews

To showcase what your customers think of your products we've added a new e-mail review feature. You can automate an e-mail to be sent to your customers 7 days after their purchase to ask them to review the products they bought from you. Reviews from customers help shape your business, build loyalty and boost sales.

Brand

If you sell branded goods then it can save you time and help customer recognition if you can apply that brand in a consistent way across the site; perhaps with a brand logo hyper-linked to the brand home page in the top right-hand corner of each product page. GOB2b allows you to define brand characteristics once and then apply them to all products (and departments) on the site. We can also provide a single page showing all the products for that brand.

Feature filter

GOB2b has a very powerful filtering functionality, giving you the ability to create a wide range of feature sets which your customers can narrow down your product range quickly and efficiently to find exactly what they are after.



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Cross-sell

GOb2b has a very powerful filtering functionality, giving you the ability to create a wide range of feature sets which your customers can narrow down your product range quickly and efficiently to find exactly what they are after.

Google products export

Google products is a powerful marketing tool. GOb2b can export a CSV file of all your products for uploading to Google. While this is an easy process the effectiveness of the marketing depends on the quality of data you have entered into your accounts system / GOb2b. In particular, entering the GTIN into the barcode field in your accounts system or GOb2b can significantly improve the effectiveness.

Google products CSV export

As well as the Google product feed GOb2b can export 'generic' product data so that it can be easily formatted for submission to product comparison sites. We can configure this export to include any of the GOb2b fields in any order.

Tabbed pages

If you are providing a lot of information then a neat way to layout the page is to use a tabbed interface. You can separate things like 'Specifications', 'Downloads' 'Videos' and 'Reviews' onto separate tabs. Your customers will quickly get used to the layout and it has the advantage that you can suppress tabs when you do not have content for a particular product.

Bundles

GOb2b bundles allow you to combine different products and sell them at a price that is different from the sum of their individual prices. They enable you to sell promotional bundles such as cricket bats, pads, and gloves. Stock checking will check that all the constituent parts of a bundle are in stock.

Promotions

GOb2b promotions allow you to offer a deal without having to change the base price. There are a wide range of promotions such as 'Money Off', '10% Off', 'Buy One Get One Free', 'Free Product', 'Free Shipping' and many more. The promotions themselves can be for a limited time and/or promotion code dependant. They can apply to the whole basket or be linked to certain products. Promotions are applied on top of any b2b pricing or discounting so they need to be thoroughly tested to ensure they do not destroy the margin when applied to your customers on the highest discounts.

Banner advertising

GOb2b provides a banner advertising system that will allow you to place banner ads almost anywhere on your site. The standard template provides for banners at the top, bottom and sides of the site but this can easily be changed. The banners can rotate if you upload more than one banner for a particular slot.

Gift vouchers

For sites selling certain classes of consumer goods, gift vouchers can be an effective way of increasing revenue. GOb2b allows gift vouchers to be bought online and redeemed online. If you already have a card-based gift voucher system then by entering the voucher codes of the physical vouchers into GOb2b you can operate a mixed scheme selling online and redeeming physically and vice versa. Several of our customers are operating gift vouchers successfully but this feature is not enabled by default and requires careful thought about your internal procedures.



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Social media

Follow us on LinkedIn, Facebook, Twitter and other popular social media platforms are a common feature on many websites. GOB2b has facilities to link to all the common sites and we add new ones as they appear.

Live chat

GOB2b can support a host of different live chat plugins to allow you to communicate with potential customers and existing customers who are browsing your site.

Newsletter sign up

On your website, we can place a newsletter sign-up form, if you are using your own newsletter.

Mailchimp integration **NEW**

Full information can be found on the Mailchimp website. GOB2b implements Mailchimp's v3 API for eCommerce. We regularly upload products, stock, carts, orders and customer data to Mailchimp. This allows you to use Mailchimp's powerful eCommerce automation tools for remarketing, cart abandonment, tailored promotions etc. <https://eepurl.com/dyik8H>



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Support and Monitoring

Support

Your eCommerce website is a fundamental part of your business and we want to keep it operating 24/7 and up to date to maximise your return on investment. Our support services include:

- **Break-Fix:** In the unlikely event your website is not working email or call us and we will fix it.
- **Change:** If you need changes to your website we will do them if they are small or provide a quotation if they are larger.
- **New Features:** As we develop our product, new features will be made available to you. Some of these will just happen, others will need a change to your website and in this case we will provide a quotation for the labour to implement the change, the feature itself is free.
- **Enterprise Suite Upgrades:** If you upgrade your Enterprise Suite system to a new version we will upgrade your GOB2b system to match at no extra charge.

Monitoring

The Data Centre monitors all the machines in the 'private cloud' and key metrics on all the virtual machines. We also monitor all the virtual machines via a separate remote technology. Finally we monitor the response of each site every 5 minutes from our own monitoring installation in Manchester which is hosted by a different company from the one that provides our main hosting. All this monitoring produces alerts to our support staff and to the mobile phone of our out-of-hours technician. The net result is we are often investigating a problem and have fixed it before you would notice.

Internet transit

We buy bandwidth from the data centre to the internet and this is an uncapped amount; we simply get charged more if the usage in any month is higher than we budget for. Bandwidth usage is dependent on the number of visitors and the size of the pages and associated resources such as images and downloads. It is also very 'peaky' so when your site is using a lot another may be using very little. We have included bandwidth in our support and hosting charge and we guarantee to supply sufficient for your needs up to a maximum of 10 Mbs using the 95th percentile. None of our current customers exceeds this limit.
