



Keep up
with **the movement** in the market!





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Global trends mix faster than ever before, due to digital highway - Internet, Social Media, Blogs but also Smartphones and Apps make this possible. Consumers are increasingly aware of the possibilities and use this highway for many things like the simple lookup of your business to finally order a product. The find ability and accessibility of your company on this digital highway is crucial - not only for now but also in the future.

In this dynamic world fits an e-commerce solution that can change along with the movements of the market. Market-Square provides that solution and gives your company the simplicity of a standard system in a "tailored" suit. Bring the world closer to your business and start already today with Market-Square!

Our Philosophy

Customized webshop or a standard solution? We believe in the 'standard' with space for 'tailormade' needs where our customer has the advantage of years of experience combined in a total solution for e-commerce.

Within the standard you can choose for different products. With Market-Square Professional you have a smart and integrated tool with Microsoft Dynamic NAV. Next to that there is a Vertical solution for the Fashion Industry also fully integrated with Microsoft Dynamics NAV - where we can combine Fashion needs and e-commerce together.

The continuing development of functionalities and tracking Internet trends, especially in Market-Square: will benefit your business.



"The rise of mobile Internet has major implications for the physical retailer. There are more and more apps that allow consumers to compare prices in the shop."

The standard

The Market-Square solution offers functionality for different end-users - B2B, B2C and Sales Portal all in one standard. A small summary of what is possible have been put in a row. The world is changing every day - the people from MSH International continues developing new functionalities in order to follow the movement.



Market Reach

- Full SEO = high score in the search results incl. Google Yahoo and Bing
- B2B & B2C in one site
- Multilingual
- Landing pages
- Your own look and feel

Bind

- Customer intelligence
- Loyalty
- Real-time stock information
- Wish list
- Order history and overview
- Quick Entry List (B2B)
- Customer Discount %
- Mailings & Newsletters

Serve

- Integrated with Microsoft Dynamics NAV
- Orderhistory and overview
- Multiple shopping carts
- Alternative products
- Multiple images
- Store Locator
- FAQ's

Market Square Features

Managing and placing products

The system is so logical structured that it is easily to control your products from Microsoft Dynamics Nav. Extensive arrays of sizes & colours, but also other dimensions aren't any issue within this overall solution. Additional descriptions and illustrations of the product to let your product more to speak in the shop are flexible to add. Images can be directly changed into a full size so it doesn't need local editing. The system will put this image in the correct format at the right product.

Quick Order

This functionality provides opportunities for a fast ordering process which are useful for B2B customers as for Sales representatives. This optimize will not only increase the usability but also the traceability of products through the shop. The smart quick search gives directly the image back and access to the colour matrix which makes the ordering process even easier. This is not only a benefit for the conversion but certainly also for the recognition of known high services levels which your customers are so used to.

Self Service

The Self Service functionality brings full and transparent insight that meets today's customer expectations. Understanding of placed orders but also order history and shipment information. Delivery and shipping addresses can be displayed if desirable. Where necessary, addresses and password information are instantly changeable. Functionalities that cannot be forgotten in the primary process of Market Square.

Customers and roles

Microsoft Dynamics NAV offers the ability to link a customer to specific role. This allows to tailor the entire of the site each customer when they logon to the site. If the customer belong within a given sales area and it's therefor needed to apply different pricelist - Market Square makes it then possible to show different prices. But differentiation in the collection is also conceivable when both a B2B and B2C site combined. In short, with Market square you get customer focus within the needed business rules.

Newsletter & reduction codes

The first e-commerce activities can be applied. Reward your loyal customers or inform them with the latest developments. Mail notified customers a newsletter and bring targeted promotions or discounts to their attention. Campaigns are easy to connect to the shop and encourage your customers to buy more.

Statistics

Within the control environment of Microsoft Dynamics NAV you find is a summary of the web orders. Simple reporting allows to analyse. In addition, Market Square also includes on the Google Analytics integration. This provides the insight of the surfing habits of your visitors and trough the E-commerce link you have the knowledge of the average order amount and much more.

Payment possibilities

Besides the standard payment options such Cash in Advance (CIA) or Cash on Delivery (COD) or specific B2B payment arrangements - which are managed entirely in Navision - your customers can also pay by using iDEAL. Of course there is the possibility to integrate with any payment provider in the standard solution of Market Square

SEO

Market Square has complete SEO (Search Engine Optimization). Therefor the find ability is very high for the famous search engines like, Google, Yahoo en Bing. Of course we put some tips online, which you can boost your visitors numbers even further.



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Domain name

With a professional e-commerce solution, of course you have your own domain name. With this you can distinguish from other competitors. Of course you can choose your own name. Please check this name on internet of Chamber of Commerce. If you have already a website or shop with a domain somewhere else? No problem MSH move your existing domain for free.

Security

In the current developments at Internet it is advisable to use a secure connection (SSL) for entering customer data. Customers are increasingly aware of abuses taking place on the Internet. In addition, Navision is responsible for creating passwords which are provided by a secure login process to the customer. In short, Market Square is committed to not only now but in the future to ensure security on your website.

Projects

Implementing your new webshop next to your daily business can be done by our highly qualified consultants. They have years of experience and find solutions to your business questions. Next to quick implementations role out we can offer you larger project management within the known standards as PRINCE2.

Support

If there are still questions even within the user-friendly setup of this standard web application. We are there to support and advise you at any matter. Within the office hours you can e-mail or phone us. After office hours you can go to our site and find there the most common questions and answers.

"Bringing smart and light e-commerce solution with the flexibility to follow the movement of the market."

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