



SYMMETRIA

The leading vendor of Global e-Commerce  
solutions

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# Our e-Commerce Services

## **E-Consultancy**

- \* Our e-Commerce Consulting aims to help online retailers increase sales, profitability and ROI through e-Commerce Services. Our consultancy services consist of e-Commerce design and research, conversion optimization, SEO for e-Commerce and e-Commerce analytics.

## **E-Store**

- \* Our e-Store is an all inclusive e-solution, selected by many industry leading large enterprises for online sales of their products, software and subscription services.

## **E-Services**

- \* You can speed up the launch and save operational costs by using our e-Services. We offer our customers a turnkey, inclusive of e-Store customization and deployment coupled with desired e-Services from hosting to e-Store operations.



# Complete Solution from Symmetria

## 1. Customer interface

Our e-Store platform is designed to be scalable and modular, and it meets the most robust corporate needs for e-Commerce solutions.

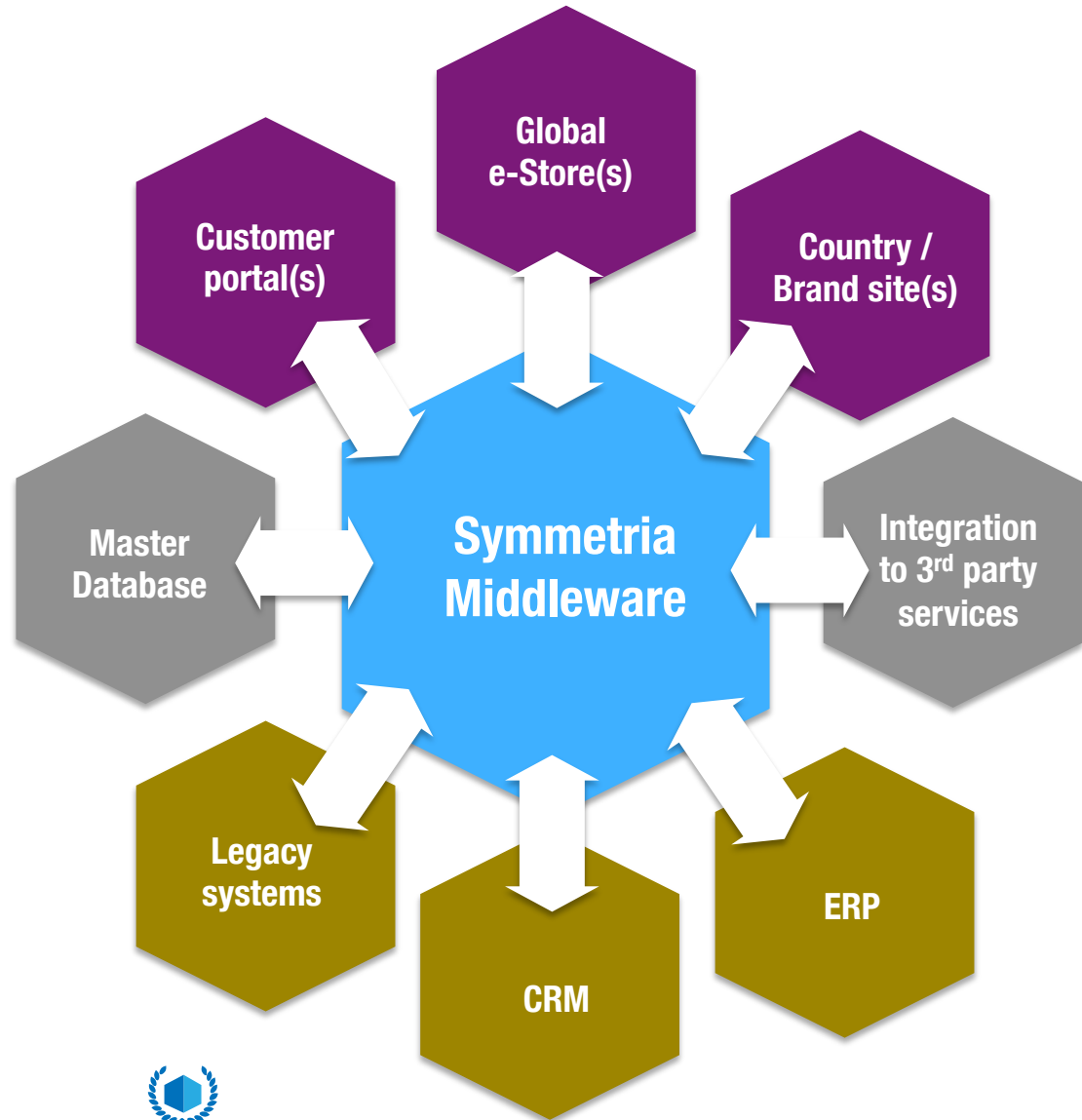
## 2. Symmetria Middleware

Contains Master database, reporting views to different organization levels (e.g. sales and executives) and industry level integrations to others systems.

## 3. Backend systems

Our ERP contains all needed functions for e-Store operations.

Our CRM contains functions for customer registry, profile creation and opt-in for direct marketing via email and SMS.



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# Symmetria Enterprise Reporting Tool

### Total sales per channel - Euros

Period	1. Customer website	2. Brick & Mortar	3. Customer service
Today	24 933 €	14 960 €	9 973 €
Week	124 667 €	74 800 €	49 867 €
Month	374 000 €	224 400 €	149 600 €

### TOP 5 items

Today	Month
LG LCD TV 48"	Spotify Free
Samsung Galaxy Tab	iPad 2 16GB
MacBook Pro 13"	Nokia E7
Spotify Free	Sony PS 3 320GB
Harry Potter 7	HP Envy 12"

### Orders sent to the wholesaler (today)

Wholesaler	Orders (PCS)
Company 1	963
Company 2	578
Company 3	385

### Average net price by category

Category	Today (EUR)	Month (EUR)
Electronics	1900	2000
Computers	1800	1500

### Sales per category

Category	PCS	EUR-TOTAL
Electronics	300	300000,00
Computers	240	360000,00
Mobile phones	150	450000,00
Movie rentals	1000	2999,99
Campaign activations	27000	0,00
Broadband subscriptions	200	40000,00
Categories total	99	13496,18

### Visitors

Today: **5437**    Now: **422**    Avg. purchase price (this month): **1,24**

### Total sales per channel - Units

Period	1. Customer website	2. Brick & Mortar	3. Customer service
Today	963	578	385
Week	4815	2889	1926
Month	14445	8667	5778

### Sales by location

- \* Highly secure user management
- \* Wide range of Reporting components for different needs

- \* Online reporting
- \* Build powerful reports and dashboards
- \* Easy and intuitive user interface
- \* Mobile browser support



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Save customer's time and money

# E-Commerce Services Summary

- \* **Fast:** e-Store solution can be set up in couple of months with customization included.
- \* **Flexible:** Licensing options are flexible for varying volume needs of SME's and large corporations. Community License scales also for smaller eService operations.
- \* **Stable:** E-Store platform key elements are tested and validated in real world environments by number of large customers.
- \* **Cost-effective:** Add-on e-Services speed up the launch and save personnel costs.
- \* **Turnkey hosting and maintenance:** Cloud environment is available for hosting needs for rapid deployment. Maintenance is tailored case-by-case.



E-Shopping should be easy!

Thank you for your attention.



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Interested for more?  
[sales.fi@symmetria.fi](mailto:sales.fi@symmetria.fi)  
[www.symmetria.fi](http://www.symmetria.fi)