

CASE STUDY: RETAILMARKETS.COM



Our process is simple

- 1 Prepare Your Merchandise**
You ship or we ship from our fulfillment center
- 2 Create Your Storefront**
We create a customized interface for your product or service
- 3 Collect Your Profit**
You receive a monthly payment

The complete E-commerce solution

RetailMarkets provides your complete Internet e-commerce solution. With our hassle-free, end-to-end process, we transform your business ideas into your own Internet storefront.

We provide market focused e-commerce services to the music industry through [CyberMusic.net](#), the racing community through [CyberRacing.com](#), and to general Internet merchandisers through RetailMarkets.com customized storefronts.

Our client list includes:

Deep Purple

Special Offers

Deep Purple - Bombay Calling/Bombay Live 1995 VHS \$38
Just released! 'Bombay Calling' showcases an early Steve Morse era DP burning through 'Purple' classics, as well as an untired version of Perpendicular Waltz. Professionally shot in Bombay, India on April 6, 1995.

Deep Purple - Around the World '85/'89 VHS Video \$30
Just released! This compilation includes rare tracks from their very first Steve Morse era live gigs through the Australian leg of the 1998 - 1999 Abandon World Tour.

Deep Purple - The Deluxe Photo Book \$45
PRE-ORDER TODAY! This 96 page hard cover extravaganza features photographs from the 1999 Australian tour, Royal Albert Hall rehearsals and concerts, including backstage areas, and in depth interviews with each member of the band.

Deep Purple - Total Abandon DVD \$35
DP's first DVD! Dolby Digital

THE PROJECT: RetailMarkets was a dot.com venture that provided online retail storefronts supported by order fulfillment and additional business development services. RetailMarkets required an e-commerce engine that integrated seamlessly with multiple client sites, provided online accounting, and managed order fulfillment.

THE CHALLENGE: The business model required not only an e-commerce engine that provided seamless integration with multiple sites, it also needed to provide clients' customers with a secure interface to track their order status, shipment, and billing, as well as a secure area for client retailers to track orders, conduct all levels of financial accounting, and perform customer resource management. The application also managed

domestic and international fulfillment processes and provided financial accounting functionality for RetailMarkets.

THE SOLUTION: Almost six months in the making, the online storefront delivered to their unique custom specifications. For retailers selling goods a secure area was created for inventory management, order processing, accounting services, billing, returns and shipments. For customers purchasing goods a secure shopping cart was created with a custom e-commerce engine utilizing Verisign credit verification services. A special order tracking and return authorization system was also created. For the site owners, another administrative area was created to track accounting and fulfillment systems with the individual retailers.

THE TECHNOLOGY: RetailMarkets.com was developed on a Microsoft NT IIS 4 server utilizing Active Server Pages connecting to a Microsoft SQL 6.5 Database. Custom COM Objects for the e-commerce portion were programmed in Visual Basic and registered with Microsoft Transaction Server.

THE CUSTOMER: "ITCN stepped up to the challenge to provide a highly sophisticated and functional e-commerce application that enabled any artist to distribute merchandise directly to their dedicated fan base. In many ways that application was ahead of it's time."

- Edward Jankauskas
President and CEO
RetailMarkets.com