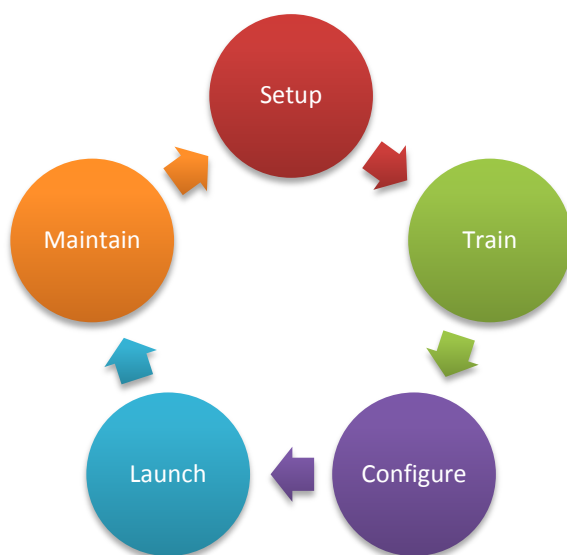# IA Modules

Integrate. Automate. Relax.

It's about time…your time!

- With IA Modules, setting up your online store is a breeze. Our QuickBooks savvy staff, setup service & training program fast track you to saving hours every day with the most advanced automatic synchronized cart for QuickBooks. Specifically made for QuickBooks Point of Sale users, IA Modules makes repetitive tasks a thing of the past and lets you spend more energy on the innovation and strategy your small business needs to get and stay ahead. You get the total solution engineered to work together and supported by a company 100% dedicated to QuickBooks. **Use the #1 QuickBooks user-rated shopping cart solution. Isn't it about time?**

IA Modules, LLC

Phone: **866.642.6726**

Email:**sales@iamodules.com**

www.iamodules.com

Our complete software and service solution will keep your online store accurate while saving you hours of customer, order, and item related work every day. You'll be able to focus on growing your business.

"I chose IA Modules because it integrates with QuickBooks Point of Sale and it was important to me to save time and have the inventory, revenue accounts, etc. update automatically. When I first loaded my inventory items to the website using their software, I was amazed and so excited to see my items displayed. It was a really quick way to build a webstore. I have never had a website before and do not have the luxury of an IT person, but maintaining the website is actually easy with this software. The support team genuinely cares about my unique business needs and is responsive and creative."
–Evie Philips

Setup → Train → Configure → Launch → Maintain → Setup

Key Benefits

Accuracy: Item, customer & order automatically up to date in both QB POS and your online store!	Easy Setup: Training and support done via remote desktop. Wizards made only for QuickBooks POS users like you make sense and save time.	Support Synergy: Support for your entire eCommerce business. Synch, storefront, management, hosting, design and even QB POS.	Best Technology: Java2 Enterprise Edition platform, powerful virtual private server, Rackspace hosting

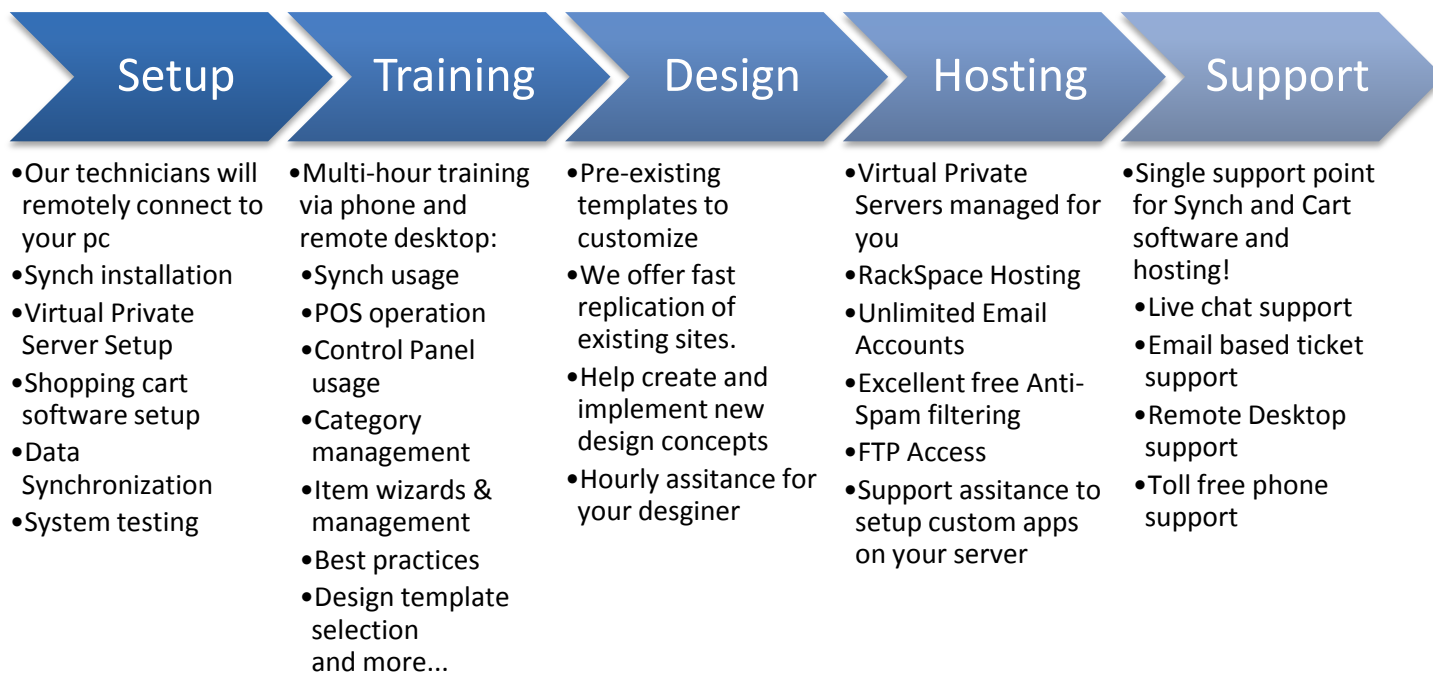Our product integrates with QuickBooks: Point of Sale to help you get more done faster.

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QuickBooks
Point of Sale

IA Modules
Integrate. Automate. Relax.

IAM eCommerce
Integrate. Automate. Relax.

Experience the synergy only a complete solution provider with a true QuickBooks focus can offer. Our services include:

Setup	Training	Design	Hosting	Support

Setup
- Our technicians will remotely connect to your pc
- Synch installation
- Virtual Private Server Setup
- Shopping cart software setup
- Data Synchronization
- System testing

Training
- Multi-hour training via phone and remote desktop:
  - Synch usage
  - POS operation
  - Control Panel usage
  - Category management
  - Item wizards & management
  - Best practices
  - Design template selection
  - and more...

Design
- Pre-existing templates to customize
- We offer fast replication of existing sites.
- Help create and implement new design concepts
- Hourly assitance for your desginer

Hosting
- Virtual Private Servers managed for you
- RackSpace Hosting
- Unlimited Email Accounts
- Excellent free Anti-Spam filtering
- FTP Access
- Support assitance to setup custom apps on your server

Support
- Single support point for Synch and Cart software and hosting!
- Live chat support
- Email based ticket support
- Remote Desktop support
- Toll free phone support

Our complete solution offers benefits you won't find elsewhere

- We setup all the eCommerce related software and systems, not just one part like competitors…and all done for you all in one day while you manage your business!
- We train you, not on just one part, but on ALL the topics to maximize your online success.
- We can bring new features to you quicker and can respond at all software and service levels unlike competitors who may have little control beyond their limited scope.
- Only IA Modules offers the true peace of mind you and your business deserve…knowing that with just one call you can have help with all of your eCommerce needs!
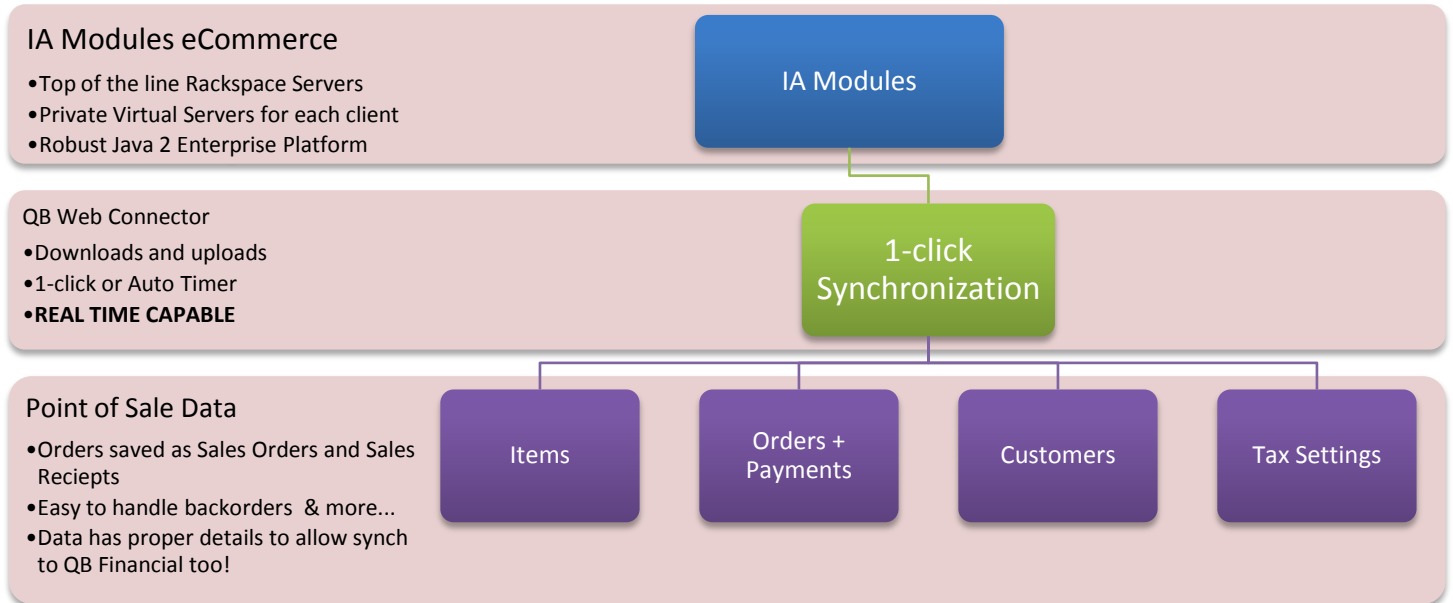
Testimonial

- *"We began www.ShopStarlightStarbright.com (as a static HTML) to reach our ever expanding customer base, but we did not sell from the site for over a year. We could not afford the expense of (maintaining) 2 separate inventories. IAM provided us with an extremely low cost of entry onto the web as a commerce site with out that cost. The link between QBPOS and our website eases the set up of new products and insures changes in our QBPOS are reflected in our website within minutes…**IAM has also provided us with several tools, including an easy to use image resizer, that allow us to quickly get our products out of the box and into the web marketplace**…With the technical support they provide, we know customers will continue to shop on www.ShopStarlightStarbright.com for years to come."*

Save Time. Sell More. Save More.

Complete Integrated Software & Services for QuickBooks Point of Sale
by the 3 year #1 QuickBooks user rated eCommerce solution !

Easily synchronize items, customers, orders & payments and more between your IA Modules storefront and QuickBooks Point of Sale.

IA Modules eCommerce
- Top of the line Rackspace Servers
- Private Virtual Servers for each client
- Robust Java 2 Enterprise Platform

QB Web Connector
- Downloads and uploads
- 1-click or Auto Timer
- **REAL TIME CAPABLE**

Point of Sale Data
- Orders saved as Sales Orders and Sales Reciepts
- Easy to handle backorders & more...
- Data has proper details to allow synch to QB Financial too!

IA Modules

1-click Synchronization

| Items | Orders + Payments | Customers | Tax Settings |

Setup and management for non QuickBooks data is easy too:
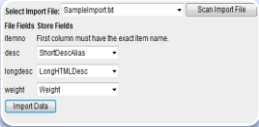
Easy To Use Control Panel
- Multi user web based interface
- Helpful notifications
- Dashboard offers 1-click access to tasks, features and wizards

Powerful item manager
- Shows and sorts items in a QB POS manner
- Color coding indicates items that need pictures
- **Easy to print list of items missing images for your photographer**
- **Configure Related Items**
- Add detailed descriptions, bullet points, shipping settings and much more
- Automatic QB POS Style Set Inheritance fills in missing data

Easy to Use Importer
- Import data from your current store to IA Modules from Excel
- No template needed. Just match up the fields and click GO!

Our product integrates with QuickBooks: Point of Sale to help you get more done faster.
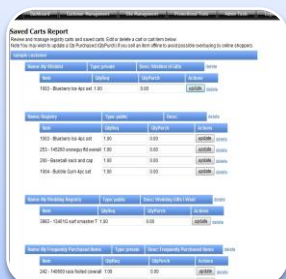
QuickBooks Point of Sale

Powerful features made for QuickBooks Point of Sale users

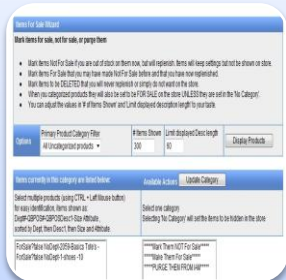• You asked for them, we made them happen !

Gift Registry, Wishlist and more...

• Powerful & Customizable for your shoppers
• Shoppers can add items to a Registry
• Registries can be found by ID # or with shopper info

Registry and Shopper List Management

• Administrators can review, edit & delete
• Use when offline registry sales occur!
• Avoid overselling and returns!

Out Of Stock Management Assistance

• Helpful Notification alerts you to items for sale online that are out of stock
• Easily temporarily or permanently remove them from sale online once entire variation set is out of stock

Save Time. Sell More. Save More.

Complete Integrated Software & Services for QuickBooks Point of Sale by the 3 year #1 QuickBooks user rated eCommerce solution !

Quickly and easily place new items online!

```
Synch  →  Make Categories & Sub Categories  →  Categorize Items with fast wizards
                                                          ↓
Items are for sale  ←  Image Wizard
```

Our QuickBooks Point of Sale focused wizards make both setup and ongoing maintenance a breeze!
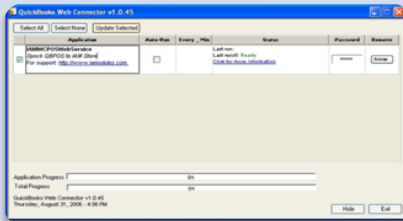
Easy 1-Click Synchronization

• Synchronizzes Items, Customers, Orders, Payments, Tax Codes and more...
• Synch on demand by clicking the Update Button
• Automactically synch at timed intervals you define, like every 15 minutes

Ease of Use with QuickBooks Point of Sale focused wizards

• Wizards like Item Categorizer and Item Manager use, show, and sort by the QuickBooks Point of Sale data. The Item Categorizer shows and sorts by Department, Desc1, Size and Attribute allowing you to easily select and categorize multiple items at once.
• You'll be able to categorize hundreds of items, whole departments, and item style sets in just a couple seconds!
• Other wizards like the Item Manager and Category Manager also have the same attention to detail and focus on QuickBooks Point of Sale users for maximum productivity.

Time Saving Features

• This Image Resizer Wizard will batch process all images you upload to a special folder. You can use FTP to upload all images in one batch or several batches.
• Each time you use the image wizard thumbnail, standard and hi resolution pictures, are sized and renamed to your specs, 80% JPEG optimized, and placed in the right folders and set in the database all in one click!
• You'll just need to provide one image for each QB POS style (other styles members will inherit this.

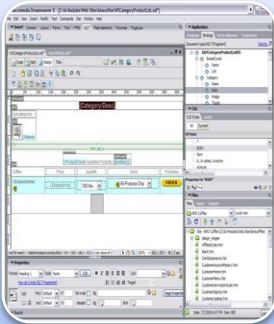Our product integrates with QuickBooks: Point of Sale to help you get more done faster.

QuickBooks Point of Sale

Design that's Flexible, Future Proof & Easy to work with.

- Designers are free to create the sites they want because of the extremely customizable templates and use of latest tools and technologies.

Professional Design Tool Integration

- Ease of use and high productivity with DreamWeaver
- Use IAM XML feeds for DW8 as sample.
- Then just drag and drop what you want onto your XSL template in DW8's GUI.
- FTP access to your site files promotes fast and easy management.

XML + XSL = Winning Combination

- Technology for designers created by the World Wide Web Consortium (Same group that made HTML and CSS!)
- Flexibility to do what you want.
- Access to data beyond what anyone else offers
- No silly proprietary programming to learn
- Sort, calculate, show and hide data as YOU wish

Multiple rich template combinations to get you started

- Choose from multiple template options per section
- Pre coded with CSS for easy design changes
- Pre coded for Search Engine Optimization
- Highly customizable to meet even demanding needs

Save Time. Sell More. Save More.

Complete Integrated Software & Services for QuickBooks Point of Sale
by the 3 year #1 QuickBooks user rated eCommerce solution !

Freedom to layout key details as you see fit
…and with data that's always up to date!

- Start with the optimal template layout for each area of your online store
- Customize them to exactly meet your shopper's needs.
- The right layout combined with accurate & up to date information will increase sales and save you time.
- Our design layer, made for handling QB Point of Sale XML data, gives you the freedom to provide the best shopping experience for your targeted shoppers.
- Customize templates including the home, header, side menu, category, detail, cart, search regions and more.

Below are three different Product Detail pages for three different clients:
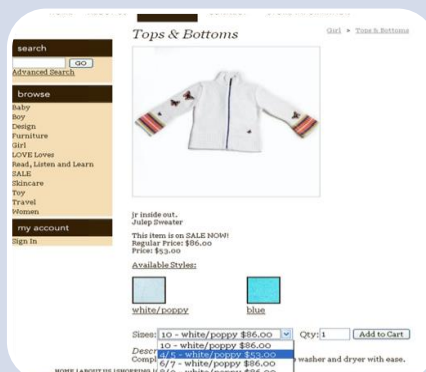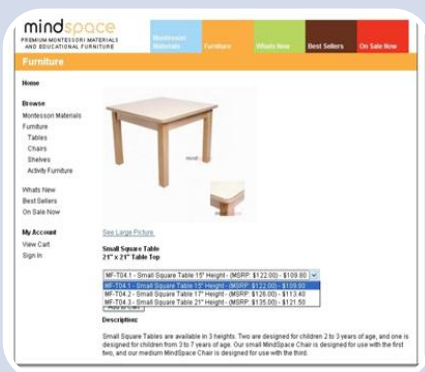
One Way
- This is a product detail page an item that comes in several versions.
- You can show any info in any order you want. You could also show the Qty on hand as a number, or as text like 'in-stock' or 'on back-order'.
- Show main picture
- Show alternate views
- Pop up pictures in layers or windows
- Show more detailed descriptions that you can enter or import in the item manager.

Another way
- Here we see another product detail page with variations.
- Each color is shown with separate color and size lists.
- Here we see colors (POS Attributes) listed in text and with a swatch image …both linked.
- Below that we see a list of sizes for the selected color.
- You can also see one of dozens of possible ways to show SALE pricing

More complex? No Problem
- Show bullet point text, entered into our program or easily imported from excel
- **Variations are shown, but in a totally different way. Here, variations are laid out in rows in a single form** allowing shoppers to enter qty for each and add all in one convenient click!
- You'll also notice the **Quantity Discount Pricing** feature with 5+ and 10+ volume breakpoints, in this case.
- **Sell more with related products** down the right side which will also be shown to the shopper again after they add any of these items to their cart.
- All of these are easy for you to setup and for your designer to layout.

Our product integrates with QuickBooks: Point of Sale to help you get more done faster.

QuickBooks Point of Sale

IAM eCommerce
Integrate. Automate. Relax.

Powerful features at your fingertips

- *"This is a terrific product and a great value. The tools that have been developed truly make putting together a website as easy as 1, 2, 3. Plus, it integrates seamlessly with QuickBooks - eliminating many steps and duplication of efforts. This is a company that listens to the users and makes improvements to their products accordingly. In addition, the hosting package and web site customization is extremely reasonable."* –harmonycr.com

- You won't have to worry about overselling anymore.
- Toggle to show InStock/OutOfStock/OnBackorder or to show actual Qty numbers to your shoppers online
- Toggle options allow you to decide how much quantity you want to make available for purchase.
- Allow customers to order as much as they want
- Restrict customers to ordering your On Hand Qty or less

Quantity Control

- You can require shoppers to enter a credit card and/or give them an option to pay later by some other method.
- Your store can process cards with major processing services like:
  - QuickBooks Merchant Services,
  - Verisign
  - Authorize.net
  - PayPal (coming soon!)
  - Google Checkout (coming soon!)

Payment Methods

- Automatically provide accurate weight based shipping fees with multiple service options.
- Offer free local pickup
- Add per order shipping & handling fees
- Offer free shipping when orders exceed a specified value.
- Exclude items from shipping quote
- Quote based on total weight
- Quote based on total order amount
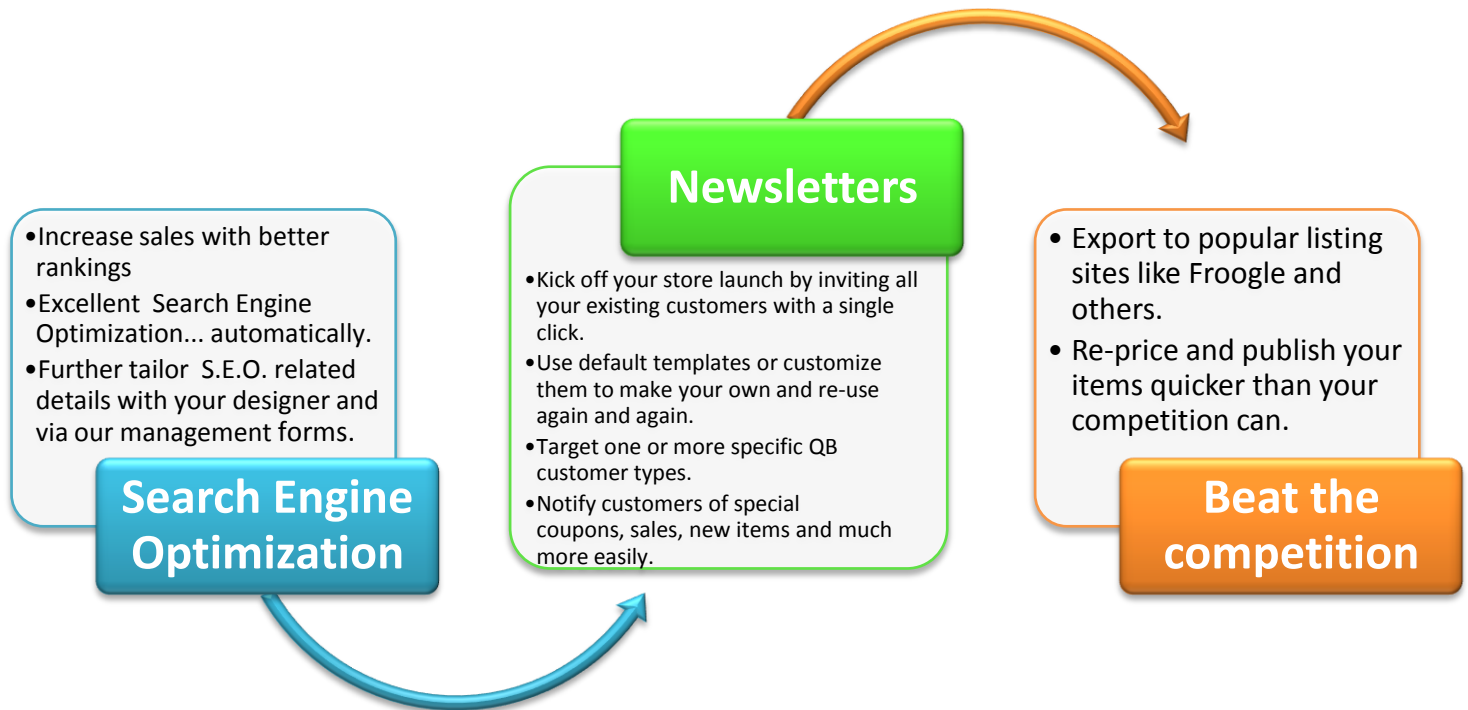- We can develop custom rules for you

Shipping

Testimonial

- "I chose IA Modules because it integrates with QuickBooks Point of Sale and it was important to me to save time and have the inventory, revenue accounts, etc. update automatically. When I first loaded my inventory items to the website using their software, I was amazed and so excited to see my items displayed. It was a really quick way to build a webstore. I have never had a website before and do not have the luxury of an IT person, but maintaining the website is actually easy with this software. The support team genuinely cares about my unique business needs and is responsive and creative." - Evie Philips

Save Time. Sell More. Save More.

Complete Integrated Software & Services for QuickBooks Point of Sale
by the 3 year #1 QuickBooks user rated eCommerce solution !

Drive more sales to your business…

Newsletters

- Increase sales with better rankings
- Excellent Search Engine Optimization... automatically.
- Further tailor S.E.O. related details with your designer and via our management forms.

Search Engine Optimization

- Kick off your store launch by inviting all your existing customers with a single click.
- Use default templates or customize them to make your own and re-use again and again.
- Target one or more specific QB customer types.
- Notify customers of special coupons, sales, new items and much more easily.

- Export to popular listing sites like Froogle and others.
- Re-price and publish your items quicker than your competition can.

Beat the competition

…and then keep them coming back!

Many options for multiple price control strategies

| **Valued Customer Discounts**	• Assign special customers a specific general discount % and to one of your 5 QBPOS price levels.
Price Levels	• IA Modules allows you to designate any of your 5 QB POS price levels to be the default price of the store and the default price assigned to new customers.
Coupons	• Our coupon manager is an extremely powerful tool that's easy to use. Create coupons with start and end dates, discount percentages, easily include / exclude both categories and items.
Quantity Discount Pricing	• Boost sales by giving a discount incentive to your shoppers if they buy more. Create quantity discount price groups and then assign items to that group. You can present that information in a variety of ways to your shoppers.
Sales	• Quickbooks Point of Sale users have several easy ways to setup and manage sale pricing. Run the sale online and in your store or just online. Choose the one that works best for you.

Our product integrates with QuickBooks: Point of Sale to help you get more done faster.

QuickBooks
Point of Sale

Return On Investment

Here is a valuable look at how IA Modules can truly deliver a return on investment. We discuss the actual costs, over a 30 day month, of trying to do just a few common tasks without benefit of an integrated store.
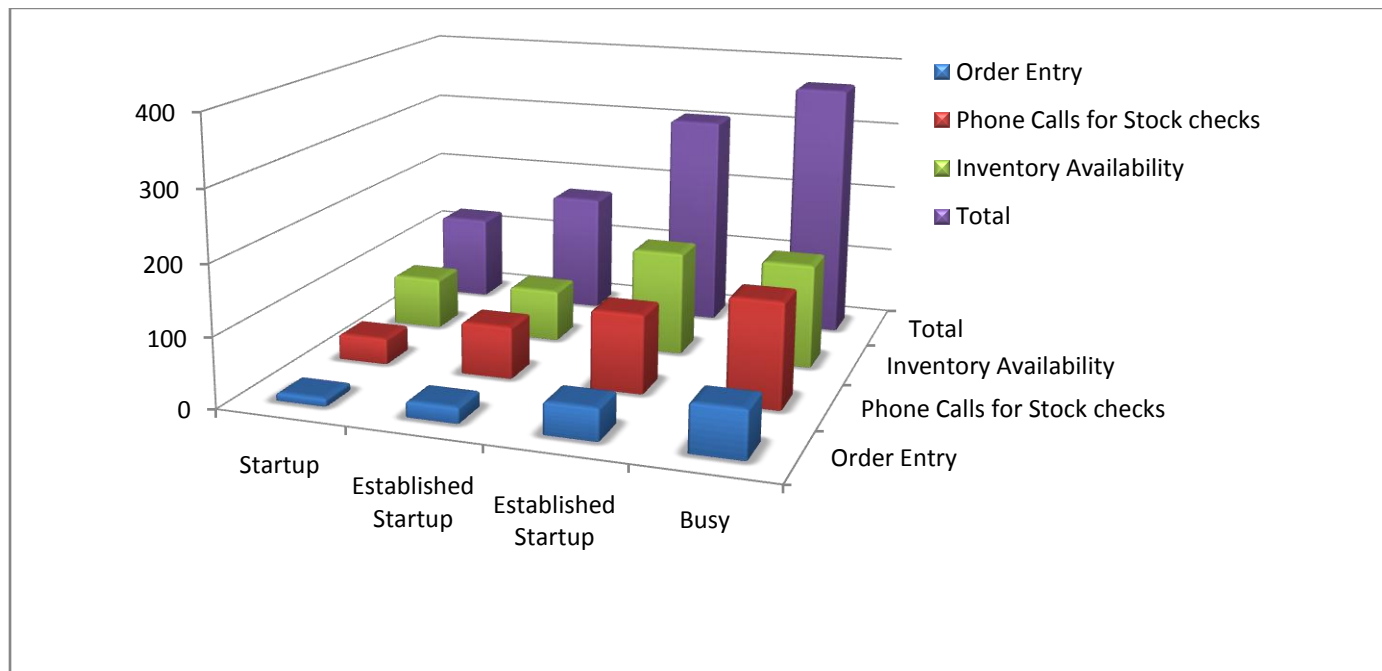
Startup	Established Startup	Established	Busy
• Online orders: 1 every 2 days	• Online orders: 1 every day	• Online orders: 2 every day	• Online orders: 3 every day
• Stock check calls: 1 per day	• Stock check calls: 2 per day	• Stock check calls: 3 per day	• Stock check calls: 4 per day
• Stock synchs: 1 per day	• Stock synchs: 1 per day	• Stock synchs: 2 per day	• Stock synchs: 2 per day

In all models we assume:

- $15/hr employee does the work, but an owner's time would be worth more!
- Average order entry, from phone, email or fax takes 3 minutes, but prone to errors.
- Average phone call checking on items takes 5 minutes, but often longer.
- 10 minutes to export and import inventory availability with some non integrated cart. Assume once or twice per day. More than that would not be realistic by hand.

Save Time. Sell More. Save More.

In our simple model, we show how businesses at several stages can benefit from an online store VERSUS a non integrated store. An online store can take orders for you. An integrated store can also save you from distracting phone calls with clients primarily interested in confirming your stock levels before they order online **or visit your store locally**. To have accurate inventory, a non integrated store requires you to export item details and import them to your store. This is another task IA Modules eliminates. While you could do this once or twice a day by hand, remember IA Modules does this automatically for you many times a day!

Our **startup model** system provides a minimum of $100 / month return. It pays for itself even at this low level of activity….and saves you tremendous time which you can better spend growing the business.

Our **established startup model** the system delivers a clear positive ROI.

In our **established and busy models**, with ROI of 300% or more, the system not only saves you money, but really enables you to handle a lot more business and sales than you could otherwise realistically handle without an integrated system. This is especially true if, like many clients, you have peaks in activity, you grow to much higher levels of activity or push to shift ever more business onto the web where it can be automated!

General Benefits:

- Shopper confidence and more in store visits because you have accurate inventory that competitors do not have.
- Save time from phone calls to check stock levels
- Save time describing products and their details that shoppers can now see online
- Accept orders 24x7x365
- Avoid order cancellations and customer issues due to overselling limited inventory both online and in-store.
- Accurate order details saved to QuickBooks
- More frequent inventory updates than you can possibly do by hand
- In reality, activity is not the same every day, but peaks on certain days of the week and month. Only an integrated system can help cope with those times so you do not miss out on opportunities!
- And much more…

Enjoy the savings and smoothness only a complete provider can offer!

How does IA Modules complete solution compare to others with similar hosting + support options added?

IA Modules (type 1)	• Yr 1- $1850
Buy a Synch (type 2)	• Yr1 - $2174 (using non QB focused cart + host)
Buy Cart (type 3)	• Yr1 - $2098 (using non QB focused host)

Below is a more detailed hypothetical breakdown over 3 years. Note, with IA Modules, you are ALWAYS running the latest software. With others, you may be required to re-purchase new software versions!

IA Modules

YR1 - $1850
- Initial Setup & Training: Included
- Hosting: included
- Support: Included
- Updates: Included
- SSL: Comodo Pro SSL included

YR2 - $1500
- Hosting: included
- Support: Included
- Updates: Included
- SSL: Comodo Pro SSL included

YR3 - $1500
- Hosting: included
- Support: Included
- Updates: Included
- SSL: Comodo Pro SSL included

Total for 3 Yrs = $4850

Synch only (type2)

YR1 - $2174
- Software: $600 + $150 (training) Add $500 for XCart (or other)
- Hosting: $500
- Support: $325/yr (synch only)
- SSL: $99/yr

YR2 - $1824
- Software: buy new XCart $500
- Hosting: $500 + $99 SSL
- Support: $325/yr
- Updates: $400

YR3 - $1824
- Software: buy new XCart $500
- Hosting: $500 + $99 SSL
- Support: $325/yr
- Updates: $400

Total for 3 Yr:s $ 5822

Cart only (type 3)

Yr1 - $2098
- Software: $999
- Hosting: $500+ /yr
- Support: $500+ /yr
- SSL: $99/yr

Yr2 - $2098
- Software: $999 buy new version
- Hosting: $500+ /yr
- Support: $500+ /yr
- SSL: $99/yr

Yr3 - $2098
- Software: $999 buy new version
- Hosting: $500+ /yr
- Support: $500+ /yr
- SSL: $99/yr

Total for 3Yrs $6294

#1 for QB Point Sale

- "When we decided to have a web store, having the inventory match between the retail store and web site was paramount. We looked at numerous possible solutions, but once we looked at IAModules the decision was easy. Set-up: It has a reasonable startup cost, the hosting was installed quickly and the initial training followed very shortly there after. From a technical stand point we had a web store in less than a week…. IAModules provides a great deal of flexibility in the realm of design and layout, I had little trouble customizing the site to suit our desires. Technology: The use of XML and XSL is new to us, but after a little research and education it is not hard to see the advantages it offers us today and in the future. Some of the other solutions we looked at used antiquated or dated technology and/or methodology. Having a solution that we felt confident we would not outgrow or limit us in the future was critical to our long term strategy. Features: IAModules has a great set of base features, and is constantly" adding new features. Having had some experience with other web stores I was elated when I made a suggestions and saw them developed and implemented." –abitoftack.com

Save Time. Sell More. Save More.

Unrivaled Features, Benefits & Value

- *"This is a terrific product and a great value. The tools that have been developed truly make putting together a website as easy as 1, 2, 3. Plus, it integrates seamlessly with QuickBooks - eliminating many steps and duplication of efforts. This is a company that listens to the users and makes improvements to their products accordingly. In addition, the hosting package and web site customization is extremely reasonable." –harmonycr.com*

We are not just competitive on price. Consider these benefits as well:

Working with a company whose sole mission is solving eCommerce challenges for QuickBooks users. Why risk it with a company that does not focus on QuickBooks … or is limited in the amount of help they can provide?

Having a single point of contact for the all your eCommerce related needs saves you time and stress. When you need help, you don't want to waste time in a run around dealing multiple vendors.

Redesign your site for free! Over a three year period versus competitors, IA Modules can save you so much money that you can redesign your whole site and still have money left over! Why stick with that old cart with the limited QB interaction, limited design ability, and non QB focused control panel?   As a QuickBooks user with IA Modules, you can have the best of everything. Everything is designed with you in mind!

Try our winning software and services combination Risk-Free.

We look forward to helping your QuickBooks Point of Sale based business succeed online.

Email us at sales@iamodules.com

Chat us online at www.iamodules.com

Call us at 866 642 6726