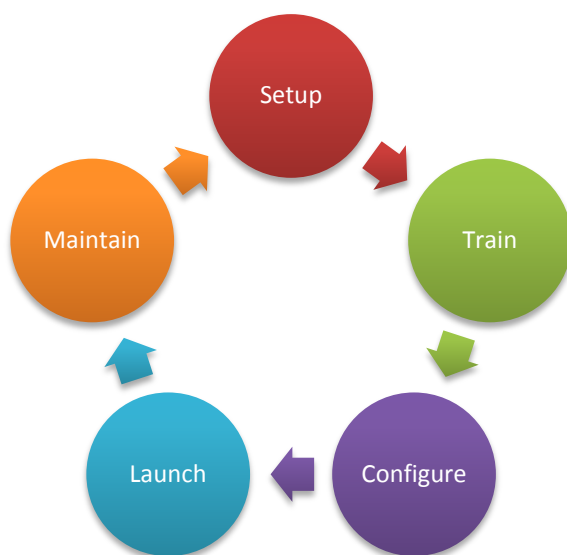


## It's about time...your time!

- 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 Pro/Premier/Enterprise 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 must have to stay ahead. You get the total solution engineered to work together and supported by a company 100% dedicated to QuickBooks. **Read on to learn more about the #1 QuickBooks user-rated shopping cart solution.**



## Key Benefits

**Accuracy:** Items, customers & orders automatically up to date in both QB and your online store!

**Easy Setup:** Training and support done for you. Save time with wizards made exclusively for QuickBooks users like you.

**Support Synergy:** Support and product enhancements focused entirely on QB user needs related to eCommerce

**Best Technology:** Java2 Enterprise Edition platform, powerful virtual private server, RackSpace hosting

*IA Modules, LLC*

Phone: **866.642.6726**

Email: **sales@iamodules.com**

**www.iamodules.com**

*Our complete software and truly expert staff will help you start and maintain accurate inventory online. Order integration will save you hours every day. Free yourself and your staff.*

"This has been the best QuickBooks shopping cart solution that I have found, I have tried other shopping carts and have spent a few thousand dollars to customize them and they still never worked with QuickBooks. This shopping cart solution has saved us hours everyday from not having to manually create invoices. In the past we had 2 employees spending approx 4 to 6 hours a day creating invoices, now our employees have all that extra time to help us to generate more business."

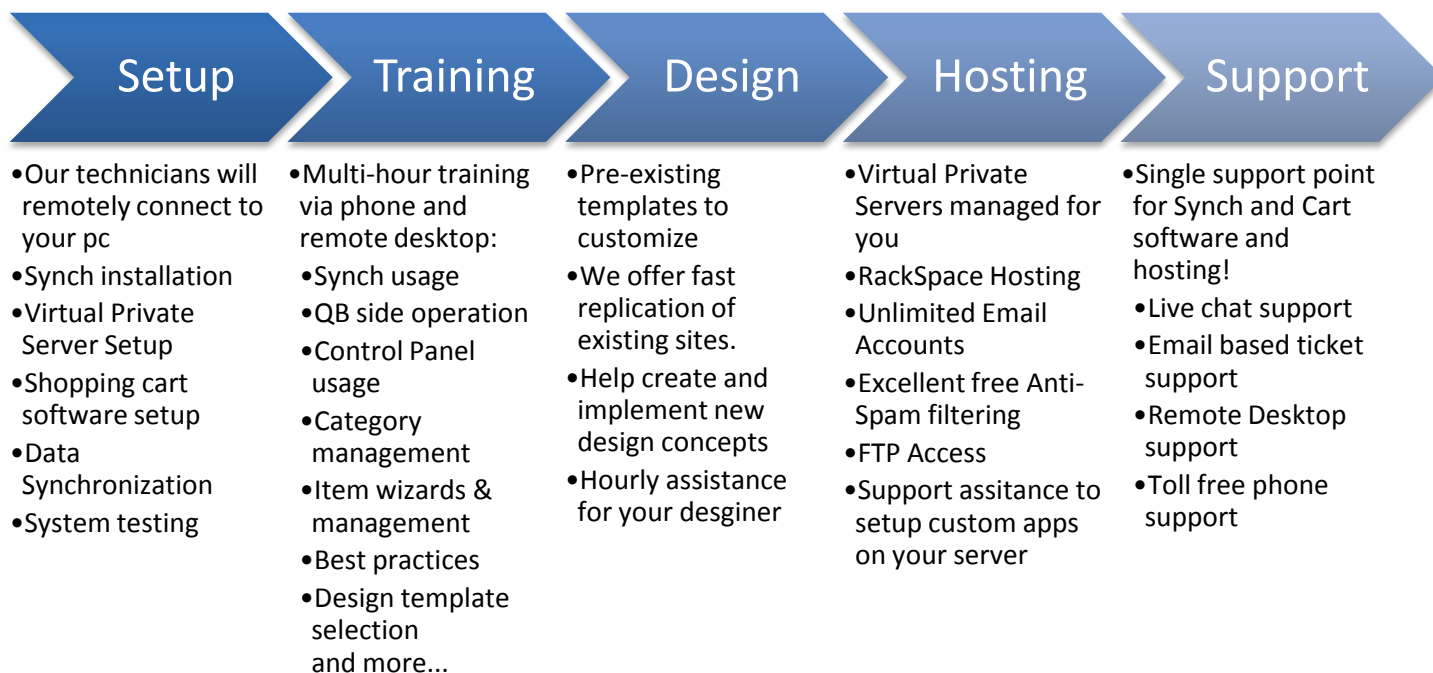
—Edible Ecstasy

Our product integrates with QuickBooks: Financial to help you get more done faster.

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



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... all done for you all in one day while you manage your business!
- We thoroughly train you to quickly and properly setup your store.
- 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 access help for all of your eCommerce needs!

## Testimonial

•*"We are a wholesale and retail plumbing parts distributor and have to commend IAM on developing a simple to use yet highly sophisticated ecommerce solution that was a perfect fit with QuickBooks. We had had an IBM mainframe for many years and needed an integrated ecommerce solution. We have about 20,000 items. After reviewing many software packages that started in the 30,000- 40,000 we tossed the mainframe, switched to pc base network, chose QuickBooks, just to use IAM ecommerce solutions."* -dinapoliplumbing.com

**Sell More. Work Less.**

# Complete Integrated Software & Services for your QuickBooks Pro, Premier & Enterprise online business !

Multi storefront features for your needs now...and beyond.

## wholesale

- Security:
  - Approve shoppers
  - Protect pricing
- Ordering and payments:
  - Save Credit Card info to QB
  - Save Order Due Date and PO#
  - Save orders as sales orders
  - Shoppers use QB Terms
- Pricing:
  - Quantity Discounts
  - Customer discounts and price levels
- Shopper Features:
  - Full invoice history and statements
  - Add items from past orders
  - Special Categories for each shopper
  - Online balance payment
  - Create saved carts to organize frequently purchased items

## retail

- Best SEO in the industry
- Achieve multiple first page listings
- Operate multiple stores focused on key categories
- Coupons with sales rep tracking
- Multiple qb integrated tax methods
- QBMS live credit card processing
- Image resizing wizard with alternate picture sets
- Real time inventory
- Conversion tracking
- Shopper Shipping Rate preview
- Many shipping calculator options
- Organize items in multiple categories
- Collect customizable item details like engraving or embroidery text fields and more.
- Wishlists and registries

Use multiple storefronts to expand into a new market or instantly web enable, empower, and integrate your reps and/or best retailers

## wholesale + retail

- Setup items just once
- Operate on separate domains
- Create unique designs
- Feature different items
- Multiple per store price adjustments
- Site specific coupons and promos
- Different shipping rules
- Distinct payment terms, options
- Distinct signup rules and settings for new shoppers
- Choose different store behavior options

## wholesale + rep stores

- Provide turnkey integrates stores to your top retailers
- Choose featured items per site
- Create site specific coupons
- Edit site specific pricing
- Edit all site specific design templates
- Track rep store sales in QB
- Run per store commission reports
- Allow each rep to manage just their customers
- Allow each rep to send newsletters
- Have all orders automatically entered in QB
- All stores show accurate item info

Our product integrates with QuickBooks: Financial to help you get more done faster.

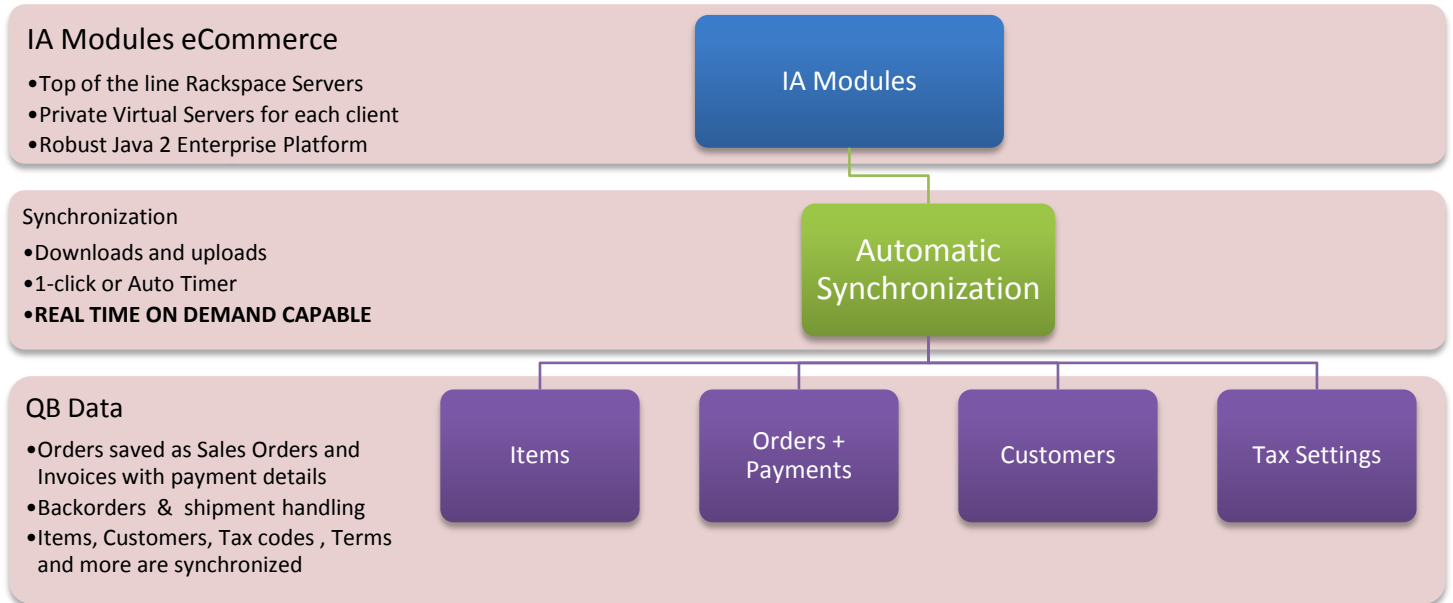
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# IA Modules

Intelligent Automation for QuickBooks

Automatically synchronize items, customers, orders & payments and more between your IA Modules storefront and **QuickBooks Financial**.

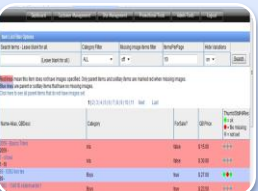


Setup and management for non QuickBooks data is easy too:



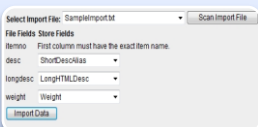
### Easy To Use Control Panel

- 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 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



### 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!

**Sell More. Work Less.**

# Complete Integrated Software & Services for your QuickBooks Pro, Premier & Enterprise online business !

Quickly and easily place your current and new items online!



Our **QuickBooks Financial focused wizards** make setup and ongoing maintenance easier and **faster than competitors with non-QB focus!**



	Scale	Target Size	Name Adj Suffix
Thumb	To Fit Area	150	th
Standard	To Fit Area	300	
Hi Res	To Fit Area	600	hr
<input type="button" value="SUBMIT"/> * it may take a long time to process a large number of images.			

## Automatic & Live Synchronization

- Synchronizes Items, Customers, Orders, Payments, Tax Codes and more...
- Synch on demand by clicking a button
- Automatically synch at timed intervals every 15 minutes
- Live connectivity on demand as needed to service shopper activity

## Ease of Use with QuickBooks focused wizards

- Wizards like Item Categorizer and Item Manager use, show, and sort by the QuickBooks data. The Item Categorizer shows and sorts by part name or vendor allowing you to easily select and categorize multiple items at once.
- You'll be able to categorize hundreds of items in just seconds!
- Other wizards like the Item Manager and Category Manager also have the same attention to detail and focus on QuickBooks 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 item or variation set.
- Handles up to three alternate picture sets per item too!

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## Powerful features made for Shoppers

- You asked for them, we responded with tools like those below and more!



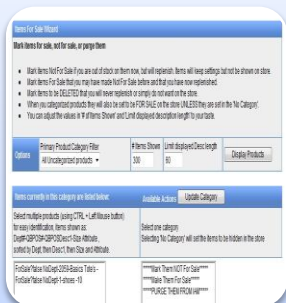
### Gift Registry, Wishlist and Saved Carts

- Powerful & Customizable for your shoppers
- Shoppers can add items to a Registry
- Registries can be found by ID # or with shopper info
- B2B buyers can organize commonly ordered items in saved carts
- Shoppers can add items right from previous orders as well



### 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
- Choose to warn shoppers or restrict shoppers when inventory levels are low or exhausted, even considering on Purchase Order Qty.
- Automatically hide out of stock items
- Easily temporarily or permanently remove them from sale online once out of stock

**Sell More. Work Less.**

## Powerful features made for QuickBooks Wholesalers

- **Hide pricing and block ordering** from un-registered users
- Hide items, categories and more from un-registered users
- Instant email notification of new shopper signups
- One click approval of new shoppers
- Allow shoppers to **checkout with TERMS** you set in QB for each customer
- Save orders as Sales Orders to control manufacturing, back ordering and partial shipment scenarios
- **Save Credit Card details to QB and run card later at shipment time**
- Create a special category for each shopper that is only visible to them. Categorize items there so they can easily reorder
- Order forms that let **shoppers enter multiple product codes at once** and add to their cart at once.
- Layout items in some or all categories in a single order form like layout so shoppers can specify how many of each item they want and click add to cart just once.
- Offer **quantity based discounts** . Dynamically display the breakpoints and savings in a multitude of ways.

## Powerful features made for QuickBooks Retailers

- Run promotions and use coupons with rep settings to track advertising
- Have **credit card payments run live with QBMS** plus save Credit Card to QB for future needs or order changes
- **Image resizer** with support for 4 sets of images per product
- Multiple product page layouts to show off your item's alternate views and variations
- Request and Capture shopper personalization like engravings or business card details
- Excellent automatic **Search Engine Optimization** including intelligent formulas working automatically for you to ensure top rankings with a minimum of work
- Registry management and wishlists for shoppers
- **Extremely flexible and designer friendly template sets** to achieve the high end custom artistic appeal you require
- **Run multiple storefronts**, each focusing on a particular product category for further improved SEO.

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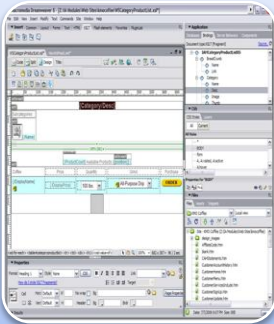
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Design that's Flexible, Future Proof & Easy to work with.

- Designers are able to quickly develop the neatly-designed stock looks to match your company and its design with minimal effort.



## 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

**Sell More. Work Less.**



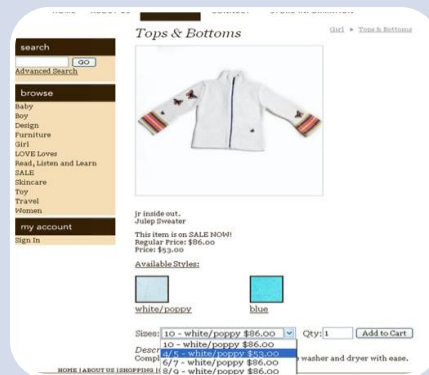
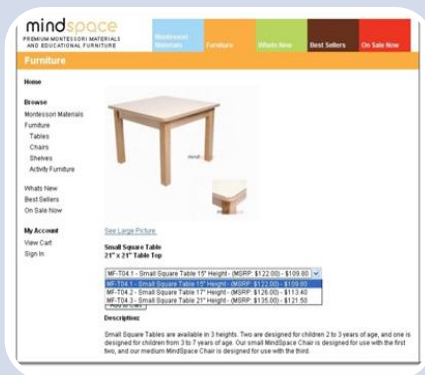
# Complete Integrated Software & Services for your QuickBooks Pro, Premier & Enterprise online business !

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 Financial 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.

A few Product Detail page examples:



## 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.

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## 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."*  
—harmonyocr.com

- You won't have to worry about overselling anymore.
- Toggle to show InStock/OutOfStock/OnBackorder or to show actual Quantity 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 Quantity 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



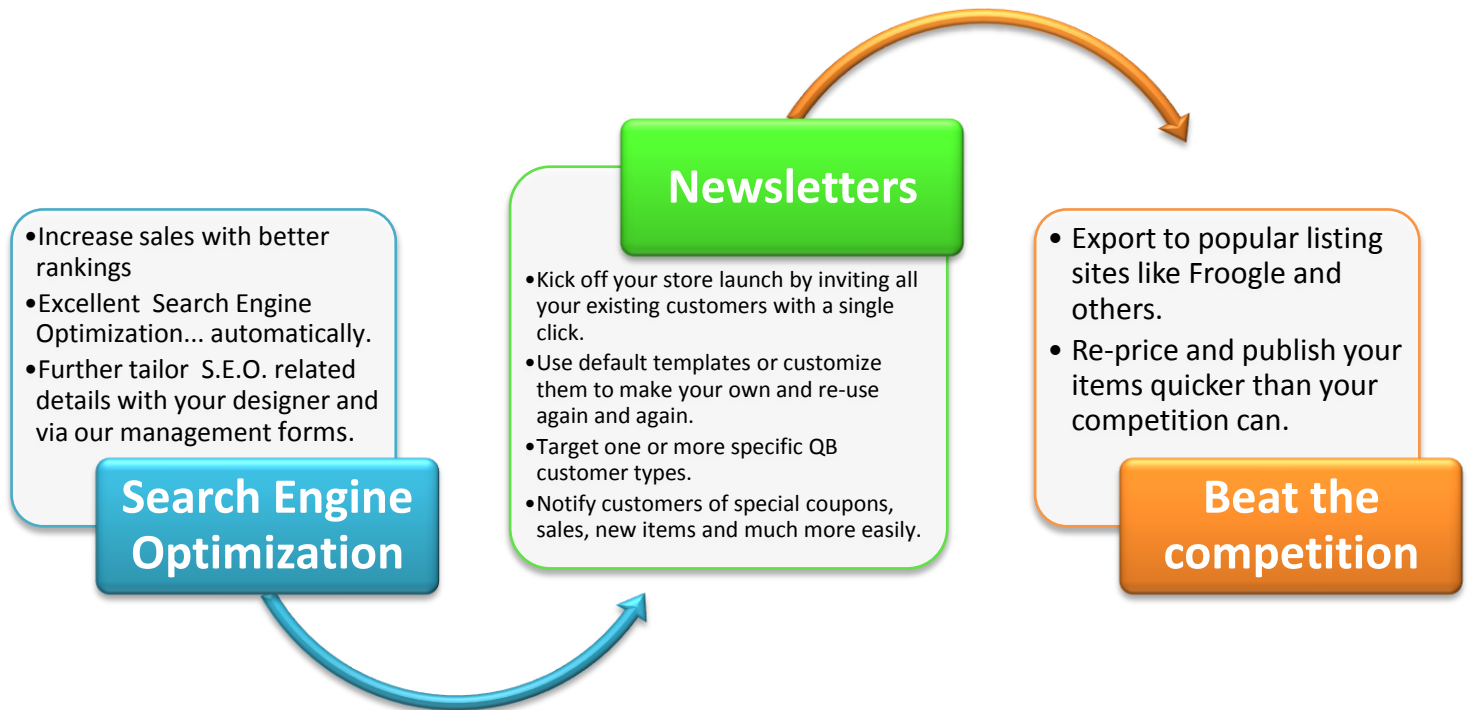
## Testimonial

- "We've tried quite a few e-commerce solutions, and after moving to IAM, we're completely impressed and satisfied with what these guys have done. We've seen an increase in sales three-fold due to IAM's simple yet very efficient design that is pleasing to both our customers as well as search engines."- protoheatrical.com

**Sell More. Work Less.**

# Complete Integrated Software & Services for your QuickBooks Pro, Premier & Enterprise online business !

Drive more sales to your business...



...and then keep them coming back!

Many options for multiple price control strategies

<b>Valued Customer Discounts</b>	<ul style="list-style-type: none"><li>• Assign special customers a specific general discount % and to one of your 5 QBPOS price levels.</li></ul>
<b>Price Levels</b>	<ul style="list-style-type: none"><li>• IA Modules allows you to designate any of your 10 price levels or QB price to be the default price of the store and the default price assigned to new customers.</li></ul>
<b>Coupons</b>	<ul style="list-style-type: none"><li>• 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.</li></ul>
<b>Quantity Discount Pricing</b>	<ul style="list-style-type: none"><li>• 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.</li></ul>
<b>Sales</b>	<ul style="list-style-type: none"><li>• Quickbooks 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.</li></ul>

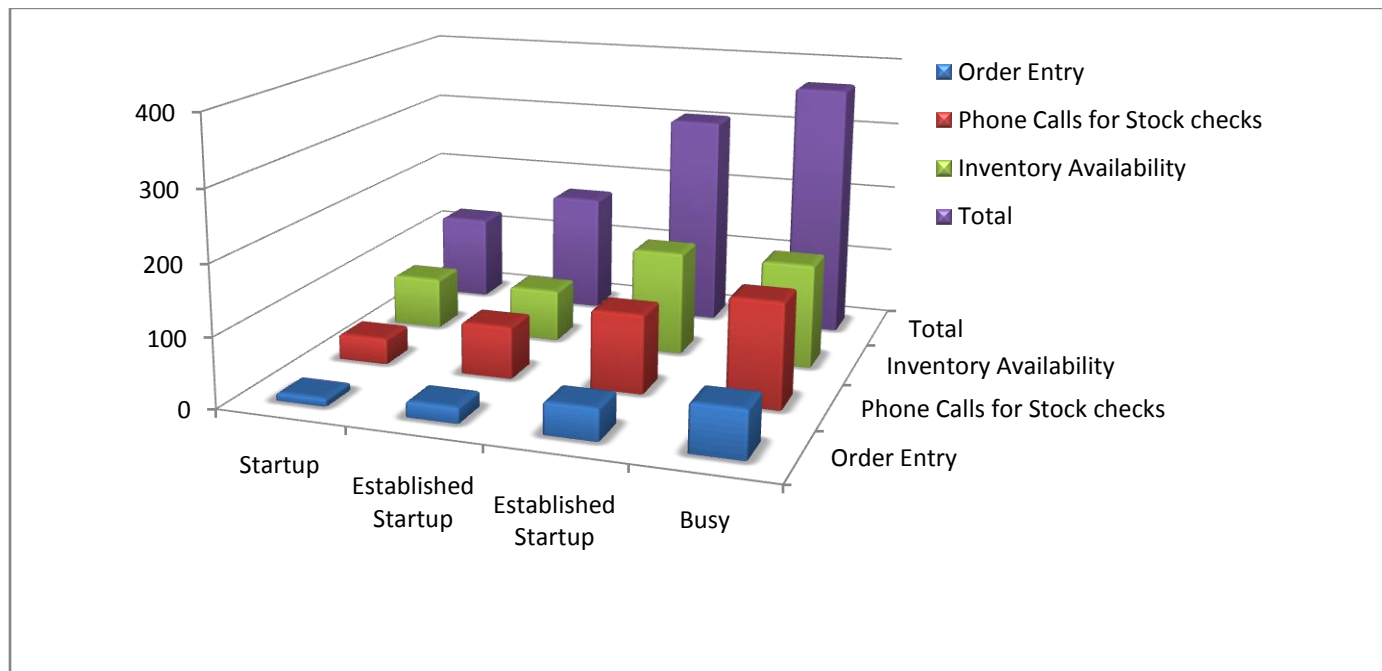
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## Return On Investment

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

- Online orders: 1 every 2 days
- Stock check calls: 1 per day
- Stock synchs: 1 per day

### Established Startup

- Online orders: 1 every day
- Stock check calls: 2 per day
- Stock synchs: 1 per day

### Established

- Online orders: 2 every day
- Stock check calls: 3 per day
- Stock synchs: 2 per day

### Busy

- Online orders: 3 every day
- Stock check calls: 4 per day
- Stock synchs: 2 per day

**Already handle 50, 100, 200 or more orders a day ?**

- Imagine freeing up a one or more employees for far more useful tasks than order entry and stock check calls!

**Sell More. Work Less.**

# Complete Integrated Software & Services for your QuickBooks Pro, Premier & Enterprise online business !

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In all models we assume:

- \$15/hr employee does the work, but an owner's time would be worth more!
- Average order entry plus payment, 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.

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 manually, 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 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!
- Customers can review past orders and statements online without calling you and taking you time

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*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- \$1400 (setup + 1yr hosting/support/updates)
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!*

<b>IA Modules</b> YR1 - \$1400 • Initial Setup & Training: Included • Hosting: included • Support: Included • Updates: Included • SSL: Comodo Pro SSL included YR2 - \$1000 • Hosting: included • Support: Included • Updates: Included • SSL: Comodo Pro SSL included YR3 - \$1000 • Hosting: included • Support: Included • Updates: Included • SSL: Comodo Pro SSL included <b>Total for 3 Yrs = \$3400</b>	<b>Synch only (type2)</b> 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 <b>Total for 3 Yrs \$ 5822</b>	<b>Cart only ( type 3 )</b> 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 <b>Total for 3Yrs \$6294</b>
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## Rated #1 for QB eC 2005 & 2006

- "If you are running one or more web stores then you must have this service. IAM instant hosted web store service is fast and very affordable. I am extremely impressed with the Staff and the technology. This system is fast and very easy to use." –mazdaparts.com

**Sell More. Work Less.**



## Unrivalled Features, Benefits & Value

- **Try our winning software and services combination Risk-Free.**

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 limited QB interaction, limited design ability, and cumbersome control panel not focused on QB users?

**As a QuickBooks user with IA Modules, rest assured everything is designed with you in mind!**

**We look forward to streamlining or helping you begin your QuickBooks Financial based online business.**

Email: [sales@iamodules.com](mailto:sales@iamodules.com)

Site & Chat: [www.iamodules.com](http://www.iamodules.com)

Call: 866 642 6726

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