

PROADVISOR review*IAM Instant eCommerce Shopping Cart*

Overall Rating

9.7

IA Modules

Product Name

IAM Instant eCommerce Shopping Cart

Reviewed By

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Summary

IAM is an online storefront and shopping cart product that has been designed solely for QuickBooks and QuickBooks Point-of-Sale users from day one. Its depth of features make it ideal for wholesalers, retailers, manufacturers, and multiple storefront operators and its integration with QuickBooks and QuickBooks Point-of-Sale makes it an easy-to-use yet powerful solution.

Strengths

IAM offers an integrated shopping cart, automatic two-way QuickBooks synchronization, virtual dedicated private servers, Zero-Downtime™ hosting by RackSpace, and free support and updates. There are tools within the product, such as "made for QuickBooks" templates, that allow even inexperienced users the ability to set-up and design a basic storefront and shopping cart relatively easily. It can also allow more robust features and design with HTML, XML, XSL, and JavaScript for those more experienced with designing storefronts. Additional features available include wishlists, registries, newsletters, search engine optimization, coupons and promotions, run sales, configurable shipping options, group and assembly item support, quantity discount pricing, administrative approval, account approval, bulk order forms, Captcha protection, ship to locks, sales order backordering, image resizing wizard, ability to process credit card charges at ship time versus order time, Amazon integration, personalization and donation modules, and multiple store-fronts (which allows a business to run both many retail / wholesale / dealer sites from the same database).

Limitations

The product performs as stated...there are no obvious limitations to the product at this time.

Wish List

There are no current wish list items at this time.

Product Ratings	Rating	Ratings Definitions
<p>Setup and Installation:</p> <p>Installation is typically handled by IA Modules support staff so that process is very easy for the user. Set up is also explained in detail by the IA Modules support staff and should be relatively easy to follow and comprehend for most businesses (some may be more complicated depending upon how inventory is currently being handled). For the more complicated set-ups, IA Modules support staff can provide more assistance with set-up. The automatic synchronization with QuickBooks helps makes the set-up process easier and there is the ability to import data from spreadsheets if needed (ie migrating from old cart).</p>	9.7	<p>10.0 (Perfect): This exceedingly rare score is reserved for a product that is as perfect as it could be.</p> <p>9.0 to 9.9 (Spectacular): A product that receives a rating in this range succeeds at meeting all of its intended users' needs and has no meaningful drawbacks.</p> <p>8.0 to 8.9 (Excellent): A product that receives a rating in this range is superior in so many ways that its relatively few drawbacks are not very important.</p>
<p>Interface:</p> <p>The interface is easy to follow and very straightforward.</p>	9.5	<p>7.0 to 7.9 (Very good): While the strengths of a product scoring in this range certainly outweigh its weaknesses, it has some minor faults that certain users should be aware of.</p>
<p>Features:</p> <p>There are many features available within this product and they have all been designed around a strong integration with QuickBooks. There is also a lot of flexibility within the product which allows a wide range of customization for a storefront based upon the user's needs. The wide array of features available within the product make it an ideal fit for many QuickBooks users needing an online storefront.</p>	9.5	<p>6.0 to 6.9 (Good): This range represents a product that is above average. Its strengths slightly outweigh its weaknesses, making it good for most uses but not a standout.</p>
<p>Follow-through on Claims</p> <p>The product follows through with the claims made on the Intuit Marketplace and on their website.</p>	9.5	<p>5.0 to 5.9 (Average): A product that scores in this range is functional but unremarkable.</p>
<p>Ease of Use/Service and Support</p> <p>The product is relatively easy to use and there are plenty of support options available if questions do arise. Support is free and unlimited and includes phone, e-mail, chat, and remote desktop support in addition to flash videos, wizards, and a knowledgebase.</p>	9.8	<p>4.0 to 4.9 (Mediocre): Products in this range are below average. They fall in the middle of the pack for most features, but suffer from a few additional major flaws.</p>
<p>Data Security</p> <p>IAM allows multiple users with separate user ids and passwords and different permissions for each user. There is no requirement to use a strong password however the user id and password are case-sensitive. Virtual dedicated servers are also used as opposed to shared servers and this helps provide a much more secure environment for customer data.</p>	9.5	<p>3.0 to 3.9 (Poor): A customer should probably not consider purchasing a product in this range or lower. There may be one or two specialized circumstances, however, that could justify the purchase of this product for a very low price for a specific demand.</p>
<p>Privacy</p> <p>The company has a well-documented privacy policy which is comprehensive and easy to understand.</p>	10.0	<p>2.0 to 2.9 (Terrible): A product that receives a rating in this range does not satisfy any of its intended users' needs and has no meaningful strengths.</p> <p>1.0 to 1.9 (Abysmal): A product in this range should never have been produced. This</p>

Integration with QuickBooks

The IAM product pulls as much information from QuickBooks as possible which makes initial set-up and maintenance of an online store relatively quick and easy. Items, customers, classes, reps, terms, orders, and payments are automatically synchronized between QuickBooks and IAM. This makes sure that the information on the storefront and in QuickBooks are as up-to-date as possible (even to the extent of allowing full customer order history to be available on the storefront even at the time of initial set-up). There is also a feature that allows credit card information to be sent from the storefront to QuickBooks to be stored for future use.

9.8

product has no redeeming qualities and worse, may actually harm the user or the user's productivity.