



## Online E-Commerce (B2C) Storefront Solutions

**Sell Direct** to clients and  
maximize your **Profits**



### Key Features

- Attractive User Interface and intuitive navigation style
- View product listings by category, brand & price range
- Advanced Product Comparison feature
- User Friendly Shopping Cart
- Personalized Wish-list Management
- Manage Billing & Shipping with multiple address books
- SSL-enabled secure processing of online payments
- Online Order Status Tracking
- Support for multilingual & multi-currency options
- Support for multiple payment gateways

### E-commerce site administrator features

- Product Catalogue Management
- Sales Promotions & Campaign Management
- Up-selling & cross-selling Engine
- Social Media Applications
- Online Order Status Reporting
- Extensive Reports



### Overview

As more and more people move online in the future, online commerce is expected to explode as never before! You know your customers shop online. Your competitors have online stores. Now, you can also get your share of this exciting virtual marketplace by establishing your own online storefront or revamping your existing e-commerce site to make it really work!

Our **iStore E-Commerce Solution** helps you to seamlessly set up a digital storefront with an impeccable shopping experience enabling you to sell your products directly to end-customers with just a few clicks, leading to better value for money for your clients and hence better profits for you.





iStore is an enterprise grade E-Commerce System built using industry leading Web 2.0 technologies that provides versatile virtual stores for both the pure-play online shops and the rapidly evolving e-commerce needs of click & mortar businesses.

iStore offers a gamut of features that greatly enhances the user experience for both your first time online shop visitors and registered users. In addition, iStore gives powerful tools for the site administrator or owner of the e-commerce storefront to effectively manage your online business.

## Benefits

- Improved market reach
- Enhanced online presence
- Increased sales conversions
- Increased customer satisfaction
- Reduced operating expenses
- Increased profit margins

## Applications

- Retail & FMCG
- Electronics, Books & Gifts
- Lifestyle Products
- Fashion Apparel
- Software Products
- Services and much more

## How It Works?



Retail & FMCG



Lifestyle Products



Fashion Apparel



Electronics,  
Books & Gifts



Software Products



Services  
and much more

ANGLER is an ISO 9001 quality certified innovative technology company with a successful track record of 10+ years with 175+ professionals. We deliver cutting-edge Software Products, Offshore Development and Design Services from our world-class development centre in India.

With local presence in 10+ global locations, we also work in partnership with channel partners & system integrators world-wide to provide quality solutions to our clients.

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