



egghead®

ASPDOTNETSTOREFRONT

THE FULCRUM OF OUR ECOMMERCE SOLUTIONS

As ecommerce matures, much functionality that consumers and retailers expect is becoming increasingly standard. When building an online store, retailers do not need to have this standard behaviour bespoke developed because AspDotNetStorefront delivers it as a blank canvas. Additional bespoke functionality can be added easily and any visual design our creative people can conceive can be implemented.

What is it?

AspDotNetStorefront is a feature-rich, fully extensible ecommerce system built on the stable and mature Microsoft .NET framework. It has been designed by business minded individuals to support successful ecommerce, with heavy emphasis on search engine optimisation, sales promotion features and pain free integration to other business systems. The platform is currently used on over 10,000 individual websites around the globe including those of many high profile organisations like British Airways, Dr. Martens, Hilfiger Watches, Hewlett Packard, 3M and Makro.



AspDotNetStorefront provides a sophisticated foundation on which we can build any ecommerce solution, meaning that we can concentrate development budgets on the bespoke features and user experience that really make a difference to conversion ratios and basket values.

Why AspDotNetStorefront?

We chose this platform because:

- **Commercial open source** – we have the entire source code for the platform, and it is supported by a professional team of developers.
- **Enterprise class** – The platform is scalable (natively web farm enabled) and the 64 bit version enhances performance for high volume sites.
- **Multi store** – A single product database can be shared among multiple ecommerce stores.
- **Mobile enabled** – device optimised content automatically delivered to mobile browsers.
- **Integration enabled** – AspDotNetStorefront has rich capabilities to facilitate integration with other systems such as accounting, onsite search, behavioural merchandising etc.

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What can we do with it?

Using standard capabilities, we can build highly functional, beautifully designed ecommerce stores. By leveraging our ability to extend, modify and adapt AspDotNetStorefront, we can create highly bespoke user experiences that maximise sales and streamlines your business.

How do we do it?

Each and every ecommerce solution that we build is different depending on the requirements of the client, the products that are being sold and the end goal. We go through an extensive research phase to set us on a course and from there we undertake prototype development, in consultation with the client, before we get anywhere near designing and building the solution. The process is collaborative and consultative, an approach that makes for a rewarding project experience and happy online shoppers.

What next?

If you'd like to know how Ecommerce Development from Egghead can help you transform your online business, call for a chat on **01455 559 005** or email **talktous@eggheaddesign.co.uk**