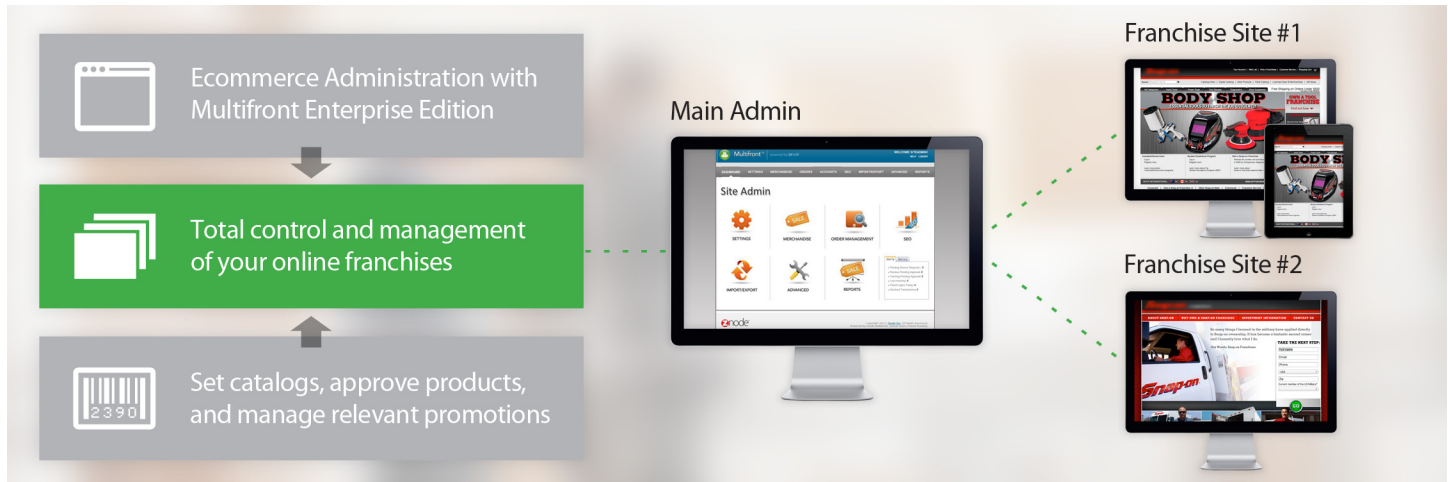# ONLINE FRANCHISING ECOMMERCE™

Expand Your Web Footprint By Enabling An Online Franchising Strategy

Online Franchising Ecommerce is a revolutionary ecommerce strategy that gives companies the ability to retain control of their franchises while allowing franchisees to perform day-to-day management of their ecommerce site. This strategy allows you to more effectively manage your brand while better enabling your franchisees through improved collaboration. The end result is increased channel revenue, an expanded web footprint, better quality control and more.

What Is it?

The Znode Online Franchising Ecommerce strategy gives businesses the ability to manage and collaborate with online franchise sites within the Znode Multifront® solution. The Znode Main Admin gives your company complete control over franchise sites by allowing you the capability to communicate with your franchisees through separate Franchise Admins. The Znode Franchise Admin also allows your franchisees to manage their day-to-day online storefronts with ease.

Why This Ecommerce Strategy?

Whether you're a growing company, or a large enterprise, the Znode Online Franchising Ecommerce strategy can help remove a lot of the frustration that comes with owning and managing franchises online. Improve channel enablement, generate more sales revenue, and maintain consistent branding across all franchise storefronts. Additionally, you will give your franchisees the ability to create relevant promotions based on understanding of their unique markets and further personalize the end user experience.

SUMMARY

- Improve channel enablement
- Boost sales revenue
- Expand web footprint
- Manage quality control and branding
- Approve and manage catalogs, products, pricing and promotions
- Improved franchisee collaboration
- Faster time to market with new products

Superior Channel Enablement

Franchisees need to be able to accurately represent your products and create relevant customer experiences in order to be successful. With this ecommerce strategy, you and your franchisees will be able to collaborate more efficiently and effectively. Customer and market data can be exchanged quicker and important information to be shared across all franchises. Franchisees also have the ability to test franchisor approved products and promotions that are specific to their unique markets.

Improved Quality Control

Allowing franchises to launch their own storefronts makes it increasingly difficult to maintain consistency in quality and branding across all of your franchises. Online Franchising Ecommerce capability within Multifront Enterprise remedies this by ensuring franchisees are only distributing approved products and promotions, and your franchisees can now ensure their site's look and feel coincide with corporate branding.

About Multifront®

Znode Multifront® is an industry leading ASP.NET ecommerce platform that enables you to easily build and manage hundreds of distinctly branded ecommerce storefronts using a single shared database. Using Multifront's innovative flexible architecture, every aspect of the online shopping experience is 100% customizable for increased personalization.

For more information and resources, visit us online at www.znode.com

KEY FEATURES

- Flexible .NET platform architecture
- Enterprise class, scalable performance
- Maintain franchise product catalogs
- Easily manage promotions and offers
- Control franchise branding
- Enable franchise mark-ups
- Fast deployment of stores
- Allow franchises to load their own products
- Mobile store capability
- Integration with external systems

About Znode

Znode is an industry-leading ecommerce provider that enables clients to create highly relevant online experiences for shoppers. As one of the fastest growing ecommerce companies, Znode is currently implemented in over 2,000 ecommerce sites worldwide.

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