BATTLECARD | ZNODE

sitecore®
Technology
Partner

Use When Selling **Znode Multifront™** Ecommerce & **Commerce Engine for Sitecore**

The Znode Solution

Znode's .NET ecommerce platform brings full enterprise ecommerce functionality to Sitecore's CEP. The Znode integration leverages Sitecore's DMS and rules builder to create a relevant and personalized shopping experience.

The integration between the two systems, via a RESTful API, allows for a Sitecore partner or client to extend and add functionality with relative ease. Znode also allows partners and clients full access to Znode's source code for unlimited customization and extension of the ecommerce capabilities.

What Makes Znode Different?

- Access to the Znode framework and source code
- OBEC used for Znode/Sitecore integration
- Znode uses pipelines to interact with the Sitecore DMS
- Integration will have familiar architecture for developers

Znode Features

- Catalog, promotion, product, payment, shipping and order management capabilities
- Perpetual and subscription license model
- ASP.NET architecture
- Source code available for full customization capability
- Restful API web services layer
- Multi-tenant capable

Recommending Znode

Recommend Znode when the website requirements include:

- **Purchasing** products and/or services
- **Integrating** orders, inventory and accounts into back office systems
- **Managing** one or multiple transactional websites from a single console
- **B2C, B2B, B2B2C** and multi-channel

Why Developers Love It!

- **Microsoft Architecture** - Familiar Microsoft platform reduces technical learning curve so Developers get up and running quickly.
- **Sitecore Architecture** - The connector and controls built for ecommerce integration will be familiar to a Sitecore developer.
- **Out-of-box Integrations** - Reduce website spin up time for rapid speed to market.
- **Best-in-class integrations** - For Sitecore, SAP*, SAGE*, Oracle*, Epicor*, Microsoft Dynamics*, Salesforce* and Alavara* reduce the time for custom coding to most enterprise software applications.

*Integrations built by Znode partners

Current Znode Customers

BISSELL®   PARTS EXPRESS YOUR ELECTRONICS CONNECTION   Vitamix®
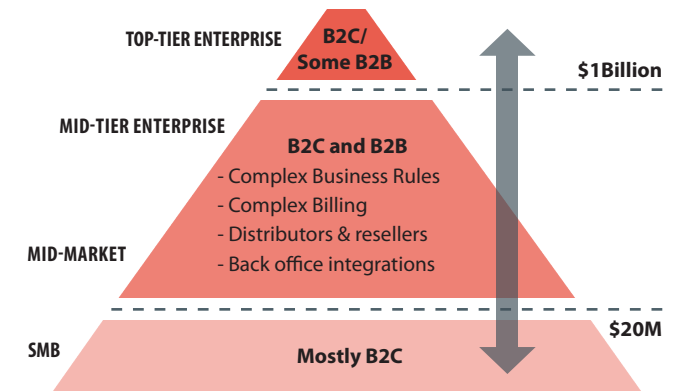
prince®   SONOS THE WIRELESS HiFi SYSTEM   hibü™

Pricing

Znode's license includes (1) production and (1) test server license. Additional production and non-production licenses can be purchased. AMA is 20% of the license cost and required for the first year.

Sitecore Edition	Znode Edition	Server License	Starting Cost - USD
CEP Enterprise	Multifront	Up to 8 cores	$60,000
	Multifront with Marketplace	Up to 12 cores	$153,000
CEP Professional	Multifront	Up to 4 cores	$30,000
CEP Primary	Multifront - Single Store	Up to 4 cores	$15,000

Market Overview - Ecommerce Platforms

Znode target market: **$5M - $1Billion+**

TOP-TIER ENTERPRISE — **B2C/Some B2B** — $1Billion

MID-TIER ENTERPRISE

B2C and B2B
- Complex Business Rules
- Complex Billing
- Distributors & resellers
- Back office integrations

MID-MARKET

SMB — **Mostly B2C** — $20M

Release 1

October 2013

The first Znode – Sitecore integration release includes a demonstration ecommerce website built in Sitecore with front end controls designed to consume Znode's API services.

Many functionalities are not demonstrated on this demo site that are available via the API.

A Sitecore partner or client will be able to extend and/or build their own controls.

Available Features:

- Upload products as items in Sitecore*
- Search – powered by Sitecore*
- Accounts*
- Promotion*
- Product*
- Category*
- Checkout*
- Shopping cart*
- Confirmation/Receipt*
- Product images*
- Product reviews
- Gift card history
- Additional payment options
- Persistent cart
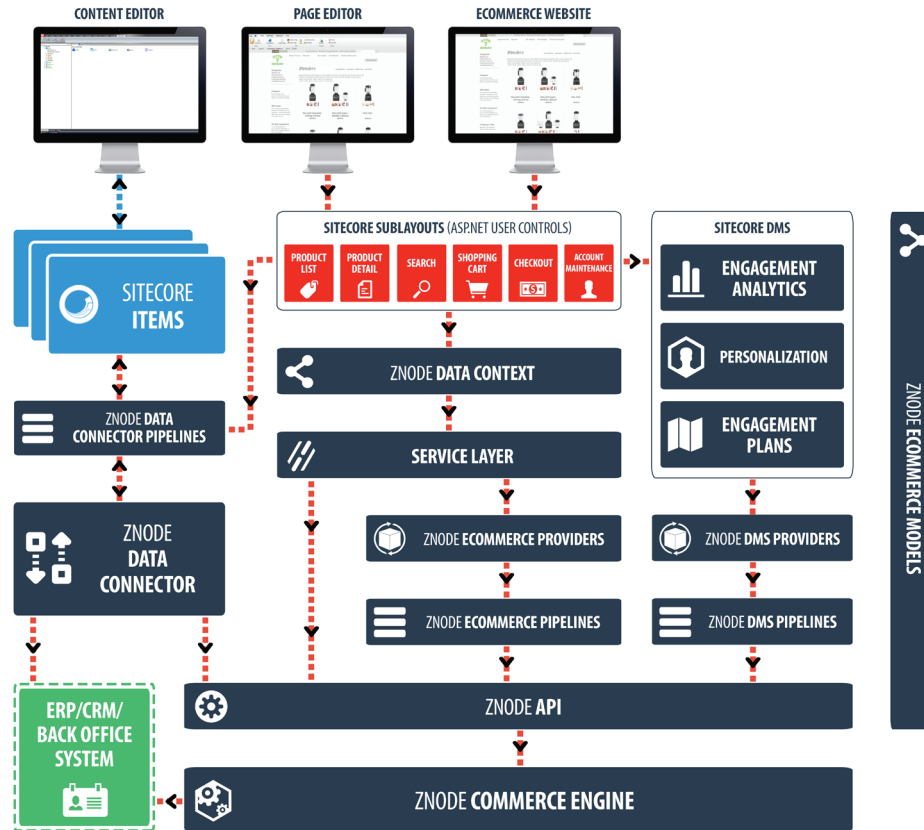
Available in October demo

Release 2

Winter 2013

The second release includes all Znode ecommerce functionality completely built out in the demo site, increased API functionality and personalization rules that leverage Sitecore's CEP.

Available Features:

- Faceted navigation
- Store locator
- Recently viewed products
- Wish list
- Affiliate functionality
- Store specials
- Breadcrumbs
- Sitecore engagement plans and personalization using personas and the DMS

Znode Commerce Engine for Sitecore

CONTENT EDITOR   PAGE EDITOR   ECOMMERCE WEBSITE

SITECORE ITEMS

ZNODE **DATA CONNECTOR PIPELINES**

ZNODE **DATA CONNECTOR**

ERP/CRM/ BACK OFFICE SYSTEM

SITECORE SUBLAYOUTS (ASP.NET USER CONTROLS)
PRODUCT LIST · PRODUCT DETAIL · SEARCH · SHOPPING CART · CHECKOUT · ACCOUNT MAINTENANCE

ZNODE **DATA CONTEXT**

SERVICE LAYER

ZNODE **ECOMMERCE PROVIDERS**

ZNODE **ECOMMERCE PIPELINES**

ZNODE **API**

ZNODE **COMMERCE ENGINE**

SITECORE DMS
ENGAGEMENT ANALYTICS · PERSONALIZATION · ENGAGEMENT PLANS

ZNODE **DMS PROVIDERS**

ZNODE **DMS PIPELINES**

ZNODE ECOMMERCE MODELS

Znode Opportunity Registration

Znode and Sitecore have a referral relationship which provides referral commissions to Sitecore. **To register an opportunity, go to** *register@znode.com*.

Znode Partner Team - Opportunity Engagement

Znode provides technical and strategic associates to assist Sitecore's team and partners in pre and post-sale activities. **For a list of Znode Partner Managers by territory, go to** *znode.com/portal*.

Znode Resources

Visit *znode.com/resources/overview* to download.

- **Infographic:** Enterprise Ecommerce Integration for the Sitecore CEP

- **Product Sheet:** Multifront™

- **Product Sheet:** Commerce Engine for Sitecore

- **Case Study:** hibu Business Store

- **Znode YouTube Channel** - www. youtube.com/ ZnodeEcommerce

- **Press Release:** Znode Becomes Sitecore Technology Partner