



The Submerce™ Expansion Modules offer customers the ability to scale their Submerce™ eBusiness solution at any time by adding modules that will further enhance their eCommerce, POS, CRM and more. From modules that allow you to target your customers based on their purchasing habits or help your designer create a sticky and engaging website. With over 17 modules to choose from and modules being released frequently, there's no doubt that Submerce™ offers more options than any other web-based application.

### Inventory Management Modules



#### Multi-Channel Inventory Management

Submerce™ Multi-Channel Inventory Management Expansion module which offers customized depletion and automated transfer requests of multiple inventory locations. Based on similar logic found in the Submerce™ Three Tier Supply Chain Management module, the new Submerce Multi Channel Inventory Management module can be configured to deplete product based on how the transaction was completed as well as how the transaction will be fulfilled. So retail locations powered by the Submerce™ Point of Sale solution can deplete inventory that is located on site with rollover depletion in a centralized fulfillment center or another retail location.



#### 3-Tier Supply Chain Management

The Submerce™ Supply Chain module manages direct to consumer, wholesale and retail distribution channels to ensure optimization of your inventory levels. Our experienced supply chain solution can manage product logistics to multi-source depletion.

### Product Search Tools



#### Advanced Search Engine

Your database may contain thousands of products which can make searching for products on your website an overwhelming task for your customers. We offer a tool that is customizable by the administrator at any time, giving your customers more accurate query results.



#### Vendor Management and Sales Channel Locator

Give your customers the convenience of searching for sales channels that offer your products in the customer's immediate geographical area. Results display which products are available, what type of establishment, and general contact information; along with a map and directions all easily managed through a web-based interface.

### Online Marketing and Content Management Modules



#### Advanced Newsletter Tool

Like any external communications, your e-newsletter should be part of an overall strategy, which encompasses print communications, PR, and your website. Our newsletter tool coupled with your favorite HTML generator offer a consistent approach to offer your products, services and announcements.



#### Saved Searches

Submerce™ Saved Searches Module offers customers to save their pre-defined search criteria while automating searches on set schedule. Customers can also sign up to be notified when out-of-stock products become available again. New administrative reports are also included.



#### Tour and Event Sales Management

Quickly reduce your call volume by adding the capability of making tour reservations online along with ticket purchases to special events 24/7 along with detailed guest management of onsite and off-site events more effectively with our event coordination module for the Submerce™ platform.



#### Podcasting

Based on the same principles as webcasting, we offer all the services need for a turn-key audio podcast, or a full video podcast experience. From videotaping onsite, to writing scripts for companies like Microsoft, Bechtel Corporation, Charles Schwab, Foster's Wine Estates and many other Fortune 500 companies.



#### Customer Targeting and Preferences

Increase your online sales conversion rate by offering products through email campaigns that are targeted by your customers' past order history and account preferences. The Submerce™ Customer Targeting and Preferences Module allows you to build targeted email and mailing lists based on criteria you choose as well as what your customers are interested in. Not only will you be able to stretch your online marketing dollar, your customers will thank you for it.



#### Ratings Publications

Post ratings from magazines, trade publications and related media materials for products featured on your website or Submerce™ Point of Sale solution. Simply add the review the web interface, set the rating publication date and in just seconds you'll provide valuable review information that helps your customers make the perfect product selection.

## Accounting and Reporting Modules



### Automated Invoice Export

Automating invoice processing provides enormous added value for most companies. Tedious manual tasks become superfluous, as does the time-consuming forwarding of paper from one department to the next. Our solution: automated invoice processing with Submerge™ Total Solution covering POS, OMS, eCommerce, Wine Club orders and more. This unique feature offers the automation of exporting invoices to be completed at a specific time and interval. The end result is a document ready to be imported or extracted to be used with 3<sup>rd</sup> party accounting platforms like JD Edwards and QuickBooks or a Microsoft Excel document.



### Advanced Reporting and Analytic Tools

Our Advanced Reporting v2 was released in December 2006, Submerge™ Advanced Reporting Module offers an additional 400+ sales reporting and customer analysis tools not found in any other eCommerce or POS software that gives you the feedback regarding just about every portion of your website so that you can keep your finger on the pulse of your products and customer trending more closely.

### Google Analytics Integration



Our customers demand detailed web traffic, referrals and customer conversion trending, Cephurus offers the opportunity to track and optimize your online marketing expense with the help of Google Analytics. With Submerge's unsurpassed built-in search engine optimization tools coupled together with a solid online marketing program, Google Analytics offers near real-time feedback via hundreds of detailed reports that offer feedback nearly in real time.

### JE Edwards Enterprise One Integration Module



For those larger companies that rely on JD Edwards for their accounting needs, Submerge™ offers the JDE Integration Module that allows you to export your financial data out of your Submerge™ eCommerce, POS, OMS, Wine Club and more right into QuickBooks. Coupled with our Submerge™ Automated Export Module and you'll have a perfect solution for automating the exports of your invoices from Submerge™ into the JDE suite.

### Quickbooks Integration



For those smaller companies that rely on QuickBooks for their accounting needs, Submerge™ offers the QuickBooks Integration Module that allows you to export your financial data out of your Submerge™ eCommerce, POS, OMS, Wine Club and more right into QuickBooks.

## Customer Relationship Management Modules



### Wine Club Referral Rewards Program

The Submerge™ Wine Club Membership Referral Engine for their Submerge™ eBusiness platform offers rewards to existing wine club members that refer their friends and family who becomes a member of your wine club.



### Wine Club Retention Rewards Program

The Submerge™ Wine Club Shipment Rewards engine for their Submerge™ eBusiness platform allows wine club managers to reward club members based on how long they have been a continuous member which helps provide an incentive to customers by rewarding those that have been a member the longest with bigger rewards.



### Submerge™ Recipe Engine

The Submerge™ Recipe Engine offers the customer the ability to pair food recipes with your products, even make it easy for your customers to print them at home. This is a perfect complement to any winery or wine merchant website that wants to create more of an online community which promotes visitors to submit recipes while offering moderated food recipe reviews.



### Customer Allocation Module

Designed for companies that need to promote exclusive products and club benefits to customers, the new module can be added to any of the levels of the Submerge™ product family such as Submerge™ Point of Sale, Wine Club and eCommerce.



### Order Management System (OMS)

The Submerge™ OMS Module adds components to seamlessly manage inbound phone sales while offering more detailed customer relationship management which eliminates the need to import or export your data from one database to the other.

## Shipping and Compliance Module

### ShipCompliant Integration



For companies that require shipping compliance for industry-specific needs, Submerge™ has partnered with ShipCompliant. ShipCompliant helps wineries manage the valuable direct to consumer channel by providing web-based, up-to-date shipping rules, forms, and tax rates, enabling compliance checks on new orders and generating shipping and tax reports based on shipped orders. Learn more about ShipCompliant by visiting their [website](#).