

## *Take control* of your online channel.

The premiere eCommerce solution for college stores, offering comprehensive, versatile capabilities to build, customize, and manage your online store. With seamless back-end integration to VisualRATEX™, eRATEX is an integral component of the modern college store, enabling you to provide value, service, and convenience to your customers.

## FEATURES

### Brand and design your online store

Powerful, versatile design tools enable you to brand and define your online theme and give you complete control over the look and feel of your website, from domain name to layout, colors, and content.

### Highlight your products online

Showcase your products with easily defined and managed categories and catalogs, so customers can easily find what they need.

### Sell across many devices

eRATEX lets shoppers browse your site and purchase products from any device. As an integral part of our OMNI Channel POS Solution strategy, eRATEX aggregates consumer activity across all your selling solutions.

### A seamless checkout experience

Shoppers can utilize many forms of payment including credit cards, financial aid, charge accounts, gift cards, and coupons through a one-page checkout process.



### Efficiencies driven by integration

eRATEX is seamlessly integrated to VisualRATEX to facilitate content management, web orders, inventory and order progression updates, real-time shippers (FedEx, UPS), and Verba (Collect, Compare, Compete and Sourcing).

### Versatility through a single solution

eRATEX lets you manage multiple e-commerce sites, automate customer e-mails, and manage textbook pre-orders/reservations and student authentication. It's a complete e-commerce solution.