



## e-Business Suite of Solutions



# One e-Business Solution for a Multichannel World

ModusLink's e-Business Suite of Solutions offers brand owners and retailers a comprehensive set of integrated solutions, from e-commerce Web store development and hosting, to a full suite of sales and marketing, customer support, financial management, fulfillment and post-sales services. With the right e-Business solution, companies can increase revenue potential and enter new markets, while improving customer intimacy, satisfaction and loyalty — without compromising existing channel relationships. As business needs and customer demands change, ModusLink has the scalability to expand or reconfigure our e-Business solutions to meet dynamic market shifts without extensive lead time.

As a proven leader managing the complex supply chains of the world's largest technology companies for 25 years, ModusLink offers a set of expertise unavailable from traditional e-Business vendors. Our footprint of more than 25 solution centers in 14 countries creates an unmatched global operating infrastructure and enables configuration and fulfillment of products sold online from the most strategic location, for rapid delivery with minimal cost.

### CLIENT BENEFITS

- Increased online revenue
- Enhanced customer intimacy
- Improved multichannel visibility
- Aftermarket profitability
- Customer brand loyalty

### KEY SOLUTION FEATURES

- Seamless forward and reverse logistics
- Global multichannel fulfillment
- Product configuration and activation
- Proprietary financial-management system
- Transaction-based program models
- End-to-end supply chain administration
- Visibility, reporting and analysis

### e-Business One-Stop Shop

<b>REPORTING &amp; ANALYSIS</b>	<b>WEB STORE</b> Online Sales, Returns, Recalls	<b>ACCOUNT MANAGEMENT</b>
	<b>CUSTOMER RELATIONSHIP MANAGEMENT SERVICES</b> Contact Center Sales and Support	
	<b>FINANCIAL MANAGEMENT SERVICES</b> Global Payment/Financial Management	
	<b>GLOBAL SUPPLY CHAIN MANAGEMENT</b> Configuration/Fulfillment>Returns/Disposition	

“According to a 2008 Nielsen Global Online Survey, more than 85% of the world’s online population has used the Internet to make a purchase.”

# E-BUSINESS GATEWAY SOLUTIONS

ModusLink offers a variety of online customer gateways that integrate Web transactions, customer care and financial management with physical fulfillment, digital delivery and returns processes. In addition to development and hosting of a multilingual website, our e-Business gateway solutions offer:

- Globally integrated operations
- Local payment methods
- Financial and account management services
- Entitlement management
- Contact center sales and support
- Online marketing services

## ModusLink Commerce

ModusLink Commerce is a full-service e-commerce solution designed to meet the Web store needs of any e-tailer with two options. Manufacturers can select **Commerce Elite**, a branded, dynamic and full-function Web store customized to sell direct to consumer and/or to multiple channel partners. **Commerce Essential** is for companies looking for rapid deployment with minimal investment through a packaged, transaction-ready e-store solution. ModusLink Commerce is designed to maintain customer intimacy and foster the consumer relationship with the brand.

## ModusLink Returns & Recall

ModusLink Returns and ModusLink Recall are integrated Web solutions designed to streamline the entire scope of multichannel returns processes, from typical Return Material Authorizations (RMAs) to the potential crisis of a product recall. These solutions will reduce the lead time, cost and customer dissatisfaction that plague traditional programs, while maintaining brand integrity. Self-service functionality makes it easy for customers to validate products, request replacement and print return labels.



# SUPPORT SOLUTIONS

## ModusLink Live

Our global, interactive contact-center solution provides the complete range of multichannel, multilingual customer support services, both on- and offline. In addition to 24x7x365 inbound support, ModusLink Live offers outbound marketing campaigns, including lead generation, collections and renewals. We help clients strengthen the customer relationship and drive greater value from e-Business initiatives by creating new revenue opportunities and delivering actionable intelligence.

### Features

- Global operating experience
- Understanding of local markets
- Highly trained, native-speaking service agents

## ModusLink Auction

Manufacturers seeking a more profitable disposition solution can liquidate repaired, refurbished and excess products by selling them via online auctions to prequalified buyers in secondary markets using ModusLink Auction. Real-time market intelligence enables us to accommodate a wide range of client products, parts and business needs through B2B dealer auctions. ModusLink can sell restored products under a client's own brand or through our white-label program using an alternative brand to prevent competition with the primary brand and channel partners.

### Features

- Customized auction design
- Product cataloging
- Payment processing
- Logistics management

**From the Cart to the Customer in a Single Solution.**

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