"Ability is what you're capable of doing... Motivation determines what you do... Attitude determines how well you do it."

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An ISO 9001:2008 certified company

Better infrastructure. Better Technology. Better Support.

INTRODUCTION TO RUBY
by Shishir Miglani

Why Excel

❖ For a creative web presence with robust architecture to meet any complex business or functional requirements

❖ For a solution which is capable to meet strict security norms for emerging enterprise

❖ Mobility solution which is tightly integrated with Internet

❖ Harnessing advantage of collaboration

❖ Applying domain expertise in specific industry segments & Implements quality processes and methodologies

❖ Cost-effective and secure solutions to meet your business objectives

❖ Microsoft licensing advantage from SPLA partner

About Excel – *where excellence is a quest*

- A global integrated communication company
- An ISO 9001:2008 certified
- Microsoft SPLA partner
- Excel provides sleuth of IT enabled services for the various industry verticals
- Started as Indian statuary company of one of the largest data center companies in USA
- Excel out grew the IDC business to extend its products portfolio and create enterprise solution

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About Excel – (Contd.)

- Over 4 decades of cumulative experience in web/Internet Industry
- Serving over 4000+ clients world wide
- Delivering value through collaboration
- Skilled staff, efficient processes, smart technologies and program management solutions
- Interactive project management tools to facilitate on schedule delivery
- Ensuring over 5m corporate communications over Internet each day

Advantage Excel

Excel Internet's growth is fuelled with a continuous focus on:

- ✓ Client centric solutions
- ✓ Talent and teamwork
- ✓ Scalable
- ✓ Technology and architecture
- ✓ Predictable delivery process

E-Commerce (development & promotions)

1. KEY FEATURES

1.1 USPs of "Ruby"
1.2 User Side Features (not available in introduction)
1.3 Admin Side features (not available in introduction)

2. USER ENGAGEMENT FEATURES

2.1 User engagement options
2.2 User interactive options
2.3 User analytics based display options

3. USER REMARKETING TOOLS

4. GENERAL FEATURES/CONTENT

5. SEO/SMO FRIENDLY FEATURES

6. INFRASTRUCTURE & TECHNOLOGY

7. DIGITAL MARKETING

8. MAINTENANCE

1. Features – 1.1 USPs of "Ruby"

- ✓ Unlimited numbers of products
- ✓ Multi-level fly-out Navigation design
    - ✓ Unlimited number of categories and sub categories
    - ✓ Unlimited number of levels of category, if required.
- ✓ WYSIWYG editor to design stores
- ✓ Quick product view from product showcase / listing
- ✓ Expert designed templates for easy complete store design
- ✓ Multiple check-out options
- ✓ Quick Sign-in and quick check-out features
- ✓ Social network plugins for social sharing and sign-ins
- ✓ Multi-lingual support*
- ✓ Multi-currency support*
- ✓ Central management across multiple stores*
- ✓ Selling and remarketing tools (selectively available)

- ✓ **Hosted Solutions Features (on SaaS model only)***
- ✓ Unlimited bandwidth availability
- ✓ Unlimited data storage availability
- ✓ 24x7 hosted support
- ✓ No IT team or back-end support IT arm required

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2. Features – 2.1 user engagement features

User Engagement Options

- Rate and review
    - Allows ratings of products
    - Allows review writing on product

- Refer the products/services
    - To individual email Ids
    - To address book in Gmail ID, Hotmail ID, Yahoo IDs*
    - Via Facebook Apps*

- Credit Points and loyalty program*
    - Each action to allow certain credit to users which he may monetize in a format of the website
    - Each purchase to be rewarded wit bonus which user can use in his return purchase
    - Promos and coupons to be discounted partially with each new purchase based on volume or category of products validated
    - Wallet- can allow to redeem entire wallet credits with any of his purchase.

- Referral Program*
    - Can be integrated with loyalty program and rewarded based on referral
    - Each referral can be tracked to referee and rewarded allotted based on success of referral
    - Support third party tacking codes for referral*

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2. Features – 2.2 user interactive options

Website feature

- Call to actions
    - Add to wish-list
    - Add to favorites
    - Refer to your friends
    - Social sharing plug-ins via (FB like, add this analytics or others)
    - Seeks more information
    - Buy Now
    - Add to cart
    - Live chat
    - Not in stock? Still interested.. Contact us
    - Seek deals on these products
- Blogs*
- Forums*
- Support Centre*
    - Work Flow with ETA based*
    - Standard ticketing system

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2. Features – 2.3 user analytics based options

Website features

- Product push-sell display
  - Related product*
  - You may also like these
  - People who have bought this product, also bought*
  - You may like these products as well
  - This product goes well with following products
  - Match this product with following*
  - Most purchased products
  - Most Popular
  - Refer to your friends/partners/family

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3. User remarketing tools

Remarketing tools

- Subscribe for newsletters
- Subscribe for deals
    - Via SMS
    - Via Emails
- Subscribe for SMS alert
- You have not visited us in long time reminders
- Shop at our website, use these promo/coupon codes*
- Claim with free gift with each purchase newsletters*
- Survey tools*
- Deal offers*
- User testimonials highlight (text, picture and video based supported)

4. General features/content

CMS based content for website for information

- CMS/Editor driven informational pages
    - About us
        - Other general stuff
    - Terms of Use
    - Privacy Policy
    - Contact us
- Subscribe for deals
    - Via SMS
    - Via Emails
- Subscribe for SMS alert
- You have not visited us in long time reminders
- Shop at our website, use these promo/coupon codes*
- Claim with free gift with each purchase newsletters*
- Survey tools*
- Deal offers*
- Media management (press releases, press clippings and video supported)

5.1 SEO friendly features

SEO features

- Dynamic Tagging of each product pages
  - Meta title
  - Meta keywords
  - Meta description
- Image SEO features
  - Meta title
  - Alt tags
  - Keywords/tags
- Dynamic XML based site map for search engines like Google*
- RSS feeds*
- Custom error pages
  - 404, 500, 401 error pages
- Social Connect
  - With Facebook, Twitter, Google+, pinitrest etc.
- Webmaster tools*
  - Google Analytics
  - Google Webmaster tools

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5.2 Social media friendly features

SMO features

- Social sharing
- Facebook Like
- Social Connect
    - With Facebook, Twitter, Google+, pinitrest etc.
- Flaunt your purchase on your social wall (FB, Twitter, Google+ etc.)

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6. Infrastructure & technology

Technology

- ASP.NET and MS SQL servers (recommended)
    - ASP.NET ver. 4.5 and above
    - MS SQL 2005 and above
    - MVC* on request (affects delivery time & cost but is secure)
    - Options for open source also available (Word Press available but not supported)*
        - Should be regularly upgraded to latest version
        - Server side security is must for secure browsing of user

- **Infrastructure***
- Shared hosting to scale-up cloud solutions are available
- Cloud solution available for easy upgrades
- Dedicated servers and advanced load balancing solutions are available in our Tier IV data centers across India, USA and Singapore
- Managed support options available (24x7x365)

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7. Digital marketing*

360 degree digital marketing solutions available on request and after website completion or standalone for your present website. Services include,

➢ Search engine optimization

➢ Social media optimization

➢ Online reputation management

➢ Content localizations and content creations

➢ Pay per click and pay per lead

➢ Online campaign management

- Google Ad words
- Yahoo syndication
- AOL/MSN syndication
- Facebook
- Twitter
- Pinitrest
- Online inventory available separately*

7.1 Digital marketing - Value added features

Email campaign management solution

- Campaign management interface with in depth analytics for decision making
  - Pre-included credit with 1 Lakh emails with each ecommerce website for trial
  - Economical rates for later credit refills
  - 1 HTML newsletter design FREE and included in the package

SMS campaign management solution*

- Campaign management interface with analytics for decision making
  - Pre-included credit with 10,000 SMS with each ecommerce website for trial*
  - Economical rates for later credit refills

Location (Corporate Office)

Excel Internet Pvt. Ltd.
India: C-699, 2nd Floor, Sector 7, Ramphal Chowk, Palam Extension, Dwarka, Delhi. India. 110075
Tel.: 011-4550.5500-03   **Fax.:** 011-4550.5503   **Helpdesk:** 011-6565.0901

UAE: 4/F NBK Bldg. (Old Mercedes S/R), Musheireb St., Doha, State of Qatar, PO Box 6002
Tel.: +97 4424.7133, 4.443.4808 **Fax:** +974 441.3565

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