

A P P R A I S A L

EROL (Electronic Retail On-line) v3.0 – e-commerce software

EROL is a very powerful yet amazingly simple to use e-commerce shop building and order management application. It's very competitive price enables you to start selling products online with a completely professional image at a minimum of cost. The following points out some of the benefits and compromises of the software.

- **General information**

1. Up to 10 products/services = £99 + VAT (£116)
2. Unlimited number of products/services = £389 + VAT (£458)
3. Combines very flexible design control with all the features needed to build, maintain and manage an efficient and secure online store.
4. The software doesn't require knowledge of complex coding, and once your store is live, EROL will take care of all day-to-day store management tasks, including processing orders, printing invoices, sorting and filtering orders, getting instant access to customer details, and so on...

- **Necessary requirements**

1. The server requires the "CGI bin" activated for the keyword search to work. This is a standard procedure that any web host should be able to provide.
2. To take orders online in "real-time" you need a merchant ID number and a link with one of the online payment gateways such as WorldPay or Protx. These services cost varying amounts and are charged in a number of different ways (percentages or fixed rates per transaction plus possible a monthly standing fee) so this area needs looking in to in some detail.

- **+ points (good)**

1. The system is very user friendly. No specific technical knowledge is required. Just a basic understanding of the structure of your website will aid you in editing your site
2. Total Design Flexibility
3. Advanced Order Management Control
4. No complex Hosting requirements
5. Intuitive Interface. Only one application to learn to handle every element of the store and your customers and invoicing.
6. Dreamweaver Integration – this allows DesignerMark to produce virtually any design.
7. Live Currency Conversion Support
8. Not cookie dependent
9. Short learning Curve
10. EROL automatically creates focused meta-tags for each individual page of a store and allows search engine spiders to quickly index each and every page in the store, using an advanced behind-the-scenes page optimisation.

- **- points (bad)**

1. The most user friendly layouts use frames so if you want to be well positioned in search engines, supporting pages need to be developed which you can submit to the engines. This would normally simply be achieved via the static pages of the site such as the 'about us' page etc.
2. Because of the power of the build features of the software