



Gift Registry Enterprise Edition

Gift RegistryWorks is a platform independent, customizable gift registry solution for in-store and Internet deployment, designed specifically for multi-channel chain stores.

- ✓ Drives revenue, builds customer loyalty and reduces costs
- ✓ Promotes suggestive selling opportunities
- ✓ Integrates with existing store systems
- ✓ Utilizes a single database for both in-store and the Internet
- ✓ Multilingual
- ✓ Supports secure e-commerce
- ✓ Software Development Kit (SDK) available

Gift RegistryWorks supports user-defined multiple gift giving occasions such as weddings, baby showers, anniversaries, housewarmings, birthdays and anytime wish-lists.

Wish Lists

Today, successful forward thinking specialty retailers are driving revenue generated from new customers by implementing "Wish Lists". Our Wish Lists are designed for a customer to select items they would like for themselves -- everything from CD's, toys and apparel to jewelry and power tools. Items can be scanned in the store or selected over the Internet so that relatives and friends, around the world, can purchase from the list.

Multi-Channel Single Solution

Gift RegistryWorks is able to support both in-store and Internet applications, and comes with support tools and utilities. Functionality is flexible, modular and scalable. It can fully integrate with retailer systems for price, inventory and product information, credit card authorization and order fulfillment. Hand-held scanners can be utilized to add items to registries. Customer information and buying profiles can be collected for evaluation, reporting and marketing purposes providing increased value and function.

Proven Platform

Gift RegistryWorks is a multilingual, multi-event gift registry software platform providing advanced gift registry functionality both in-store and through the Internet. With thousands of installations to date, Gift RegistryWorks has proven to be the industry's leading edge interactive multi-channel gift registry platform.

Happy Customers and Employees

MarCole's Gift RegistryWorks provides easy access to registries with several search choices and displays or prints the registration by product category and/or price, simplifying the shopping experience.

High quality images of registered items can be displayed. Data entry can be accomplished manually or by hand-held barcode scanners, either by store personnel or directly by the registrant.

Sales are quickly updated chain-wide and on the Internet to avoid gift duplication.

Several preconfigured reports are available at the store and corporate-level.

Gift RegistryWorks offers retailers both the opportunity to enhance customer service and to reduce related servicing costs.

E-Commerce

- ACCEPT ORDERS
 - CHECK INVENTORY
 - VERIFY CREDIT
 - GATHER BILLING/SHIPPING INFORMATION
 - CAPTURE SIGNATURES
 - PRINT RECEIPTS
-

In-Store Components

Registry Manager: create, update, print, and delete registries, store reporting, sales history processing, and training module.

Self-Service Retrieval: access, view, and print a registry list.

Self-Service Registration & Update: create and/or update a registry profile.

Self-Service Item Selection: browse merchandise descriptions and images to select items for registries.

Self-Service E-Commerce: fully-transactional with real-time credit card processing.

WISH LIST & GIFT REGISTRY
Update Registry Items

Category	Item Description	Price	Requested	Update
Dinnerware	Noritake, Gilded Age 20 Piece Place Setting #234-55678-4452	\$236.99	1	+ -
Outdoor Eating	Charcoal-Mate Gas Grill Silver, Propane Gas Grill, 12" x30" #994-67878-3330	\$105.95	1	+ -
Cookware	5 Piece Measuring Set Black/Silver with color measurement sizes #045-78669-0099	\$ 8.95	1	+ -
Linens	SoftTex 100% Egyptian Cotton Towel Set Delaware Blue, 36"x60" Bath Towels #335-73339-8876	\$ 36.95	1	+ -

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*In-Store
User Interface
Example*

Internet Components

Web Retrieval: access, view, and print a registry on-line.

Web Registration & Update: create and/or update a registry profile on-line.

Web Item Selection: browse merchandise descriptions and images and select items for their registries on-line.

Web E-Commerce: fully-transactional shopping cart with real-time credit card processing.

Your Store Gift Registry Online

GIFT REGISTRY

Registry Items: To add items to your bag, select PURCHASE. Click VIEW REGISTRY to enter the quantity.

Customize Your View: Check here to view images

Departments: View All Departments

Price: View Price Ranges | Change View

Category	Item Description	Price	Requested	Received	Option
Dinnerware	Noritake, Gilded Age 20 Piece Place Setting #234-55678-4452	\$236.99	8	2	Purchase
Outdoor Dining	Charcoal-Mate Gas Grill Silver, Propane Gas Grill, 12" x30" #994-67878-3330	\$105.95	1	0	Purchase
Cooking Utensils	5 Piece Measuring Set Black/Silver with color measurement sizes #045-78669-0099	\$8.95	1	0	Purchase
Linens	SoftTex 100% Egyptian Cotton Towels Delaware Blue, 36"x60" Bath Towels #335-73339-8876	\$36.95	8	6	Purchase

Internet
*Internet
User Interface Example*

Utilities

Central Server Manager: network store systems for connectivity, enterprise updates, definition, and advanced reporting.

Item Master Load Utility: load merchandise files into an Item Master format.

Item Master Maintenance Utility: update the Item Master files.

Scanner Data Entry Utility: scan, verify, and apply items to a registry using a hand-held barcode scanner.

POS Sales Processing Utility: applies POS purchased items to registries.

System Specifications

Code Base

J2EE

Operating Systems

Linux, Windows NT & Solaris

Server Requirements

J2EE Compatible Application Server
Database Server

Server Recommendations

IBM Websphere, Weblogic, Apache's
Jakarta Tomcat

Databases Supported

Database access utilizes JDBC and supports current versions of DB2, SQL Server and Oracle

Powerful Options

HANDHELD SCANNERS

Eliminates data entry of item information.

INTERFACING

Price lookup, inventory checks and sales.

E-COMMERCE

secure credit card transactions on the Internet and through in-store kiosks.

CENTRAL SERVER MANAGER

consolidates gift registry data and distributes updates to all locations to keep stores synchronized.

PRODUCT SELECTION

select store and special order items online.

HIGH-QUALITY IMAGES

display and/or print images of registered items.

