



## *Web Development*



*Integrated accounting  
stock control software & website  
systems for trading companies*

## Sharp-aX Web Development

The Sharp-aX Website Department is run by a highly experienced team of Web developers who are based in Sharp-aX's Head Office in Berkhamsted. They design and develop using modern languages including PHP, MySQL, HTML5, CSS3, Bootstrap, jQuery and Javascript, as well as Codelgniter, MVC framework, and Smarty templates.

Our websites are based on the tried and proven Sharp-aX Website template which is always being enhanced. In addition, we can interface to third party websites and systems such as Magento and OpenCart. We have considerable Magento experience with systems processing up to 3000 orders daily. We can also offer a customer only portal site. The Sharp-aX website can also be account customer only if required.

Our web products are interfaced to Sharp-aX supplied management and accounting software packages. They provide full web trading facilities for account customers 24/7, as well as new cash customers finding your site via search engines and optional online advertising.

We also offer a package to promote your website using tools such as Google Adwords, Newsletter Campaigns and tracking cookies. The website address of every page is SEO (Search Engine Optimisation) friendly which helps your site rank higher in search engine results.

There is no rekeying needed between the Sharp-aX software and the website because orders are added instantly, which makes it highly convenient for both you and your customers.

Our websites are highly secure due to the MVC framework that they are developed with. All sites and databases are backed up securely on a daily basis from our dedicated servers.

All our web products come with Business Consultancy, Training and on-going Support.

## Website Features

<b>Fully responsive design</b>	Resizes automatically to work with any device - mobiles, tab lets, PCs.
<b>Customer and Product Data Import</b>	Automatic import of customer and product data including images from your Sharp-aX software.
<b>User Configurable Category and Mapping</b>	Design your own category structure and map products from your Sharp-aX software.
<b>Customer Price Lists</b>	Maintain special offers on your site and add graphical banners to alert your visitors.
<b>Quantity Breaks</b>	Better discounts on products purchased in greater numbers.
<b>Special Offers</b>	Offers on purchases: buy X get Y free, buy X gets off Z etc.
<b>Delivery Module</b>	Advanced rules for delivery: free delivery over X amount, delivery per mile, premium deliveries etc.
<b>Click and Collect</b>	Orders collected free from store.
<b>User Configurable Home Page</b>	Users can edit graphical links on the home page.
<b>Content Management System</b>	Comprehensive Content Management Systems (CMS) which allows the user to manage many parts of the website instantly.

## Website Features Continued

<b>Customer Login System</b>	Customers can login and sign up with website. They can sign up as a cash customer or apply for a trade account, or checkout as a guest customer.
<b>Customer Account Information</b>	Customers can view their Sharp-aX account information, including orders, quotes, invoices, accounts and pricing.
<b>Ordering and Quotations</b>	Takes orders and quotations from customers and records them directly into Sharp-aX.
<b>Credit Card and Debit Card Payments</b>	Accepts payments via the secure Sagepay system, PayPal, Worldpay or ePDQ.
<b>Company Information Pages</b>	Pages to display additional information, such as About Us, Contact Us and Delivery Details, all configurable yourself using the CMS.
<b>Related and alternative products</b>	Related and alternative products from your Sharp-aX software are displayed on the product pages.
<b>Products Category Lists</b>	A filtering system that allows the visitor to filter by price, brand and grade.
<b>Stock by Size by Colour</b>	Also, sort by popularity and price low to high or price high to low.
<b>Search Engine Optimisation</b>	Support for products that are sold in multiple sizes and colours, eg. Clothing. SEO-friendly URLs to improve your search result placement and facility to set your page titles, keywords and descriptions using the CMS.
<b>Google Analytics</b>	Setup Google Analytics to monitor your site's activity and how visitors found your site.
<b>Multiple Images Per Product</b>	Unlimited images can be uploaded per product.
<b>Multiple PDF Files Per Product</b>	Unlimited PDF files can be added per product-technical data sheets for example
<b>Multiple Server Backup Systems</b>	Data is backed up by multiple automated systems.
<b>News &amp; Articles</b>	User configurable news system to keep your customers up to date with your company.
<b>Newsletters</b>	Manage newsletters from your CMS and send by email to selected customers.
<b>Sales Statistics</b>	See your entire monthly sales history for web sales within your CMS, presented in graphical format.
<b>Customer Reviews</b>	Customers can write reviews on your products and services - only visible on your site once you approve them.
<b>Technical Details</b>	Our sites are fully responsive for all devices, based on an MVC framework with Smarty template technology for faster page loading with slower connections.



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