

Personalized e-Commerce Empowered

Ignition Commerce is the leading provider of ownership-based ATG solutions and related support services for retailers and branded manufacturers that would have otherwise been forced to utilize an On Demand or SAAS solution. Believing all successful online merchants, regardless of size, need proven, scalable, & highly functional platforms, Ignition Commerce created a highly flexible, functional reference application named Empower, which significantly reduces traditional implementation times, initial cost of ownership, and the cost of ongoing maintenance traditionally associated with enterprise software. Through the use of Empower, a much broader base of online merchants can now leverage the inherent benefits provided by ATG.

World-Class e-Commerce Functionality for Everyone

Ignition Commerce has taken a major step towards delivering the power of ATG to a broader set of merchants than ever before. Recognizing the economic opportunity that the channel presents, and the increasingly competitive nature of online retailing, Ignition Commerce understands that simply listing your products and providing a shopping cart with little consideration given to functionality, merchandising, and promotion, will not translate to continued growth. As a result, the Empower platform includes robust baseline storefront functionality, including several Rich Internet, or Web 2.0 enhancements proven to significantly improve rates of conversion and site revenue.

Greatly Reduced Reliance on IT

Empower employs an innovative development methodology which separates ATG Business Logic from the two biggest touch points during implementation and post-launch; the user interface and integration layer. As a result, we have eliminated the need for highly trained and sometimes hard-to-find programming resources to change the look and feel of a site. Developers with basic HTML or CSS skill sets can now manage the vast majority of “day-to-day” programmatic tasks.

Ease of Customizations

Unlike the SaaS or OnDemand models available today, Ignition Commerce recognizes the importance of building an online experience, which is specific to and reflective of a client’s brand. As a result, clients can utilize Empower’s flexible user interface to translate their functional and aesthetic vision online.

Ability to Own & Control

Empower’s repeatable infrastructure, innovative architecture, and the resulting efficiencies gained are utilized to create an ownership based model that meets or beats the leading SAAS solutions available today. Why pay more to lease than own?

Unique Features

Only Ignition Commerce Offers:

- **Speed to market**

Given the standardized nature of Empower, many of the tasks associated with highly customized implementations have already been accomplished. As a result, Ignition clients can launch their new ATG platform in as little as 4 months while mitigating the risk associated with customized development.

- **Leading functionality**

Having implemented 15 leading specialty retailers and branded manufacturers in the past three years, Empower provides industry-leading functionality that was developed based on the experience of many industry leaders. •

- **Reduced ongoing cost**

Utilizing an innovative development methodology, which isolates ATG business logic from the UI & implementation layers, Empower reduces reliance on IT and the cost and time associated with ongoing maintenance by up to 75%.

- **Ownership model**

Due to the efficiencies gained through the Empower platform, and the resulting reduction in cost, Ignition Commerce offers ownership models meeting or beating market leading “leased” or SAAS options available in the marketplace today

Providing the Benefits of ATG to a Broad Audience

Site Support Services

Ignition Commerce offers flexible site management plans that allow clients to choose the specific Ignition expertise they require. Retailers can utilize these services indefinitely or until they are able to hire and properly train appropriate internal resources, without the burden of a long-term commitment.

ATG Scenarios

Ignition Commerce Account Management will work with clients to define customer segmentation and the most appropriate Scenario that will best achieve the stated business goal. The company will provide packaged, popular scenarios to client merchandisers as well as assist in the creation of client-specific Scenarios.

ATG Promotions

Ignition Commerce assists clients with the creation and implementation of promotional strategies. Experience gained with similar clients can be leveraged to ensure positive outcomes for our client's marketing and promotional initiatives.

Extensible Development

Empower's flexible architecture allows clients to add customized, functional enhancements specific to their online store. Unlike the vast majority of OnDemand or SaaS models available today, Ignition Commerce not only permits customizations, but also encourages them. As a result, The company maintains a staff of experienced programming resources available to our clients for their customized development needs.

Merchandise Imaging

Leveraging nine years of experience providing merchandise imaging services for twenty + branded manufacturers and specialty retailers, Ignition Commerce has created a full suite of product imaging services focused on clients with fashion-based businesses and rapidly changing product catalogs.

Hosting

Based on extensive experience in ATG, Verizon Business Services has partnered with Ignition Commerce to provide a robust and reliable hosted solution. Through its acquisition of Totality, the former clear industry leader of outsourced ATG hosting solutions, Verizon inherited the largest ATG client base and, more importantly, the largest pool of experienced ATG networking engineers.



For more information about ATG and Ignition Commerce please visit www.atg.com or call ATG at 1.800.RING-ATG, or visit <http://www.ignitioncommerce.com/empower.html> or call Ignition Commerce at 770.640.6382.

about ATG

A trusted, global specialist in e-commerce, ATG has spent the last decade focused on helping the world's premier brands maximize the success of their online businesses. The ATG Commerce application suite is the top-rated platform by industry analysts for powering highly personalized, efficient and effective e-commerce sites. The company's platform-neutral e-commerce optimization services can be easily added to any Web site to increase conversions and reduce abandonment. These services include ATG Recommendations, and eStara Connections.

For more information, please visit <http://www.atg.com>, or call 1-800-RING-ATG.