

product overview



Mediachase®

eCommerce Framework (ECF™)

What exactly is the ECF™?

The Mediachase .NET eCommerce Framework (ECF™) G5 is an end-to-end .NET development framework and solution for building, extending, and delivering professional ecommerce sites complete with integration capabilities. The ECF™ is designed and developed using best practices and allows marketing, business teams, developers and IT organizations ultimate flexibility to extend and adapt the ECF™ to virtually any type of commerce business scenario.

What can you do with the ECF™?

The ECF is a complete framework that supports multiple different types of business & deployment models and has been architected and designed around Microsoft .NET 3.5 to support single site, multi-site, multi-channel, multi-language, ISP/ASP SAAS, or combinations of these approaches to service B2C, B2B, B2G, and other commerce models.

What are the characteristics of ECF™?

ECF™ is our 5th generation commerce platform targeted at professional organizations who live and breathe .NET as a core technology framework, and who need to be smart about investments in online sales, future expansion, and the ability to leverage a common platform to accelerate and change as their business needs dictate.

- Highly flexible eCommerce Platform, code base and infrastructure
- Packaged to accelerate development, re-use and solution deployment
- Comes with a complete front end and backend implementation sample
- Designed for professional .NET development organizations
- Intelligent architecture and full source (C#) licensing
- Ability to leverage & extend the latest .NET technologies
- Unending choices for integration with any type of system or application

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Features

For .NET Developers, Integration Engineers, & System Architects

- Exceptional architecture and C# code
- Latest .NET technologies and tools
- Fully-customizable and extensible subsystems and object models

For Systems Integrators and Solutions Experts

- Flexible connections between other best of breed systems
- Clean base to solve multiple different commerce solutions
- Improved efficiency and productivity for implementation teams

For eCommerce Administrators, End Users, & Site Managers

- Easy to access and use screens and tools
- Fast performance of functionality using Web 2.0 technologies
- Common interfaces for all functions reduces training

For IT Operations, Security, and Network Management

- Best practices operations using standard Microsoft management tools
- Streamlined configuration and performance tuning parameters
- Multiple options for implementation and scaling vertically or horizontally or both

For Executives, Business Managers, and Other Key Decision Makers

- Ability to track and measure site statistics, transactions, and more
- Ability to automate and consolidate multiple platforms to reduce costs
- Focus your business on the business and not the technology

For Consumers, Dealers, and other Interactions with Your Business

- Superior shopping and catalog access
- Streamlined checkout and self service
- Faster search and other efficiency tools

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Technology

ECF™ G5 technology provides you with a few things that virtually guarantee connections between your present day needs and your future capabilities all within the context of controlling and choosing your destiny.

Unparalleled User Experiences

- Support multiple sites, languages, and brand identities simultaneously
- Leverage Web 2.0 and Web 3.0 technologies to innovate for users
- Extend virtually any type of feature or capability your customers need

Powerful Commerce Capabilities

- Catalog/Product/Content Management
- Customer/Membership Profiling
- Promotions, coupons, and discounts
- Real-Time shopping cart
- Advanced URL based SEO support
- Extensible order system

Advanced Architecture and Code

- Decrease custom development time
- Intelligent loosely coupled architecture for re-use, extensibility, and integration
- Multi-Year future proof architecture
- Well-written managed .NET Code (C#)

Flexible Database and Integration Options

- Native support for Web Services and Developer APIs
- Customizable & extensible workflow activities
- Variety of integration approaches and APIs

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For Businesses

Each business has different process requirements. Whether you're a B2B or B2C-oriented company, you will need a platform that will give you the flexibility to handle business the way you want it. With ECF G5 and its support for virtually unlimited customizations and multiple third-party integrations, you can develop a full solution that tailors perfectly for whatever scenario or situation. ECF G5 also features tracking and reporting tools to monitor the health of your commerce store.

The ECF is part of an end-to-end solution that will increase your sales, generate revenue and save you on long-term costs. That is because ECF G5 can be tailor-made specifically for your processes.

Key Business Features

- Support for virtually any business scenario (B2B, B2C, B2G) with support for your current setup
- Merchandise products through association, comparisons, and "What You Make Like."
- Multiple Payment Methods
- Multi-catalog, multi-site support, and multi-language support
- End to end commerce solution that will save you on costs in the long-term
- Create campaigns and promotions to bolster interest and sales
- Generate reports to track your overall sales and inventory
- Implement virtually any shipping and payment gateways you want
- Support for Search Engine Optimization and Google Analytics to grow and track site traffic
- End-User friendly backend and frontend UIs that minimize learning curves and training

B2B, B2C, B2G...B2Z eCommerce the Way You Want It

ECF G5 does have out-of-the-box business features such as multiple catalogs, multiple sites, and site analytics. But with the right development resources, you can integrate and extend subsystems or third-party applications that work best with your business processes. The flexibility of the framework itself allows you to make the changes needed to work with your business situation or scenarios.

Questions about ECF?

Call Guidance today at (310) 754-4000 or visit our website at www.guidance.com.

