



Design & Technology Integration

Guidance has designed and developed more than 50 features and functions that have set the benchmark for commerce sites.

Features & Functions

- 360-Degree Spin
- Affiliate Program
- Auction
- Blogs
- Catalog Quick Order
- Color Swatching
- Coupons/Rebates
- Customer Reviews
- Daily/Seasonal Specials
- Digital Catalog
- Dynamic Imaging
- Email a Friend
- Enlarged Product View
- Frequent Buyer Program
- Frequently Asked Questions
- Fundraising Campaigns
- Gadgets
- Guided Navigation
- Identity Design
- Information Architecture
- Interactive Catalog
- Interactive Kiosks
- Invite Friends, Earn Credits
- Mapping
- Mash-ups
- Members-Only/Road-blocked Homepage
- Microsites
- Mobile Commerce
- Mouseover
- Online Circular
- Online Gift Certificates/Gift Cards
- Outlet Center
- Pre-Orders, Backorders
- Premium Club (Payment Subscriptions)
- Product Comparisons
- Product Customization
- Product Events (Time & Inventory Limited)
- Product Ratings
- Product Recommendations
- Product Wikis
- Registry
- Related Product
- Restricted Shipping Options
- RSS Feed
- Search by Reviewer Profile
- Site Personalization
- Social Networking
- Store Locator
- Syndicated Content
- Tiered Pricing
- Top Sellers
- Upsell/Cross Sell
- User Experience
- Videocasts
- Visual Design (Web, Mobile, Apps)
- What's new
- Widgets
- Wish list
- Zoom

Guidance has integrated with more than 25 payment systems that not only meet customer requirements, but also provide their customers with choice.

Payments

- Amazon Checkout
- American Express
- Bill Me Later
- Chase Real-Time Credit Card Validation
- Credit Card Wallet
- Deferred Payment
- Diners Club
- Discover
- eBillme
- eLayaway
- eWay
- Electronic Checks
- Google Checkout
- Ideal
- JCB
- MasterCard
- PayPal
- PayPal Express Checkout
- PayPal Payflow Pro
- Private Label Credit Card
- Recurring Payments
- RevolutionCard
- Sofortuberweisung
- Stored Valued Cards
- ValueLink
- Visa



To encourage repeat business, Guidance has designed and developed more than 20 customer service features and functions that help support an increase in customer satisfaction.

Customer Service

- Abandoned Cart Email
- Account Status/History
- Back Order Preference Notification
- Buy Online/Pick Up in Store
- Click to Call/Click to Talk
- Currency Converter
- Estimated Shipping Date
- Express Checkout
- Free Return Shipping
- Live Chat/Email
- Order Confirmation
- Order Status
- Prepaid Labels
- Rain Checks
- Real-Time Inventory Check
- Ship to Multiple Addresses/Store
- Ship from Store
- Shipping Cost Calculator
- Shipment Tracking
- Ticketing System (To Track Customer Service Issues Through to Resolution)
- Toll-Free Number

Guidance has harnessed the power of social media and integrated with more than 20 social networks, online marketplaces and email marketing tools that foster viral retail marketing.

Social Networks, Online Marketplaces, Email Marketing

- Facebook
- MySpace
- Pinterest
- Twitter
- YouTube
- AddShoppers
- Become.com
- Bing
- Buzzillions.com
- Google Product Search
- Like.com
- ONESite
- Onestoplus.com
- Pronto Inc.
- ShareThis (Widget to enable content sharing)
- Shop.com
- Shopping.com
- ShopWiki.com
- Shopzilla Inc.
- Smarter.com
- WinBuyer Ltd.
- Yahoo Shopping
- Have an Email Program
- Opt-in is Located Prominently
- Use a Series of Welcome Emails
- Cart Abandonment Campaign Offered
- Incentive Offered

Guidance has integrated with more than 125 vendors and technologies to provide real-time, bi-directional feeds to other 3rd party solutions and legacy applications.

Vendor & Technology Integrations

- Affiliate Marketing:
 - LinkShare
 - Post Affiliate Pro
- Comparison Engine Feeds:
 - MyBuys
 - Singlefeed
- Commissions:
 - Commission Junction
- Content Delivery:
 - Akamai
 - Edgecast
 - Stack Media
- Content Management:
 - Custom
 - Drupal
 - EPiServer CMS
 - Sharepoint
 - Umbraco CMS

Vendor & Technology Integrations (Cont.)

- CRM:
 - Custom
 - Microsoft Dynamics CRM
 - PeopleSoft
 - SalesForce
 - Siebel
- Customer Reviews & Forums:
 - Custom
 - Bazaarvoice
 - Ekomi
 - Facebook Comments
 - PowerReviews
- Customer Service Software:
 - Custom
- Commerce Platform:
 - Bridgeline Digital
 - Demandware
 - EPiServer (Mediachase)
 - Magento
 - Microsoft Commerce Server
- Compliance:
 - ShipCompliant
- Database:
 - Microsoft SQL
 - My SQL
 - Oracle
 - Sybase
- eMail Marketing:
 - Blue Hornet
 - Bronto
 - CheetahMail
 - EWay Direct
 - ExactTarget
 - Graphic Mail
 - Listrak
 - MailChimp
 - Windsor Circle
 - Yesmail
- Environments/Services:
 - Apache
 - Linux
 - NGinx
 - Solaris
 - Varnish
 - Windows
- Fraud Protection:
 - Kount
 - WhitePages
- Fulfillment:
 - Amazon
 - Bergen Logistics
 - Bongo International
 - CommerceHub
 - Manhattan Associates
 - Notions Marketing
 - Oracle Business Suite
 - PeopleSoft
 - ShipCompliant
 - ShipStation
 - UPS Worldship
 - Vantage
 - Webgistix
 - Zethcon
- Hosting:
 - Amazon Web Services
 - Berbee
 - Rackspace
 - Savvis
- Live Chat/Click to Call:
 - Custom
 - Instant Service
 - Kana
 - LivePerson
- Locator
 - Google Maps
 - MapQuest
 - Microsoft Bing Map
- Marketplace Management:
 - Channel Intelligence
 - ChannelAdvisor
 - CommerceHub
- Optimization
 - Adobe (Omniture) Test & Target
 - Google Website Optimizer
 - Maximiser (A/B Testing)
 - Mercent
 - Monetate
- Order Management/ERP Systems:
 - Custom
 - Epicor
 - Escalate
 - Fifth Gear
 - JDE
 - Manhattan Associates
 - Microsoft Dynamics GP
 - Microsoft Dynamics NAV
 - NetSuite
 - Oracle Business Suite
 - Order Motion
 - QAD
 - RetailPro
 - Sage ERP MAS 90/200/500
 - SAP
 - Stone Edge



Vendor & Technology Integrations (Cont.)

- Payment Gateways:
 - Authorize.net
 - Bongo International
 - Pay Pal PayFlow Pro
- Payment Security:
 - VeriSign
- Payment Processor:
 - Chase Paymentech
 - Credomatic
 - Cybersource
 - Monetra
 - Retail Decisions
 - Visanet
- Personalization:
 - MyBuys
 - StrandsRecommender
- Platforms:
 - ColdFusion
 - Java
 - .net
 - PHP
- Rich Media:
 - Adobe Scene7
- Search Engine Marketing:
 - Custom
 - Endeca
 - Google Base/Shopping
 - Resolute SEO
 - SOLR
- Security Certification:
 - Alert Logic
 - Comodo
 - GoDaddy
 - Hackersafe
- Shipping Carrier:
 - DHL
 - Fed-Ex
 - UPS
 - USPS
- Site Search:
 - Custom
 - Adobe (Omniture) SiteSearch
 - Endecca
 - Google Search
 - Hawk Site Search
 - Nextopia
 - SLI
- Tag Management:
 - Tealium
- Translation:
 - Smartling
- Web Analytics:
 - Adobe (Omniture) SiteCatalyst
 - Google Analytics
 - IBM Coremetrics
 - Webtrends
- Web Performance Monitoring:
 - CoRadiant
 - Gomez
- Other:
 - BizRate
 - Dotomi
 - Dozuki
 - F5 Big IP
 - ServiceNow
 - SiteSpect
 - Synapse Group