Enterra Web Applications and E-commerce

Using an online store to sell or promote your products and services has great potential. Through the website of your online store, the entire world can purchase products and services from you. They no longer have to physically come to your store for purchases.

With the growing popularity of the Internet, the number of websites has increased exponentially. Unfortunately, this means that the chances of potential customer finding your website have decreased and that competition is fierce. Visitors can stop by your competitor and perform price comparisons in a matter of minutes and from the comfort of their home.

Whether your sales are exclusively online or you're integrating online and traditional brick and mortar, your e-commerce and shopping cart system helps determine the success of your online conversions…and ultimately your company's sales.

You'll find it's the small things that can make a big difference. An effective e-commerce web site addresses considerations like:

- A customer-centric shopping cart for easy use and compelling presentation of products.
- Management of customer data, so you can market effectively to your customers as well as protect their data.
- Logistics like shipping, order tracking, payment, customer support, recurring billing, multiple languages and currencies, and inventory management.
- A system to update product images, descriptions, and promotions easily.
- Detailed reporting to understand customer behavior and identify opportunities to increase sales.
- The structure of the code so that it is easily read by search engine crawlers.

An e-commerce software solution from Enterra includes all infrastructure, security certificates, hosting, and bandwidth - with flexibility to respond to fast-emerging opportunities online. Enterra designs its solutions from the ground up around an extremely flexible, adaptive Service-Oriented Architecture (SOA). It leverages leading open source frameworks as well as commercial applications like ofBiz (j2EE), osCommerce (PHP), aspstorefront (.Net).

When it comes to deployment options, Enterra does its best to reduce cost by re-using existing hardware and software investments to deploy new web applications. We support both open source Java deployment options such as Linux, Apache, Tomcat, JBoss, MySQL and PostgreSQL, as well as commercial platforms such as Microsoft Windows Server,Microsoft Commerce Server; Microsoft BizTalk Server; Microsoft SQL Server; IBM Websphere Application Server; IBM DB2; BEA Weblogic; Oracle Application Server and Oracle Database Server.

On the client side, we are experts at creating Rich Internet Applications (RIA's) with AJAX (Asynchronous JavaScript and XML), Flash, XHTML, CSS, and Firefox-based applications. Additionally, we have complementary skills in audio, video, and a variety of media software.

Our web based solutions are tailored to your requirements. We provide the capacity for e-retailers to sell thousands of products with reduced costs and improved ROI.

Call us 1-813-514-0531 or email us at salesteam@enterra-inc.com to find out how we can become your long-term growth partners and take you beyond the competition.