

The Business:

SmartStore AG Dortmund (www.smartstore.com), founded in 2000, is dedicated to develop and deliver new tools for e-commerce and stands for successful e-commerce projects, innovative solutions and custom-tailored concepts. SmartStore is a market leader for providing webstore service platforms and standard solutions for the European e-commerce market. SmartStore.biz allows you to quickly access all administrative tools offline. Maintaining and administrating your store can be done without any cost-intensive online sessions - quick and easy.



The vendor goes beyond the scope of conventional structures and offers the user new and unexpected opportunities. The intuitive handling of the application and professional as well as flexible design templates simplify the handling of SmartStore 2000 Express.

SmartStore's main goal is to establish itself as market leader and standard solution for the European ecommerce market. The technical development is focused on the enhancement of SmartStore 2000 Express and the service platform .biz. Its own employees realize the essential part, especially the business relevant sector of the programming. By setting up new co-operations, particularly with international suppliers, are bundling external competences. In the initial stage services of the .biz platform will be handled via own servers and they will be aligned at the estimated requirements.

The Challenge:

In providing its service globally SmartStore has associated themselves with Payment Service Providers to handle its sales throughout the world. One of the needs of the vendor was to have

“ ***The transaction approval rate is higher, allowing SmartStore to increase its sales options to the end-users.*** ”

payment solutions that are made available on a global platform. And knowing about the rapidly evolving solutions that Gate2Shop provides, it decided to investigate what we could offer.

The Solution:

At Gate2Shop, SmartStore found that the best solution for its business model would be providing its customers with Alternative Payment Methods and options. The solution was clear and the Gate2Shop marketing team was ready to render the proper assistance, if necessary. The transaction approval rate is higher, allowing SmartStore to increase its sales options to the end-users. With the ultimate fraud protection at Gate2Shop, it has the peace of mind that only legitimate transactions will be approved and settled.



The screenshot shows the SmartStore website interface. At the top left is the logo with the tagline "sell around the world". Navigation links include "Kontakt", "Newsletter", "Tell A Friend", "Call Back", and "Sitemap". A secondary menu contains "Home", "Produkte", "Download", "Shop", "Support", "Kunden", "Partner", and "Company", along with language options "Deutsch" and "English".

The main content area features a large graphic of the "smartstorebiz5" software box. To its right, the headline reads "Der schnelle und einfache Weg zum erfolgreichen Online-Shop!". Below this, a sub-headline states: "SmartStore.biz ist das führende Shopsystem für kleine- und mittelständische Unternehmer. Überzeugen Sie sich selbst und testen Sie kostenlos die Möglichkeiten von SmartStore.biz 5:". A bulleted list of features follows:

- Kinderleichte Bedienung
- Schneller Einstieg ohne Vorkenntnisse
- Hochgradig anpassbar
- Unabhängig vom Internetprovider
- Top-Ranking in Suchmaschinen!

 Further down, there are links for "Mehr Information" and "Jetzt kaufen", and a prominent orange "DOWNLOAD" button with a green arrow icon.

On the right side, a section titled "Weitere Informationen:" lists several resources:

- Features
- Screenshots
- Videos
- Editionen & Preise
- Sonderkonditionen
- Pressestimmen

At the bottom, a horizontal navigation bar contains five main categories:

- biz**: "Der schnelle und einfache Weg zum erfolgreichen Online-Shop" with a "Jetzt kaufen" button (ab 199,- EUR).
- OFFICE**: "Der Verkaufsmanager für ein erfolgreiches Online-Business" with a "Jetzt kaufen" button (ab 99,- EUR).
- smartseller**: "Der clevere Weg zum erfolgreichen eBay Business" with a "Jetzt kaufen" button (ab 79,- EUR).
- Community**: "Fragen und Antworten rund um SmartStore Produkte" with a membership count of 11245 (301 Besucher online).
- TopShops**: "Der Shop des Monats und weitere herausragende Projekte" featuring the "November 2009 BEON-Store: Optimal passende Büromöbel".

About G2S

Powered by Safecharge Technologies, G2S provides complete selling solutions for small, mainstream ebusinesses.

Through the powerful combination of the most advanced technology available today and staffing the leading experts in risk-analysis, G2S prides itself on providing the most accurate fraud prevention in the industry - while maintaining maximum sales conversions.

