



Strategy AmeriMark's One-Stop Shopping Online Stability

Everyone in our organization feels like we got an amazing value from BravePoint. We now have a state-of-the-art Internet presence that's completely integrated with our existing Progress-based system.

**Cynthia Tancer,
e-Commerce Manager
AmeriMark**

Looking for a pair of wedge sling-backs? A waterproof bed mat? One-coat mascara or your favorite perfume? You're in luck. For a wide range of products from accessories to apparel, fragrances to fine jewelry, you no longer need to flip through four different AmeriMark catalogs. Now, you can view and order any of the more than 4500 products from Anthony Richards, Healthy Living, Beauty Boutique and Windsor Collections on www.AmeriMark.com. By exposing consumers to the full



range of available products in one convenient, consolidated online location, AmeriMark complements its direct mail catalog efforts while cross-selling, up-selling and taking advantage of new marketing opportunities--all while making it easier for customers to shop.

To facilitate its E-commerce requirements, AmeriMark needed not only a state of the art Internet presence but also a total solution that integrated with its existing Progress-based legacy application. As a WebSpeed partner and unrivaled provider of WebSpeed solutions, BravePoint brought the necessary leadership and technical expertise to provide the right solution.

A Solution that Checks Out

In addition to full-color photos and descriptions of thousands of items, AmeriMark's singularly-branded Web site includes a multitude of size and color combinations. Consumers can locate specific items by category, brand, type or color and can check inventory through seamless, real-time integration with the back-end system.

BRAVEPOINT
Strength. Strategy. Stability.