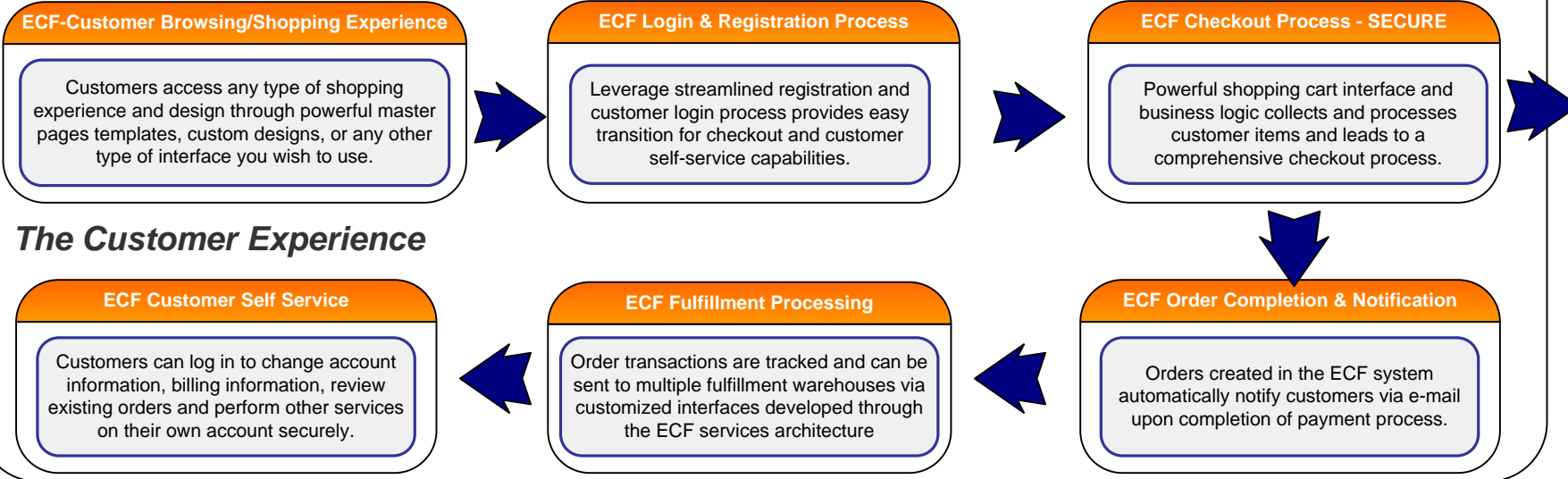


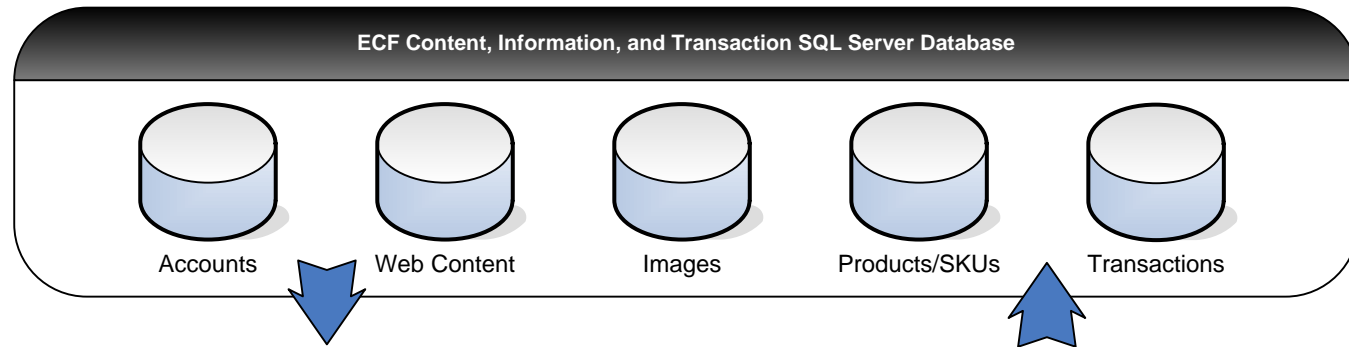
Payment Calculation Logic Diagram

ECF Front End Public Interface – Customer Interaction

The ECF front end is a state of the art .NET based solution that can be customized and tuned to any design or experience that is required. Key technologies such as master pages and a strong architecture provide for multiple languages, multiple product templates and more.

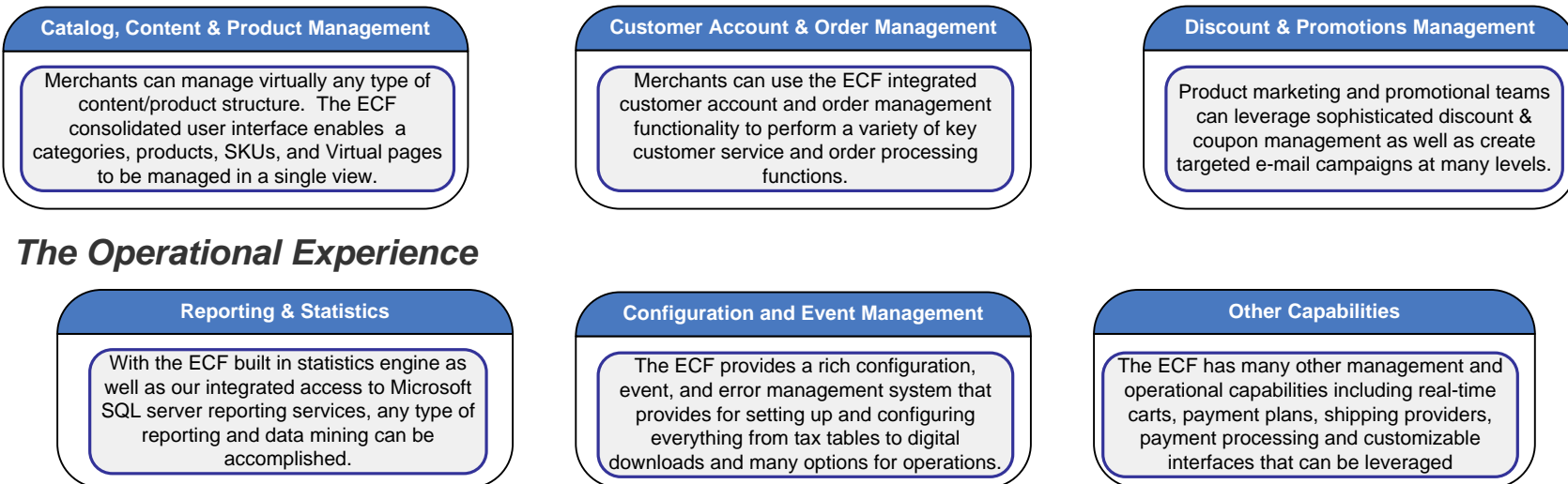


The Customer Experience



ECF Backend Private Interface – Store Operation & Administration

The ECF backend (Commerce Manager) provides merchants, store operators, developers, and IT personnel the ability to manage the processes, view information and data, measure progress and of course deal with catalogs, products, SKUs, and content related to the experience of the customer.



The Operational Experience

The diagram below shows the calculation logic at three levels within the ECF, since discounts can be displayed automatically to either registered or unregistered customers. In addition, you will see that the ECF applies logic to calculations at the Catalog, Shopping Cart and Order processing within the ECF.

