DigitalEdge™

THE GROWTH OF OUR E-COMMERCE SUPPORT

1998
Creating first e-commerce websites, shopping cart mechanisms, checkout processes, credit card processing.

2000
Upheld the back-end development of company's e-commerce site.

2004
Advanced to inventory handling, support for multiple affiliate platforms, PCI support.

2006
Began to support of company's e-commerce platforms.

2008
Advanced to fraud protection, high availability for credit card processing gateways, advanced marketing mechanisms.

2014
Became a complete support for traditional Enterprise IT platforms.

During the e-commerce revolution years of 1998 to 2002, we participated in creation of e-commerce systems for

- VitaminShoppe
- Disney Vacations
- Revlon
- WeMedia
- MarchofDimes.com
- WalkAmerica.com
- MusicSpace.com
- BabyAge.com
  …and many others.

Our biggest retail client processes 4 million dollars in growth sales per month!

As the demand for online shopping rises, countless IT challenges unfold. Maintaining site stability, securing your transactions, sustaining regulatory compliance and keeping those customer complaints under control is a headache for any company.

Since the birth of the e-commerce wave, Digital Edge has helped businesses that take on the challenge of selling online with the implementation of sound IT solutions. By working alongside the marketing, business development and IT departments of retail and non-profit industry giants, Digital Edge has gained quality experience in online marketing efficiency, analysis and profitability management. This whitepaper will outline the challenges online retailers face and how Digital Edge continues to help them optimize their sites through the e-commerce evolution.

CHALLENGE ① Overall Site Stability

Overwhelming customer calls?
Here are just a few typical complaints when sites are bombarded with heavy traffic:

- Customers cannot purchase online
- Site lagging
- Incomplete transactions during checkout because of timeouts
- Double charges caused by system glitches

Digital Edge takes full responsibility for problems just like these. We proudly provide the industry's highest SLAs for site availability because we factor in more than just whether or not a site is up. We consider complete end user fulfillment. Digital Edge's platform is not only capable of monitoring user experience, but has the ability to track page response times from multiple locations, making it a full cycle user experience monitoring system.

With a 24/7/365 operation, we have visibility of any performance or service degradation and are ready to respond. The Digital Edge platform ensures not only local high availability but capability to perform geographical diverse failover between multiple data centers. With dynamic resources, we assure adequate processing power that is able to sustain bursts of traffic or processing loads. Great technology in conjunction with 24/7 operation delivers the highest standards to our clients who believe in true ZERO downtime!

CHALLENGE ② New Programs/ New Implementations!

Have in-house programmers? Great!
However, depending on the task or project, the work may call for additional resources.

The Good News - Today on and offshore resources are easy to find to help get the job done.
The Bad News - Skills and experience are the keys to delivering the right implementation within the right timeline.

As each industry has its own unique nuts and bolts, it is important to utilize the appropriate resource for each job, as specialization in software development allows for HUGE savings.

For e-commerce businesses, programmers care about:

- Maintaining site speed while delivering effective functionality to multiple users.
- The ability to effectively manage user sessions on any server farm/anytime.
- Staying aware of implementation changes and requests.
- Constantly checking the sites security code and being aware of each application's potential vulnerabilities / backdoors through cross-site scripting, SQL injections and remote execution.

Digital Edge understands the individual concerns of each business. Our development team addresses ALL of these matters! We can program sites for optimal load balancing of distributed web environments by tuning performance and stress testing to assess whether or not your site can sustain heavy traffic. Using our stress testing capabilities, our knowledge of system tuning and web programming processing optimization, some of our systems were certified to sustain up to 15,000 concurrent users!

The Intelligence Behind Technology

Our team has performed integrations with:

- Google and other search engines.
- Multiple fulfillment houses.
- Online catalogs and inventory engines.
- Multiple banks, merchant account providers and point of sales systems.
- Affiliates, resellers, price comprising engines.
- Content delivery systems.

According to a 2013 study conducted by Adobe.

- Mobile Devices Account for $419 million of Cyber Monday sales.
- On average tablet users spent more than $126.00 per order & smartphone users spent about $106 per order.

CHALLENGE 3 Security

FACT:

E-commerce web systems are much harder to secure than traditional business applications. E-commerce sites are world facing, which gives any hacker an opportunity to compromise your system. No matter the size of your organization, falling prey to these attacks can result in lost clientele, lost revenue and permanently damage your company's reputation!

Does your business have a firm grip on security? From simple PCI compliance, all the way to responses, hacking events and security hardening – Digital Edge has you covered.

Digital Edge operates on its own security tools and techniques that allows us to see how protected a client's web systems are at all times while never jeopardizing your site's stability for security. We thoroughly assesses and monitors your site's code; catching backdoors and vulnerabilities before hackers do. Our experience protects checkout pages from hackers attempting to pick credit card combinations, push fraudulent transactions and launch DDS attacks against your site.

...Just one more security pain: Compliance!

Larger organizations are obligated to operate under the guidelines of PCI, HIPAA, ISO and others. Clients running on the Digital Edge platform don't worry about compliance because our services act as an all-inclusive shield. Digital Edge is your dedicated site security staff and understands that what is considered secure today may not be tomorrow.

CHALLENGE 4 Analysis – Improving Analytical Tools

Pressure to increase profitability and achieve highest efficiency are hotter topics than ever before. Complexity is multiplied when countless sources of data come from partners and third party organizations.

By learning from inventive retail leaders, Digital Edge has gained unparalleled business intelligence in the world of e-commerce analysis. Our knowledge extends to BI software, the fastest data processing techniques then touches on the understanding of business data cross-references, historical comprising and real-time analysis.

CHALLENGE 5 Innovation

Businesses simply don't remain static. Today, companies need to stay innovative in order to stay in the marketplace. Innovations and technology pushes both competition and profitability.

Goals for e-commerce vendors:

- **Better shipping options.**
- **Go Mobile.**
- **Micro Payments**
- **Deepening personalization.**
- **Social media.**

THE DIGITAL EDGE OBJECTIVE is to equip e-commerce site with the tools needed to meet your goals and optimize your clientele's online experience. No matter how small or colossal your project may be, the Digital Edge team delivers on a long term or ad-hoc basis with unmatched quality. We consider of what is most important to the future development of your business and can setup custom web services and API where and how you need it.

The Intelligence Behind Technology