



# PRODUCT SHEET



Product: CMOshop!

## CMOshop!

### The simple eCommerce solution...

#### Background

In today's complex trading environment businesses are more than ever looking to leverage modern technology to decrease costs, increase market share, improve business efficiencies and staff productivity, and ultimately raise profitability through the implementation of advanced website functionality. The scale of such initiatives varies with the business, however it is clear that many organisations, regardless of industry or size, stand to gain significant competitive advantages through incorporating web based infrastructure into their business processes.

Electronic Commerce (eCommerce) is one such web based business process solution. Now considered passé by many industries and organisations, CMO Global believes otherwise. The majority of small to medium enterprises (SMEs) are still unsure how a customised eCommerce solution can impact their business. Often, technology such as eCommerce solutions are overlooked by smaller companies and less "technology focussed" industries, as they are considered an unnecessary expense and too confusing to deal with.

CMOshop aims to address this issue. CMOshop, by CMO Global, is the:

- ✓ Simple
- ✓ Customisable
- ✓ Affordable



eCommerce solution for the small to medium business. It has been developed by analysts who have watched the recent technology revolution with interest and understand how SMEs can little afford to continue to avoid it.

Packwood Coffee is a perfect example of an SME that is now equipped to confidently face commerce in this new age of business. Tenacious and innovative, Packwood Coffee sought an eCommerce solution that would primarily enable them to provide their coffee and related products nationally in Australia and internationally, through a website. CMO Global met with Packwood's management and quickly identified how the CMOshop software would need to be customised to suit Packwood Coffee's business model before it could be launched online. Packwood Coffee quickly learnt that to ensure success with eCommerce software, you must have a successful implementation strategy and, more



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[www.cmoglobal.com](http://www.cmoglobal.com)

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For further information, please contact:

Steve Humphris

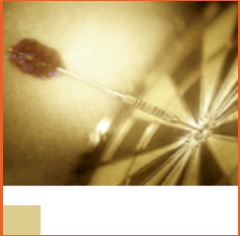
p: +44 (0)709 2804343  
e: [steve@cmoglobal.co.uk](mailto:steve@cmoglobal.co.uk)  
w: [www.cmoglobal.com](http://www.cmoglobal.com)



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Architects of the eBusiness World  
Quality web and mobile solutions

Product: CMOshop!



importantly, partner with an experienced firm that can provide the leadership and expertise necessary to execute that strategy.

CMO provided Packwood with the critical leadership and expertise required to dock Packwood's business model with modern technology. CMO consultants have extensive experience with the architecture, customisation and deployment of advanced software solutions. CMO is uniquely qualified to provide the valuable business insight, technical expertise and project management experience Packwood required to ensure their eCommerce transition was a complete success. As Timothy Alder CEO of Packwood explains



*"The CMOshop solution provided Packwood Coffee with precisely the eCommerce capability we required to trade our products internationally, over the Internet. CMO quickly established the most*

*appropriate features an eCommerce facility required to cater for Packwood customers' needs. CMO was then able to customise their CMOshop software and present Packwood with an affordable, reliable, secure and attractive online shopping facility. I never would have guessed how simple it was for a small to medium enterprise to enter the boundary free world of eCommerce. It's a relief to know our organisation can afford to compete on the same playing fields as our larger competitors. We are very satisfied with this recent business process transition and look forward to the efficiencies our new system will inevitably provide in the future."*

In less than a month and for a surprisingly affordable price, CMOshop by CMO Global, has provided means for Packwood Coffee to manage customer interactions and product inventory, ship orders, collect payments and more -- all from a business system that shares a single technology foundation and is accessible and updateable from any internet connection on the planet. No matter what your industry is, no matter what size your business is, CMO Global can show you how their CMOshop software can ensure your company is eCommerce enabled and competitive.

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For further information, please contact:

Steve Humphris

p: +44 (0)709 2804343  
e: [steve@cmoglobal.co.uk](mailto:steve@cmoglobal.co.uk)  
w: [www.cmoglobal.com](http://www.cmoglobal.com)

For more information about how you can benefit from CMOshop please contact a CMO Global representative:

Steve Humphris  
p: +44 (0)709 2804343  
e: [steve@cmoglobal.co.uk](mailto:steve@cmoglobal.co.uk)  
w: [www.cmoglobal.com](http://www.cmoglobal.com)