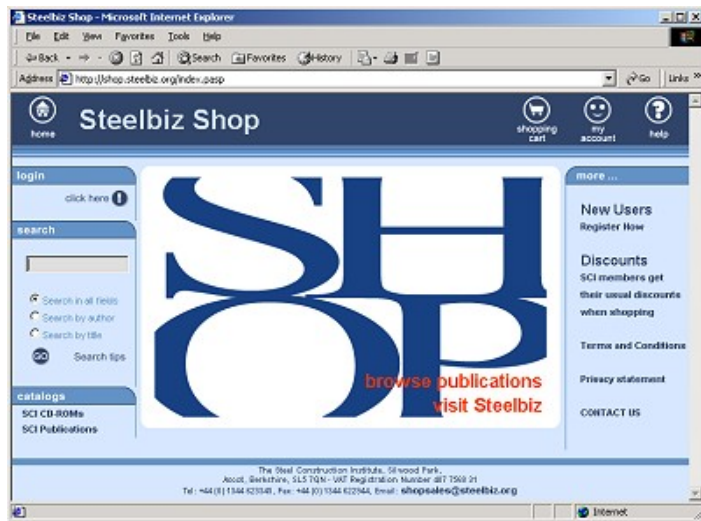


Project: **Steelbiz Shop**
Client: **In-house development**
Date: **2002 - Present**
Link: [http:// shop.steelbiz.org](http://shop.steelbiz.org)

Status: **Live**
Contact: j.moran@steel-sci.com



Background

The Steelbiz Shop allows users to purchase SCI products, including publications and CD-ROMs. Visitors to the site can 'browse' the book and CD catalogues by subject category or use the search facility to quickly locate specific products. A range of features commonly found on large e-commerce sites are provided, including a 'My Account' facility that allows users to maintain a number of different delivery addresses and store a selection of items in their shopping cart until they are ready to purchase at a later date.

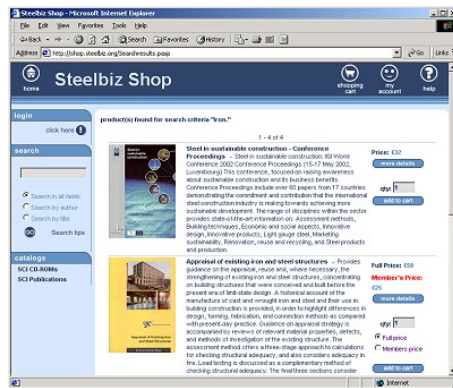
Objective

The Steelbiz Shop was developed to enable the purchase of SCI products and services via the Internet, keeping the availability for SCI members to buy goods at discount. There is also the use of enterprise level Microsoft products to enable sophisticated e-commerce site features such as the potential to target and personalise content based on a user's previous purchase history.

Features

The site compliments the Steelbiz Web Site (www.steelbiz.org). When a Steelbiz user finds useful information they can elect to purchase a book online by adding hyperlinks directly to the product within the bookshop. The site is powered by MS[®] Commerce Server 2000 and SQL Server 2000.

Payment can be made using Visa, MasterCard, Switch and Delta cards and all card details are verified over an encrypted secure channel. The shop allows users from SCI corporate and associate member companies to receive their usual discounts on SCI books.



Outcomes

The shop has enabled fast and easy purchases of SCI products by both members and non-members, at any time of the day. As both user details and purchase histories are stored within SQL databases, sales patterns may be identified and new products targeted at specific user groups.