



coreware

FOR THE
SHOOTING SPORTS
INDUSTRY



COREWARE FOR THE SHOOTING SPORTS INDUSTRY



INTRODUCTION

The Coreware Solution provide a stable and comprehensive **eCommerce platform for Firearm Dealers** which will help propel sales and provides dealers with a high-quality branding identity. The Coreware Solution provides a stable platform that can handle traffic spikes and can be customized to fit specific needs. No two customers are alike and running a templated solution that can't be customized to fit specific needs will end up hindering a dealer's **growth and potential**.

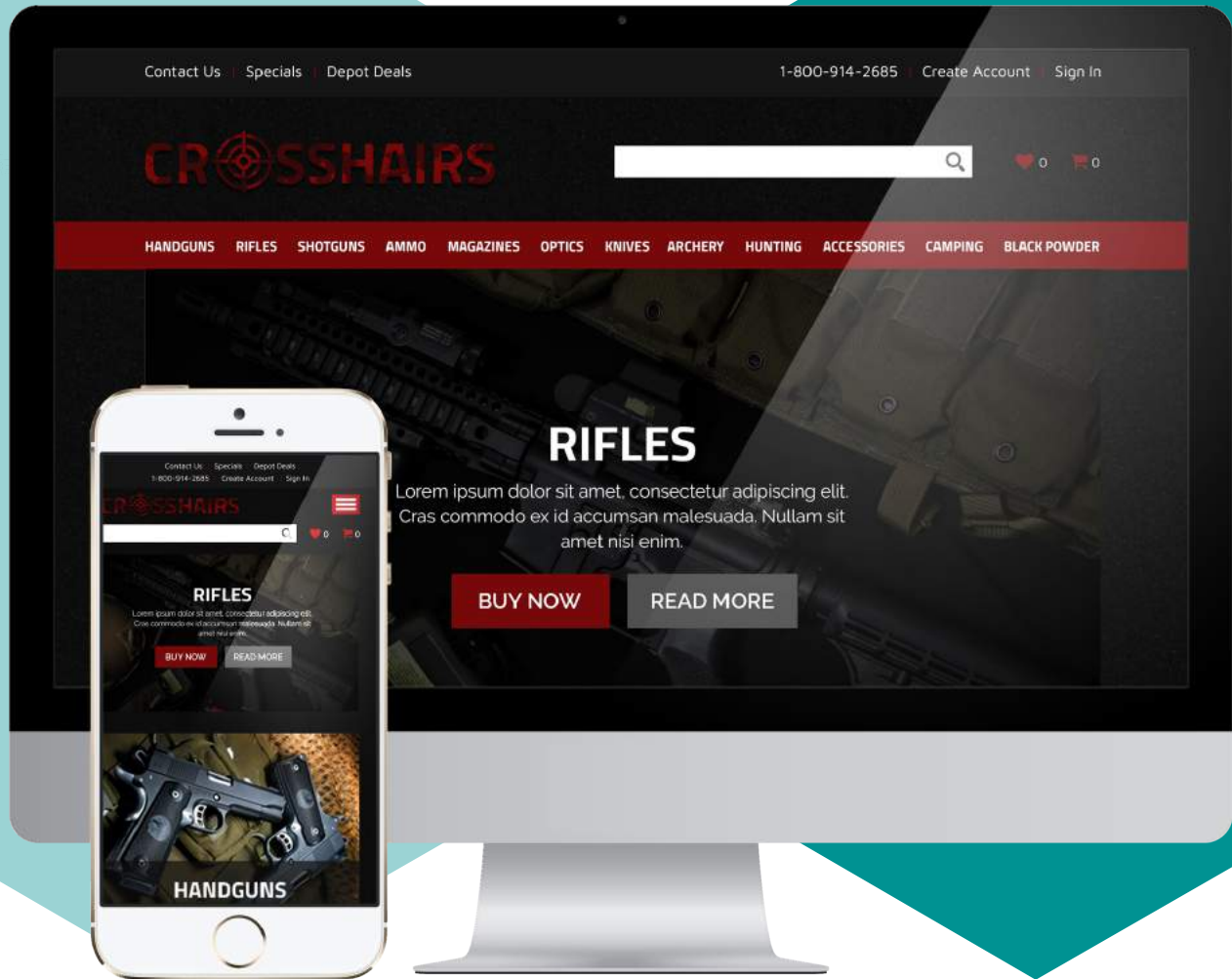
Coreware has been used in various industries including the Shooting Sports industry. It is a robust platform which has been in development for over a decade that will provide much more than just eCommerce functionality.

Coreware can fill the void that dealers face when signing up to off the shelf solutions and provides the best of all worlds: A professional company with many decades of experience along with the personal touch that you require in order to grow your business.

Coreware will ALWAYS be attentive to your needs and our success will be based on yours.



COREWARE FOR THE SHOOTING SPORTS INDUSTRY



OVERVIEW

Coreware is a platform that will accelerate the development of any web site or web application. Coreware offers a powerful user management and security, a full content management system, a CRM, Task & Project management, inventory management, Product ordering (eCommerce), Help Desk, Customer service and Blog management. The possibilities for other systems are limited only to the expertise and creativity of the user and/or developer.

Coreware was designed to minimize the work required to rebuild a full-scale, web-based solution. In addition to Website Content Management, its usefulness goes far beyond ordinary CMS solutions. Although such capabilities as CRM, Task & Project management, Product ordering, Customer service and Blog management are built-in, the possibilities for other systems are limited only to the expertise and creativity of the user and developer.



COREWARE FOR THE SHOOTING SPORTS INDUSTRY

SECURITY

Throughout the Coreware solution, extreme efforts have been made to ensure security. One simply needs to put a server online to see, almost immediately, hacking attempts from around the world. Prepared Statements are exclusively used to access the database. Data sent to the client is escaped to prevent malicious code execution. Two factor authentication is built into the system and In short, all the industry standard safeguards have been implemented, as well as additional security measures.





COREWARE FOR THE SHOOTING SPORTS INDUSTRY

ECOMMERCE

At the heart of Coreware lies a very powerful eCommerce solution that can be used to build a complete online store featuring both physical and digital products. In addition to online store functionality, inventory management functions are included for an establishment that maintains products on site and needs to track inventory.



**Manage
physical
and digital
products**

**Real-time
distributor
stock
information**

**Multi-location
inventory
management**



DEVELOPMENT

The Coreware platform facilitates an agile development approach. Agile development provides end users with the ability to rapidly see changes based on custom requests. This allows Coreware and its developers to customize the platform to fit a user's specific needs and do so at a much lower cost than other development companies.





COREWARE FOR THE SHOOTING SPORTS INDUSTRY

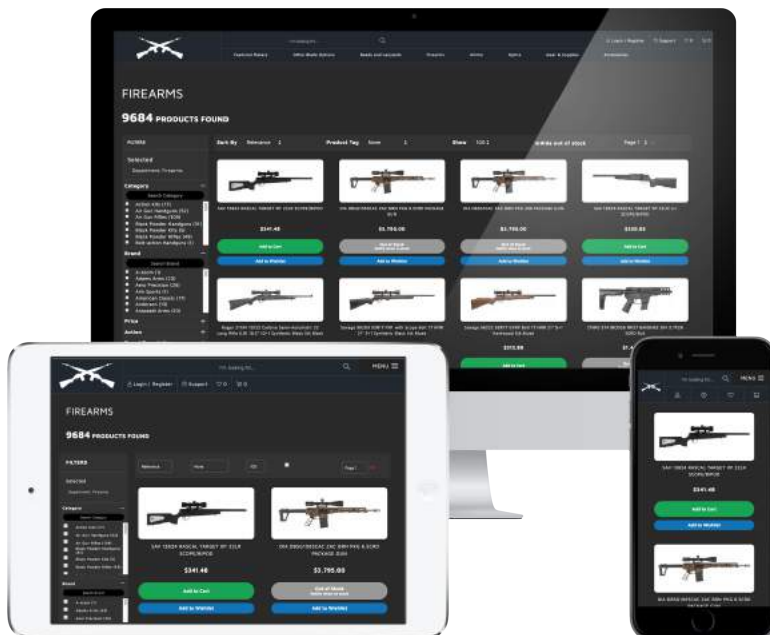
FULLY CUSTOMIZABLE.

Coreware can be designed to look exactly like you would like it to work.



FULLY RESPONSIVE.

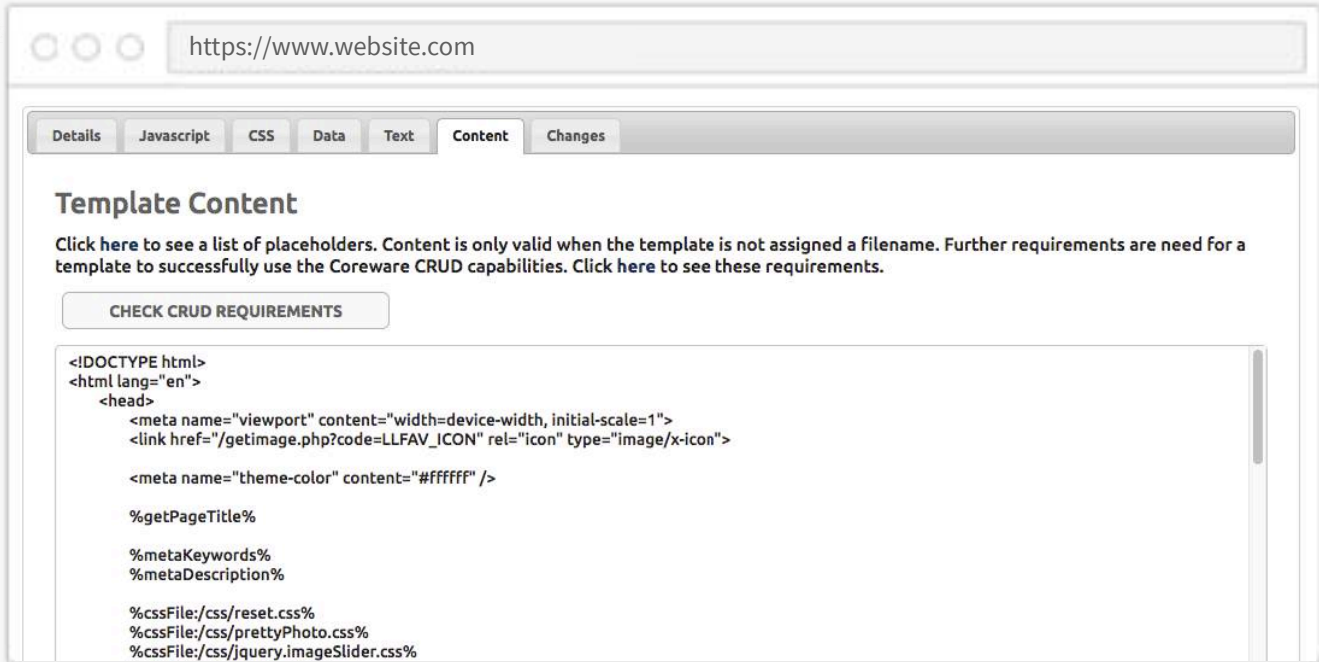
Websites and applications built with CoreWare adapt to run on any device, including desktop computers, tablets and, of course, mobile phones, where more than half of all online traffic originates.





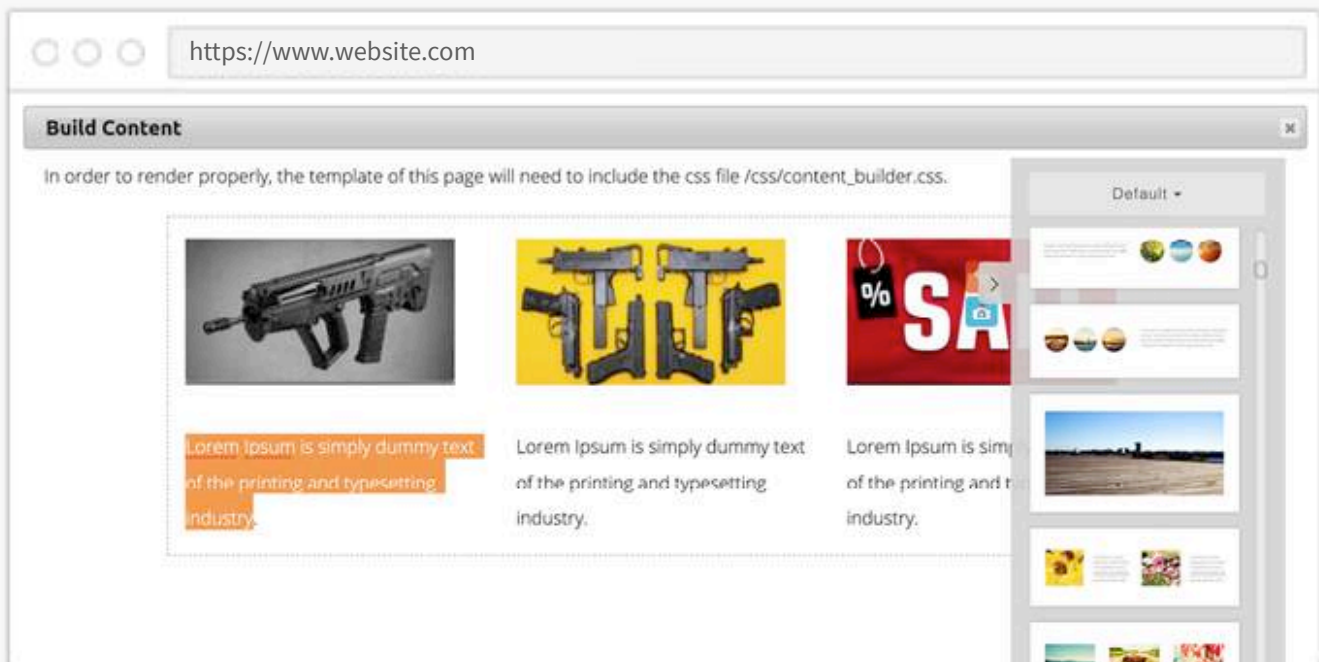
FULL CONTENT ACCESS.

Coreware gives you direct access to your HTML and CSS allowing you or your designers to fully customize the look and feel of the site.



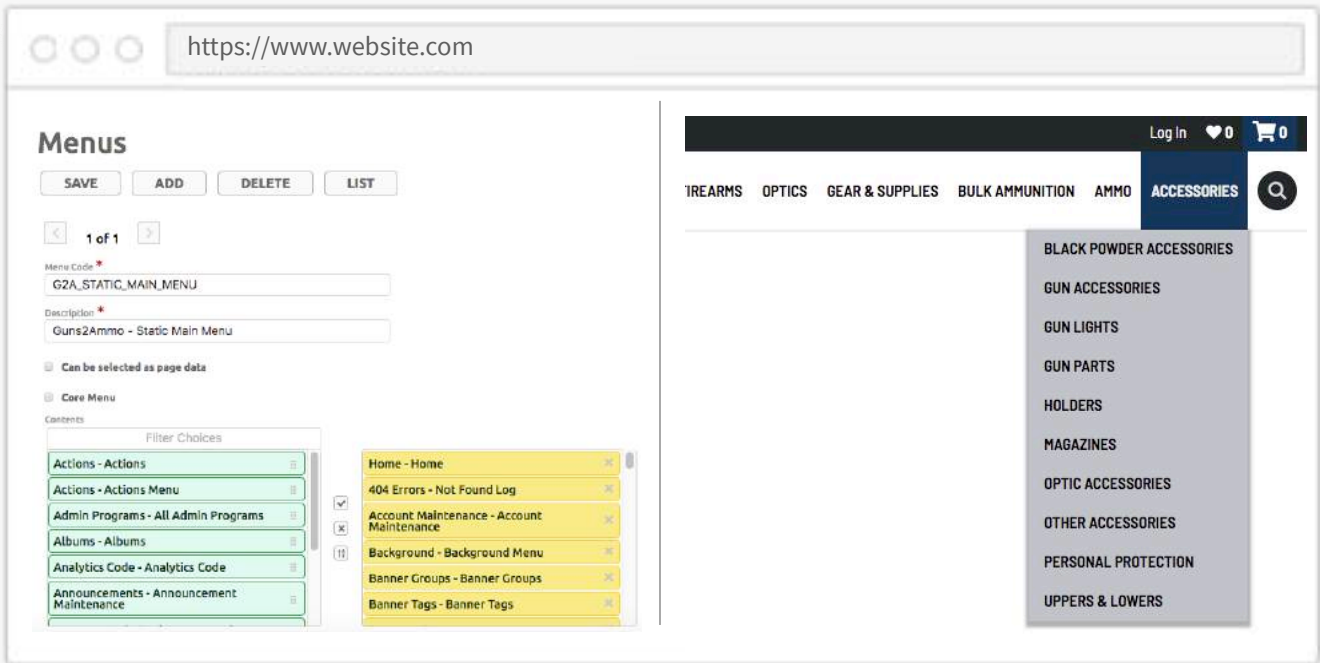
DRAG AND DROP EASE.

Add your own content using Coreware's WYSIWYG (What You See is What You Get) Page editor. Easily add content pages to your web site.



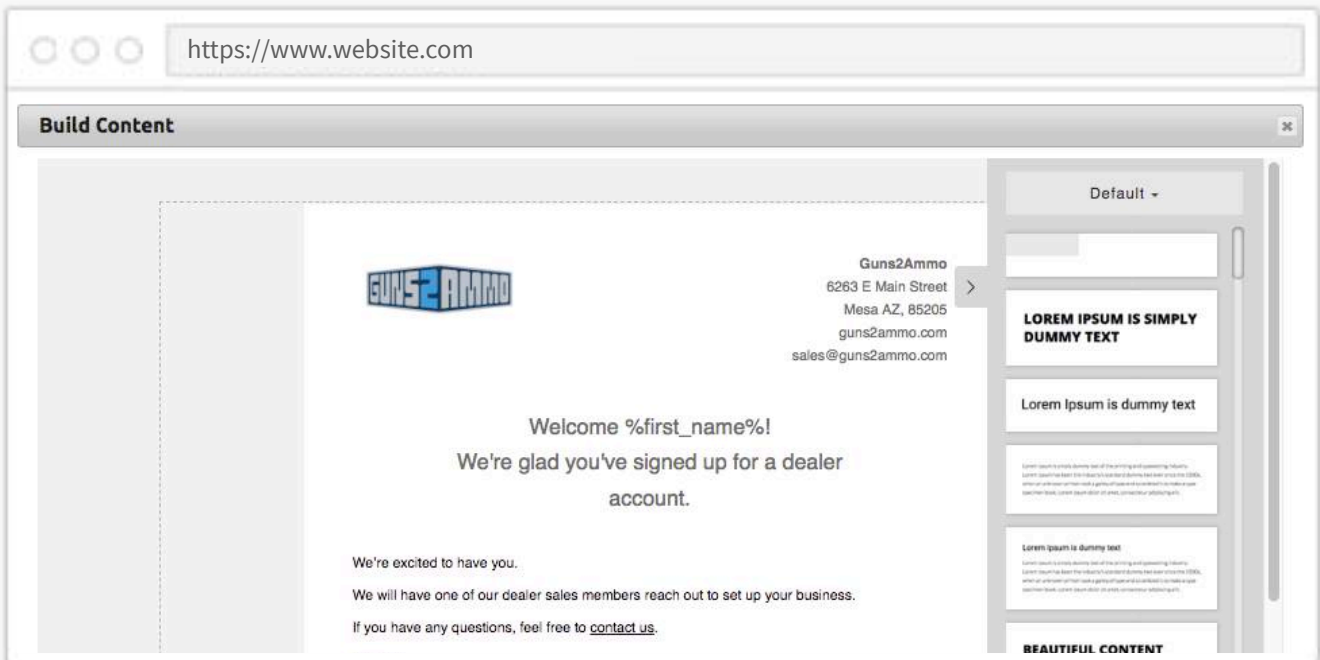
CUSTOM MENUS.

Create your own menus and add as many pages to your web site as you would like. Keeping your content fresh on your web site will help with retention of visitors and will increase the time they spend on your site.



CUSTOM EMAILS.

Customize your automated store emails with the design and words that fit your business. All emails can be customized using the easy HTML editor.





COMPLETE CUSTOMER PROFILE.

Learn about your customers and their purchasing habits. Quickly pull up a customer and see all their touchpoint including their order and purchase history as well as their support tickets. A customer can quickly create an account on the system during checkout.

Contacts

SAVE ADD ARCHIVE LIST CHANGES ACTIVITY

3 of 8

Daniel Lenz

Summary Contact Details Addresses Custom Member Touchpoints Forms Accounts Orders

Touchpoints

Task Type	Description	Detailed Description	Assigned User	Date Due	Date Completed
Email Sent	Good Evening	We just received Grab a guns	No user selected. CI		12/20/2018


Help Desk Tickets

Ticket #	Date Submitted	Subject	Status	Date Closed
655	12/20/2018	Regarding Order Number 235		
624	12/17/2018	Regarding Order Number 235		12/18/2018
598	12/12/2018	Regarding Order Number 235		

ALLOW GUEST CHECKOUT.

Customers can check out without creating an account if you choose to enable the “Guest Checkout” capability.

https://www.website.com

Description	Price	Quantity	Total
 Freedom Ordnance FX9PISTOL FX-9 AR Pistol Semi-Automatic 9mm Luger 8.25" 33+1 Polymer Black Hardcoat Anodized	\$649.99	- 1 +	\$649.99

Promo Code

Cart Subtotal: \$649.99

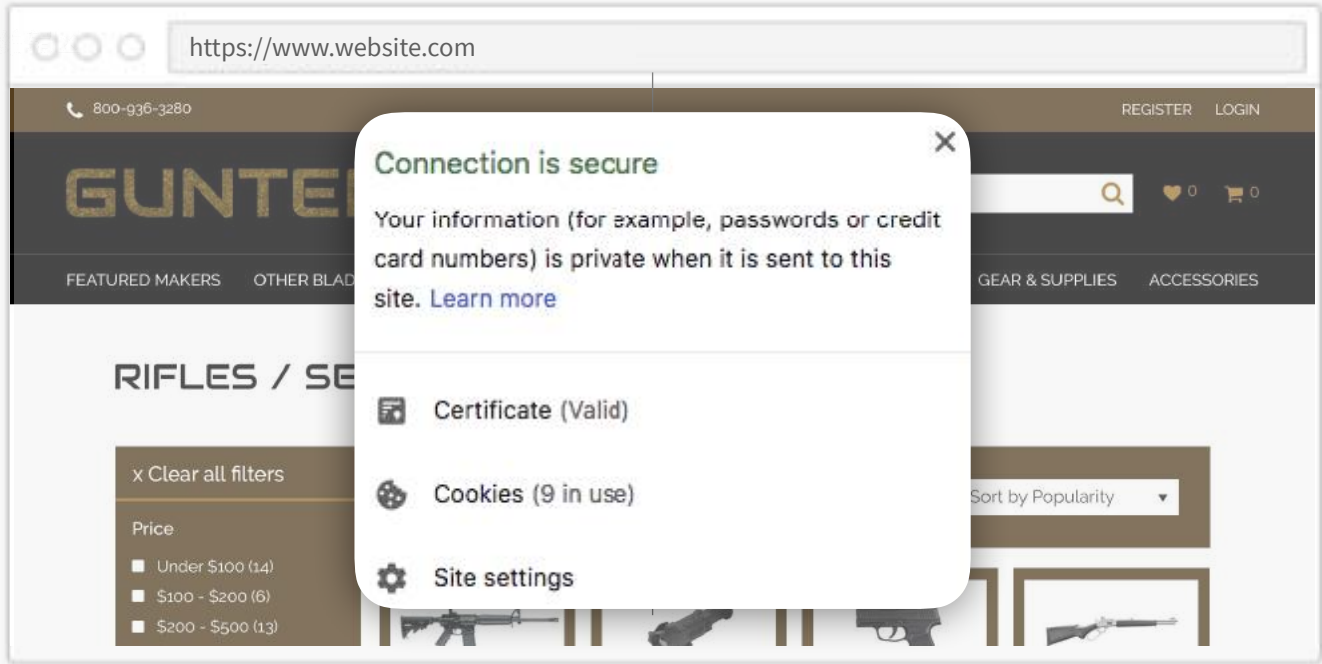
Creating an account will allow you to track your orders, save payment methods and shipping addresses, and gain access to special user discounts. You can create an account right here, click [here](#) to log in or click [here](#) to create an account. If you don't wish to create an account, we need your email address so we can communicate with you regarding this order.

Email *

Optional: Create User Account

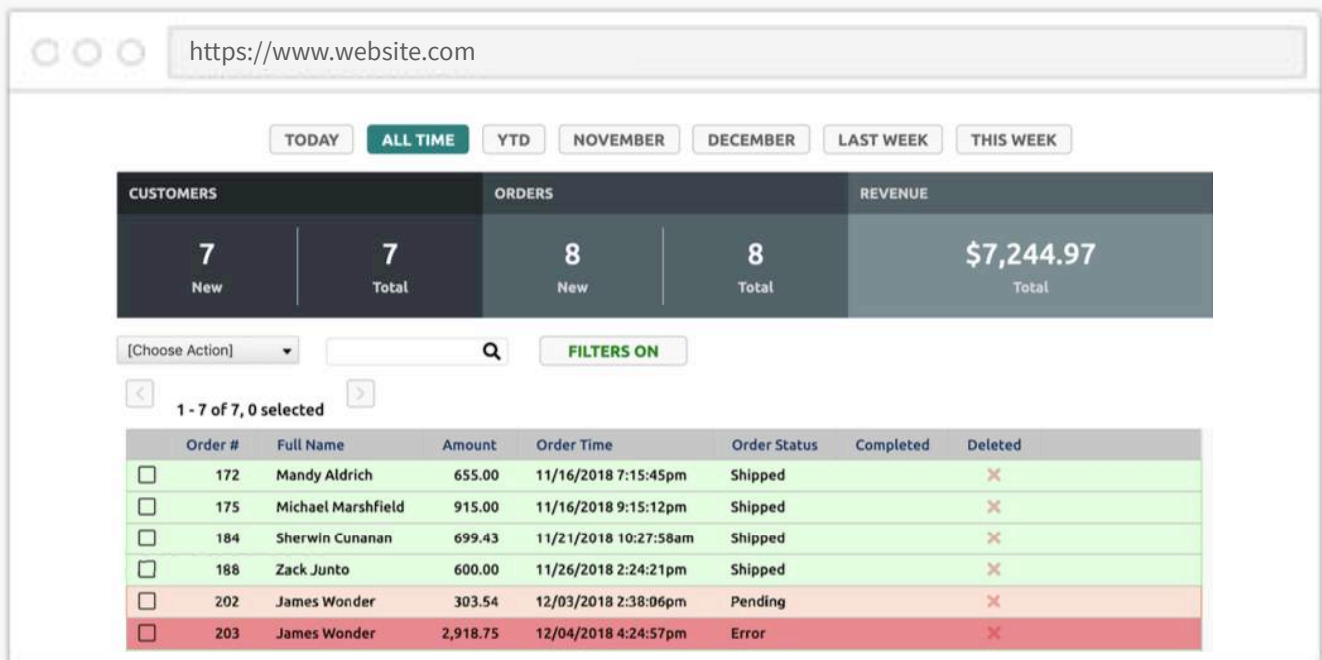
SECURE ONLINE ORDERS.

Every store includes a 256-bit SSL certificate. All pages, content, credit card and transaction information are protected by the same level of security used by banks.



EASILY MANAGE ORDERS.

Managing orders is made easy using the Order Management system which allows you to fulfill orders with just a couple of clicks of the mouse. The Order Management System flags suspicious orders and also alert you quickly to any inventory issues.





MANAGE ENTIRE INVENTORY.

Manage your entire inventory with Coreware. Track stock counts and automatically stop selling items when inventory runs out.

https://www.website.com

Title *
Sig Sauer 225A9BSSCL P225-A1 Classic 9mm Luger Single/

Code *
147

Date Created
12/19/2018

Time Changed
12/19/2018 7:16:12am

Details Pricing Custom Options Categories Images Notifications Shipping Related Vendors Inventory

Detailed Description
Sig pistols are engineered to perform anywhere, at any time, and under any circumstance. They boast unique, advanced features that stand out among the rest. The P225-A1 is the original Sig Classic carry gun but with modern enhancements. The Classic model retains the exceptional look and feel of the original P225, but features an enhanced trigger and the precision manufacturing. It features a fully machined stainless steel slide with a Nitron finish, along with a hard coat anodized frame which sports two-piece grips with the Sig mark medallion. The slim slide profile and

Link Name
sig-sauer-225a9bsscl-p225-a1-classic-9mm-luger-singledoubl

MULTI-DIMENSIONAL TAXONOMY.

Set up products with an unlimited number of categories and an unlimited number of subcategories. There is no limit to the number of products that you can maintain in Coreware. Distinguish your products by setting up any number of product facets (attributes).

https://www.website.com

Product Categories

SAVE ADD DELETE LIST

1 of 3

Details Departments Groups Facets Locations Shipping

Facets

Filter Choices

- Accepts Die Size
- Accessories
- Active Ingredient
- Adapt To Mfg
- Adaptor Type
- Additional Info
- Additional Information

- Action
- Barrel Length
- Barrel Length Range
- Barrel Type
- Caliber
- Capacity
- Frame Description



COREWARE FOR THE SHOOTING SPORTS INDUSTRY

CREATE UNLIMITED BANNERS.

Create and feature your own banner ads easily on the web site.

https://www.website.com

Looking for your package?
Track Your Order Now

RUGER® EC9s®
RUGER LC9S, SEMI-AUTOMATIC PISTOL 9MM

- INTEGRAL SIGHTS
- STRIKER-FIRED TRIGGER PULL
- SLIM, LIGHTWEIGHT AND COMPACT

BUY NOW ONLY \$204.12

We carry the top brands and everything in between.
See Brands We Carry

\$120+ VALUE!

3 EXTRA MAGS + RANGE BAG FREE!
With the purchase of any new XD, XD Mod2, XD-S, XD-S Mod2, XD(M) or XD-E pistol
October 1 - December 31, 2018
Redeem Your Free Gear at **ALLXDGARUP.COM**
BUY NOW Starting at \$387

SEND MASS EMAILS.

Coreware ships with built in integration into MailChimp. Prospects and customers can be added to any MailChimp mailing list and email blasts can be sent out based on purchase history or to inform your mailing list about upcoming specials and sales.

https://www.website.com

coreware

mailchimp

Mailing Lists

[Choose Action] [Search] [ADD]

1 - 3 of 3, 0 selected

Mailing List Code	Description
<input type="checkbox"/> THE_FIRST_COMPANY	The First Company
<input type="checkbox"/> SECOND_COMPANY_SUPPLIERS	Second Company Suppliers
<input type="checkbox"/> SECOND_COMPANY_FRIENDS_AND_SUPPLIERS	Second Company Friends and Suppliers

Lists

Sort By: Custom order

	Subscribers	Opens	Clicks
<input type="checkbox"/> The First Company Created Nov 17, 2013 08:59 pm ★★★★☆	377	36.8%	0.5%
<input type="checkbox"/> Second Company Suppliers Created Jun 23, 2014 02:55 pm No rating yet	1	0.0%	0.0%
<input type="checkbox"/> Second Company Friends & Customers Created Nov 24, 2013 12:46 pm No rating yet	0	0.0%	0.0%



MULTIPLE PRODUCT IMAGES.

Add multiple images for a product allowing you to show off your products from all angles.

https://www.website.com

SMITH & WESSON

Smith & Wesson 12067 Performance Center Everyday Carry Kit Double 9mm Luger 3.1" 7+1/8+1 Black Polymer Grip/Frame Grip Black Stainless Steel

Item : 45337
SKU : 12067
Model : Performance Center
UPC : 22188873487

\$433.50
SECURE ONLINE ORDERING
(No Reviews)

1 QTY

ADD TO CART
ADD TO WISHLIST

FACETED SEARCHING.

Allow users to easily find products by narrowing down their product searches based on facet values as well as price ranges.

https://www.website.com

FILTERS

Selected

Category Group: Handguns

Brand: Sig Sauer

Brand +

Price +

Action -

Search Action

- Double (51)
- Semi-Automatic (8)
- Single (75)
- Single/Double (85)

Barrel Length +

Barrel Length Range +

Sort By: Relevance Product Tag: None Show: 100 Hide out of stock Page 1

<p>Sig Sauer E26R9LEGI0NR P226 Full Size Legion Single/Double 9mm Luger 4.4" 15+1 Black 610</p> <p>Brand: Sig Sauer Item: 54752 SKU: E26R9LEGI0NR UPC: 798681579501</p> <p>\$1,399.99</p> <p>ADD TO CART FOR BEST PRICE</p> <p>ADD TO WISHLIST</p>	<p>Sig Sauer 226R9LEGI0NR P226 Full Size Legion RX Single/Double 9mm Luger 4.4"</p> <p>Brand: Sig Sauer Item: 54891 SKU: 226R9LEGI0NR UPC: 798681579433</p> <p>\$1,399.99</p> <p>OUT OF STOCK NOTIFY WHEN IN STOCK</p> <p>ADD TO WISHLIST</p>	<p>Sig Sauer 226R9LEGI0NR P226 Full Size Legion *MA Compliant* Single/Double 9mm Luger 4.4"</p> <p>Brand: Sig Sauer Item: 54895 SKU: 226R9LEGI0NR UPC: 798681582495</p> <p>\$1,199.99</p> <p>ADD TO CART FOR BEST PRICE</p> <p>ADD TO WISHLIST</p>	<p>Sig Sauer 220R510LEGI0 P220 Full Size Single/Double 10mm 5" 8+1 Black 1-Piece Ergo Grip Gray</p> <p>Brand: Sig Sauer Item: 54896 SKU: 220R510LEGI0 UPC: 798681577842</p> <p>\$1,599.99</p> <p>ADD TO CART FOR BEST PRICE</p> <p>ADD TO WISHLIST</p>
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PROMOTION ENGINE.

Coreware has an extensive promotion engine that will allow you to run various types of promotions driven by date, product, brand etc. Discount codes and coupons are also fully supported.

The following products will be included as rewards in the promotion.

Product Discounts

Product	Max Qty	Max Amount	Discount %	Discount Amount	Amount	Add?	Req?	↓

Departments

Product Department	Maximum Quantity	Maximum Amount	Discount Percent	Discount Amount	Apply To Requirements	↓

Category Groups

Product Category Group	Maximum Quantity	Maximum Amount	Discount Percent	Discount Amount	Apply To Reqs	↓

Product Category Discounts

Product Category	Max Quantity	Max Amount	Discount %	Discount Amount	Apply to Reqs	↓

Product Manufacturer Discounts

Product Manufacturer	Max Quantity	Max Amount	Discount %	Discount Amount	Apply to Reqs	↓

Product Types

Product Type	Maximum Quantity	Maximum Amount	Discount Percent	Discount Amount	Apply to Reqs	↓

Promotion Set Discounts

Promotion Set	Max Quantity	Max Amount	Discount %	Discount Amount	Apply to Reqs	↓

Shipping Charges

Shipping Method	Amount	↓

Buy X number of item and get Y for free

Buy X amount of item and get free shipping

Get Y% or Y amount discount for a category

PERSONALIZED GIFT CARDS.

Sell gift cards directly from your website and allow your shoppers to purchase and use gift cards when buying online. Customers can also refill gift cards by visiting their account page.

https://www.website.com

Purchase Gift Card

Add a gift card with the specified amount to your shopping cart. At checkout time, you will be able to personalize it.

Gift Card Amount ADD TO CART



SEARCH ENGINE OPTIMIZATION.

Coreware supports SEO best practices including meta tags, customizable H1 and titles and has other built in features to ensure that your site shows up when shoppers search.

https://www.website.com

Descriptions

Description *
Homepage

Meta Description
Firearms - Blades - Jewelry - Gear | York SC | 29745

Meta Keywords
Firearms, Blades, Knives, Jewelry, Collectible, EDC


Link Name
helacious-home


Window Description
Helacious

Window Title
Helacious | Blades - Firearms - Jewelry - Accessories | York SC

Meta Tags

Images used in page

 Title: Blades
Alt:

 Title: Custom Blades
Alt:

DEDICATED SITEMAP XML.

Having a dedicated SiteMap.XML file helps the search engines properly crawl and feature your site. Coreware generates and updates your SiteMap.XML on a daily basis unattended, so you do not have to think about it.

https://www.website.com

```

<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9
http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
  <url>
    <loc>https://lockedloaded.coreware.com/home</loc>
  </url>
  <url>
    <loc>https://lockedloaded.coreware.com/order-receipt</loc>
  </url>
  <url>
    <loc>https://lockedloaded.coreware.com/my-account</loc>
  </url>
  <url>
    <loc>https://lockedloaded.coreware.com/product</loc>
  </url>
  <url>
    <loc>https://lockedloaded.coreware.com/product-search-results
  </loc>
  </url>
  <url>
    <loc>https://lockedloaded.coreware.com/shopping-cart</loc>
  </url>

```

XML sitemap

- homepage
- page2
- page3
- page4
- page5
- page6
- page7
- page8
- page9

Website

```

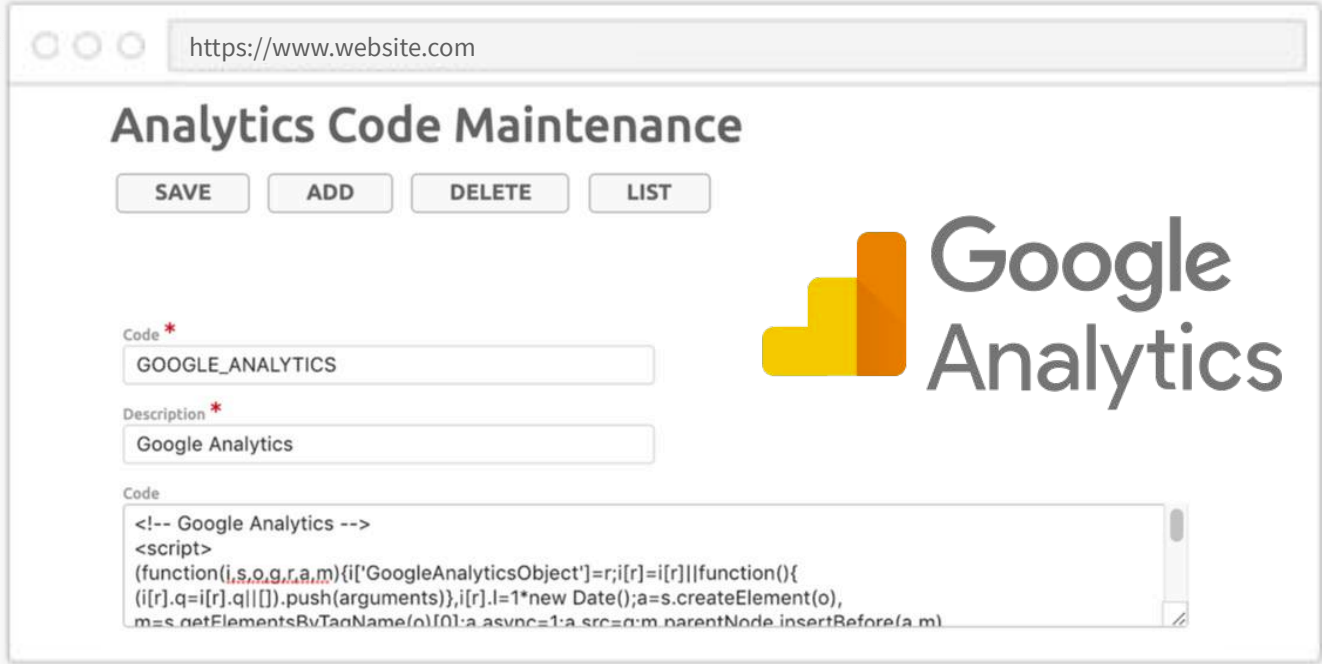
graph TD
  homepage((homepage)) --> page2((page 2))
  homepage --> page3((page 3))
  page2 --> page4((page 4))
  page2 --> page5((page 5))
  page4 --> page6((page 6))
  page5 --> page7((page 7))
  page6 --> page8((page 8))
  page7 --> page9((page 9))

```



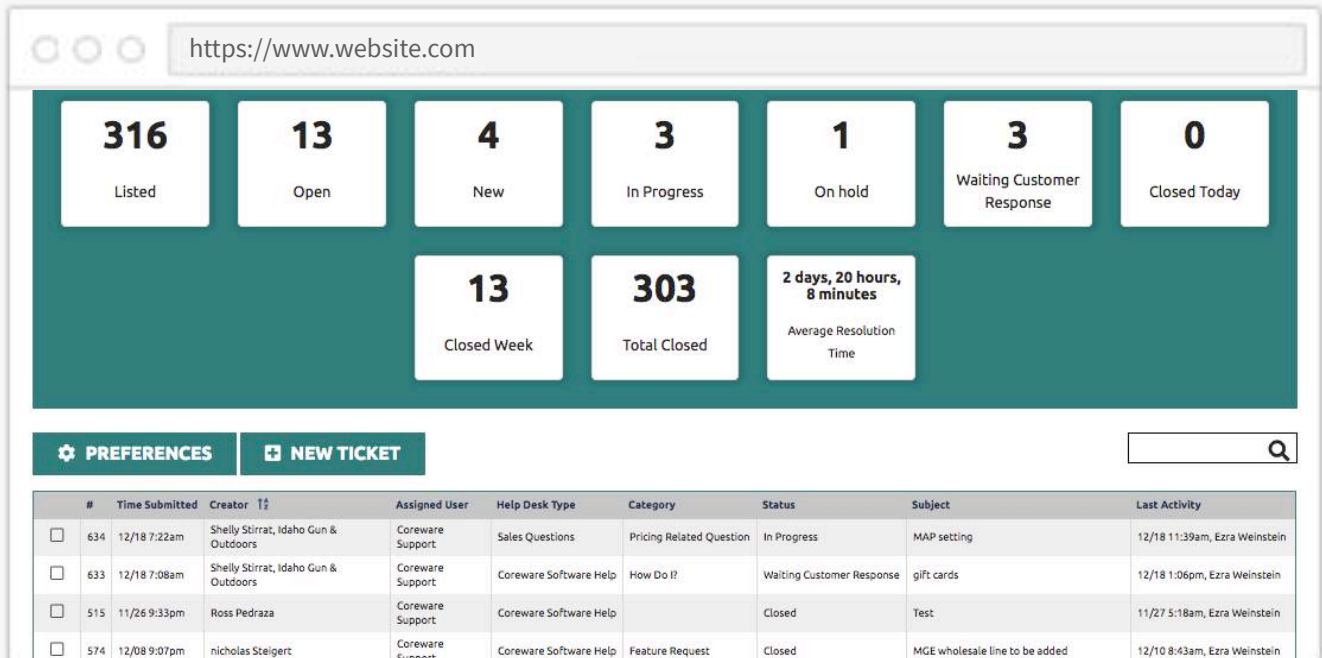

GOOGLE ANALYTICS INTEGRATION.

Coreware works directly with Google Analytics to provide you the best insight into your web site so you can track sales, visits and referrals.



BUILT-IN HELPDESK.

The built-in helpdesk will allow your customers to submit support tickets to your customer service department. Handle issues professionally and quickly by using a ticketing system which will instill confidence in your shoppers and give them better visibility into their open issues.

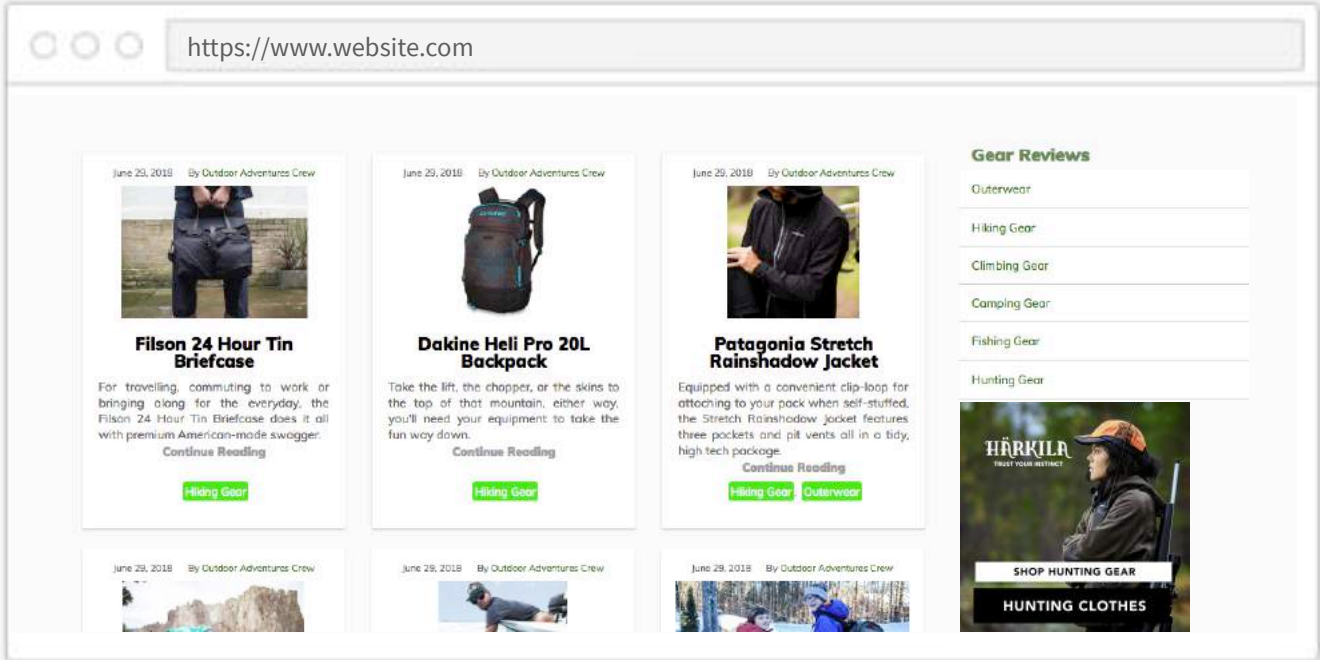




COREWARE FOR THE SHOOTING SPORTS INDUSTRY

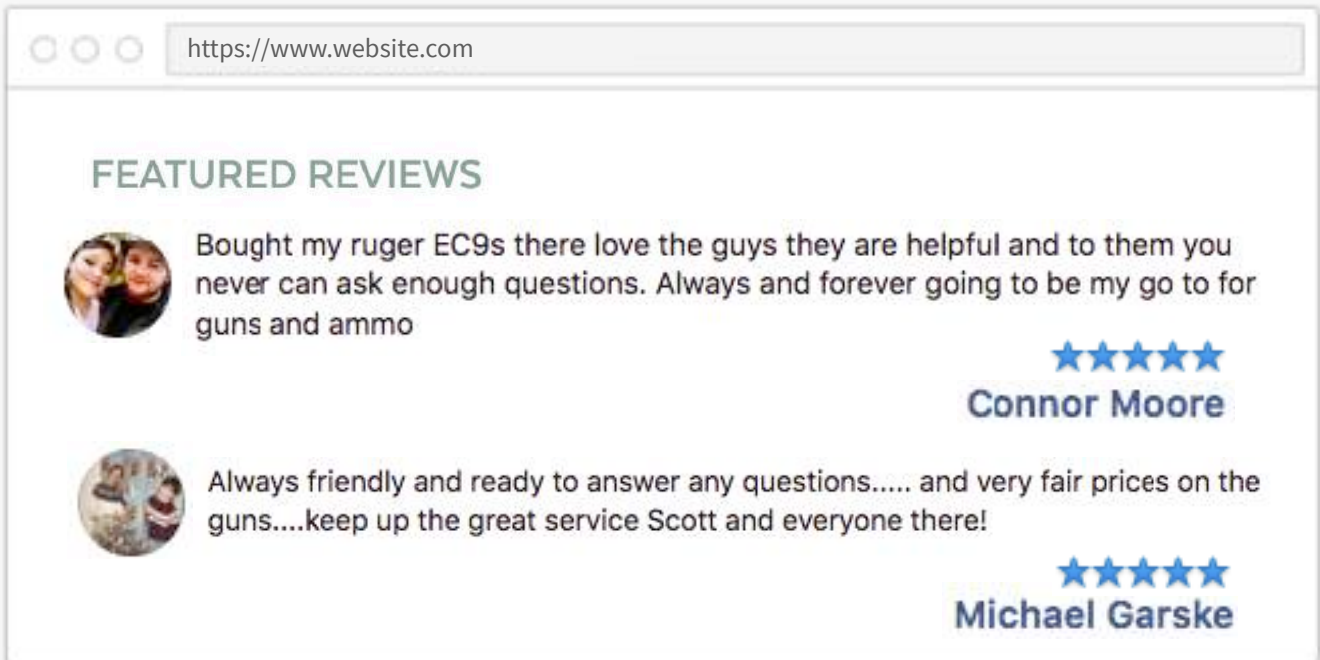
BLOGGING PLATFORM.

Engage your customers even more by providing them unique content that will help draw them to your website. Coreware's blogging platform provides you with the ability to publish articles and you can make articles available to the public or limit some of your articles to just your customers.



CUSTOMER FEEDBACK.

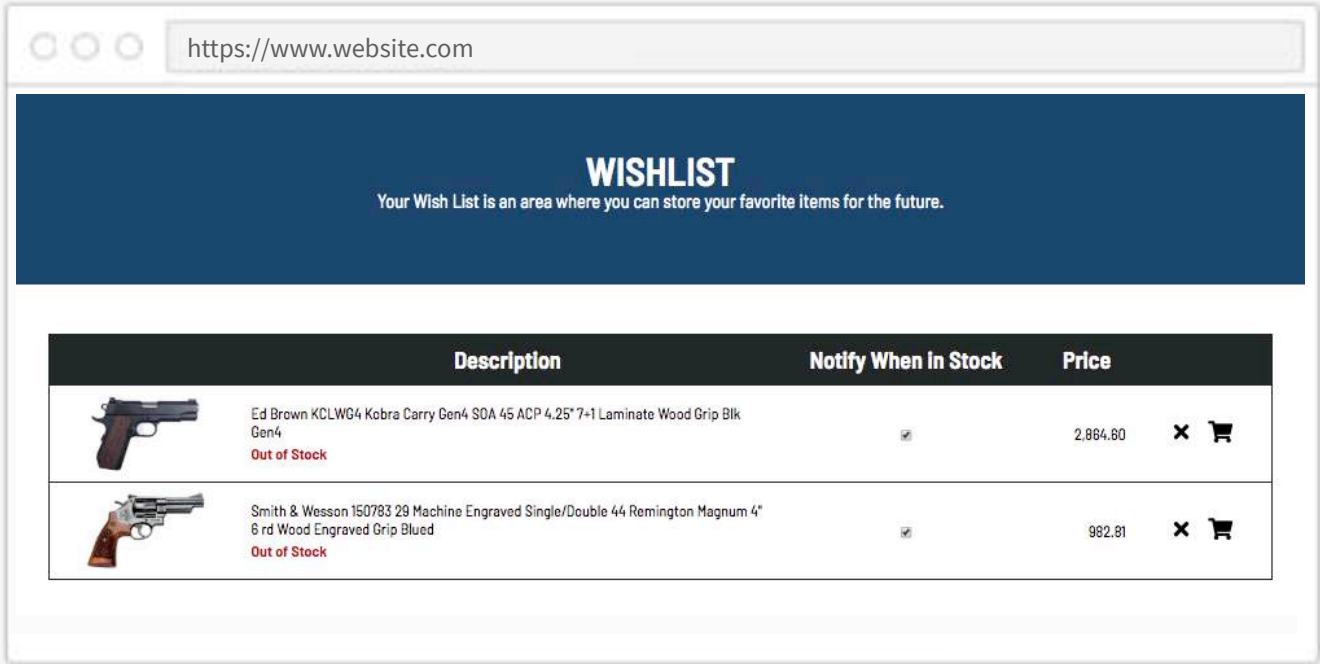
Allow customers to review your products and feature customer reviews with the built-in testimonials module.





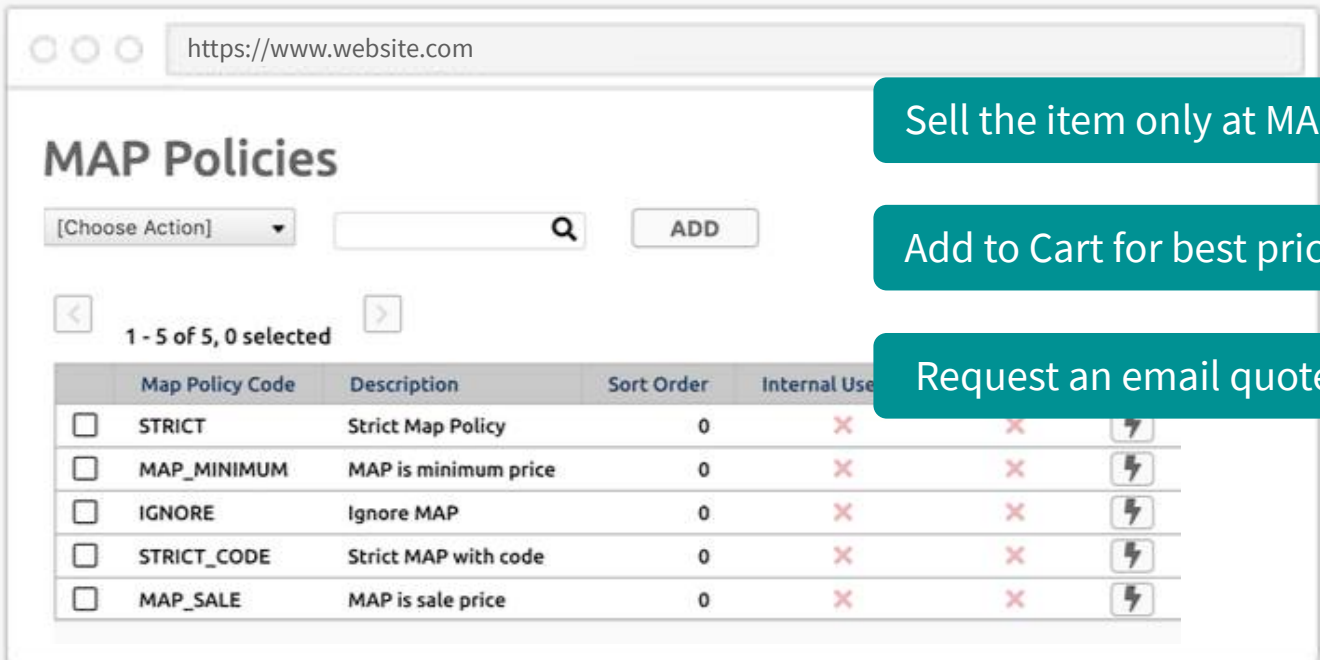
WISHLIST WITH NOTIFICATIONS.

Customers can easily add items to their Wishlist and can choose to be notified when an item on their Wishlist comes into stock.



ENFORCE MAP POLICIES.

MAP pricing can be set for any item in the system and the markup engine will make sure to adhere to any rules set on items that are flagged as MAP priced.



Sell the item only at MAP

Add to Cart for best price

Request an email quote



PRICING STRUCTURE.

Pricing for items can be set based on marking up items by category and/or manufacturer. Items can also be marked up individually if you want to override the category-based markup.

https://www.website.com

Pricing Structures

SAVE ADD DELETE LIST

< 2 of 4 >

Pricing Structure Code *
RUGER_PRICES_STRUCTURE

Description *
RUGER_PRICES_STRUCTURE

Percentage *
0.00

Minimum Markup
37.50

Maximum Discount

Sort Order *
0

Percentages are markup from cost (unchecked means percentages are discount from list price)

https://www.website.com

Product Pricing Rules

SAVE ADD DELETE LIST

Minimum Amount *
0.00

Maximum Amount

Round Amount *

ROUNDING RULES.

Pricing for items can be set based on marking up items by category and/or manufacturer. Items can also be marked up individually if you want to override the category-based markup.

DISTRIBUTOR PRICE.

When an item runs out of stock from one distributor the system shows the proper price based on the secondary or tertiary distributor.

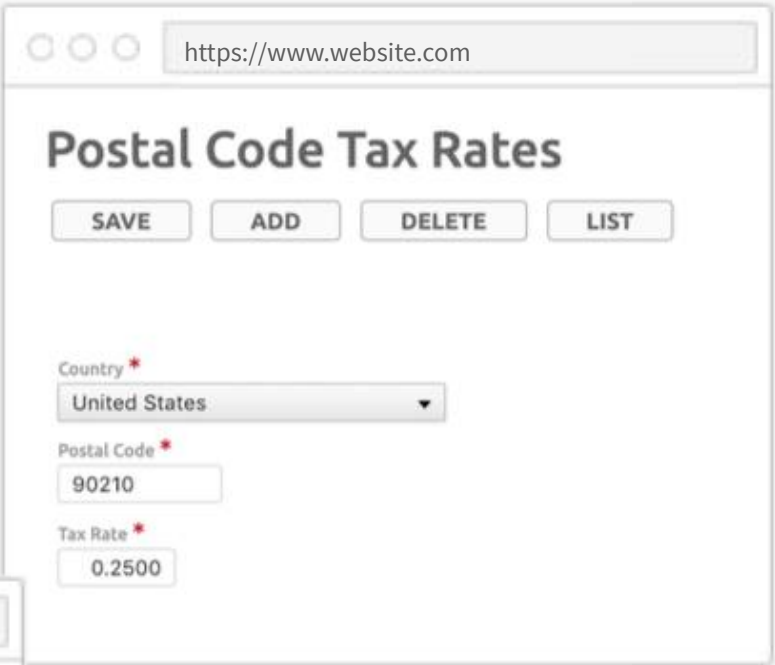
https://www.website.com

**Heritage Mfg RR22B6
Rough Rider Small Bore
Single 22 Long Rifle 6.5" 6
Cocobolo Blued
UPC: 727962500309**

**Sports South - 25/\$104.61
Lipseys - 38/\$104.90
RSR Group - 157/\$110.99**

STATE/POSTAL TAX.

Coreware supports taxing orders based on the shipping zip code.



https://www.website.com

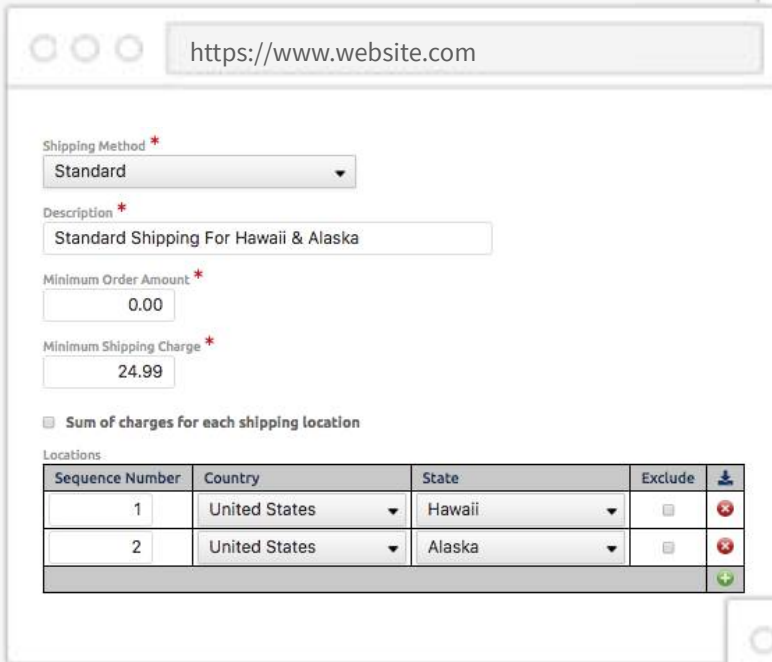
Postal Code Tax Rates

SAVE ADD DELETE LIST

Country *
United States

Postal Code *
90210

Tax Rate *
0.2500



https://www.website.com

Shipping Method *
Standard

Description *
Standard Shipping For Hawaii & Alaska

Minimum Order Amount *
0.00

Minimum Shipping Charge *
24.99

Sum of charges for each shipping location

Locations

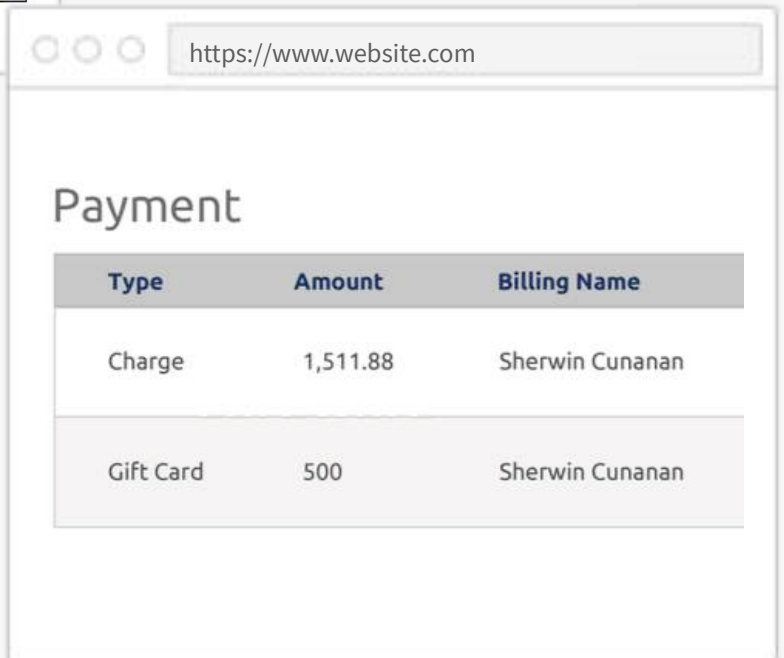
Sequence Number	Country	State	Exclude	
1	United States	Hawaii	<input type="checkbox"/>	
2	United States	Alaska	<input type="checkbox"/>	

SHIPPING RATES.

Shipping rates can be set in many different ways including the ability to change shipping rates by distributor, manufacturer, category and even specify individual rates by item.

MULTIPLE PAYMENTS.

Orders can be paid for using multiple payment methods. Custom payment methods can easily be added to the system.



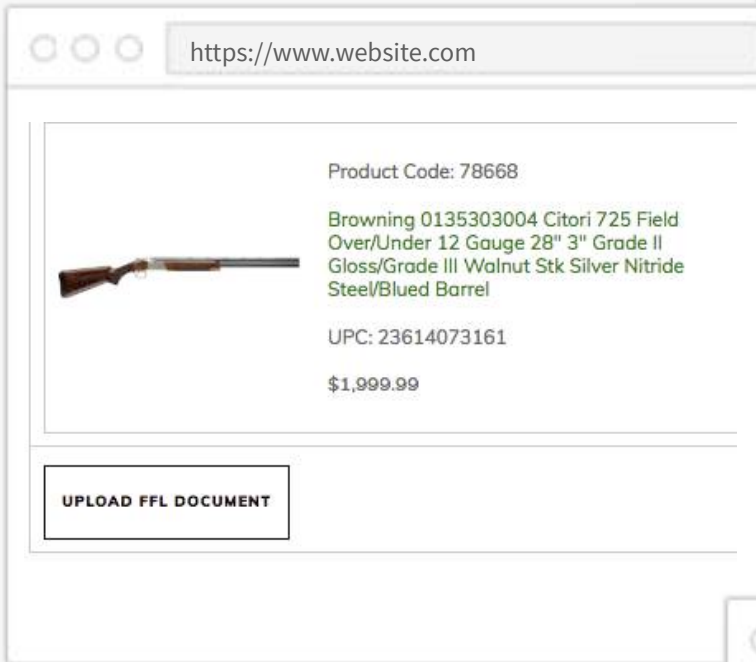
https://www.website.com

Payment

Type	Amount	Billing Name
Charge	1,511.88	Sherwin Cunanan
Gift Card	500	Sherwin Cunanan

FFL FINDER.

A shopper can easily select an FFL when they purchase a firearm or any item that requires the consumer to pick up the item at an FFL. The FFL finder provides the ability for the shopper to set their default FFL. The FFL finder is updated on a regular basis.



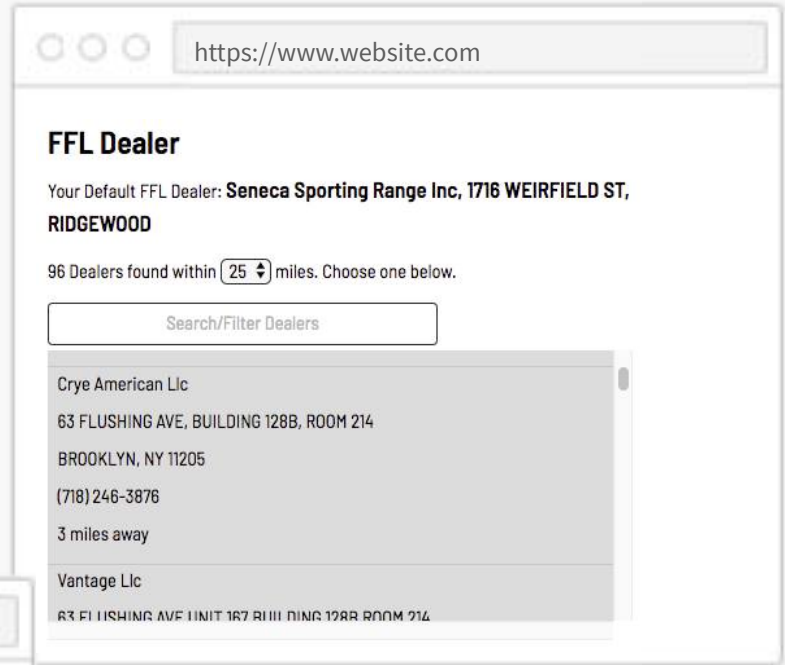
Product Code: 78668

Browning 0135303004 Citori 725 Field Over/Under 12 Gauge 28" 3" Grade II Gloss/Grade III Walnut Stk Silver Nitride Steel/Blued Barrel

UPC: 23614073161

\$1,999.99

UPLOAD FFL DOCUMENT



https://www.website.com

FFL Dealer

Your Default FFL Dealer: **Seneca Sporting Range Inc, 1716 WEIRFIELD ST, RIDGEWOOD**

96 Dealers found within miles. Choose one below.

Crye American Llc
63 FLUSHING AVE, BUILDING 128B, ROOM 214
BROOKLYN, NY 11205
(718) 246-3876
3 miles away

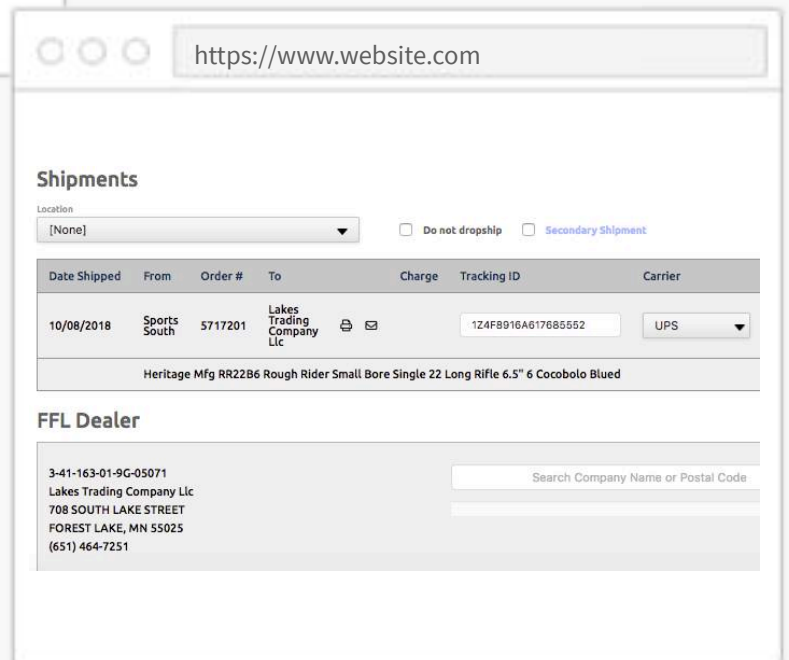
Vantage Llc
63 FLUSHING AVE UNIT 167 BLDG 128B ROOM 214

FFL/SOT UPLOAD.

Shipping rates can be set in many different ways including the ability to change shipping rates by distributor, manufacturer, category and even specify individual rates by item.

SHIPMENT TRACKING.



Even when an order is split between distribution centers, shoppers have the ability to properly track their order. All tracking information will be accurate. Customers are able to see this tracking information on the website.



https://www.website.com

Shipments

Location: Do not dropship Secondary Shipment

Date Shipped	From	Order #	To	Charge	Tracking ID	Carrier
10/08/2018	Sports South	5717201	Lakes Trading Company Llc	 	<input type="text" value="124F8916A617685552"/>	<input type="text" value="UPS"/>
Heritage Mfg RR2286 Rough Rider Small Bore Single 22 Long Rifle 6.5" 6 Cocobolo Blued						

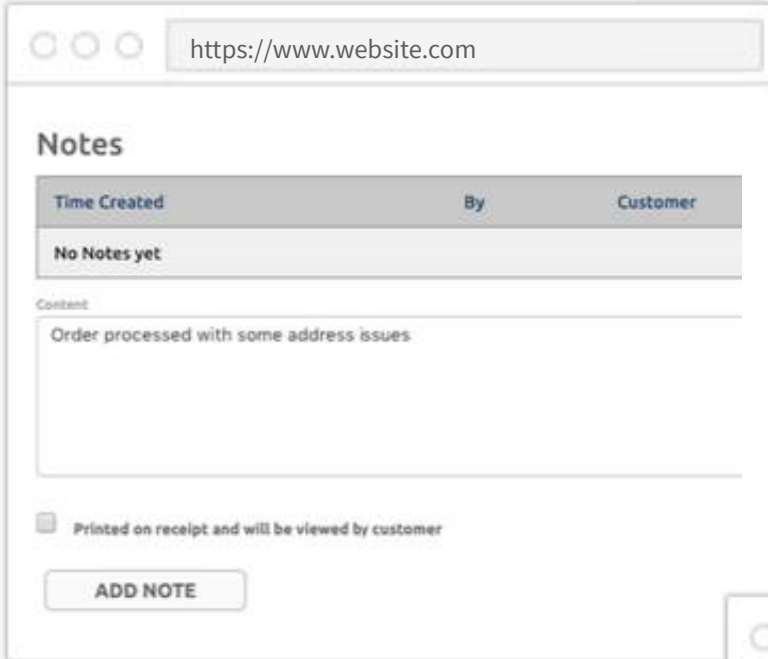
FFL Dealer

3-41-163-01-9G-05071
Lakes Trading Company Llc
708 SOUTH LAKE STREET
FOREST LAKE, MN 55025
(651) 464-7251



STORE TERMS.

Terms and conditions can be customized, and a customer can be forced to check a box or write their signature that acknowledges that they have agreed to the terms and conditions.

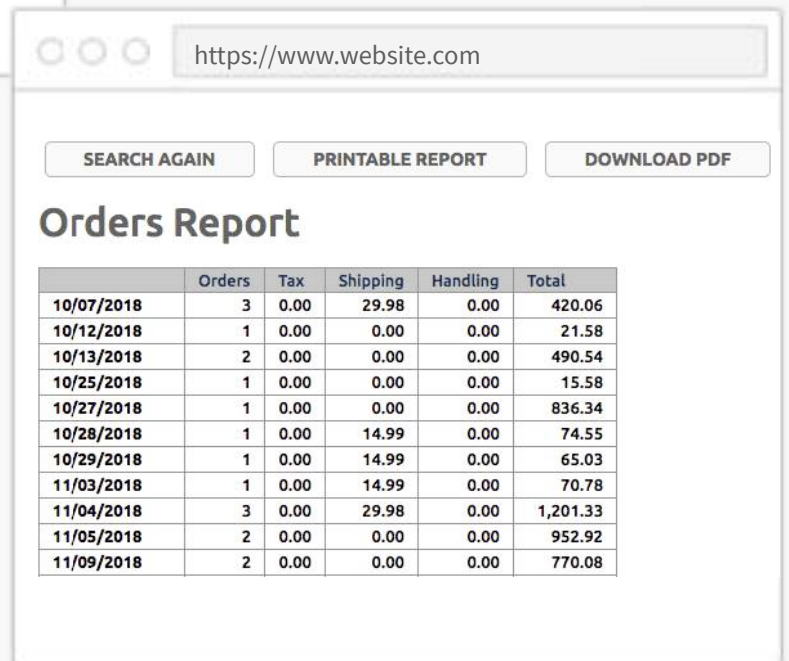


ORDER NOTES.

Both internal notes as well as customer visible notes will be supported in the Order Management system.

SALES REPORTS.

Even when an order is split between distribution centers, shoppers have the ability to properly track their order. All tracking information will be accurate. Customers are able to see this tracking information on the website.

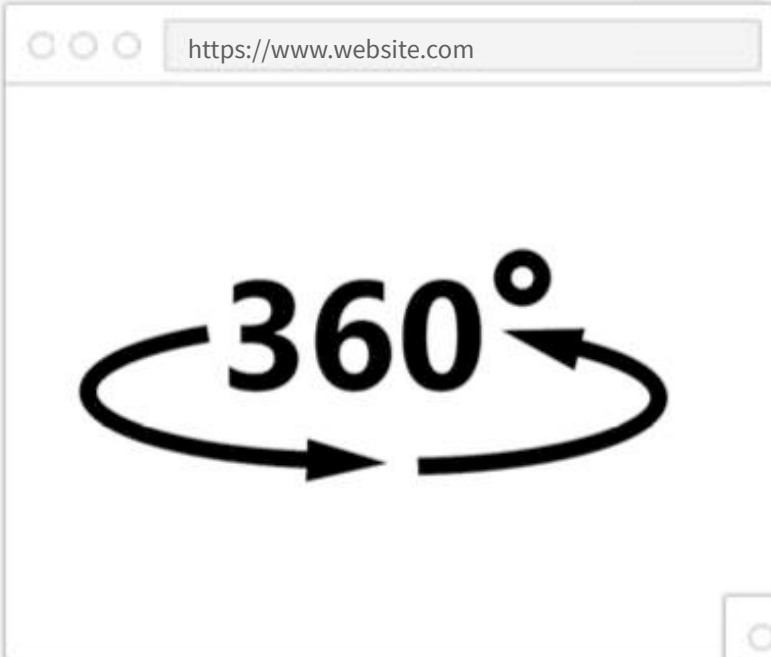


	Orders	Tax	Shipping	Handling	Total
10/07/2018	3	0.00	29.98	0.00	420.06
10/12/2018	1	0.00	0.00	0.00	21.58
10/13/2018	2	0.00	0.00	0.00	490.54
10/25/2018	1	0.00	0.00	0.00	15.58
10/27/2018	1	0.00	0.00	0.00	836.34
10/28/2018	1	0.00	14.99	0.00	74.55
10/29/2018	1	0.00	14.99	0.00	65.03
11/03/2018	1	0.00	14.99	0.00	70.78
11/04/2018	3	0.00	29.98	0.00	1,201.33
11/05/2018	2	0.00	0.00	0.00	952.92
11/09/2018	2	0.00	0.00	0.00	770.08



OUTBOUND FEEDS.

Coreware supports outbound feeds such as Gun Deals (formerly Slick Guns).



360° IMAGES.

Coreware supports displaying the 360 images available from Sports South.

EASYPOST SHIPPING.

Integration into EasyPost is available so that orders that are being fulfilled from the customer site can be shipped using EasyPost where you can rate shop and make sure you are using the most cost effective shipping method.





PCI COMPLIANCE.

Coreware is Level-1 PCI Compliant. You don't need to worry about the security of your customer's credit card data. All credit card information is tokenized and stored on the merchant services servers. No credit card information will be stored on your servers.



UNLIMITED BANDWIDTH.

You will never be charged based on the number of visitors or traffic that you have. Nor will you ever be charged based on your transaction volume.

99.99% UPTIME.

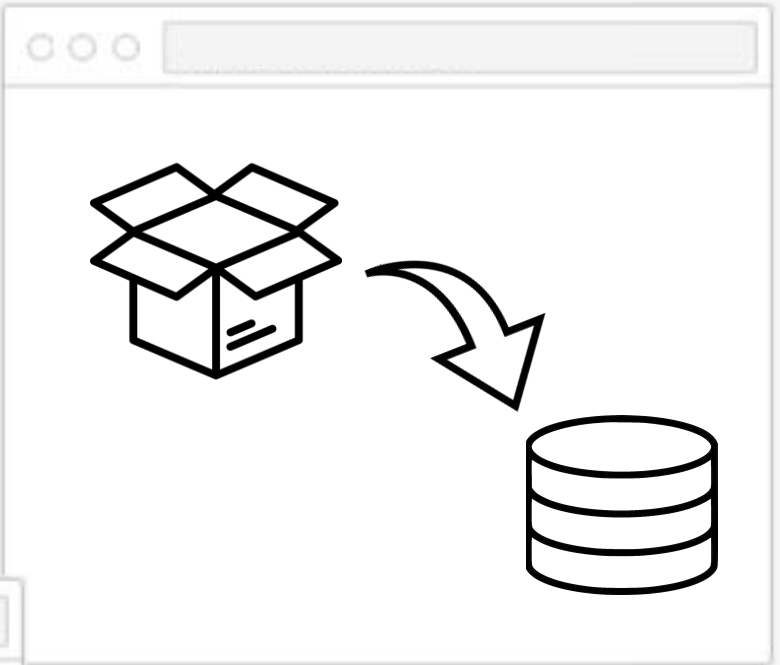
Coreware will ensure that your web site is ALWAYS up and running and will work around the clock to make sure the web site is ALWAYS online.





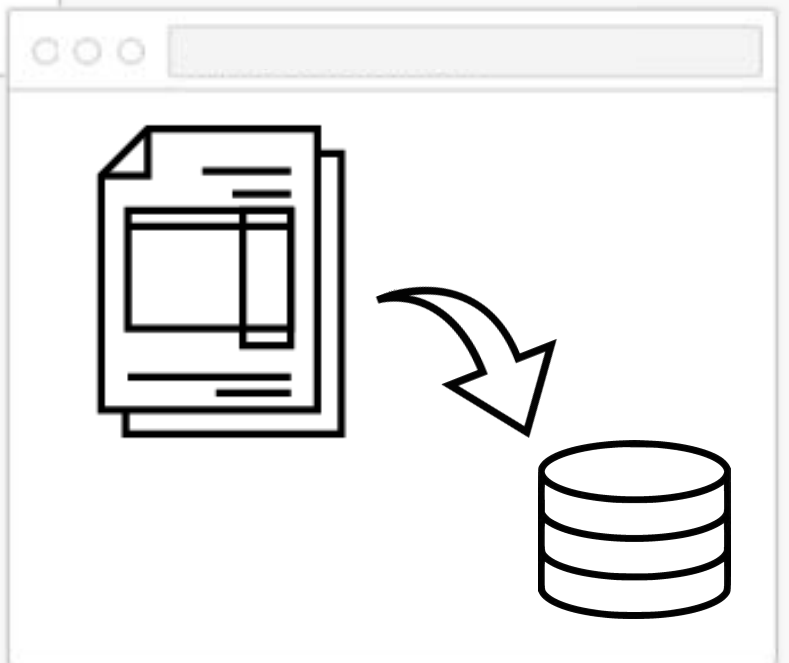
PRODUCT IMPORT.

Product information along with stock information can be imported from your current system.



CUSTOMER IMPORT.

Customer and contact information can be imported from your current system.



ORDER IMPORT.

Customer order history can be imported from your current system.



coreware

FOR THE
SHOOTING SPORTS
INDUSTRY

PO Box 60207
Colorado Springs
CO 80960

719-351-7850
info@coreware.com

www.coreware.com