



 **BxMarket**

Your marketplace, your way!

### **Create and administer your own auction store**

BxMarket allows you to maintain and run your own auction site from a web browser with any standard internet connection. You have complete flexibility in handling and managing your auction site.

We provide you with a wide variety of standard administrative features and benefits. With a complete, web based, back office system, you can use as many or as few of the built-in options as you would like. We make sure that you are able manage every aspect of your marketplace and retain full business control of your entire auction selling process.

BxMarket sites are extremely easy to administer, and can be up and running within minutes, ready to sell your products and services, and take on bids from all over the world wide web!

### **Take full control of your marketplace and your business**

Running an auction site means managing many simultaneous process at once. With the BxMarket marketplace manager you can easily maintain full control of your auction business, handling all of the critical bidding and customer related components you need to run a successful service.

BxMarket comes standard with all the auction features seen in top auction service site such as reserve pricing, bid limits, proxy bids, and buy now offers.

Our marketplace manager will collect and track all the bids from your users and process any emails notifications, transactions, and fulfillment services. With a completely parameterized system, we take the guesswork and countless programming and customization hours out of your hands so our engine can do the work, while you remain focused on your marketing efforts, customer relationships, and business operations.

### **Users visit your service, not a 3rd party provider**

Don't be buried under the rubble of thousands of other auction sites within a community of millions of items. With BxMarket users visit your auction web site, not some other 3rd party community service. This means that you're in the driver's seat.

The way that your web site operates will leave a lasting impression on your site users. With BxMarket you can be assured that your auction site will be delivered to the needs of your customers and clients, not the needs of the portal community.

The user interface of BxMarket has been developed so that all your web site visitors can easily navigate through the process of bidding and buying auction items. BxMarket provides advanced, built-in, tools and features that make it easier for users to manage their auction bids, bought items, and histories. BxMarket makes it simple for auction enthusiasts of all levels to enjoy your service and conduct their bidding transactions.



## BxMarket Product Benefits

**A one-of-a-kind service** that will boost your sales, increase your web site traffic, solidify your user community and reduce your inventory levels.

**Built in, advanced auction processes** such as reserve pricing, bid limits, proxy bids, and buy now offers are optionally activated at your request, with a simple click of a button.

**Flexible design** and style sheet based controls mean you customize your site the way you see fit, fully branded to match your business needs. A professional-looking site gives you credibility as an online retailer and makes shopping easier for your visitors.

**Create an unlimited amount** of custom categories and subcategories within your store to merchandise your listings effectively.

**Manage your users** and keep on top of your customer base. BxMarket offers you a full bidders' relationship module to manage your customer needs.

**100% yours** and not part of a general auction service or community. With BxMarket you set the rules and call the shots. Use your own web address and drive buyers directly to your auction site.

**No hidden community promotion fees** to get your site noticed. Promote your site freely outside of the confines of an auction community. BxMarket also makes it easy for you to send marketing emails directly to your buyers with our marketing tools.

**Advanced and keyword search engines** come standard with BxMarket, allowing buyers to search through your items to find exactly what they want.

## General Product Characteristics

### Fully Branded

It's important for to promote your brand and your company, not ours. BxMarket is a white-labeled solution, with your logo, your content, and your corporate identity.

### Highly Customizable

BxMarket allow you to customize your sites design, style, and identity. We provide the methods and functionality, you provide the vision.

### Rapid & Flexible Deployment

Deploy BxMarket within a matter of hours. Setting up a marketplace web site has never been easier or faster. BxMarket ensures that you quickly get a professional, auction driven site, on air, freeing you up to focus on selling your products and services.

### Integrated or Stand-Alone

BxMarket can be easily integrated into an existing web site or delivered as a stand-alone, fully functional e-business.

### Hosted, Reliable, & Secure

Built from the ground up as an on-demand product. BxMarket runs on a secure network infrastructure, continuously maintaining daily backs-up and updates, 24 hours a day, 7 days a week.

The BxMarket approach speeds up implementation, lowers total costs, and increases site uptime. With BxMarket there is no need to buy additional hardware or install extra software.

## BxMarket Product Features

**User Interface:** BxMarket will provide the tools, you provide the vision! The user interfaces that you can create with BxMarket will leave all your auction web site visitors impressed with your web site's professional design, auction based functionality, and incredible ease-of-use.

With BxMarket you can be assured that you will provide an auction web site service that will incorporate all the necessary components and features specific to the marketplace type of buying and selling that encompasses an auction business.

**Marketplace Manager:** The marketplace manager is your complete, all-in-one, auction site back office. Completely web based and accessed on-demand; you can enjoy the flexibility of controlling all aspects of your auction store from one unified internet service.

With our marketplace manager, there is no need to install or configure any complicated software. Once signed-up you can immediately begin to access your service; building your auction site on-the-fly, creating categories and products, monitoring the bidding cycle, and supporting your opened and closed auction items.

**Site Administration:** Creating, controlling, and managing your auction sites content and design is an essential part of the BxMarket product. Flexibility in layout and style gives your site a professional look and feel, while advanced content editing features will keep it fresh and up-to-date.

Special communication and email notification features provide an extra layer of functionality that you pass on to all your users, creating a complete auction web site with dynamic content, updated items, and customer interaction and support tools!

### Corporate Offices:

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Seller Info	Auction Info
Seller (rating): ★★☆☆	Current Bid:
	# of Items:
€40.00	
€5.00	
0	
GR	
1/21/2005 04:00	
3/31/2005 00:00	
35	Viewed 2 times.
<input type="button" value="Place a bid"/>	

### 1. Auction Description:

Title:*	<input type="text" value="product 01"/>
Category:	<input type="text" value="category01"/>
	<input type="button" value="Select..."/>

### 2. Auction Dates and Times:

Start Date:*	<input type="text" value="01/26/2005"/>	<input type="button" value="Calendar"/>
End Date:*	<input type="text" value="01/31/2005"/>	<input type="button" value="Calendar"/>

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Create, edit, and manage your Product Item Inv part of creating an Auction. Place any single ite

### Main Categories

Antiques	<input type="button" value="Edit"/>	<input type="button" value="X"/>	<input type="button" value="Globe"/>
Cars	<input type="button" value="Edit"/>	<input type="button" value="X"/>	<input type="button" value="Globe"/>
Living Room	<input type="button" value="Edit"/>	<input type="button" value="X"/>	<input type="button" value="Globe"/>
Magazines	<input type="button" value="Edit"/>	<input type="button" value="X"/>	<input type="button" value="Globe"/>
MotorCycles	<input type="button" value="Edit"/>	<input type="button" value="X"/>	<input type="button" value="Globe"/>



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