

## OrderDynamics Press Release

### OrderDynamics Helps Online Retailers Reduce Shopping Cart Abandonment and Increase Sales Through Simplified Checkout Option

Canada's leading On-Demand eCommerce provider builds streamlined shopping cart checkout for online shoppers into SaaS platform.

Toronto, ON (PRWEB) January 15, 2009 -- OrderDynamics Corporation, a Canadian On-Demand eCommerce solution provider, is pleased to announce continued enhancements to its Software-as-a-Service (SaaS) platform in order to solve the real business challenges of online merchants.

OrderDynamics Customers have another powerful eCommerce Shopping Cart feature to streamline the checkout process for their shoppers. Shopping cart abandonment occurs when shoppers leave the checkout process before completing the sale. With the click of a button, online merchants can include shipping options onto the same web form, and remove the final confirmation page, unlocking a single-page checkout while still maintaining brand flexibility, design control, and a standards-based layout.

"It is very important for our Customers to monitor and reduce their shopping cart abandonment. We help them manage this on a number of levels," explains Michael Benadiba, CEO of OrderDynamics Corporation. An On-Demand eCommerce solution provider can aggregate key metrics like shopping cart abandonment across hundreds of eStore websites and verticals and then implement software and services to reduce abandonment.

"Another important component to this strategy is allowing our Customers to maintain their own branding and design during the checkout process and not redirecting their shopper to a different website or URL, as seen with other providers such as NetSuite and Infopia," continues Benadiba. "Our research shows that redirecting someone away from the eStore during the checkout process or having the checkout page designed differently increases abandonment rates." The OrderDynamics solution includes a powerful backend management console and sales dashboard that gives online merchants complete control of what shopping cart features to present to their shoppers and to closely monitor business metrics.

These enhancements are part of an overall new feature release strategy that OrderDynamics includes as part of their solution and Dynamic Merchandising concepts.

#### About OrderDynamics Corporation:

OrderDynamics Corporation is a privately owned company that has provides turn-key eCommerce solutions to businesses looking to grow their online sales solutions. The success of OrderDynamics is highly attributed to its response to real Client requirements and Dynamic Merchandising concepts which provide superior control and help drive revenue. The OrderDynamics solution is designed for online merchants and services

different business such as retail, manufacturing, business-to-business, complex online retail, and more. OrderDynamics officially launched its on-demand eCommerce Solution in 2006 after 2 years of research and development.

Learn about how we've helped online merchants grow: eCommerce Shopping Cart Case Studies.

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