



# multilingual eCommerce & fulfilment solutions

## Grow your business by reaching out to a global audience

Businesses, no matter how large or small, can benefit from the multilingual eCommerce and fulfilment functionality offered by PRIAM. The rise of Internet use globally allows you to benefit directly by creating a user experience that is not bound by borders, language or currency.



PRIAM offers a fully integrated solution that allows you to take your English language database and add in the language requirements for whichever country you want to do business in. From a single database, you can run your UK multi-channel business alongside a German eCommerce site and fulfilment operation and even a Chinese eCommerce site and fulfilment operation. The possibilities are endless.

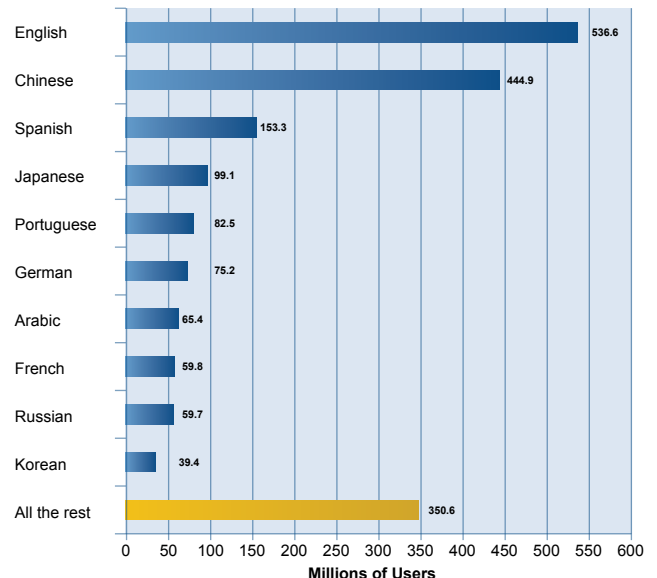
Multilingual web sites and multi-currency processing are only part of the answer. To be successful you also require a multilingual fulfilment process: you need to confirm the order by email in the local language, you need to create multilingual despatch documentation and you need to link to local couriers to despatch the orders. PRIAM does this for you.

## Top Ten Languages in the Internet

TOP TEN LANGUAGES IN THE INTERNET	Internet Users by Language	Internet Penetration by Language	Growth in Internet (2000 - 2011)	Internet Users % of Total
English	565,004,126	43.4 %	301.4 %	26.8 %
Chinese	509,965,013	37.2 %	1,478.7 %	24.2 %
Spanish	164,968,742	39.0 %	807.4 %	7.8 %
Japanese	99,182,000	78.4 %	110.7 %	4.7 %
Portuguese	82,586,600	32.5 %	990.1 %	3.9 %
German	75,422,674	79.5 %	174.1 %	3.6 %
Arabic	65,365,400	18.8 %	2,501.2 %	3.3 %
French	59,779,525	17.2 %	398.2 %	3.0 %
Russian	59,700,000	42.8 %	1,825.8 %	3.0 %
Korean	39,440,000	55.2 %	107.1 %	2.0 %

Internet Penetration is the ratio between the sum of Internet users speaking a language and the total population estimate that speaks that specific language

Source: Internet World Stats



## multilingual eCommerce

### Reach out to a global audience

By adding multilingual facilities to your site, you are not only improving your solution but you are broadening your target market to a much wider audience. You will be able to provide users all around the world with information and the ability to purchase from your website by changing the text into any language that they require. In turn this will help you to increase sales revenue and grow your business.



## multilingual fulfilment

### Fully integrated back office fulfilment system

Creating a foreign language site is only part of the solution. Once you have taken your customer's order you need to fulfil it efficiently and successfully. To fulfil efficiently and to be successful, you require PRIAM's fully integrated back office fulfilment system with all of its multilingual functionality and multi-currency payment options.



### Product Descriptions

Use the powerful multilingual and multi-currency features to support localisation and different tax rates

### Offers / Promotions

Integrate with Google Analytics or use the powerful PRIAM reporting suite for site analysis

### Text Based Web Content

Use the 'appease' Content Management System to create localisation features for multiple languages

### Images, Buttons and Help Text

Create Images, Buttons and Help Text in multiple languages

### Order Confirmation

Communicate with your customers using their own local language

### Order Despatch

Inform your customer that their order has been despatched

### Despatch Documentation

Create despatch documentation, messages and notes in the customer's native language

### Local Couriers

Integrate with international and local courier systems to provide a seamless service