



iRPMTM

Website Power for Automotive eBusiness

Affordable Entry Point

There is a powerful iRPM website for every budget.

Rapid Deployment

iRPM websites are built quickly and efficiently, to meet your deadline needs.

Power Your Creative Image

iRPM offers high-impact video, sound, and multimedia features – by special order.

Continuous Support & Upgrades

iRPM offers trouble-free web hosting, support, and regular upgrades.

Horsepower is one thing. But converting that power into on-track performance requires the best-possible blend of gearing, suspension, and performance tuning. Same thing for your business. Today's world requires technology tools that power your company, your people, and your products to peak performance.

An iRPM website does just that. If your business needs a power boost, give us a call or email, *straightaway!*

Use iRPM website solutions to help boost your sales, power your marketing, streamline your operations, and sharpen your company's overall performance!

For Starters, all iRPM websites include:

- High quality website design, incorporating your company's motif and logo
- Secure eCommerce (for dealers, consumers, or both)
- Unlimited website pages and product categories
- Powerful search capability: make, model, engine, product
- Keyword and part number search
- Customer Service and Help Feature
- Request-a-catalog Feature
- Easy website administration and management (no programmers needed)
- Auto-email customer purchase response
- Database of customers-who-have-purchased, for future marketing
- Online order management and tracking

Choose from the following iRPM features to create the ideal website solution for your company, product, brand, or service:

Power Your Sales

Supercharge your sales to dealers, distributors, and direct-to-consumers.

iRPM Business-to-Business eCommerce

Empower your dealers to buy your products from your website. With iRPM, dealers can make purchases securely online, using the passwords and price discount structure you make available to them. Manage the entire dealer purchasing process right from your iRPM website.

iRPM Business-to-Consumer eCommerce

Want to sell direct to the public online? iRPM B2C lets your website visitors buy on impulse. Easy-to-use shopping cart, trackable orders and customer data, and upsell clickables that help turn small orders into big ones.

iRPM “My Cars” Feature

Allow your website visitors to click on the make and model of the car (or cars) they own, and view specific products for their vehicles.

iRPM “Product Specials” and “What’s New” Features

Prompt your website visitors with “Product Specials” and/or “What’s New” sections on the home page that allow you to promote special weekly, monthly, or seasonal product and price specials. Announce upgrades and new products immediately. Easy to change and update; keeps your website active and fresh. Stimulates repeat visitor traffic.

iRPM Product Relations Display

Use the iRPM “you may also need” tool to link related products to one another. By allowing multiple items to be displayed at the same time, sell more products.

iRPM Secure eCommerce Checkout

iRPM’s website hosting servers are protected with the strongest possible encryption. All data is sent through a Verisign 128-bit SSL certificate.

iRPM Credit Card Authentication

With iRPM’s use of Verisign/Paypal Payflow Pro software, customer credit cards are processed quickly and securely.

iRPM Online Address Book

Capture and store customer contact information during the online checkout process, for future marketing and sales campaigns.

iRPM Part Number Searching

Help your website visitors find your products faster, by searching for specific part numbers that quickly locate the products they want.

iRPM “Thumbnail-and-Enlarge Images” on Product Pages

Allow website visitors to see ALL product images immediately. Then, when they see an image that interests them, they can enlarge it without having to reload the page.

iRPM Featured Products Tools

Increase your cross-selling capabilities by highlighting products in ways that convert single-product sales into two-three-four-and five product sales.

iRPM Coupon & Discount Code Tool

Run online specials and promotional discounts that stimulate seasonal and “upsell” sales.

iRPM Product Comparison Tool

Allow your users to see up to three products side by side, to compare the specifications, pricing and features.

Search-by-Brand Functionality

With iRPM, if your customers know the brand of the product(s) their looking for, finding them is 1-3 clicks away.



Photo by Wayne McAtee

Power Your Marketing

Reach a wider audience, and the right customers.

Award Winning Graphic Design

iRPM creates websites of superior design and impact. Let us coordinate with your marketing and advertising people, or set a few guidelines for us and we'll build you a masterpiece.

Yahoo! Style navigation

Find your way back to the website page you were previously on, by using the iRPM Yahoo Style navigation system. Above each page title is a list of all the parent categories of where you've been.

iRPM FAQ Tool

Allow your website visitors to ask questions that you can email respond to – then archive the information and auto-build a “smart FAQ” website knowledge base.

iRPM Banner and Prompt Ads

Advertise specific products and specials with strategically placed “banner” and “button” ads, accented with multimedia effects.

iRPM HTML Email Tool

Keep in contact with your opt-in website users and dealer groups by using the HTML Email tool for outreach emailing and high impact email marketing.

iRPM “News” Feature

Post your new product and company news on your website easily, quickly, and regularly – to keep your customers and website visitors abreast of what's new and what's important about your company.

AAIA Integration

iRPM incorporates the AAIA data schema, which allows you to map your parts to AAIA-standard vehicles (nearly all

street-originated cars). This feature is especially helpful for exporting your product data to retailers such as AutoZone.

iRPM Marketing Shortcuts Application

Using this tool, your website administrator can create an infinite number of “virtual” pathways to different places on the website, which help lead website users to the product(s) of their choice.

Opt-in Email Feature

Allow website customers in the checkout process to “opt in” and be included in future email updates from your company.

Email-This-Page-Functionality

Build “viral sales” by allowing your website visitors to send URLs from your website to their friends and associates.

Dealer Locator Tool

Allow website visitors to locate which of your dealers are closest to them.

Customer Vehicle Gallery Tool

Use this great cross-selling tool for visual products such as body kits, wheels, etc. It allows your website administrator to create customer profiles for individual customers. That profile can then be linked to specific products. The website visitor browsing the profile in the gallery tool can then click on the product linked to the profile to go directly to that product on your website, to buy it. With an additional click, the website visitor can also see that product on a vehicle.

Power Your Catalog

Organize and update your print catalog in an iRPM website database. Save two tons of time, and three tons of cost.

iRPM “Print Catalog” Tool

Let your customers and website visitors download and printout your catalog, product brochures, or specific catalog sections, directly from your website.

iRPM Catalog Database

Save production cost and time on your print catalog with an iRPM database. Use your iRPM website database as the foundation for your print catalog. Keeps all product information and prices always-up-to-date.

iRPM Product Specification Manager

Control and update the specifications for each of your product SKUs, without the necessity of assistance from your website provider.

iRPM Multi-Level Price Structure Management

Enable your dealers, jobbers, and distributors to see their price-structure discounts on their own private website pages on your website.

iRPM Downloadable Product Sheet Tool

Allow your dealers to download their currently-available products, prices and applications in real-time.

iRPM Product Installation Tool

Make it easy for your customers to download and printout product and installation instructions from your website.

Power Your Product Data

Keep your product and price data easily up-to-date, and downloadable for your dealers as needed.

AAIA Integration

iRPM incorporates the AAIA data schema, which allows you to map your parts to AAIA-standard vehicles (nearly all street-originated cars). This feature is especially helpful for exporting your product data to retailers such as AutoZone.

iRPM Advanced Log File Analysis

Utilizing LiveStats, website log files are quickly parsed and disseminated for Management analysis.

Data Reports for Management

Use iRPM sales reports and other vital data reports for management, marketing, planning, and analysis.

Online Survey Tool

Create sales/marketing and trends surveys, and view/study the results for management analysis and performance tracking.

Power Your Website Administration

Drive your website as if “from the cockpit of a race car.” All the controls right at your finger tips.

iRPM Content Management System

Control your own categories and products. No need for your website provider to make changes for you. iRPM Content Management System allows you to make the changes

necessary to move products and categories, create new products and categories or just create content pages. This is the heart of the iRPM administrative toolset.

iRPM WYSIWYG Editor

Allow your website administrator (with or without HTML programming experience) to create rich dynamic pages. This editing tool operates similar to Microsoft Word, thus you can bold, italicize, color text and upload graphics to your heart's content.

iRPM Data and Content Upload Tool

The new iRPM upload tool allows you to upload a data file of products, prices, applications, specs, and inventory quickly and easily. The tool allows you to pre-upload your data in a manner that parses it and lets you know if there are any problems detected BEFORE you actually upload it.

iRPM Product Display and Management

Control your own product categorization, administrative permissions, pricing, specifications and applications at anytime day or night without any help from your website provider.

iRPM Permission Management Framework

Separate your public website from your administrative website. If you have a page that only members of a dealer group should be able to get to, simply assign view permissions to the dealer group and no permissions to public, so that the public sees only what you decide for it to see, and your dealer(s) can access and see what they need.

iRPM Order Status with Tracking Numbers

Enable your administrative personnel to assign tracking numbers to customer orders that have been fulfilled, allowing your customers to track their shipments directly from your website.

iRPM Relationship Management and Ordering Toolset

Easily and quickly relate content and products to similar or related content and products, throughout your website. Control the order in which categories, products and content appear in on their respective pages in your website.

iRPM Automatic Image Thumbnailing System

When you upload a Jpeg image through the iRPM Content Management System, it will automatically create several sizes of "thumbnail images" to use throughout the website in different locations. This allows your website to maintain a consistent look and feel.

iRPM Forgotten Passwords Tool

Have your password emailed to you if you've forgotten it.

iRPM Fulfillment tools

Fulfill or cancel orders placed through your website. Once fulfilled, there is a batch process every night that delay-captures the orders shipped that day.

iRPM Inventory Management

Manage and track your inventory with your iRPM website.

iRPM Specification Management / Archiving

Allow your website administrator to create, modify and delete specifications attached to products.

iRPM View/Buy Inventory Permissions

Allow specific users to view and purchase products, and you can also mark products as available for backorder if you are using a real-time inventory system.

iRPM Bulk Permission / Pricing Assignment Tools

Be able to make changes to the pricing structure for anything from a category of products down to a single product (Not SKU but product). This is useful for dealers that operate on a percentage-based discount structure. The Bulk Permissions tool allows the website administrator to quickly assign permissions to as many products as necessary.

iRPM Advanced Log File Analysis

Utilizing LiveStats, website log files are quickly parsed and disseminated for Management analysis.

Integration with Major Shippers

UPS, USPS, FedEx, DHL, and AirborneExpress shipping integration.

Searchable Orders List Administrative Tool

Search for orders by first name, last name, order number or partial or full part number. Once found, you can then fulfill orders from this criteria.

Customer / Order Notes Administrative Tool

Allow your designated administrator who fulfills/views orders to attach notes to tell others about activities.

Shipping Estimator (Pre-Checkout)

Allow for shipping estimation before having to go through the process of online check-out.

www.irpm.net

***Built by automotive enthusiasts
for automotive enthusiasts!***

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