

The eToaster platform provides a rich, component based foundation for e-commerce. The flexible structure allows your completely customized website up and running in a matter of days.

- Give a kick start to your business online
- Integrated e-commerce and warehouse
- Create your site the way you want it



## As Easy As Toast

## E-commerce

A modern e-commerce site is a complex set of functionality mixed together. Usability, Security, Marketing Analysis, Performance all this has to be top notch in order to succeed in the overcrowded online market. Investing time and money into developing a fully functional platform on your own is a big undertaking with results hard to predict. One would have to research hundreds of sites and find hundreds of thousands lines of code and on top of that do it continuously to keep up with the latest innovations.

## Let us do that for you

Running your own e-commerce site can be As Easy As Toast (TM) with our eToaster platform. On a flat monthly fee basis you get everything required to run a successful website - we cover even the bandwidth and the merchant accounts.

## How do we do that?

The eToaster platform has been in development for over 3 years now. It has evolved in a natural way through our client demands and the continuously changing environment of the Internet resulting in a much greater R&D value than a single entity can produce. It has been tuned for a number of industries so whatever your product is - we will help you to sell it most effectively.

## eToaster features

- Total flexibility for as many or as little features you require
- Data import and export - working with your existing product database
- Accounting package integration - integration with the top accounting software packages
- Marketing analysis tools - helps you understand and improve your online store performance
- Integrated CRM
- Integrated search engine optimization tools
- Hosted in UK data center servers

## About us

Toast.it is an internet company with more than 4 years presence in the Internet. For the past years we've built and maintain a number of e-commerce websites for our customers, processing thousands of transactions. Our main focus while building eToaster has been understanding the customer business and adopting our systems to the specifics of his environment.