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# Optimise your online business in 7 steps

## Margins

- Full and correct product info reduces returns
- Eliminate errors - right product, right place, on time
- Data and analysis drives ranging and promotion decisions

## Peak Periods

- 100% performance 100% of the time
- Pay as you go systems that scale when needed
- Planned staffing and systems

## Technology

- IT costs planned and under control
- Improvements identified ahead of the curve and executed on time
- A winning team of internal experts and external suppliers

## Understanding Customers

- Know where to focus your marketing spend
- Website easy to use on all devices
- Conversion, revenue, loyalty and recovery optimised

## System Integration

- No wasted time and errors from rekeying data
- Useful reports and MI without huge manual effort
- No supplier arguments and issues

## Effective Marketing

- A clear strategy and delivery plan
- Real-time, understandable reports on effectiveness
- Informed, expert opinions

## Regulations & Compliance

- PCI, DPA, CPDSR, SOGA, UCT, ECD
- Cyber-security managed and auditable
- Appropriate compliance at an appropriate cost

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