

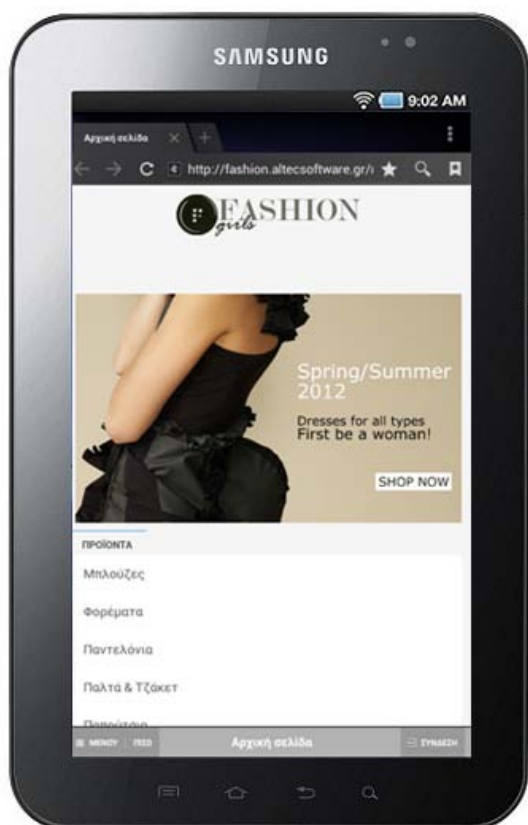
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**Mobile e-Commerce by Altec Software**

Altec Software has developed the platform for Mobile e-Commerce applications. It works on any browser, any operating system (Apple iOS, Google Android, Microsoft Windows Phone, Blackberry OS), and any Smartphone or Tablet device incorporating the aforementioned operating systems and does not require any extra maintenance.

Home Page



Tablet

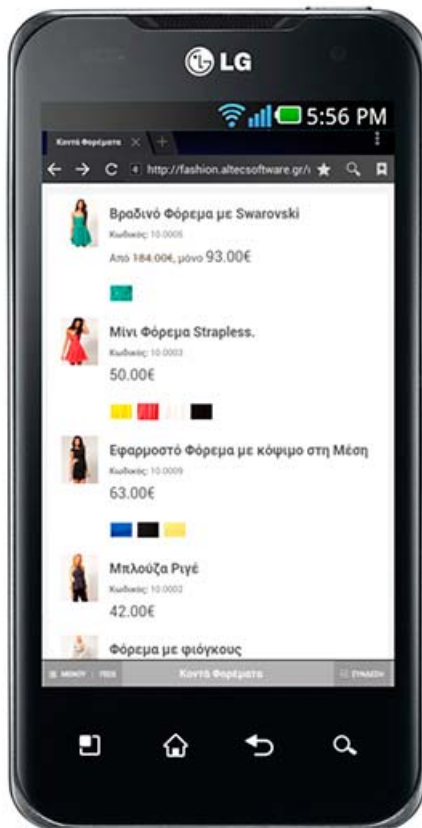


Smartphone

## Up-to-date navigation menus in Tablets and Smartphones

The device (Smartphones or Tablets) is automatically detected by the application which displays dynamically pull-down menus for optimum website and product's navigation.

### Product Category Page



The product category page helps the user to view the selected products in groups.

The improved version for mobile phones and tablets (regarding items available in various colors) offers the option of selecting the desirable color and view the product in the selected color.

### Product Details Page

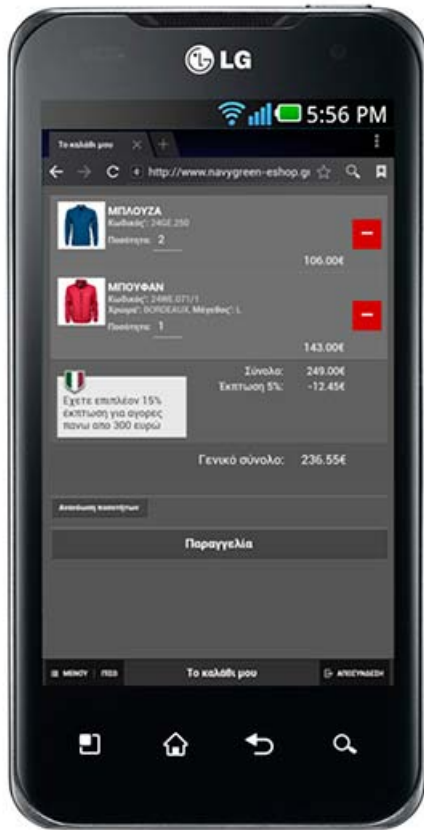


The product's detail page displays the required information.

Thereby, the user is enabled to view various images of the product in the website as well as images of the specific product by color. Moreover, the user is allowed to view any image in larger size.

The online check of product's stock in color/size from one or more warehouses suggests the user to select the color and size of the available products.

## Shopping Cart



The user may add or remove items from the shopping cart with a click having a clear view of it at every stage.

All discount policies are dynamically applied thus encouraging the customers to purchase more products.

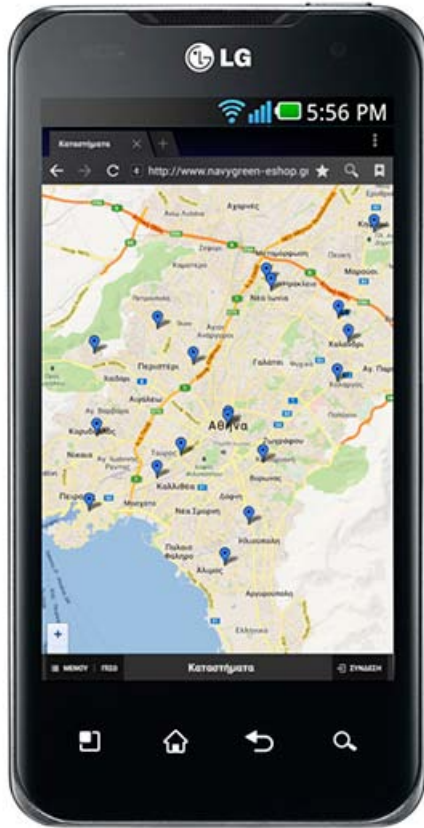
## Order Complete



The order is executed under the usual shipping methods (courier, receive from store) and the usual payment methods (cash on delivery, credit card, Paypal, deposit in bank). Discount coupons or member card discounts are applied too.

The order is completed through banks and Paypal's safe environment.

### Locate physical stores on the map



Easily locating physical stores through Google maps.

### E-catalogue for mobile devices



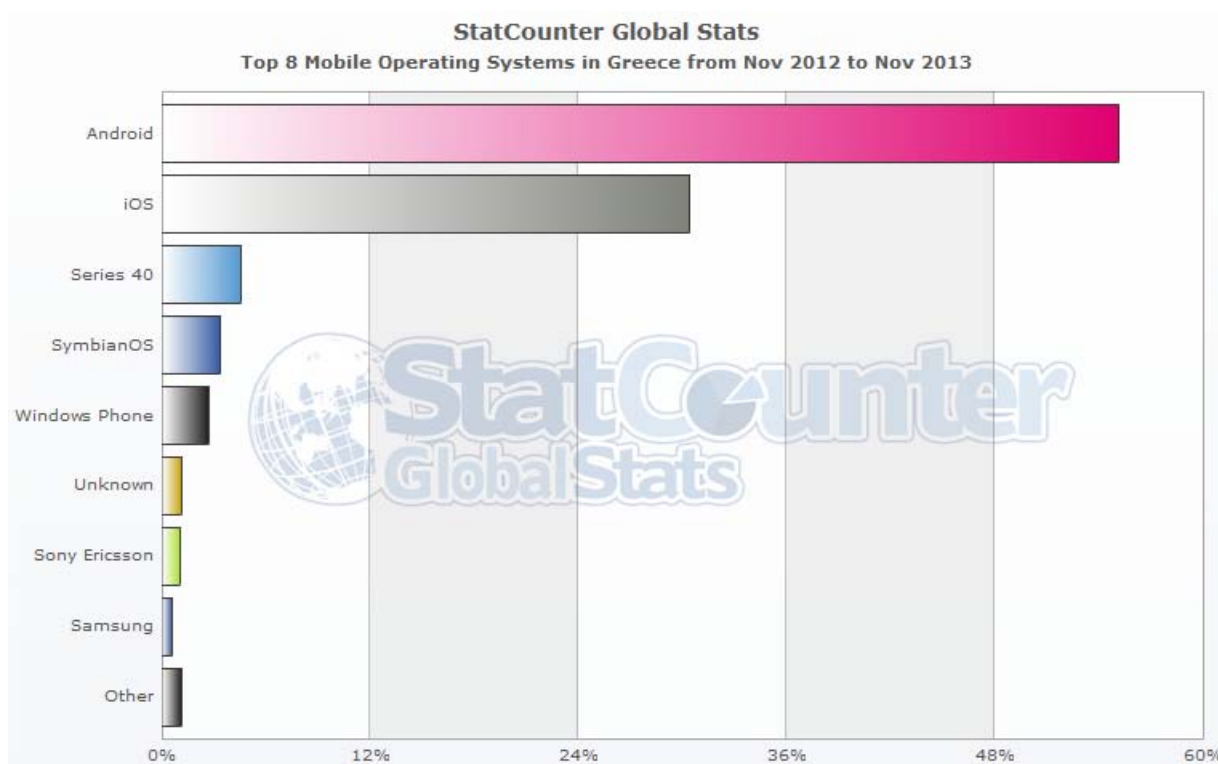
The user is allowed to view the products by browsing the e-catalogue pages.

The catalogue is created in HTML5 thus ensuring that is properly viewed by all devices.

## Global stats on Smartphones and Tablets spread

Lately, the use of Smartphones and Tablets globally, as well as in Greece, has been significantly increased and is expected to be increased even more in the future, according to StatCounter survey:

[http://gs.statcounter.com/#mobile\\_os-GR-monthly-201211-201311-bar](http://gs.statcounter.com/#mobile_os-GR-monthly-201211-201311-bar)



The operating system of these devices (Apple iOS, Google Android, Microsoft Windows Phone, Blackberry OS etc.) and user's ability to access the Internet through Wi-Fi and 3G-4G connection constitute the key advantage of these devices.

The Mobile Internet Add-ons are becoming even more accessible to public and a company's web presence through the mobile device is eventually mandatory. The Mobile apps and web pages help companies to extend their customers and consumers base.

**2013 annual survey on B2C e-commerce by the Athens University of Economics & Business (ELTRUN)** <http://www.eltrun.gr/e-commerce-survey-2013>

### During 2013 the B2C e-commerce reported 25 percent growth in Greece

The annual B2C e-commerce survey has been lately completed by the E-Business Research Center (ELTRUN) of the Athens University of Economics & Business. The specific survey is being conducted for the last 5 years and the main conclusions have been presented on Tuesday, 3<sup>rd</sup> December, 2013 at the 9<sup>th</sup> Internet & E-Business Innovation FORUM (held by the Hellenic Foundation for Culture / Hellenic Management Association and ELTRUN / Athens University of Economics & Business).

The 35% of the Internet users in Greece (approx. 2.2 million) have made at least one online purchase of products/services. Regardless of the fact that the online market has reported 25 percent growth in relation to 2012, it still remains at low levels since the respective European market would report €350 billion, since 70% of Internet users make online purchases. These stats show the prospect of the Greek market, which, under certain conditions, could reach €6 billion in online purchases the coming years, in comparison to present €3.2 billion.

The main features of Greek online consumers are the following:

They have already acquired a 5.5-year experience in online shopping. The 18% of consumers started the online purchases in 2013 which justifies, in great extent, the growth reported during 2013 in relation to 2012.

- The best-selling products-services are: 74% in travel services (tickets buying), 67% in accommodation, 65% in PC accessories and peripherals, 57% in clothing and footwear etc.
- The 40% of consumers will increase the online purchases in 2014, while due to the financial crisis the 20% of them will cut back the purchases.
- The importance of the Internet regarding the purchases overall, results from the fact that the online buyers make the 40% of their purchases in physical stores / companies, after having conducted a serious search and comparison of prices in the Internet.
- Only the 60-65% of total online shopping is addressed to Greek web sites thus presenting the prospective of Greek digital businesses under certain conditions in the future, since the respective number in Europe reports 90 percent.
- The Greek online buyers usually buy from 4-5 local Greek web sites and 3-4 foreign web sites.

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