



HOTCAKES COMMERCE

Make Your E-Commerce Site More Social

Engaging Customer Experience
Exceptional Merchant Experience

Happy Designers

Productive Developers



What if you could...

- Let Users Build your Site's Content
- Leverage Analytics to Understand Your Customers' Interests
- Tag Products and Categories to Get Automatic Exposure
- Drive Sales Through Trending Content



SOCIAL E-COMMERCE

- Related Content and Taxonomy Integration
- Activity Feed Integration
- Gaming Mechanics Points
- Discounts for Badges
- Subscriptions, Likes, and Bookmarks
- Social Sharing Rewards



DEMO



CUSTOMER EXPERIENCE

- Responsive to Start
- Single-Page Checkout
- Faceted Search
- Socially Integrated



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MERCHANT EXPERIENCE

- Intuitive Administration
- Functional Order Administration
- Administration Duties Segmentation
- Customizations without Developers
- Native iPhone App



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DESIGNER EXPERIENCE

- Full Control Over Rendered HTML
- Fully Functional Example for Responsive
- Ability to Redesign Implementations Based Upon Data
- Override Views by Module, Product, or Category
- Create Reusable Content Blocks For Category Headers and Footers



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DEVELOPER EXPERIENCE

- Partial Views & Controllers
- Custom Order Workflows
- Action Delegate Pipeline for Key Areas
- REST API



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SUPPORT

- Paid Support
- Community Support
- Knowledgebase
- Webinars



LICENSING

- **Hotcakes Commerce Standard**
\$1,699 per license
 - One-time fee (Perpetual License)
 - Upgrade fees apply for major versions
 - Licensed per URL, per server.
- **Hotcakes Commerce Social**
\$2,199/year or \$13,699/year bundled with DNN Social
 - Yearly subscription
 - Bundled with DNN Social or can be purchased separately
 - Hotcakes is still licensed per URL, per server.
- **Support**
 - \$499/yr
 - Included with DNN Social bundle at no additional cost



THANK YOU

Sales Inquiries

- Jana Young – sales@hotcakescommerce.com

Important Dates

- 5/31 – Hotcakes Commerce Official Release
- 6/4-7 – Co-Sponsored Booth at IRCE with DNN Corp

Check It Out

- HotcakesCommerce.com – features and questions
- Social.HotcakesDemo.com – live demo site

