RealScale Technologies

*e*Shop Master™

Seamless and Cost-Effective e-Commerce Appliance Provisioning

As part of RealScale's patented *i*-Cluster™ Embedded Series, the *e*Shop Master™ is a totally new generation of dedicated e-commerce provisioning platform. This groundbreaking Carrier Grade platform enables Service Providers to offer e-commerce solutions easily, quickly and cost-effectively to thousands of SMEs.

RealScale's *e*Shop Master™ is an *i*-Cluster™ Open Series platform in which each server module comes pre-installed and configured with a powerful e-commerce application specially designed for SMEs.
The result is an outstanding Carrier Grade appliance provisioning platform that brings unequalled value to both the ASP and its SME e-merchant customers.

SME Dedicated e-Commerce Solution

The *e*Shop Master™ allows the creation and the management of a complete online shop with elaborated product datasheets, price listing, applicable taxes, shopping cart and shipping functions.
It perfectly meets the SMEs' expectations in terms of reliability, ease of use and cost-effectiveness.

Reduced Time-to-Market

- The *e*Shop Master™ allows SMEs to design, build and run their e-shop simply, quickly, without any technical knowledge, and this immediately following subscription,
- The e-merchant can remain completely autonomous: wizard, templates, previews and built-in customer support quickly guide him through each aspect of the e-shop service, allowing for instance "on the spot" site updates.

Seamless e-shop Running

- The e-merchant can easily apply quantity/volume discounts, make special offers or promote new products,
- The order management is comprehensive and customer-oriented,
- e-Client orders and sales statistics allow the e-merchant to improve customer care and to define marketing strategies.

Reliable by Design

The e-merchant benefits from the highest levels of reliability, feeding e-client loyalty:
- Each e-shop site is hosted on a dedicated fault tolerant server for optimized reliability and availability,
- RealScale's first "single SSL license per bay" insures all the transactions are highly secured, guaranteeing confidential data transfer.

Rapid Profits for Minimized Costs

As part of the *i*-Cluster™ Embedded Series, the *e*Shop Master™ enables Service Providers to rapidly generate profits whilst reducing costs.

Faster Deployment and Profits

- Since the e-commerce web applications are pre-installed on the server modules, they can be rolled out in minutes,
- The allocation of e-shop sites to subscribers is instantaneous: Service Providers can start invoicing immediately.

Embedded e-Commerce Application on Compact Flash disk

Lowest Total Cost of Ownership

- Tested and validated hardware and software integration reduce the risk of software setup and upgrade errors to zero, minimizing initial investment per store.

Service Providers also benefit from the numerous advantages of the Carrier Grade *i*-Cluster™ Open Series and its underlying RealScale™ architecture. Please refer to the *i*-Cluster™ Open Series datasheet for further information.

HIGHLIGHTS

- A New Generation of e-commerce appliance provisioning
- Minimal time-to-market
- Reliable by design
- Built-in security
- Easy e-shop set-up and operation

RealScale - Building the Next Internet Architecture

Quick and Easy e-Shop Running

General Features

- Step-by-step e-shop setup through wizard interface,
- User-friendly interface with previews and rich selections of templates,
- Offline e-shop setup & on-line publishing on-demand.

Setup Features

- Intuitive e-shop architecture,
- Product database import and export via CSV file format,
- Support for multi-currency, multi-language, price and tax variations, shipping fees, delivery zones, payment methods.

Running Features

- SSL certification for confidential data,
- Quick and easy modification process,
- Saving of different pre-designed e-shop versions,
- Comprehensive order management,
- Automatic e-mail acknowledgement,
- e-Shop reporting on visitors, orders and sales activities.

By choosing the eShop Master™ based on the i-Cluster™ Series, ASPs can provide thousands of SME customers with a fast, reliable and cost-effective e-commerce application.

eShop Master™ 2400

eShop Master™ Appliance Technical Specifications

Hardware Specifications

Physical Dimensions

Form factor: 2U, rack-mountable (fits standard 19" equipment rack).
Mounting: Front and back-mount brackets included; rails available as accessory.
450mm Width x 600mm Depth x 89mm Height.
Weight: 11 lbs for one chassis of 12 servers.
Footprint: 0.27 m2 per chassis.
Up to 240 application servers per rack (42 U).
Front panel PLD: Power, alert.

Power Requirements

DC: Nominal -48 v DC, Range -36 to 56.
Optional: v AC: Auto sensing 90 to 240 v (47-63 Hz).

Operating Environment

+10°C to +35°C (humidity 95%, non condensing at 30°C).

System and Software

Intel Chipset: up to 512 MB of RAM.
Remotely upgradeable - hosted on Compact Flash disk of up to 410 MB.

Connectivity

Dual Ethernet 100 Mbp/s Base-T interface.

Alarms

Support for temperature, power supply, hard disk and software failure detection and reporting.

Software Specifications

Protocols Support

TCP/IP, HTTP 1.1, UDP, SMTP, POP3, LDAP, IMAP 4, FTP, NTP, SNMP v.2.

Regulatory Approvals

CSA 950, NTRL/UL 1950, TUV EN 60 950
Telecom Standards FCC Part 68, FCC Part 15.

Quality of Service

Per site bandwidth and disk capacity control.

Security

Packet Filtering. 56/128 bits SSL support.
Raid 0,1 mirrored hard disks of up to 15GB per disk.

Management

Browser interface for simplified provisioning and management of new service offerings.
SSL, 56 bit for secure administration.
One asynchronous console port, Telnet, FTP network downloads, SNMP MIB II compliant, SNMP Enterprise MIB extensions.
Service Monitoring. IP Ethernet 10/100 Mgt equipment. Date & Time. NTP Client. Hardware, software and system logs alerts via SNMP traps.
Hardware failure detection: voltage variation, thermal, operating system watchdog timer, fan failure.

e-Commerce application

eShop Master™ interface for domain and user configuration and management.
Developed by Advanced Communication Research.

Ordering Information

eShop Master™ 120
(for 12 servers with management)
eShop Master™ 600
(for 60 servers with management)
eShop Master™ 2400
(for 240 servers with management)
eShop Master™ Ext
(12 servers chassis extension)