

neto

Neto E-commerce Solutions

Pricing Schedule 2012

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Neto is a full service e-commerce agency providing proprietary e-commerce software solutions, web and graphic design, marketing, development and training services.

From just \$3 per day on our transaction fee model or \$9 per day on our flat rate model, our powerful e-commerce solution, The Neto E-commerce Suite is accessible to businesses of any size.

This document is designed to make it easy to select the e-commerce services you need.

Neto E-commerce Suite Plans

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The Neto E-commerce suite is SaaS (software as a service) e-commerce solution. It is available on a month to month plan with no longer term commitment.

Add On Modules

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Extend your Neto E-commerce Suite with optional add-on modules. These modules are available on a month to month basis for a small additional fee.

eBay Listing and Sales Manager

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Selling on eBay is simple with Neto's eBay Selling Manager, an eBay compatible application that manages your eBay listings, payments and orders.

Neto Mail – Email Marketing

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Neto Mail is a powerful email marketing program that is integrated with the Neto E-commerce Suite.

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Neto's team of talented in-house web and graphic designers offer a complete design service from concept to delivery.

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Neto's range of professional services includes custom programming and design, training, system configuration, data migration and more.

SEO & SEM

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By utilising leading SEO and SEM techniques, our Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) services are guaranteed to improve the web presence of your business.

SSL Certificates & Anti-Malware Scanning




















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Neto has partnered with GEOTrust to offer a range of value-priced SSL Certificates with fast delivery and installation.

All Pricing Is Exclusive Of GST

Neto E-commerce Suite Plans

We have partnered with Australia's leading cloud hosting provider, accounting packages, freight carriers, payment gateways and marketing services to deliver an unrivalled e-commerce solution designed specifically for the Australian marketplace. All our monthly E-commerce Suite plans include hosting with FTP file access, free upgrades and daily backups. There are no long term contracts and you can upgrade or downgrade at any time.

	STANDARD \$99 monthly	PLUS \$290 monthly	PREMIER \$490 monthly
Upfront Setup Fees	FREE	FREE	FREE
Transaction Fees	1%	0%	0%
No. of Products	Unlimited	Unlimited	Unlimited
Data Transfer	5GB	10GB	25GB
Storage	2GB	4GB	6GB
Backup Frequency	Daily	Daily	Daily
All Core E-commerce Suite Features			
Base Website Template			
Loyalty / Rewards System			
Drop Ship Supplier Portal			
Recurring Billing			
Mobile Shop	Optional \$240 Annual Fee	Optional \$240 Annual Fee	
Facebook Shop	Optional \$240 Annual Fee	Optional \$240 Annual Fee	
Integrated Freight Labelling & Manifesting	Optional \$490 Annual Fee	Optional \$490 Annual Fee	
Accounting Integration (SAASU or MYOB)	Optional \$490 Annual Fee	Optional \$490 Annual Fee	
eBay Listing & Sales Manager	Optional Monthly Fee (see schedule)	Optional Monthly Fee (see schedule)	Optional Monthly Fee (see schedule)

*Excess bandwidth is charged at 1.5c per MB. The option to upgrade to a larger plan is available at any time prior to the end of a billing period.

** Excess disk space is charged at 5c per MB. The option to upgrade to a larger plan is available at any time prior to the end of a billing period.

***Transaction fees are calculated against the total revenue excluding shipping and any applicable taxes, of all transactions conducted through your Neto E-commerce Suite in a calendar month.

Need a bigger plan or dedicated environment?

We have enterprise level solutions too. Please contact our sales team on **1300 730 300** for details or email sales@neto.com.au.

Add-on Modules

Extend your Neto E-commerce Suite with optional add-on modules that are designed to streamline your business and improve your bottom line. Optional add-on modules are available for an annual fee and can be added and removed as and when required.

Accounting & Freight Integrations

Optional add-on modules are available for a fixed annual fee

Item	Description	Annual Fee
NM1	MYOB Integration Module – Allows you to integrate your inventory, customers, sales & payments with your MYOB accounting product. <i>FREE with Premier Plan</i>	\$490
NM2	Saasu Integration Module – Allows you to integrate your inventory, customers, sales & payments with your Saasu accounting product. <i>FREE with Premier Plan</i>	\$490
NM3	Integrated Freight Labeling Module – Allows you to print and manifest shipping consignments from within your Neto E-commerce Suite for the following mentioned carriers. <i>FREE with Premier Plan</i>	\$490
	<ul style="list-style-type: none"> • Australia Post eParcel • Australian Air Express • Couriers Please • Direct Freight Express • Star Track Express • TNT • Toll iPec • Allied Express 	
NM4	Facebook Shop Module – Facebook shop application <i>FREE with Premier Plan</i>	\$240
NM5	Mobile Shop Module – Mobile optimised website <i>FREE with Premier Plan</i>	\$240



eBay Listing & Sales Manager

Ever wondered how the biggest sellers in the world manage thousands of listings, whilst ensuring all their inventory and order information is accurate at all times? It's simple with Neto's eBay Selling Manager, an eBay compatible application that manages your eBay listings, payments and orders.

Monthly

You can sign-up to Neto's eBay Listing & Sales Manager as a monthly subscriber. Simply pay for the completed transactions (sales) you receive from eBay.

Item	Description	Monthly Fee
NE1	00 - 50 eBay Transactions Per Month	\$25
NE2	51 - 100 eBay Transactions Per Month	\$50
NE3	101 - 200 eBay Transactions Per Month	\$75
NE4	201 - 300 eBay Transactions Per Month	\$100
NE5	301 - 400 eBay Transactions Per Month	\$125
NE6	401 - 500 eBay Transactions Per Month	\$150
NE7	501 - 1000 eBay Transactions Per Month	\$300
NE8	1001 - 2000 eBay Transactions Per Month	\$350
NE9	2001 - 3000 eBay Transactions Per Month	\$400
NE10	3001 - 4000 eBay Transactions Per Month	\$450
NE11	4001 - 5000 eBay Transactions Per Month	\$500
NE12	5001 - 6000 eBay Transactions Per Month	\$550
NE13	6001 - 7000 eBay Transactions Per Month	\$600
NE14	7001 + eBay Transactions Per Month	\$650

*An eBay transaction is defined as a completed eBay sale. We do not charge listing fees.



Neto Mail – Email Marketing Made Easy

Neto Mail is a powerful email marketing program that is integrated with your Neto E-commerce Suite. Neto Mail is designed for both newbies and seasoned email marketing experts. What we do is simple. We transform you into an awesome email marketer by giving you powerful email marketing software that encompasses the creation, sending and delivery of your email campaign.

Monthly

You can sign-up to Neto Mail as a monthly subscriber to receive unlimited sending to your permission-based email lists. Pricing is based on the number of email subscribers you have.

<i>Item</i>	<i>Number of Email Subscribers</i>	<i>Monthly Fee</i>
NX1	500	\$14
NX2	1,000	\$27
NX3	2,500	\$45
NX4	5,000	\$68
NX5	10,000	\$89
NX6	15,000	\$135
NX7	25,000	\$203
NX8	50,000	\$360
NX9	75,000	\$540
NX10	100,000	\$675

Pay-as-you-Go

Instead of paying a monthly subscription price for email sending, you can purchase "blocks of sends" and use them at any time. Blocks don't expire and there is no recurring monthly fee.

<i>Item</i>	<i>Send Credits (1 Send Credit = 1 x Email)</i>	<i>Price</i>
NF1	1000	\$30
NF2	2,000	\$60
NF3	5,000	\$100
NF4	10,000	\$200
NF5	25,000	\$375
NF6	50,000	\$600
NF7	75,000	\$850
NF8	100,000	\$1,000

Custom Website Design

Neto's team of talented in-house web and graphic designers offer a complete design service from concept to delivery. Let us design an awe inspiring and functional e-commerce website for your business.

Website Design Packages

From \$1,900

Our website design package pricing is based on our standard hourly web design rate of \$95, discounted for larger packages. Our packages are designed to provide a good indication of what can be achieved in a given time period.

Item	Description	Price
ND1	The Essential Website Template Design Package <i>Includes 20 hours of design work</i>	\$1,900
ND2	The Elite Website Template Design Package <i>Includes 32 hours of design work</i>	\$2,888
ND3	The Ultimate Website Template Design Package <i>Includes 46 hours of design work</i>	\$3,933
ND4	Website Template Integration Package <i>Includes 20 hours of design work</i>	\$1,900

Note:
Additional design work over and above the included package hours will be charged at our hourly rate. You will be automatically notified when you have reached 80% of your budget. We operate transparent design time sheets, meaning you have real time access to your designer's time sheets at all times.

The Essential Website Template Design Package

Price: \$1,900

Includes 20 hours of design work

- Header design
- Footer design
- Vertical and horizontal navigation design (includes drop down and fly out menus)
- CSS button design to match brand image
- Critical element styling to match brand image

The Elite Website Template Design Package

Price: \$2,888 (5% Off Hourly Rate)

Includes 32 hours of design work

- Header design
- Footer design

- Vertical and horizontal navigation design (includes drop down and fly out menus)
- Customised home page layout and design with rotating banners and promotional images
- Customised category page layout and product thumbnail design
- Customised product page layout and design
- CSS button design to match brand image
- Critical element styling to match brand image

The Ultimate Website Template Design Package

Price: \$3,933 (10% Off Hourly Rate)

Includes 46 hours of design work

- Header design
- Footer design
- Vertical and horizontal navigation design (includes drop down and fly out menus)
- Customised home page layout and design with rotating banners and promotional images
- Customised category page layout and product thumbnail design
- Customised product page layout and design
- Customised checkout layout and design
- Customised contact form layout and design
- Customised content page layout and design
- CSS button design to match brand image
- Critical element styling to match brand image

Website Template Integration Package

Price: \$1,900

Includes 20 hours of design work

Template integration involves taking your current website template or a template that has been designed by a 3rd party designer and overlaying or integrating it with the Neto platform.

What is included?

- Header integration
- Footer integration
- Left & Right column integration (if applicable)
- Vertical and horizontal navigation integration (includes drop down and fly out)
- CSS button design to match template

Looking For a More Comprehensive Design Package?

The above packages are designed to provide a good indication of what can be achieved in a given time period. There are however, no limits when it comes to your website and the complexity of its design. Design over and above the chosen package is billed at our hourly rate of \$95. We operate transparent design time sheets, meaning you have real time access to your designer's time sheets at all times.

Professional Services

Neto's range of professional services includes custom programming and design, training, system configuration, data migration and support.

Pay-as-you-Go Services

<i>Item</i>	<i>Description</i>	<i>Price</i>
NS1	Custom Web Design <i>Custom website design and coding</i>	\$95
NS2	Custom Application Programming <i>Custom applications, reports or system functions</i>	\$160
NS4	Training & Consultation <i>Web based training & consultation</i>	\$140
NS5	Shipping Configuration <i>Setting up and configuring shipping matrix and rates</i>	\$140
NS5	Data Migration (database to database) <i>Migrating data between platforms</i>	\$140
NS5	Inventory / Order Data Feed Setup <i>Setting up and testing of data feeds</i>	\$140
NS6	Manual Data Entry <i>Adding supplied content to content pages on website.</i>	\$40
NS7	Priority Phone Support <i>Each license includes 15 minutes of business hours phone support per month FREE of charge.</i>	\$90 (\$1.50 per minute)

*Within reason, e-mail support is FREE of charge. Support for software bugs and errors caused by Neto are FREE of charge. Business hours are Mon-Fri 9am-5pm AEST.

Quick Start Configuration Service

Price: \$990

Our quick start configuration service is ideal for those looking for a helping in hand when it comes to setting up and configuring their Neto E-commerce Suite. It includes the following services:

- 30 minute phone consultation
- Size and upload merchant-provided logo
- Placement of merchant-provided text on About Us, Terms & Conditions, Shipping and Privacy Policy pages
- Setup of merchant provided category tree and addition of 2 sample products
- Configuration of general preferences
- Activation and setup of Google Analytics
- Activation and setup of Google Apps for email
- Configuration of Payment Processor with merchant provided account details
- Configuration of one (1) merchant-defined shipping table
- Configuration of inventory and order preferences (using existing system rule sets)
- 30 minute walkthrough of content management system
- One (1) hour walkthrough of configuration and order processing

Site Analytics Setup Services

With our Site Analytics setup service, our experts can set up and integrate Google Analytics and Adwords Conversion Tracking with your Neto E-commerce Suite. This allows you to gain valuable insights into your site's current performance to make immediate decisions to optimize your online marketing strategy.

<i>Item</i>	<i>Description</i>	<i>Price</i>
OS2	Google Analytics Setup <i>Includes Google Analytics setup, code implementation with ecommerce tracking and two Analytics goals</i>	\$250
OS3	Google Adwords Conversion Tracking Setup <i>Includes Google AdWords Conversion Tracking implementation</i>	\$250

Google Apps™ Setup Service

Price: \$160

Google Apps™ offers simple, powerful email and collaboration tools for any size business – all hosted by Google to streamline setup, minimize maintenance, and reduce IT costs. We recommend using Google Apps™ to manage your business email.

With our Google App's setup service, we will configure and setup the Google Apps™ service for your company. You will have a reliable email solution that will ensure you proper communication with your business partners and clients. Google Apps™ is free for up to 10 email addresses at your own domain (eg: john@yourdomain.com).

SEO & SEM

We have partnered with Reload Media, a leading digital marketing agency to provide SEO (Search Engine Optimisation) and SEM (Search Engine Marketing) services to our clients.

SEO Plans

<i>Program</i>	<i>Keywords</i>	<i>Guarantee</i>	<i>Price Per Month</i>
SEO Local	10 local keywords across 3 pages	2 guaranteed 'first page' listings	\$250
SEO Silver	25 targeted keywords across 6 pages	10 guaranteed 'first page' listings	\$490
SEO Gold	75 targeted keywords across 21 pages	40 guaranteed 'first page' listings	\$890
SEO Gold Premier	Intense Optimisation and reporting for 8 high traffic keywords	Top 5 3 guaranteed listings	\$890
SEO Platinum	150 targeted keywords across 40 pages	120 guaranteed 'first page' listings	\$1690
SEO Platinum Premier	Intense Optimisation and reporting for 15 high traffic keywords	Top 5 8 guaranteed listings	\$1690
SEO Corporate	Unlimited keywords across your entire site	Totally Customisable Program	POA

SEM Management Plans

<i>Program</i>	<i>Ideal For</i>	<i>Guarantee</i>	<i>Price Per Month</i>
SEM Silver	Local businesses	4 hours campaign management	\$250
SEM Gold	Growing businesses	8 hours campaign management	\$490
SEM Platinum	Maximising marketshare	18 hours campaign management	\$890

SEO & SEM provided in conjunction with:



SSL Certificates & Anti-Malware Scanning

We have partnered with GEOTrust to offer a range of value-priced SSL Certificates with fast delivery and installation.

SSL Certificates – A Must Have

If you accept credit cards on your website you must have a valid SSL certificate installed at all times. This will help to protect your customers when transacting on your website. All modern browsers display a websites security status within the browser toolbar. Users now expect to see a lock icon or green bar when shopping on eCommerce websites. They also expect the SSL certificate to be from a respected provider.

At Neto we issue Geotrust certificates. GeoTrust is one of the largest providers of SSL certificates in the world and it is a widely recognised and trusted brand. Each Neto merchant must have a dedicated SSL certificate for security reasons.

Item	Description	Price
GEO1	GEOTrust Quick SSL Premium <i>A low-priced SSL Certificate issued in minutes with an extended warranty and a dynamic True Site Seal. \$100K USD warranty.</i>	\$149
GEO2	GEOTrust True BusinessID with EV <i>Only Extended Validation (EV) SSL Certificates trigger the green bar in high-security web browsers. \$500K USD warrant.</i>	\$299

GEOTrust Anti-Malware Scanning

Price: \$89 per annum



Improve your website's credibility and conversion rates with a GEOTrust Anti-Malware trust mark. The GEOTrust Anti -Malware service includes:

- Daily anti-malware scan for regular check-ups
- Analysis of web page for identifiable malicious code plus monitoring to identify malicious activity to enable easy clean-up of infected site
- Instant alerts identifying malicious code to enable fast malware removal
- On-demand scans to enable quick confirmation of clean site status
- Display of the GeoTrust trust mark, the #1 brand of SSL for the top 1 million most visited domains on the web