

RTP | Online eCommerce Suite

Drive revenue while extending profitability and system flexibility with RTP's new eStore and bStore.

RTP introduces a completely new set of eCommerce offerings: The RTP|Online Suite. It includes the new **eStore** and **bStore** applications.

Easy online shopping for guests and simple third-party sales are integrated into one financial, inventory management and master customer data management system with the new RTP|Online eCommerce suite. This new eCommerce solution from RTP has two components:

- **bStore** - a business-to-business store that allows third-party partners—such as retailers and online travel agencies—to easily sell ski passes, retail items and reserved services to guests.
 - bStore also offers back-end accounting and reconciliation functions
- **eStore** - guests can quickly purchase items such as ski passes, rentals, reserved snowsports school products and retail items by making a few simple clicks—all within a single shopping cart experience.

The RTP|Online suite uses the latest Web 2.0 technologies to improve the user experience, for example: guests can add items to and update their shopping cart, seeing real-time updates without having to reload Web pages, which leads to a faster checkout process with fewer clicks. Both products use Ajax, Microsoft .NET Framework 3.5 and ASP .NET, which is faster than the traditional eCommerce technology that requires transaction-slowing and time-intensive Web page refreshes and reloads.

Both eStore and bStore offer simple and intuitive navigation to expedite transactions. The RTP|Online suite also offers a “stored value” option for loading and reloading passes and includes built-in support for Web analytics so you can track sales activity and performance.

A more flexible eCommerce solution and easier shopping experience translate to:

- Increased eCommerce transactions and profitability, which saves labor costs and improves financial and guest management tracking.
- Enhanced ability to track special marketing promotions and easily measure ROI and third-party contribution.
- More third-party partners selling products and services driving new and incremental revenue.

For those already using RTP|ONE:

- Take complete control of your eCommerce presence and the look and feel of your Web presence.
- Eliminate the need to maintain cumbersome separate code bases for each customer.

For more information about RTP|Online eCommerce solutions, including pricing, please contact your Regional Sales Manager or call 800.357.2514.

Optimizing the Guest Experience.