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This article accompanied the Sept. 2010 Review of [Retail Point-of-Sale Systems](#).

Users of QuickBooks who are in the market for a robust e-commerce shopping cart interface may want to take a look at PDG Software, the makers of shopping cart and e-commerce software designed to integrate with QuickBooks products.

Offering real-time synchronization with QuickBooks, PDG is feature rich with varying levels of purchase options including PDG Lite for up to 100 products, PDG Pro for up to 1,000 products, PDG Gold for up to 5,000 products, and PDG Platinum for an unlimited number of products. Gold and Platinum versions also include up to an hour-long consultation to assist in facilitating the linking of PDG Software to QuickBooks.

PDG's one-time license fee eliminates monthly commissions paid to shopping card hosts along with e-commerce hosting sites. The product is very customer friendly and provides a great shopping experience, with the option to open an account as a regular customer. PDG also maintains a database of all customers, allowing users to view customer purchasing history for registered customers, which better enables targeted marketing.

Product options are excellent, with the ability to import and export product data to Excel; to specify available colors, sizes, versions or other data specific to the items sold; and to display an unlimited number of images for each product. Real-time synchronization with QuickBooks also means that inventory totals are automatically updated when a product is sold.

Retailers can increase their marketing success by displaying new items and current best sellers in an eye-catching display. Website customers can also

be offered perks, such as discount coupon codes for their next purchase, gift

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merchant services or any other compatible merchant service provider.

XHTML templates allow for customization of the storefront, or PDG includes templates, as well. The product also includes a direct link to UPS WorldShip and can provide customers with instant shipping rates for other carriers, such as FedEx, USPS or UPS.

PDG offers online customers safe, secure shopping, and accepts both credit cards and checks. PDG will also accept PayPal payments or Google Checkout payments.

Starting at \$599 for PDG Lite (up to 100 products) to \$1,799 for PDG Platinum (unlimited users), PDG Commerce and ecommerce software is a valuable product for retailers currently using QuickBooks and QuickBooks Point of Sale.

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