Mom'sCradle
Connecting Moms

Product Brochure

A Cloud Based POS for
Women Health Resource Centers

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What is MomsCradle?

MomsCradle is the first network for moms in the U.S. created by Women Health Resource Centers that lets customers sign up for classes, purchase pre-natal products, rent breast pumps and offer other services easily and securily using an email address.

Over time, with valueble feedback from our customers, the product has evolved to become a centralized place for expecting mothers to conduct necessary communication.

What makes us different?

Play Nice Together and Do More With Less

Our system develops and delivers web application that enable engagement with customers and employees alike, increas-ing productivity, end-user experience and profitability

Grow Strong Together

MomsCradle Dashboard is the focal point of our POS Solution. By simply logging onto your secured online dashboard, you can view and control just about anything that is happening in your Women Health Resource Center.

View sales, inventory and class enrollments, all in real time. Run reports for, items sold, and even profit & loss with a simple click of a mouse.

There are hundreds of features in your dashboard, and a new feature is intro-duced weekly!

Safe and Secure

Setup customizable policies for filtering sensitive information, Automated monitoring and reporting reduces data errors and keeps the organization compliant with the Health Insurance Portability and Accountability (HIPPA). Traceability to changes in data fields via timestamps for data activity. Archived data is immediately stored within in the application forever or on a recurring schedule. You will be the ruler of your domain. Configure administration access, update permis-sions & policies, create individual profiles or pyramids in minutes. A fast and more simple method to maintain complex IT configuration profiles.

Product Features

MomsCradle version 3.0 has an Administration, Member and Educator portal that are tightly integrated to provide features that enable collaboration securely on web networks. MomsCradle is HIPPA Compliant to address the needs of your organization. Below is a high level overview of some of the key features that are provided:

Build Your Online Store

We will totally design your ecommerce website from our Theme store. Fully customizable, you can then shape and form your chosen template to suit your business by adding your logo, changing colors, selecting beautiful fonts and so much more!

With secure hosting and a streamlined backend admin area, we make the setup and operation of your ecommerce website fast and easy. Plus you have full control over some of the appearance elements of your site.

eCommmerce Website

MomsCradle includes everything you need to set up your online store and sell online. Use your staff account to login to the administration area. From there you can build your ecommerce website, then manage and accept credit card orders.

Sell Your Products Online

MomsCradle can be used to sell just about anything! From physical items, educational courses and software applications, product rentals etc., our product can handle it all.
In your backend admin, you can create product catalogues, organize SKUs, post blogs and manage all of the content on your site.

Accept Credit Cards

In the world of ecommerce, properly accepting credit cards and processing payments can be tricky. But when you choose MomsCradle, we make credit card payments simple and integrate with over 55 payment gateways including PayPal.

Your website is fully hosted by MomsCradle and we equip your online retail business with an SSL certificate. When we say end-to-end solution, we mean it!

Dedicated Account Manager

We know that selling online might be new to you which is why we assign an account manager to your retail business who teaches you the ropes and makes key recommendations to help you realize great success along the way.

And it isn't all about selling – it's about marketing too. We provide features that allow you setup with search words and tags to help enable products searchable by popular search engines.

Customizable Order Notes

You can let your customers write comments and specify options when they pay for items on your ecommerce website.

Track Order Status

Keep track of which orders have been paid for, or to be paid for.

Order Customer Details

See detailed information about who placed the order.

Accept Many Payment Types

Accept payment types including cash, check, credit cards, store credits and scholarships.

Discounts

Setup and accept discounts defined by dollar amount or percentage. Associate discounts to products or packages created from products, classes, rentals or memberships.

Email Templates

Setup and customize templates to send to your clients based on key events in system.

CRM System

Create customer accounts and track necessary information about each client. Merge profiles if a person has created multiple profiles.

Setup Staff Logins

MomsCradle lets you to create unlimited staff accounts for your ecommerce website. These accounts are used to log in to the administration area where you manage your online store.

You can restrict permission of staff accounts so that only certain people can process orders, manage inventory, manage the blog and web pages, and install apps or other things in the administration area.

Customizable Shopping Cart

Accept credit cards with a secure shopping cart

MomsCradle provides a reliable, secure shopping cart solution for your ecommerce website. The shopping cart software allows you to accept credit cards and PayPal payments by integrating with over 55 payment gateways.

Credit card and order data is encrypted and secure.

MomsCradle uses 128 bit SSL certificates to keep order details secure.

Accept VISA, MasterCard, American Express Credit Cards

Accept credit cards & PayPal

Customer can pay for items in their ecommerce shopping cart using VISA, MasterCard, AMEX or other credit cards in addition to PayPal. MomsCradle uses a payment gateway to accept credit card payments.

If you want to get your online store set up in minutes, use PayPal to accept credit card payments. When you hit a high payment volume, you can easily upgrade to another payment gateway like Authorize.net or Stripe.

Payment gateways supported

MomsCradle integrates with over 55 payment gateways to allow your store to accept credit cards. The list of compatible payment gateways includes PayPal, Authorize.net and Google Checkout and many others:

Recover abandoned shopping carts

MomsCradle provides a list of email addresses of those that went to the checkout page, but never completed the purchase. Sending an email to those that abandoned their shopping cart can help you recover otherwise lost sales.

Free SSL Certificate

Free SSL certificate included

Your online store's shopping cart includes an SSL certificate that uses industry standard 128 bit encryption technology. This is the same level of encryption used by large banks to keep your information secure.

MomsCradle provides a shared SSL certificate at no cost to all stores. Many other hosted ecommerce solutions will charge you hundreds of dollars every year for a SSL certificate.

Secure Ecommerce Hosting Included

Your online store includes reliable ecommerce hosting with unlimited bandwidth.

Your domain name

Your ecommerce website can use a new or existing domain name. We help you configure your existing domain or you can buy a new one with MomsCradle.

Nothing to set up

We set up and host your ecommerce website and also take care of all software upgrades. You always get the latest MomsCradle updates for free.

Unlimited bandwidth

We want you to be successful: even when your online store gets lots of traffic, you will never see a bandwidth bill from us. Unlimited bandwidth is included in all plans.

Content Delivery Network (CDN)

MomsCradle was the first hosted ecommerce solution that offers a Content Delivery Network (CDN). A CDN is a large network of servers placed across the world to ensure your customers can load your online store as quickly as possible, wherever they are.

Automatic backups

With MomsCradle you never need to worry about the safety of your store's data. We run automatic backups to ensure your ecommerce website and its data will always be safe and sound.

No hidden fees

Unlike competing ecommerce solutions, MomsCradle offers unlimited bandwidth and zero set up fees on all our plans. You never have to worry about surprise cancelation or excess bandwidth fees.

Tier 1 Hosting

Google and Amazon Cloud is an enterprise-level hosting service that serves the most reputable businesses around the world. With over 10 years of experience, they provide all MomsCradle plans with fast and reliable hosting.

Jijoty Rapid Application Development Platform

MomsCradle is built on Jijoty Rapid Application Development Platform, a powerful web framework that lets us make improvements with great speed. This means when we get request for new features our engineers do not sit and write code: They go through a point and click interface to code features rapidly and with great quality.

Inventory Management

The inventory editor combined with MomsCradle order tracker make managing your inventory a breeze. You can add inventory items one at a time or do a bulk update of items in one shot.

Equipment Rentals

Your client can rent equipment from you using different terms and policies enabled by administrator.

Packages management

Administrator can create packages from different types of products, rentals, memberships or classes.

Real Time dashboard

The quick summary of the whole system after login through admin portal provides a current update on inventory, revenue, orders and other necessary items.

Email Templates

Predefined emails with option to edit, which are frequently used to acknowledge the clients and admin.

Report Generator

More then 50+ reports are built in with the system so that administrator can get information on their fingertips. Even they can built their own modified reports with bars or charts or other formats.

Alert Messages Customization

Different alert messages are used in the system to notify client or owner which admin can modify according to their terms.

Global Search

An advanced search option to search any item that can be an order or an item or a customer or any meaningful thing in the system for easy access of the admin

Adaptive Task Bar

An adaptive taskbar automatically adds frequently used items for quick navigation.

Survey Manager

Want to make a survey on your shop or products or service? We have a survey manager which give you option to create your own survey with less effort and more fun. Option to email or link the survey with a website is a one click away.

Custom Tax rate and purchase disclaimer

Option to modify tax rate suitable for your system and purchase disclaimer according to your business term is provided so that you can manage it as you wish.

Custom roles for service access

If you have employees who are specialized to perform specific tasks then administrator can define roles to distribute the access of the services.

Separate Point-of-Service lanes

Different Point-of-Service lanes can be added for your requirements using Web Portal.

Logging for HIPPA Compliance

All actions like payments, emails, any updates of the site are logged for requirements of HIPPA Compliance.

Educator Portal

Educators can easily manage their Bio, schedule and other details. List of courses, list of students, attendance report all necessary facilities are given so that their life can be easy. Educator can email class resources to students.

Class supply management

Class supplies for each physical classroom are managed through the Educator Portal.

Feedback Features

Educator can request feedback from students using the survey tool.
Make our software part of your winning business strategy today!

For questions

Email us at support@momscradle.com or call us at 415 404 2699.