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## Guidance Announces Enterprise-Level Partnership with AspDotNetStorefront

*Strategic Partnership will Cater to Fortune 1000 Companies and Projects Exceeding \$25K*

**MARINA DEL REY, Calif. - (PRWeb) - April 13<sup>th</sup>, 2009** – Guidance ([www.guidance.com](http://www.guidance.com)), which helps online retailers achieve market domination by creating captivating and engaging online shopping experiences, today announced that it has upgraded its partnership with AspDotNetStorefront, an Ohio-based shopping cart platform development firm. The renewed partnership now positions Guidance as AspDotNetStorefront's first Enterprise-level partner, allowing Guidance to provide front-to-end eCommerce solutions built on AspDotNetStorefront's ML platform.



Partners since 2007, Guidance and AspDotNetStorefront agreed on the upgrade after evaluating Guidance's expertise in eCommerce and an array of services catered to online stores, which include strategy, information architecture, visual design, development, hosting, managed and support services, and project management. Over the course of the partnership, Guidance has built several online stores using AspDotNetStorefront's ML platform, including Z Gallerie, A.C. Moore, Bentley Prince Street, GEARYS Beverly Hills and Drum Channel.

With more than 10,000 merchants and 6,000 developers, AspDotNetStorefront is the leading Microsoft ASP.NET-based eCommerce shopping cart platform. AspDotNetStorefront provides strong performance, PABP-certified security, and thousands of out-of-the-box features that appeal to both developers and merchants while maintaining affordability for clients of all sizes, offering unsurpassed value to eCommerce merchants and solution providers. A powerful web service automation interface, patent-pending XML package technology, and the ability to operate in any environment from shared hosting to load-balanced server farms and clouds are among the many advantages that AspDotNetStorefront provides to developers using the platform.

"We are very pleased to strengthen our partnership with AspDotNetStorefront by becoming their first Enterprise-level partner," said Jon Provisor, CTO and Co-owner of Guidance. "AspDotNetStorefront allows us to build feature-rich, PCI-compliant stores for our clients, at only a fraction of the cost of other eCommerce platforms in the market. Our clients love that."

Robert Anderson, AspDotNetStorefront's President, agreed with Provisor's comments. "AspDotNetStorefront is proud to recognize Guidance as our first Enterprise-level partner," said Anderson. "Meeting the complex requirements of multi-million dollar online retailers requires a highly-skilled solution provider. Over the last two years, Guidance has proven their abilities time and again, exercising the full power of the AspDotNetStorefront eCommerce shopping cart platform by providing large-scale deployments and seamless integration services for clients such as Z Gallerie and A.C. Moore."



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To learn more about Guidance's eCommerce development expertise using AspDotNetStorefront's ML platform, please visit <http://www.guidance.com/storefront1.asp>.

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## **About Guidance**

Since 1993, Guidance ([www.guidance.com](http://www.guidance.com)) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

## **About AspDotNetStorefront**

AspDotNetStorefront is a Division of Discovery Productions, Inc., a privately-held company headquartered in Westlake, Ohio. AspDotNetStorefront provides professional eCommerce website solutions for over 10,000 merchants and 6,000 developers. For more information, visit [www.aspdotnetstorefront.com](http://www.aspdotnetstorefront.com).

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