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1. Content management system (CMS): A CMS is used to manage the website's content, including product descriptions, images, and pricing.

2. E-commerce platform: An e-commerce platform is used to manage the website's online store, including product listings, shopping cart functionality, and payment processing.

3. Inventory management software: This software is used to track product inventory levels and ensure that the website accurately reflects product availability.

4. Customer relationship management (CRM) software: This software is used to manage customer data, including order history, preferences, and contact information.

5. Analytics tools: Analytics tools are used to track website traffic, user behavior, and sales data. This information can be used to optimize the website's performance and improve the user experience.

6. Marketing automation software: This software is used to automate marketing tasks such as email campaigns, social media posts, and targeted advertising.

7. Security tools: Security tools are used to protect the website from malicious attacks and unauthorized access. These may include firewalls, intrusion detection systems, and encryption tools.

8. Shipping and logistics software: This software is used to manage the shipping and delivery of products, including tracking and order fulfillment.

9. Point-of-sale (POS) system: A POS system is used to manage sales and inventory for physical store locations.