

eCommerce Solution

Includes All feature listed in the Advance Content Management Solution, plus



Main Features of eCommerce

- Sell real products or e-Products
- Give individualised discounts to any customer for any catalogue
- Integrated customer database that grows as customers buy or interact with your online shop
- Inventory Control
- Cross and up-sell features
- Multi-currency support
- Sell Gift Vouchers
- SEO integration into Google, Yahoo and Windows Live
- Sophisticated ready-to-go reporting, no need to add any code to your web pages
- Limitless customizability



Integrated Customer Database

- Keep a history of all past customer purchases
- Give loyal customers individualized discounts. You can apply a different discount for every catalogue and every customer
- Allow customers to view their past orders and even redownload any e-Products previously purchases via secure "member only" areas (All-in-One solution only)
- Setup reoccurring orders and payments. Automatically emails invoices to customers
- Customize and extend the Customer Database to suit your business (All-in-One solution only)



Catalogues & Products

- Setup an unlimited number of Catalogues & Products
- Set Release and Expiry on any Catalogue or Product
- Sell e-Products. Limit how many times and where they can be downloaded from
- Set product weight / volume for any product to control the shipping options that are displayed
- In addition to the 2 default images for every product, choose up to 10 preview images for any product. The system will automatically generate thumbnails
- Use Buy and/or Get-a-Quote option for checkout. Buy option will force customer to pay for goods. Quote option
- Make any catalogue secure (All-in-One solution only)
- Selectively hide prices. For any catalogue hide product prices on the public site and display for existing customers
- Configure the order in which catalogues or products are ordered (put popular products first)
- Use sophisticated product search module to allow customers to search by keywords, within a catalogue, within a price range and choose how they want the products listed
- Put any product On Sale. This crosses out the products retail price. E.g. was \$199 now only \$99.
- Collect customer comments on any product (All-in-One solution only)
- System utilizes Ajax technology for better customer experience



Easier management of your Online Shop

- For faster management use Import feature to manage your entire online shop including products, pricing, catalogues, grouping, inventory control and more from a single Excel file
- Export your entire product catalogue in one click. Make changes and re-import
- Or use web-based interface to manage your online shop



eCommerce Reporting

- Sophisticated e-commerce reporting framework
- Sophisticated customer reporting framework
- Track sales and payments
- Track abandon rates and where customers abandon in online shop
- Report on top Catalogues and Products. By amount or quantity sold
- Report on Shipping Options and popularity
- Report on Discount Codes and redemption
- Detailed visitors reporting including new vs returning, location, IP address, Spy Lens and more
- Geo-location reporting. See a map of the world world
- Track usage for any catalogue or on an aggregate basis
- Track usage for any product or on an aggregate basis
- Save any report and run later
- Export any report to Microsoft Excel for further analysis



Customize your Online Shop

- Limitless customizability of the online shop and the checkout process
- Limitless customizability of invoice / quotes emailed to customers



Inventory Control & Drop Shipping

- Complete inventory control. Optionally hide products from shop if out of stock
- Allow any out-of-stock product to be pre-ordered
- Set re-order threshold and be notified when product stock level falls below a certain quantity
- Enable drop shipping on any product and automatically notify suppliers to fulfill customer orders



Multi-Currency Support

- Sell global, act local with multi-currency support
- Set prices for products in any currency
- Setup shipping options for various countries
- Setup tax codes for various countries
- Support for many payment gateways throughout the world



Upsell, Cross sell and Product Grouping

- Group similar products together, e.g. By size or by color, Small Shirt, Medium Shirt, Large Shirt
- Increase sales using Cross/Upsell by relating products together. E.g. relate cell phone with charger and car kit.
- Display related products separately or as checkboxes so the customer can add them to cart at the same time as buying the main product
- Or use product attributes to create any number of drop downs to collect information from customers when they add products to the cart, e.g. Size, Color, Style, Gender



Affiliate Programs

- Setup any number of Affiliate Programs
- Report across an Affiliate Program or measure an individual affiliate's performance
- Reward your affiliates based on the actions the customers they refer make, e.g. purchases made (and amounts), enquiries made etc.
- Easily email Affiliate Program details to subscribers of an Affiliate Program



Gift Vouchers

- Create any number of Gift Vouchers with any dollar value
- Gift Vouchers can be redeemed to buy products in your online shop



Payment Gateways

- Integrated with popular payment gateways throughout the world
- Offer COD / Check options at checkout
- Offer PayPal as a separate payment gateway
- Google Checkout
- Use Process Offline and process payment using existing POS system



Discount Codes

- Create any number of discount codes
- Set your own discount rates
- Set release and expiry of discount codes



Shipping Options

- Setup any number of shipping options for different countries
- Set minimum and maximum weight and volume restrictions for any shipping option
- Apply your tax code/rate to any shipping option
- Integrated with USPS, FedEx and Australia Post for real-time shipping charge calculation



Tax Codes

- Create any number of tax codes and rates for any country that you operate
- If in USA automatically apply relevant state tax rate at checkout to products and shipping charges
- Apply tax codes easily to products and shipping charges



XML Feeds

- XML feed of all products to use with 3rd party affiliate network such as ClixGalore