



Website Hosting & Security

- ✓ Hosted Storefront Domain
- ✓ Personalized Domain
- ✓ Number of Products
- ✓ SSL Security
- ✓ Unique Email Boxes
- ✓ Storage Space
- ✓ Data Transfer

Drag and drop AJAX page designer

- ✓ Consists following Control/Web parts library like
- ✓ Product Showcase
- ✓ Menu and Section Menus
- ✓ User Login and My Account
- ✓ Shopping Cart
- ✓ Versatile control for image, Flash, Custom designed HTML
- ✓ Product Locator and Search
- ✓ Document Web part
- ✓ Article/News Posting
- ✓ Digital Coupon
- ✓ Photo Gallery Control
- ✓ Form Control
- ✓ HTML Control (Web part)

Product Management

- ✓ List Products, Activate, deactivate and search products added in the store by advanced search option.
- ✓ Category based product catalogues
- ✓ Group Products as per business requirements like collections, hot picks etc from different categories
- ✓ Synonym Groups
- ✓ SEO Information
- ✓ Global Product Variant Properties
- ✓ Product Based payment and shipping options
- ✓ Product Attributes
- ✓ Add product from product repository by cascaded selection from category, brand and product list.
- ✓ Product to choose from state of art and continuously updated manufacturing product repository consisting of shape ,product form and specification related data like multiple views of product images, product description, features, product tours, user manual etc.
- ✓ Comparison of Products
- ✓ Product Activate and Deactivate Facility



Catalogues & Products

- ✓ Setup an unlimited number of Catalogues & Products
- ✓ Product Category and Subcategory Levels
- ✓ 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 to upload n no of images images for any product. The system will automatically generate thumbnails
- ✓ 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 Rs 199 now only Rs 99.
- ✓ Collect customer comments on any product

Up sell, 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

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

Merchandising

- ✓ New! Shopping Cart Cross-Sell/Up sell Merchandising
- ✓ Run Promotions
- ✓ Coupon Codes
- ✓ Member Promotions and Merchandising Programs
- ✓ Related Products Merchandising
- ✓ Services, Subscriptions and Memberships
- ✓ Multiple Buyer Groups

Multiple Images

- ✓ An enhanced dynamic image management service,
- ✓ zooming and rotating of product images and flipping virtual catalogs.
- ✓ Manage image libraries and replace static images with high-resolution images of products



Payment Gateways

- ✓ Integrated with popular payment gateways throughout the world
- ✓ Offer COD / Check options at checkout
- ✓ Offer Pay Pal as a separate payment gateway
- ✓ Integrated with World Pay for a wide range of currency support
- ✓ Google Checkout
- ✓ Process Payments With Pay Pal
- ✓ Multiple Payment Methods
- ✓ Compatible Payment Gateways

Storefront design & customization

- ✓ Easy-to-use Design Templates
- ✓ New! Logo Generator
- ✓ Customize Basic Design Settings
- ✓ HTML Design Editors
- ✓ Advanced Customization

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

Tax Codes

- ✓ Create any number of tax codes and rates for any country that you operate
- ✓ Apply tax codes easily to products and shipping charges

Main Features of eCommerce

- ✓ Sell real products or e-Products
- ✓ Give individualized 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

eCommerce Reporting

- ✓ 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 Discount Codes and redemption
- ✓ Detailed visitors reporting including new vs returning, location and more.
- ✓ Track usage for any catalogue or on an aggregate basis
- ✓ Track usage for any product or on an aggregate basis
- ✓ Export any report to Microsoft Excel for further analysis



Form Creator

- ✓ Build customer enquiry web forms without any programming
- ✓ Add any number of custom fields to your web form to suit your business,
- ✓ Automatically captures and populates every enquiry in your customer database
- ✓ Customize the landing page customers see after submitting an enquiry
- ✓ Customize auto responder email sent to customers after they make an enquiry

Sales & Marketing Tools

- ✓ New! Google Base™ Submission
- ✓ Shopping Search Engines
- ✓ Search Engine Optimization
- ✓ Sitemap Management
- ✓ Email Marketing
- ✓ SEO optimized category and product URLs
- ✓ Google Sitemaps for easy search engine discovery

Meta Data

- ✓ Built-in meta data framework
- ✓ Create your own meta data tags and easily add them to any web page

Discount Coupons

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

Gift Vouchers

- ✓ Create any number of Gift Vouchers with either of discount based or amount based
- ✓ Gift Vouchers can be redeemed to buy products in your online shop

Customize your Online Shop

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

Integrated Customer Database

- ✓ Grow your customer database every time your customers enquire or interact with your website
- ✓ Keep a history of all past customer enquiries
- ✓ Allow customers to view their past enquiries via secure "member only" areas
- ✓ Allow customers to keep their details updated via secure "member only" areas
- ✓ View on a per customer basis details on every action they've taken on your site
- ✓ Customize and extend the Customer Database to suit your business

Support

- ✓ Getting Started Checklist
- ✓ Online Tools and Help
- ✓ Priority Email Technical Support
- ✓ 24/7 Toll-Free Phone Technical Support



Content Resources

- ✓ Document Mgt
- ✓ News Mgt
- ✓ Photo Gallery - Flickr Integration
- ✓ Recently Viewed Item

Shop By Control (Refine Search)

- ✓ Shop By Brand
- ✓ Shop By Attribute
- ✓ Shop By Price Range
- ✓ Shop By Variient Property

In Store Pickup

- ✓ Orders Ready For Packaging
- ✓ Orders For Customer Pick Up

General List Of Features

- ✓ Alerts and Messages
- ✓ Wish list
- ✓ Share this product
- ✓ Email a Friend
- ✓ Deal Promotion module
- ✓ Cart Abandonment
- ✓ Product Repository
- ✓ Category Page Configuration Option
- ✓ Product Rating and Reviews
- ✓ Custom Layout Facility
- ✓ Web analytics (Piwik / Google)
- ✓ Mobile Optimized Web store
- ✓ Navigation with Pull Down Menu
- ✓ On Site SEO
- ✓ Mail Manager
- ✓ Bulk product Upload Tool
- ✓ Bulk Image Upload interface