Product management

- Product data
- Complete product information
  - Name, description, item numbers, metrics, etc.
- Product images and auto-generated thumbnails
  - Categories
  - Dynamic categories
    - Any product can exist in any number of categories
- Price
  - Each product can have separate prices stored for each customer group, type, or individual.
    - When a customer logs in they are presented with the pricing that has been set up for them.

Shipping

- Powerful configurable shipping system that works with all shippers
  - Supports multiple shipping price models
    - Price ranges
    - Quantity ranges
    - Weight ranges
    - Point ranges
  - Shipping price models can be applied per product
    - Some products may be charged shipping based on quantity while others are charged based on weight
    - The customer is presented with a single consolidated price for everything in their cart for each of your shipping options.
  - Supports multiple addresses
    - Shipping and billing addresses may be different
  - Support for tracking included
    - Will work with all shipper web based tracking systems

Tax management

- Multiple tax models
  - Supports "Internet tax moratorium" type tax model where you only charge tax in the jurisdictions you choose, such as where you have physical operations.
  - Supports accurate tax rates for every US and Canadian tax district

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CASS Certification – Address cleaning
- Supports US Postal certified address standards
  - When a customer enters an address the address is immediately verified against the US postal service database of all US addresses
  - If the customer incorrectly inputs their address, in most cases the system will auto correct their address
  - Database of addresses becomes more accurate
  - Fewer shipping problems occur

Discount Codes
- Supports dynamic discount codes
  - Discounts can be percentage of order based
  - Discounts can be dollar amount based

Integration
- Any CMS system
- Any website
- Any backend inventory system
- Any accounting system

Account Management
- Customer information
  - All customer addresses stored
  - All customer orders stored
  - All customer credit card information is stored with strong encryption
  - Easy searching for any customer
  - Easy searching for any order
  - Support for any number of customer sets
    - Each customer set can have separate pricing
- Customers can access and manage their accounts
  - Customers can modify their account information
  - Customers can request their forgotten password through email
    - Customers can submit their username to retrieve their password
    - Customers can submit their email address to retrieve their password
  - Customers can view their orders
  - Customers can click through to the tracking of order shipment status

Transactions
- Supports any bank
  - Works with any transaction processor
  - Works with any credit card clearing house
  - Works with any merchant account vendor
- Transactions are secure and immediate
  - Customer credit card authorization is immediate
  - Support for address verification (AVS) is available and recommended
  - With use of AVS there is a much lower fraud occurrence

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o All customer information is only passed through SSL
o All sensitive customer information is stored with strong encryption

User Interface

- Dynamic front end interface
  o Many options for how to list and view products
  o Support for any font, table, etc. styles
  o Support for custom buttons
  o All text is dynamic and can be modified by retailer
  o Simple checkout interface
    ▪ New customers checkout in only a few clicks
    ▪ Returning customers checkout are remembered and takes fewer clicks
- Auto-responders
  o Supports dynamic auto-responders
    ▪ Invoices always sent out to customers
    ▪ Purchase orders sent out to retailer
    ▪ Shipping status updates can be auto sent to customers as shipping status changes

Marketing and contact management

- All customers become contacts in your marketing list
- Broadcast email is available for sending out to customers about deals, etc.
  o Broadcast emails can be designed in Word and are automatically converted to MIME encoded HTML and plain text emails