



Ecommerce Packages

	Standard Package	Professional Advanced Package
Store Categories, Products and Options		
Supports an unlimited number of categories	✓	✓
Create an unlimited number of levels of categories	✓	✓
Supports different display types for products within categories	✓	✓
Supports different display types for products detail page	✓	✓
Allows you to list products in category views with multi add to cart	✓	✓
Product options shown in category view with add to cart buttons	✓	✓
Product pricing types: Regular Price, Sale Price	✓	✓
Product pricing types: Fully Option Based, Recurring Only, Volume Based, Gift Certificate and Not Priced	✗	✓
Recurring billing support allows you to specify monthly charges for products and product options in addition to or in place of one-time charges	✗	✓
Volume based pricing allows you to create different price breaks for quantities ordered	✗	✓
Each product can be set up under a declining balance inventory system and have maximum purchase quantities assigned	✗	✓
Out of stock messages are presented to customers if the inventory level is zero	✗	✓
VAT rates for products and product options	✓	✓
Enter search keywords for the store's search function	✓	✓
Choose to use different displays for each product and up to three different size images	✓	✓
Supports multiple large and extra large product images	✓	✓
Ability to include product-specific text in email confirmations	✓	✓
Two different descriptions for different displays	✓	✓
Support for featured and splash page displays	✓	✓
Support for best seller, new item, specials, featured and splash page displays	✗	✓

Product-level shipping method choices default product based pricing and not shipped	✓	✓
Product-level shipping method choices including realtime rates, default product based pricing, user defined and custom shipping scripts	✗	✓
Support for digital goods - including full download capabilities	✓	✓
Ability to relate products to one another to cross sell them	✗	✓
Each product can be related to numerous categories	✓	✓
Product options can be of various types including textareas and textboxes (which allow customer input) and selection lists, radio buttons and checkboxes (which allow customer choices)	✗	✓
Product option selection items can have positive/negative price and weight changes on the item cost and support recurring billing	✗	✓
Each product option can be related to numerous products	✗	✓
Front-end search against keywords, description, product name and product number fields	✓	✓
Allows you to set the page title and meta information for all categories and products	✓	✓
Can change the page skin/template	✓	✓
Product and categories can be visible to all, only select user eg wholesale or not visible	✗	✓
You can set the maximum and/or minimum quantity you are allowed to order.	✗	✓
Web-Based Administration		
All configuration is web-based after install	✓	✓
Password-protected administrative access	✓	✓
Manage your store from anywhere - all you need is an Internet connection	✓	✓
Set up multiple users with different levels of access	✓	✓
Make changes to your store in real time	✓	✓
Easy to follow menu system	✓	✓
Offers functions for virtually every management task	✓	✓
Payment Processing and Checkout		
Supports checkout with customer account only or allow guest checkout	✓	✓
Support for a minimum total needed to checkout	✓	✓
Allows you to ask extra questions at the checkout like how did you find us, agree to our terms and conditions	✓	✓
Support for offline credit card and debit card processing	✗	✓
Support for contact customer and cheque and purchase order payments	✓	✓

Discount and Sales		
Support for the entry of discount codes at checkout	X	✓
Discount codes are set up using the web-based administrator	X	✓
Discount codes can be set to expire on use, be of the non-expiring or use one time per user account type	X	✓
Discount codes can include/exclude certain items at the administrator's discretion	X	✓
Discount codes can include an expiry date	X	✓
Discounts can be done as a currency amount or percentage of the items ordered	X	✓
Unused portions of currency amount discounts are saved for future use	X	✓
Custom sale logic allows the administrator to use custom scripts to calculate sales at checkout	X	✓
Order Management, Reporting and Accounting Export		
Order management functions include a fully searchable database table, the ability to enter shipping dates and tracking numbers for ordered items and the ability to include comments	✓	✓
Customers have the ability to track their orders realtime using the front-end	✓	✓
Administrator based reports include: Administrator Access Log; Product Statistical Report; Page View Report; Daily Activity Report; Search Term Report	✓	✓
A reset reports function is available to reset reports selectively	✓	✓
Accounting exports are available for both Quickbooks, Sage, Mamut & Peachtree	X	✓
Customer Care and Retention		
The program uses both cookies and URL management to ensure customer shopping carts are retained throughout the shopping experience	✓	✓
User billing and shipping info is stored in cookies so it can be pre-populated on return visits	✓	✓
Customer account functions allow customers to set up accounts, edit them and retrieve lost passwords	✓	✓
The administrator can select whether logging into a customer account is a requirement to checkout	✓	✓
Wholesale Management Functions		
The program comes with built-in wholesale program	X	✓
You can globally enable or disable the wholesale program	X	✓
A customer can request to upgrade their account to a wholesale account	X	✓
The store owner can give each wholesale account their own discount %	X	✓
The store owner set the wholesale account use the	X	✓

wholesale price for the products		
You can define categories, products, web pages and payment gateway to only be shown to wholesale customers	X	✓
Affiliate Management Functions		
The program comes with a built-in affiliate program	X	✓
The administrator can choose to track referrals with cookies	X	✓
At the administrator's discretion, maximum payouts per order based on a currency amount or percentage can be set	X	✓
The administrator utility has functions to activate affiliates and assign commission levels	X	✓
Affiliate front-end functions include account creation and management, lost password retrieval, linking information and order & sales reports	X	✓
Shipping Method Support		
The program supports shipping choices on the product level - meaning one product could be downloaded whereas another could be shipped realtime where a third may be custom based	X	✓
Support for realtime rates is available for: UPS OnlineTools	X	✓
Support for embedded tracking information on orders is available for: UPS OnlineTools	X	✓
Default product-based shipping methods allow you to specify a per-item charge at the product level	✓	✓
Custom shipping methods allow you to use custom shipping scripts to specify custom calculations of charges at the product level	X	✓
Manage your connection status with UPS OnlineTools realtime using the web-based administrator	X	✓
Support for additional per-package handling charges	✓	✓
For realtime methods: The ability to ship items in single boxes, group with other items or to ship in separate boxes	X	✓
Full drop-shipper support including the ability to specify different shipment origins for realtime shipped items	X	✓
Drop-shipper support includes sending order confirmations for items ordered to shippers	X	✓
Email and the Mail List		
Both the front-end and administrator utility have contact modules that allow for email based communication between customers and administrators	X	✓
The program is delivered with a full-blown mail list program that allows the administrator to send text-only or HTML-based email messages to subscribers	X	✓
The mail list function allows customers to subscribe/unsubscribe via simple links	X	✓
Platform and Database		
Editable source codebase	✓	✓

Full SSL/HTTPS support when necessary	✓	✓
All database tables are queried and updated using SQL	✓	✓
Add table columns and execute SQL statements in real time using the web-based administrator	✓	✓
Easily import/export data to/from CSV files and advanced databases	✗	✓
Layout and Site Design		
The site layout is template based, which allows you to use Frontpage or Dreamweaver created HTML in your layout	✓	✓
You can match the layout to the look and feel of the rest of your site	✓	✓
The administrator has a full content management system built-in with the ability to create script based HTML pages	✓	✓
Embedded program-specific tags allow you to include program variables and even code routines in your HTML	✓	✓
100% of the front-end layout is configurable in over 200 different layout elements	✓	✓
Create new product detail, thumbnail and category displays on-the-fly	✓	✓
Change the text of all system messages	✓	✓
Change the different email templates used by the program	✓	✓
The store portion of the front-end is 100% dynamically generated for you based on your choices in the web-based administrator	✓	✓
Using the remote APIs, it's possible to use your existing HTML-based product pages with the store	✗	✓
File Management Functions		
Full file management functions are available within the web-based administrator	✓	✓
The administrator has the ability to upload image and media files	✓	✓
The administrator has the ability to upload downloadable files	✓	✓
All files uploaded via the program can be viewed/deleted via the web-based administrator	✓	✓
Dynamic Forms and Remote APIs		
The software comes with a dynamic form function that allows for the setup of web-based forms using a simple administrator interface	✗	✓
Choose what types of form fields to present, the questions asked and the email to which results from each form are sent	✗	✓
Both the dynamic form and shopping cart functions have remote APIs that allow for shopping cart additions and form submissions to originate from outside HTML pages	✗	✓