



egghead[®]
DESIGN LTD

Egghead Design Ecommerce Stores

Introduction

We realise that this is a pretty long list of features - however, an effective e-commerce shopping solution must provide a wide range of features to allow you to effectively manage your online business. If you don't see a feature that you need on this list, please contact us.

As part of our service, **we will set the site up for you**, so you can just get on with the business of selling your products online.

Web based store administration with IE 6, IE 7, Firefox, and Opera

- › A complete eCommerce solution including catalogue management, order management, and customer management.
- › Professionally designed administration interface with on screen help.
- › Unlimited store categories, products, and web pages in store.
- › Improve your customers shopping experience and your productivity.

Customizable Merchant Dashboard (Single page overview)

- › Product popularity graph by sales, and by views. Data also viewable.
- › Graph of sales volume over the last 7 days, and the last 6 months
- › Graph of pages views over last 24 hours, by hour, by day, and by month.
- › Graph and data views of the most popular categories.
- › Order summary with quick links to today's orders, last 30 day's orders, and last 60 day's orders.
- › Links to the 5 most recent orders.
- › Quick search form to view any order by order number.
- › User status showing last login and the last time password was changed.
- › My Alerts' summary of issues that need to be looked into. e.g. Low Inventory, error message in the log file, installation, and configuration issues.
- › Digital clock displays store time and your local time.

General Catalogue Features

- › Unlimited Categories, sub-categories, products, web pages, and links.
- › Unlimited levels of sub-categories for large product catalogues.
- › Products may be included in more than one category for easier maintenance.
- › Products in categories can be sorted by price low to high, price high to low, name A to Z, name Z to A, manufacturer A to Z, manufacturer Z to A, and featured products.
- › Categories with a large number of products include paging features to keep page size reasonable and encourage longer shopping times.
- › Featured products can be displayed at random on the homepage.
- › Buy button can be hidden in the entire store for catalogue only sites.
- › Products, web pages, and links may be sorted in the categories any way you wish.
- › Categories can be hidden from view so they are only available from a direct link or locked so they are inaccessible for maintenance purposes. Optionally, this can affect the sub-categories and products within the category.

General Product Features

- › 3 standard images: Icon is displayed in mini-basket; thumbnail is displayed on category pages; and the large image is displayed on the product page.
- › Support for unlimited additional product images in pop up window.
- › Automatic image sizing on image upload to ensure conformity across your store.
- › Merchant settings allow complete control over the three standard image sizes (icon, thumbnail, and large image).
- › Minimum quantity allowed to purchase. Customer is required to order at least n.

- Maximum quantity allowed to purchase. Customer may only order up to n.
- Buy button can be hidden on individual products for display only products.
- General product details: Product name, SKU, manufacture, price, retail price, manufacture part number, and cost of goods.
- HTML Head section allows you to include meta keywords, meta descriptions, and javascript. This is available on all pages for excellent SEO rankings.
- Exclude individual products from Google, Yahoo, and Shopping.com feeds.
- Products out of stock that are not allowed to be backordered are excluded from Google, Yahoo, and Shopping.com feeds. Save money and increase customer satisfaction.
- Set display page at the product level, so if you need a customized product page it can be associated with the product.
- Set theme at the product level which overrides the default store or category theme assigned to the product by default.
- Capture user submitted text on the product pages for personalization, and monogramming.
- Product summary which is displayed on the category page, below the thumbnail.
- Detailed product description which can contain HTML so you can create good looking product descriptions. Built in WYSIYG editor can be used or your favourite HTML editor.
- More details for additional product information is displayed to the customer when they click 'more info' next to the description title. This allows you to have more information available without cluttering the standard product description.
- Specify images to be looked up by product SKU. e.g. Product image URL's are automatically calculated using the SKU if no image is otherwise specified. The expected format is ?_i.jpg for icons, ?_t.jpg for thumbnails, and ?.jpg for standard images.

Product Options Features

- Products may have multiple options associated with them. e.g. Size, colour, style.
- Product options may have colour swatches with associated large product image. Mousing over the small colour swatch displays the associated large product image in place of the default product image.
- Option variants may add to the base product price. e.g. Size large add £2.00 to base product price.
- Option variants may also be set to override the base price of a product.
- Option variants may add to the base product weight. e.g. Size large add 1 kilo to the base weight of a product.
- Option variants may also be set to override the base weight of a product.
- Each variant has an SKU modifier that is appended to the base SKU of a product. e.g. Customer orders a medium red shirt, the SKU would be like 4545-Red-Med.
- Inventory control on options is fully supported. e.g. Red/Large 3 in stock, Red/Medium 5 in stock, Red/Small 2 in stock.
- Reorder level can be set on options. e.g. A Red/Large product with reorder level set to 2 will show up on the re-order report when the store is at or below qty 2.
- Digital products can be associated with options. e.g. Select report format: Word, PDF or Text, and the appropriate file will be delivered to the customer at checkout.

Product Kitting Features

- The kitting system is amongst the most powerful and flexible system available. Kits are based on products available in your store already and the customer can select the products they want in their bundle. Can be used for many purposes such as build your own gift basket, build your own computer, etc.
- On the product page when as the customer is making their choices the price of the kit is updated in real time using AJAX.
- Kitted products may be hidden for items that are always required, and are described in the product description. e.g. Windows Vista for computer bundle or green grass for build-your-own Easter basket.
- Kitted products may be required, and displayed without the option to remove them from the bundle.
- Kitted products may be shown as check boxes where the customer can select none to all of the available choices.
- Kitted products may be shown as radio boxes where the customer can only select one of the available choices.
- Kitted products may be shown as a drop down box where the customer can select only one of the available choices.
- Sorting is available on both components, and the products included in the component.

- By default the display name of the product already in your store is used, but it can be overridden in the kit.
- You can specify the number of the products to be included in the kit. e.g. 2 DVD recorders are included with this computer bundle.
- The price of the kit product by default is pulled from the base product, however you can override this using a fixed amount or a modifier. e.g. Computer memory has a base price of £100.00, however in the bundle it's £80.00. To make maintenance easier, you can specify in the bundle it's £20.00 less than the normal product price, so if the base price of memory drops to £80.00 the kitted bundle would automatically reflect the change to £60.00.
- The price, and weight of the kit product by default is pulled from the base product, however you can override this using a fixed amount or a modifier e.g. Computer memory has a base shipping weight of 10 grams, but when included in a computer it's zero.
- For radio boxes, check boxes, and drop down select lists, you can specify the products that are pre-selected.
- Kitted products may also be hidden from purchase in the store for items that are only available when purchased in a kitted bundle.
- Kitted products use the base products inventory settings, so if a product is out of stock, and it's not available for backorder it's removed from the customer choices.

Product Inventory Features

- Inventory tracking can be enabled on a product by product basis. So your entire catalogue is not required to use inventory control.
- Number of products in stock, and re-order level. When number of products in stock is at or below the re-order level it will be shown on the re-order report and an email may be sent to your purchasing agent. On the re-order report, you can update inventory and re-order levels without having to go to each product individually.
- Allow or disallow product back ordering. Allowing back order allows inventory to go negative.
- Optionally display in-stock message, and out of stock message. May include number of products in stock.

Product Shipping Features

- Product weight, and dimensions (L x W x H) can be used to calculate shipping costs.
- Shippable status: 'Yes,' 'No,' and 'Separately.' Normally, a product would be set shippable 'Yes'. If a product is un-shippable by the normal carriers or if it's a digital good, then 'No'. If you select 'Separately' then it will be sent to the real time shipping carrier as a separate shipment with its dimensions for a more accurate rate calculation.
- Warehouses allow you to specify where a package is going to be shipped from so that shipping costs can be calculated accurately.
- Support for FedEx, UPS, USPS, and DHL real time shipping methods.
- Select only the shipping methods you want to make available to the customer at checkout e.g. USPS book rate is not available.
- Drag, and drop to sort the shipping methods in any order you prefer.
- Calculate shipping as a percentage of the order total.
- Calculate shipping based on weight e.g. 1 to 5 kilos is £1.00 a kilo, 6 to 10 is £0.75 a kilo, etc.
- Calculate shipping based on number of products purchased e.g. 1 to 5 products purchased is £7.00, 6 or more gets free shipping.
- A handling fee may be included either a fixed amount or a percentage of the shipping cost total e.g. £5.00 handling fee per order or 10% of the shipping cost total.
- The handling fee may be included in the shipping cost or displayed separately from shipping cost.
- You can specify which warehouse this shipping method is valid for e.g. If you have a drop ship vendor in another location you can setup the shipping correctly based on the rules they use.
- Drop shipping vendor support: When a product is paid in full, the system will automatically email its associated packing list to your vendor for shipment.
- Warehouses and vendors are a terrific combination allowing the proper shipping rate to be calculated, regardless of shipping origin.
- You can configure the shipping zone for which each shipping method is valid for.
- Zones are countries, states or provinces, and post code ranges. e.g. Northern Ireland and Germany can be configured to not allow ground shipping rates.
- Shipping methods can be assigned to user groups e.g. the preferred customer group gets different rates than unassigned users.
- You can setup free shipping on select shipping methods for specified customer groups.

- › Multiple ship to addresses is supported. This is a great feature during period such as Christmas, especially when used with our gift wrapping module. Send package A to my Mum, send package B to my aunt, and package C to my brother.
- › Automatically breaks the shipment into multiple shipments, and allows customer to select a shipping method for each shipment.
- › You can specify a minimum purchase amount for a shipping method to be displayed.

Product Taxes (VAT)

- › You can set a tax code on the shipping method. e.g. Taxable or non-taxable.
- › Tax codes can be created, and assigned on an individual product basis. e.g. product, books, zero rated, etc.
- › Custom tax codes can be assigned to different Countries
- › Specify if the taxes are based on the billing or shipping address.
- › Customer groups can be marked as non-taxable. e.g. Wholesale group is non-taxable.

Product Pricing Rules

- › Put a product on special with optional starting, and ending dates. Restrict the special to certain customer groups if desired e.g. the preferred customer group only sees the special.
- › Setup pricing rules for customer groups (levels) e.g. Master Distributor, Distributor, Wholesale, Dealer, VAR, Jobber, etc.

Product Digital Delivery (Electronic Software Delivery)

- › Deliver digital goods using our robust digital delivery system e.g. Software, Digital Reports, etc.
- › Specify a media key to unlock the file.
- › Specify when to make the download available to the customer e.g. On paid in full, manual activation, or activate immediately.
- › Set the number of maximum downloads, absolute timeout, and relative timeout e.g. 3 days after the order is placed or 24 hours after the initial download attempt.
- › If you have serial keys for your digital product you can upload them, and they will be delivered to the customer with their purchase.
- › Assign readme, and license agreement to a digital good.
- › Force customer to agree to the license agreement when customer adds the product to the basket, when the customer begins the download, or both.
- › Activation and fulfilment emails can be product specific.

Product Accessories and Similar Products

- › Specify similar products to be displayed when a customer is browsing a product e.g. you might also like one of these similar products.
- › Specify recommended product accessories to be displayed to the customer when they add a product to the basket. Increase add-on sales!

Product Field Templates

- › A unique feature that allows you to both display product information, and collect information from the customer using a variety of field types.
- › Create one template which can be assigned to multiple products.
- › Display common product features such as ratings or product specifications in a standardized format. e.g. Create a movie template for display to the customer the name to be displayed to the customer would be 'Rating' the possible admin selections would be Uc, U, PG, 12A, 12, 15, 18, R18
- › Collect monogram information in a text box that the customer fills out which is collect during checkout. e.g. "What name would you like monogrammed on your shirt."
- › Collect or display information using the follow field methods: Text box, text area, drop down list box, list box, multiple select list box, radio button list, and checkbox list.
- › Specify the width, and height of fields, and the number of characters allowed to be collected.

Subscriptions and Recurring Billing

- › Subscriptions can be used to add users to a user group e.g. Join our gold customer group for £9.95 a year, and receive free shipping on all your orders.

- Join our platinum customer group for £29.95 a year, and receive 10% off all your purchases, and free shipping.
- Subscriptions with recurring billing can be used to sell products which are automatically delivered on a specific delivery schedule. e.g. Join our jam of the month club for £4.95 initial payment, and £9.95 a month, and every month you'll receive 2 new jars of our delicious jams.
- Specify the billing option as one time payment, recurring charge of n or initial payment of n, and recurring payments of n.
- Specify the recurring billing frequency as every n days or every n months.
- Specify the total number of payments e.g. a one year subscription would have 11 payments if an initial payment was collected at the time of sale.
- Recurring billing is handled via the real time payment processors so no credit card data is required to be stored in the database. This allows for large subscriber bases, and a high level of security.
- Recurring billing works with the following payment gateways: CyberSource, and PayPal Payflow Pro (formerly VeriSign). Some support for Protx, but this is dependent on the Internet Merchant Account Provider and is limited to certain card types – call us to talk through
- Payment gateways send out monthly reminders that the card is going to be billed.
- Visit the payment gateway web sites for additional features that are available.

Product Reviews

- The ability to collect, and display product reviews may be disabled or enabled in your store.
- Allow all users or only registered users to post product reviews in the store.
- Require administrator approval of product reviews for all reviews or only anonymous users.
- Use image verification on review submission to prevent automated spamming of reviews.
- Require email verification on review submission to for all users or only anonymous users.
- Require agreeing to customizable terms, and conditions before posting of review.
- Product reviews report allows you to quickly find unapproved reviews for editing, and approval.

Product Gift Wrapping and Gift Note

- Allow customers to optionally select gift wrapping and add a gift note during checkout.
- Support for multiple gift wrap groups with varying pricing e.g. large package, medium package, small package.
- Support for small image with large image pop up for wrapping choices.

Product Gift Certificates

- Sell gift certificates which can be redeemed later.
- Gift certificate amounts may be fixed or variable e.g. £50.00 gift certificate or there is a field the customer can enter a custom gift certificate amount.
- Store settings allow gift certificates to expire after n days.
- Gift certificate report allows activation and deactivation of gift certificates while maintaining balance report.

Coupons (Marketing Features)

- Order coupons. Provide a discount on the entire order. e.g. 10% off the entire order.
- Product Coupon. Provide a discount for a specific line item. e.g. Buy one get one free.
- Shipping Coupon. Provides a discount on shipping charges for an order. e.g. Free UPS ground shipping.
- Discount amount can either be a fixed value or a percent off. e.g. £10.00 off or 20% off.
- You can set a maximum amount the coupon is good for e.g. Save up to £100.
- You can set a minimum order value for the coupon to be valid e.g. Purchase £200 or more, and get 20% off.
- You can specify a start date and an end date when the coupon is valid.
- You can set the maximum number of uses for a single customer or all customers e.g. An individual customer may only use the coupon once or only the first 50 customers may use this coupon.
- You can allow coupons to combine with other coupons.
- Specify which products the coupon applies to. Valid for all products, valid for only selected product, and not valid with selected products.
- Specify which customers groups are allowed to use a coupon e.g. allow all customers to use coupon or only the preferred customer groups.
- You can specify which shipping methods the shipping coupon is valid for.

- › There is a coupon name which is shown in the basket, and a separate coupon code which is entered by the customer.

Volume Discounts (Marketing Features)

- › Setup volume discounts by quantity of line items or by total price of line items.
- › Specify multiple discount levels. e.g. Buy 1 to 10 get 10% off, buy 11 to 20 get 15% off, buy 21 or more, and get 20% off. This also can be done by the price of the line items as well.
- › Discounts can be a fixed amount off or a percentage of the line item total.
- › Discounts can be set as global which affect all products in the store.
- › Discounts can be applied to a category which applies to all sub-categories and products within it.
- › Discounts can be applied to selected products which override the higher level category discounts e.g. This allows you to set a zero discount on products that need to be excluded from the category discount or just have a different discount structure.
- › Discounts can be restricted by customer group e.g. 10% off store wide is only available to our preferred customer group.
- › Available discounts are displayed on the product page to encourage the customer to purchase more to take advantage of the savings.
- › There is a store setting which allows you to allow grouping of items in your categories to qualify for the discount. In line item mode, eligibility for a discount is calculated for all products from that category on a line item basis. In grouping mode, the quantity, and values of all products in that category are added together for the purpose of determining eligibility for the discount. e.g. In line item mode you would have to purchase 100 of the same pencil to qualify for the discount. In grouping mode you could purchase 20 of 5 different pencils from the same category to qualify for the discount.

Affiliates (Marketing Features)

- › Reward affiliated web sites for referring business to your store.
- › Commission rate can either be a fixed amount or a percent of the products purchased. e.g. £10.00 for each sale or 15% of the product total.
- › You can specify a referral period. e.g. 365 days would give commissions on all sales made by the customer for 1 year.
- › Affiliate report shows sales, and commission amounts due to the affiliate.
- › Built in support for third party affiliate systems such as AffiliateWiz.
- › Tracks affiliates name, address, country, city, state, post code, phone number, mobile number, fax number, email address, and web site address for easier management.

Mailing Lists (Marketing Features)

- › Maintain multiple email lists to encourage shoppers to return to your store or to provide helpful updates on existing products, and services.
- › Mail list name, and description to be displayed during checkout or from the customer preferences page. Let your customers know what this list is about.
- › Maintain public and private email lists. e.g. If a list is marked private it will not be shown anywhere in the store, and you add users to the list manually.
- › Signup rules either forces them to click a link in an email to opt-in or just sends them a confirmation thanking them for joining.
- › You can customize the signup emails for each mail list if desired.
- › Tracks the last date and time an email was sent to the list.
- › Easy user maintenance allows you to quickly add or remove users from a list.
- › Export the list in spreadsheet format.

Feeds and XML Site Maps (Marketing Features)

- › Integrated Google Base Feed.
- › Integrated Yahoo Shopping Feed.
- › Integrated Shopping.com Feed.
- › One click creation and upload of products to supported feeds.
- › You can exclude certain products from the feeds. Products that are out of stock, and are not allowed to be backordered are excluded from the feeds. Why pay for clicks when you don't have anything available for sale?
- › Integrated XML site map for Google and Yahoo submission. Increase these powerful search engines' awareness of your site!

Order Manager (Administration Features)

- Full featured order management system with total control over shipments and payments for multiple orders from a single page.
- Orders manager page allows you to search by order status, shipment status, payment status, and date range to specify number of orders for return.
- Batch processing of multiple orders from the order manager page. Capture payments, process shipments, cancel orders, print invoices, print packing slips, print pick lists, and change the custom order status without ever having to drill down to a specific order.
- Advanced order search page adds the ability to search by order number range and by keyword. Keyword searches bill to last name, bill to company, bill to address, ship to last name, ship to company, ship to address, or any order notes.
- Mouse over the details link on any of the orders, and a pop up window shows the items in the order without having to drill down to the order details.
- Fully featured phone order page is accessible by clicking 'New Order'. Add products to the order, search on an existing customer, add a new customer, calculate shipping, and collect payment.

Order Details (Administration Features)

- Order summary page includes standard order details: Bill to, ship to, order contents, payment status, shipping status, balance due, etc.
- With a single click from the order summary you can ban an IP address from your store for fraud.
- The payments page allows you to capture payments, void payments, add new payments, mark as payment received, edit, and delete payments. Changes to the payments are permanently recorded in the order notes so there is a full history of transactions.
- The shipments page allows total control of all order shipments
- Tracking numbers can be included with shipments on shipping page. If you enter a number of items to ship less than the number purchased, the unshipped items are automatically moved to a new shipment for later processing.
- From the shipping page, merchant may edit a shipping address, change the number of products ordered, price and change the customer delivery shipping notes.
- From the shipments page on orders with more than 1 product, you can split a shipment into multiple shipments, move n items from one shipment to another, merge shipments back together, and move n items to a new shipment. This gives total control over back order and staggered shipping situations.
- Changes in the shipment history are permanently recorded in the order notes e.g. The order has been partially shipped, 2 items remain unshipped.
- From the shipments page, merchants may access formatted packing list for each shipment
- Order history, and notes gives a complete background into what has happened with the order. No more guessing what has happened with an order. You may also add custom order notes that may be viewable to the customer or marked as private just for your records.
- Digital goods, and subscription pages allow you to manage, and fulfil these types of products.
- Edit addresses brings up the shipping address for each of an orders shipments for quick editing.
- Edit order items allows you to edit the current items in an order, add new products to the order, and add other items such as discounts, shipping charges, etc.
- The customer profile page allows you to edit the billing address, change the current password, change their currently assigned groups, shows the items currently in their basket, shows their complete order history, and recently viewed pages.

Custom Order Statuses (Administration Features)

- Custom order statuses are a feature that offers the ability to define order statuses to match your company's business logic. Order statuses can be defined to return stock to inventory, remove stock from inventory, and specify to include the order in sales reports and specify if it's a cancelled order. Order status can be set to send an email e.g. your company requires that all orders be verified by phone, so you would have status called 'Pending phone confirmation' that sends an email when a new order is received to sales. Upon phone verification, the sales representative may move the order status to 'Ready for fulfilment' which sends an email to your fulfilment department.
- Order statuses can be manually updated from the order manager, and from the order details page.
- Order statuses can be updated automatically based on a triggered event. (see below)
- Available order status triggers include: Order Placed, Payment Authorized, Payment Authorization Failed, Payment Captured Partial, Payment Captured, Payment Capture Failed, Order Paid, Order Paid Partial, Order Paid, Credit Balance, Order Shipped, Order Shipped Partial, Shipment Shipped,

Order Note Added By Merchant, Order Note Added By Customer, Order Status Updated, Order Cancelled, Gift Certificate Validated, and Order Paid No Shipments

Edit Users and User Groups (Administration Features)

- Search for users by last name, company name, email address, and by the user group they are a member of. Wild cards *, and ? are supported in the search, and you can also click on a letter from A to Z to retrieve the corresponding results.
- Click the edit icon next to any username to display the complete customer profile which allows you to edit the billing address, change the current password, change their currently assigned groups, shows the items currently in their basket, shows their complete order history, and recently viewed pages.
- Manage groups page allows you to add or edit groups. Quickly view users in a particular group, and change the permissions associated with a group.
- Group permissions by default in descending order of rights: Super Users, Admins, Jr. Admins, Order Admins, Catalogue Admins, Website Admins , and Report Admins.
- 'Super Users' can view/edit all aspects of the store including the security settings, and audit log required for PABP.
- 'Admins' can view/edit all aspects of the store except the security settings, and audit log.
- Jr. Admins can view/edit all aspects of the store as the Admin can but are unable to assign other users as Admin users.
- Order Admins can only access the order fulfilment areas.
- Catalogue Admins can only access the edit/add categories, and products.
- Website Admins can only access the layout, and themes areas of the administration.
- Report Admins are only allowed to view the reports. This prevents the people in marketing from breaking the store by clicking around changing things to see what it does.
- Features such as coupons, discounts, pricing rules, and shipping methods may be assigned to groups so they are only available to users in the designated group.
- Any group may be marked as tax exempt.

Reports (Administration Features)

- Daily sales report with easy to use next day and previous day buttons. Includes order number, sales amount, shipping cost, tax amount, discounts, and coupons.
- Totals for all fields shown at the bottom of the page.
- Monthly sales report with easy to use next month and previous month buttons.
- Includes order number, sales amount, shipping cost, tax amount, discounts, and coupons. Totals for all fields shown at the bottom of the page. A graph at the top of the page shows sales by day for the month.
- Product sales by time period showing product name, quantity sold, and sales total. Sort by any field, ascending or descending.
- Product popularity by total number of customer views.
- Category popularity by total number of customer views.
- Product low inventory report showing product which are at or below the reorder level. Update reorder level and quantity in stock directly from the report page.
- Top customers report showing sales volume, and number of orders placed.
- Abandoned basket report by month with link to view the basket details. If the customer entered their billing information there is an opportunity to contact the customer to save the sale or identify the reason.
- Browser popularity by page views with pie graph. If you are making major changes to the store layout it's important to test with the browsers your customers are likely to be using.
- Sales summary by month from affiliate referrals. Includes commissions total for each affiliate.
- Sales order details by month from affiliate referrals showing all affiliates or selected affiliate.
- Coupon usage report shows coupon name, number of orders, and total of orders that have used the coupon. Quickly track marketing efforts that have included coupons as incentive to revisit.
- Who's online report shows customers that are actively browsing the store. Links to the customer profile page where you can view their current basket contents, and more.
- Tax report by tax code with selectable time period.

Store (Configuration Features)

- Store name used in emails sent out by the store, and various other places.
- Store URL used in the extended logging format.
- Enable, and disable SSL.

- › Site disclaimer message. When any customer visits the web site for the first time during each session he has to agree these terms, and conditions, and disclaimer message.
- › Anonymous User Maintenance allows you to specify how long anonymous users and their associated basket are stored in the database before they are automatically purged. There is also a separate setting for anonymous users which have been referred by an affiliate.
- › Gift Certificate Expiration. How many days should it take before a gift certificate expires.
- › Set your next order number e.g. You can start your store at order 1001. Order number increment allows you to increment order number by n.
- › Order minimum and maximum amounts e.g. You are required to purchase £25.00 before you can proceed to checkout, and you can enforce an order maximum amount should your merchant account have limits.
- › Checkout terms and conditions that a customer must agree to during checkout e.g. all sales are final, and products are non-refundable.
- › Unit of weight can be set to pounds, ounces, kilograms, and grams
- › Unit of measure can be set to inches or centimetres.
- › Enable or disable inventory management for the entire store. Inventory control is enabled at the product level so not all products are required to have inventory tracking.
- › Display inventory level on the product page yes or no. e.g. n units available, and This product is currently out of stock, current quantity is n.
- › Volume discount setting. In line item mode, eligibility for a discount is calculated for all products from that category on a line item basis. In grouping mode, the quantity, and values of all products in that category are added together for the purpose of determining eligibility for the discount. e.g. In line item mode you would have to purchase 100 of the same pencil to qualify for the discount. In grouping mode you could purchase 20 of 5 different pencils from the same category to qualify for the discount.
- › Catalogue Mode. Enabling this feature will hide the add to basket button for all products, so customers can browse your catalogue but are unable to purchase directly online.

Currencies (Configuration Features)

- › Define the currencies that your customers can choose from to get locale specific prices. All transactions will still be conducted in your base currency, multi-currency is a display-only feature.
- › Automatic exchange rates updates from the European central bank or Federal Reserve. You can also manually set an exchange rate.
- › When adding new currencies you can specify the name, ISO code, symbol, display format, negative format, show ISO code, negative sign, decimal separator, decimal digits, group separator, and group size.
- › There is a report at the top of the currencies page that shows current exchange rate, date of last automatic update, a sample of the currency formatting, and a manual refresh button.

Page Tracking (Configuration Features)

- › Enable tracking of page views, so you can see statistics about what categories, and products are popular. It will also enable customers to see their recently viewed items.
- › Days to maintain history can be set so you can minimize the impact on database size.
- › Archive setting allows you to just have the records deleted after n days or saved to a log for further analysis.
- › You can view the current log, and delete the current log from this page as well.

Security (PABP/PCI Features and Settings)

- › Enable, and disable SSL. SSL is used to create a secure connection between the browser, and the server. Compatible with all SSL certificates.
- › Firewall allows you to block IP's, and IP ranges to help prevent fraud or to stop unwanted search engines from visiting your store. From the orders page there is a button that allows you to add to this list with one click. All IP's of users using the store in any manner are tracked.
- › Password policy for merchant administration users allows you to set minimum password length, require uppercase, require lowercase, require symbols, require non-letter, days before you're required to change password, password history in days, password history by number of passwords, maximum login failures before the account is locked, amount of time an account is locked, and the number of days before an inactive account is disabled.
- › Password policy for customers allows you to set minimum password length, require uppercase, require lowercase, require symbols, require non-letter, days before you're required to change

password, password history in days, password history by number of passwords, maximum login failures before the account is locked, and amount of time an account is locked.

- Sensitive account data is encrypted within the database using a secret key. You can generate new encryption keys, backup your existing encryption keys, and restore the encryption key from the backups.
- Security audit log shows all successful login attempts, unsuccessful login attempts, audit log views, password changes, and admin user views of customer credit card number. This information is retained for a minimum of 3 months. Only super users may view this log.
- CAPTCHA image on administrator login page to prevent brute force attacks.
- Any user account can be disabled for fraudulent activity with the option of banning the IP.
- Orders can be marked as fraud for later investigation.

Payment Methods

- Visa
- Mastercard
- American Express
- Maestro
- PayPal IPN
- Purchase order
- Mail in payment
- Call me for payment. From the orders page there is a POS terminal where you can process the credit card payment for the order.
- Google Checkout.
- PayPal Express Checkout.
- Payment methods can be display based on which user group a customer is in. e.g. Only the wholesale group receives purchase order payment option during checkout.

Payment Gateways

- CyberSource with support for the following transactions: Authorize, Authorize Capture, Capture, Void, Refund, and Recurring Billing.
- Google Express Checkout with support for the following transactions: Capture, Partial Capture, Refund, Partial Refund.
- PayPal with support for the following transactions: Authorize, Authorize Capture, Capture, Partial Capture, Void, Refund, and Partial Refund.
- PayPal Payflow Pro (formerly Verisign) with support for the following transactions: Authorize, Authorize Capture, Capture, Partial Capture, Void, Refund, Partial Refund , and Recurring Billing.
- Protx with full support

Email Settings (Configuration Features)

- Set the default 'from' address. This is the address that will appear in the from field by default when you create new email message templates. You can always alter the from address on a per-message basis.
- Subscription 'from' address. If you use mailing lists, this is the address that will be used for the default subscription confirmation, and/or verification messages. If no value is provided, the default from address above will be used. e.g. no-reply@eggheadesign.co.uk
- Subscription request expiration. If you configure an opt-in mailing list with verification, this is the number of days a customer has to verify the request before it is considered expired, and removed from the database.
- SMTP server settings: Server IP or domain name, port. Optionally you may specify a username, and password. There is a test button on the page that allows you to send a test message to a specified email address.

Email Templates (Configuration Features)

- All email templates support the powerful NVelocity scripting engine. NVelocity is a .Net-based template engine. It permits anyone to use the simple yet powerful template language to reference objects defined in .Net code. You now have full access to the same back end variables as used through out AbleCommerce, all within your email templates. It even supports conditional logic, and looping constructs! Visit <http://nvelocity.sourceforge.net/> for more details.
- The 'From' address is set by default in email settings but may be overridden on any email template.

- The 'To' address may be set to a specific address. You can enter 'customer' to send it to the customer's address or 'vendor' to send it to your drop ship vendor's email'.
- Email subject line which may contain dynamic variables. e.g. Confirmation - Order Number
- Email message to be sent to the specified user which may be plain text or HTML.
- Email messages are either sent manually or when a selected trigger has occurred.(see below)
- Available email triggers include: None, Order Placed, Payment Authorized, Payment Authorization Failed, Payment Captured Partial, Payment Captured, Payment Capture Failed, Order Paid, Order Paid Partial, Order Paid Credit Balance, Order Shipped, Order Shipped Partial, Shipment Shipped, Order Note Added By Merchant, Order Note Added By Customer, Order Status Updated, Order Cancelled, Gift Certificate Validated, Order Paid No Shipments, Customer Password Request, and Low Inventory Item Purchased.
- Triggers allow you to setup emails that match the business logic of your company, rather than the business logic of your shopping cart!

Email Templates (Included Templates)

- Customer Order Notification.
- Administrator Order Notification
- Lost Password
- Low Inventory Notification
- Vendor Drop Ship Notification
- Order Shipped Partial
- Order Shipped in Full.
- Product Review Verification
- Email List Signup with Verification
- Email List Signup Notification
- ESD File is Activated
- ESD License Key is Fulfilled

Customer My Account Page (Store Features)

- Displays the order details for their last three orders with a link to view all.
- Link to update username, and password page.
- Link to view or edit wishlist.
- Link to view current subscriptions.
- Link to view their product reviews.
- Link to view, and download digital goods.
- Opt-in, and Opt-out of any public mailing list you have setup in the store.
- Select their preferred display currency.

View Order Details Page (Store Features)

- View Order Details from any previous order.
- Links to a nicely formatted printable version of the order detail page.
- Re-order button allows customer to quickly re-order the same items again. Items are placed in the basket, so they can edit it, and proceed to checkout.
- Recent orders are shown in the right column so they can quickly scan prior orders.
- If there is an order balance outstanding a link will appear which directs the customer to the payment page.

Wish List or Gift Registry (Store Features)

- Customer may create a wish list or gift registry, and add products to it. They can set their 'desire' level for the items, and the number that they wish to receive.
- The list may be password protected.
- The list may be emailed to their friends, and family.
- When friends and family purchase the items it tracks the number received so items are not over purchased.

General (Store Features)

- Feature products may be displayed on the home page.
- Top selling products may be displayed in the right or left column.
- Mini-basket may be displayed in the right or left column. Product Icon is shown in the mini-basket.

- Recently viewed products may be displayed in the right or left column.
- Email a product to a friend or co-worker.
- Single page basket. Delete or change the quantities of items in the basket.
- Thumbnail image is displayed in the full size basket. Keep shopping, Empty Basket, Recalculate, and Checkout buttons. Products in the basket are linked back to the product.

Contacting us

By Phone

Our phone number is : 01455 204 246

By Email

tony.leatham@eggheaddesign.co.uk
linda.leatham@eggheaddesign.co.uk
sara.hurst@eggheaddesign.co.uk

By Post

Our postal address and registered office is:

The Data Centre
Leicester Road
Lutterworth
Leicester
LE17 4HD

www.eggheaddesign.co.uk

