

The banner features a blue background with white and red text. On the left, there are several red sale tags with white text showing percentages like 70%, 80%, 90%, 40%, 20%, 50%, and 60%. A small blue figure is pushing a shopping cart. On the right, the word 'WWW' is written in large, white, 3D block letters, with a red shopping basket in front of it. The text 'E-commerce Made Easy' is centered in a large, blue, sans-serif font.

E-commerce Made Easy

* Surf Friendly Sites

* Easy to Manage

* Feature Rich

Professional Ecommerce Package Feature Overview:

Overview

- PCI PA-DSS Certified by the PCI Security Standards Council
- One-Time License Fee - No Monthly Costs and You Own Your Storefront
- Highly Customizable Storefront and Shopping Cart
- Real-Time QuickBooks Synchronization
- Numerous Options for Merchant Account/Payment Processing
- Get Real-Time Shipping Costs from All Major Carriers
- Multi-Platform Compatibility (Windows, Linux, FreeBSD and more)
- Simple "Point and Click" Web Based Administration

Customers

- User Accounts for Repeat Customers (*merchants have the ability to make customer accounts required or optional)
- Unlimited Customer Categories/Pricing Levels
- Manage/Access your Database of Customers
- Multi-Level Customer Access Control (specify which customer types can register, view prices, complete purchases, etc.)
- Instant Email Confirmations (HTML or text)
- Full Purchase/Order History for Registered Customers
- Collect Custom Data from Customers During Checkout

Products

- QuickBooks Users Manage Products in QuickBooks - Changes Automatically Synchronized within PDG Web Store
- Display Your Products within Multiple Storefront Categories
- Display an Unlimited Number of Product Images
- Built-In Image Upload Tool with Automatic Resizing to Create Full Size & Thumbnail Photos
- Product Import and Export from Excel/CSV
- Custom Fields for Data Unique to your Products
- Specify Minimum and Maximum Quantity Requirements
- Set up Size, Color and Other "Options" for Your Products
- Real-Time Inventory Update as Order Completes
- Froogle Data Feed
- Yahoo Shopping Data Feed
- Enhanced Product Search
- Real-Time Digital Downloads for Purchased "Soft goods"

- Add Multiple Products with One Click
- Tiered Quantity Discounts Per Product or Product Category
- Built-in WYSIWYG/HTML Editor to Update Your Product Descriptions

Marketing

- SEO - Optimize your Pages for Search Engines with Unique Page Titles, Meta Content, Headers and More
- Display "What's new", "Best Sellers" and Other Custom Item Lists
- Gift Certificates
- Unlimited Customer Categories/Pricing Levels
- Discount Coupon Codes
- Up Sell/Cross Sell Other Recommended/Related Products
- Tiered Quantity Discounts Per Product or Product Category
- Collect Custom Data from Customers During Checkout (e.g. "How did you hear about us?")
- Froogle Data Feed
- Yahoo Shopping Data Feed
- Affiliate Tracking

Integrations

- #1 Rated QuickBooks Integration (real-time synchronization with QuickBooks or QuickBooks Point of Sale)
- StoneEdge Order Manager Integration
- Extensive CSV, XML and Database Logging for Connecting with Other Systems
- Commercial Database Connectivity (powered by Microsoft SQL or MySQL database)

QuickBooks

- The Top Rated ECommerce Web Store Solution for QuickBooks Users
- Available for QuickBooks Pro, Premier, Enterprise and QuickBooks Point of Sale
- Full Two-Way Automated Synchronizations in Real Time!
- PDG Commerce Web Store Gets Product, Pricing, Inventory and Other Data Directly from QuickBooks
- Online Transactions Recreated in QuickBooks Within Your Preferred Transaction Type (Sales Orders, Invoices, Receipts, Estimates, etc.)
- Process Transactions with QuickBooks Merchant Services OR Any Other PDG Compatible Merchant Service/Gateway Provider

Design

- Highly Customizable Storefront and Shopping Cart
- Full XHTML
- Use Any HTML Editing Software to Customize your PDG Web Store (Dreamweaver, GoLive, FrontPage, Microsoft Expressions for Web, Notepad, etc.)
- Dynamically Build your Web Store or Integrate Directly Into Your Existing Site
- File and CGI Includes - Insert Your Own Custom Headers, Navigation and Other Scripts (e.g. PHP, ASP, CFM)
- Display "What's new", "Best Sellers" and Other Custom Item Lists
- Nested Unordered List Display of Categories (for use with DHTML and JQuery scripts to add dynamic menu options)

- Built-in WYSIWYG/HTML Editor to Update Content on Home Page, About Page, Contact Page, etc.
- Navigation Breadcrumbs to Help Users Keep Track of Their Location Within Your Storefront
- Built-In Image Upload Tool with Automatic Resizing to Create Full Size & Thumbnail Photos

Shipping

- One-Step "Shipping Estimates" Prior to Checkout Process
- Multiple Shipping Destinations per Order
- Real-Time Rate Requests for UPS, USPS, FedEx and DHL
- UPS Shipping API (automatically print pre-paid UPS shipping labels directly from within PDG Commerce)
- Link to UPS Worldship
- Customized Zones to Create Your Own Shipping Calculator (charge based on weight, quantity or subtotal based on shipping country, state, county or city/zip code)
- Real-Time Digital Downloads for Purchased "Soft goods"

Payments

- PCI PA-DSS Certified by the PCI Security Standards Council (significantly simplifies the process of obtaining credit card merchant services)
- Secure On-Line Credit Card and Check Authorization
- Accept Pay Pal and Google Checkout
- Use CVV2 Credit Card Codes and Address Validation to Avoid Fraudulent Orders
- Extensive Sales Tax Options
- Charge Sales Tax Based on Customer's Country, State, County or City/Zip Code)
- Gift Certificates

Security

- PCI PA-DSS Certified by the PCI Security Standards Council
- Works with All Major SSL Certificate Providers
- Unlimited Administrative Accounts with User Specific Access Controls
- IP Blacklisting Blocks Undesirable IP Addresses
- Securely Restrict Access to Administrative Interface to Select IP Address
- Order and Email Encryption

Additional Features:

Up-sell/Cross-Selling Feature

An extremely powerful marketing tool, Our Pro Ecommerce Package's ability to suggestively sell alternate and complementary products; e.g. if a customer selects the "standard" version of a product, you can recommend that they also consider the "pro" version or if your customer chooses a pair of pants, you can suggest that they also consider a belt and socks. Simply specify related product skus and optional text in a product's definition in your Merchant Administrator, and Our Pro Ecommerce

Package will up-sell or recommend related products to your customers automatically.

Enhanced Product Search

In addition to keyword searches, Our Pro Ecommerce Package supports Boolean operators (AND, OR and NOT), quoted strings, and allows for searches within a specific product category. Our Pro Ecommerce Package also supports searches within a specific price range — as well as searches greater than, less than, or equal to a particular price. Search results can be ordered by product SKU, description, or by the product ID (assigned by Commerce- most recently entered products would be displayed first).

Gift Certificates

Our Pro Ecommerce Package has gift certificates now. You can create gift certificates in your Merchant Administrator, or set up gift certificates as products and allow customers to purchase them. When a customer purchases a gift certificate, Our Pro Ecommerce Package can ask the customer for information regarding the recipient, and email the gift certificate. When the recipient logs into your web store, or creates a new account on your web store, that gift certificate is automatically associated with them. They can then use the gift certificate to make purchases. Additionally, gift certificates retain their unused balance between visits.

Discount Coupon Code

Our Pro Ecommerce Package supports 'Discount Coupon Codes.' You can create special customer categories with appropriate discounts, and then give out customer category code as a 'Discount Coupon Code' to your customers. When customers visit your web store, they simply provide the coupon code and will automatically receive all discounts and benefits of that customer category. There is no need for the customer to log in or create an account to utilize the coupon.

Multiple Ship-To Addresses Per Customer and Per Order

Our Pro Ecommerce Package allows your customers to place orders that are to be shipped to multiple addresses. This makes online holiday shopping simple for your customers. They will simply specify the various ship-to addresses as they place the order. Additionally, these ship-to addresses are stored in the database, and so customers can modify and delete them as needed, and reuse

them with a quick click on future orders. Customers can also utilize this feature to create different shipping addresses for themselves, such as a "Home" address and a "Work" address.

Registered Users

Commerce allows you to offer your customers the option of creating an account with your web store. Registered users can store their address information (excellent for sites with a high volume of repeat customers), view previous order information, and accumulate bonus points to be redeemed with future purchases.

Customer Categories

Commerce users may group customers together within Customer Categories. The merchant can then extend special pricing (i.e. wholesale/retail, member/non-member) and different shopping privileges (i.e. customer may view product information, but not pricing) for each Customer Category.

Registered User management

Registered users may log in and update their account information at any time- without requiring assistance from the merchant.

Customer Categories Pricing

Similar to Pricing Categories in Our Shopping Cart, this feature allows the merchant to maintain different prices based on the user's Customer Category. For example a merchant can have both wholesale and retail Customer Categories and may set different prices for all products within the web store. When a retail customer shops at the site, Commerce would automatically display the pricing for the retail Customer Category. Merchants may specify a global discount; either a percentage (based on product base price or price with options) or a dollar amount can be applied globally, on certain product categories, or on each individual item within the web store.

Multiple Level Customer Access

Different privileges can be set up for different users or customer categories. These include the ability

to view pricing, ability to checkout, and access to customer registration. If you sell only to wholesalers, you may choose to disable the ability for retail or anonymous users to view pricing or to checkout, while allowing registered users to go through the entire ordering process.

Frequent Shopper Points Tracking

Just like airlines reward repeat customers with "frequent flyer miles", Our Pro Ecommerce Package can track points assigned to products and provide a summary of an order's total frequent shopper points. This allows customers to accumulate credit or points toward some future reward or incentive. Our Pro Ecommerce Package also offers the ability to display the total points earned for Registered Users.

Discounting

Now you can run sales and promotions just like regular retail stores. Our Pro Ecommerce Package allows you to establish quantity discounts by product, by product category, transaction subtotal, or any combination of the above. Merchants may set these discounts to apply to all users, or make them specific to an individual Customer Category. The Product Category discount allows merchants to give a flat rate or percentage discount based on the number of items purchased from a given Product Category.

Discounting with Options

Users may specify whether Category Discounting and Item Quantity percentage discounts are calculated based on the default item price or the price with selected options.

Call 402.669.8669 for additional information