

## Actinic Catalog v6 Comprehensive Feature List

### GENERAL FEATURES

- Windows-based application that installs on any standard PC
- Runs on the majority of standard commercial webspace
- Create multiple sites from the same application by purchasing additional licence keys
- Upload and maintain store from one PC and process orders from another
- Activate key functions (preview/upload/download/export) from a command line in Windows
- Navigator will guide through web store creation process

### CATALOGUE MANAGEMENT

- Catalogue management via tree control with drag-and-drop manipulation
- Print a summary report or a more detailed report of your products and sections

### CATALOGUE (Products)

- Supports up to 10,000 products with product images
- Specify the shipping weight of each product
- Have a different layout for each product in the store
- Create pop-up windows containing supplementary information about a product
- Specify minimum and maximum order quantities
- Create links to external files or URLs
- Write questions for customers to answer online
- Create custom information fields
- Hide products and sections on the website if you do not want customers to view items

### CATALOGUE (Sections)

- Unlimited depth of sections and sub-sections
- Each store page can look different
- Select alternative 'shopping modes' for the sections in your store. This affects at what point customers specify product quantities.
- Set up a section to add multiple products to the shopping cart in one go.
- Customise the layout of each page of section links
- Manually set the filename of each section page
- Set different meta content for each section page in the store

### CATALOGUE (Attributes)

- Define a range of attributes and choices for each product
- Automatically generate radio-buttons, drop downs and button grids for choice selection

### CATALOGUE (Components & Permutations)

- Allow each choice or combination of choices to be a different price
- Define which combination of choices is valid or invalid
- Define additional components that are supplied with your products
- Associate these components with products in your store
- Components can be optional or mandatory
- Components can inherit the name, price, weight and tax status of an associated product
- Display additional components within their own separate line in the online cart

### IMPORT/EXPORT

- Import products and sections from a CSV spreadsheet file
- Import more sophisticated store information via a hierarchical import file
- Import customer account information via a hierarchical import file

- Export products, sections, customers and shipping tables as a text file
- Export, import and backup site data via a Snapshot file

#### **STOCK MANAGEMENT**

- Offline stock monitoring generates alerts for low stock levels
- Automatically suspend ordering on out-of-stock products
- Generate stock availability reports

#### **WEB PAGE MANAGEMENT**

- Create a range of content pages alongside your store pages
- Customise the layout style for each page
- Create information items within each page
- Specify layout of each information item
- Link information items to products and sections in your online store

#### **GENERAL COMMERCIAL SETTINGS**

- Enter detailed company and contact information
- All conventional currencies supported
- Ability to auto-generate product references
- Set up detailed terms and conditions for your store
- Temporarily suspend online ordering for the entire store

#### **SECURITY AND PAYMENT**

- Limit certain payment methods to specific locations in order to cut down fraud
- Process credit card transactions online with a selection of payment service providers
- Credit card numbers can be taken securely online via a Shared SSL server
- Run the entire store, or just essential pages, on your own secure server

#### **SHIPPING AND HANDLING**

- Calculate shipping charges for your online orders
- Define a range of geographical shipping zones
- Offer a range of shipping classes within each geographical zone
- Base shipping charges on order quantity, order value or weight
- Allow free shipping for large value orders
- Set up separate handling charges
- Define detailed tax charges to apply to shipping and handling

#### **TAX**

- Set up unlimited tax rates and geographical tax zones
- Allow shoppers to exempt themselves online
- Automatic tax calculations based on geographic zones
- Choose which taxes apply to which products in your product range
- Define a custom tax rate for some products
- Display tax-inclusive or tax-exclusive prices, or both

#### **THEMES AND COLOURS**

- Choice of 45 colourisable pre-designed themes
- Choice of 14 customisable 'clean layouts' to use as the foundation of a new design
- Choice of 50 built-in colour schemes
- Ability to create and save your own colour schemes
- Import of custom themes

#### **DESIGN FEATURES**

- Choose a corporate logo for your store

- Define web page headers and footers
- Optionally use an image for your “Add to Cart” button
- Choose a second currency to display prices in
- Advanced settings for customising how the store is generated
- Create a link to a home page
- Customise where your terms and conditions appear in your store
- Automatically generate site map to your store
- Choose from a range of pre-designed marketing messages
- Change the way your section links appear in your online store
- Choose the images and the order for the items in your navigation bar
- Customise the questions asked in the checkout, making them compulsory if required
- Search through and customise all text prompts used in the online store
- Change the language of the online text if necessary

#### **SITE SEARCH**

- High-speed index-based online searching
- Choice of simple or more advanced searching
- Search based on price ranges
- Search based on custom search properties
- Decide how many results are shown per page

#### **DETAILED HTML CUSTOMISATION**

- Range of HTML templates to select from for page layouts, section link layouts, product layouts and pop-up window layouts
- Template Navigator enabling full custom design
- Ability to edit all site templates
- Integration with style sheets to allow store-wide font changes
- Flexibility about which element can go where in the templates

#### **PREVIEWS**

- Preview the entire store, or just the current section.

#### **SHOPPING CART & CHECKOUT**

- Online shopping cart
- Support for new P3P privacy policy
- Unordered items remain in cart between browser sessions
- Ability to set how long online carts stay active for
- Customers can receive email confirmation of order
- Customise the receipt email that is sent to customers
- Online address book and 'Remember Me' feature

#### **ORDER PROCESSING**

- Email alert when a batch of orders is waiting
- Download orders into your local PC and decrypt them after they are downloaded
- Manually adjust order details after the order is received
- Payment history held against each order
- Search through your order history for specific customers, dates and ordered products
- Split the order into back-orders if you are unable to ship the entire order in one go
- Generate and send an email to the customer informing them when their order has been shipped
- Write and send emails to your customers from within Actinic
- Manage and view the email history for an entire order
- Bulk-send all outstanding emails in one go
- Print packing lists and lists of products ordered

- Print invoices for each new order
- Generate credit card schedules containing the credit card numbers that require processing
- Print single-page data-entry reports containing the entire details of an order
- Create reports on your fastest moving items and best customers
- Report on all the business in your site within a set time period
- Optionally bypass built-in order processing
- Export orders as text files for processing in external applications
- Choose a program to automatically run after you export a batch of orders

#### **SITE DEPLOYMENT AND MANAGEMENT**

- Backup your work with a 'Site Snapshot' that saves your database, templates and images as a single transportable file.
- Use Snapshots to transfer Actinic Ecommerce sites from one PC to another.

#### **MARKETING AND PROMOTION**

- Creates search engine friendly static HTML pages
- Bundle products together to create up-sell opportunities
- Site referrer programme support
- Accepted by leading portal sites

#### **SUPPORT**

- Comprehensive user guide and on-screen help
- Site Upgrader to help you upgrade from previous versions