



## SiteRocker E-Commerce Specifications

**SiteRocker Webstore** is a .NET based ecommerce storefront and backoffice platform that offers exceptional flexibility, functionality and security.

### Easy Set-Up

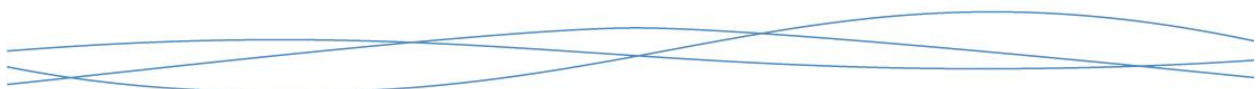
- Easy-to-understand, web-based administration
- Bulk Loading Feature for product and/or customer information
- No product or category limits
- Fully customizable storefront

### Product Merchandising

- Cross category product listing
- Product up sell opportunities
- "Customers who bought "x" also bought these products" in the checkout areas.
- Discount code supported
- Price-based discounting
- Supports full product descriptions with HTML and product summaries
- Allows for multiple secondary images
- Recommended products
- Create "Buy x Get x Free" discounts
- Advanced product search capabilities
- Supports Gift Messaging

### Search Engine Friendly

- True flat URL generation ([http://www.yoursite.com/products /product\\_name.html](http://www.yoursite.com/products /product_name.html))
- Complete Meta Tag (title, keyword and description) support for all pages including home, product and catalog pages
- Automated title, keyword and description tag generator with the ability to override for all product pages
- Robot.txt files supported
- Google, Yahoo and Bing Site maps
- Creates "Breadcrumb" navigation
- Search-engine-friendly architecture
- Ability to upload customized HTML pages to assist in search engine positioning



## Customer Relation Management

- "My Account" area allows customer to view previous orders, status and shipping tracking information
- Customer address book supports multiple addresses
- Automated e-mails when customer creates order and order is shipped
- Ability to add custom fields to the checkout process for collecting additional customer information
- Full customer reporting
- Hide product pricing to all but registered customers
- Unlimited Payment Options
- Accept Credit Cards
  - Gateways include (Initial Release):
  - Versign PayFlow
  - Paypal,
  - Paypal Payments Pro
  - Paypal Express
  - Intuit Merchant Services
- Ability to accept payments via telephone, mail, fax

## Shipping and Tax

- Real-time shipping quotes from UPS, USPS and FED-EX.
- Set custom handling fees
- Create custom shipping methods
- Calculate shipping costs by weight, quantity, region and more
- Offer free shipping
- Shipping tracking from UPS, USPS and Fed-Ex
- International shipping supported
- Supports downloadable (Digital) products
- Quick "Estimated Shipping" calculation - Customer can quickly estimate shipping based on zip code before checking out.
- Ability to set tax by state and / or country

## Hosted Solution

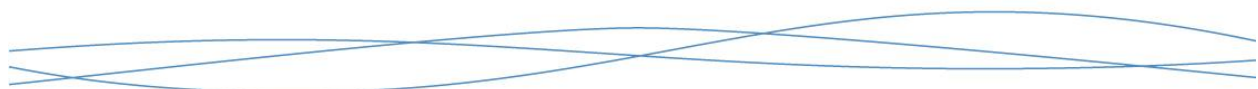
- No software to manage, update or host
- Site data backed up twice daily
- Tier 1 Data Center

## Order Management

- Add / edit / delete orders
- Show both order and payment status
- Bulk edit orders
- Create professionally printed invoices

## Administration

- Create unlimited administrator accounts
- Restrict access to particular features by administrator
- Control which e-mails are received by administrators



## Product Management

- Inventory tracking by product
- Receive inventory alerts if quantity drops below pre-determined levels
- Control attributes (color, size, etc.) by product, or add them globally
- Use HTML in product descriptions
- Products can reside in multiple categories
- Ability to change product / category order
- Enable / Disable products
- Supports manufactures
- Manage sales pricing
- Supports Minimum/Maximum quantity in order by product
- Create both a quick and detailed product description
- Supports downloadable products
- Manage products in bulk using MS Excel / CSV
- Import / export products using .csv format

## Reporting

- Most Popular products
- Top Customers
- Top orders by date, state, order size
- Basket Conversion Rate
- Top sales by customer
- Consolidated orders by date
- Promo codes usage

## Security

- Full support of HTTPS/SSL protocols
- Passes PCI Compliance scans
- Password protected administrative area
- Ability to control administrative access and set access levels
- Give you the ability to display prices only to customers that have registered
- Webstore does not store credit card information, it is passed to the gateway company for processing

## Superior Support

- 24/7 world-class e-mail and phone support
- Easy-to-understand on-line and downloadable user manuals
- Training services available

