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| <b>Title</b> | <b>Equant-Design custom shopping cart solution features</b> |
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|----------------|---------------------|---------------|------------------------------|
| <b>Type</b>    | Features & benefits | <b>Author</b> | Yasir Mansoor, Equant-Design |
| <b>Version</b> | 1.05                | <b>Date</b>   | 28th March 2013              |

## Summary

Equant-Design's ecommerce shopping cart solution provides your business with a truly unique and fully-featured online shopping presence. Unlike our competitors, our solution is **not** based upon standard templates or fixed layouts.

We use our own state-of-the-art, custom-built framework that gives us total control over the look and feel. This flexibility means that we can develop your site exactly on your design requirements. So, *your* site will be designed how *you* want – without looking like everyone else's site.

## Why choose our cart over open source solutions

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- Open source solutions are based on fixed templates that differ very little in layout and design. This means that sites using these solutions all look similar and fail to stand out. Our solution is not based on any templates. All of our sites are custom built according to your design.
- Most companies and individuals that offer open source solutions are not true web developers, but rather template designers. They can provide you with a solution as long as it fits within their underlying open source cart.

In contrast, our team of web developers and designers know every aspect of our solution intimately as they built it. This allows us to adapt and tailor our solution to fit your exact requirements.

- Many open source solutions are based on old, outdated, slow or insecure code. Being open source, all of this information is easily available on the internet. This makes it easy for hackers to exploit these solutions as vulnerabilities are openly documented.

Our solution uses *our own* proprietary, streamlined framework that is secure and constantly maintained. This makes it harder for hackers to break into your site whilst providing you with a quicker and more stable platform.

- Open source solutions typically contain many features and options that are simply not useful or applicable to everyone's needs. This is because open source solutions need to appeal to as wide audience as possible, even if it's against your interests. This added bloat slows down each site and makes them more difficult to manage and maintain.

Our solution is optimised for only the features that you will need, making it quicker and easier to manage.

- Our solution was developed after extensive research on the most popular open source solutions currently used. We focused on their strengths, avoided their deficiencies, and addressed their limitations. We looked closely at community forums dedicated to these open source solutions and took note of what users really wanted. We also spoke to businesses that had existing online solutions. This allowed us to provide a solution which has all the benefits of the best open source solutions, but with none of the limitations, complexity or legacy.

## Why choose our cart over other commercial solutions

- Our solution comes with many features and options that only higher-end commercial solutions can compete with. However, our prices are significantly lower due to our lower overheads.
- With our solution you are not locked into a fixed web host or a monthly rental plan. Many of our commercial competitors follow this business model, which means effectively that you will never own your own site and are always relying on them. In contrast, once you have purchased our solution it is yours to keep and you are free to move to any other web host.
- Unlike some of our commercial competitors, we are not resellers or middle-men marketing third-party solutions. Our solution has been *exclusively* developed by us and is sold *exclusively* by us. This means that we are *the* experts on our solution and we don't have to increase our price to cater for reseller/middle-man mark-ups.

## Main features

| Optional | Features | Benefits |
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### Technology

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|  | PHP and MySQL database technology. | One of the most popular robust, stable and efficient software platforms used on the internet. Its reliability and durability will help keep your site up and running. |
|  | Web 2.0 and AJAX technology.       | Gives your visitors the latest user-experience, with improved screen interfaces and quicker reactions to visitor selections.  |

### Marketing Promotions/Tools

|  |   |   |
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|  | Multiple discounts and vouchers for orders. | <p>Generate any number of discounts and vouchers for products, orders or shipping. Apply these by manufacturers/brands, categories or specific products.</p> <p>Restrict specific discounts or vouchers to one use per customer, or by a date range.</p> <p>Assign delivery discounts to either standard and/or express delivery.</p> |
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| Yes | Bulk Price Update.                                       | Allows you to quickly update the pricing of any range of products according to manufacturers/brands, categories or specific products.   |
| Yes | Bulk Tax Update.   | Allows you to quickly update tax classes for all products from one specific tax class to another.   |
|     | Special prices for each product.                         | Individually set special prices for any product.  |
|     | Customisable landing pages for each brand/ manufacturer. | Design personalised landing pages for each of your brands/manufacturers.  |
| Yes | Integrated email newsletter facility.                    | Email customers with regular newsletters.   |
|     | Customisable landing page.                               | <p>Change the look and feel of your landing page as often as you like.</p> <p>Use our predefined templates to express your own look and feel.</p> <p>Show featured products or latest products, so that your landing page is constantly updated with new content.</p> |

## Security

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|     | SSL integration.  | Provides additional security to your site by encrypting all communication to and from your customers in all sensitive areas.  |
|     | SagePay, Barclaycard, WorldPay and PayPal payment gateway integration. <i>(Other payment gateways will be catered in the future).</i> | Pre-configured for popular payment gateways, allowing specialised companies to provide online, secure transactions for your site.   |
|     | Administration security management.   | <p>All access to the administration section of your site is controlled with secured account access and layered security using SSL encryption.</p> <p>This will keep your site safe and secure from unwanted access and allows you to create multiple accounts for each of your staff.</p> |
| Yes | One-click database backup.  | Easily backup your database with just one click without having to notify or contact your web host.  |

## CMS (Content Management System)

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|     | CMS (Content Management System) module. | Create and easily manage your own articles, news, links and other site content based upon our own independent, full-fledged CMS package.<br><br>This will provide you with the full power of a CMS without compromising your core ecommerce capabilities.   |
| Yes | Look Book module.                       | Create <i>multiple</i> look book image collections to showcase your products.<br><br>Each of these look books are independent and can be displayed as completely separate pages.<br><br>Each look book image can have multiple products associated to it, so that your customers can easily find links to purchase/view highlighted products. |
| Yes | Testimonials module.                    | Manage and display your own customer testimonials.  |
| Yes | Hierarchical page content module.       | Organise complicated pages into (up to) three-level sub pages, so that it's easier for customers to navigate and digest information.<br><br>This is useful for FAQ, Help and International Delivery pages.  |
| Yes | Gallery module.                         | Create <i>multiple</i> galleries to showcase your products.<br><br>Each gallery can be displayed as a separate page.  |

## SEO (Search Engine Optimisation)

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|     | Search engine optimisation for leading search engines – including Google. | Helps promote your site and products using SEO-friendly URL's, customer meta information for each product, manufacturer/brand and category. |
| Yes | Google Product Search facility.   | Get an extra edge of your competitors by directly submitting your product information to Google's specialised product search facility.      |

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| Yes | Auto-generated site map. | <p>Your site map is automatically generated and updated at regular intervals, saving you time.</p> <p>Site maps allow an alternative way for visitors to navigate through your site, as well as for search engines.</p> |
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## Catalogue Management

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|     | Unlimited categories and sub categories, organisable in any hierarchical order.  | Organise your categories in any way you want with no limitations.  |
|     | Unlimited products.  | Create and manage as many products as you want.  |
| Yes | Clone products.  | Create new products quickly by cloning existing products and changing the appropriate properties.  |
| Yes | Customised banners for each category.  | Add banners (Flash or static image) to each category, providing your site with a more unique feel.   |
|     | Associate products to one or more category.  | Gives you flexibility in allowing products to be assigned under any number of categories.  |
|     | Multiple product attributes for each product. Add multiple product attributes to each product. Set default values for product attributes. Switch off selected product attribute values for each product. | <p>Create your own product attributes (e.g colour, size, etc) for each product.</p> <p>This will allow you to completely customise the options associated to each product.</p>   |
| Yes | Product attributes linking.  | <p>Chain two product attributes together so that you can provide more flexible attribute selections for your customers.</p> <p>For example, linking size and length together means that you can specify which lengths are available for a specific size. A customer can select a size first, and then all available lengths associated to this size are displayed. If the customer changes the size, then all available lengths associated to this new size will be displayed instead.</p> |
|     | Multiple tax rates.  | Set each product to any tax rate.  |

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|     | Product images management.             | Automatically upload and add any number of images to any product. All images are resized and intelligently renamed automatically (for SEO optimisation). Captions can be assigned to any image. Zoom and thumbnail images are automatically created for each image, but can also be manually assigned.   |
|     | Product media management.              | Automatically upload and add any number of media file types to any product.<br><br>Embed Flash movies or YouTube videos; attach PDF/Word/Excel documents and external links to any product.  |
| Yes | Peer products management.              | Group and associate related products together so that visitors can see variations of a product.  |
| Yes | Cross-sell products management.        | Assign alternative products or "other products you may like" to any product, allowing you to cross sell.   |
|     | Stock availability.                    | Individually configure any product's stock availability, as well as each associated product attributes (e.g Size 10 in stock, but size 12 is out of stock, blue is in stock, but black is out of stock).   |
| Yes | Full stock control.                    | Quickly manage stock quantities for all products and sub products (e.g. down to a specific colour/size/length combination).<br><br>Have automatic alerts for low stock and no stock, as well as automatically setting products set as low stock or not in stock.<br><br>Rapidly update multiple products and sub products stock levels using the batch stock update feature. |
|     | AJAX Product image zoom-in capability. | Mouse-over product image zoom, giving your visitors a superior user experience.  |
|     | Send to a Friend with Email.           | Send link of a product directly to a friend.   |
|     | Rich text product description.         | Format the description for each product in any way you want.   |

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| Yes | Intelligent product search.             | Search quickly and easily for any product by code, name or description.  |
| Yes | Advanced AJAX product filter selection. | Allow visitors to quickly filter for products they want to view by product options (e.g size, colour), price range, sub categories and/or brand/manufacturer.  |
| Yes | Product attribute linking.              | Link two product attributes together to provide more flexibility when showing options for any product (e.g show different availability of sizes of a product according to which colour is select)  |
|     | Products sorting.                       | Visitors can sort products in any category by either latest products, alphabetically (A-Z and Z-A), or price (cheapest first or most expensive first).   |
| Yes | Featured products placement.            | Display selected products in a prominent way for any category, drawing visitors' attention as soon as they visit a category. Featured products appear at the top each category landing page, and have a distinctive style to separate them from standard products. |
| Yes | Custom product positioning.             | Select products to appear in your own custom order for any category. This allows you to ensure that products always appear in a certain order, or at the front of the list.  |
| Yes | Product label image assignment.         | Add one or more custom image labels to each product – for added emphasis on specific products (such as "new in", "special offer" and "on sale").   |

### Checkout/Customer Account

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|  | Streamlined checkout process.                           | Provides your customers with a quick and easy way to make orders, without slowing or obstructing them.  |
|  | Separate invoice and delivery addresses for each order. | Orders can be delivered to a different address from the customer's invoice address. Customers can have multiple delivery addresses, with no limit.<br><br>International addresses can also be used. |

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| Yes | Order progress notes.   | Generate categorised, time-stamped notes against each order so that your customers are up-to-date with the state of their orders.             |
| Yes | Automatically email confirmation order.                       | Automatically generate and email confirmations of successful orders to each customer.   |
|     | Track customers and visitors by IP address.                   | Automatically track and store all visitors and customers IP addresses for extra security.   |
|     | SSL security for checkout process and customer account.       | Secure your customer's checkout process and account information using SSL encryption.   |
|     | Create customer accounts without making an order.             | Visitors can register on your site without having to purchase anything, allowing you to capture their details for future marketing purposes.  |
| Yes | Multi-currency support with daily auto exchange rate updates. | Attract international customers by providing product and delivery prices in local currencies. Exchange rates are automatically updated daily. |

## Orders Management

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|     | View, edit, create and fulfil orders from admin panel.                                    | Create and manage orders in the backend, without having to notify customers or payment gateway.   |
|     | Customisable order status'.   | Create and edit your own order status'.   |
| Yes | Quickly print delivery notes, order breakdown and customer address labels for each order. | One-stop solution to print all relevant documentation to get each order out-of-the-door.  |
|     | Powerful order and customer searching.  | Search for orders by order no, customer, date and/or status. Search for customers by name, email and/or address.<br><br>There is an also a one-click, quick-search facility that allows you to rapidly retrieve commonly used criteria (e.g "retrieve all outstanding orders today"). |
|     | Track and capture payment gateway details for orders.                                     | Automatically record all payment gateway details for each order.  |

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| Yes | Assign courier tracking for orders.           | Courier tracking can be added to orders. These details can then be emailed to customer.   |
| Yes | Advanced returns and exchanges functionality. | Keep records of multiple returns and exchanges for each order. You can then email and print order/returns forms for any selection of these returns and exchanges. |
| Yes | Barcode integration for orders.               | Automatically generate and insert barcodes into each printed order. This makes it much easier to handle and pack orders if you have a barcode scanner.            |
| Yes | Track visitors/customers sent by affiliates.  | Analyse which affiliates bring in the most visitors and customers, and then calculate how much money each affiliate should receive.                               |

## Shipping

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|     | Manage shipping bands based on weight, destination and/or order total. | Create unlimited shipping bands for destinations based upon weight or order total.   |
|     | Shipping discounts.  | Apply unlimited shipping discounts according to weight or percentage of order total.<br><br>Fine tune each of these discounts by selecting specific manufactures/bands, categories or products.              |
| Yes | Multiple delivery options.   | Orders can be sent as standard or express/special delivery. Options for different delivery charges can be applied according to the delivery type and the destination country. This overrides shipping bands. |

## Analytics and Reporting

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|  | Dashboard. | Intuitive admin dashboard that shows all the most important information about current orders, customers, products sold, top search items, and most visited products/categories.<br><br>Tells you which orders need attention, which one need packing, etc. |
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|     | AJAX Reports.                 | Interactive drill-down reporting for orders, tax, abandoned carts, discounts usage, products sold, most visited products/categories, most searched keywords, most frequency customers and most spending customers.   |
|     | Site analytics.               | Access real time information on which parts of your site are visited most often (most popular categories and products). Analyse contents of abandoned carts. Check how long visitors stayed at your site, where they come from and what web browser/OS they are using. |
| Yes | Google Analytics integration. | Leverage the power of Google Analytics to find trends in your visitors and your site's Google search ranking profile.  |