

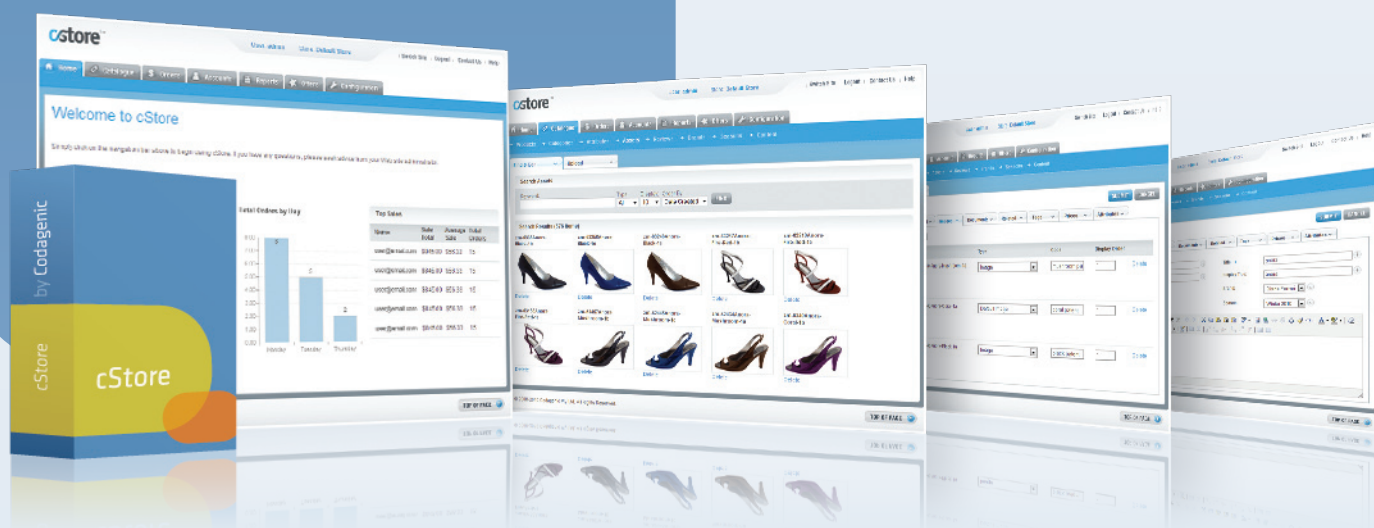
cStore

cStore is Codagenic's secure eCommerce platform. Supporting full integration with ERP and CRM systems, cStore is a feature rich and robust platform allowing businesses to build online sales with confidence.

Features at a glance

cStore is one of the most advanced eCommerce platforms on the market. Multiply your business with multilingual, multi currency and multi site features.

- Supports up to 250,000 products
- Friendly URLs for optimal SEO
- Flexible shipping methods
- Bulk product import
- Inventory management and synchronisation
- Promotions & Coupons
- ERP and CRM integration layer
- Advanced security and auditing



Key benefits

- Easy to use interface
- Full two-way integration with ERP, CRM and warehouse systems
- Highly secure framework
- Expand and integrate with APIs
- Fully customisable design and presentation layer.

Featured brands using cStore



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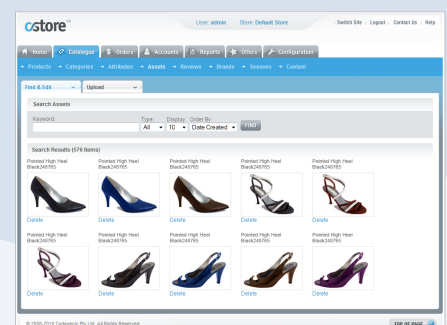
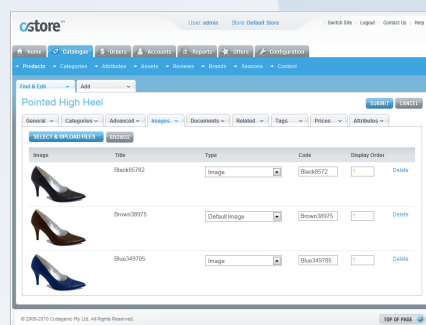
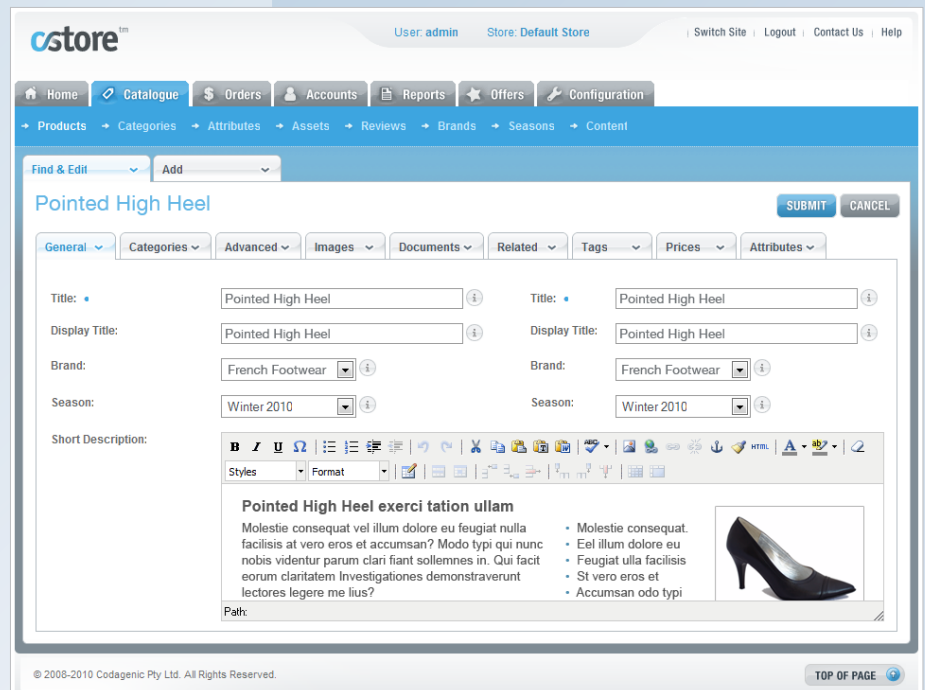
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General Features

- Web-based Store management
- Provides complete Web site solution, including shopping cart, content management, customer management etc...
- Designed for max capacity 250,000 products
- 5,000 Content/HTML (topic) pages supported
- Product Categorisation Features
- Categories supported
- Categories can also be fully nested to any level desired (e.g. sub-categories, sub-departments)
- Supports cross-matrix of products by category and department. E.g. a product can be mapped to the shoe category, in the women's category
- Products can be mapped to more than one category
- Paged browsing for categories: Keeps page size small, and optimises user experience.
- Category "names" can be renamed (e.g. "Brochures", "Products", "Car Parts")
- Disable buy buttons for specific products
- Supports Wholesale Only Sites (Prices not shown to general site customers)

Shipping Features

- Calculate Shipping By Fixed Item Shipping Costs (e.g. Shipping Cost)
- Specify All Orders As Free Shipping
- Admin defined shipping methods (e.g. Ground, Next Day, 2nd Day, Priority, etc)
- Add Shipping & Handling Extra Fee To Orders
- Shipping Tracking #'s emailed to Customers
- Support for "No Shipping Required" Products (e.g. services)
- Allow "Free shipping over \$X" for site
- Mark Customer Levels/Profiles as free shipping (or tax exempt)

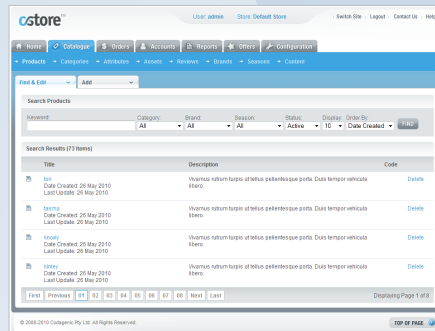


Product Capabilities & Features

- Supports multiple images per product (icon, medium, and large)
- Support for swatch colour image changing
- Restrict product quantities to preset values (e.g. 5, 10, 15, 20, 25, ...)
- Enforce product minimum order quantities (i.e. must order at least 10, etc).
- Support for sizes & colors. All color/size site "prompts" can be customised in admin site, so you could rename those two options to have completely different meaning.
- Two Attributes Per Product (e.g. Size/Color)
- Inventory By Attribute (e.g. Size/Color)
- Price can vary by size/color option chosen
- Prices can vary by customer or customer level (group)
- Fully dynamic site map (optimised for search engines)
- Tell store to locate product pictures by ID (icon, medium, large)
- Tell store to locate product pictures by SKU (icon, medium, large)
- Can re-use pre-existing images (ie associate with multiple products)
- Support for sale prices
- Vary product prices for each customer level (e.g. wholesale/retail)
- Phone Order Entry Module
- Product Descriptions can include HTML formatting
- Disable buy buttons by product
- Set Site to Wholesale Only (Prices not shown to general site customers).

Operational Features

- Once installed, all operational store tasks can be performed via easy to use control panel (e.g. no need to know databases, etc)
- Does not require any special components on the server (Gateway COM objects may be needed)
- You can configure products, prices, taxes, shipping, etc all from the administration site (or smart client in the case of IS version)
- SQL Database initialization script provided
- Automatic database installation
- Automatic database upgrades for new versions
- Customer Service Web Administration: Comprehensive administrative reports, including revenue trends & graphs, visitor trends & graphs, customer order percentages, affiliate revenue reports, tax reports, etc. You can also search for order by almost any customer record criteria to assist with customer support calls
- Customer & Order Reports, Compatible with Google Analytics -w- eCommerce ROI Conversion tracking:
- Easily integrate with your Google Analytics account
- Tax Reports by Month/State
- Total Customers by Date/Trend
- Customer to Purchase Stats (% of visitors that convert, etc)
- Built In Customer Mailing Manager: Send emails or HTML newsletters to registered customers. Design your newsletter in FrontPage or DreamWeaver and send to registered customers, or send to only customer with orders
- Customer can define multiple billing/shipping addresses and select during checkout
- Remember me option for returning users
- Order History Pages: Customers can get their prior order histories, check order status, etc all online
- Customer can view all of their prior orders
- Administrators can edit customer profiles, delete customers, update their address books, billing information, etc.
- Administrator can edit/enter service notes visible by customer regarding order status, special notes, etc.



Search Engine Features

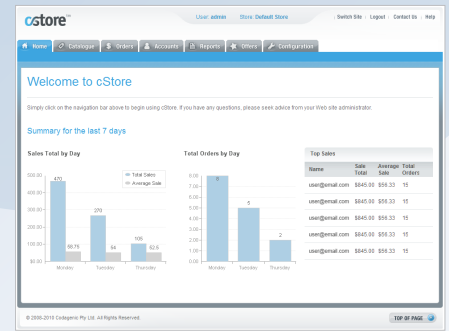
- EVERY product, category, and department page can have their own custom search engine meta tags (title, keywords, description, no script blocks, etc)...
- Fully dynamic page titles, and search engine meta-tags
- Google Analytics (Urchin) Site Metrics & eCommerce Tracking Compatible.

Bulk Product Import Features

- From XML File
- From Excel File
- Web Services Automation Interface (WSI). Allows automated import, export, data updates and synchronization.
- Event Notification callbacks to external Web Service which you register, on storefront events (e.g. new order created, customer created, etc).
- (Multi-Currency). Customer can select store currency to view at run-time. Allowed currencies are under control of store administrator. Support for various leading exchange rate feed suppliers will be supported (via XMLPackages). Sign-up for some exchange rate feeds is optional, through 3rd parties, and they may have fees associated with them (e.g. xe.com, x-rates.com, etc).
- Store developer/admin has full control over all store site strings used (e.g. prompt used for SKU, Product, Color, Size, shopping cart, etc). Every string used in the storefront can be edited.

Upsell Product Features

- Related Products: Entice additional sales by listing related products/accessories on each product page
- Show Upsell Products Directly On Cart Page
- Product prices can be set to "Call for Price"
- Product prices can be hidden until product added to cart.



Coupon Features

- Order Based Coupons (apply to entire order)
- Product Specific Coupons (apply to only specified product)
- Coupon discounts by amount or percent
- Coupons can offer free shipping
- Coupons can have expiration date
- Coupons can be marked as use once per customer, use once by only one customer, use N times, etc.
- Coupons requires minimum order amount before they are valid (e.g. save \$10 if you order \$100 or more, etc)
- Coupons can be excluded from sale products

Page Layout Customisation

- Completely customise the layout & appearance of any category, section, or product page
- You can link to the cart "pages" from your existing site pages, or use the storefront to run your entire site
- Add page header/footer HTML blocks to cart page, and all checkout and order confirmation pages, to provide special notes/text specific to your store or business
- Use custom receipt formats & templates
- Use custom "your order has shipped" email formats and templates
- Automatic email notification to customer with receipt
- Receipt can be fully customised
- Receipt Formats Supported
- Automatic email notification to store admin of new order received
- Mini-Cart (optional small box on every page showing cart summary contents and checkout link)

cStore by Codagenic

Transaction Features

- Void & Refund supported
- Partial Refund and Add-Hoc Charges Supported
- Credit card numbers never store on the site only the payment gateway
- Don't require account signup on checkout (e.g. skip registration on checkout or anon checkout)
- Hide all references to "shipping" (e.g. useful for software, or download sites)
- Force billing address to be the same as shipping address
- Set a minimum order total threshold for proceed to checkout (e.g. must purchase over \$100)
- Multi-level pricing list

Payment Methods Supported (types of payments)

- Credit Cards: Accept Credit Cards in Real Time: Cards can be processed & verified in real-time, or you can delay processing until a later time
- SecurePay
- PayPal Express Checkout
- PayPal (standard)
- eWay (Australia)
- ANZ eGate
- Google Checkout

Additional Features

- Mini-Cart display, so add to cart action leaves user on same page, and updates mini-cart display in left or right column of page
- Password Protected HTML Pages (password protected topics)
- Can set minimum order product quantities before allowing checkout
- Order & Customer & Product Export to XML
- Customer email lists to XML (i.e. produce list of all registered customer emails for your mailing manager)
- Catalog Only Sites (e.g. turn buy buttons off)
- Order notes can be entered by customer with special instructions
- Shopping "cart" can be renamed (e.g. Shopping Bag)
- Can require customer to agree to Terms and Conditions block (user defined) before proceeding with payment
- Hide products, categories departments (publish or un-publish capability)
- Integrated Product Search
- Advanced Product Search Page (by category, section, manufacturer, price range, SKU, etc)
- Quantity discounts on products (tiered Pricing)
- Email Product To A Friend: Product pages can be emailed to friends by site visitors

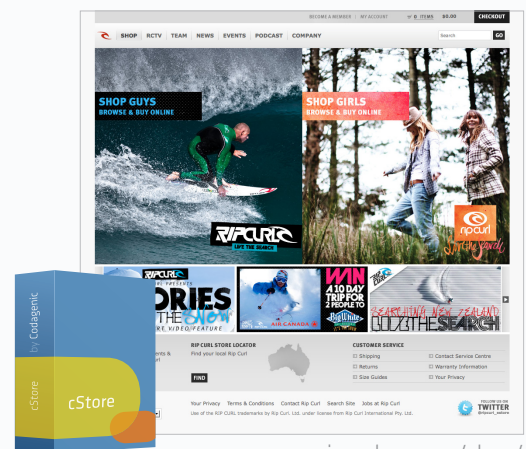
System Requirements

- Databases Supported MS SQL 2005, MS SQL 2008, (Express and Workgroup Ok)
- Host Types Supported: Shared Server, VPS Server, Dedicated Server
- C# Codebehind Pages Included without full source
- Database Schema Included
- Asp.net 2.0
- Asp.net 3.0 Compatible
- Asp.net 3.5 Compatible
- Windows 2000 Server
- Windows 2003 Server
- Windows 2008 Server
- IIS 5/6/7 for development or production supported
- Visual Studio 2005
- Visual Studio 2008
- Built in page and data caching
- Inventory Features
- Inventory Tracking
- Limit orders to quantity on hand inventory, or allow customers to place orders for items out of stock (admin configurable)
- Manage Inventory by variant or attribute (e.g. size, color, etc)
- Show inventory on hand status on product page to customer (optional)

For the full feature set visit: www.codagenic.com/cStore/features.html

"We are very happy with our implementation of cStore. It's been a rock solid experience and the integration with our ERP system was surprisingly straightforward. We are confident we've chosen one of the best ecommerce platforms on the market."

Jarrod Heathcote, Rip Curl eCommerce Manager



www.ripcurl.com.au/shop/