



Magento®

Increase Control.
Increase ROI.
Increase Flexibility.
Increase Growth.

Magento Professional

Opening a world of eCommerce opportunity

Magento Professional is an eCommerce platform for businesses who want to enter the world of eCommerce without the complications and long implementation cycle associated with developing a solution with Magento Community open source code. Designed for businesses who are working with a qualified Magento Solution Partner, Magento Professional has been thoroughly tested and warranted, and includes revenue-generating features not found in Magento Community.

Magento Solution Partners are able to produce Web stores that meet their clients' unique business needs, with a clear and easy upgrade path to Magento Enterprise.

Flexibility

Magento delivers unprecedented flexibility and control over store operations from catalog presentation to database configuration and integration.

Global

Magento's multi-language and multi-currency support enables targeting global markets in their native languages, currencies and payment methods.

Access to Source Code

Magento was built as an open-source platform to allow merchants total control and freedom over both their eCommerce business and eCommerce software.

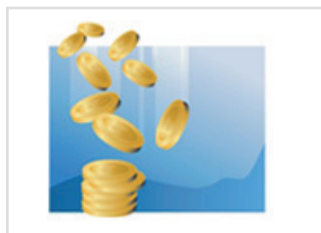
Multiple Store Control

With its multi-website and multi-store management through a single administrative interface, Magento enables merchants to expand in whichever direction market opportunities point.

Professional Edition Features

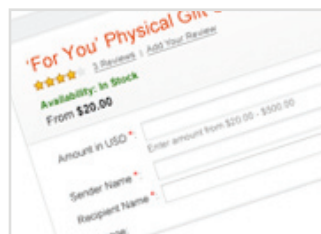
Magento Professional Edition is built using the same architecture as Magento Enterprise, providing a clear and easy upgrade path to take advantage of Magento Enterprise additional feature-set and full product support.

Magento Professional additionally provides revenue-generating features not found in the open source Magento Community platform:



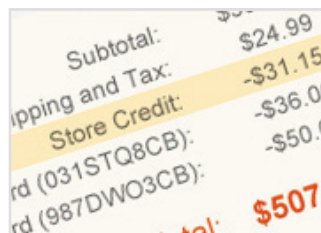
Reward Points System

Reward Points functionality allows an online merchant to implement unique programs designed to increase customer loyalty. Points are awarded based on configurable exchange rates for transactions and promotions, as well as customer actions such as submitting ratings and reviews, signing up for the newsletter and more.



Gift Cards/Certificates

Allow customers to purchase physical (physical card mailed to recipient) and virtual (code provided via email to recipient) gift certificates/cards. Customers can include a personal message when purchasing, and recipients can use the value to purchase items in the store.



Customer Store Credits

Store Credits can be created and tied to customer account. Orders can be refunded for store credit, Gift Cards can be redeemed to store credit, and customers can use the credit to purchase items during checkout.

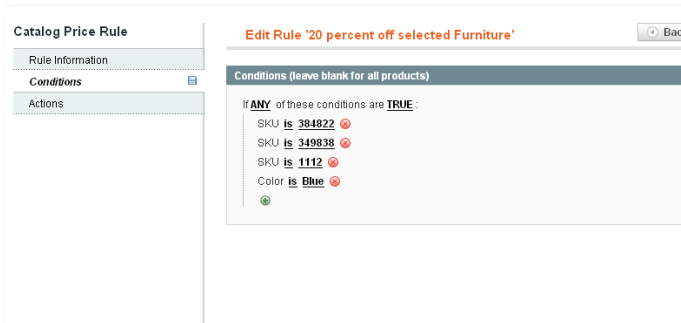


Strong Data Encryption

Additional encryption and security standards in the Enterprise Edition to support PA-DSS standards ensure that Magento is a fully secure solution.

Marketing

Magento offers marketers advanced price-rules which enable the efficient creation of a wide array of promotions from store-wide markdowns to targeted coupons, as well as to create and test landing pages and personalized content including banners and more.

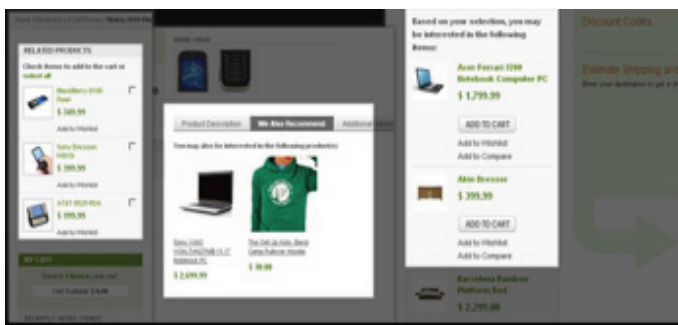


Highlights:

- » **Rule-based Promotions Tool with Free Shipping, BOGO, percent, and fixed amount discounts, and more**
- » Landing Pages
- » A/B and Multi-Variate Testing
- » Reward Point Loyalty Program

Dynamic Merchandising

Magento helps you set up meaningful product relationships to present relevant items at the most appropriate junctions in the purchase process.

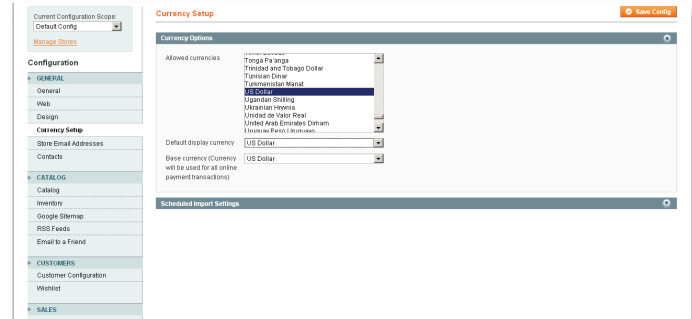


Highlights:

- » **Up-sells, Cross-sells**
- » Tiered-pricing
- » Featured products
- » Product sets
- » Recently Viewed items
- » Wishlist

Multiple Stores, Languages, and Currencies

With Magento you can target specific customer groups with different websites or store fronts, with unique content and design, in their native languages and local currencies.

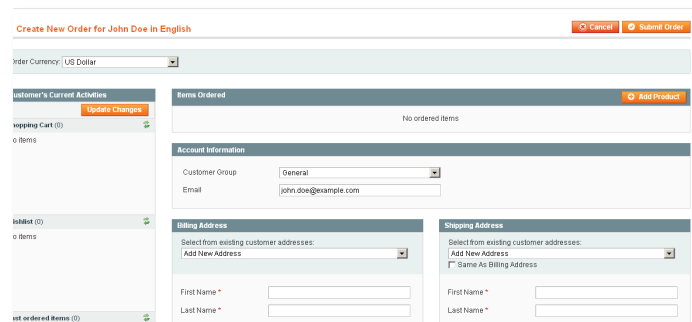


Highlights:

- » Multiple websites and storefronts managed through a single admin panel
- » Multiple languages with inline translation tool
- » **Multi-currency**
- » Customer groups

Call Center and Customer Service

Magento's built-in Order management module enables customer representatives to take orders, edit orders, issue refunds, add items to a customer's cart in real time and view and edit all the information pertaining to a customer.

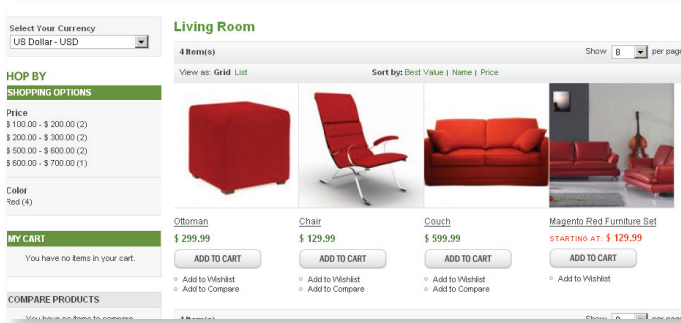


Highlights:

- » **Order Management**
- » Refunds

Layered Navigation and Smart Search

Magento provides shoppers with fast and intuitive tools for finding the right product, such as a Layered Navigation which enables customers to narrow product results by meaningful product attributes and an in-site search tool with search term suggestions.

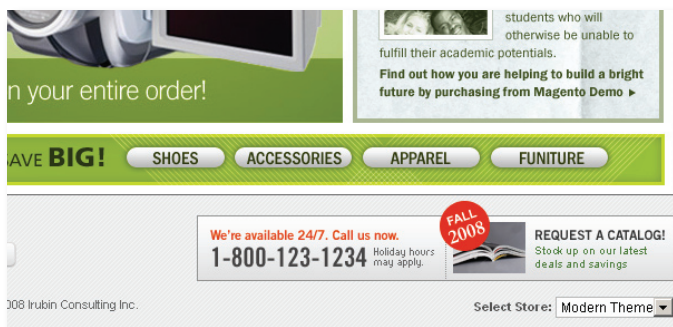


Highlights:

- » Layered Navigation
- » Search with term suggestions
- » Product tags
- » Product Reviews and Ratings
- » Product comparisons

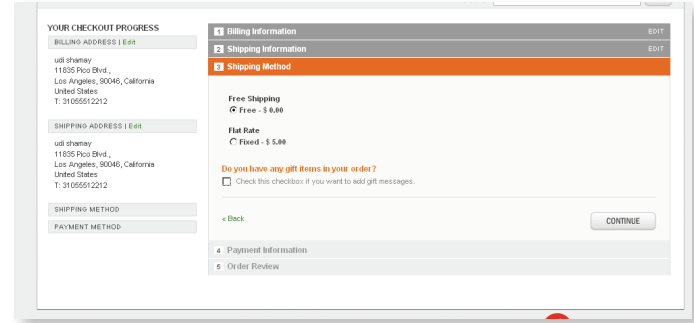
Extensibility and Control

The unprecedented flexibility of Magento allows for complete control over the design, content and functionality of every page and template in Magento. And, since Magento is an open source platform supported by a robust community and extensive learning resources, development and customizations in Magento are a dream for any IT department.



Multiple Checkout Options

Magento's One-Page and Guest Checkout options invite existing, new and on-the-fence shoppers to proceed through a speedy, hassle-free and fully-transparent checkout process which helps build brand-confidence and increases conversions.



Highlights:

- » One-Page Checkout
- » Guest checkout
- » Ship to Multiple Addresses
- » Shipping Estimates on Cart Page
- » Multiple Payment and Shipping Methods

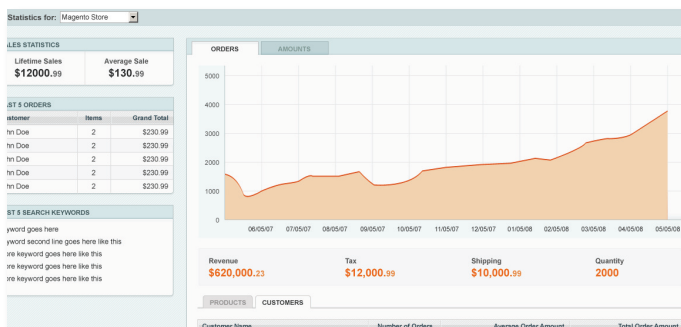
Dynamic Content Management with Staging

Magento's Content Management System makes creating and editing informational and marketing content efficient and requires no technical knowledge. Create FAQ's, Newsletter Landing Pages, Merchandising Banners and more with ease. All this with the ability to stage content and personalize content to specific customer segments.



Reports and Analytics

Magento’s administrative reports enable store managers to analyze the performance of the entire sale process from product sales to abandoned shopping carts and customer activity on a per website/storefront basis.

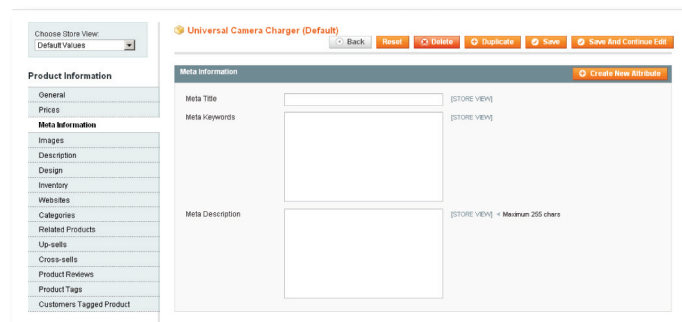


Highlights:

- » **Admin Dashboard**
- » Abandoned Shopping Cart Report
- » Product Low Stock Report
- » Search Terms Report
- » All reports can be run on a global, website, and store level

Search Engine Optimization

Magento’s built in SEO tools optimize your content for search engines, thereby extending the reach of your content to customers arriving at your store via natural search and helping you attract new customers and reduce PPC advertising costs.



Highlights:

- » Keyword-rich urls with admin control for every content page
- » **Meta info control for every content page**
- » Auto-generated page titles with admin override
- » Auto-generated sitemap
- » SEO-friendly, customer-generated content