

## Storesense Feature Comparison

A feature rich Shopping Cart customizable to fit almost any business.

Review the feature checklist below to select the service best for you. Regardless of where you start, upgrading is seamless.

Description	Starter	Standard	Pro	Pro Plus
Option to "close" the site during major product or format changes.	✓	✓	✓	✓
Site Setup Wizard with professionally designed templates.	✓	✓	✓	✓
Intuitive, easy-to-use Design Studio that requires no knowledge of HTML, allowing custom store design.	-	✓	✓	✓
Move all or part of an existing design to the web store with a drag & drop interface.	-	✓	✓	✓
Easy-to-use StoreSense Markup Language (SSML) for even more design flexibility.	-	✓	✓	✓
Multimedia files, incl. Flash & MP3s, in your product catalogue.	-	✓	✓	✓
Customize all pages seen by the visitor.	-	✓	✓	✓
Store administration welcome page takes you to the area you need based on the tasks you want to perform.	✓	✓	✓	✓
Basic and Advanced navigation options allows customized views of the store administration area.	-	✓	✓	✓
Ability to enable or disable certain features automatically using a simple check box, without having to edit the underlying template.	-	-	✓	✓
Ability to assign multiple permission levels within the administrative area.	-	✓	✓	✓
Context-sensitive wizards that guide you through the setup process.	✓	✓	✓	✓
Extensive online help and printed documentation.	✓	✓	✓	✓
Upgrade easily and automatically from within StoreSense.	✓	✓	✓	✓

## Store Operation

Description	Starter	Standard	Pro	Pro Plus
Catalogue search by keyword, product name, manufacturer, SKU, category, sub-category and/or price range.	-	✓	✓	✓
Link to products currently on sale.	-	✓	✓	✓
Organize your catalog by category, product name, or manufacturer.	-	✓	✓	✓
Show search results and customer's location in catalog.	-	✓	✓	✓
View shopping cart at any time, including estimated order total.	✓	✓	✓	✓
Order confirmation via e-mail.	✓	✓	✓	✓
Shipping and credit confirmation via e-mail.	-	✓	✓	✓
Give each product/category its own unique look & feel using your custom templates.	-	✓	✓	✓

## Billing & Payment Options

Description	Starter	Standard	Pro	Pro Plus
Standard payment options: major credit cards, store card, checks and money orders.	✓	✓	✓	✓
Additional payment options: purchase orders, internal department orders.	-	-	✓	✓
Support for real-time credit card processing.	✓	✓	✓	✓
Support for PayPal - accept payments online without investing in a merchant account.	✓	✓	✓	✓
Support for WorldPay - accept international payments in your store.	✓	✓	✓	✓
SSL enabled throughout the order process.	✓	✓	✓	✓
Encrypted payment information.	✓	✓	✓	✓
Option to collect additional security code from shoppers.	✓	✓	✓	✓
Integrated FedEx shipping.	✓	✓	✓	✓
Integrated with Canada Post.	✓	✓	✓	✓
Shipping calculations based on order amount, order weight or total item count.	✓	✓	✓	✓
Sophisticated tax calculations, including GST and PST for Canadian merchants.	✓	✓	✓	✓
Support for external tax calculation service.	✓	✓	✓	✓
Taxable shipping charges.	✓	✓	✓	✓
Resale option.	-	-	✓	✓
Customizable invoice notes based on method of payment.	✓	✓	✓	✓
Merchant-defined store order limit.	-	✓	✓	✓
Merchant-defined PO limits per customer.	-	-	✓	✓

## Promotions

Description	Starter	Standard	Pro	Pro Plus
Place individual products on sale, including start and end sale dates.	✓	✓	✓	✓
Quantity discounts by product.	-	-	✓	✓
Store-wide sale offering a percentage off all items. Specific products can be excluded from the sale.	-	-	✓	✓
Use special promotion codes. Run multiple special promotions concurrently with the ability to track the results of each.	-	-	✓	✓

## Order Management

Description	Starter	Standard	Pro	Pro Plus
Desktop icon to alert you to new orders or customers in your store.	-	✓	✓	✓
Access orders by invoice number, tracking number or customer.	✓	✓	✓	✓
View and manage pending orders by status (missing billing info, awaiting authorization, ready for shipping, etc).	✓	✓	✓	✓
Adjust all elements up or down of an invoice ready for shipping.	-	-	✓	✓
Edit shipping tracking number & shipping date on invoices that have been shipped.	-	✓	✓	✓

Issue credits, partial credits and partial line item credits.	-	✓	✓	✓
Issue store credit for orders, goodwill, or promotions.	-	-	✓	✓
Automatically e-mail order notification to store manager.	✓	✓	✓	✓

## Product Management

Description	Starter	Standard	Pro	Pro Plus
Ability to sell services in your online store.	-	-	✓	✓
Ability to add invoices generated outside of your online store lets you offer services and other non-tangible goods.	-	-	✓	✓
Recurring billing lets you charge customers automatically at set intervals for products and services, such as monthly subscriptions.	-	-	✓	✓
Allow customers to download electronic products from your store.	-	-	✓	✓
Easy access to product update tools directly on the product list screen.	✓	✓	✓	✓
Associate products with multiple categories or sub-categories.	-	✓	✓	✓
Create an unlimited number of subcategory levels for the products in your store.	-	✓	✓	✓
Associate unlimited number of keywords with your products.	-	✓	✓	✓
Import products to product database.	✓	✓	✓	✓
Upsell and cross-sell products.	-	-	✓	✓
Set the featured product in your storefront with a simple checkbox.	✓	✓	✓	✓

## Inventory Management

Description	Starter	Standard	Pro	Pro Plus
Remove products you are no longer selling from your store's product count while keeping the information needed for invoices and reports.	✓	✓	✓	✓
Hide products from catalogue when inventory reaches zero or a reorder threshold.	-	-	✓	✓
Set inventory threshold levels (reorder points) per product.	-	-	✓	✓
Choose whether to allow backorders and if a customer should be notified at the time of purchase an item is on backorder.	-	-	✓	✓
Display quantity available or "in-stock" to shopper.	-	-	✓	✓
Online low inventory and backordered products reports.	-	-	✓	✓
Automatically notify designated Store Buyer when inventory is low.	-	-	✓	✓

## Customer Management

Description	Starter	Standard	Pro	Pro Plus
Customer order history accessible to both the merchant and customer.	-	-	✓	✓
Customer profiles saved for quicker, friendlier check-out.	✓	✓	✓	✓
Automated e-mail look up of lost passwords.	✓	✓	✓	✓
Customer can choose to save shopping cart for recurring orders.	-	-	✓	✓
Merchant defined order limits by customer.	-	-	✓	✓

### Advanced Reporting Capabilities

Description	Starter	Standard	Pro	Pro Plus
Share your product, order and customer information directly with QuickBooks®.	-	✓	✓	✓
All reports available with pre-defined date ranges (such as "Last Month"), or choose your own.	-	✓	✓	✓
View your top selling products by total sales.	-	✓	✓	✓
View your top customers by total dollars spent.	-	-	✓	✓
View the percentage of visitors who place orders.	-	✓	✓	✓
View your total sales.	-	✓	✓	✓
View your total costs and profit margin.	-	-	✓	✓
View number of new customer orders vs. returning customer orders.	-	✓	✓	✓
Learn what visitors are searching for and if their search was successful.	-	✓	✓	✓
See how many times a product is requested and placed in a cart.	-	✓	✓	✓
View sales by product, category and manufacturer.	-	✓	✓	✓
Track the success of your special promotions.	-	-	✓	✓
View the total cost of your current inventory.	-	-	✓	✓
View your sales tax liability.	-	✓	✓	✓
Additional exports available: credit, customer, products, manufacturers.	-	-	✓	✓
Export orders database for custom reporting using applications like Excel or Access.	-	✓	✓	✓