



Actinic Business v7 offers the ability to develop and manage advanced, high volume ecommerce sites, with features that provide enhanced value and service for customers and greater efficiency for the merchant.

### Award-winning features of Actinic Business

#### Flexible Product Catalogue

- Explorer-style interface with drag and drop editing
- Unlimited sections and subsections
- Unlimited product variations, such as size and colour, and product components
- Product can appear more than once, and be a component of another product
- Additional text or images can be added anywhere on any page, or in a pop-up window
- Multiple page layout options including list layout with single 'add to cart' button
- Optional home and additional information pages, which can include product links for 'special offer' and 'best seller' promotions
- Up to 10,000 products

#### Customisable design

- 'QuickStart Guide' wizard walks you through the initial site setup
- Real-time preview of your store as you build it
- More layout and colour scheme combinations than any other package
- 'Point and click' changes to add your own company style
- User-replaceable navigation buttons
- Open access to page templates for more advanced design work

#### Customer Friendly Stores

- Automated site navigation features including menu bar, section list, site map and 'breadcrumb trail'
- Lightning fast search
- Search on product attributes\*
- Cart content summary visible on every page
- Editable shopping cart can be saved for later completion or as a 'wish list'
- Automatic email confirmation of order
- 'Remember me' option for returning visitors.
- Customer accounts and customer-specific store content for regular visitors\*

#### Comprehensive Merchant Functionality

- Tamper-proof shopping cart with bank-approved security
- Built-in order-processing module is a complete application in its own right, dealing with orders by phone, fax and post as well as from the web.
- Accurately calculates shipping, handling and taxation costs.
- Monitors stock levels during order processing.
- Over 20 built in reports including printing of invoices and packing lists.
- Anti-fraud and anti-spam options
- Product import and export functions
- Prompted backup and restore feature
- Link to Sage Line 50 and QuickBooks accounts\*

#### Powerful Marketing Features

- Generates search-engine-friendly web sites
- Email module supporting unlimited custom email templates.
- Order-level discounting
- Sophisticated product-level and customer-level discounting including 'buy one get one free', '% off orders over...', time-expiring discounts, coupons etc\*
- Upsell opportunities through product bundling
- Discount promotion in the shopping cart

#### Comprehensive Support

- Free email support
- 30 days free telephone support
- Online Knowledge Base
- Actinic Community forums
- Renewable Actinic Cover option provides telephone support, free upgrades and Online Resource Centre access for 1 year

\*marks features incremental to Actinic Catalog



**Minimum System Requirements**

Vendor PC:

- Pentium PC running Windows 98, 2000, ME, XP or NT4; minimum 64MB memory, 128MB preferred
- 100MB free disk space
- recommend 65536 colour display
- Internet access
- Internet Explorer v5 (and higher)

Web Site:

- NT or UNIX/Linux server
- Perl 5.004 or later; MD5 Perl module recommended
- user writeable CGI bin

**Price for Actinic Business v7: £800 + VAT**