



Actinic Developer provides merchants and web designers with a sophisticated ecommerce development tool with the added benefit of multi-site development and maintenance.

For merchants, Actinic Developer allows the building and management of an unlimited number of ecommerce sites with a single licence.

Web designers benefit from the built-in integration with Macromedia Dreamweaver and flexible client site deployment options.

### Award-winning features of Actinic Developer

#### 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
- Built-in support for downloadable products such as mp3 music
- 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
- Build and manage multiple stores with one software license\*

#### 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
- Integration with Macromedia Dreamweaver allowing easy access to HTML templates\*
- Site map available in Javascript standalone indexes for integration into external sites\*

#### 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 Features

- 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
- Deploy order processing facilities for clients at low cost with Actinic Order Manager\*

#### Powerful Marketing Options

- 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

## Fact Sheet – Actinic Developer



### 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 unique to Actinic Developer

### Minimum Systems 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 Developer Including Training   £1500 + VAT**

**Price for Actinic Developer Excluding Training   £1250 + VAT**