



FULL FEATURE SET FOR EGGHEAD MERCANTE v1.0

- a. 3 ST Johns Business Park
Lutterworth
Leicestershire
LE17 4HB
- t. 01455 559 005
- f. 01455 204 372
- e. sales@eggheaddesign.co.uk
- w. www.eggheaddesign.co.uk

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Design Features

Content /HTML pages supported	✓
Bespoke Category, Section, Manufacturer and Product pages	✓
Add page header/footer blocks to the shopping cart page	✓
Receipt emails	✓
Order receipt notifications sent to customers by email or SMS	✓
New member welcome notifications sent when customers register	✓
Admin notification of new order received by either email or SMS	✓
AJAX minicart that pops up after adding to cart to provide feedback to the user	✓
Mobile browser support	✓
Distributor pick list automatically emailed to the distributor	✓
Download product types supported	✓

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Marketing & Promotions

Gift card support	✓
Customer add to wish list functionality	✓
Highly flexible coupon system	✓
Email product to a friend	✓
Quantity discounts for implementing tiered pricing	✓
Product reviews including admin review moderation	✓
User polls supported	✓
Googlebase feed with auto ftp to Google	✓
Sales lozenge management – upload any number of graphical sales lozenges to appear layered over the product images	✓
Sale price end dates – set your sales prices to automatically start/end on a certain date	✓
Sophisticated loyalty scheme allows customers to gain loyalty points both for placing orders and for referring friends	✓

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Search Engine Optimisation

SEO friendly URL structure



Custom search engine tags for any Product, Category, Department, Manufacturer or Content page



Google XML sitemap



Yahoo! XML sitemap



Google analytics and ecommerce tracking enabled



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Sales Features

Related products	✓
Upsells on both product pages and checkout pages	✓
Call to order on product pages	✓
Products can require that other products must be added to the cart in order to buy them	✓
Recently viewed products	✓
Customers who bought X also bought Y	✓
Affiliate tracking	✓
Customer levels supported - individual customers can be assigned to a level that gives them different pricing	✓
Products can be filtered by customer level to enable showing and hiding of products to certain customers	✓
Recent products page showing new products	✓
Best seller products page dynamically driven on either bestseller by value or quantity	✓
AJAX scrolling feature lists - only loads content on demand keeping page speed to a maximum	✓

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Product Management

Support for Categories/Departments and Manufacturers	✓
Categories and Departments can be fully nested to any level	✓
Products can be mapped to multiple Categories and Departments	✓
Products can be made 'call to order'	✓
Support for wholesale mode where only logged in customers see prices	✓
XML product upload support	✓
Excel product upload support	✓
Image zoom on main product image	✓
Image gallery for products displaying unlimited number of additional images	✓
Auto image resizing	✓
Swatch colour image changing	✓
Automatic image watermarking	✓
Support for donation products allowing customer to enter a product price themselves	✓
Enter minimum order quantities for products	✓
Restrict products quantities to preset values e.g. 5, 10, 15, 20...	✓

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Product Management

Recurring product support for subscription items	✓
Text option on products to allow customers to enter a custom message	✓
Support for two product attributes i.e. size/colour	✓
Inventory management	✓
HTML product descriptions	✓
Support for kits	✓
Limit orders to inventory on hand or allow customers to place orders for products that are out of stock	✓
Stock indicator on product page	✓
VAT handling	✓
Products can have PDF attachments	✓



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Customer Account

Customers can view order history



Customer can manage their address book



Customer can one-click reorder their previous orders



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Site Management & Customer Service

Phone order entry	✓
Administrative reporting	✓
Manage recurring orders	✓
Assign passwords protection to specific content	✓
Provide a site disclaimer message	✓
Support for order options	✓
Photo gallery	✓
Persistent shopping baskets enable customers to return to the site to complete checkout	✓
Store news manageable via store back office	✓
Order notes can be entered by the customer on checkout	✓
Administrators can edit customer profiles, delete customers, update their shipping and billing information	✓

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Mercante Search

- | | |
|---|---|
| Suggestive search feature suggests products/categories as customer types | ✓ |
| .net lucene search solution provides ultra fast search response | ✓ |
| No results found category can be specified | ✓ |
| Navigate straight to a product from the search suggestion box | ✓ |
| Filtered navigation on category, section and manufacturer pages allows further filtering of results set by attributes | ✓ |

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Payment & Checkout

Cheque by post	✓
e-Checks	✓
C.O.D	✓
Purchase Order	✓
Request for Quote	✓
Micropay	✓
Credit cards accepted through 47 other payment gateways including Sagepay and Cybersource	✓
Backup payment gateways supported so that if the primary gateway fails then the backup kicks in	✓
Anonymous checkout support	✓
Support for Verified by Visa	✓
Google Checkout support	✓
Paypal support	✓
Store can be set to authorise or authorise and capture payments	✓
Multiple billing/shipping addresses supported	✓
No credit card numbers stored on site	✓



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Payment & Checkout

Minimum order threshold



Free shipping threshold



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Shipping

Calculate shipping by:

Order total	✓
Order weight	✓
Order weight & postal zone	✓
Order total & postal zone	✓
Fixed item shipping costs	✓
Fixed percent of order total	✓
Specify all orders as free shipping	✓
Add shipping & handling extra fee to orders	✓
Customer shipping notifications sent	✓
Carrier integrations with DPD, DHL, Royal Mail and many more carriers	✓
Metapack integration	✓
Support for no shipping required	✓
Free shipping threshold	✓

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B2B Features

Customer levels allow different user groups with different prices



Wholesale only mode



Purchase order functionality



One click customer re-ordering



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Safety & Security

PABP VISA/Mastercard Certified	✓
PCI Compliant	✓
SSL encryption for secure ordering	✓
IP Address tracking: for safety and auditing, IP addresses are logged	✓
AVS (Address Verification) reporting from gateways in all orders	✓
Integrated MaxMind Geolocation Fraud Detection (requires optional MaxMind account)	✓
Password encryption	✓
Orders can be marked as fraud for later analysis	✓
CAPTCHA Image login protection (protects against automated BOT login attacks)	✓
Security log	✓
Encrypted database connection strings in web.config files	✓
Integrated .NET security roles and support	✓

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VAT

Apply VAT by Country



VAT can be applied to shipping costs



Individual products can be marked as VAT-exempt



Customer levels can be VAT-exempt



VAT codes supported by product (e.g. goods, books etc)



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Order Management System

- Single user interface for managing orders from all marketplaces ✓
- Orders filterable by Order Number, Customer Email, Customer Name, Start/End Dates, User defined flags, order source, shipping status ✓
- Automated warehouse process flow flags orders for picking when inventory is available ✓
- Print picking lists, packing slips and order receipts ✓
- Print shipping manifests to upload to courier sites ✓
- Print Metapack packing lists ✓
- Upload tracking numbers to website for shipped orders ✓
- AJAX order notification displays notification when new orders have been received ✓
- Customer service features such as adding order notes, voiding orders, refunds, accessing tracking details and accessing general customer/order information ✓

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Marketplaces Integration

eBay:

- Integration with eBay Selling Manager Pro (requires an account with eBay) ✓
- Store sends listings to eBay based on product data in stores database – this includes product info and inventory ✓
- Download orders from eBay in to the Order Management System ✓
- Push up to eBay order completion and tracking information ✓
- Ring fenced inventory amount for eBay to avoid over-selling ✓
- Item Specifics handled through the store ✓

Amazon:

- Store sends listings to Amazon based on product data in stores database ✓
- Listing is created based on ASIN/UPC/EAN ✓
- Separate pricing for eBay and Amazon managed through store back office ✓

Roadmap:

- Amazon repricing – Cash or percentage reduction of current buy box owner price down to a minimum value. If no buy box owner then set at upper threshold. ✓
- Play.com integration ✓
- Pixmania integration ✓