

*The Official*

# VOLUSION

## FULL FEATURES LIST



*(kitchen sink included)*

# What We Offer

*Volusion is a fully hosted, all-in-one shopping cart software that's designed to help you build, manage and grow a successful online business. Trusted by over 30,000 merchants, we provide you with your own website, tons of money-making tools and award-winning 24x7 customer support. Within this document, you'll see that our comprehensive ecommerce platform includes everything you need to succeed.*

*Happy selling!*



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# Marketing

*These built-in marketing features make it easy to attract new customers and keep them coming back for more.*

## Coupon and Discount System

- Product-specific option
- Category-specific option
- Start date
- End date
- Customizable coupon code
- Minimum/maximum order price for coupon use
- Minimum/maximum product quantity
- One time use option
- "Cannot be combined" option
- Span multiple products option
- Quantity discounts
- Enable/disable coupons
- Enable discounts/coupons with special pricing levels
- Customizable navigation menu promotions

## Gift Certificate and Store Credit System

- Printable gift certificate
- Initial amount tracker
- "Amount remaining" indicator
- Customizable gift certificate ID
- Deactivate option
- Automatic email
- Personalizable card message
- Order tracking

## Affiliate Management

- Five-tier affiliate system
- Tracking and reporting
- Product-specific affiliate commission value
- Membership system
- Configurable affiliate notification email

## Email Marketing

- Advanced newsletter system
- Newsletter opt-in/opt-out capability
- Newsletter segmentation
- Abandoned cart email marketing
- "Join our mailing list" function
- "Email a friend" function

## Campaign Tracking and Reporting

- ROI tracking
- ROI report generator

## Search Engine Optimization

- SEO friendly site
- SEO friendly URLs
- Dynamically generated SEO friendly URLs
- Store-specific SEO settings
- Product-specific SEO settings
- Category-specific SEO settings
- Article-specific SEO settings
- Editable robots.txt
- Search engine sitemap generator
- Meta tag description definition
- Meta tag keyword definition
- Meta tag title definition
- Custom meta tag overrides
- Search term analysis
- 301 redirect management
- Custom 404 error page configuration
- Custom 500 error page configuration

# Merchandising

*Make your products look like a million bucks with our extensive, effective merchandising tools.*

## Extensive Category Management

- Category description
- Short description
- Below products description
- Picture
- Thumbnails
- Alternate image title
- Graphic placement options
- Category and subcategory graphics on category pages
- Customizable category layouts
- "Drag and drop" category management
- Customizable display mode
- Unlimited categories
- Unlimited subcategories
- Customizable display rows
- Customizable display columns
- Visible location
- Order function
- Default "sort by" function
- Category hide option
- Multi-categorization methodology
- Multiple "sort by" options
- Items per page option
- Multiple filtering options
- Alternate URL redirect

## Customer Reviews

- Review filters
- Review content section
- Review title
- Star rating system
- "Was this review helpful" indicator
- Active option
- Anonymous reviews
- Optional location listing

## Home Page Merchandising

- Customizable featured products showcase
- Customizable super deal showcase
- Top seller showcase
- New products showcase
- Soft add to cart pop-up window

## Product Page Merchandising

- Sales price management
- Customizable related product showcase
- Customizable accessories showcase
- Accessory pricing discounts
- Automated promotional pricing
- Back in stock notification system
- Customizable pricing layouts
- Wish list function
- Dynamic recent search history
- Browse more in category ability
- Product info hide option
- Product popularity option

## Built-in Social Media Tools

- Twitter integration
- YouTube video management tools
- AddThis bookmarking and sharing tool
- Mobile phone optimized storefront

## Facebook Integration

- Social Store Builder for product listings on Facebook
- Facebook "Like" and "Send" buttons
- Design your Social Store with built-in themes
- Promote "Daily Deals" on Facebook page
- Add unlimited products to Facebook page
- Provide discounts based on "Likes" of your Facebook business page

# Design

*Create a store design that stands out from the crowd.*

## Customizable Storefront Design

- Customizable storefront articles
- Customizable checkout fields
- Quick article editing on storefront
- Quick image swap on storefront
- LiveEdit file editor
- Advanced HTML content editing mode
- Integrated easy editor for visual content creation
- Multiple navigation styles
- Extensive free template library
- Premium design templates
- Design preview
- Custom design gallery
- Template gallery
- Image gallery
- Template duplication option
- Horizontal navigation
- Vertical navigation
- Logo or text header
- Favicon upload tool
- WYSIWYG editor

## Article System For Easy Content Editing

- Unlimited articles
- Article categories
- Article category order
- Article caption
- Article title
- Content section
- Customizable page name
- HTML enabled
- Editable store terms of use

## Additional Design Features

- Syntax highlighting
- Invoice/receipt/packing slip logo
- Standard web technologies (HTML, CSS, Javascript, AJAX, Flash, etc.)
- FTP access
- Customizable image FTP folder
- Image copyright protection

# Out of this World™ Support

*Our team of in-house ecommerce experts are here to help your business succeed, 24x7.*

- 24x7 live, in-house telephone support
- 24x7 CRM ticket support
- 24x7 live chat support
- Personal Onboarding Coach (Gold stores and above)
- Detailed in-product help tools, videos and FAQ
- Quick administrator tour guide
- Instant help
- Product manual
- Product support forum community
- Extensive support Knowledge Base
- Hundreds of free, detailed training videos

# Product Management

*Keep tabs on your products while selling them to the masses.*

## Product Features and Tools

- Child products
- Kit/bundle function
- Free accessories
- VZoom
- Automatic drop shipping setting
- Downloadable product capability (software, mp3s, pdfs, etc.)
- Accept donations
- Donation price rounding
- Customer editable pricing
- Multiple pricing levels
- SmartMatch inventory function
- Option swatch
- Color swatch tool
- Custom start and end for temporary product
- "New!" icon for new products
- Product price
- List price
- Setup cost
- Sale price
- "You save" functionality
- Multiple "see sales price" options
- Product weight
- Shipping weight calculation
- "Ships by itself" functionality
- Free shipping option
- Free shipping coupon
- Free shipping icon
- Customizable product descriptions
- Short product description
- Customizable product data fields
- Product price name
- Sale price name
- List price name
- Setup cost name
- Customizable price text
- Customizable short price text
- Add to cart replacement text
- Unlimited product photos
- Alternate product photos
- View larger photo
- Thumbnail picture generator
- Swatch options for multiple photo image sizes
- Quick resize tool for product photos
- Large and small photo URL option
- Manufacturer logo
- Photo subtext field
- Use same photo across multiple products
- Gift wrap
- Gift wrap additional cost option
- Gift notes
- Availability indicator
- Hide product capability
- Automatic hide out of stock products
- "Out of stock" notification
- Multiple child add to cart
- Order finished notes
- Build product keywords for product search
- Barcode creator
- ISDN for literature products
- UPC code

## Flexible and Powerful Product Options

- Unlimited product options
- Unlimited product option categories
- Arrangeable product options
- Arrangeable option categories
- Apply option to multiple products
- Option based price difference
- Setup cost difference
- Recurring price difference
- Option description
- Fixed shipping cost option
- Option category description
- No value option
- Product option weight
- Quantity based options
- Required option function
- Selectable default
- Customizable display mode
- Only available with certain options functionality
- Not available with certain options functionality
- Text box for customer entries
- Text box max length
- Text box rows
- Text box size
- Option category description field
- Side note description
- Hidable description
- Include category in search option
- Heading group
- Automatic product add
- "Jump to product" functionality
- Replace option functionality

## Recurring Pricing and Product Management

- Recurring pricing
- Pricing duration
- Start pricing
- Start pricing duration
- Recurring price frequency
- Customizable recurring price replacement text

## Shopping Feed Management Tools

- Category for Shopping.com feed
- Category for Yahoo! feed
- Product type for Google Base feed
- Product condition field
- Medium type option for Yahoo! feed
- Estimated shipping 2nd day for shopping feeds
- Estimated shipping ground for shopping feeds
- Estimated shipping overnight for shopping feeds
- Automatically generated Google Base Feed (gold stores and higher)

# Purchasing

*Get paid quickly and easily by utilizing these convenient payment processing features.*

## Credit Card Processing

- CVV2 support
- Enable/disable CVV2
- Customizable CVV2 note
- Multiple credit card capturing processes
- Payment declined indicator
- Last four digits of credit card number field
- Customizable credit card number note
- Customizable date note
- Captured credit card authorization number
- Captured credit card transaction ID

## Payment Log

- Authorization code
- Authorization date
- AVS response
- CVV2 response
- Payment details
- Deleted item indicator
- Parent ID indicator
- Third party field

## Phone Order System

- Multiple checkout types (anonymous, existing, new)
- Phone order sales rep tracking
- Save cart function
- Shop by website

## Flexible Purchasing Options

- Google Checkout (US and UK)
- PayPal checkout
- Offline check capturing
- Electronic check processing
- Offline payment capabilities
- Purchase order processing
- Recurring payments
- Returns processing
- Payment amount authorized
- Payment amount received
- Choice of check type: savings or electronic
- Electronic check number field
- Order IP address location for fraud protection

## Advanced Tax Calculation System

- Multiple tax rules
- VAT, GST, HST and PST tax options
- Default tax for VAT
- Tax by state
- Tax by Zip code
- Stackable tax option
- Tax exempt customers
- Tax exempt products
- Tax exempt override option
- Tax calculation based on shipping address
- Force tax ID in registration

# Store Management

*Take control of what happens behind the scenes with these powerful settings.*

## Customizable Administrator Settings

- Customizable administrator access levels
- Section-specific access
- Administrator history
- Multiple administrator function
- Super administrator function
- Administrator section to do list
- Administrator section search
- Point of sales system
- Web-based administrator area

## Complete Business Data Management

- Comprehensive dashboard
- Custom SQL reports
- Savable custom SQL queries
- Real time abandoned cart reporting
- Keyword search reporting
- Google Analytics support
- Third Party analytics support

## Worldwide Currency Support

- Configurable currency
- Accept multiple currencies
- Configurable payment gateway currency
- Default store currency
- Definable exchange rate
- Definable symbol
- PayPal currency code

## IP Access Management

- IP-based access rules
- IP range specification
- Administration area only blocking
- Allow or block option
- Limit or prevent orders per IP per day

## Complete Plan Usage Monitoring

- Billing history
- Plan usage reporting
- Website statistics
- Bandwidth usage
- Disk space usage

## Store Management Tools

- Enable and disable features
- Savable data exports
- Data import
- Last modified by tracking
- Last modified date tracking
- Members-only browsing
- Members-only website
- Configurable billing email
- Configurable from email
- Domain management
- Store closed maintenance messages
- Store maintenance tools
- 24-hour time format
- Multiple date formats

# Order Management

*Process your orders quickly and securely with our robust suite of order management tools.*

## Comprehensive Order Fulfillment Capabilities

- Drop shipping
- Label printing
- Live package tracking
- Integrated USPS, DHL, and FedEx label printing
- Printable packing slips
- Google Maps integration
- Automatic shipping confirmation emails and faxes
- Automatic partial shipping confirmation emails and faxes
- Quantity on back order
- Stock priority
- Quantity on hold
- Quantity on packing slip
- Quantity shipped
- Ship date
- Shipped package tracking
- Tracking number entry support
- Shipping from different locations
- Residential shipping indicator

## Order Processing Tools

- Risk management Fraud Score tool
- Batch order processing
- Batch order printing
- Batch payment processing
- Guided order processing
- Partial order processing
- Automatic email notification for new orders
- Configurable order notification emails
- Quick order edit
- Unlimited custom fields

- Quick order history
- Quick discounting
- Set maximum orders per customer, per day
- Minimum/maximum order quantity function
- Minimum/maximum order total function
- Automatic purchase confirmation and receipt email
- Automatic purchase digital download license email
- Automatic store credit/gift certificate email
- Manually send emails as needed
- Order filtering
- Lockable orders
- Lockable shipping and handling
- Merchant editable orders
- Enable/disable order comments
- Printable invoice/receipt
- Product stock back order processing
- Public order comments viewable by customer
- Private order comments viewable by merchant
- Order status classifications
- Order type tracking
- Address validated indicator
- Additional cost for tracking and handling
- Dimensional shipping support
- Base rate field
- Per weight field
- "Copy order to my cart" function

## Unlimited Shipping Calculation Types

- Live rate shipping calculations
- Guided carrier registration
- Separate address for shipping calculation
- Add extra shipping/handling cost
- Add extra shipping/handling cost as a percentage (%)
- Apply tax to shipping
- Pounds or kilogram weight
- Add extra weight
- Default shipping location type (residential or business)
- Allow customer to specify location type
- Force shipping address to be billing address
- Multiple delivery confirmation options
- Shipping rate tester
- Activate/deactive shipping method
- Multiple shipping classifications
- Customizable shipping method name
- Arrangable shipping method display list
- Apply shipping methods to certain states/countries
- Apply shipping methods to certain states
- Do not apply shipping methods to certain states/countries
- Do not apply shipping methods to certain states
- Minimum/maximum order price per shipping method
- Minimum/maximum order weight per shipping method
- Backup base rate
- Backup per weight rate
- Fixed shipping configurations

# Inventory Management

*Sell, stock and re-order products quickly and easily with our inventory management tools.*

## Digital Product License Management

- Prior use indicator
- Option to allow reuse
- License key type
- License key date tracking
- Automatic license email
- Email template
- Customizable email subject and content

## Integrated Inventory Management

- Product inventory
- Product option inventory
- Child product inventory
- Ordering system
- Stock tracking and management
- Live stock status
- Low stock quantity alarm
- Low stock management
- Cross-product stock status sharing
- Stock history
- Stock on hold
- Back order quantity
- Queue stock for order
- Back order fulfillment

## Integrated Purchase Order (PO) System

- Purchase order generation
- Automatic stock update from POs
- PO shipped confirmation
- PO quantity received tracking
- Multiple products per PO
- Unique shipping cost per PO

## Integrated RMA System

- Sellable quantity received
- Damaged quantity received
- Lost value
- Deadline for RMA completion
- Administrator note section
- Quantity indicator
- Refund type
- Status indicator

## Integrated Vendor Management

- Vendor inventory rules
- Active vendor indicator
- Customizable vendor PO and email templates
- Field-based content system
- Maximum reorder quantity
- Minimum reorder quantity
- Multiple PO send methods
- Drop shipping indicator
- Deactivate options
- Vendor ID
- Vendor part number

## Integrated Warehouse Management

- Multiple warehouse support
- Specify exact product location in warehouse
- Ship from warehouses or fulfillment centers

# Customer Relationship Management

*Build customer relationships and provide stellar support with our comprehensive CRM toolbox.*

## CRM Ticketing System

- Phone call logging and tracking
- Customer rewards point system
- Multiple departments
- Ticket filter rules
- Sales rep management
- Interdepartmental ticket classification
- Private notes and memos
- Spam notifications
- Ticket preview
- Custom ticket URL
- Ticket solution notifications
- Batch ticket processing

## Integrated Customer Management

- Customer grouping
- Custom fields
- Catalogue subscription
- Email subscription
- Customer notes
- New customer identifier
- Multiple pricing levels
- Customer-specific discounts
- Location-based tax calculation
- Tax ID
- URL Referral History
- Login attempts tracker
- "Login as customer" option

## Customer Self-Management Tools

- Edit billing address
- Edit email
- Edit email preferences
- Edit password
- Edit shipping address
- Edit credit card information
- Save credit card information
- Edit recurring payment information
- Edit customer reviews
- Request "forgot password" email
- Print receipts
- Cancel orders
- Edit orders (if not locked)
- Initiate return merchandise authorizations (RMAs)
- View gift certificates/store credits
- View orders
- View wish list
- View re-download link for digital products

## Integrated Knowledge Base

- Article review
- Revision tracking

# Storefront Tools

*Edit your storefront in real-time with these on-page tools.*

## Homepage

- Customizable homepage welcome text
- "Deal of the day" functionality
- Customer selectable currency
- Customizable site language settings
- Customizable new products header
- "Quick edit" toolbar on storefront

## Additional Tools

- Gift registry integration with Wishpot
- Approval structure for customer registrations
- Support for major browsers
- Navigation breadcrumb trail

## Product and Category Pages

- Customizable members-only pricing
- Customizable members-only sections
- Product search
- Product search options
- Search refinement tools
- Product comparison
- Product display in rows, grids, lists or checkbox selections
- Pop-up product options

## Checkout

- One page checkout
- Anonymous checkout
- Customer registration
- Enable/disable account registration
- Enable/disable shipping address fields
- Shopping cart summary
- Customizable "continue shopping" article
- Shopping cart product link
- Quick estimate shipping cost
- Running cart total
- Add to cart from third party sites

# Powerful Live Chat

*Support your customers quickly and effectively with our award-winning online live chat software.*

## Basic Live Chat

- Downloadable Windows application
- Customizable chat window
- Customizable “click to chat” icons
- Customizable welcome/offline messages
- Online/offline chat indicators
- Email when offline
- System tray alerts for new chat requests
- “Other person is typing” indicator
- Visitor profile

## Premium Live Chat

- Unlimited operators
- Unlimited departments
- Unlimited concurrent chats
- Assign operators to multiple departments
- Operator to operator chats
- Manage multiple chats with tabbed windows
- Editable canned responses
- Chat history
- Transfer chats
- View and assist other operators
- Proactively force customer into chat
- Proactively prompt customer for chat
- Real time traffic monitor
- Smart ACD call distribution

# Hosting

*Trust your business to our best-in-class hosting technology.*

## Identical Backup Datacenter

- Identical architecture, hardware and systems
- SAN-to-SAN data replication
- Automatic datacenter failover system
- Cross-country location with different locales
- Independent power grids
- BGP automatic network routing

## Hosted Email

- StrongMail load balanced mail server for outgoing mail
- Multiple email accounts
- Web-based access (Webmail)
- POP and IMAP access

## Enterprise Level IT Management

- Dedicated IT team focused solely on system monitoring
- Proven IT team with 75+ years combined experience
- Proactive checks and monitoring for system health
- Continuous IT planning to utilize industry best practices
- Guaranteed 99.99% uptime SLA
- First priority escalation and issue management
- Certifications: Microsoft Certified Systems Engineer, Microsoft Certified Professional, Six Sigma, Compellent San Certified, HP Hardware Certified

## Continuous Reliability with Live Redundancy

- 100% redundancy of all network hardware, systems and data
- VMware high availability 64-bit clusters
- Dynamic server resourcing for load balancing
- Fault tolerant systems with automatic failover
- Multiple industry leading storage area networks (SAN) by Compellent
- Automatic daily data backups
- Continuous hourly data backups
- Dedicated network operations center (NOC) for round-the-clock network and systems monitoring

## Scalable, Powerful, Fast

- HP Blade Servers with 3.0GHZ Quad Core Intel Xeon 64-Bit Processors and 32GB RAM
- Highly modular design for seamless scalability
- Dynamic block architecture for blazing fast disk access
- Microsoft SQL 2005 64-Bit Servers
- 64-bit processing for faster data access and management
- Volusion CDN, powered by Akamai (content distribution network)

## Exceptional Security for Your Growing Business

- 100% PCI/CISP Certified
- Numerous options for 128-bit SSL security
- Dedicated web server for additional security
- Dedicated, dual firewalls
- Award-winning proactive hacker protection
- Leading proactive anti-virus management
- Secure and unmarked facility with 24x7 surveillance
- Stringent information security, privacy and change management procedures
- Independent audits of physical security

# Integrations

*Extend your business and expedite operation with our powerful integrations.*

## Powerful and Robust API

- Product and category tables
- Orders table
- Customers table
- Product option and option category tables
- Shipping API debugging and testing tools

## Integrated Label Printing

- USPS (mailing only)
- FedEx
- DHL
- Generic label

## Store Management Integrations

- Yahoo! Store import
- Quickbooks Web Connector
- Quickbooks export
- Endicia
- Stone Edge
- Pitney Bowes
- Dazzle
- Define different asset accounts per product in Quickbooks
- Define different COGS accounts per product in Quickbooks
- Define different item accounts per product in Quickbooks

## Live Shipping Rate Integrations

- UPS
- USPS
- FedEx
- DHL
- Parcel Force
- Canada Post
- Australia Post

## About Volusion

*Volusion is the leader in shopping cart software for over 30,000 online businesses. Since 1999, budding entrepreneurs and established online business owners have trusted Volusion to power their online stores, including market leaders such as Nalgene, National Geographic UK and Michigan State University. For more information about Volusion, and to sign up for a free 14-day trial, please visit [www.volusion.com](http://www.volusion.com).*