

Compare Editions

Store Management

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

Store Operation

Description	Starter	Standard	Pro	Pro Plus
View shopping cart at any time, including estimated order total.	✓	✓	✓	✓
Order confirmation via e-mail.	✓	✓	✓	✓
Catalog 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.		✓	✓	✓

Description	Starter	Standard	Pro	Pro Plus
Give each product and category its own unique look and feel using your custom templates.		✓	✓	✓
Shipping and credit confirmation via e-mail.			✓	✓

Billing & Payment Options

Description	Starter	Standard	Pro	Pro Plus
Standard payment options: major credit cards, store card, checks, money orders, WorldPay, PayPal and electronic checks..	✓	✓	✓	✓
Support for real-time credit card processing. ¹	✓ ¹	✓ ¹	✓ ¹	✓ ¹
SSL enabled throughout the order process. ²	✓	✓	✓	✓
Encrypted payment information.	✓	✓	✓	✓
Option to collect additional security code from shoppers. ³	✓	✓	✓	✓
Integrated UPS®, FedEx® and Canada Post shipping.	✓	✓	✓	✓
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.	✓	✓	✓	✓
Customizable invoice notes based on method of payment.	✓	✓	✓	✓
Merchant-defined store order limit.		✓	✓	✓
Resale option.			✓	✓
Merchant-defined PO limits per customer.			✓	✓
Additional payment options: purchase orders, department orders.			✓	✓

Promoting Your Products

Description	Starter	Standard	Pro	Pro Plus
Sign-up to become an eBay® seller, post products to auction, manage auctions, and display them on your storefront.	✓	✓	✓	✓
Place individual products on sale, including start and end sale dates.	✓	✓	✓	✓
Submit your products to multiple marketplaces including shopping search engines Shopping.com, BizRate and Froogle.			✓	✓
Quantity discounts by product.			✓	✓
Store-wide sale offering a percentage off all items. Specific products can be excluded from the sale.			✓	✓

Description	Starter	Standard	Pro	Pro Plus
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
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).	✓	✓	✓	✓
Automatically e-mail order notification to store manager.	✓	✓	✓	✓
Edit shipping tracking number and shipping date on invoices that have been shipped.		✓	✓	✓
Issue credits, partial credits and partial line item credits.		✓	✓	✓
Desktop icon to alert you to new orders or customers in your store.		✓	✓	✓
Adjust all elements up or down of an invoice ready for shipping.			✓	✓
Issue store credit for orders, goodwill, or promotions.			✓	✓
View pending orders by supplier, even if the order spans multiple suppliers				✓
Notify suppliers of orders electronically by e-mail, EDI or fax				✓
Based on shipping confirmation, separate partial orders for special handling				✓
Provide suppliers a secure area to update shipping status				✓

Product Management

Description	Starter	Standard	Pro	Pro Plus
Easy access to product update tools directly on the product list screen.	✓	✓	✓	✓
Set the featured product in your storefront with a simple check box.	✓	✓	✓	✓
Import products to product database.	✓	✓	✓	✓
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.		✓	✓	✓
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.			✓	✓

Description	Starter	Standard	Pro	Pro Plus
Allow customers to download electronic products from your store.			✓	✓
Upsell and cross-sell products.			✓	✓
Apply suppliers to products, suppliers carry the inventory				✓

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 catalog when inventory reaches zero or the product 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 profiles saved for quicker, friendlier check-out.	✓	✓	✓	✓
Automated e-mail look up of lost passwords.	✓	✓	✓	✓
Customer order history accessible to both the merchant and customer.			✓	✓
Customer can choose to save shopping cart for recurring orders.			✓	✓
Merchant defined order limits by customer.			✓	✓
Assign customers to different "buyer groups"				✓

Advanced Reporting Capabilities

Description	Starter	Standard	Pro	Pro Plus
Additional exports available: customer, products.	✓	✓	✓	✓
Share product, order and customer information 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 the percentage of visitors who place orders.		✓	✓	✓

Description	Starter	Standard	Pro	Pro Plus
View your total sales.		✓	✓	✓
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 your sales tax liability.		✓	✓	✓
Export your orders database for custom reporting using applications like Excel and Access.		✓	✓	✓
View sales by product, category and manufacturer.		✓	✓	✓
View your top customers by total dollars spent.			✓	✓
View your total costs and profit margin.			✓	✓
Track the success of your special promotions.			✓	✓
View the total cost of your current inventory.			✓	✓
Additional exports available: credit, manufacturers.			✓	✓

Sales Management

Description	Starter	Standard	Pro	Pro Plus
Create your own affiliate program				✓
Gather sales leads by product				✓

1. StoreSense will allow for the collection of credit card and shopper data in conjunction with the shoppers purchase at your online store – in some instances you can process these transactions offline through your retail merchant account (as card not present transactions). Please consult your merchant account and payment gateway agreements for more information. Additional fees may apply.

2. Additional fees may apply if requesting your own SSL certificate and URL.

3. Please consult your payment gateway provider for further information. Additional fees may apply.