

Features Table

Sage Evolution by Sage Pastel

Infrastructure

- Fully hosted online store
- SSL security is included
- Manual or automatic sync to accounting data via desktop Integrator module
- Accounting integration across the full Pastel accounting range
- Merchants must have internet access (works with dial-up, leased line or ADSL)

Products and merchandising

- Product information from Accounting
- Pricing information from Accounting
- Stock quantities from Accounting
- Choose which accounting products to send to the internet
- Categorization of products into a customer-friendly category hierarchy
- Unlimited categories and levels can be created
- Products can belong to multiple categories
- Categories can contain sub-categories and items at the same time
- Categories can have custom html headings as well as simple text e.g. brand logos per category
- Products can be linked into a single product view e.g. Clothing with style, colour and size options
- Products can be associated with one another e.g. when selling a digital camera also recommend a memory stick and camera case
- Advanced searching searches product codes, names, detailed descriptions and custom searchable fields
- Multiple product list views are available e.g. text only, with thumbnails, etc
- Drilldowns to detailed product views are provided
- Images can be linked to products either imported directly from Accounting or customized
- Product list thumbnail images are automatically generated and optimized
- Products can display auto-generated recommendation content e.g. people who bought this product also bought these products

Customers

- A store can be set to allow trade with known accounting customers, casual shoppers (which go to a selectable cash sales account) or
- a combination of both options
- A store can optionally be set to force a customer login on entry or not display pricing until customers have logged in

- Customers can be allowed to shop by product code e.g. if you have released a catalogue with product codes
- Customer-specific product lists can be set up
- Customers can be forced to use specific payment methods or be given access to all methods e.g. a defaulting customer can be forced to pay using a credit card method instead of “on account”
- All customer-specific pricing is honored by the system
- Sales reps attached to specific customers can be notified of customer orders
- Multiple user accounts can be attached to a single customer account
- Additional web-only discounts can be set e.g. as an incentive for customers to order via the website

Shopping cart and download

- Secure checkout using SSL
- Items and quantities can be adjusted in the shopping cart
- Shopping cart contents can be saved as re-usable shopping lists
- Shipping costs can be automatically calculated
- Advanced shipping calculations can be captured by weight, item and/or delivery destination
- Optional integration with online credit card processing gateways (support for all South African banks)

Orders

- Orders and quotes are imported directly back to the accounting system for further processing
- Workflow can be used for dispatching orders and customers can be notified of changes in order status
- Waybill numbers can be attached to orders on dispatch and can be tracked in the previous orders section
- Additional documents can be attached to orders e.g. a PDF with product instructions

E-Billing

- Customers can log in to view open items on their account
- Customers can drill down on open items to view source invoices, payments or credit notes
- Customers can view ageing, total outstanding, terms, credit limit, last invoice date and amount and last payment date and amount
- Merchants can send bulk statement email runs to customers
- Merchants can have the system send past-due notice emails to customers – email text can be customised

Look and feel

- Any colours and web-safe fonts can be chosen
- Pre-defined colour schemes can be selected and refined further
- Custom branding can be added to enhance the merchant’s corporate identity
- Section heading text can be replaced with images
- All pre-defined images can be changed by the merchant e.g. cart icons, star ratings, quotation list icons, etc
- Standard content for messages, emails, terms and conditions, disclaimers etc. can be customised

Custom content

- Articles can be captured to display on the site
- Selected articles can be categorized into a knowledge base hierarchy
- Articles can optionally be set to only show for logged in shoppers or accounting customers
- Voting can be captured
- Custom links can be added
- Automatically generated sections for top sellers, last items sold and items on promotion can be activated.
- Shoppers can be allowed to rate products
- Custom input forms can be designed e.g. for applications or surveys
- Using our link builder, merchants can link from external sites to any product, product category, article or menu item e.g. links from banner ads on other sites or link to a product from your existing corporate website
- Merchants can track links from affiliate websites

Maintenance and reporting

- Search engine meta tags can be captured
- Reports on product hits, user sessions, affiliates and orders can be obtained
- Reports on what shoppers have typed into the search box can be obtained
- Reports on abandoned shopping carts can be obtained
- Refunds on supported credit card payment gateways can be processed

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