



**GENERATING MOMENTUM**

1443 E. Washington Blvd. #817 Pasadena, CA 91104-2650  
www.DMD-Studio.com | p. 626.345.0396 | f. 626-737-0389

**DMD Studio's Shopping Cart features.**

*Pricing*:..... 2  
*Product Categorization Features*:..... 2  
*PayPal Features*:..... 2  
*Shipping Features*:..... 2  
*Product Import Features*:..... 3  
*Gift Registry Features*:..... 3  
*Wish List Features*:..... 3  
*Multi-Lingual Features*:..... 3  
*Search Engine Features*:..... 4  
*Product Capabilities & Features*:..... 4  
*Inventory Features*:..... 5  
*Coupon Features*:..... 5  
*Customization*:..... 6  
*Customer Accounts*:..... 6  
*Payment Methods Supported: (types of payment)*..... 6  
*Many Payment Gateways Supported*:..... 7  
*Additional Features*:..... 7  
*Tax Features*:..... 8  
*Pricing Feed Support Features*:..... 9  
*Upsell Product Features*:..... 9  
*Affiliate Tracking Features*:..... 9  
*Customer Level Features*:..... 9  
*Operational Features*:..... 9  
*Product Ratings & Reviews*:..... 10  
*Security Features*:..... 10  
*Notification Features*:..... 11  
*System Requirements*:..... 12

Cart, Basic Graphics and installation included  
Custom Flash, Custom Graphics and product input extra.

**Pricing:**

**Standard:** \$2295, does not include all features bellow.  
**Pro:** \$3395, does not include all features bellow.  
**Corporate:** \$6995, all bellow included.

Store management Web Based

Provides complete web site solution, including shopping cart, content management, customer management etc...

Host Types Supported Shared Server MS\*Dedicated Server

Databases Supported, MS SQL 2000 MS SQL 2005 / 2005 Express

**Product Categorization Features:**

Unlimited Number Categories & Departments

Categories and Departments can also be fully nested to any level desired (e.g. sub-categories, sub-departments)

Supports cross-matrix of products by category and department. E.g. a product can be mapped to the shoe category, in the women's department

Products can be mapped to more than one category or department

Paged browsing for categories and sections: Keeps page size small, and optimizes user experience. Customers also have the option to "view all" on any page

Category, Department, and Manufacturer "names" can be renamed (e.g. "Brochures", "Products", "Car Parts", whatever you need that is appropriate for your unique store site products).

Disable buy buttons for specific products

Supports Wholesale Only Sites (Prices not shown to general site customers)

**PayPal Features:**

PayPal Website Payments Pro  
PayPal Express Checkout  
PayPal (standard)

**Shipping Features:**

Calculate Shipping By Order Total

Calculate Shipping By Order Weight

Calculate Shipping By Order Weight & Zip code Zone

Calculate Shipping By Order Total & Zip code Zone

Calculate Shipping By Fixed Item Shipping Costs

Calculate Shipping By Fixed Percent of Order Total

Specify All Orders As Free Shipping

Use Real Time Rates

◆ FedEx ◆ UPS ◆ DHL ◆ USPS

Admin defined shipping methods (e.g. Ground, Next Day, 2nd Day, Priority, etc)

Real Time Shipping carriers can vary based on Domestic or International shipping address

Filter Real Time Rates You Want To Allow For Users To Select

Add Shipping & Handling Extra Fee To Orders

Shipping Methods Verified Against User Addresses During Checkout (this avoids the ground shipping to Hawaii situations!)

Shipping Tracking #'s e-mailed to Customers

Support for Download Products

Batch Shipping Order Printing/Tracking Integration with UPS WorldShip, Endicia for USPS, and FedEx Shipping Mgr.

Multiple ship-to addresses per order (a customer on one order can ship some items to address A, and other items to address B)

Mark Customer Levels/Profiles as free shipping (or tax exempt)

### **Product Import Features:**

From Xml File

From Excel File

### **Gift Registry Features:**

Gift Registry Supported

Gift Registry Can Be Anonymous (gift registry owner name and address is hidden)

Gift Card Support (E-mail and Physical Gift Cards supported)

### **Wish List Features:**

Customer Add To Wish List Supported (Persists over Customer Visits also)

### **Multi-Lingual Features:**

(Multi-Lingual) Store site can support dynamic run-time language switching. Customer can select store language at run-time. Store administrator controls allowed languages. Language packs sold separately.

(Multi-Currency). Customer can select store currency to view at run-time.

### **Search Engine Features:**

EVERY product, category, and department page can have their own custom search engine meta tags (title, keywords, description, no script blocks, etc)...

**Static Product & Category Pages: Designed to allow search engines to fully crawl and index EVERY product & category page in your store. This can have a dramatic increase in site traffic from search engines.**

Google Xml Site Maps Supported: a direct Google search engine submission method sanctioned by Google

Yahoo! Xml Site Maps Supported: a direct Yahoo! search engine submission method sanctioned by Yahoo!

Fully dynamic page titles, and search engine meta-tags

### **Product Capabilities & Features:**

Auto Image Resizing

Supports multiple images per product (icon, medium, and large)

Support for swatch color image changing

Automatic image watermarking for protection

Image Galleries Supported

Restrict product quantities to preset values (e.g. 5, 10, 15, 20, 25, ...)

Enforce product minimum order quantities (i.e. must order at least 10, etc).

Recurring products can have varying intervals (days, weeks, months, years)

Subscription based products & content access

Downloadable products supported, with automatic e-mail to customer with download instructions

Text options on products (e.g. require initials for monogrammed products, require text name for product customization, etc)

Support for sizes & colors.

Multiple Attributes Per Product (e.g. Size/Color)

Inventory By Attribute (e.g. Size/Color)

Price can vary by size/color option chosen

Prices can vary by customer or customer level (group)

Sort products in any order desired (you can force popular products to the top of the pages)

Fully dynamic site map (optimized for search engines)

Second tree-form dynamic site map (optimized for users)

Support for simple products (e.g. a book) or products with variants

Unlimited number of variants per each product

Each variant can have a different price

Each variant can have different attributes (e.g. size, color, etc)

Each variant can require a text option input (e.g. monogram)

Each variant can have a separate SKU modifier, and price, description, etc

Tell store to locate product pictures by ID (icon, medium, large)

Tell store to locate product pictures by SKU (icon, medium, large)

Support for sale prices

Vary product prices for each customer level (e.g. wholesale/retail)

Product Descriptions can include HTML formatting

Support for Kits (build to order products). Kits can have dynamic pricing and component selection (e.g. build your own PC) and more specification as to what items can be added, whether they are required, etc... Kit Items cannot be ordered separately

Support for Packs. A pack is a product with a fixed price that can hold up to N other arbitrary products. When the pack is full, it can be added to the cart and purchased. Pack items are products themselves, which could be ordered separately

Password Protected Products: Only allow registered customers to view certain portions of your store, expands capability of Customer Levels even further

Disable buy buttons by product

Set Site to Wholesale Only (Prices not shown to general site customers)

### **Inventory Features:**

Inventory Tracking

Limit orders to quantity on hand inventory, or allow customers to place orders for items out of stock (admin configurable)

Manage Inventory by variant or attribute (e.g. size, color, etc)

Show inventory on hand status on product page to customer (optional)

### **Coupon Features:**

Order Based Coupons (apply to entire order)

Product Specific Coupons (apply to only specified product)

Coupon discounts by amount or percent

**Customization:**

Use custom receipt formats & templates

Use custom "your order has shipped" e-mail formats and templates

Automatic e-mail notification to customer with receipt

Receipt can be fully customized

PDF Receipts Supported

Automatic e-mail notification to store admin of new order received

Notification to Cell Phone of new order received

Mini-Cart (optional small box on every page showing cart summary contents and checkout link)

**Customer Accounts:**

Customer can view Order History

Customer has address book

Customer one click re-order any prior order

Multiple billing/shipping addresses per customer (similar to Amazon.com style checkout)

Recurring orders (e.g. for auto ship products, monthly subscription fees, monthly service type products, etc)

Skip account creation on checkout (Anonymous Checkout)

"One Page" Checkout

**Payment Methods Supported: (types of payment)**

Credit Cards: Accept Credit Cards in Real Time: Cards can be processed & verified in real-time, or you can delay processing until a later time

Check By Mail

e-Checks (Authorize.net and Itransact gateways)

C.O.D.

Purchase Order

PayPal

PayPal Express Checkout (see below for PayPal website Payments PRO)

Request For Quote

MicroPay (this is also referred to as a Purse). Customer can put money in an account, and then purchase against it, or add to their balance

Gift Cards

## **Many Payment Gateways Supported: Transaction Features**

Integrates with your own merchant account.

Store can be set to authorize only, or auth-capture credit card mode. You can then capture payment at shipment if desired

Void & Refund supported

Partial Refund and Add-Hoc Charges Supported

Mark Transactions As Fraud

Ban Fraud Users from Site

Support for recurring orders/payments (auto-ship products)

Support for CV2 (credit card security code) entry and checking (fraud prevention)

Address Verification codes reported to administrator with order

Credit card numbers never displayed on site, but remembered for user in an encrypted state (shown as \*\*\*\*1111 on site). Storage can be disabled by both store admin and customers if they choose.

Disable storing of credit cards if desired (we recommend that you don't store credit cards on your site...it is almost never needed anymore)

Don't require account signup on checkout (e.g. skip registration on checkout or anon checkout)

Force billing address to be the same as shipping address

Set a minimum order total threshold for proceed to checkout

Multi-level pricing list

### **Additional Features:**

Customer Subscriptions for protected content

Mini-Cart display, so add to cart action leaves user on same page, and updates mini-cart display in left or right column of page

Password Protected HTML Pages (password protected topics)

General Site Disclaimer Message (Agree Before Entering) supported

Can set a minimum order total threshold for proceed to checkout

Can set minimum order product quantities before allowing checkout

Order options supported (e.g. gift wrapping, ship in unmarked box, etc). Additionally, each order option can have a price associated with it. User can optionally select order options during checkout.

Order & Customer & Product Export to Xml

Customer e-mail lists to XML (i.e. produce list of all registered customer e-mails for your mailing manager)

Recent Products Page

Best-Seller Products Page

Shopping cart can persist over visits

Shopping cart can be told to age in N days

Catalog Only Sites (e.g. turn buy buttons off)

Support for Informational Catalog Only Sites: A simple configuration setting removes all "buy" buttons from the site, in effect turning your site into an informational site, still complete with categories, subcategories, sections, product info, product photos, etc

Store News Items Supported (editable via Admin Site): Add real-time news announcements, and items to the site. Inform customers about important new items, or promotions

Password protected topic (html content) pages

Order notes can be entered by customer with special instructions

Each cart item can also have notes entered by the customer

Can require customer to agree to Terms and Conditions block (user defined) before proceeding with payment

Support for subscription products. Each product can add N months to a customer subscription. Administration control panel allows override of subscription expiration date

External Product Specifications/Details Supported (e.g. product "specs" can be stored in external PDF or HTML file, and linked into product page)

Hide products, categories or departments (publish or un-publish capability)

Integrated Product Search

Advanced Product Search Page (by category, section, manufacturer, price range, SKU, etc)

Export to QuickBooks

Requires optional QuickBooks Windows Exporter Client Utility

Quantity discounts on products (tiered Pricing)

E-Mail Product To A Friend: Product pages can be e-mailed to friends by site visitors

**Tax Features:**

Apply Tax by State

Apply Tax by ZipCode

Apply Tax by Country

Tax can be applied to shipping costs

Individual Products can be marked Taxable or tax-exempt

Customer Levels can be tax-exempt (e.g. wholesale)

Unlimited Tax Classes (e.g. Goods, Services, Alcohol, etc)

**Pricing Feed Support Features:**

Froogle Feed (now called GoogleBase) Supported -w- automatic generation and FTP upload to your Froogle account

Add other product feeds (e.g. ShopZilla, shopper.com, etc)

**Upsell Product Features:**

Related Products: Entice additional sales by listing related products/accessories on each product page

Show Upsell Products Directly On Cart Page

Product prices can be set to "Call for Price"

Product prices can be hidden until product added to cart

Products can require that other products are added to the cart (e.g. Product X requires Product Y)

**Affiliate Tracking Features:**

Affiliate sign-up/account pages provided in store and admin site

Customers can be tracked to affiliates

Orders can be tracked to affiliates

Products visible on the site can be filtered by affiliate source id

**Customer Level Features:**

Unlimited number of customer levels (e.g. wholesale, retail, or gold, silver, platinum, etc..)

Customers can be tracked to customer levels

Customer levels can have special product pricing, can offer percent discounts, free shipping, tax exception, etc.

Products visible on the site can be filtered by customer level

**Operational Features:**

Once installed, all operational store tasks can be performed via easy to use control panel (e.g. no need to know databases, etc)

Does not require any special components on the server (Gateway COM objects may be needed)

You can configure products, prices, taxes, shipping, news items, etc all from the administration site

SQL Database initialization script provided

Customer Service Web Administration: Comprehensive administrative reports, including revenue trends & graphs, visitor trends & graphs, customer order percentages, affiliate revenue reports, tax reports, etc. You can also search for order by almost any customer record criteria to assist with customer support calls

Administration:

Customer, order, traffic, reports

1. Tax Reports by Month/State
2. Total Customers by Date/Trend
3. Customer to Purchase Stats (% of visitors that convert, etc)

Built In Customer Mailing Manager: Send e-mails or HTML newsletters to registered customers. Design your newsletter in FrontPage or DreamWeaver and send to registered customers, or send to only customer with orders

Customer can define multiple billing/shipping addresses and select during checkout

Remember me option for returning users

Order History Pages: Customers can get their prior order histories, check order status, etc all online

Shopping Cart items can persist over time (even months if desired). Great for return customers, who later wanted to order a product, but forgot which one they wanted

Customer can view all their prior orders

Administrators can edit customer profiles, delete customers, update their address books, billing information, etc.

Administrator can edit/enter service notes visible by customer regarding order status, special notes, etc

### **Product Ratings & Reviews:**

Customers can review & rate products (if enabled)

User Polls (find out what your customers are thinking!)

Administrator can moderate comments

Profanity checking provided on comment entry

### **Security Features:**

**PABP VISA/MasterCard Certified** PABP certification indicates adherence to strict security policy and procedural guidelines outlined by VISA/MasterCard to help ensure PCI compliance in your installation.

PABP release fully tested in PCI compliant environment for VISA/MasterCard Certification

Supports SSL Encryption for secure ordering. Cart automatically switches into secure mode appropriately. Supports any brand SSL certificate. (Contact your hosting company for certificates). Dedicated SSL certificate required.

IP Address Tracking: For safety and auditing, IP addresses are logged (PABP)

AVS (Address Verification) reporting from gateways in all orders

Require periodic password changes (PABP)

Password Salting + Hashing (PABP)

Store Admin can lock out any customer account for security/fraud reasons (PABP)

Any order can be marked as fraud for later forensics (PABP)

CAPTCHA Image login protection (protects against automated BOT login attacks (PABP)

Give individual admin operations permissions to view full credit cards or not (PABP)

Allow Customers to individually select if they want their credit card information stored (overrides by store admin possible) (PABP)

All Password Change Operations Logged (PABP)

RegEx AppConfig control over strength of passwords required for store logins and admin logins (PABP)

Support for dynamic encryption key changes via admin site (PABP)

Store Admin specified encryption salting so every order record contains a separate encryption key (PABP)

Encrypted database connection strings in [web.config](#) files (PABP)

Secured password protected Store Administrator Control Panel (Web)

Integrated .net security roles and support

**Notification Features:**

Order receipts automatically e-mailed to customer

Distributor Pic Lists automatically e-mailed to Distributors for Drop Shipping

Customizable Receipt Formats: Customize the format and layout of your store receipts by using a simple HTML template

E-mail notification sent to store Administrator when new order arrives

**Cell-Phone SMS Messages sent to store Administrator when new order arrives.** Stop wondering how your site is doing while you are at the gym, at lunch or on vacation... don't miss that big next-day shipping order again! You can even customize notifications with an order amount threshold, if you only want to be notified when an order exceeds a certain dollar amount

"Order Has Shipped" e-mail notifications sent to customers with tracking numbers

"Order Has Download Items" e-mail notifications sent to customers for orders with download components. This e-mail can be sent on time of payment clearance or delayed

Delayed Downloads (gives you time to verify buyer before sending download files)

**System Requirements:**

Databases Supported MS-SQL, Asp.net 2.0, Asp.net 3.0 Compatible

Windows Server 2000/2003 for production servers

SQL Server 2000, SQL Server 2005, SQL Server 2005 Express Supported

Built in page and data caching (optionally enabled)