



Magento®

Increase Control.
Increase ROI.
Increase Flexibility.
Increase Growth.

Magento Enterprise Edition Datasheet

Platform for Growth

Magento provides the optimal platform for business growth

Scalability

Magento's architecture accommodates the evolving needs of an eCommerce business; from a growing feature set to an expanding catalog, customer base and order volume.

Flexibility

Magento delivers unprecedented flexibility and control over store operations from catalog presentation to database configuration and integration.

Security

Magento's easy installation and configuration makes adhering to industry-standard and PCI compliance security regulations a breeze.

Global

Magento's multi-language and multi-currency support enables targeting global markets in their native languages, currencies and payment methods.

Access to Source Code

Magento was built as an open-source platform to allow merchants total control and freedom over both their eCommerce business and eCommerce software.

Multiple Store Control

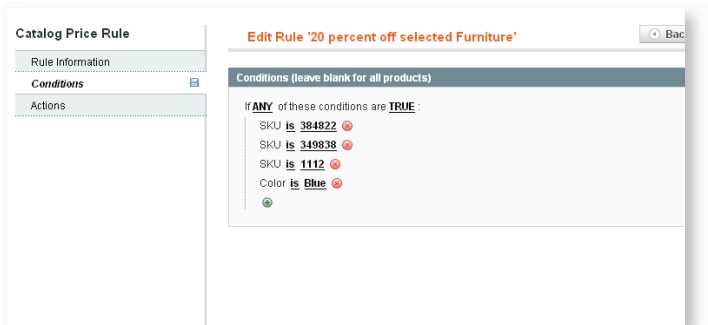
With its multi-website and multi-store management through a single administrative interface, Magento enables merchants to expand in whichever direction market opportunities point.

Support

The Magento Enterprise Edition subscription is the premium grade Magento product, offering enterprise only features, guarantees and full product support for organizations looking for an enterprise ecommerce solution.

Marketing

Magento offers marketers advanced price-rules which enable the efficient creation of a wide array of promotions from store-wide markdowns to targeted coupons, as well as to create and test landing pages and personalized content including banners and more.

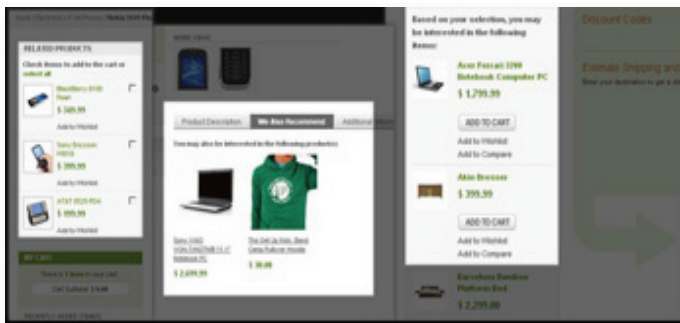


Highlights:

- » **Rule-based Promotions Tool with Free Shipping, BOGO, percent, and fixed amount discounts, and more**
- » Landing Pages
- » A/B and Multi-Variate Testing
- » Reward Point Loyalty Program
- » Automated Email Marketing Reminders

Dynamic Merchandising

Magento helps you set up meaningful product relationships to present relevant items at the most appropriate junctions in the purchase process.

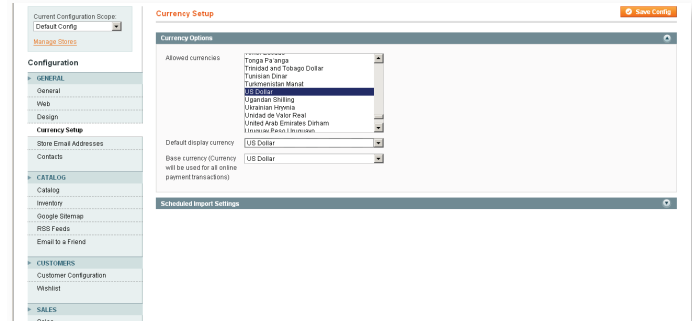


Highlights:

- » **Up-sells, Cross-sells**
- » Tiered-pricing
- » Featured products
- » Product sets
- » Recently Viewed items
- » Wishlist

Multiple Stores, Languages, and Currencies

With Magento you can target specific customer groups with different websites or store fronts, with unique content and design, in their native languages and local currencies.

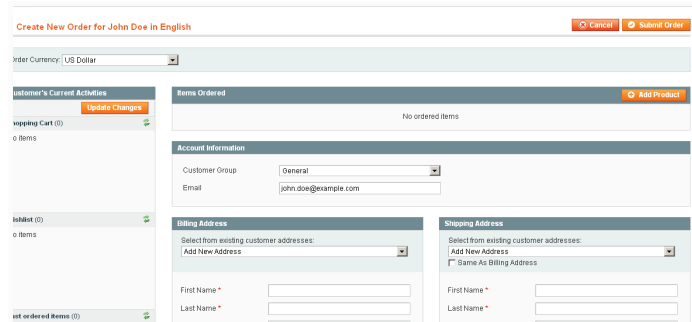


Highlights:

- » Multiple websites and storefronts managed through a single admin panel
- » Multiple languages with inline translation tool
- » **Multi-currency**
- » Customer groups

Call Center and Customer Service

Magento's built-in Order management module enables customer representatives to take orders, edit orders, issue refunds, add items to a customer's cart in real time and view and edit all the information pertaining to a customer.

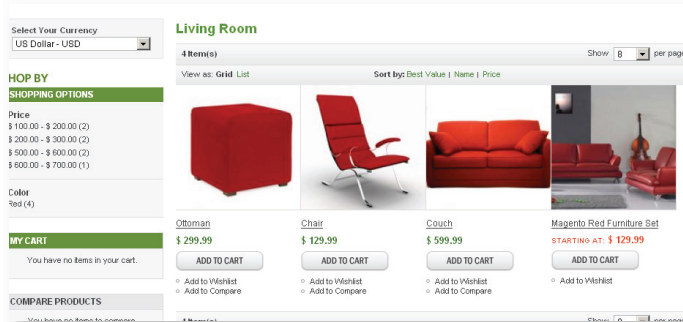


Highlights:

- » **Order Management**
- » Real-time intervention
- » Refunds
- » Assisted Shopping

Layered Navigation and Smart Search

Magento provides shoppers with fast and intuitive tools for finding the right product, such as a Layered Navigation which enables customers to narrow product results by meaningful product attributes and an in-site search tool with search term suggestions.



Highlights:

- » Layered Navigation
- » Search with term suggestions
- » Product tags
- » Product Reviews and Ratings
- » Product comparisons

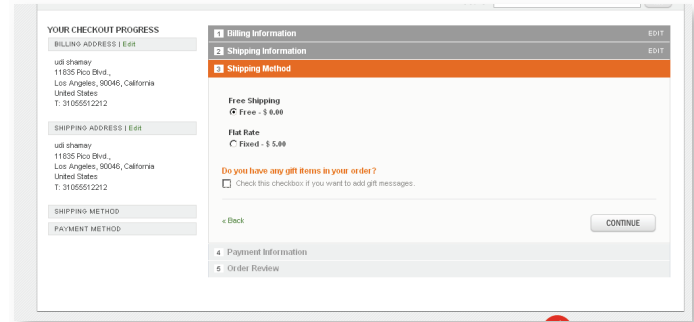
Extensibility and Control

The unprecedented flexibility of Magento allows for complete control over the design, content and functionality of every page and template in Magento. And, since Magento is an open source platform supported by a robust community and extensive learning resources, development and customizations in Magento are a dream for any IT department.



Multiple Checkout Options

Magento's One-Page and Guest Checkout options invite existing, new and on-the-fence shoppers to proceed through a speedy, hassle-free and fully-transparent checkout process which helps build brand-confidence and increases conversions.



Highlights:

- » One-Page Checkout
- » Guest checkout
- » Ship to Multiple Addresses
- » Shipping Estimates on Cart Page
- » Multiple Payment and Shipping Methods

Dynamic Content Management with Staging

Magento's Content Management System makes creating and editing informational and marketing content efficient and requires no technical knowledge. Create FAQ's, Newsletter Landing Pages, Merchandising Banners and more with ease. All this with the ability to stage content and personalize content to specific customer segments.



Reports and Analytics

Magento’s administrative reports enable store managers to analyze the performance of the entire sale process from product sales to abandoned shopping carts and customer activity on a per website/storefront basis.

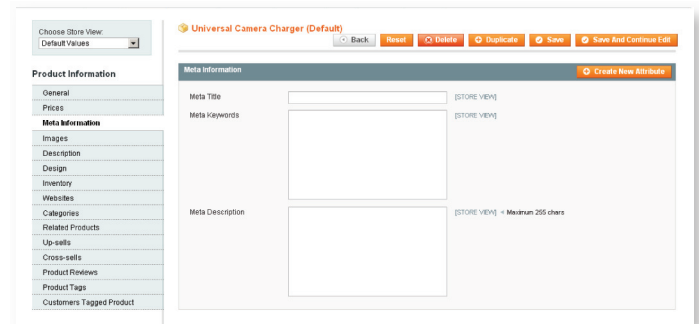


Highlights:

- » **Admin Dashboard**
- » Abandoned Shopping Cart Report
- » Product Low Stock Report
- » Search Terms Report
- » All reports can be run on a global, website, and store level

Search Engine Optimization

Magento’s built in SEO tools optimize your content for search engines, thereby extending the reach of your content to customers arriving at your store via natural search and helping you attract new customers and reduce PPC advertising costs.



Highlights:

- » Keyword-rich urls with admin control for every content page
- » **Meta info control for every content page**
- » Auto-generated page titles with admin override
- » Auto-generated sitemap
- » SEO-friendly, customer-generated content

Enterprise Edition Features



Reward Points System

Reward Points functionality allows an online merchant to implement unique programs designed to increase customer loyalty. Points are awarded based on configurable exchange rates for transactions and promotions, as well as customer actions such as submitting ratings and reviews, signing up for the newsletter and more.



Highly Tuned Page Performance

Forrester Research has recently hailed caching as the “best practice” behind some of the internet’s fastest sites and performance optimizations in Magento Enterprise Edition provide significant benefits for merchants of all sizes, including a Full Page Caching module. The module, along with other performance-enhancing functionality in Magento, significantly reduces page load times, increases conversions, and enhances the customer browsing experience.



CMS+, Enhanced Content Management System

Build complex content pages. Create multiple versions of a page. Restrict publishing privileges. Use a WYSIWYG editor with support for inserting rich content. Create menus and page hierarchy for CMS pages. Introduce Widgets for insertion to CMS pages.



Rich Merchandising Suite (RMS)

Targeted Customer Segmentation, Merchandising and Marketing Personalization Zones

Segment customers into groups and optimize marketing initiatives. Create reports and define catalog and shopping cart price rules. Suggesting products for customers. Use targeted merchandising to setup automated rule-based selection of products. Provide targeted, rules driven promotional marketing banners tailored to each customer segment. Associate promotional banners to catalog and shopping cart price rules and convert browsers to customers.



Content Staging and Merging. Support for On-Demand and Scheduled Merges and Rollbacks of Content

Create a staging site to test new categories, product information, promotions and more. Content can be merged to the live site after approval, either on-demand or on a scheduled basis.



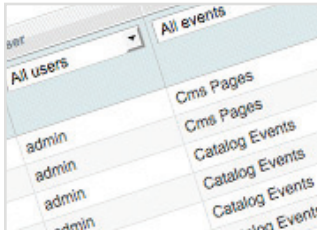
Private Sales including Events, Invitations and Category Access Permissions

The ability to restrict the catalog, allow customers and admin users to create invitations, and the ability to create events for limited time sales of products makes the Magento Enterprise Edition the perfect solution for Private Sales.



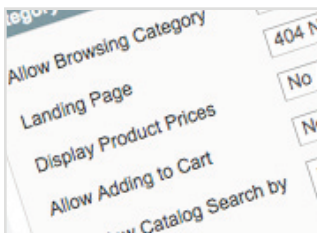
Administrator Permission Roles on Website and Store Levels

Leverage Magento’s multi-store functionality to create multiple sites, and restrict access roles so that staff view and edit data only for stores relevant to them.



Logging of Administrator Actions

Track and review all actions taken by administrator users, with the ability to see views, edits and deletions of information. Logs are associated to specific administrator users, with the ability to see the action taken, when it was made, and more.



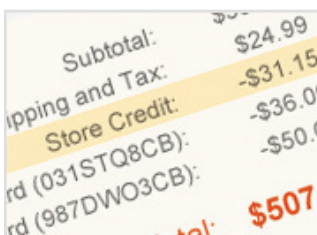
Category View and Purchase Permissions Per Customer Group (Limited Catalog Access)

Restrict the catalog access to certain customers with the ability to restrict on a category, or global basis, the viewing and purchasing of items.



Gift Cards/Certificates

Allow customers to purchase physical (physical card mailed to recipient) and virtual (code provided via email to recipient) gift certificates/cards. Customers can include a personal message when purchasing, and recipients can use the value to purchase items in the store.



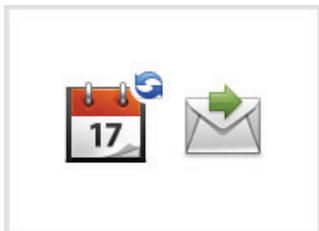
Customer Store Credits

Store Credits can be created and tied to customer account. Orders can be refunded for store credit, Gift Cards can be redeemed to store credit, and customers can use the credit to purchase items during checkout.



Strong Data Encryption

Additional encryption and security standards in the Enterprise Edition to support PA-DSS standards ensure that Magento is a fully secure solution.



Automated Email Marketing Reminders

The Automated Email Marketing Reminder module enables merchants to increase customer retention through sending configurable, automated email reminders to customers for abandoned shopping carts and wishlists. This enables merchants to target promotions and discounts to customers based on browsing activity.



Search with Solr (alternative search engine)

The addition of Solr as an alternative search engine to the standard Magento search, provides merchants with options on site-search and brings enhancements to the speed, quality and relevancy of search results provided to customers.



Assisted Shopping

Customer Service Representatives and other admin users are able to manage products and coupons in customers' shopping carts and wishlists from the Customer account screen in the administrator panel, enhancing the management capabilities previously found in the Magento administrator panel.



Order Archiving

Increase store performance and provide efficiencies in store management through a new order archiving module, enabling merchants to archive orders after a configurable time. Orders are still available to both administrator users and customers, while providing increased performance through storing historical orders in an archive.