

HOSTED ECOMMERCE SERVICE

High End Ecommerce Store Builder Software Pre-installed
*All features cannot be matched by Oscommerce, Zencart, Magento (community edition)
or other such community supported software.*

Custom Template/Design Integration
Store Setup & Configuration
Fully Managed Code-base
Dedicated IP Address

Dedicated SSL Certificate from Thawte.com

*Why aren't any professional e-Commerce sites ever based on oscommerce,
zencart, community edition magento, joomla virtual cart and a plethora of
free ecommerce software?*

So if they don't do it why should you?

*If you deal with the lowest bidder, it's well to add something for the risk you
run, and if you do that, you will have enough to pay for something better.*

Administrator Login

User Name :

Password :

Login

Standard Features & Components

1. Setup and Management

- No coding/programming experience required – SIPL will undertake any Custom Module development at additional costs
- Auto Deployed Installation – All installation and setup is done by SIPL
- Quick-start wizard
- Complete store-builder package – PHP/MySQL Based on LSWS (not Apache) Webserver. LSWS is 3 times faster in SSL than Apache and is more secure and stable than Apache under heavy loads. Not many service provider use LSWS as it is only available under paid recurring license costs but we care more about quality and security.
- Easy-to-use web interface – High End web based admin module which offers everything needed to manage a high end store
- Bulk uploading of products and pictures – CSV Based import. 96% of entire data setup can be through CSV. Only flash image magnifier, category and cross selling is excluded from CSV import and hence has to be done item by item.

2. Design & Layout

- 100% template-based storefront with intuitive design and layout so that your store looks unique and is not just some standard copy paste design
- Category thumbnail images, Support for thumbnails, Product detailed images, Flash Image Magnifier, Navigation menu thumbnails etc.
- Mini cart viewable on all pages and can be positioned anywhere in design unlike some other software where the position is fixed.
- Integrated search with advanced search module which introduces search by Price range, Weight and Extra fields as setup in admin for products.
- Support for WYSIWYG editors.

3. Customer Care

- All orders are stored in MySQL database
- Customers can search & browse personal order history
- Visitors can also check their browsing history within same browser session so it helps them keep track of what all items they have viewed on store.
- Customer can choose between account registration and anonymous checkout
- Possibility to disable anonymous checkout from store admin interface.
- Password reminder for customers.
- Customizable e-mail notifications/invoices where all notification messages can be customized just like design because even mail and notifications are template driven.

4. Product Catalog

- 1500 Products can be added (other packages available on request for 2500 and 5000 products)
- Unlimited number of categories and subcategories.
- Unlimited category nesting
- Members-only categories (Configure what is visible to which category of customers)
- 1-click enable/disable switch for products and categories
- Product Search (Both on front end and also on Admin end)

5. Product Details

- Unlimited custom input fields for products
- Add custom information field for products
- HTML-enriched product descriptions
- Unlimited number of product images
- Multi-homed products (list a product in unlimited number of categories)
- Market Price feature with auto calculation of discount.
- Market price discount computation can be set as % or absolute value from Admin.
- Market Price feature can be disabled/enabled from admin interface.
- The market Price Savings computation can be enabled/disabled from admin interface.
- Notify on price drop link.
- Notify on in stock for items that go out of stock.

6. Merchandising & Inventory

- On-screen mini-cart with brief cart info
- Out of stock message on product detail page
- Inventory stock status display on product detail page
- Notify on in stock for items that go out of stock.
- Limit minimal order amount.
- Limit maximum order amount.
- Featured Products showcasing.
- Notify on price drop link.

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7. Shipping & Tax

- Unlimited number of custom-defined delivery methods
- Flat rate, weight, order total and range based shipping
- Different weight limits for different delivery methods
- Handle international, domestic and local shipping
- Allow your customers to choose delivery methods
- Customizable tax calculation
- Import/export predefined tax schemas
- Product-specific taxes
- Taxes & shipping fees depending on client's location
- "Tax exempt" feature
- GST/PST (Canadian tax system)
- VAT (European tax system)
- 'Free' shipping method Additional shipping and handling charges for both standard and real-time shipping method
- Real-time Shipping Quotes Module for getting shipping costs in real-time if configured. Refer section 25 of this document.

8. Payment Gateways

- Accept payments in any currency
- Paypal and 2Checkout.com payment gateway integration by default.
- Other payment gateways can be integrated at one time additional charges.
- Checks, purchase orders and phone orders – This needs Advanced Order Management Add On Module which is available for all stores. Refer section 21 of this document for Advanced Order Management Module.

9. Sales Analysis & Tracking

- Searchable order data
- Orders summary and top sellers statistics
- Order data is easy to print
- Export sales & customer data for use in a spreadsheet
- Export orders to MS Excel XP format
- Product search statistics
- Possibility to review order history of a particular user
- Further enhancement of this section through the Ecommerce reports Add On Module which adds many more features to system

Password :

Login

10. Search Engine Friendly

- Pages can be indexed by all major search engines
- Generate static HTML catalog specially for search engines where static pages are generated. For larger stores we have the additional optional module called "Auto Updating Catalog" available at one time additional charges for minimizing the time for catalog regeneration by avoiding the need to "drop" before generating new additions.
- Configurable context dependent meta tags
- Generate specially formatted data feed, so you can easily list your products in Froogle

11. Platform & database

- Object-oriented.. Core kernel files are accessed by shop and not available on http access but only by the shop internally. This ensures rapid security updates and also secures the sites better and also translates into a secure setup
- LSWS Webserver from [LiteSpeed technologies](http://www.litespeedtech.com) and is not a free Web server like Apache. LSWS runs 3 times faster under SSL and offers better security model than Apache.
- Linux platform because of security and stability as barely 15% of web is on Windows platform – <http://news.netcraft.com/archives/2012/05/02/may-2012-web-server-survey.html>
- 100% customizable template-based look & feel
- Full HTTPS/SSL support (Your Own SSL)
- Captcha Security for all forms thus ensuring that forms are not open is hijack like on most free ecom softwares. SIPL cares about security and understands security better than others who claim to do ecom sites based on some free software which can never match security as it is only community supported. Free doesn't mean "Good"
- One click refresh of code-base in case of security updates. Just hit "Clear cache" and all new updated code automatically runs the shop. So no time wasted in doing the updates and breaking head on security patching. No support needed for manually updating your shop. This is because everything is hosted on our network.
- Can integrate any custom coding/component work (Only can be done by SIPL on demand at additional costs) as may be desired by client at any stage of shop operation. So you can be sure you do not have to worry about post implementation custom support.

12. Repeat Customer Accommodation

- All customer's data is stored in database
- Registered customers do not have to enter their data again
- Registered customers can edit their profile
- Registered customers can access history of their orders
- Greet returning customers by their name when they return back to your site

13. Web Based Control Panel

- Password-protected administrative access. Secure HTTPS/SSL administrative access and customer login/checkout.
- All changes are real-time and immediately reflected.
- Control the cart from anywhere in the world using your web browser
- Unlimited number of admin accounts

14. **Product Advisor Module:** Introduces multiple cross-selling opportunities to your online store. Cross-selling is one of the easiest and least intrusive marketing techniques designed to widen the customer's reliance on the company and decrease the likelihood of the customer switching to a competitor. Using customer notification mechanism is an ideal way to remind your customers of products and services your business offers. At the same time, it reveals your customers' preferences and needs, and helps you plan your sales accordingly. Key features that this module introduces into the system are:

- Feature (mark) products as new
- Inform customers of new arrivals by automatically creating a 'What's new' section on your store front
- Notify customers of select item availability and price changes (Customers/visitors who have submitted Notify requests through front end.
- Dynamically relate products to one another based on customers' selection of products. This introduces "Those who bought this also bought following" component on Product detail page, which is characteristic of a high end web store.
- Configure "Related Products" for any product which is another way of Cross Selling and thereby offering maximum data to a potential buyer when they visit the store.

[Download Module Documentation](#)

15. **Wish List Module** Your customers will certainly value the useful features that Wish List module adds to your site! Possibility to create wish lists can be utilized by your customers in many ways. It allows them to: record gift ideas and share them with friends and relatives so that to make it easier for them to choose gifts; organize gift buying for holidays, special occasions and team events; create shopping-idea lists for gifts they want to buy for others or themselves. The Wish List add-on module also has a 'Send to friend' feature which allows your customers to share with their friends the wonderful products and special offers available at your store. This helps you advertise your store while increasing customer satisfaction with your considerate services. [Download Module Documentation](#)

16. **Wholesale Trading Module** This add-on gives store owners the ability to define flexible pricing/discount schemes for their merchandise and provide special pricing or access policies for customers with different membership levels. The functionality of this add-on is useful for wholesale trading companies, distributors, spare parts stores or any online store with vast product catalog or stores with average orders containing more than 2-3 items. Key features introduced by this module are:

- Flexible wholesale pricing feature allows defining various pricing schemes based on the quantity of purchased products and customers membership level.
- Global discounts flat or percentage discounts based on the order subtotal.
- Product or categories access you can permit to view the product, view its price or purchase the product only for registered customers or customers with particular membership on a per product basis.
- Membership trading possibility to sell memberships to your customers, you can provide special members pricing or access to particular product or categories for a limited period or perpetually.
- Bulk shopping feature makes online shopping easy for the customers who are placing big orders consisting of many products. When the category is in a bulk shopping mode it is possible to check items that you are going to order, select necessary quantity and add them to
- cart with a single mouse click.
- Printable price list generates brief printable version of your product catalog for reference and promotion purposes.
- Additional fields for the registration form additional fields that allows wholesale purchasers to provide necessary taxation information like federal tax ID, VAT/GST/PST registration numbers etc.

17. **News Letter Module** Be sure that your customers are timely informed about the most important events and offers of your online store. The add-on provides convenient tools for managing and sending newsletters to the subscribers. Multiple newsletter support gives subscriber an opportunity to request only the information that he is interested in. Double opt-in subscription technique (subscription with confirmation) ensures that the correct email address is entered and prevents possible abuse of the newsletter system. Visitor does not need to create a customer profile to subscribe for a newsletter. If you already have existing subscribers base this list can be easily imported via a text file to help you easily migrate from your old newsletter system. The most important newsletters selected by store owner can also appear in the news section of the site so the newcomers will be able to browse them.
18. **Product Options Module** Product Options feature is highly recommended when selling products with optional parts (eg. phones with or without AC adapter, camera with an optional battery pack etc.) or products which differ by some characteristics (eg. size, color for clothes, type of cover for books, lemon or pineapple flavor for candles, capacity for computer memory cards etc.). By using Product Options you can greatly decrease the number of products in your shop by avoiding repeating of similar products. So your customers do not have to browse through endless lists of products and can select all the necessary options in one dialog.

For each product option you can define an individual price based on flat amount or set percentage of the product price. It is possible to define exclusions to prohibit purchasing combinations of product options that you do not sell. Or if some advanced logic is required you can use Java Script validation feature to add custom logic to product options behavior. Input fields filled by customers are also supposed to specify, for example, a text for a greeting card attached to the order or an engraving that needs to be placed on a piece of jewelry before shipping. [Download Module Documentation](#)

19. **Gift Certificates Module** It is always a dilemma to choose the right present that is why many online customers prefer to leave the final choice up to the addressee. Gift certificate is a way to show care and attention while keeping everyone satisfied. Gift certificate add-on allows customers to purchase gift certificate for a certain sum that later can be used for purchasing goods from this store. When the addressee receives gift certificate he/she can visit the shop anytime to redeem it. Gift certificate can be redeemed partially or combined with other payment methods if gift certificate amount is not sufficient for the purchase. The customers can send their gift certificates as an e-card or as a postcard. Several sample e-cards for most common events are bundled with this add-on however a shop owner can create his own e-cards. [Download Module Documentation](#)
20. **Inventory Tracking Module** This module adds a real time inventory tracking capability to Hosted Ecommerce. With it you can perform inventory management tasks without purchasing a third party inventory management software. Inventory Tracking add-on is tightly integrated with other parts of Hosted Ecommerce store, for example when combined with Product Options add-on it can track inventory per each option, providing exact control over stock options. This add-on can also perform stock level monitoring and notify you if the stock drops below the definite limit, so you have time to restock your goods before they are completely sold out. Download module documentation by [clicking here](#)

Password :

Login

21. **Advanced Order Management Module** Advanced Order Management add-on module provides your online store with a powerful and complete order management tool. The module brings unprecedented flexibility and convenience to order management process. Its numerous features will come handy for every store, big and small. Also, tight integration with the AOM add-on module adds new capabilities to Product Options, Wholesale Trading, Promotion Tools, Gift Certificates modules. key features introduced as a result of this module are:

- Creating new orders for offline customers.
- Editing all aspects of orders placed.
- Cloning and splitting existing orders into new ones.
- Redefining order life cycle in order to meet your own business needs.

Download the [Document](#) on this module for a more detailed overview.

22. **Flash Image Magnifier Module** This module allows to add upto 2000px wide unlimited images to each product which a redisplayed in a flash enabled magnifier with pan/zoom features etc. Unlike other shopping cart systems where flash zoom is restricted to a very limited space on same page as product we use a new window so this gives a much bigger and clearer view.

23. **FlyOut Categories Module** This module introduced 4 styles of cascading menu for the category structure.

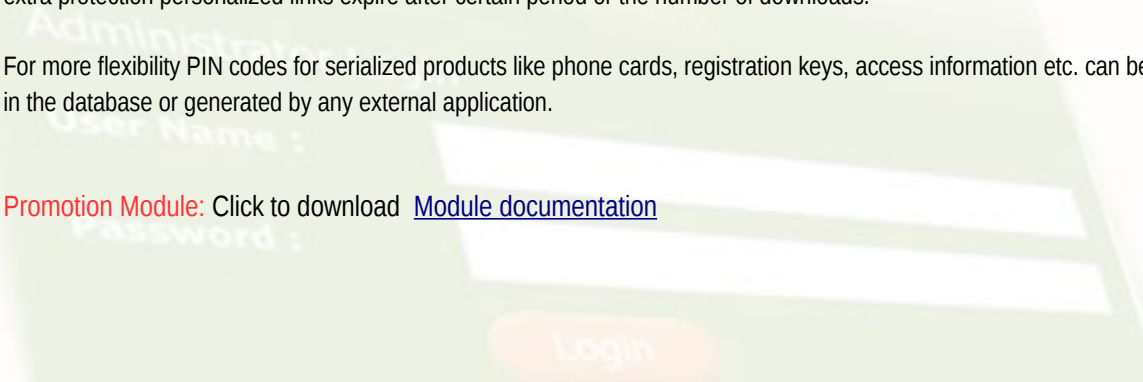
24. **Affiliate Marketing Module** : This introduces a complex Affiliate marketing system to your cart and is only available on one time additional costs as not all online shops will need this. For details download document by [clicking here](#)

25. **Realtime Shipping Quotes Module** : Download module documentation by [clicking here](#)

26. **Egoods Module**: This module introduces functionality for selling electronic content also known as e-goods. When using this add-on your customers will be able to experience the advantage of immediate electronic delivery of the products they ordered. You can sell both e-goods and regular goods in one online store. This add-on is suitable for selling software, e-books, downloadable music, copyrighted content, phone cards, shareware registration codes and can be used in many other applications that require electronic content distribution. Egoods can be delivered via email or can be downloaded via personalized key protected links from your website. For extra protection personalized links expire after certain period or the number of downloads.

For more flexibility PIN codes for serialized products like phone cards, registration keys, access information etc. can be stored in the database or generated by any external application.

27. **Promotion Module**: Click to download [Module documentation](#)



28. **Ecommerce Reports:** An experienced storeowner knows that there is still much work to do beyond order fulfillment. Sales analysis is a good business practice that provides solid base for making the right management and marketing decisions. E-commerce reports add-on provides a set of multipurpose reporting tools for analyzing your online sales and customer base. Key features introduced by this module are:

- General Statistics: Provides general aggregate stats about online store operation.
- Product Sales: Analyzes sales for the period by product categories.
- Sales Dynamics: Displays bar chart for sales of selected product categories for the specified period.
- Sales by Geography: Splits your sales by geographical locations.
- Shipping/Payment Stats: Points out the most frequent shipping and payment options and their correlation.
- Focused Audience: Convenient tool for filtering your customer base according to the specified criteria (products purchased, geographic location, sum of orders etc.) If newsletters module is installed, promotional email (special offer, discount coupons, etc.) can be immediately sent to the focused group.

Except for Item 24,26,28 in the list above all other items are available by default on all stores.

Advantages Of Working With Our Hosted Ecommerce Solution:

1. You are dealing with a company founded and managed by technocrats from leading institutions like IIT.
2. You are supported by a company which has been in business for around 12 years now.
3. You are dealing with a company that has its own site as a high end ecommerce setup which is communicating with domain registries, our own servers in realtime with automated billing and account management system.
4. You are dealing with a company that is hosting accounts which failed at cheap hosts like gomamma and gopappa type of hosts who sell so called "CHEAP" hosting packages which never work for busy sites.
5. You are dealing with a company that has a third party monitored uptime track record of 99.9% average of last 6 years.
6. You are dealing with a company that has its own infrastructure of multiple servers since 2003 and are not resellers claiming to be infrastructure owners.
7. You will never ever need the services of free lancers who just complete a project and then wash their hands off.
8. You do not have to worry about security upgrades and patches as we do everything proactively at no additional charge.
9. Our support is always available over email and telephone contact.
10. Your Quality and Our Assurance is the keyword which drives our business philosophy.

None of these free ecommerce software can ever run a secure and professional site which really transacts. If they really did, Magento wouldn't be selling enterprise edition for more than US \$14000/Annum in license.

The common law of business balance prohibits paying a little and getting a lot - it can't be done.