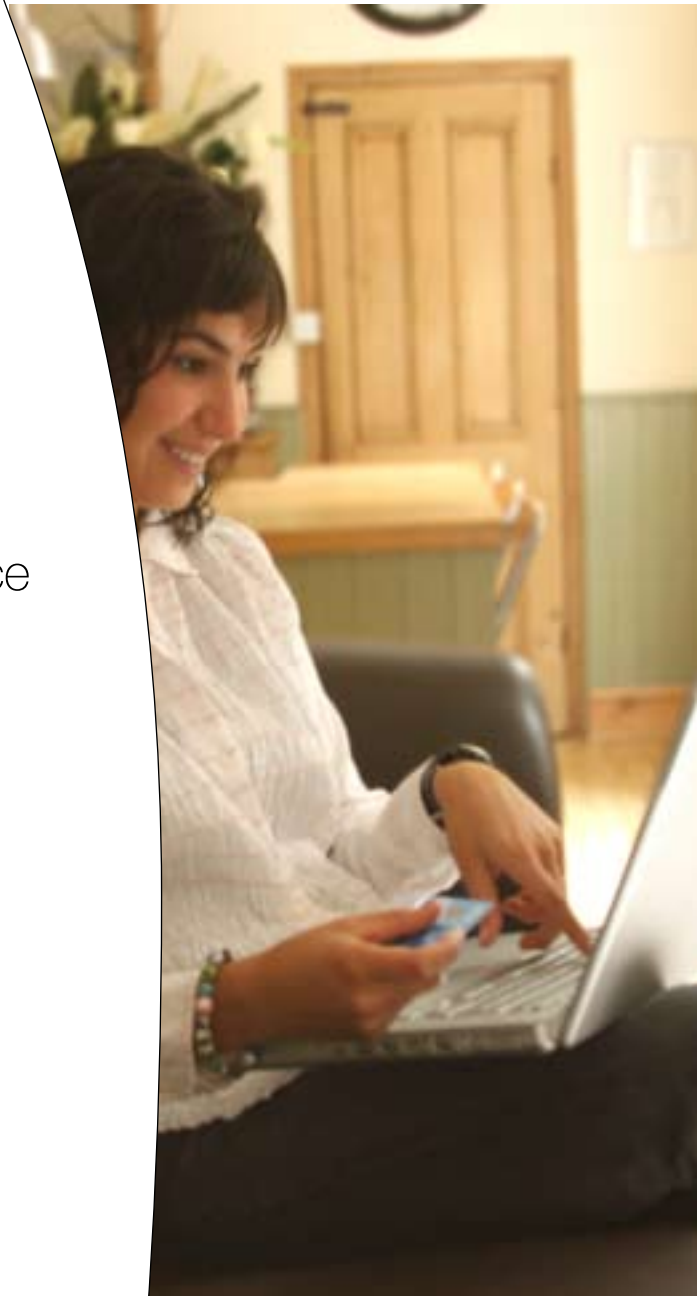


# Software **Solutions**

## **Maginus Storefront**

Web Storefront & integrated Back Office





It takes more than a well-designed website to build a successful e-commerce business. Back office integration is essential, and so is real intelligence that helps you maximise revenues and margins.

According to IMRG, some £80 billion of consumer spending in the UK is either influenced by or actually on the Internet. There is huge potential for retailers in a wide range of sectors to increase revenue through e-commerce activities. The challenge is how to capture the lion's share of the market, and how to do so in the most cost-effective, profitable way.

You need the right e-commerce solution to support your efforts, of course. It has to be powerful, easy to use, totally secure and customer-friendly – but that's not all. In a multi-channel retail environment you need seamless integration with your back office systems, so you can manage the customer journey across every channel, not just the web. And, in an increasingly competitive online retail environment, you also need high quality intelligence that lets you optimise your online sales and marketing activities to boost revenues and margins. Maginus Storefront gives you all of this and more.

Maginus Storefront is the intelligent solution for online retail. It has everything you need to build and run a successful e-commerce operation, either standalone or as part of a broader multi-channel retail business. It combines deep functionality with total flexibility, so you can run your e-commerce operation in the way that suits you. It integrates seamlessly with Maginus and other back office systems - and it gives you detailed intelligence on e-commerce revenues, margins and marketing costs, so you can optimise your activities to maximise revenue and profit.

## Key Benefits

**Powerful marketing tools - drive profit, not just traffic**

**Puts you in control of your own site**

**Comprehensive functionality**

**Includes back office features for Multi-Channel Retail**

# Powerful **Marketing Tools** - **Drive profit,** not just traffic

Maginus Storefront provides advanced online marketing capabilities, and in-depth analysis of how your marketing spend and site design affects revenue. This includes a range of proven Direct Marketing analysis techniques as well as web and online marketing analytics.

Using this intelligence, you can optimise your website and online marketing activities using Storefront's easy-to-use admin tools. This lets you manage your e-commerce operation according to the priorities of your business - cutting costs, boosting customer service, increasing customer value or improving conversion rates.



## **Search engine optimisation**

Maginus Storefront helps drive traffic to your store with extensive search engine integration and optimisation features. Every product, category and department page on your site can have its own customer search engine metatags (title, keywords, description, no script blocks and so on).

Storefront also features static product and category pages, allowing search engines to crawl and index every product and category page on your site. Storefront also ensures your site has search engine friendly URL's. These features can produce a dramatic increase in traffic from search engines.

Maginus Storefront supports Google and Yahoo! xml site maps – a direct search engine submission method sanctioned by each of the major search engine players.

## **Affiliate marketing**



Maginus Storefront also gives you extensive affiliate marketing and tracking features. Affiliate sign-up and account pages can be provided on your website, or through the administrator's control panel website. Products visible on your site can be filtered by affiliate source ID, and customers and orders can be tracked to affiliates. Maginus Storefront also supports real-time skin changing based on URL, invocation and affiliate ID.

## **Email marketing**



Maginus Storefront provides user-friendly tools to let you communicate with customers. Store administrators can add real-time news announcements to your site to inform customers about new products or promotions. Maginus Storefront also includes an integrated customer mailing manager that lets you send email or HTML newsletters to registered customers, or customers with an order history.





### **Online marketing & analysis**

Maginus Storefront lets you track online marketing, such as PPC advertising, comparison sites, affiliate schemes, email marketing and search optimisation – and link these activities and their costs to orders, revenues and margins. While other tools provide a way to manage marketing activities, they don't relate activities and costs to the revenues and margins which result. And, while traditional web analytics tools focus on tracking buyer behaviour in terms of clicks, Storefront also lets you relate clicks to the orders, revenues and margins that result.

### **Reporting tools**



Maginus Storefront lets store administrators generate graphical reports on all key store statistics, including total customers by date or trend; customer to purchase statistics (% of visitors that convert); visitor trends; affiliate revenue, tax reports and more. Administrators can also search for orders by almost any customer record criteria to help with customer support calls.



# Puts you **in control** of your own site

Storefront's power and flexibility means you don't have to implement different systems to support different business requirements - if, for example, you decide to branch out and sell a completely different kind of product. This flexibility extends from Maginus Storefront's technical design right through to the pages on your web store itself. You can customise almost every aspect of your e-commerce site to suit your needs.

## **Easy-to-use control panel**

Maginus Storefront lets you manage your online store through a secure, easy-to-use control panel website. Store administrators can change the look, feel and functionality of the site using simple web-based tools. You have full control over all strings used on your site – for example, the prompt used for products, colours, sizes, the shopping cart and SKUs. Every string can be edited using Excel and uploaded to the store. Administrators also have full control over the language and currencies used on the site; they can enter and edit service notes visible to customers (for example, regarding order status) and much more.

## **Skinning and page customisation**

With Maginus Storefront you can design a new site in hours instead of days – and you don't have to be a software developer to change the way your website works. It features an advanced XML rendering engine that allows complex page customisation without having to modify the store's source code. You can change any category, department, manufacturer or product page. Storefront also supports skinning, so you can completely change page styles within your store using HTML skin templates and style sheets. Skins can be changed in real-time, and your store can use tens or hundreds of different skins if required – for example, to provide a branded look and feel for different manufacturer "shops" on your site.

Maginus Storefront has built-in support for all the most common display formats: grid, table expanded, table condensed, simple forms and right variant bars. It also supports flexible horizontal menu, vertical menu, site map and tree view navigation, and has integrated .net forms authentication.





## **Flexible product and content management**

Maginus Storefront supports an unlimited number of product categories and departments, and lets you rename them as required to suit your unique business. Categories and departments can be nested to any level (sub-categories and sub-departments). Maginus Storefront supports product cross-matrices, so for example a product can be mapped to the 'shoe' category and the 'women's' department. Products can also be mapped to more than one category or department.

Maginus Storefront supports paged browsing for product content in order to keep page sizes small and improve your customers' browsing experience. Customers can also 'view all' on any page. Products can be sorted in any order you like, so you can force popular products to appear at the top of a page, and each product can have an inline or pop-up specifications window to provide more detail. Product descriptions can include HTML formatting, providing complete control over the appearance of products on your site, and you can also link to external product descriptions in HTML or pdf formats.

## **Support for your unique business model**

Maginus Storefront lets you sell simple products, products with variants, personalised products, downloadable products and configurable products. You can have an unlimited number of variations per product with different prices, size and colour options. Each variant can have a text option for personalisation (for example, a monogram) and its own SKU modifier, price and description. Maginus Storefront lets you provide multiple images per product in three sizes – icon, medium and large. It also supports swatch colour image changing and automatic watermarking.

Configurable products can have dynamic pricing and component selection (for example, in order to build your own PC) and you can establish constraints and options as to which products can be added, which products are also required, and so on.



# Comprehensive **functionality**

Maginus Storefront supports a wide range of b2b and b2c retail models. It's a complete solution for online sales, marketing, CRM and fulfillment that includes an advanced shopping cart, content management, customer management, security, notification and a wide range of other features.

## **Customer self-service and community tools**

Maginus Storefront helps you provide a slick online user experience for your customers. It stores customer order history, so customers can see previous orders and check the status of outstanding orders through your site. Customers can easily re-order any previous order, and Maginus Storefront provides a 'remember me' option for returning users. Customers can save multiple billing and shipping addresses and choose from these during checkout, and can also select their preferred language and currency in real-time from a list you can configure through the administrator's control panel.

Maginus Storefront also provides a range of 'community' tools for your customers. Customers can recommend product pages to their friends, and rate and review products (with in-built profanity checking and the ability for administrators to moderate their comments). Maginus Storefront also supports customer polls, and customers can even create wish lists for your products and services.

## **Advanced shopping cart**

Maginus Storefront provides extensive, flexible shopping cart functionality. You can link to your Storefront cart from any of your existing site pages, or just use Storefront to run your entire site. Each cart item can have notes entered by the customer to give special instructions, and the cart itself can be renamed to suit your business (for example, to 'Trolley' or 'Hamper'). You can also add page header/footer HTML blocks to your cart page, and all checkout and order confirmation pages, to provide special notes/text specific to your store or business.

You can make your shopping cart persistent to encourage purchases on subsequent visits, and define the expiry time. Maginus Storefront also includes mini-carts displayed in a small box on the page - choosing 'add to cart' leaves a user on the same page and updates the mini-cart display.

## **Flexible customer levels**

Maginus Storefront lets you define an unlimited number of customer levels – for example, wholesale and retail, or gold, silver and platinum. You can track customers to customer levels, and filter products on your site by customer level too. Customer levels can each have special product pricing, percentage discounts, free shipping, tax exemption and so on.





## Ordering and upselling

Maginus Storefront helps you upsell by showing related products and accessories on product pages, and on the shopping cart page. You can also require products to be added to the shopping cart (product X requires product Y), and hide product prices until a product has been added. Product prices can also be set to “call for price” in order engage a customer one-on-one in your call centre.

You can use Maginus Storefront to restrict orders to preset values and to establish a minimum order amount or order value. Products can have text options for personalisation and multiple order options, such as gift wrapping, which can also have their own associated price.

Maginus Storefront also provides advanced product search features – customers can search by category, department, manufacturer, price range, SKU and more. It includes ‘recent products’ and ‘best-selling products’ page facilities, and supports quantity discounts on orders as well as sale prices. You can disable buy buttons altogether for specific products, or set your store to ‘wholesale only’ so prices are not shown to casual visitors.

## Transaction features

Maginus Storefront gives you extensive control over transactions on your site. Your store can be set to authorise only, or to authorise and capture credit card details for payment at shipment. It supports voids, refunds, partial refunds and ad-hoc charges. It supports Supports CVV2 credit card security code entry and checking to help prevent fraud, and address verification codes can be reported to store administrators with an order. Maginus Storefront remembers credit card numbers for users in an encrypted state (shown in the form \*\*\*\*1111 on your site). You can require the billing address to be the same as the shipping address, and set a minimum order value before a customer is allowed to check out.

Maginus Storefront provides real-time credit card processing and verification, and also gives you the option to defer authorisation to Maginus back office systems. It supports ‘Verified By Visa/MasterCard’ secure initiatives using third party software or ASP services, and supports Maginus Gateway, World Pay and a range of other payment gateways. You can require customers to agree to customisable Terms and Conditions before proceeding with payment. Maginus Storefront also supports purchase orders, Request for Quotation, gift cards and Froogle feeds, with automatic generation and FTP upload to a Froogle account.

## Coupons and gift registry



Maginus Storefront supports product and order-based coupons (coupons that apply to specific products, or to an entire order). Coupons can provide discounts by specific monetary values or a percentage value. They can also offer free shipping and tax exemption. Maginus Storefront also provides flexibility in coupon expiry: they can have expiry dates, they can require a minimum order value before they become valid, and they can be restricted in various ways – for example, ‘use once per customer’, ‘use once by only one customer’, or ‘use n times’. Maginus Storefront also supports gift registries – for example, for wedding lists.





## Notifications

Maginus Storefront provides a range of notification features to keep customers and employees up-to-date on current order status. Order receipts can be emailed to customers automatically by Storefront or a Maginus back office system. You can customise the design of the receipt using simple HTML templates in Maginus Storefront, or using customer Maginus Documents in Maginus back office systems. Maginus Storefront can also provide shipping notifications to customers, together with tracking numbers or download instructions (for downloadable items). Notifications can also be sent to store administrators by email (or to a mobile device) when a new order arrives.

## Inventory and shipping features

Maginus Storefront provides a range of inventory tracking and shipping facilities. It supports advanced inventory tracking (by product, variant, colour and size) and lets you show inventory levels to customers on your site. You can limit customer orders to inventory quantities on hand, or allow customers to place orders for out-of-stock items. Maginus Storefront supports multiple ship-to addresses and emailing of tracking numbers to customers. It also integrates with despatch types and charges held in Maginus back office systems.



## Security features

Maginus Storefront supports SSL encryption (with any brand SSL certificate) for secure ordering - the shopping cart automatically switches into secure mode as appropriate. It supports database encryption of credit card numbers, passwords and other sensitive data, and your shopping cart can also be configured not to store credit card numbers anywhere. Maginus Storefront features integrated .net security roles and support, and the store administration website is also secure password protected. It also supports IP address tracking for auditing purposes and integrates with MaxMind fraud prevention/scoring technologies (requires separate service agreement with MaxMind.com).

## Advanced search options

It's vital that users can locate products within an online catalog quickly and easily. Storefront makes it easier for users to find the products they are looking for by locating product matches based on both user input and inference. This includes keyword stemming, related product suggestions, error tolerant fuzzy matching and other advanced search refinements. The end result: an enhanced user experience, satisfaction for the customer and, in turn, the retailer.



# Back office Features for **Multi-channel retail**

Maginus Storefront is designed for today's multi-channel retail environment, where the 'customer journey' takes place across high street stores, your website, third party websites, catalogues and call centres. That's why Storefront integrates seamlessly with back office and store systems, so you can manage the

In particular, using Maginus Storefront together with Maginus back office solutions you can make the web a truly integral part of your business. This can bring numerous benefits. You can improve control over your channel mix, and drive customers from one channel to another – for example, using web promotions to drive in-store sales. You can give customers more ways to buy to improve retention – for example, to manage out-of-stock situations more effectively. You can improve customer service by providing real-time visibility of products, prices and inventory, and you can develop an invaluable 'single view' of your customers by tracking buying behaviour across every channel.



## **Maginus telesales capabilities**

Maginus back office solutions gives your sales operators a seamless environment for more effective selling and customer service. All enquiries can be captured and dealt with through an easy-to-use graphical interface that provides instant access to critical customer, product, pricing and inventory records, and intelligent search tools that enable operators to bring up complete details from fragments of information. You can build in prompts with appropriate messages for crossselling and upselling, and make it easy for operators to work on several campaigns at once. Maginus integrates with most major telephone switches and will link seamlessly to third-party call centre applications, if required.

## **Maginus advanced warehouse management**



Maginus back office solutions provide powerful features for high-volume warehousing, with enormous flexibility and control in order picking, packing and despatch. They are invaluable for staff on the warehouse floor as well as warehouse managers, because they provide end-to-end visibility and control over fulfilment processes, and access to the complete store of product, pricing and delivery information held in Maginus' central repository.

Maginus back office solutions provide extensive single item picking capabilities as well as supporting bulk picking from despatch notes, labels or picking lists. They support picking by individual order; cart picking, zonal picking and wave picking; picking by product (consolidated picking); and internal pickface replenishment. Picking lists can be generated from a huge range of criteria, with flexible control over picking constraints and integrated checks and alerts. You also get you the same level of control over despatch, with full automation or manual control of despatch confirmation, despatch note printing and delivery confirmation.

## **Maginus returns management**



Maginus back office solutions let you provide a fast, efficient returns process with total control over returning stock, refunds and credit notes. You can accept returned goods in store, check against customer warranties and use Maginus to support a returns collection service. Once stock is received at your premises you can use Maginus to check serial and batch references, and manage disposition into a number of statuses according to its condition.



## **Maginus purchasing and supplier management**

Maginus back office solutions help you manage and automate the purchasing process so that your buyers can focus on more strategic activities, such as analysing supplier performance and controlling your product and service portfolio to maximise revenue and margins. Maginus solutions can intelligently recommend purchase order plans based on order point calculations, demand, supplier lead-time, stock position, commitments and purchasing quantities.

Maginus back office solutions also provide a range of tools to help manage supplier products and relationships. These include tools for online reviews of back order and purchase order cover; multiple sourcing; purchase order history management for different suppliers; ABCD product classification; and rebates and retrospective discounts. Maginus also supports purchase order progression, allowing suppliers to access a range of information via a web portal – checking stock levels for their products, changing price details, delivery dates and more.



## **Maginus financials**

Maginus back office solutions include advanced financials designed to make financial management as fast and flexible as possible. Financial data is stored in a financial information warehouse with total control over how it's organised and who can see it. Real-time monitoring and alerts, combined with powerful analysis tools, give you the high-level insight you need to manage the minute-by-minute financial performance of your company – reducing operating costs and streamlining your whole financial process. Maginus financials are fully compliant with ASRB 1012, CICA 1650, FAS 52 and SSAP 20 accounting standards, and are BASDA-accredited for EMU.

## **Maginus antifraud capabilities**



Maginus solutions offer a wide range of antifraud protection for credit card purchases, including CV2 and AVS checks, Verified by Visa and Securcode checking. Maginus can prompt operators to ask the relevant questions and guide them through the authorisation process, helping prevent potentially fraudulent purchases while ensuring a speedy service for genuine customers.

## **Maginus workflow automation**



Maginus back office solutions include extremely powerful workflow capabilities, which provide total control over the flow of information and transactions around your company. You can map out what should take place in any business situation, breaking down processes into discrete tasks and linking them together as a linear sequence or as a series of different paths designed to achieve a particular goal. Once designed, workflows are executed 'from desktop to desktop' by sending messages to staff whenever they need to complete an action or address an exception. Workflow activities can be time or event-driven and targeted at specific people or groups, encouraging ownership of activities and promoting employee productivity.

## Maginus:

- Decades of retail & distribution experience
- Industry knowledge and technology leadership
- Successful track record with many long-term customers
- Wide range of services for customer projects
- Dedicated customer support teams
- Significant, ongoing investment in R&D



Floats Road, Manchester M23 9PL  
**Tel:** +44 (0)161 946 0000  
**Email:** [info@maginus.com](mailto:info@maginus.com)  
**[www.maginus.com](http://www.maginus.com)**