Drawing from Memory

Business Catalyst is an online business platform built, hosted and supported by Adobe. It is reliable, flexible, expandable, and uniquely customizable. It has proved to be a powerful platform for our clients. Because it is a hosted platform, Adobe releases updates and new feature releases from time to time that will automatically be included in your site. This allows you to use the new features without having DFM install any new patches or updates.

Below are a list of some of the features that are included currently with the system.

Main Features of a Business Catalyst website:

1. Create and edit text and images on your web pages easily and quickly on the fly using a simple editor

2. If you make a mistake use the Rollback feature to restore the previous version

3. Every time your customers interact with your Business Catalyst Website, it's captured into the database

4. Allow your customers to upload and download files using the Business Catalyst Admin interface

5. Allow real-time credit card processing including Paypal and Authorize.net

6. Create and manage Photo Gallery / Blogs / Forums

7. Easy to manage online shopping cart / ecommerce solutions

8. SEO integration into Google, Yahoo and Windows Live

9. Sophisticated Business Catalyst Reporting

10. Send Email Marketing campaigns directly from your Business Catalyst website

Easily Publish any type of Content with a Business Catalyst website

1. News Articles, FAQs, Literature (file downloads)

2. Set Release and Expiry dates on your content, so pages go online and come offline as scheduled

3. Make any type of content secure so visitors need to log in to see content

4. Create micro-communities by allowing customers to comment on any type of content

Integrated Customer Database

1. Every time your customers interact with your website it's captured into your Business Catalyst database

2. Keep a history of all past customer enquiries

3. Allow customers to update their details and view their past enquiries via secure "member only" areas

4. View customer details on every action they've taken on your website

5. Customize and extend the Customer Database to suit your business

Secure "Member Only" Areas

1. Make any type of content secure (web pages, announcements, Blogs, FAQs, Forums etc)

2. Manage your customers' access to any secure area

3. Set expiry date for customer access to any secure area

4. Easily email login details to every customer in a secure area

5   Report on customer logins to each secure area

Website Reporting with Business Catalyst

1   Comprehensive reporting

2   Geo-location reporting. See a map of the world

3   Detailed visitors reporting including new vs returning, location, IP address, Spy Lens and more

4   Detailed reporting on every type of content

5   Search engine reporting, e.g. search phrases, when your website has been indexed and more

6   Sophisticated customer reporting framework

7   Filter on any system or custom field

8   Save any report and run later

9   Export any report to Microsoft Excel for further analysis

Web Form Builder

1   Build customer inquiry web forms

2   Add any number of custom fields to your web form to suit your business

3   Automatically captures and populates every enquiry in your customer database

4   Report on web form submissions including custom fields and easily export to Microsoft Excel

5   Allow customers to upload and download files

6   Refer-a-friend functionality within web forms

7   Add Image Verification to web forms to stop spam submissions by bots

8   Allow customers to subscribe to one or more campaign lists within web form

9   Automatically subscribe customer to a Secure Zone upon submission of a web form

10   Customize auto responder email sent to customers after they make an enquiry

Amplify your voice with a Blog

1   Full blogging platform

2   Customers can leave comments on any blog post

3   Set release dates for blog entries

4   Tagging and Tag cloud module

5   Blog calendar module

6   Recent blog post module

7   Blog post by month module

8   Report on blog post readership

9   Make your blog secure

Integrated Customer Database

1. Keep a history of all past customer purchases

2. Give loyal customers individualized discounts. You can apply a different discount for every catalogue and every customer

3. Allow customers to view their past orders and even re-download any e-Products previously purchases via secure "member only" areas

4. Setup reoccurring orders and payments. Automatically emails invoices to customers

5. Customize and extend the Customer Database to suit your business

Catalogues & Products

1. Setup an unlimited number of Catalogues & Products

2. Set Release and Expiry on any Catalogue or Product

3. Sell e-Products. Limit how many times and where they can be downloaded from

4. Set product weight / volume for any product to control the shipping options that are displayed

5. In addition to the 2 default images for every product, choose up to 10 preview images for any product. The system will automatically generate thumbnails

6. Use Buy and/or Get-a-Quote option for checkout. Buy option will force customer to pay for goods. Quote option

7. Make any catalogue secure

8. Selectively hide prices. For any catalogue hide product prices on the public website and display for existing customers

9. Configure the order in which catalogues or products are ordered (put popular products first)

10. Use sophisticated product search module to allow customers to search by keywords, within a catalogue, within a price range and choose how they want the products listed

11. Put any product On Sale. This crosses out the products retail price. E.g. was $199 now only $99.

12. Collect customer comments on any product

13. System utilizes Ajax technology for better customer experience

Easier management of your Online Shop

1. For faster management use Import feature to manage your entire online shop including products, pricing, catalogues, grouping, inventory control and more from a single Excel file

2. Export your entire product catalogue in one click. Make changes and re-import

3. Or use web-based interface to manage your online shop

eCommerce Reporting

1. Sophisticated e-commerce reporting framework

2. Track sales and payments

3. Track abandon rates and where customers abandon in online shop

4. Report on top Catalogues and Products. By amount or quantity sold

5   Report on Shipping Options and popularity

6   Report on Discount Codes and redemption

7   Detailed visitors reporting including new vs returning, location, IP address, Spy Lens and more

8   Geo-location reporting. See a map of the world

9   Track usage for any catalogue or on an aggregate basis

10   Track usage for any product or on an aggregate basis

11   Export any report to Microsoft Excel for further analysis

Inventory Control & Drop Shipping

1   Complete inventory control. Optionally hide products from shop if out of stock

2   Allow any out-of-stock product to be pre-ordered

3   Set re-order threshold and be notified when product stock level falls below a certain quantity

4   Enable drop shipping on any product and automatically notify suppliers to fulfill customer orders

Multi-Currency Support

1   Sell global, act local with multi-currency support

2   Set prices for products in any currency

3   Setup shipping options for various countries

4   Setup tax codes for various countries

5   Support for many payment gateways throughout the world

Upsell, Cross sell and Product Grouping

1   Group similar products together, e.g. By size or by color, Small Shirt, Medium Shirt, Large Shirt

2   Increase sales using Cross/Upsell by relating products together. E.g. relate cell phone with charger and car kit.

3   Display related products separately or as checkboxes so the customer can add them to cart at the same time as buying the main product

4   Or use product attributes to create any number of drop downs to collect information from customers when they add products to the cart, e.g. Size, Color, Style, Gender

Payment Gateways

1   Integrated with popular payment gateways throughout the world

2   Offer COD / Check options at checkout

3   Integrated with World Pay for a wide range of currency support

4   Google Checkout

5   Use Process Offline and process payment using existing POS system

Discount Codes

1   Create any number of discount codes

2   Set your own discount rates

3   Set release and expiry of discount codes

Shipping Options

1   Setup any number of shipping options for different countries

2   Integrated with FedEX & UPS for real-time shipping charge calculation

Email Marketing Features

Email Marketing

1   Send One-Off Emails

2   Setup Birthday Loyalty Campaigns, e.g. setup one campaign to automate saying happy birthday to your customers on their birthday

3   Setup Anniversary based campaigns, e.g. based on previous holiday purchase, automate reminder in 6-months or 12-months

4   Setup Multi-Part email newsletter series. E.g. Customer signs up and receives issue 1 on sign-up, issue 2 a few days later, issue 3 a few days after that and so forth

5   HTML or Text Emails (HTML emails contain text version also)

6   Send a campaign to any customer group or your entire customer database

7   Preview your campaigns by emailing it to yourself or anyone else before finalizing

Email Marketing Reporting

1   Track Open Rate of HTML emails

2   Track Links clicked and most popular links (available for both HTML and Text formatted emails)

3   Track customer Actions e.g. customer made a purchase, customer made an enquiry

4   Track bounce rates

5   Track customer unsubscriptions from your campaigns

6   Live Feed

7   Sophisticated customer reporting framework

8   Filter on any system or custom field

9   Save any report and run later

10   Export any report to Microsoft Excel for further analysis

Other Business Catalyst Features

SEO

1   Integration with Google/Yahoo/Live sitemap. A daily feed of all content within website is produced for maximum exposure in the search engines

2   Search engine feed also includes every catalogues and products

3   Search Engine Friendly URLs. Catalogue and product names used in URLs to maximize search engine friendliness

Bookings

1   Allow customers to book into events

2   Automatically manage capacity

3   Use inbuilt follow-ups framework to remind attendees of upcoming events

4   Collect payments with bookings

5   Customize the landing page customers see after booking

6   Customize auto responder email sent to customers after they make a booking

7   Sophisticated customer report generator to allow to generate and save booking-related reports

POP Email

1   POP3 email. Use with Outlook, Thunderbird or any other popular email program

2   Web mail interface

3   Unlimited Aliases for each mailbox

4   Catch-all address

5   Out of Office Auto Responder

6   Mail Forwarding