

# Award-winning functionality

## Performance features for the growing business

High-performance database architecture  
Multi-user access with user login security  
All your online, phone and mail orders in a single application

## Flexible product catalogue

Enter your products into unlimited sections and subsections  
Unlimited product options such as size and colour  
Additional content including text, images and links can be added anywhere in the catalogue  
Explorer-style interface with drag and drop editing  
Products can appear more than once, be a component of another, and be downloadable  
Supplementary product information can be provided in an additional page, or in a pop-up  
Multiple page layout options including list layout with single 'add to cart' button

## Flexible user-friendly design

Wizards optionally walk you through your site setup  
Real-time preview of your store as you build it  
'Point and click' design interface offering full access to HTML code  
Import designs and / or edit with Adobe Dreamweaver  
Create dynamic designs that change according to the content  
Define custom fields and restrict them by product type

## Customer-friendly stores

Automated site navigation features including site search, site map and 'breadcrumb trail'  
Automatic email confirmation of order  
'Remember me' option for returning visitors  
Ability to create accounts for regular customers  
Editable shopping cart can be saved for later completion or as a 'wish list'  
Search on product options such as colour and size  
Customer-specific store content for regular customers

## Minimum System Requirements

- Windows 7, Vista or XP (service pack 2)
- Minimum 2GB RAM.  
120MB free disk space
- MS SQL Server 2005/2008
- Internet Explorer v6 (or equivalent), or higher
- Administrator-level access to the PC is required for installation and operation of Actinic Enterprise.
- 65536 colour display recommended

## Multi-user operation:

- 100 Mbps or greater Local Area Network (LAN).

- Not recommended for use on a Virtual Private Network (VPN) or wireless network.
- Every Enterprise PC requires access to a shared database on a shared drive with 'Full Control' permissions.

## Web site:

- Windows or UNIX/Linux server
- User writeable CGI bin
- Perl 5.004 or later;  
MD5 Perl module recommended
- Archive: Zip module recommended (provides faster uploading of larger sites)

## Comprehensive merchant features

Secure shopping cart and built-in order-processing module  
Accurately calculates shipping, handling and taxation costs  
Central stock control for online, offline and EPOS systems including stock location  
Real-time stock displayed for shoppers and merchants  
Over 20 built in reports including printing of invoices and packing lists  
Product import wizard  
Postcode validation at the web site, for online orders (additional cost service)  
Postcode validation on the desktop, for offline orders (additional cost service)  
Real-time offline credit card processing (requires Actinic Payments account)  
Configurable single-page entry form for 'phone, fax and mail orders'  
Barcode support  
Dynamic data linking, plus direct links to Sage Line 50 and Actinic EPOS

## Powerful marketing options

Generates search-engine-friendly web sites  
Integration with Google Analytics for monitoring site performance  
'Best Sellers', 'New Products', 'Recently Viewed', 'Also Bought', 'Related Products' and order-level discounting  
Mailing list export and custom email templates  
Independent customer feedback (additional cost service)  
Sophisticated product-level and customer-level discounting  
Customer specific pricing and payment methods

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actinic  
enterprise



**Actinic Enterprise** is Actinic's flagship ecommerce product, designed for successful online and multi-channel businesses that need a scalable package with room for future growth.

It is a highly flexible and functional application that sits at the heart of a complete multi-channel retail system; optimised for the web, with comprehensive support for mail and telephone order processing, and the ability to synchronise with Actinic EPOS systems for in-store automation.

Actinic Enterprise provides longevity and enhanced performance for businesses that handle large order volumes; sell through multiple channels; or require multi-user access for order processing and catalogue maintenance.

Actinic Enterprise offers a range of unique benefits not usually found in similar systems at the same price point.

## Scaleability

Based on Actinic's widely-used, well-established and award-winning ecommerce platform, Actinic Enterprise adds a fast, scalable SQL-based local database running on a Windows-based network file server.

Compared with lower-priced systems that use desktop database formats such as Microsoft Access, the SQL architecture provides essential benefits for successful and growing businesses:

- Support for a larger number of users provides greatly increased throughput where the order volume is high
- Larger database capacity saves time and improves efficiency by removing the need for frequent archiving of completed orders
- Complex product catalogues have less impact on the performance of the order processing, design and catalogue management functions



## Functionality and flexibility

Actinic Enterprise can form the heart of a complex, multi-channel sales and ordering system. It provides easy online, mail and telephone order processing, catalogue management, and advanced marketing features; integrations with Actinic EPOS, Sage accounts, Google Analytics and Postcode Lookup; and dynamic linking to a wide range of other applications.

Web sites generated by Actinic Enterprise are compatible with most business web hosting, and integrate out of the box with a wide range of payment gateways. We naturally recommend Actinic Hosting and Actinic Payments, which offer the tightest integration with the software, as well as reliability, great value and a single point of support.

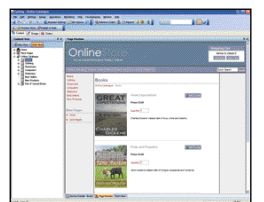
The software provides flexibility to implement your corporate design, and to expand the functionality with user-defined fields, functions and layouts. The entry form for mail and telephone orders is fully configurable by the user.

## Value

Actinic Enterprise provides powerful functionality, flexibility and scaleability, above and beyond what is normally available at the price point - representing the best value in high-performance ecommerce and multi-channel applications for the successful and growing business.

Because it is a software application, there is a one-off purchase price with no ongoing monthly or annual payments\*. And with few special hardware requirements, you will probably be able to install it straight onto your existing PC network and web space.

Actinic Enterprise also offers a low-risk upgrade from other Actinic ecommerce packages –using the same desktop interface, so little or no retraining is required. The payment system integrations and hosting requirements are the same, so no change of web host or payment service provider is required.



\* Telephone support beyond 30 days requires an optional Actinic Cover contract