

Develop ecommerce sites quickly and easily

If you are building commercial web sites for clients, then ecommerce must surely be a growing part of your business. With shoppers flocking to the internet in their millions, and traditional channels in decline, many of your business clients will want to include an ecommerce facility in their web sites. The benefits of 24/7 availability, worldwide reach and added convenience and efficiency create a powerful business case for trading online.

By basing the sites you build on an Actinic product, you can offer your clients a powerful set of ecommerce functionality out of the box - so you don't need to reinvent the wheel. Actinic's Adobe Dreamweaver plug-in makes it easy to import your own designs and position the store elements within them, and the design export and import facility makes it easy to update client sites with design changes. And because Actinic is easy to use, your clients can maintain their own product catalogue and content pages if you want them to.

Flexible and easy to design

Actinic's unique architecture allows you to build sites around your own bespoke designs, with few restrictions. And our intuitive object-oriented interface provides point and click access to the HTML - so you can easily make your own modifications at code level.

Full deployment options

Actinic makes it easy for you to limit the level of control you offer your clients; choose where their site is hosted; and re-brand the deployed site as your own.

Easy and affordable for your clients

A complete, easy-to-use ecommerce client provides full catalogue management, content maintenance and order processing functionality. Give your clients the most comprehensive ecommerce feature set available at the price.

Integration with other applications

Actinic fully integrates with all leading payment gateways including Actinic Payments, and with other applications such as Sage Line 50 and Actinic EPOS systems, enabling you to offer your clients a complete ecommerce solution integrated with other core business systems.

Award-winning ecommerce features

Flexible design and deployment

	Designer	Catalog Client	Business Client
'Point and click' design interface offering full access to HTML code	●		
Import designs from Dreamweaver, easily export design changes to the client	●		
Create dynamic designs that change according to the content	●		
Define custom fields and assign them to specific product categories	●		
Control the design and functionality of the finished site	●		
Re-badge the client software with your own branding	●		

Flexible product catalogue

Up to 20,000 products in unlimited sections and subsections	●	●	●
Explorer-style interface with drag and drop editing	●	●	●
Unlimited product options, such as size and colour	●	●	●
Products can appear more than once, be a component of another, and be downloadable	●	●	●
Additional text or images can be added anywhere on any page, or in a pop-up window	●	●	●
Multiple page layout options including list layout with single 'add to cart' button	●	●	●
Support for downloadable products	●	●	●

Customer-friendly stores

Automated site navigation features including site search, site map and 'breadcrumb trail'	●	●	●
Search on product options	●	●	●
Editable shopping cart can be saved for later completion or as a 'wish list'	T	●	●
Automatic email confirmation of order	T	●	●
Ability to create accounts for regular customers, 'remember me' option for returning visitors	●	●	●
Customer-specific store content for regular visitors	●	●	●

Comprehensive merchant features

Tamper-proof shopping cart with secure encryption	T	●	●
Built-in order-processing module is a complete application in its own right, dealing with orders by 'phone, fax and post as well as from the web	T	●	●
Calculates shipping, handling and taxation costs and monitor real-time stock levels	T	●	●
Over 20 built in reports including printing of invoices and packing lists	●	●	●
Anti-fraud and anti-spam options	●	●	●
Product import function	●	●	●
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	T	●	●
Single-page entry form for 'phone, fax and mail orders		●	●
Bar code support	●	●	●
Ability to link to Sage Line and Actinic EPOS	T	●	●

Powerful marketing options

Generates search engine friendly web sites	●	●	●
Integration with Google Analytics for monitoring site performance	●	●	●
Mailing list export and custom email templates	●	●	●
Advanced mailing list export	●	●	●
'Best Sellers', 'New Products', 'Recently Viewed' related products lists and order-level discounting	●	●	●
Sophisticated product-level and customer-level discounting including 'buy one get one free', '% off orders over...', time-expiring discounts, vouchers etc	●	●	●
Generate 'Also Bought' lists	●	●	●

T = Test only. For complete detailed lists of features see www.actinic.co.uk

Minimum System Requirements

Vendor PC:

- Windows 7, Vista or XP (service pack 2)
- 1GB RAM (2GB for Vista)
- Minimum 1 GHz processor recommended (2 GHz or faster for sites with over 5000 products)
- Internet Explorer 6 or higher
- 120MB available hard disk space

Web site:

- Windows, UNIX or Linux Server
- Perl 5.004 or later (MD5 Perl module recommended)
- User-writable CGI bin
- Min. 20MB process memory recommended

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creative
ecommerce



Advanced ecommerce tools

Specially engineered for the web developer,

Actinic Designer makes it quick and easy to build and deploy multiple ecommerce sites for clients.

Actinic's design interface allows great flexibility in layout and design. It provides direct access to the HTML code, integration with Adobe Dreamweaver, and advanced customisation features such as product-specific fields and conditional execution of code.

Easy for you – easy for your clients

Deployed sites utilise one of two client modules at different price points and offering different levels of functionality. Both offer an intuitive Windows interface with drag and drop catalogue management, supporting unlimited sections and subsections and unlimited product variations.

Actinic Catalog Client provides everything necessary for catalogue and content management and order processing, while allowing the web developer to retain control of the design.

Actinic Business Client includes all the features of the Catalog Client, but supports the management of advanced, high volume sites. It provides powerful discounting features; comprehensive provision for mail and telephone orders; enhanced marketing functionality; and synchronisation with Sage Line 50, and Actinic EPOS systems.

All products include 30 days' telephone support and unlimited email support. For a modest annual fee, the **Actinic Developer Subscription** offers ongoing telephone support, free version upgrades and can also provide web hosting and payment solutions.

Actinic also provides a free online Knowledge Base, and has a very active community forum.



As a web designer I immediately noticed the flexibility in the design aspects - it is so easy to develop customised page layouts.

Chris Lamle
Northstar Design

Streamlined ecommerce development

Actinic products install on your PC in minutes.

Optional wizards and on-screen help systems walk you through setting up the store; configuring Actinic for your hosting; changing the site design; and setting up product options. And a context-sensitive query system helps you find out how to do what you want. **1**

Actinic Designer includes a plug-in that enables you to create and maintain the overall site design and layout with Dreamweaver if you choose. **2**

Alternatively, you can directly edit the code through Actinic's own design interface.

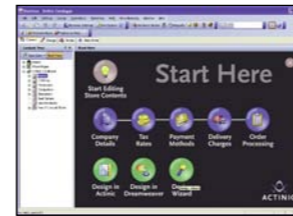
You can import product details, type them directly into the software, or create a dynamic link to an external product database. Additional text and images are easily added - in the product pages, on separate pages, or in a pop-up. You can set up tax rules, shipping and handling charges, and terms and conditions, or just use the defaults. **3**

Actinic's flexible deployment options make it easy to transfer the completed site to your client under your own branding, and to define the level of control that you give them. You can switch to a test server with the click of a mouse, making it easy to test any future changes without affecting the live site. **4**

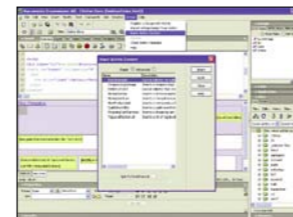
Actinic provides all the site search, navigation and secure shopping cart functionality that your clients need, and generates search engine friendly pages. All leading payment processing methods are supported. Both merchant and customer can receive automatic confirmation of orders. **5**

The Actinic software comes with a complete order processing system that can handle orders by 'phone, fax and post, as well as from the web site. Business Client includes a comprehensive multi-channel order processing system. Both support real-time stock monitoring and back-ordering, and can print invoices, packing lists and a full range of reports. **6**

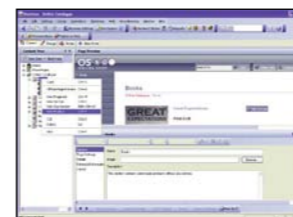
1



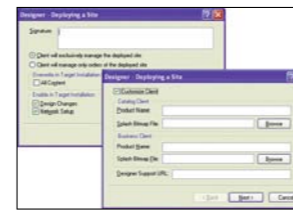
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3



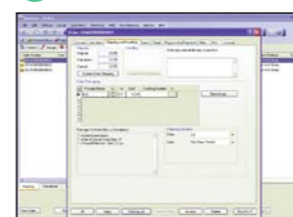
4



5



6



Your questions answered

Can I implement sites to my own design specification?

With Actinic, design and content are fully independent – so you have enormous flexibility to implement your own designs. A unique point and click design interface gives you full contextual access to the underlying code, and you can create and import a design from Adobe Dreamweaver.

Will the sites I build perform well with the search engines?

Once you have submitted them, Actinic's search engine friendly design will usually ensure that sites rank well straight away. Manual optimisation is provided for if needed.

My clients want a PCI/DSS compliant PSP. Can Actinic support them?

Actinic provides Actinic Payments a fully compliant payment solution and also integrates with all leading payment gateways including Worldpay and Paypal.

Will Actinic be able to cope as my clients' business grows?

Actinic's products range from a low-cost entry-level solution to options for multiple, advanced and high volume stores, multi-channel selling and networked multi-user systems. They are under constant development to keep pace with changing legislation, technology and commercial expectations. So wherever your clients begin, Actinic can evolve as your customers businesses expand.



Actinic pages are very easy to optimise.

Jo Morecroft
Pinbrook Designs



It takes us a month tops to develop an ecommerce site with Actinic, instead of the three to four months it used to take for a purely bespoke site.

Jez Wilson
Prosire

