

ProStores Package Comparison

Store Management

Feature	Benefit	Starter	Business	Advanced	Enterprise
Easy-to-use Setup Wizard with professionally designed templates. Add your own company logo.	Get your store up and running in minutes.	✓	✓	✓	✓
Option to "close" the store during major product or format changes.	Reduce shopper's confusion by performing changes while the store is closed.	✓	✓	✓	✓
Store administration welcome page takes you to the area you need based on the tasks you want to perform.	Quickly navigate to administration areas reducing time it takes to manage the store.	✓	✓	✓	✓
Context-sensitive wizards that guide you through the setup process.	Complex tasks are presented in easy-to-use wizards with online help.	✓	✓	✓	✓
Extensive online help and printed documentation.	Save time performing tasks.	✓	✓	✓	✓
Upgrade easily and automatically from within store administration.	When you are ready to do more you can quickly and easily move to a more robust store building on your previous work.	✓	✓	✓	
Use as cart & checkout only	Link between existing site (brochure ware) and store pages.	✓	✓	✓	✓
Option to automatically hide products from storefront when inventory depleted	Increase customer satisfaction by eliminating out of stock purchase scenarios	✓	✓	✓	✓
Complete site and ecommerce storefront.	Create home, about us, FAQ, product list, policies and customer service pages	✓	✓	✓	✓
Easily add additional pages, static content	Add pages, content to further customize your online presence.		✓	✓	✓
Intuitive, easy-to-use Design Studio that requires no knowledge of HTML, allowing custom store design.	Customize your store design to match your corporate identity.		✓	✓	✓

Feature	Benefit	Starter	Business	Advanced	Enterprise
Transfer all or part of an existing site design to your web store through a drag-and-drop interface.	Leverage your existing collateral for your store.		✓	✓	✓
Easy-to-use StoreScript Markup Language (SSML) for even more design flexibility.	Customize your store design to match your corporate identity		✓	✓	✓
Support for multimedia files, including Flash and MP3s, in your product catalog.	Customize your store design to match your corporate identity		✓	✓	✓
Customize all pages seen by the visitor.	Customize your store design to match your corporate identity		✓	✓	✓
Basic and Advanced navigation options allows customized views of the store administration area.	Reducing administration information to that which is important to you and your business.		✓	✓	✓
Ability to assign multiple permission levels within the administrative or back-office area.	Provide your billing department with access to billing information while providing your shipping department with access to only shoppers shipping information. Ensures everyone in your business is able to access the information that is important to them while not sacrificing security.		✓	✓	✓
Design notification e-mails using HTML.	Customize customer communications to match your corporate identity		✓	✓	✓
Ability to enable or disable certain features automatically using a simple check box, without having to edit the underlying template.	No need to know/understand HTML to take advantage of advanced store functionality.		✓	✓	✓

Store Operation

Description	Benefit	Starter	Business	Advanced	Enterprise
View shopping cart at any time, including estimated order total.	Shoppers can easily view the products they have placed in their cart and know the total of their purchase.	✓	✓	✓	✓
Order confirmation via e-mail.	Both you and your shoppers are notified that an order has been placed, the total of that order, shipping and the products ordered.	✓	✓	✓	✓

Description	Benefit	Starter	Business	Advanced	Enterprise
Option to automatically hide products from catalog when inventory reaches zero.	Reduce shopper's frustration by not displaying products you don't have in stock or are waiting for inventory replenishment.	✓	✓	✓	✓
Option to allow anonymous checkout	Allow shoppers to make purchases without requiring account creation		✓	✓	✓
Catalog search by keyword, product name, manufacturer, SKU, category, sub-category and/or price range.	Shoppers can quickly search for products in your store, ensuring they find the product they want.		✓	✓	✓
Link to products currently on sale.	Shoppers can easily find products that are on sale within your store.		✓	✓	✓
Organize your catalog by category, product name, or manufacturer.	Categorize products in a fashion similar to your retail store – place products in multiple categories ensuring shoppers find the product they are looking for.		✓	✓	✓
Show search results and customer's location in catalog.	Eases shopper's navigation.		✓	✓	✓
Give each product and category its own unique look and feel using your custom templates.	Flexibility to create effective product presentations to shoppers.		✓	✓	✓
Shipping and credit confirmation via e-mail.	Provides both you and your shopper a record that the order has been shipped, the delivery method chosen and any tracking information you may have provided. Shoppers know the products they ordered are "on the way".			✓	✓

Billing, Shipping & Payment Options

Description	Benefit	Starter	Business	Advanced	Enterprise
PayPal – real time payment acceptance and verification.	Accept real-time PayPal payments without investing in an online merchant account.	✓ ¹	✓ ¹	✓ ¹	✓ ¹
SSL enabled throughout the order process. ³	Ensures a secure transaction allowing shoppers to feel confident that their personal data is safe.	✓	✓	✓	✓
Encrypted payment information.	Ensures a secure transaction allowing shoppers to feel confident that their personal data is safe.	✓	✓	✓	✓

Description	Benefit	Starter	Business	Advanced	Enterprise
Shipping calculations based on order amount, order weight or total item count.	Create shipping tables to match your shipping needs.	✓	✓	✓	✓
PayPal Express Checkout	Provide your customers with another quick, simple and secure checkout option	✓	✓	✓	✓
Integrated shipping calculations: UPS®, FedEx®, United States Postal Service, and Canada Post.	Use UPS, FedEx, USPS or Canada Post shipping tables and tracking information similar to your retail business.	✓	✓	✓	✓
Sophisticated tax calculations, including GST and PST for Canadian merchants.	Create sales tax calculations to match your sales tax needs	✓	✓	✓	✓
Taxable shipping charges.	Manage your online business like you do your retail presence – tax shipping if you do so for your retail business or if your state/shipping company requires it.	✓	✓	✓	✓
Supports additional payment options: major credit cards, checks/money orders.	Accept additional forms of payment.	✓	✓	✓	✓
PayPal Website Payments Pro application and integration	Easy to apply for and configure the PayPal merchant services program to accept CC payment on your own website.	✓	✓	✓	✓
Support for real-time credit card processing.	Credit card transactions are handled automatically and securely, reducing fraud and charge-backs while reducing the time you spend manually processing information (keying data into a card swipe machine).	✓	✓ ²	✓ ²	✓ ²
Support for CyberSource Payer Authentication services	Increased security for shoppers, reduced chargeback chargers for merchants.	✓	✓	✓	✓
Support for Electronic check (ACH) using Electracash	Electronic check transactions are handled automatically and securely, reducing fraud and charge-backs while reducing the time you spend manually processing information (keying data into a card swipe machine).	✓	✓	✓	✓
Support for WorldPay	Accept international payments in your store.	✓	✓	✓	✓

Description	Benefit	Starter	Business	Advanced	Enterprise
Option to collect additional security code from shoppers. ⁴	Many credit card companies are implementing additional security measures to ensure a safe, secure transaction. When used with payment gateways, each store type will collect the additional security codes from shoppers (found on the back of their credit cards).	✓	✓	✓	✓
Support for external tax calculation service.	Easy means to reduce administrative burden of maintaining current and accurate tax tables.	✓	✓	✓	✓
Customizable invoice notes based on method of payment.	Automated messaging to customers increases customer satisfaction and reduces support burden after the sale.	✓	✓	✓	✓
Support for in store pickup of items purchased online – “will call”	Allow shoppers to pick up merchandise in store instead of shipping.		✓	✓	✓
Merchant-defined store order limit.	Create a threshold on the total amount a single order can be – helps to reduce fraudulent invoices or having to credit shoppers for mistaken orders.		✓	✓	✓
Resale option.	Allow shoppers to purchase products resale and the store will automatically ask for the shopper’s resale number and not charge them sales tax.			✓	✓
Merchant-defined PO limits per customer.	Set a maximum dollar amount on purchase orders you accept.			✓	✓
Additional payment options: purchase orders, internal department orders.	If selling to businesses, you can accept more advanced forms of payment similar to your offline business.			✓	✓

Promoting Your Store & Products

Description	Benefit	Starter	Business	Advanced	Enterprise
Sign-up to become an eBay® seller.	Easy sign up process for posting products to auction.	✓	✓	✓	✓
Post individual products from your store to eBay for auction, Buy it Now or into your eBay Store.	Manage both your store and your auctions from one place.	✓	✓	✓	✓
Set default auction settings for each product then post multiple products at a time.	Save time when posting multiple products.	✓	✓	✓	✓

Description	Benefit	Starter	Business	Advanced	Enterprise
Track the status of your auctions: view pending, live, closed and completed.	Easily track the status of your auction through the auction life-cycle.	✓	✓	✓	✓
Display active auctions on your storefront.	Provide shoppers with links to your auctions from your store home page.	✓	✓	✓	✓
Allow winning auction bidders to complete the purchase of the product from your store.	Winning bidders are directed back to your online store to complete the purchase; increases traffic to your store and may make a winning bidder a repeat shopper; both auction and store sales stored within ProStores for easy management and viewing.	✓	✓	✓	✓
Place individual products on sale, including start and end sale dates.	Potentially increase sales by placing products on sale with defined date ranges.	✓	✓	✓	✓
Submit your products to multiple marketplaces including shopping search engines Yahoo! Shopping, Shopping.com, Shopzilla and Froogle. ⁵	Display your products in several shopping search engines, producing highly qualified traffic and an efficient sales channel for you		✓	✓	✓
Manage email marketing campaigns and newsletters with Constant Contact. ⁵	Create newsletters and email marketing campaigns to your shoppers.		✓	✓	✓
Tools to optimize storefront for natural search engines.	Increase natural search engine traffic and sales.		✓	✓	✓
Quantity discounts by product.	Provide shoppers with discounts on individual products they purchase in larger quantities.			✓	✓
Store-wide sale offering a percentage off all items. Specific products can be excluded from the sale.	Potentially increase sales by placing all products in the store on sale – create holiday storewide sales specials like Christmas and Back-to-School.			✓	✓
Use special promotion codes. Run multiple special promotions concurrently with the ability to track the results of each.	Increase sales by creating special promotions with codes so that you can see the success of the promotion – provide the code on your marketing material that provides shoppers a percent off or dollar amount off of their order.			✓	✓

Order Management

Description	Benefit	Starter	Business	Advanced	Enterprise
Access orders by invoice or tracking number.	Easily find and manage orders in your store.	✓	✓	✓	✓
View and manage pending orders by status (missing billing info, awaiting authorization, ready for shipping, etc).	Easily find and manage orders in your store.	✓	✓	✓	✓
Automatically e-mail order notification to store manager.	You are quickly notified by email of an order that has been placed in your store allowing you to focus on your business and not always logging into your online store for an update.	✓	✓	✓	✓
Edit shipping tracking number and shipping date on invoices that have been shipped.	Easily correct an order that has already been placed and shipped.	✓	✓	✓	✓
Issue credits, partial credits and partial line item credits.	Easily credit a shopper for an incorrect order.		✓	✓	✓
Desktop icon to alert you to new orders or customers in your store.	Be notified immediately when an order is placed in your store – you don't have to wait for an email to be sent or to log into your store for a status.		✓	✓	✓
Add invoices via store administration.	Merchant can add invoices generated outside of online store – offer services and other non-tangible goods and/or input orders from mail/phone.			✓	✓
Adjust/edit most elements up or down of an invoice ready for shipping.	Easily correct an order if a shopper over/under ordered, or needs to change shipping/billing info.			✓	✓
Issue store credit for orders, goodwill, or promotions.	Easily issue credits for goodwill, repeat shoppers, and promotions.			✓	✓
View pending orders by supplier, even if the order spans multiple suppliers	Efficient means to monitor supplier activities.				✓
Notify suppliers of orders electronically by e-mail, EDI or fax	Your suppliers will be automatically notified that an order has been placed for one of their products, allowing them to ship to the shopper.				✓
Based on shipping confirmation, separate partial orders for special handling	Satisfy shopper by delivering "in stock" items and not holding entire order waiting for backorder availability.				✓

Description	Benefit	Starter	Business	Advanced	Enterprise
Provide suppliers a secure area to update shipping status	Suppliers can update shipping information ensuring that you and your shopper are fully aware of the status of their order				✓

Product Management

Description	Benefit	Starter	Business	Advanced	Enterprise
Easy access to product update tools directly on the product list screen.	Easily change product information like price reducing the amount of time it takes for you to manage your product information.	✓	✓	✓	✓
Import eBay listings into store as a product catalog	Quickly create a store catalog from eBay listings	✓	✓	✓	✓
Set the featured product in your storefront with a simple check box.	Quick and easy way to promote selected items to shoppers.	✓	✓	✓	✓
Import products to product database.	Easily import products into your store from a spreadsheet (.CSV, eBay Turbo Lister, eBay File Exchange formats) – reducing the time it takes to upload/update your products.	✓	✓	✓	✓
Associate products with multiple categories or sub-categories.	Display your products in as many places in your online catalog as you wish – ensures that shoppers will easily find the products they wish to purchase.		✓	✓	✓
Create an unlimited number of subcategory levels for the products in your store.	Design your online catalog however you wish with as many categories and sub-categories as it takes to effectively display your products.		✓	✓	✓
Associate unlimited number of keywords with your products.	Keywords are words that shoppers use to search for a product within your store. By supporting an unlimited number of keywords you are ensured that shoppers will find the products they wish to purchase.		✓	✓	✓
Ability to sell services in your online store.	You don't have to sell a physical good to have an online store, sell the services of your business online also.			✓	✓
Recurring billing lets you charge customers automatically at set intervals for products and services, such as monthly subscriptions.	Sell magazines, product of the month clubs, online subscriptions to content, etc and the store will automatically calculate the billing and charge at the intervals you define.			✓	✓

Description	Benefit	Starter	Business	Advanced	Enterprise
Allow customers to download electronic products from your store.	Sell and deliver electronic goods like books, music, etc from your store.			✓	✓
Up sell and cross-sell products.	Display products with one another potentially increasing the number of products shoppers may purchase from your store. Products can display as “shoppers who purchased this product were also interested in...”			✓	✓
Apply suppliers to products, suppliers carry the inventory	Resale supplier’s products without increasing your inventory.				✓

Inventory Management

Description	Benefit	Starter	Business	Advanced	Enterprise
Remove products you are no longer selling from your store's product count while keeping the information needed for invoices and reports.	You can easily change the products you sell from your site while maintaining historical order information.	✓	✓	✓	✓
Hide products from catalog when inventory reaches zero or the product reorder threshold.	Reduce shopper’s frustration by not displaying products you don’t have in stock or are waiting for inventory replenishment.	✓	✓	✓	✓
Track inventory levels at the product level	Effectively manage inventory with real-time data		✓	✓	✓
Track inventory at the product attribute level	Effectively manage inventory with real-time data			✓	✓
Set inventory threshold levels (reorder points) per product.	Automate business process to support “just in time inventory”			✓	✓
Choose whether to allow backorders and if a customer should be notified at the time of purchase an item is on backorder.	Reduce shopper’s frustration and potential customer service calls by accepting backorders on products not in stock – shopper is notified of this status while placing an order.			✓	✓
Display quantity available or "in-stock" to shopper.	Shoppers are notified of the quantity of stock on hand or “in-stock” to ensure they can order the product they wish.			✓	✓
Online low inventory and backordered products reports.	Quickly and easily see inventory levels of all products.			✓	✓

Description	Benefit	Starter	Business	Advanced	Enterprise
Automatically notify designated Store Buyer when inventory is low.	Have the appropriate person on your staff notified when a product reaches its reorder level – ensures that products are reordered in a timely manor.			✓	✓

Customer Management

Description	Benefit	Starter	Business	Advanced	Enterprise
Customer profiles saved for quicker, friendlier check-out.	Shoppers profile saved so that they need not type it in every time they return to your store to purchase goods – saving the shopper time.	✓	✓	✓	✓
Automated e-mail look up of lost passwords.	Shoppers can easily ask your store to provide them with their lost password – potentially reducing customer service calls.	✓	✓	✓	✓
Customer order history accessible to both the merchant and customer.	Both you and your shoppers can quickly and easily see their entire order history potentially reducing customer service calls.			✓	✓
Customer can choose to save shopping cart for recurring orders.	If your shoppers are frequently purchasing the same products they can save their cart, accessing it at a later time, changing it as necessary – allows shoppers to quickly purchase products they buy frequently from you.			✓	✓
Merchant defined order limits by customer.	Easily manage risk level at the customer level.			✓	✓
Assign customers to different “buyer groups”	Manage wholesale, retail and frequent buyer groups from the same site. Shoppers will be displayed different product prices based on their login to the store.				✓

Advanced Reporting Capabilities

Description	Benefit	Starter	Business	Advanced	Enterprise
Export customer, product and order data to create custom reports with 3 rd party applications (i.e. MS Excel, MS Access, etc)	Store data is easy to share with other common business applications	✓	✓	✓	✓

Description	Benefit	Starter	Business	Advanced	Enterprise
Share your product, order and customer information directly with QuickBooks®.	Easily share data with the most widely accepted accounting tool on the market – greatly reduces time spent on data entry		✓	✓	✓
All reports available with pre-defined date ranges (such as "Last Month"), or choose your own.	Run store reports on the date ranges you want.		✓	✓	✓
View your top selling products by total sales.	Quickly view the products that are the best sellers.		✓	✓	✓
View the percentage of visitors who place orders.	See how many shoppers are placing orders – change your product information or store display if you find your percentage is low.		✓	✓	✓
View your total sales.	See how successful you store is.		✓	✓	✓
View number of new customer orders vs. returning customer orders.	See who is shopping at your store.		✓	✓	✓
Learn what visitors are searching for and if their search was successful.	See the keywords that shoppers are using to search for products in your store – maybe they are typing in the name of your products wrong or are misspelling them – edit your product keywords to match shoppers search criteria.		✓	✓	✓
See how many times a product is requested and placed in a cart.	Displays which products are the most popular, as well as least popular – place least popular products on sale to generate interest.		✓	✓	✓
View your sales tax liability.	Easily determine your sales tax burden for your online sales.		✓	✓	✓
Export your orders database for custom reporting using applications like Excel and Access.	Export your store data so that you may view it in other tools like Excel.		✓	✓	✓
View sales by product, category and manufacturer.			✓	✓	✓
View your top customers by total dollars spent.	Quickly view your best customers – use other features to reward them for their purchases (promotions)			✓	✓
View your total costs and profit margin.	Quickly determine which products are producing the greatest sales and profit margins.			✓	✓

Description	Benefit	Starter	Business	Advanced	Enterprise
Track the success of your special promotions.	See which promotions are successful, change those that aren't.			✓	✓
View the total cost of your current inventory.	Quickly determine the total amount of inventory of your online store.			✓	✓
Additional exports available: credits, manufacturers, Order Extensions, Promotions, Related Products				✓	✓

Sales Management

Description	Benefit	Starter	Business	Advanced	Enterprise
Create your own affiliate program	Let other sites sell your products – affiliates can link to your site, products, or cart with full reporting, variable commissions and online sign-up				✓
Gather sales leads by product	Gather shopper information on products that aren't for sale from the site but shoppers express an interest in – the store will automatically forward the information to a sales rep for follow-up				✓

1. PayPal processing fees apply.
2. ProStores will allow for the collection of credit card and shopper data in conjunction with the shoppers purchase at your online store – in some instances you can process these transactions offline through your retail merchant account (as card not present transactions). Please consult your merchant account and payment gateway agreements for more information. Additional fees may apply.
3. Additional fees may apply if requesting your own SSL certificate and URL.
4. Please consult your payment gateway provider for further information. Additional fees may apply.
5. These services are offered by third party vendors, additional fees may apply.