



**It's All
About
Magento.**

About Magento.

Magento is a feature-rich, professional open-source Ecommerce solution that offers merchants complete flexibility and control over the look, content, and functionality of their online store. Magento's intuitive administration interface contains powerful marketing, merchandising and content management tools to give merchants the power to create sites that are tailored to their unique business needs. Completely scalable and backed by an extensive support network, Magento offers companies the ultimate Ecommerce solution.

Magento is written in PHP and utilises the Zend Framework (which is MVC based) and uses an EAV-based MySQL database. The system is highly modular and Magento's architecture handles module database schema updates automatically.

The 3 Faces of Magento.



Magento Community.

Magento was born as open source software. The reason this edition is called "Community" has its basis in these origins. This means that you, and anyone around the world, are free to download Magento, and make any modifications you may need to suit your requirements. Magento has had tremendous growth and with this growth there are now over a million people around the world who have downloaded Magento, and many of those have developed customizations, extensions and other changes. The Magento community connects on the Magento Community site forums to share their knowledge, assist each other, exchange tips and tricks and to offer support. Development of the Magento Community Edition continues at a rapid pace through this model, providing a basic and powerful solution for small shops looking for a state-of-the-art eCommerce platform.

Magento Professional.

Magento Professional is a licensed, PA-DSS compliant eCommerce platform with revenue-generating features, enabling businesses of all sizes to open an online store.

Magento Professional is the ideal foundation, at the perfect price point, for establishing an online sales channel. With a qualified Magento Solution Partner and Magento Professional you'll be able to create an online store that can increase your company's revenue, create operational efficiencies, enhance customer communications and provide a satisfying shopping experience for your customers.

With an eStore built on the PA-DSS certified Magento Professional platform you can start increasing business revenue today and establish a convenient upgrade path to Magento Enterprise Edition, our feature-rich and fully supported eCommerce solution.

Create the Perfect eStore

- Scalable and flexible eCommerce platform
- Warranted by Magento
- Upgrade path to Magento Enterprise

eCommerce Tools for Success

- Powerful marketing and merchandising tools
- Increase customer conversions with Store credits, Gift cards and Rewards points
- Strong data encryption PA-DSS compliant with Magento Secure Payment Bridge

Magento Solution Partner Network

- eCommerce and Magento solution experts
- Development, support and hosting services
- Over 100 global partners available to serve you

Magento Enterprise.

Magento Enterprise is a comprehensive software solution with best-in-class merchandising and marketing tools for companies that require a flexible, customizable platform with full support.

Every business is different – every store should be unique. Magento is facilitating success for businesses worldwide by enabling them to provide their customers with a rich and satisfying online shopping experience. In addition to an extensive suite of features, Magento Enterprise provides businesses with unprecedented flexibility and control over the design, content and functionality of their online store. Fully supported by the Magento team of experts, the PA-DSS compliant Magento Enterprise is scalable and easily tailored to meet every merchant's unique technical and business requirements.

Built to Perform

- Scalable and flexible eCommerce platform
- Warranted by Magento
- Upgrade path to Magento Enterprise

Create Relationships & Sales

- Customizable marketing and merchandising programs
- Consumer account features
- Tools for up-selling and cross-selling

Personalising the Customer Experience

- Fully global platform: multi-currency and multi-language support
- Create storefronts for specific customer demographics
- One admin interface for all storefronts, products and sites

Marketing, Merchandising & Sales Tools

Marketing & Merchandising Tools

- Rule-based promotions
(Store-wide markdowns, targeted coupons and discount programs)
- Landing pages and personalized content including banners
- A/B and multivariate testing
- Loyalty/Reward Points programs
- Automated email marketing reminders
- Customer attribute management
(Create custom marketing campaigns and customer profiles)
- Gift Certificates/Cards
- Group items in product sets
- Wish lists and gift registries
(Includes special search features and privacy settings)

Rich Merchandising Suite

- Targeted marketing to increase conversion rates
- Up-sell and cross-sell campaigns
(Display suggested products, rule-based product selection and recently viewed items, Private Sales, Special Events and Permissions)

Private Sales, Special Events & Permissions

- Create events like "limited time sales" • Restrict catalog access for certain customers *(category or global basis)*
- Set permissions for category views and purchases

Magento Enterprise.

Performance, SEO & Content Management

CMS+

- Build complex content pages with an easy-to-use WYSIWYG editor
- Menus and page hierarchy for CMS pages
- Control publishing privileges

Highly Tuned Page Performance

- Full page caching for all users
- Caching of content for category, product, and CMS pages
- Handles over 80,000 orders/hour
[System configuration: 3 web-nodes deployed with 8 core 16GB RAM with a dedicated hard drive (SAS 15K RPM, RAID1)]

Content Staging

- Test content and programs
- Merge to the live site on-demand or scheduled

Layered Navigation, Smart Search & SEO

- Solr search
(Search by product attributes and search term suggestions, Spelling/synonyms/stop words and weighted attributes)
- Product reviews, ratings and product comparisons
- Keyword-rich urls with admin control
- Meta info control for every content page
- Auto-generated page titles and sitemap

Customer Service, Security & Reporting

Checkout Options

- Fast, hassle-free and fully-transparent checkout process
- Checkout options
(Ship to multiple addresses, Shipping estimates on cart page, Multiple payment and shipping options)

Site Administration

- Create multiple sites
- Restrict access roles
- Track & Review administrator actions
- Easily integrates with third-party software like ERP and CRM systems

Customer Service

- Built-in order management
(View all customer information, Manage orders, issue refunds, add items to the customer cart)
- Customer store credits

Magento Support & Security

- Gold and Platinum Support Plans
(Industry-leading SLAs, Fast response times)
- PA-DSS compliant
(Magento Enterprise 1.8 and above)
- Strong data encryption

Reports & Analytics

- Analyze the entire sale process on a per website/storefront basis
- User-friendly Admin Dashboard

Compare.

**What's Right For
Your Business?**

Community Professional Enterprise

| | | | |
|--|------------------------|---------------------------------------|--------------------------------------|
| Development Model | Open Source | Open Source | Open Source |
| License | Open Source OSL 3.0 | Commercial | Commercial |
| PCI Data Security Standard (PA-DSS) | Not Included | Supported with Secure Payment Bridge | Supported with Secure Payment Bridge |
| Support | Not Supported | Provided by Magento Solution Partners | Complete product support via SLA |
| Warranty | Not Warranted | Included | Included |
| Indemnification | No Indemnification | Included | Included |
| Bridgeconnect Module Offering Integration To 35+ Accounting And ERP Systems Through eBridge Software | Available for Purchase | Included | Included |
| Reward Points System | x | ✓ | ✓ |
| Gift Certificates/cards (Physical And Virtual) | x | ✓ | ✓ |
| Strong Data Encryption | x | ✓ | ✓ |
| Customer Store Credits | x | ✓ | ✓ |
| Gift Registries | x | x | ✓ |
| Rich Merchandizing Suite (RMS) | x | x | ✓ |
| Private (Club) Sales Including Events, Invitations And Site Access Permissions | x | x | ✓ |
| Content Staging And Merging | x | x | ✓ |
| Search With Solr (Alternative Search Engine) | x | x | ✓ |
| Highlytuned Page Performance With Full Page Caching | x | x | ✓ |
| Automated Email Marketing Reminders | x | x | ✓ |
| Assisted Shopping (Manage Customer Carts And More Via The Admin Panel) | x | x | ✓ |
| Advanced Admin Roles And Permissions; Log Admin Actions | x | x | ✓ |
| Dynamic Customer Database (Attribute) Management | x | x | ✓ |
| Category View And Purchase Permissions Per Customer Group (Limited Catalog Access) | x | x | ✓ |



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