

product overview



AspDotNetStorefront®

Features Matrix

Features	ML/Express	ML	ML/64
◆ Architecture support			
x86 (32 bit OS support)	✓	✓	✓
x64 (64 bit OS support)			✓
◆ General Features			
Store management	Web Based	Web Based	Web Based
Provides complete web site solution, including shopping cart, content management, customer management etc...	✓	✓	✓
Designed For Max Capacity	✓ Designed for Stores up to 500 Products	✓ Designed for Stores up to 250,000 Products	✓ Designed for Stores up to 250,000 Products
Host Types Supported	Shared Server VPS Server Dedicated Server	Shared Server VPS Server Dedicated Server	Shared Server VPS Server Dedicated Server
Content/HTML (topic) pages supported	Up to 100	Up to 5,000	Up to 5,000
Dynamic data driven pages via XmlPackages	✓	✓	✓
*Source code option available (either C# or VB.NET)		✓	✓
C# Codebehind Pages Included without full source		✓	✓
Installation Locales Supported	US Only	Worldwide	Worldwide
Database Schema Included	✓	✓	✓
Databases Supported	MS SQL 2005 MS SQL 2008/ (Express Versions Ok)	MS SQL 2005 MS SQL 2008/ (Express Versions Ok)	MS SQL 2005 MS SQL 2008/ (Express Versions Ok)

product overview



Features (cont'd)	ML/Express	ML	ML/64
◆ Product Categorization Features			
Categories/Departments/Manufacturers Supported	100	2000	2000
Categories and Departments can also be fully nested to any level desired (e.g. sub-categories, sub-departments)	✓	✓	✓
Supports cross-matrix of products by category and department. E.g. a product can be mapped to the shoe category, in the women's department	✓	✓	✓
Products can be mapped to more than one category or department	✓	✓	✓
Paged browsing for categories and sections: Keeps page size small, and optimizes user experience.	✓	✓	✓
Category, Department, and Manufacturer "names" can be renamed (e.g. "Brochures", "Products", "Car Parts", whatever you need that is appropriate for your unique store site products).	✓	✓	✓
Disable buy buttons for specific products	✓	✓	✓
Supports Wholesale Only Sites (Prices not shown to general site customers)		✓	✓
◆ PayPal Features			
PayPal Website Payments Pro	✓	✓	✓
PayPal Express Checkout	✓	✓	✓
PayPal (standard)	✓	✓	✓
◆ Shipping Features			
Calculate Shipping By Order Total	✓	✓	✓
Calculate Shipping By Order Weight	✓	✓	✓
Calculate Shipping By Order Weight & Zip code Zone		✓	✓
Calculate Shipping By Order Total & Zip code Zone		✓	✓
Calculate Shipping By Fixed Item Shipping Costs (e.g. Shipping Cost By Product)	✓	✓	✓
Calculate Shipping By Fixed Percent of Order Total	✓	✓	✓
Specify All Orders As Free Shipping	✓	✓	✓
Real Time Shipping Rates	✓	✓	✓
◆ FedEx	✓	✓	✓
◆ UPS	✓	✓	✓
◆ DHL International		✓	✓
◆ USPS	✓	✓	✓

product overview



Features (cont'd)	ML/Express	ML	ML/64
◆ Australia Post		✓	✓
◆ Canada Post		✓	✓
Admin defined shipping methods (e.g. Ground, Next Day, 2nd Day, Priority, etc)	✓	✓	✓
Real Time Shipping carriers can vary based on Domestic or International shipping address		✓	✓
Filter Real Time Shipping Rates You Want To Allow	✓	✓	✓
Add Shipping & Handling Extra Fee To Orders	✓	✓	✓
Shipping Methods Verified Against User Addresses During Checkout (this avoids the ground shipping to Hawaii situations!)	✓	✓	✓
Shipping Tracking #'s e-mailed to Customers	✓	✓	✓
Support for Download Products		✓	✓
Support for "No Shipping Required" Products (e.g. services)	✓	✓	✓
Allow "Free shipping over \$X" for site	✓	✓	✓
Batch Shipping Order Printing/Tracking Integration with UPS WorldShip and FedEx Shipping Mgr.		✓	✓
Multiple ship-to addresses per order (a customer on one order can ship some items to address A, and other items to address B)		✓	✓
Mark Customer Levels/Profiles as free shipping (or tax exempt)		✓	✓
ShipWire Interface Supported		✓	✓
◆ Bulk Product Import Features			
From XML File		✓	✓
From Excel File	✓	✓	✓
Web Services Automation Interface (WSI). Allows automated import, export, data updates and synchronization.		✓	✓
Event Notification callbacks to external Web Service which you register, on storefront events (e.g. new order created, customer created, etc).		✓	✓
◆ Gift Registry Features			
Gift Registry Supported		✓	✓
Gift Registry Can Be Anonymous (gift registry owner name and address is hidden)		✓	✓
Gift Card Support (E-mail and Physical Gift Cards supported)		✓	✓
◆ Wish List Features			
Customer Add To Wish List Supported (Persists over Customer Visits also)		✓	✓

product overview



Features (cont'd)	ML/Express	ML	ML/64
◆ MaxMind Integration			
Integration of invaluable industry leading MaxMind fraud prevention/scoring technologies. Requires separate service agreement with MaxMind.com.	✓	✓	✓
◆ buySAFE Integration			
Integration with buySAFE buyer protection service		✓	✓
◆ Multi-Lingual Features			
(Multi-Lingual) Store site can support dynamic run-time language switching. Customer can select store language at run-time. Store administrator controls allowed languages.		✓	✓
(Multi-Currency). Customer can select store currency to view at run-time. Allowed currencies are under control of store administrator. Support for various leading exchange rate feed suppliers will be supported (via XmlPackages). Sign-up for some exchange rate feeds is optional, through 3rd parties, and they may have fees associated with them (e.g. xe.com, x-rates.com, etc).		✓	✓
Store developer/admin has full control over all store site strings used (e.g. prompt used for SKU, Product, Color, Size, shopping cart, etc). Every string used in the storefront can be edited.	✓	✓	✓
◆ Search Engine Features			
EVERY product, category, and department page can have their own custom search engine meta tags (title, keywords, description, no script blocks, etc)...	✓	✓	✓
Static Product & Category Pages: Designed to allow search engines to fully crawl and index EVERY product & category page in your store. This can have a dramatic increase in site traffic from search engines.	✓	✓	✓
Google Xml Site Maps Supported: a direct Google search engine submission method sanctioned by Google	✓	✓	✓
Yahoo! Xml Site Maps Supported: a direct Yahoo! search engine submission method sanctioned by Yahoo!	✓	✓	✓
Fully dynamic page titles, and search engine meta-tags	✓	✓	✓
Google Analytics (Urchin) Site Metrics & E-Commerce Tracking Compatible		✓	✓
◆ Product Capabilities & Features			
Support for 3 images sizes: icon, medium, large	✓	✓	✓
Auto Image Resizing	✓	✓	✓
Supports multiple images per product (icon, medium, and large)	✓	✓	✓

product overview



Features (cont'd)	ML/Express	ML	ML/64
Support for swatch color image changing	✓	✓	✓
Automatic image watermarking for protection		✓	✓
Image Galleries Supported		✓	✓
"Zoomify" Images Supported (requires separate service from Zoomify.com)		✓	✓
Donation Products (e.g. Customer Enters Price)	✓	✓	✓
Restrict product quantities to preset values (e.g. 5, 10, 15, 20, 25, ...)	✓	✓	✓
Enforce product minimum order quantities (i.e. must order at least 10, etc).	✓	✓	✓
Recurring products can have varying intervals (days, weeks, months, years)		✓	✓
Subscription based products & content access		✓	✓
Downloadable products supported, with automatic e-mail to customer with download instructions		✓	✓
Text options on products (e.g. require initials for monogrammed products, require text name for product customization, etc)	✓	✓	✓
Support for sizes & colors. All color/size site "prompts" can be customized in admin site, so you could rename those two options to have completely different meaning.		✓	✓
Two Attributes Per Product (e.g. Size/Color)	✓	✓	✓
Inventory By Attribute (e.g. Size/Color)	✓	✓	✓
Price can vary by size/color option chosen	✓	✓	✓
Prices can vary by customer or customer level (group)		✓	✓
Sort products in any order desired	✓	✓	✓
Fully dynamic site map (optimized for search engines)	✓	✓	✓
Second tree-form dynamic site map (optimized for users)	✓	✓	✓
Support for simple products (e.g. a book) or products with variants	✓	✓	✓
Setup variants within each product	✓	✓	✓
Each variant can have a different price	✓	✓	✓
Each variant can have different attributes (e.g. size, color, etc)	✓	✓	✓
Each variant can require a text option input (e.g. monogram)	✓	✓	✓
Each variant can have a separate SKU modifier, and price, description, etc	✓	✓	✓
Tell store to locate product pictures by ID (icon, medium, large)	✓	✓	✓

product overview



Features (cont'd)	ML/Express	ML	ML/64
Tell store to locate product pictures by SKU (icon, medium, large)	✓	✓	✓
Tell store to use Image Filename Override for pictures (icon, medium, large). Allows you to easily use pre-existing images	✓	✓	✓
Support for sale prices	✓	✓	✓
Vary product prices for each customer level (e.g. wholesale/retail)		✓	✓
Phone Order Entry Module		✓	✓
Product Descriptions can include HTML formatting: We know that having complete control over each product description is important, and no two products are alike. You can use the administration site to enter product descriptions, or even link to fully custom external product description HTML files. Additionally, each product can have an inline or pop-up "specifications" window, providing more detail to the customer, without distracting them from making a purchase	✓	✓	✓
Support for Kits (build to order products). Kits can have dynamic pricing and component selection (e.g. build your own PC) and more specification as to what items can be added, whether they are required, etc... Kit Items cannot be ordered separately Other storefronts are charging nearly \$1200 for adding a "build kit" feature on their storefronts.		✓	✓
Support for Packs. A pack is a product with a fixed price that can hold up to N other arbitrary products. When the pack is full, it can be added to the cart and purchased. Pack items are products themselves, which could be ordered separately		✓	✓
Disable buy buttons by product	✓	✓	✓
Set Site to Wholesale Only (Prices not shown to general site customers)		✓	✓
◆ Inventory Features			
Inventory Tracking	✓	✓	✓
Limit orders to quantity on hand inventory, or allow customers to place orders for items out of stock (admin configurable)	✓	✓	✓
Manage Inventory by variant or attribute (e.g. size, color, etc)	✓	✓	✓
Show inventory on hand status on product page to customer (optional)	✓	✓	✓
◆ Coupon Features			
Order Based Coupons (apply to entire order)	✓	✓	✓
Product Specific Coupons (apply to only specified product)	✓	✓	✓

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Features (cont'd)	ML/Express	ML	ML/64
Coupon discounts by amount or percent	✓	✓	✓
Coupons can offer free shipping	✓	✓	✓
Coupons can have expiration date	✓	✓	✓
Coupons can be marked as use once per customer, use once by only one customer, use N times, etc.	✓	✓	✓
Coupons requires minimum order amount before they are valid (e.g. save \$10 if you order \$100 or more, etc)	✓	✓	✓
Coupons can be excluded from sale products	✓	✓	✓
Customer specific coupons	✓	✓	✓
◆ Skinning & Page Layout Customization			
Free Skins Included	1	6	6
You Can Design Custom Skins	✓	✓	✓
Completely customize the layout & appearance of any category, section, manufacturer, or product page using XmlPackages (XML/XSL rendering engine)	✓	✓	✓
User defined skin replacement tokens, topic tokens, AppConfig tokens, etc. (e.g. skin Regular Expression token parser)	✓	✓	✓
Initially design skins in Dreamweaver or Expressions Web	✓	✓	✓
Web form controls can be used within skin template user control		✓	✓
Integrated support for ComponentArt horizontal menu, vertical menu, site map, and tree view navigational controls	✓	✓	✓
Skin Based UI Customization: Store site styles and web design can be completely customized by external HTML skin template and style sheets. See some of our sample client sites to see how different each store can look	✓	✓	✓
Change skins in real-time. You can conceivably have multiple skins for a single store if you need to.		✓	✓
You can link to the cart "pages" from your existing site pages, or use the storefront to run your entire site	✓	✓	✓
Add page header/footer HTML blocks to cart page, and all checkout and order confirmation pages, to provide special notes/text specific to your store or business	✓	✓	✓
Use custom receipt formats & templates	✓	✓	✓
Use custom "your order has shipped" e-mail formats and templates	✓	✓	✓
Automatic e-mail notification to customer with receipt	✓	✓	✓
Receipt can be fully customized	✓	✓	✓
Receipt Formats Supported	HTML	HTML	HTML

product overview



Features (cont'd)	ML/Express	ML	ML/64
Automatic email notification to store admin of new order received	✓	✓	✓
Notification to Cell Phone of new order received	✓	✓	✓
Mini-Cart (optional small box on every page showing cart summary contents and checkout link)	✓	✓	✓
◆ Customer Accounts			
Customer can view Order History	✓	✓	✓
Customer has address book	✓	✓	✓
Customer one click re-order any prior order	✓	✓	✓
Multiple billing/shipping addresses per customer (similar to Amazon.com style checkout)		✓	✓
Recurring orders (e.g. for auto ship products, subscription sites, monthly service type products, etc)		✓	✓
<p>Recurring Gateway AutoBill Products Supported (gateway stores credit cards). Gateways supported for this feature are Authorize.net and PayPal Payflow Pro (used to be Verisign Payflow PRO)</p> <p>This feature enables direct gateway recurring autobill processing, for Authorize.net and PayPal Payflow Pro (used to be Verisign Payflow PRO). This feature is used in combination with recurring or auto-ship products or subscription sites to perform repeated billing at specified intervals (daily, weekly, monthly, annually, etc). This feature expands on our prior support for recurring products, and eliminates the need to store credit cards on your storefront in order to do recurring products. With the new system, you do not have to store any credit card information, the gateways store them for you, and send billing status reports every day to the storefront, which then turns the approvals into new orders by customer.</p> <p>This feature works nicely in combination with our subscription topic content protection, to enable subscription web sites providing data to customers during their subscription. It also works with recurring auto-bill types of sites, such as wine of the month club, etc. Any recurring product can be used with the new AutoBill gateway feature.</p>		✓	✓
Skip account creation on checkout (Anonymous Checkout)		✓	✓
"Single Page" Checkout		✓	✓

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Features (cont'd)	ML/Express	ML	ML/64
◆ Payment Methods Supported (types of payment)			
Credit Cards: Accept Credit Cards in Real Time: Cards can be processed & verified in real-time, or you can delay processing until a later time	✓	✓	✓
Check By Mail	✓	✓	✓
e-Checks (Authorize.net and Itransact gateways)	✓	✓	✓
MyECheck (added in ML v7.0.2.5)		✓	✓
C.O.D.		✓	✓
Purchase Order		✓	✓
PayPal	✓	✓	✓
PayPal Express Checkout (see below for PayPal website Payments PRO)	✓	✓	✓
Request For Quote		✓	✓
MicroPay (this is also referred to as a Purse). Customer can put money in an account, and then purchase against it, or add to their balance		✓	✓
Gift Cards		✓	✓
Support for Verified By Visa/MasterCard Secure initiatives. (Requires separate service from Cardinal Commerce.)		✓	✓
◆ Payment Gateways Supported (see bottom for Verified By Visa/3D Secure Notes)			
MANUAL Gateway (just collects order & payment information for offline processing)	For Testing only	✓	✓
Authorize.net	✓	✓	✓
Bank Of America (via Cybersource)	✓	✓	
BBS Netaxept		✓	✓
Central Payments		✓	✓
Cardia Services (Norway)		✓	✓
Chase Paymentech Salem and Orbital (Certified)	✓	✓	✓
CyberSource	✓	✓	
ECX QuickCommerce		✓	✓
EFSNet		✓	✓
eProcessingNetwork		✓	✓
eWay (Australia)		✓	✓
eSELECT Plus (US, Moneris)	✓	✓	✓
eSELECT Plus (Canada, Moneris)		✓	✓
Google Checkout		✓	✓

product overview



Features (cont'd)	ML/Express	ML	ML/64
IATS TicketMaster (Non Profit Gateway)		✓	
iDeposit		✓	✓
Innovative Merchant Services (QuickBooks QBMS)		✓	✓
ITransact		✓	✓
JetPay		✓	✓
Merchant Anywhere		✓	✓
Moneris eSELECT Plus (US)	✓	✓	✓
Moneris eSELECT Plus (Canada)		✓	✓
MyECheck (added in ML v7.0.2.5)		✓	✓
NetBilling		✓	✓
OGONE Gateway		✓	✓
Paymentech Salem and Orbital Certified (Now Chase Paymentech)	✓	✓	✓
PayFuse		✓	✓
PayJunction		✓	✓
Payment Express		✓	✓
PayPal Website Payments Pro	✓	✓	✓
PayPal Express Checkout	✓	✓	✓
PayPal	✓	✓	✓
Pinnacle Payments		✓	✓
PlugNPay		✓	
ProtX (U.K. Stores Only)		✓ With 3D Secure	✓ With 3D Secure
QuickBooks Merchant Services (Innovative)		✓	✓
QuickBooks Batch Mode, Non Real Time (Requires T-HUB Add-On from Marketplace)		✓	✓
QuickCommerce		✓	✓
Sage Payment Systems (Sign Up Now)		✓	✓
SecureNet		✓	✓
S-InternetKasse (German Gateway), supported via our reseller in Germany		✓	✓
Transaction Central (i.e. Merchant Anywhere) Gateway Supported		✓	✓
USA ePay (certified)		✓	✓
Verisign Payflow PRO (Now PayPal Payflow PRO)	✓	✓	✓

product overview



Features (cont'd)	ML/Express	ML	ML/64
◆ Transaction Features			
Integrates with your own merchant account	✓	✓	✓
Store can be set to authorize only, or auth-capture credit card mode. You can then capture payment at shipment if desired	✓	✓	✓
Void & Refund supported	✓	✓	✓
Partial Refund and Add-Hoc Charges Supported	✓	✓	✓
Mark Transactions As Fraud	✓	✓	✓
Ban Fraud Users from Site	✓	✓	✓
Support for recurring orders/payments (auto-ship products)		✓	✓
Support for CV2 (credit card security code) entry and checking (fraud prevention)	✓	✓	✓
Address Verification codes reported to administrator with order	✓	✓	✓
Credit card numbers never displayed on site, but remembered for user in an encrypted state shown as ****1111 on site). Storage can be disabled by both store admin and customers if the choose.		✓	✓
Disable storing of credit cards if desired (we recommend that you don't store credit cards on your site...it is almost never needed anymore)		✓	✓
Don't require account signup on checkout (e.g. skip registration on checkout or anon checkout)		✓	✓
Hide all references to "shipping" (e.g. useful for software, or download sites)		✓	✓
Force billing address to be the same as shipping address	✓	✓	✓
Set a minimum order total threshold for proceed to checkout (e.g. must purchase over \$100)	✓	✓	✓
Automatically create drop-ship and special order/purchase order to vendor		✓	✓
Multi-level pricing list		✓	✓
◆ Additional Features			
Customer Subscriptions for protected content		✓	✓
Mini-Cart display, so add to cart action leaves user on same page, and updates mini-cart display in left or right column of page	✓	✓	✓
Password Protected HTML Pages (password protected topics)	✓	✓	✓
General Site Disclaimer Message (Agree Before Entering) supported	✓	✓	✓

product overview



Features (cont'd)	ML/Express	ML	ML/64
Can set minimum order product quantities before allowing checkout	✓	✓	✓
Order options supported (e.g. gift wrapping, ship in unmarked box, etc). Additionally, each order option can have a price associated with it. User can optionally select order options during checkout.	✓	✓	✓
Order & Customer & Product Export to Xml	✓	✓	✓
Customer e-mail lists to XML (i.e. produce list of all registered customer e-mails for your mailing manager)	✓	✓	✓
Product & Site Photo Galleries: Create photo galleries of products, activities or other important corporate or store fun events. Showing prospective customers more than just a "store facade" is VITAL in creating brand loyalty		✓	✓
Recent Products Page	✓	✓	✓
Best-Seller Products Page	✓	✓	✓
Shopping cart can persist over visits	✓	✓	✓
Shopping cart can be told to age in N days	✓	✓	✓
Built in support for the most common display formats: grid, table expanded, table condensed, simple form, right variant bars, and you can completely customize the product pages by altering the output code HTML	✓	✓	✓
Catalog Only Sites (e.g. turn buy buttons off) Support for Informational Catalog Only Sites: A simple configuration setting removes all "buy" buttons from the site, in effect turning your site into an informational site, still complete with categories, subcategories, sections, product info, product photos, etc	✓	✓	✓
Store News Items Supported (editable via Admin Site): Add real-time news announcements, and items to the site. Inform customers about important new items, or promotions	✓	✓	✓
Password protected topic (html content) pages	✓	✓	✓
Order notes can be entered by customer with special instructions	✓	✓	✓
Each cart item can also have notes entered by the customer	✓	✓	✓
Shopping "cart" can be renamed (e.g. Shopping Bag)	✓	✓	✓
Can require customer to agree to Terms and Conditions block (user defined) before proceeding with payment	✓	✓	✓

product overview



Features (cont'd)	ML/Express	ML	ML/64
Support for subscription products. Each product can add N months to a customer subscription. Administration control panel allows override of subscription expiration date		✓	✓
External Product HTML description files supported (e.g. product descriptions can be stored in external HTML files)	✓	✓	✓
External Product Specifications/Details Supported (e.g. product "specs" can be stored in external PDF or HTML file, and linked into product page)	✓	✓	✓
Hide products, categories departments (publish or un-publish capability)	✓	✓	✓
Integrated Product Search	✓	✓	✓
Advanced Product Search Page (by category, section, manufacturer, price range, SKU, etc)	✓	✓	✓
Export to QuickBooks (more info) Requires optional QuickBooks Windows Exporter Client Utility	✓	✓	✓
Quantity discounts on products (tiered Pricing)	✓	✓	✓
E-Mail Product To A Friend: Product pages can be e-mailed to friends by site visitors	✓	✓	✓
◆ Tax Features			
Apply Tax by State	✓	✓	✓
Apply Tax by ZipCode	✓	✓	✓
Apply Tax by Country	✓	✓	✓
Tax can be applied to shipping costs	✓	✓	✓
Individual Products can be marked Taxable or tax-exempt	✓	✓	✓
Customer Levels can be tax-exempt (e.g. wholesale)		✓	✓
Tax Classes Supported By Product (e.g. Goods, Services, Alcohol, etc)	✓	✓	✓
◆ Product/Pricing Feed & Comparision Shopping Support Features			
GoogleBase Feed (formerly called Froogle) Supported -w-automatic generation and FTP upload to your Froogle account	✓	✓	✓
Add other product feeds (e.g. ShopZilla, shopper.com, etc)	Limited support for 3rd party feeds	✓	✓
◆ Upsell Product Features			
Related Products: Entice additional sales by listing related products/accessories on each product page	✓	✓	✓
Show Upsell Products Directly On Cart Page	✓	✓	✓
Product prices can be set to "Call for Price"	✓	✓	✓

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Features (cont'd)	ML/Express	ML	ML/64
Product prices can be hidden until product added to cart	✓	✓	✓
Products can require that other products are added to the cart (e.g. Product X requires Product Y)	✓	✓	✓
◆ Affiliate Tracking Features			
Customers can be tracked to affiliates		✓	✓
Orders can be tracked to affiliates		✓	✓
Products visible on the site can be filtered by affiliate source id		✓	✓
Real-Time skin changing based on URL/invocation/affiliate id		✓	✓
◆ Customer Level Features			
Customer levels supported, which you can define (e.g. wholesale, retail, or gold, silver, platinum, etc..)		✓	✓
Customers can be tracked to customer levels		✓	✓
Customer levels can have special product pricing, can offer percent discounts, free shipping, tax exception, etc.		✓	✓
Products visible on the site can be filtered by customer level		✓	✓
◆ Operational Features			
Once installed, all operational store tasks can be performed via easy to use control panel (e.g. no need to know databases, etc)	✓	✓	✓
Does not require any special components on the server (Gateway COM objects may be needed)	✓	✓	✓
You can configure products, prices, taxes, shipping, etc all from the administration site (or smart client in the case of IS version)	✓	✓	✓
SQL Database initialization script provided	✓	✓	✓
Automatic database installation	via provided SQL Script	via provided SQL Script	via provided SQL script
Automatic database upgrades for new versions	via provided SQL Script	via provided SQL Script	via provided SQL Script
Customer Service Web Administration: Comprehensive administrative reports, including revenue trends & graphs, visitor trends & graphs, customer order percentages, affiliate revenue reports, tax reports, etc. You can also search for order by almost any customer record criteria to assist with customer support calls	✓	✓	✓

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Features (cont'd)	ML/Express	ML	ML/64
Customer & Order Reports, Compatible with Google Analytics - w- E-Commerce ROI Conversion tracking: <ol style="list-style-type: none"> 1. Easily integrate with your Google Analytics account 2. Tax Reports by Month/State 3. Total Customers by Date/Trend 4. Customer to Purchase Stats (% of visitors that convert, etc) 	✓	✓	✓
Built In Customer Mailing Manager: Send e-mails or HTML newsletters to registered customers. Design your newsletter in FrontPage or DreamWeaver and send to registered customers, or send to only customer with orders	✓	✓	✓
Customer can define multiple billing/shipping addresses and select during checkout	1 address per order	✓	✓
Remember me option for returning users	✓	✓	✓
Order History Pages: Customers can get their prior order histories, check order status, etc all online	✓	✓	✓
Shopping Cart items can persist over time (even months if desired). Great for return customers, who later wanted to order a product, but forgot which one they wanted	✓	✓	✓
Customer can view all of their prior orders	✓	✓	✓
Administrators can edit customer profiles, delete customers, update their address books, billing information, etc.	✓	✓	✓
Administrator can edit/enter service notes visible by customer regarding order status, special notes, etc	✓	✓	✓
◆ Product Ratings & Reviews			
Customers can review & rate products (if enabled)		✓	✓
Administrator can moderate product review comments		✓	✓
Profanity checking provided on product review comment entry		✓	✓
User Polls (find out what your customers are thinking!)		✓	✓
◆ Security Features			
PABP certification indicates adherence to strict security policy and procedural guidelines outlined by VISA/MasterCard to help ensure PCI compliance in your installation. We have worked with one of the best independent VISA/MasterCard approved auditing firms for our certification.	✓	✓	✓

product overview



Features (cont'd)	ML/Express	ML	ML/64
PABP release fully tested in PCI compliant environment for VISA/MasterCard Certification	✓	✓	✓
Supports SSL Encryption for secure ordering. Cart automatically switches into secure mode appropriately. Supports any brand SSL certificate. (Contact your hosting company for certificates). Dedicated SSL certificate required.	✓	✓	✓
Medium Trust Hosted Servers Supported	✓	✓	✓
IP Address Tracking: For safety and auditing, IP addresses are logged (PABP)	✓	✓	✓
AVS (Address Verification) reporting from gateways in all orders	✓	✓	✓
Integrated MaxMind Geolocation Fraud Detection (requires optional MaxMind account)	✓	✓	✓
Require periodic password changes (PABP)	✓	✓	✓
Password Salting + Hashing (PABP)	✓	✓	✓
Store Admin can lock out any customer account for security/fraud reasons (PABP)	✓	✓	✓
Any order can be marked as fraud for later forensics (PABP)	✓	✓	✓
CAPTCHA Image login protection (protects against automated BOT login attacks (PABP)	✓	✓	✓
Comprehensive 1 Year Aged Read Only Security Log built into admin site. Viewable only by admin Super User. (PABP)	✓	✓	✓
Give individual admin operations permissions to view full credit cards or not (PABP)		✓	✓
Allow Customers to individually select if they want their credit card information stored (overrides by store admin possible) (PABP)		✓	✓
All Password Change Operations Logged (PABP)	✓	✓	✓
RegEx AppConfig control over strength of passwords required for store logins and admin logins (PABP)	✓	✓	✓
Support for dynamic encryption key changes via admin site (PABP)	✓	✓	✓
Store Admin specified encryption salting so every order record contains a separate encryption key (PABP)	✓	✓	✓
Encrypted database connection strings in web.config files (PABP)	✓	✓	✓
Secured password protected Store Administrator Control Panel	✓ (Web)	✓ (Web)	✓ (Web)

product overview



Features (cont'd)	ML/Express	ML	ML/64
Integrated .net security roles and support	✓	✓	✓
Independent Security Audits Performed. Assessment included checks for: <ul style="list-style-type: none"> Secure Coding Practices and Encryption Validating parameter length that could lead to a Buffer Overflow Various Buffer Overflows Cookie manipulation / Cookie Poisoning SQL Injections Cross Site Scripting Attacks Mis-Configured Servers Man In The Middle Attacks using a Web Proxy SSL Version Hacking 	✓	✓	✓
◆ Notification Features			
Order receipts automatically e-mailed to customer	✓	✓	✓
Distributor Pic Lists automatically e-mailed to Distributors for Drop Shipping		✓	✓
Customizable Receipt Formats: Customize the format and layout of your store receipts by using a simple HTML template	✓	✓	✓
E-mail notification sent to store Administrator when new order arrives	✓	✓	✓
Cell-Phone SMS Messages sent to store Administrator when new order arrives. Stop wondering how your site is doing while you are at the gym, at lunch or on vacation...don't miss that big order with next-day shipping specified! You can even customize notifications with an order amount threshold, if you only want to be notified when an order exceeds a certain dollar amount	✓	✓	✓
"Order Has Shipped" e-mail notifications sent to customers with tracking numbers	✓	✓	✓
"Order Has Download Items" e-mail notifications sent to customers for orders with download components. This e-mail can be sent on time of payment clearance or delayed		✓	✓
Delayed Downloads (gives you time to verify buyer payment/fraud metrics before releasing download files)		✓	✓
◆ System Requirements			
Databases Supported	MS-SQL	MS-SQL	MS-SQL
Asp.NET 2.0	✓	✓	✓

product overview



Features (cont'd)	ML/Express	ML	ML/64
Asp.NET 3.0 Compatible	✓	✓	✓
Asp.NET 3.5 Compatible	✓	✓	✓
Windows XP PRO (development platforms only)	✓	✓	✓
Windows 2000 Server	✓	✓	✓
Windows 2003 Server	✓	✓	✓
Windows 2008 Server	✓	✓	✓
IIS 5/6/7 for development or production supported	✓	✓	✓
Visual Studio 2005		✓	✓
Visual Studio 2008		✓	✓
Databases Supported	MS SQL 2005 MS SQL 2008/ (Express Versions Ok)	MS SQL 2005 MS SQL 2008/ (Express Versions Ok)	MS SQL 2005 MS SQL 2008/ (Express Versions Ok)
FAST SQL option on queries (increases db performance)	✓	✓	✓
Support for SQL Server locale different than Web Server Locale (important for international sites on U.S. hosting company servers)		✓	✓
Support for non U.S. locales (e.g. en-GB, sv-SE, etc). Support for foreign date-time formats (non US locales)		✓	✓
Built in page and data caching (optionally enabled)	✓	✓	✓

* Source code option is \$995 for ML, ML/64, ML/DNN and requires signing of our source license agreement, indicating you will not redistribute source. If you choose to obtain full source, no product returns are allowed under any circumstance. Source when optionally purchased can be provided in either C# or VB.NET.

* Source code for licensing and encryption DLL's is not provided.

Questions about AspDotNetStorefront?

Call Guidance today at (310) 754-4000 or visit our website at www.guidance.com.