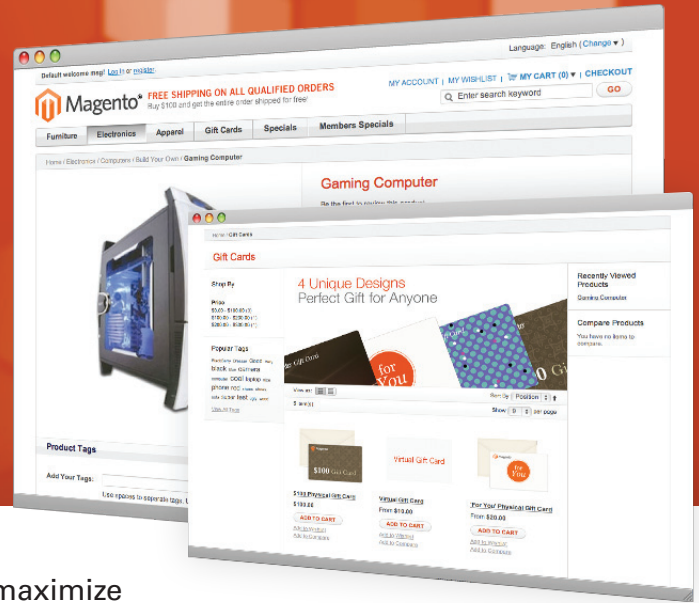


Magento Enterprise

eCommerce Platform for Growth

Magento Enterprise is a commercially licensed premium grade, PA-DSS compliant, eCommerce platform with enterprise-level features, guarantees and full product support.



Magento Enterprise is designed for companies ready to maximize the potential of their eCommerce business. Magento is facilitating success for businesses worldwide by enabling them to provide their customers with a rich and satisfying online shopping experience.

Every business is different – every store should be unique. In addition to an extensive suite of features, Magento Enterprise provides businesses with unprecedented flexibility and control over the look, content and functionality of their online store. Fully supported by the Magento team of experts, Magento Enterprise is scalable and easily tailored to meet every merchant’s unique technical and business requirements. To help ensure success of their online channel, Magento Enterprise customers can leverage best-in-class marketing and merchandising tools.

“We needed a platform that was robust with out of the box features, while being flexible enough that we could make changes to suit our business. Magento enabled us to meet our objectives.”

- Nick Capinski,
Eastwood eCommerce Manager

The eCommerce solution built to perform

- Feature-rich and production-ready
- Completely scalable
- Access to open source code provides ultimate flexibility
- Premium SLAs and warranty

Make the world your customer

- Fully global platform
- Create special storefronts that appeal to local customer groups
- Multi-currency capability
- Available in over 60 languages
- One administrative interface for all store fronts

Build relationships and sales

- Customized marketing and merchandising programs
- Superior customer service capabilities
- Tools for up-selling and cross-selling
- Consumer-friendly shopping features

ENTERPRISE EXCLUSIVE FEATURES	DESCRIPTION / BENEFITS
CMS+ (Enhanced Content Management System)	Build complex content pages with an easy to use WYSIWYG editor; insert rich content; create menus and page hierarchy for CMS pages; control publishing privileges
Rich Merchandizing Suite (RMS)	Target your marketing efforts to your customers and increase conversion rates - suggest products, set up automated rule-based product selection and marketing banners based on customer segment
Private (Club) Sales including Events, Invitations and Site access permissions	Restrict catalog access; allow customers and admin users to create invitations; create events like "limited time sales"
Gift Registries	Increase revenue and capture valuable customer data; customize settings for your products and customers; enable searches by registry owner's name, email or gift registry ID; privacy settings
Dynamic Customer Database (Attribute) Management	Improve sales and marketing efforts; customer account and address attributes are managed by the Magento Admin interface, then used to create customized marketing campaigns and customer profiles
Content Staging and Merging	Create a staging site to test new categories, product information, promotions and more; content can be merged to the live site after approval - on-demand or scheduled
Search with Solr (alternative search engine)	Performance and search quality are improved with layered navigation and features like spelling/synonyms/stop words and weighted attributes
Highly Tuned Page Performance with Full Page Caching	Enhance performance with caching of primary pages (excluding personalized information) for all users, including session users; caching of content for category, product, and CMS pages
Automated Email Marketing Reminders	Increase customer retention through sending configurable, automated email reminders to customers for abandoned shopping carts and wishlists; target promotions and discounts to customers based on browsing activity
Assisted Shopping. Manage Customer carts and more via the admin panel	Customer Service Representatives are able to manage products and coupons in customers' shopping carts and wishlists from the Customer account screen in the admin panel
Advanced Administrator Roles and Permissions & Logging of Administrator Actions	Leverage multi-store functionality to create multiple sites; restrict access roles so that staff view only relevant data; track and review all administrator action
Category View and Purchase permissions per customer group (limited catalog access)	Restrict catalog access to certain customers with the ability to restrict on a category, or global basis, the viewing and purchasing of items.
PCI Data Security Standard (PA-DSS) Compliant / Strong data encryption*	Magento Secure Payment Bridge is a PA-DSS certified payment application, enabling merchants to minimize efforts and efficiently attain PCI compliance
Reward Points System*	Implement unique programs designed to enhance user experience and increase customer loyalty; points awarded based on wide range of transactions and customer actions; managed through the back end
Gift Certificates/Cards*	Customers can purchase physical and virtual gift certificates/cards; can include a personal message with purchase
Customer Store Credits*	Create and tie store credits to customer accounts; orders can be refunded for store credit; customers can use the credit to purchase items during checkout

*These features are also available with Magento Professional

For a complete overview of the Magento Platform and to see the full breadth of features available please visit <http://www.magentocommerce.com/product/enterprise-edition>