

		ShopVisible	Platform #2	Platform #3
Company Overview				
Company Information	Details			
Define Company Solution, Services and Product Offering				
Standard Business Model - Financial Terms, Pricing Model				
Years in Business				
Ownership Structure				
Financial Health of Company				
Number of Employees and Their Disciplines (Define by Sample client sites)				
Average Number of Years of Active Accounts/Retention Rates				
Annual Total & Online Revenue of Paying Clients				
Industry of Current Client Base				

Technology & Integrations		Details	ShopVisible	Platform #2	Platform #3
<b>Operating Platform, Hardware and Software</b>					
SaaS Based or Installed Software Solution					
Web Server Technology					
Operating System Software					
Programming Languages					
Computer Hardware Platform(s)					
Fraud Traps / Fraud Logic					
<b>Security &amp; Compliance (PABP/PCI)</b>					
SSL					
Password Policy					
PCI (Payment Card Industry) Compliant					
Security Audit Log					
IDS (Intrusion Detection Service)					
Mandated Separation					
Release Process					
Hosting					
SAS70 Type II Report					
Penetration Testing					
<b>Availability, Serviceability and Disaster Recovery</b>					
Service Level Agreement (SLA)					
Hosting Environment (Dedicated vs. Shared)					
Business Continuity/Disaster Recovery Plan					
Technical Support					
SOP in Event of Website Outage or Problem					
Points of Failure					
<b>Capacity and Scalability</b>					
Scaling of Products					

Technology & Integrations	Details	ShopVisible	Platform #2	Platform #3	
Scaling of SKUs					
Scaling of Customers					
Peak Transaction Volume					
Concurrent Users					
<b>Hosting Options</b>					
Hosting Solution					
Backup data center					
<b>Systems Integration</b>					
Available methods of integration					
Sample of integration					
<b>Payment Gateways</b>					
Payment gateways supported					
<b>Alternative Payments</b>					
Bill Me Later					
WuPay					
Checkout by Amazon					
GE Capital					
Merchant Processors					
PayPal					
Wells Fargo					
ProfitPoint					
<b>Financing</b>					
GE					
Fiserv					
Chase Paymentech					
<b>Affiliates</b>					
Commission Junction					
LinkShare					
PepperJam					
ShareASale					
<b>Channel Management / Online Marketplaces</b>					

Technology & Integrations	Details	ShopVisible	Platform #2	Platform #3	
Amazon					
eBay					
Rakuten					
Overstock					
Sears Marketplace					
<b>Comparison Shopping</b>					
Amazon Product Ads					
AutoTrader					
Cars.com					
CNET					
duPont Registry					
EcoSeek					
GoDataFeed					
Google					
Kanoodle					
Miva					
NexTag					
PriceGrabber					
PriceRunner					
Pristine Planet					
Pronto					
Shopping.com					
ShopZilla					
StreetPrices					
Tada! Shop					
Wish.com					
Yahoo Shopping					
<b>Tax Information</b>					
Avalara					
CCH					

	Details	ShopVisible	Platform #2	Platform #3
<b>Content Management</b>				
<b>Wish List and Gift Registry</b>				
Permanent Shopping List				
Gift Registry				
Gift Messaging by SKU				
Gift Wrapping				
Deliver On Specified Date				
Share List Via Email or Social				
Search by List				
Gift Certificates				
<b>Search</b>				
Site Search				
Native Insite Search Capabilities				
Predict Search				
Type Ahead Search with Product				
Administrative Control of Product				
<b>Testing and Dynamic Content</b>				
A/B Testing				
Geotargeting by IP				
Featured Content (A/B and Multivariate Testing)				
Page Template (A/B and Multivariate Testing)				
A/B Testing Reporting				
<b>SEO</b>				
SEO				
Search Engine Optimization (SEO) Built-In				
Administrative SEO Control				
Automated SEO Functions				
Product Descriptions				
Product Images				
Videos				

Product Manuals				
Customer Reviews				
Product Ratings				
Blogs				
Landing Pages				
Natural Language URLs				
Page and Section Titles and Tags				
Meta Content at Every Level				
Alt tags on images and graphics				
301 redirects (automated, in bulk, and via import)				
Creation of hierarchies and taxonomy				
Automatic generation of site maps				
Preservation of content based on customer searches, to auto generate content and relevant search results				
<b>Admin</b>				
Content Management System				
Responsive Design Support				
Mobile Design Support				
CMS Permission Levels				
Ease of Use for Non-Technical Users				
HTML/CSS/Javascript Access for Technical Users				
Creation of Unique Pages				
Ability to create new site				
<b>Content Scheduling for Deployment</b>				
Version Control				
Push or schedule content from mobile devices				
<b>Multi-Lingual Site Versions</b>				
Default Merchandise Display				

Keywords				
<b>International Capabilities (Currency and Admin Rights)</b>				
Alternative Text				
Unlimited Categories				
Unlimited Subcategories				
Data Driven				
Shop by Brand				
Unique Category Pages				
Unique Subcategory Pages				
Unique Brand Pages				
Unique Product Listing Pages				
Unique Product Detail Pages				
Featured Content Sitewide				
Featured Content Page Specific				
Automated Cross-sell/Upsell				
Automated Cross-sell/Upsell				
Automated Cross-sell/Upsell				
Product badging support				
Built-in rates and reviews				
Auto image sizing				
Alt images				
Built-in image zooming				
Unique content by SKU				
Social Networking				
Social Connect				
Social Login				
Social Sharing				
Built-in blog functionality				
Built-in forum capabilities				
Built-in Q&A				

Store Functionality/Omnichannel				
Store-Level Inventory by SKU				
Buy Online Pick Up in Store				
Reserve Online Pick Up in Store				
Buy Online Return in Store				
Buy Online Ship from Store				
Store Transfer				



Product Information Management	Details	ShopVisible	Platform #2	Platform #3
<b>Product Configurations</b>				
Single product				
Product with options				
Collection products				
Bundles				
Configurable products				
Gift cards (as a product)				
eGift cards (as a product)				
Kits				
Perishable goods				
Pre-order				
Personalized products				
<b>Product Attributes</b>				
Sku				
Inventory				
Brand				
Imagery				
Alt Imagery				
Video				
Rates & Reviews				
Questions & Answers				
Comparable specs				
Short Description				
Long Description				
Custom attributes				

Product Information Management	Details	ShopVisible	Platform #2	Platform #3
<b>Product Pricing</b>				
Cost				
Sells for				
MSRP				
MAP				
On sale				
Option level pricing				
Price breaks				
Subscription-based				
Contract pricing				
Tier pricing				
<b>Product Taxes</b>				
Tax Category Management				
SKU-level tax exempt				
<b>Currencies</b>				
Multi-Currency				
Custom Exchange Calculation				
<b>Inventory Management</b>				
SKU-level inventory				
Cross-channel inventory visibility (web, store, warehouse, 3PL)				
SKUs by channel				
SKU Aliases				

Merchandising & Promotions	Details	ShopVisible	Platform #2	Platform #3
<b>Promotions Management</b>				
Unique Promo Code				
One-time Use Promo				
One-per-customer Promo				
One-per-shipping-address Promo				
Inclusion/Exclusion by Customer Tier Group (Customer Segmentation, Company, or Group of Companies)				
Inclusion/Exclusion by Sub Category				
Inclusion/Exclusion by Affiliate Source (PPC, Email, Social)				
Begins On/Expires On Promo				
Flash Promo (Valid for first X # of uses, for example)				
Auto-Triggering				
Cart is Above X Dollars Promo				
<b>Promotion Types</b>				
1 All Products Except for				
2 All Products Except for – Percentage				
3 Buy One Get One Free				
4 By Brand				
5 By Brand – Percentage				
6 By Category				
7 By Category – Percentage				
8 By Sub-Category				
9 By Sub-Category – Percentage				

10 By Sub-Category Advanced				
11 By Sub-Category Advanced – Percentage				
12 By Sub-Category Advanced – Special				
13 By Sub-Category Advanced – Percentage Special				
14 Date Sensitive				
15 Date Sensitive – Percentage				
16 Dollar to Dollar				
17 Free Shipping				
18 Group Product				
19 Percentage to Dollar				
20 Stock Number Specific				
21 Stock Number Specific – Percentage				
22 Stock Number Specific (All Others)				
23 Stock Number Specific (All Others) – Percentage				
24 Subscription Purchases				
25 Subscription Purchases – Percentage				
26 Text Only				
<b>Merchandising</b>				
Cross sell				
Upsell				
Taxonomy				
Bundled Products				
Shop by				
Frequently Purchased Products				
Previously Viewed				
Recommended Products				
People Who Bought This Bought That				
Collections				
Searchandising				

Low Inventory  
Back orders


	Details	ShopVisible	Platform #2	Platform #3
<b>Cart &amp; Shipping</b>				
<b>Shopping Cart</b>				
Pull Down Cart				
Persistent Cart				
Cross-sell/Upsell in Cart				
Alternative Payments in Cart				
Promos in Cart				
Gift Messaging in Cart				
Gift Wrapping in Cart				
Shipping Calculation in Cart				
<b>Checkout</b>				
Single Page Checkout				
Guest Checkout				
Returning Customer Checkout				
Promo in Checkout				
Single Address Shipping Support				
Multiple Address Shipping Support				
In Store Pickup Support				
Multi-Address Gift Messaging Support				
Address Verification Support				
Payment Gateway Support (List Supported)				
Gift Card Support				
Paypal Support				
BillMeLater Support				
Amazon Payment Support				
Financing Support				

	Details	ShopVisible	Platform #2	Platform #3
<b>Cart &amp; Shipping</b>				
PO Support				
Split Pay Gift Card/Credit Card Support				
Split Pay Gift Card/Paypal Support				
Mobile/Tablet Checkout Support				
Different Ship To/Bill To Support				
<b>Shipping Options</b>				
Fixed Fee Shipping Calculations				
Calculated Rate Shipping				
Percentage of cart shipping calculation				
Handling Fees				
Drop Shipping				
Shipping Regions				
Shipping Methods				
International Shipping				
Product Level Shipping Restrictions				
Geographical Restrictions				
Blackout shipping dates				
Deliver on customer specified date				
UPS Integration				
Fedex Integration				
USPS Integration				
Freight				
<b>Members Area</b>				
Manage my account				
Order History				

		ShopVisible	Platform #2	Platform #3
<b>Cart &amp; Shipping</b>	<b>Details</b>			
View Wishlist				
Subscription Management				
Address Book				
Ability to Import Addresses				
Manage Contact Preferences				
Gift Card Balance				
Email Wishlist				
Share Wishlist on Social Media				
Process RMA				
Reset Password				



	Details	ShopVisible	Platform #2	Platform #3
<b>Order Management</b>				
Standalone Order Management System				
Integrated Order Management System				
<b>CSR Order Entry</b>				
New Customer Creation				
Existing Customer Lookup				
Billing Address Entry				
Shipping Address Entry				
Multi-ship Entry				
In-store Pickup				
Shop by Taxonomy				
Shop by Search				
Source Code/Media Code				
Pay by Credit Card				
Pay by Gift Card				
Pay by PO				
Financing				
Subscription and Continuity Programs				
Tier Group Pricing				
Promo Discounting				
Save Order as a Proposal				
Customer Notes				
Order Notes				
Order Submit				
Order Confirmation Emails/Order Shipping				
Order Quotes and Proposals				

		ShopVisible	Platform #2	Platform #3
<b>Order Management</b>	<b>Details</b>			
<b>Order Modifications</b>				
Order Lookup (order number, date, customer name, email, phone, billing address, payment type, source, order status, website)				
Order Review Details				
Order Modification Audit (Time, date, and stamp by user)				
Order Notes				
Edit Order by billing address				
Edit Order by shipping address				
Edit Order by SKU				
Edit Order by quantity				
Edit Order by price				
Edit Order by payment method				
Edit Order by shipping method				
Edit Order by tax				
Recalculate Order				
Update gift messaging				
<b>Credit Order</b>				
Complete Credit Order				
Line Item Level Credit				
<b>Returns (RMA) Functionality</b>				
Return Processing				
Line Item Return Processing				
Return Reasons				
Shipping Label Creation for Returns				
View Pending Returns				

	Details	ShopVisible	Platform #2	Platform #3
<b>Order Management</b>				
Returns from CSR				
Returns from Customer Members Area				
<b>Fraud Rules</b>				
AVS Verification				
Quatity Greater Than				
Dollars Greater Than				
Billing/Shipping Address Mismatch				
Customer Has Previously Declined Orders				
Shiiping Address Outside US				
By IP address				
Customer Previously Placed Fraud Order				
Order Total is Less Than or Equal to \$0				
Customer Submits X orders within X minutes				
Address Zip Code Mismatch				
<b>Shipping Labels</b>				
Supports UPS Labels				
Supports Fedex Labels				
Supports USPS Labels				
Custom Order Filtering				
Packing List Support				
Pick List Support				
<b>Supplier</b>				
Warehouse Support				
3PL Support				
Drop Ship Support				
Ship from Store				
In Store Pickup				
Umlimited Number of Suppliers				
Inventory by Supplier by SKU				

	Details	ShopVisible	Platform #2	Platform #3
<b>Order Management</b>				
Rolled Up Inventory by All Suppliers				
Routing Rules by Supplier by SKU				
<b>Shipping</b>				
Carrier Support (UPS, Fedex, USPS, DHL, Freight)				
Calculated Rate Support				
Flat Rate Support				
Percentage of Cart				
Shipping Region Support				
Shipping by Tier Group				
Shipping Add-on Fee Support				
Specify Delivery Date				
Free Shipping Above X Dollars				
Shipping Label Support				
<b>Additional Functionality</b>				
Customer Emails (Order/Ship/Back Order/Cancelled Order Confirmations)				
Drop Ship Support				
Manual and Automated Payment Processing				
Backorder Support				
Reorder Support				
International Currency Support				
<b>Tax Management</b>				
Tax Tables				
Tax Categories				
Shipping Taxes				
Handling Taxes				
Tax Tier Groups				
<b>Customer Service</b>				
Outbound Sales				
Web Access				
Order Placement				

Order Management	Details	ShopVisible	Platform #2	Platform #3
Order Status Look Up				
Click to Chat				
Customer Profile / History				

		ShopVisible	Platform #2	Platform #3
<b>CRM</b>	<b>Details</b>			
<b>Customer Information</b>				
Unique Customer ID				
Customer Fields				
Multiple Addresses				
International and US formats				
Contact Information				
Itemized by Store Location				
Notes				
Manage catalog request				
Manage credit applications				
<b>Loyalty Program</b>				
Loyalty Points				
Trade Points for Coupons				
<b>Marketing</b>				
Campaign Calendar				
Press Releases				
Transactional Email				
Custom Events				
Campaign Scheduling				
Campaign Tracking				
<b>Ticketing System</b>				
Create tickets				
Assign Tickets to CSR				
Respond to tickets				
Reminders				

CRM	Details	ShopVisible	Platform #2	Platform #3
Close tickets				

		ShopVisible	Platform #2	Platform #3
<b>Analytics &amp; Reporting</b>	<b>Details</b>			
<b>Website Analytics</b>				
3rd party website integration				
Export to Excel				
Advanced SQL Reporting				
<b>Standard Report Functionality</b>				
Order Reports	Consumer Disposition			
	Customize			
	Daily Trends			
	European Orders			
	Hourly Trends			
	Monthly Comparison			
	New Buyers			
	Payment			
	Payment Plan			
	Proposals			
	Repeat Purchase Advncd			
	Repeat Purchase Detailed			
	Repeat Purchases			
	Sales Tax			
	Sales Trends			
	Shipping Latency			
	Status			
	Subscriptions			
	Top Customers			
	Transaction History			



Analytics & Reporting	Details	ShopVisible	Platform #2	Platform #3
Product Reports	Back-Ordered Products			
	Cost Trend Analysis			
	Cross-sell Performance			
	Customize			
	Detailed			
	Inventory on Hand			
	Inventory Sell Through			
	Inventory Velocity			
	Most Viewed			
	Productivity			
	Products By Sub-Category			
	Profit Margin			
	Shipping Cost			
	Taxonomy			
	Top Categories			
	Top Sub-Categories			
Traffic Reports	404/Detailed Traffic			
	By Location			
	Cart Conversion			
	Detail			
	Heard From			
	Keywords Analysis			
	SEO			
	Source			
	Summary			

Analytics & Reporting	Details	ShopVisible	Platform #2	Platform #3
	Top Page Views			
	Trends			
	Wishlists			
Channel Reports	Affiliate Sales			
	Amazon			
	Fulfillment Settlement			
	Historic Affiliate Tracking			
	Memberships			
	Promo Code (Detailed)			
	Promo Code (Summary)			
	Resellers			
	SEM Rush			
	SMS			
User Reports	API Responses			
	Commission Report			
	Credit Applications			
	Credit/Refund Report			
	PCI Audit			
	Permissions			
	Sales by User			
	Scheduled Reports			
	Upsell/Cross-Sell			
	Usage			
Miscellaneous	Ad-Hoc Reporting			
	California EWaste Report			

Analytics & Reporting	Details	ShopVisible	Platform #2	Platform #3
	Chat History			
	Customizable Reporting			
	Hacker Attempts			
	Job History			
	Table-Level Reporting			

		ShopVisible	Platform #2	Platform #3
<b>Implementation &amp; Support</b>	<b>Details</b>			
<b>Implementation</b>				
Project Implementation				
Post Implementation				
On-Going Client Support				
Scheduling and Delivery of Projects				
<b>Training</b>				
Training				
<b>Customer Support</b>				
Escalation				
Auto-Escalation				
Online Customer Center				
Knowledge Base				