# Magento®

Magento is a feature-rich, professional Open Source eCommerce platform solution that offers merchants complete flexibility and control over the user experience, content, and functionality of their online channel. Magento's intuitive administration interface features powerful marketing tools, a catalog-management engine and is SEO optimized to give merchants the power to create sites that provide an unrivaled and rich online shopping experience for their customers, tailored to their unique business needs. The ground-breaking Magento platform is the fastest growing eCommerce platform on the market with over 1,000,000+ downloads to date. Designed to be completely scalable and backed by an extensive support network, Magento is the ultimate eCommerce solution. This list will provide you with an in depth look at the Magento feature set.

For a full comparison of Magento Enterprise and Magento Community, visit http://www.MagentoCommerce.com/product/compare

# Magento General Feature List

## Site Management

- Control multiple websites and stores from one Administration Panel with ability to share as much or as little information as needed
- Administration Permission System Roles and Users
- Web Services API for easy integration between Magento and any third-party application
- Fully 100% customizable design using templates
- Customer Groups
- One-Click Upgrades
- Content Management System for Informational Pages
- Google Website Optimizer Integration for A/B and Multivariate Testing

## International Support

- Support for localization, multiple currencies  and Tax rates
  - Includes support for WEEE/DEEE in EU
- Configurable List of Allowed Countries for:
  - Site Registration
  - Shipping Destination Addresses with ability to specify per shipping method
  - Billing Addresses with ability to specify per payment method

## Search Engine Optimization

- 100% Search Engine Friendly
- Google Site Map
- Search Engine Friendly URL's
- URL Rewrites give full control of URL's
- Meta-information for products and categories
- Auto-generated Site Map for display on site
- Auto-Generated Popular Search Terms Page

## Analytics and Reporting

- Integrated with Google Analytics
- Admin Dashboard for Report Overview
- Sales Report
- RSS feed for New Orders
- Tax Report
- Abandoned Shopping Cart Report
- Best Viewed Products Report

- Best Purchased Products Report
- Low Stock Report
- Search Terms Report
- Product Reviews Report
- RSS feed for New Reviews
- Tags Report
- RSS feed for New Tags
- Coupon Usage Report
- Total Sales Invoiced
- Total Sales Refunded

## Marketing Promotions and Tools

- Polls
- Newsletter Management
- Landing Page Tool for Campaigns
- Catalog Promotional Pricing by percentage or fixed amount with ability to restrict to stores, categories, products
- Flexible Coupons (pricing rules) with ability to restrict to stores, customer groups, time period, products, and categories
- Free Shipping Options
- Multi-Tier Pricing for quantity discounts
- Bundled Products Options
- Customer Group-specific pricing and group-specific tier pricing
- Recently Viewed Products
- Recently Compared Items
- New Items Promotional Tool
- Up-sells in Shopping Cart
- Cross-sells on product pages
- Send to a Friend for all visitors, or registered users only
- Send Wishlist to a Friend by Email or RSS
- RSS Feeds for New Products, New Specials and New Tags
- Auto-generated Site Map
- Google Site Map

## Checkout, Payment and Shipping

- One-Page Checkout
- Integrated for real-time shipping rates from:
    - UPS, UPS XML (account rates), FedEx (account rates), USPS and DHL
- Configurable to authorize and charge, or authorize only and charge on creation of invoices
- Integrated with Amazon Payments
- Integrated with multiple PayPal gateways
- Integrated with Authorize.net
- Integrated with Google Checkout (Level 2)
- Saved Credit Card method for offline payments
- Accept Checks/Money Orders
- Accept Purchase Orders
- Payment Extensions Available through Magento Connect
- SSL security support for orders on both front-end and back-end
- Guest Checkout and Checkout with account to use address book
- Shopping Cart with tax and shipping estimates
- Option for account creation at beginning of checkout
- Accept gift messages per order and per item
- Saved Shopping Carts with configurable expiration time
- Shipping to multiple addresses in one order
- On-site order tracking from customer accounts
- Multiple shipments per order
- Ability to specify allowed destination countries per method
- Flat rate shipping per order
- Flat rate shipping per item
- Free Shipping
- Table rates for weight and destination
- Table rates for product sub-totals and destination
- Table rates for number of items and destination Free

## Mobile Commerce

- iPhone Optimized Theme

## Order Management

- View, edit, create and fulfill orders from admin panel
- Create one or multiple invoices, shipments and credit memos per order to allow for split fulfillment
- Print invoices and packing slips
- Call Center (phone) order creation
    - Includes ability to create new customer, or select existing customer and view shopping cart, wishlist, last ordered items, and compared products list, as well as select addresses, give discounts and assign custom prices
- Create re-orders for customers from administration panel
- Email Notifications of Orders
- RSS feed of New Orders

## Customer Service

- Contact Us form
- Feature-rich Customer Accounts
- Order History with Status Updates
- Order Tracking from Account
- Password Reset email from front-end and admin panel
- Order and Account Update Emails
- Customizable Order Emails
- Create and Edit Orders from the Admin Panel

## Customer Accounts

- Order status and history
- Re-orders from account
- Recently ordered items
- Address Book with unlimited addresses
- Default Billing and Shipping addresses
- Wishlist with ability to add comments
- Email or Send RSS feed of Wishlist
- Newsletter Subscription management
- Product Reviews submitted
- Product Tags submitted
- Downloadable/Digital Products
- Account Dashboard for overview of: recent orders, personal information, newsletter subscription status, primary billing address, primary shipping address, shopping cart, wishlist, recently ordered items, recent reviews and recent tags

## Catalog Management

- Inventory Management with Backordered items, Minimum and Maximum quantities
- Batch Import and Export of catalog
- Batch Updates to products in admin panel
- Google Base Integration
- Simple, Configurable (e.g. size, color, etc.), Bundled and Grouped Products
- Virtual Products
- Downloadable/Digital Products
- Customer Personalized Products - upload text for embroidery, monogramming, etc.
- Tax Rates per location, customer group and product type
- Attribute Sets for quick product creation of different item types
- Create Store-specific attributes on the fly
- Media Manager with automatic image resizing and watermarking
- Advanced Pricing Rules and support for Special Prices (see marketing tools)
- Search Results rewrites and redirects
- Approve, Edit and Delete Product Tags
- Approve, Edit and Delete Product Reviews
- RSS feed for Low Inventory Alerts
- Customer Personalized Products - Upload text for embroidery, monogramming, etc. (this one is already there, but want to have the following shown after it)
- Customer Personalized Products – Upload Image
- Customer Personalized Products – Select Date/Time options for products
- Customer Sorting – Define Attributes for Customer Sorting on category (price, brand, etc.)

## Product Browsing

- Multiple Images Per Product
- Product Image Zoom-in Capability
- Product Reviews
- Related Products
- Stock Availability
- Multi-Tier Pricing Upsell
- Product Option Selection
- Grouped Products View
- Add to Wishlist
- Send to a Friend with Email

## Catalog Browsing

- Layered / Faceted Navigation for filtering of products in categories
- Layered / Faceted Navigation for filtering of products in search results
- Flat Catalog Module for Improved Performance with large catalogs
- Static Block tool to create category landing pages
- Ability to assign designs on category and product level (unique design per product/category)
- Configurable search with auto-suggested terms
- Recently viewed products
- Product comparisons
- Recently compared products
- Cross-sells, Up-sells and Related Items
- Popular Search Terms Cloud
- Filter by Product Tags
- Product Reviews
- Product listing in grid or list format
- Breadcrumbs

# Magento Enterprise Edition Exclusive Features

## Recurring Payment Profiles

Increase Revenue with Recurring Payment Profiles. Magento's support for recurring payment products allows merchants to configure the billing schedule, setup optional trial periods prior to billing the client, and enables automated charging for subscription/continuity products.

## Gift Registry

Increase revenue and capture valuable customer data with the Gift Registry feature. Customize settings for your products and customers. Those purchasing gifts can search for the registry by the owner's name, email or gift registry ID. Privacy settings make everyone feel comfortable with the process.

## Customer Attribute Management

Improve sales and marketing efforts with advanced attribute management. Customer account and address attributes are managed by the Magento Administrator interface and then used to create customized marketing campaigns and customer profiles.

## Full Page Caching – New Enhancements

Improvements to the full-page caching feature considerably enhance performance by caching primary pages (excluding personalized information) for all users, including session users. Performance improvements are realized as it takes less time to open web pages subsequent times. Magento provides caching of content for category, product, and CMS pages.

## Solr Search – New Enhancements

With enhancements to Solr Search, performance and search quality are improved with layered navigation and features like spelling/synonyms/stop words and weighted attributes

## Magento Connect for Magento Enterprise

Expand the Enterprise feature set even further with improvements to Magento Connect which enables downloading and upgrading of extensions in the Magento Administrator interface with no technical knowledge required.

## Magento Secure Payment Bridge (PA-DSS Compliant)

Magento Secure Payment Bridge is a PA-DSS certified payment application, enabling merchants to minimize efforts and efficiently attain PCI compliance.

**\*Also in Magento Professional Edition**

## Automated Email Marketing Reminders

The Automated Email Marketing Reminder module enables merchants to increase customer retention through sending configurable, automated email reminders to customers for abandoned shopping carts and wishlists. This enables merchants to target promotions and discounts to customers based on browsing activity.

## Search with Solr (alternative search engine)

The addition of Solr as an alternative search engine to the standard Magento search, provides merchants with options on site-search and brings enhancements to the speed, quality and relevancy of search results provided to customers.

## Assisted Shopping

Customer Service Representatives and other admin users are able to manage products and coupons in customers' shopping carts and wishlists from the Customer account screen in the administrator panel, enhancing the management capabilities previously found in the Magento administrator panel.

## Order Archiving

Increase store performance and provide efficiencies in store management through a new order archiving module, enabling merchants to archive orders after a configurable time. Orders are still available to both administrator users and customers, while providing increased performance through storing historical orders in an archive.

## Reward Points System

Reward Points functionality allows an online merchant to implement unique programs designed to enhance user experience and increase customer loyalty. Points are awarded based on wide range of transactions and customer actions and easily managed through the back end.

**\*Also in Magento Professional Edition**

## Highly Tuned Page Performance

New performance optimizations provide significant benefits for merchants of all sizes through a new Full Page Caching module. The optimizations, which together with other performance-enhancing functionality already in Magento, significantly reduce page load times, increase conversions, and enhance the customer browsing experience.

## CMS+, Enhanced Content Management System

Build complex content pages. Create multiple versions of a page. Restrict publishing privileges. Use a WYSIWYG editor with support for inserting rich content. Create menus and page hierarchy for CMS pages. Introduce Widgets for insertion to CMS pages.

## Rich Merchandising Suite (RMS)

**Targeted Customer Segmentation, Merchandising and Marketing Personalization Zones**

Segment customers into groups and optimize marketing initiatives. Create reports and define catalog and shopping cart price rules. Suggest products for customers. Use targeted merchandising to setup automated rule-based selection of products. Provide targeted, rules driven promotional marketing banners/creatives tailored to each customer segment. Associate promotional banners to catalog and shopping cart price rules and convert browsers to customers.

## Content Staging and Merging. Support for On-Demand and Scheduled Merges and Rollbacks of Content

Scheduled Merges and Rollbacks of Content Create a staging site to test new categories, product information, promotions and more. Content can be merged to the live site after approval, either on-demand or on a scheduled basis.

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## Private Sales Including Events, Invitations and Category Access Permissions

The ability to restrict the catalog, allow customers and admin users to create invitations, and the ability to create events for limited time sales of products makes the Magento Enterprise Edition the perfect solution for Private Sales.

## Administrator Permission Roles on Website and Store Levels

Leverage Magento's multi-store functionality to create multiple sites, and with the Enterprise Edition you can restrict access roles so that staff view only the data for the stores relevant to them.

## Logging of Administrator Actions

Track and review all actions taken by administrator users, with the ability to see views, edits and deletions of information. Logs are associated to specific administrator users, with the ability to see the action taken, when it was made, and more.

## Category View and Purchase Permissions Per Customer Group (Limited Catalog Access)

Restrict the catalog access to certain customers with the ability to restrict on a category, or global basis, the viewing and purchasing of items.

## Gift Certificates/Cards (Physical and Virtual)

Allow customers to purchase physical (physical card mailed to recipient) and virtual (code provided via email to recipient) gift certificates/cards. Customers can include a personal message when purchasing, and recipients can use the value to purchase items in the store.

**\*Also in Magento Professional Edition**

## Customer Store Credits

Store Credits can be created and tied to customer account. Orders can be refunded for store credit, Gift Cards can be redeemed to store credit, and customers can use the credit to purchase items during checkout.

**\*Also in Magento Professional Edition**

## Strong Data Encryption

Additional encryption and security standards in the Enterprise Edition to support PA-DSS standards ensure that Magento is a fully secure solution.

**\*Also in Magento Professional Edition**