

Overview

Evolo™ Experience is **shopping cart software** designed for New Zealand small and medium businesses looking to sell anything online. It's easy-to-use, easy to customise and has more features than any other commercially available shopping cart software.

Evolo Experience can provide your customers with an extensive and complete online shopping experience - from the consumer decision process, to order fulfillment and post purchase requirements.

Administering your store couldn't be easier, with all the tools required to run and promote your store only a mouse click away.

Key Benefits

- **Affordable and low-risk**
- **NZ focussed product**, supplied and supported by New Zealand ecommerce professionals
- **It is an entire web site.** Evolo™ Experience contains absolutely everything that you need to build, manage and edit your own eBusiness web site including a powerful administration control panel, multi-user support and more.
- **Quickly and easily customise your store** using Drag & Drop features
- **Make updates anytime, anywhere.** Remove all the hassles associated with organising and briefing in changes. All you need to do is login through a browser and you can update your content yourself from your office, home, laptop, or even when you're travelling.
- **Save time and money.** You get your own fully functional and professional eBusiness web site without the need for expensive web development tools or technical staff.
- **SaaS (Software as a Service) solution.** Regular software updates, support and maintenance are provided at no additional cost, so Evolo Experience will continually offer you more but you won't have to pay more (subscription licensing)
- **Intuitive user interface.** Easy to learn and use.
- **Offer your customers a streamlined navigation system** based on extensive consumer behaviour research. Increase user satisfaction and therefore online sales and convert your visitors into repeat customers.

Evolo Software

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Evolo™ Experience is the most feature-packed, easy-to-use shopping cart and integrated marketing software that you'll find anywhere.

Evolo Experience is available as a hosted web application, on a monthly subscription basis, available in four editions, depending on the needs of your business:

Simple

Sell up to 100 products.

Professional

Sell up to 5000 products.

Includes inventory tracking and reporting.

Complete

Sell unlimited products.

Includes inventory tracking and reporting, returns mngt, gift certificates and all other features.

Key & Unique Features

- **Drag & Drop Design Mode** - Arrange your store how you like it using just your mouse, all in real time with no HTML knowledge required.
- **More features than Amazon's search** – including automatic spell checking and suggestions, listing related searches, filter by price, availability, whether it has free shipping and ability to syndicate your search results into an RSS feed reader.
- **Google Maps integration** – see exactly where your visitors come from.
- **18 Different Reports** – top 20 customers, best selling products, daily conversion rates, orders by revenue, inventory report, profit per product, profit per customer, revenue per customer, keywords, etc.
- **100% Template Driven Layout** – choose from multiple professionally designed eCommerce store templates or build your own using HTML and CSS. Edit any page template from the control panel in real time. Evolo Experience has one of the most flexible template systems ever seen.
- **Sell Tangible or Intangible Products** – sell tangible products (such as DVD's or books) as well as intangible products (such as eBooks, subscriptions, memberships, etc) all from the one shop.
- **One-Click Shipping & Payment Integration** – Integrate your store with most major payment gateways and provide your customers with live shipping quotes... all in about 3 clicks.
- **Receive order notifications via SMS, MSN Messenger and/or email**
- **Built-In Inventory Tracking** – choose from multiple inventory tracking options, all tied into your order, stock and reporting systems.
- **Extensive Use of "AJAX" Technology** - where possible reloading a page to display data has been replaced with "instant access" using client-side retrieval techniques.
- **Versatile and easy to use coupon code system**
- **Built-In contact form**, with CAPTCHA for spam-free emails.
- **Google Adwords generator**
- **Product Comparison Wizard** – visitors can compare 2 or more products side-by-side and dynamically remove products or add to their shopping cart.
- **Create unlimited categories with unlimited sub-categories**
- **Visitor empowered category and price sorting** – visitors can sort by featured items, bestselling, alphabetical (A-Z and Z-A), customer review, and price (high-low and low-high).

System Requirements

Because Evolo™ Experience is a web based, hosted application, no software installation is required.

The following specifications are the recommended and minimum specifications for the client computer that will be used to access the Evolo™ Experience Control Panel via an Internet connection.

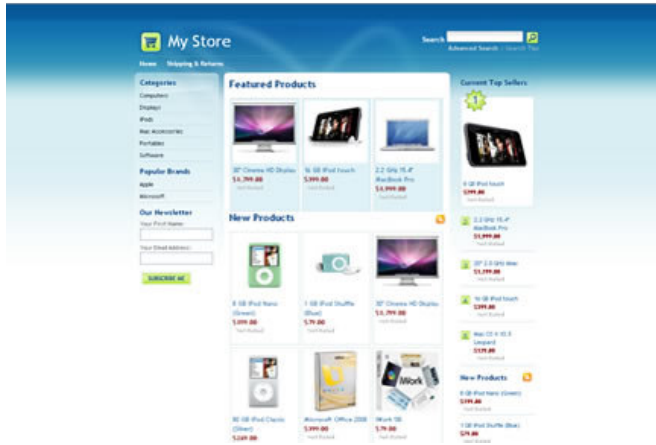
Recommended

- Broadband Internet Connection
- 1024x768 resolution, 32 bit Colour display
- Firefox 3

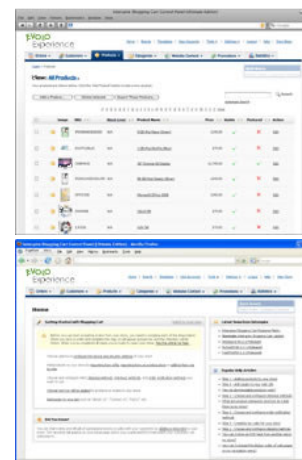
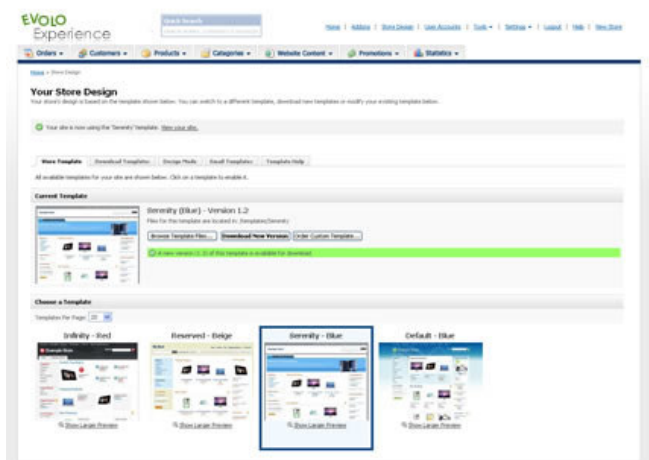
Minimum

- Internet Connection, 56K Dial-up access via ISP
- 800x600 resolution, 256 Colours
- Internet Explorer 6 (Windows) or above / Firefox (Windows, Mac, Linux) / or any Gecko-based browser (except Safari)

Screenshots



Public Facing Website



Control Panel

Pricing

One-time setup fee (includes full installation and setup):

*Evo Experience Simple: **\$395** (excl GST)*

*Evo Experience Professional: **\$1295** (excl GST)*

*Evo Experience Complete: **\$2495** (excl GST)*

Upgrade to any other edition at any time, simply by paying the difference in the setup fees.

Software Update and Support Subscription (SUS): \$29.95/month (excl GST)

Subscription includes software support, regular software updates and new template releases. Additional software features are continually in development, driven by customer demand.

Product Edition Feature Comparisons

General Features

	Simple	Professional	Complete
Product Limits	100	5000	Unlimited
Number of Staff Logins	1	3	20
Sell in Multiple Currencies			

Inventory Control

	Simple	Professional	Complete
Per Product Inventory Levels			
Per Variation Inventory Levels			
"Out of Stock" Messages			
Low Stock Warning Email Notifications			
Easy Inventory Management			

Product Management

	Simple	Professional	Complete
Sell Physical & Downloadable Products			
Images Per Product	5	5	5
Bulk Product Editing			
Product Variations			
Files Per Downloadable Product	Unlimited	Unlimited	Unlimited
Limit Access to Downloadable Products			
Expiry Dates on Downloadable Products			
Product Reviews			
Product in Multiple Categories			
Set Product's Cost, Retail & Sale Prices			
Automatic Thumbnail Image Creation			
Per-Product Free Shipping			
Automatically/Manually Specify a List of Related Products			
Inventory Tracking Options			
Per-Product Custom Fields			
Specify Sort Order			
Choose Different Product Layout Files (HTML)			
Full SEO Customization			
Hide Pricing Per-Product			

Store Checkout and Order Management

	Simple	Professional	Complete
Secure SSL Based Checkout			
Single Page Checkout			

Customer can search and browse order history	✓	✓	✓
Real time customer order tracking	✓	✓	✓
Guest/anonymous checkout option	✓	✓	✓
Forced Registration Checkout	✓	✓	✓
Quote Cart, i.e. Ordering disabled, prices replaced with "Call for Pricing"	✓	✓	✓
Customer Registration	✓	✓	✓
Customer Accounts	✓	✓	✓
Sync to Quickbooks		✓	✓
Order Messaging System			✓
Export Orders (CSV / XML)		✓	✓
Global Store Tax Calculation	✓	✓	✓
International Orders	✓	✓	✓
Per Country/State Tax Rates			
New Order Notification via Email	✓	✓	✓
New Order Notification via SMS		✓	✓
New Order Notification via Windows Live Messenger		✓	✓
Order Status Change Emails for Customers	✓	✓	✓
Courier Tracking Number Field for Orders	✓	✓	✓
Limit Shipping to Certain Countries	✓	✓	✓
Per-Order Handling Fees	✓	✓	✓
Printable Invoice & Packing Slips	✓	✓	✓
Affiliate Conversion Tracking	✓	✓	✓
Bulk Import Tracking Numbers		✓	✓

Supported Payment Methods

	Simple	Professional	Complete
PayMate	✓	✓	✓
PayPal	✓	✓	✓
WorldPay	✓	✓	✓
DPS (developed on request)	✓	✓	✓
Paystation (developed on request)	✓	✓	✓
Bank Deposit/Internet Transfer	✓	✓	✓
Cheque	✓	✓	✓
Pay in Store	✓	✓	✓
Money Order	✓	✓	✓
Credit Card (Manually / Offline)	✓	✓	✓
<i>+ Modular Checkout Provider Integration</i>	✓	✓	✓

Supported Shipping Methods

	Simple	Professional	Complete
(Real-time) UPS	✓	✓	✓
(Real-time) FedEx	✓	✓	✓
(Real-time) Intershipper	✓	✓	✓
Flat-Rate Per Country	✓	✓	✓

Flat-Rate Per Order			
Free Shipping			
Per Item Based			
Ship by Weight			
Ship by Order Total			
+ Modular Shipping Method Integration			

Returns Management - RMA (Complete Version Only)

	Simple	Professional	Complete
Customers Can Submit Return Requests for Past Orders from Your Store			
Customizable Return Instructions			
Configurable Return Reasons			
Configurable Return Actions			
Advanced Returns Processing and Statuses			
Return Notifications by Email (Store Owner and Customer)			
Ability to Issue Store Credit for Returns			

Customer Management

	Simple	Professional	Complete
Criteria Based Customer Search			
Customer Order History			
Import Customers (CSV/XML)			
Export Customers (CSV /XML)			
Store Credits			
Customer Groups w/ Discounts & Access Permissions			

Promotional and Marketing Tools

	Simple	Professional	Complete
Banner Management			
Coupon Codes			
Newsletter Subscriptions			
Evolu™ EmailStudio Integration			
Newsletter Subscriber Export (CSV)			
Google Base Export			

Content Management

	Simple	Professional	Complete
Page Creation			
Contact Form Creation			
Syndicated Content Pages			
News Management			

Analytics Service Integration

	Simple	Professional	Complete
Google Analytics	✔	✔	✔
+ Modular Analytics Service Integration	✔	✔	✔

Statistics and Reports

	Simple	Professional	Complete
Store Overview (Revenue, Orders, Visitors)	✔	✔	✔
Top Customers	✔	✔	✔
Best Selling Products	✔	✔	✔
Order Locations (via Google Maps)	✔	✔	✔
Orders by Revenue	✔	✔	✔
Orders by Items Sold	✔	✔	✔
Popular Products (Rating Based)	✔	✔	✔
Inventory Reports	N/A	✔	✔
Customer Registrations by Date	✔	✔	✔
Revenue Per Customer	✔	✔	✔
Search Keywords (With and Without Results)	✔	✔	✔
Best & Worst Performing Search Terms (Click thru Rates)	✔	✔	✔
Search Term Corrections	✔	✔	✔

Customer Features

	Simple	Professional	Complete
Sell Physical & Downloadable Products	✔	✔	✔
Photos for Products	5	5	5
Per Customer Wish lists	✔	✔	✔
Quick Search Box	✔	✔	✔
Order History	✔	✔	✔
Active order Tracking	✔	✔	✔
Unlimited Billing and Shipping Addresses	✔	✔	✔
Recently Viewed Products	✔	✔	✔
Newsletter Subscriptions	✔	✔	✔
Send Order Questions/Messages to Store			✔

Gift Certificates (Complete Version Only)

	Simple	Professional	Complete
Enable/Disable Functionality			
Configurable Gift Certificate Values			
Custom Customer Gift Certificate Values			
Gift Certificate Expiry Dates			
Customizable Gift Certificate Themes (HTML)			

Store Settings, Maintenance and Logging

	Simple	Professional	Complete
Built in Database & Product Backup System			
Remote FTP Backups			
Automatic Database Backups (via Cronjob)			
Built in System Log Files			
Database Error Logging			
User Action Logging			
Custom Per User Permissions			

Store Import and Export Wizards

	Simple	Professional	Complete
OsCommerce 2.2			
CubeCart 4.0			
X-Cart 4.1			

Views (Saved Searches)

	Simple	Professional	Complete
Custom Order Views			
Custom Customer Views			
Custom Product Views			
Custom Gift Certificate Views	N/A	N/A	
Custom Return Request Views	N/A	N/A	

Search Engine Optimization

	Simple	Professional	Complete
Search Engine Friendly URLs			
Site-wide Meta Keywords and Description			
Category-level Meta Keywords and Description			
Product-level Meta Title, Keywords and Description			
Brand-level Meta Title, Keywords and Description			
Page-level Meta Title, Keywords and Description			
XHTML / CSS Standards Based Markup			

Customization

	Simple	Professional	Complete
Drag and Drop Page Design			
Store Designs to Choose from	20+	20+	20+
100% Template Driven			
Ability to Customise Included Store Design			
CSS Based Layout			

Localization

	Simple	Professional	Complete
Fully Translatable User Interface			
Configurable Currency Token & Number Formatting			
Configurable Date Formatting			
Weight & Measurement Unit Settings			

Miscellaneous Features

	Simple	Professional	Complete
Built-in Help Documentation			
In-line Help Tools			
HTML & Text Formatted Emails (Template Based)			
Built-In WYSIWYG Editor			
Customer Address Verification			

Power User Features

	Simple	Professional	Complete
Bulk Product Editing/Updating			