

Feature Guide

Virto Commerce Platform



For more information about Virto Commerce,
visit virtocommerce.com or
call + 1 323 570 5588 to speak to a representative.



Virto Commerce Platform: Foundation for Your Business

Virto Commerce provides all the tools you need to run a successful e-commerce website. Virto Commerce includes features such as a full-featured web-store, customizable website building, and web hosting. Virto Commerce helps to grow and manage your online business across multiple touch-points, websites, and regions.

Catalog Management

One of the most time and effort consuming parts in e-commerce – the management of catalogs and products - is a core function of Virto Commerce. Virto Commerce has a catalog management system that gives flexibility to manage an outstanding number of product types without a stutter. Whether you are managing simple products and variations, dynamic packages, or bundles and custom product hierarchies, Virto Commerce makes modifying catalog systems easier and less time consuming.

Multi-Store Management

Virto Commerce combines multiple online channels on a single platform; effectively utilizing multi-brand, multi-tenant, and multi-region strategies. Each channel is capable of its own price lists, promotions, catalogs, and fulfillment centers. Once a product description or material is created, it can be shared between your various stores.

Pricing

For some companies, price management is the tool to boost sales. For other companies, price management is the main competitive advantage for success. Keeping this in mind, Virto Commerce offers you flexibility to manage your pricing

strategy, no matter your goals. Virto Commerce allows you to link multiple price lists to each catalog; as well as, the option to create dynamic rules - like what price will be shown – based on variables such as customer type and customer behavior.

Key Layers & Modules



Flexible Architecture

Virto Commerce is designed to be a flexible/non-monolithic framework of interchangeable parts can be replaced or changed accordingly. If you have an existing e-commerce product, it is not



necessary for you to completely revamp your entire structure in order to use Virto Commerce. For example, you can easily apply just one aspect of Virto Commerce, such as our promotional module, leaving all other parts of your existing e-commerce solution intact. This design paradigm minimizes risks of upgrading or creating expensive e-commerce solutions.

Performance & On-Demand Scalability

Virto Commerce was specifically built for Microsoft Azure; which allows on-demand scalability, performance, auto-scaling, and reliability. If a marketing campaign requires an increased number of servers to be active and accessible, Virto Commerce can be set up and deployed for you within minutes. Website response times are handled with the utmost efficiency and convenience; for example, images and other assets are automatically replicated across various geo locations so you do not have to spend time with server management or network infrastructure. Virto Commerce also eliminates Operating System updates. Deployment of Virto Commerce is offered through both on-premise and Azure.

Rich Business User Experience

Keeping the business user in mind was an important part of the design of Virto Commerce. Virto Commerce offers easy to learn and easy to use applications in order to provide a better client experience. The Commerce Manager allows for efficient management of every module from merchandising to customer service. Any role or user can be configured according to preferred customizations, saving time and distractions in the commerce workflow. For example, users in a customer service role can be configured to only see pending cases and issues of customers, and users in a warehouse role can be setup to only see fulfillment functionality.



Virto Commerce Core Functions & Features

Customer Experience & Offer Management

Pricing

- Multi-currency
- Multi-tier pricing
- Differential pricing
- Promotional pricing

Promotions

- Promotional rules engines
- Customizable promotions (assigned customers, customer groups, etc.)
- Up-sells and cross-sells
- Personalized coupons and vouchers
- Gift cards
- Shipping promotions
- Promotional pricing

Order Management

- Multiple payment methods and options
- Multiple shipping options
- One page and guest checkout
- Persistent shopping cart
- Account management; including permissions, roles, and links to social networks

Marketing

- Basic SEO engine
- Dynamic content marketing
- Customer segmentation
- Free gifts
- Named lists (wish list, compare list, etc.)

Merchandising / PIM

- Multiple files per product
- Reviews, both editorial and customers
- Page comparison
- Related products
- Associated products
- Faceted search with filtering

Personalization & Segmentation

- Geolocation
- Customer Behavior
- Customer Profiles

Platform Operations

Catalog Management

- Master catalogs
- Virtual catalogs
- Category hierarchy
- Product types
 - Products
 - Bundles
 - Packages
 - Dynamic packages
 - Variations/SKUs
- Flexible product hierarchies

Properties Management

- Catalog properties
- Product properties
- Customer properties
- Property types
- Category types

Assets & Import

- Upload images, videos, files, and documents
- Organize in folder
- CSV based importing
- Bulk data import/export utilities
- Flexible mapping

Store Management

- Multi-stores from a single backend
- Multi languages for each store and within a store
- Accounts segmented by store
- Fulfillment centers / returns fulfillment center
- Assigned catalogs per store
- Cart sharing

Order Management

- Shipping management
- Granular taxes management
- Customizable order processing workflow
- Create / Update / Search Orders
- Order groups
- Returns/inventory management

Customer service

- View customer profiles
- Manage customer profiles (contacts, cases, notes, etc.)
- Email/phone communication logging
- Search customers
- View order history

Inventories

- Back-order quantities and availability
- Pre-order quantities and availability
- Reserved quantities
- Quantities by fulfillment centers

Search

- Advanced search within framework
- Fast search
- Faceting and filtering

Security

- Claims-based security
- Accounts
- Permissions
- Roles
- Access control

Enterprise Integration

- Bulk data import-export utility
- Staging to production server synchronization utility
- Web Services
- Association Service
- Catalog Service
- Customer Service
- Import Service
- Inventory Service
- Order Service
- Shopping Cart Service
- Ability to integrate with many existing systems (e.g., Azure Storage, Amazon Storage, Scene7, NAS, etc.)

