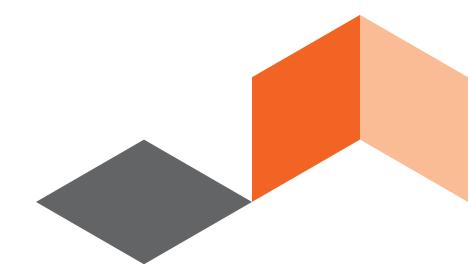Magento Enterprise Edition
Feature List

Magento®

Experience Commerce without Limits

Magento Enterprise Edition erases the boundaries of what is possible, giving you the power to create bold and unique shopping experiences that will transform your business. Built for rapid and cost-effective innovation, the platform combines rich, out-of-the-box functionality, enterprise performance and scale, and powerful business tools to keep you ahead of increasingly complex commerce operations and growing customer demands.

Learn what Magento Enterprise Edition can do for your business by exploring:

Feature Highlights

Describes powerful features that will help you rapidly grow your business.

Core Enterprise Edition Features

Shows Magento's comprehensive feature set that boosts sales, business agility, performance, and more.

Feature Highlights

Customer Segmentation and Personalization

Create personalized shopping experiences that boost conversion rates by dynamically displaying content, promotions, and pricing to specific customers based on properties such as their location, gender, order history, lifetime purchase value, wish list items, and more. You can also target unknown site visitors based on the products they have viewed or items in their cart.

Dynamic Rule-Based Product Relations

Set automated rules to determine which products to present as up-sells, cross-sells, and related products to each customer segment. Rules are easily administered through a condition-based tool allowing you to effortlessly target product suggestions to increase sales and average order values.

Content Staging and Preview

Increase sales and productivity by enabling your business teams to easily create, preview, and schedule a wide range of content updates without involving IT. Preview all changes by date or store view to guarantee a flawless shopper experience and optimize the timing and impact of site updates by managing all changes through a timeline dashboard. Automatically deploy updates at scheduled times for greater efficiency.

Visual Merchandising

Optimize product category pages to drive higher sales by arranging products with a simple drag-and-drop interface or sorting rules that order products by best seller, color, highest margin, or newest addition. Save time by setting rules to automatically assign products to specific categories based on their attributes, such as brand, price, or date created.

Elasticsearch

Handle large catalogs and easily scale search capacity as queries grow with integrated Elasticsearch technology. Set-up is fast and global deployments are simple with support for 33 languages out of the box. Elasticsearch offers suggestions for customer misspellings, support for stop words and attribute weighting, and synonym management via the Magento Admin to increase relevancy and conversions.

Responsive Design Themes

Quickly create a website optimized for any device by leveraging built-in responsive design reference themes. The responsive themes adapt and adjust how menus, images, checkout and other features are displayed to fit desktop, laptop, tablet, and mobile device screens. They are touch-friendly, easily customized, and offer SEO advantages.

Flexible Deployment Options

Choose to deploy your Magento software in whatever environment suits your goals and operations best, including cloud, 3rd party hosting, and on premises. New Magento cloud service, Enterprise Cloud Edition, enables rapid deployment of fully customizable, secure, and scalable web storefronts on a redundant, AWS-based hosting and managed services infrastructure that is optimized for performance and resilience.

Multiple Master Databases

Scale the database tier of your Magento application by using separate master databases to support checkout, order management, and product data. This allows different functional areas to be scaled independently and ensures that merchandising and order management activities never impact the shopper's ability to browse and make purchases on the website.

Varnish Page Caching

Accelerate your site performance with integrated Varnish page caching. Varnish provides a very fast and efficient way to serve content to dramatically decrease response time, while also reducing the load on your Magento servers. Magento fully supports and provides Varnish configuration files out-of-the-box to make it easy to implement.

Powerful Admin Experience

Work efficiently with a modern and intuitive user interface. A dashboard lets you monitor your business with quick access to sales, order, search term and best-selling product data. Enhanced navigation and search makes it easy to find information, and you can configure and save different views of order and customer management screens to speed up day-to-day tasks.

Technical and Account Support

Benefit from a team of experts dedicated to helping you succeed. Magento Technical Support is available 24x7 to help you quickly resolve technical issues and questions, and dedicated Account Managers get to know your business so that they can point you to the right resources and help you get the most out of your Magento platform.

Core Enterprise Edition Features

Promotions and Pricing

- Set promotional pricing for specific stores, categories, customer segments, or products
- Create flexible coupons for specific stores, customer segments, time periods, products, and categories
- Export coupon codes for offline distribution, email, newsletters, and more
- Track and report coupon usage

- Add new attributes to customer profiles to create more sophisticated segments
- Send automated reminders and coupons to customers with abandoned carts and wish lists
- Offer free shipping and percent, fixed amount, and buy X get Y free discounts
- Set multi-tier pricing for quantity discounts
- Get minimum advertised price (MAP) support

Search Engine Optimization

- Automatically generate a Google sitemap
- Create search engine friendly URLs

- Take full control of URLs with URL rewrites
- Enable detailed search results by automatically adding structured data markup to product pages

Site and Content Management

- Control multiple websites and stores from one Admin
- Define multiple roles and permissions to control access to administrative features
- Log and review all users' Admin activities
- Use a WYSIWYG editor to create and easily edit pages and content blocks
- Organize content pages and add pagination, navigation, and menus with a page hierarchy tool

- Track revisions and restore previous versions of content pages
- Set tax rates based on location, product type, or customer group (i.e., wholesale vs. retailer)
- Add CAPTCHA functionality to help prevent automated software from attempting fake logins
- Generate comprehensive system reports to quickly diagnose and resolve technical issues

Catalog Management

- Create simple, configurable (e.g., choose size, color, etc.), bundled, and grouped products
- Offer virtual products
- Include downloadable/digital products with samples
- Allow customer-personalized products (e.g., upload images and text for monogramming)
- Create new products through a guided online process
- Define unlimited product attributes
- Create pre-defined product templates to quickly set up new products with a specific set of attributes
- Mass-assign a value to multiple products for batch updates

- Automatically resize images and include watermarking
- Efficiently batch import and export catalog information at scheduled times
- Easily manage inventory with support for back ordered items
- Receive notification when inventory needs to be replenished
- Choose out-of-stock messaging and display options
- Define minimum and maximum product quantities that can be added to the cart
- Rewrite and redirect search results if customers receive no results
- Moderate reviews and product tags

Catalog Browsing

- Filter products in categories and search results by price range, brands, color swatches, and other attributes with layered/faceted navigation
- Present product category items in grid or list format
- Customize the look and feel of categories and assigned product pages

- Control which products and categories can be viewed by each customer group
- Show side-by-side product comparisons with two or more products
- Display recently viewed and compared product modules
- Add breadcrumbs

Product Browsing

- Show multiple images per product
- Zoom-in on product images
- Display product videos from YouTube or Vimeo
- Include swatches to show colors, fabrics, and more
- Show multiple products in a grouped view

- Indicate stock availability
- Show pricing tiers
- Present product ratings and reviews
- Provide an option to add products to a wish list

Checkout

- Include a mini cart on store pages to summarize products in the cart
- Show tax and shipping estimates in the shopping cart
- Encourage purchases with a streamlined checkout designed to minimize data entry
- Display an order summary with product images in checkout
- Offer guest and registered user checkout. Registered customers are automatically recognized when they enter their email addresses

- Enable shoppers to create a customer account with one click on the checkout thank you page
- Allow customers to save their shopping carts to complete their purchase later
- Offer gift wrapping and gift messages per order and per item
- Configure pricing and taxes for gift-wrapping options

Payments

- Integrate with multiple payment gateways, including PayPal, Braintree, Authorize.net, CyberSource and WorldPay
- Get additional payment extensions through the Magento Marketplace
- Securely pass credit card information directly from the client browser to the payment gateway, bypassing the Magento application
- Qualify for the easiest level of PCI compliance (SAQ-A or SAQ A-EP), depending on payment methods used

- Use Braintree Hosted Fields to ease PCI compliance
- Offer PayPal Credit as a payment option
- Accept checks and money orders
- Accept purchase orders
- Accept bank transfer payments and cash on delivery
- Increase sales with PayPal in-context checkout and saved credit cards
- Authorize and charge credit cards upon shipment or checkout

Shipping

- Receive real-time shipping rates from UPS, UPS XML (account rates), FedEx (account rates), USPS, and DHL
- Set flat rate shipping fees per order or item
- Set table rates for weight, price, destination, and number of items

- Provide free shipping
- Provide order tracking from customer accounts or a configurable order tracking widget
- Specify allowed destination countries based on shipping method

Order Management and Customer Service

- View, edit, create, and fulfill orders and/or invoices from the Admin panel
- Create multiple invoices, shipments and credit memos per order to allow for split fulfillment
- Print invoices, packing slips, and shipping labels
- Create custom order status labels to track progress
- Use return management authorization (RMA) to efficiently process returns
- Issue store credits or refund orders for store credit
- Enable customer service representatives to create orders and customer accounts
- Allow customer service to update products, prices, and coupons in customers' shopping carts and wish lists
- Send email notifications and RSS feeds with order status
- Create customizable emails for account updates, password resets, and more
- Build customer relationships by creating newsletters and managing their distribution
- Connect with customers with a Contact Us form

Customer Loyalty

- Offer reward points for purchases, registration, product reviews and other actions
- Configure reward point redemption rules, caps, and expiration dates
- Enable customers to save products to multiple wish lists that can be made public
- Allow customers to create gift registries and send emails to shop the registry
- Automatically update item counts and notify the registry owner as purchases are made
- Allow customers to purchase physical and virtual gift cards
- Offer exclusive shopping experiences with private or flash sale sites
- Streamline re-ordering by enabling shoppers to add products to the cart by SKU

Customer Accounts

- Offer customers access to a comprehensive dashboard to manage their accounts
- Choose default billing and shipping addresses
- Store unlimited addresses in the address book
- See order status and history
- Re-order from the customer account
- View recently ordered items
- Track available store credits, gift card totals, and reward points
- Manage newsletter subscriptions
- View submitted product reviews
- Access downloadable/digital products

Support for Global Sites

- Manage multiple country sites all from the same store or environment
- Support multiple currencies and local tax rates
- Work with any language
- Use accented characters and right-to-left text
- Configure list of allowed countries for site registration, shipping, and billing
- Support fixed product taxes, such as WEEE/DEEE in the EU
- Automatically calculate tax for transactions in the EU with VAT-ID validation[1]
- Use EU cookie notification to simplify EU Privacy and Electronic Communications Directive compliance

[1]*No guarantee is offered with respect to any of the information given here. Please contact an expert before you make any decisions about tax matters.*

Analytics and Reporting

- Gain insights with supported Google Universal Analytics and Google Tag Manager
- Access the following reports through the Admin:

  — Sales report
  — Tax report
  — Abandoned shopping cart report
  — Best viewed products report
  — Best purchased products report
  — Low stock report

  — Search terms report
  — Product reviews report
  — Coupon usage report
  — Total sales invoiced report
  — Total sales refunded report

Architecture and Security

- Build on a modern tech stack that uses popular frameworks and supports industry standards
- Make fine grain customizations and easily add or remove functionality with a modular code base
- Use stable service interfaces to make site upgrades and customizations easier and durable over multiple releases
- Integrate Magento with third-party applications using efficient web APIs with SOAP and REST support
- Smoothly manage interactions between extensions using plug-ins and dependency injection software design patterns
- Accelerate time-to-market and improve code quality with a fully-automated testing framework
- Leverage sample code to quickly create an Apple iOS 8+ app using Magento 2.0 APIs

- Update code with a standalone installer that checks for prerequisites before installation
- Automate certain Magento development and production tasks using the command-line interface
- Use strong data encryption based on AES-256 and hashing based on SHA-256
- Limit password guessing with strong password requirements and a more secure Admin panel login process
- Feel confident with regular scanning, external penetration testing, and bug bounty programs that promote core platform security
- Stay informed about security issues through the Magento Security Center and mailing list

Layout and Theming

- Customize the responsive blank theme or the reference Luma store theme to accelerate time-to-market
- Specify changes to an inherited base theme to easily create site variations for countries, brands or seasonal campaigns
- Leverage Magento's UI and pattern library to enable faster and more consistent theme development

- Save time and ease site maintenance by using LESS CSS preprocessing to enable code reuse and global variable changes
- Reduce frontend coding complexity with clear separation of the presentation layer and business logic

Performance and Scalability

- Implement hole punching and Edge Side Includes (ESI) to handle page elements that can't be cached
- Benefit from faster indexing and incremental index updates for fresher site content and better performance
- Minify JavaScript, CSS and HTML and compress images to reduce file size for faster loading
- Cache all JavaScript and CSS on first page viewed to minimize content that must be downloaded for subsequent pages

- Accelerate the rendering of Admin product, customer and order management views for faster access to information
- Store media files on a separate database server or content delivery network (CDN) for faster page load times
- Archive orders after a configurable time period to increase store performance
- Use the included Magento Performance Toolkit to measure and optimize site speed

- Asynchronously process tasks for enhanced performance using a Rabbit MQ job queue framework
- Choose to defer stock updates as orders are placed to improve throughput
- Scale Checkout and Order Management databases with support for MySQL Cluster

- Allow each master database to have multiple slave databases to scale read operations
- Enable large teams of Admin users to make concurrent order and product updates

Cloud Offering

- Customize Magento with access to source code and the ability to integrate extensions
- Build on a redundant AWS-based cloud hosting infrastructure with 99.99% uptime
- Rapidly spin up, merge, clone and tear down unlimited environments

- Gain a consistent, repeatable development-to-production deployment flow
- Monitor performance with New Relic and blackfire.io profiling tools
- Accelerate site performance and defend against DDoS attacks with fastly's Content Delivery Network (CDN)

Call Now
to learn how Magento Enterprise Edition can take your business to the next level

1-877-574-5093

- or -

+353 1 7759 599
(for individuals in Europe and the Middle East)