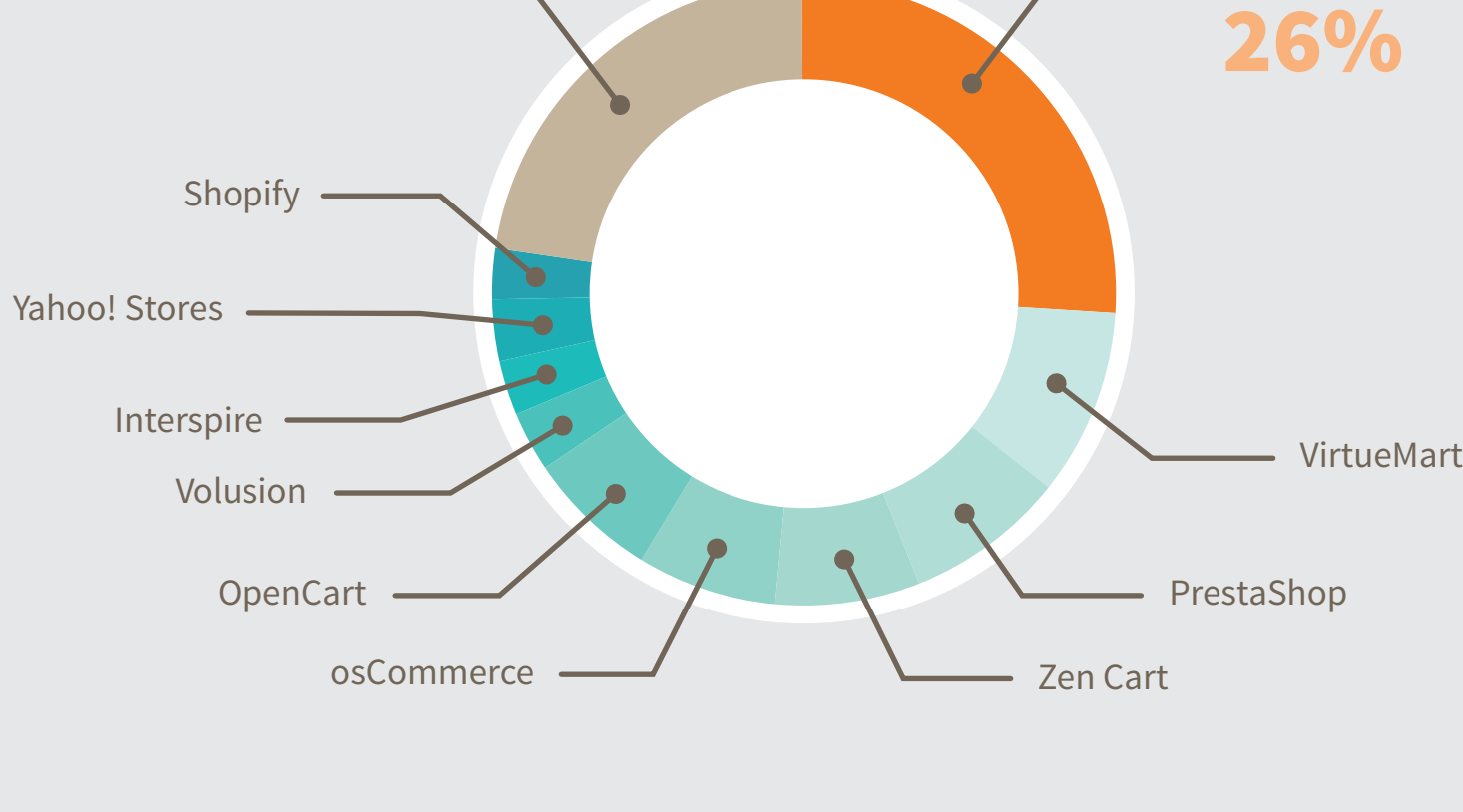


eCommerce Software & eCommerce Platform Solutions

Magento is a flexible and scalable eCommerce solution with an open-source platform that allows companies to easily customize their online stores to their liking. Including the world's most popular brands, there are over 150,000 businesses using this fast growing solution to help their company succeed. With this cost effective platform, businesses are available to specialized features, multiple stores, and many more. It does not matter how small or big a company may be.

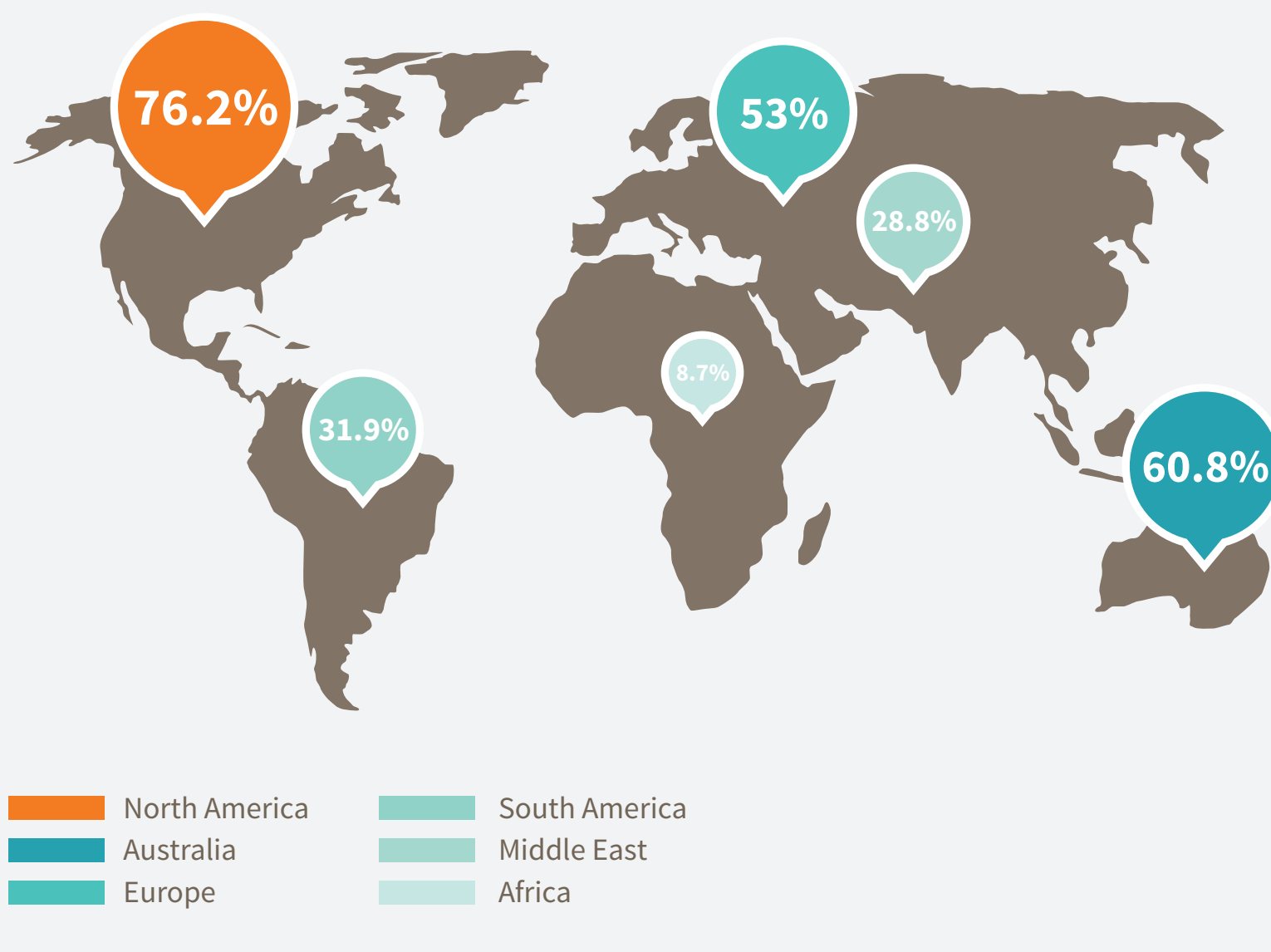
Most Popular eCommerce Software in 2013

Alexa's Top 1M Sites



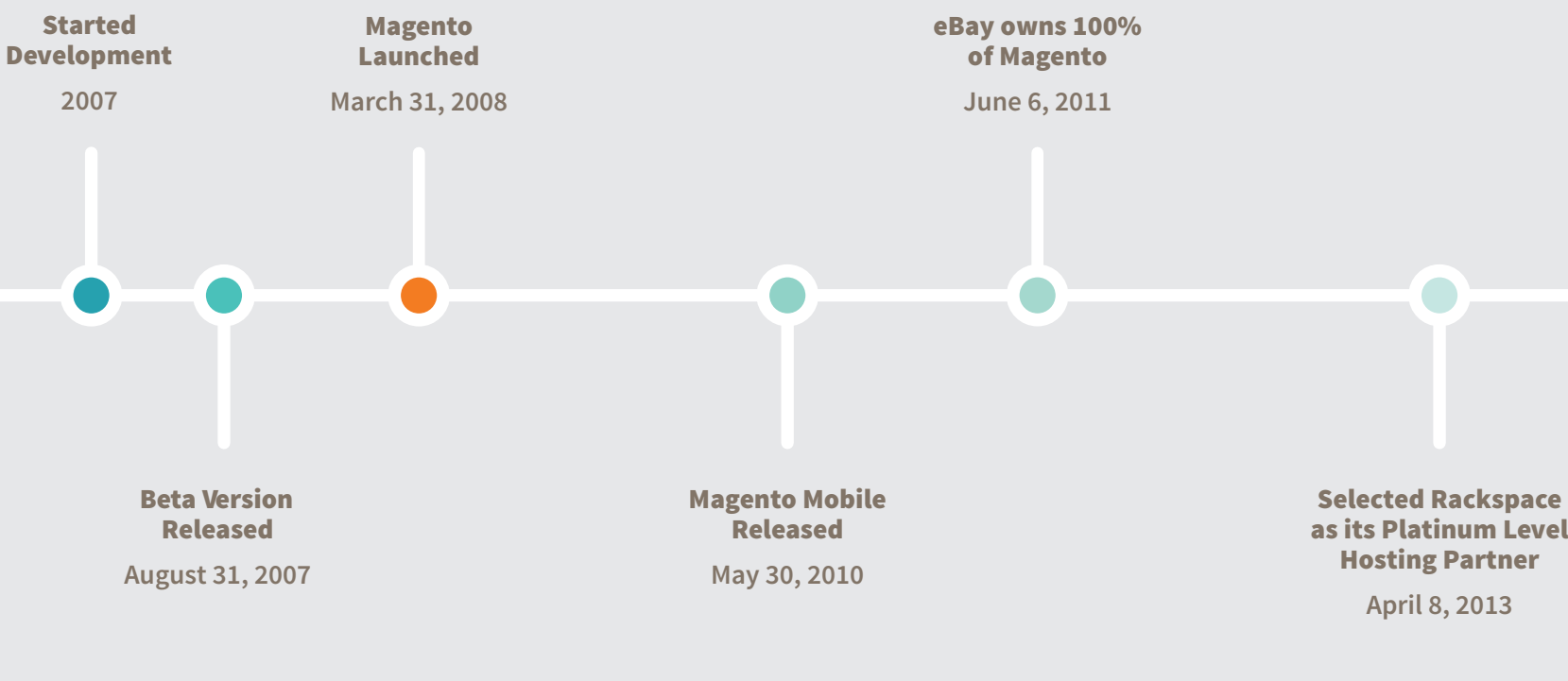
World Average: 26.6%

Percentage of Online Shoppers Worldwide



Magento Throughout the Years

Years 2007-2013



Community Edition vs. Enterprise Edition

eCommerce Success

	Community Free Download Open-source software for developers & tech-savvy merchants	Enterprise License Fees from \$15,550/YR Enterprise-class features, performance & support
Technical Support		●
Built-in Security		●
Code-level Access	●	●
Web Services API	●	●
Mobile HTML 5 Theme Pre-integrated	●	●
Extensions	●	●
API Integrations	●	●
Themes	●	●
Advanced Customer Segmentation and Targeting		●
Private Sales, Events, Invitations		●
Gift Registry and Gifting Options		●
Reward Points		●
Advanced Return Management Authorization		●
Staging, Merging and Rollback of Content		●
Store Credits		●
Enhanced Catalog and Content Management System		●
Price and Promotion Permission		●
Full-page Caching		●
Minimum Advertised Price		●
Call Center with Assisted Shopping		●
Solr Search		●
Mobile Commerce	●	●
Multiple Stores	●	●
Multiple Store Views	●	●
Advanced Administrator Roles	●	●
Persistent Shopping Cart	●	●
Flexible Pricing Rules	●	●
Analytics and Reporting	●	●
Layered Navigation	●	●
International Commerce and Multiple Languages	●	●
Shipping Rules, Payment Configurations and Gateways	●	●
Product Configurations	●	●
Up-sells, Cross-sells and Related Products	●	●
SEO	●	●
Flexible Couponing and Promotions	●	●
Customer Accounts Management	●	●
Order Management	●	●

Top 10

Popular Add-ons & Plugins

	One Step Checkout www.onestepcheckout.com		Advanced Navigation www.gomage.com
	Product Matrix www.webshopapps.com		SEO Suite Ultimate www.mageworx.com
	Follow Up Email www.aheadworks.com		Advanced Reports www.aheadworks.com
	Store Locator www.unirgy.com		Blast Lucene Search www.php4u.co.uk
	Gift Cards www.webtexsoftware.com		Extended Product Grid with Editor www.amasty.com

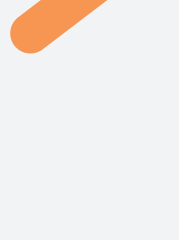
Why you should use Magento as your eCommerce Site

4 Reasons



Innovation

As one of the newer eCommerce shopping cart platforms on the market, Magento offers clear improvements over its predecessors, but the innovation doesn't stop there. As an open-source platform, Magento is also updated regularly by designers, which means you'll continually get new features and speedy bug fixes, as well as support from the larger Magento web community.



Special Tools & Features

Magento is a particularly feature-rich platform, offering many specialized tools that other platforms lack. Among other advantages, Magento comes with built-in SEO features, recognizes international currencies and updates currency rates live, provides you with online marketing tools, allows buyers to rate and review your products or keep wish lists, and much more.



Integration

Magento is easy to integrate with many of the third-party sites needed to run an effective eCommerce website, including Salesforce.com, Google, Constant Contact, open-source databases like MySQL, all major payment gateways, and shipping services like FedEx & UPS.



Easy customization

Rather than having to use standard templates, as you do with many other development services, Magento allows for a high degree of developer customization. As a result, it's much easier to establish a unique and memorable web presence for your business.

Successful Businesses using Magento



Sources:

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