

The Kentico E-commerce Solution is an out-of-the-box part of Kentico. It enables you to create your own on-line stores and e-shops while offering the [users](#), i.e. [customers](#) and store owners, a flexible, feature-rich e-commerce platform that addresses a wide range of e-business needs with mobile device support.

Whether you are a newcomer to or an experienced user of Kentico, this section gives you an insight into:

- [Configuration and administration of your on-line store](#)
- [Management of your already running on-line store](#)
- [Customization of your on-line store with new functionality](#)

Especially newcomers can appreciate descriptions of:

- [Installation of the E-commerce Site and Dancing Goat sample sites](#), on which you can see multiple e-commerce samples you can use on your site
- [E-commerce administration user interface](#), which guides you through e-commerce applications in Kentico

Among other features, the Kentico E-commerce Solution allows your on-line store customers to:

- Purchase products via the integrated [shopping cart](#)
- Pay orders via [payment methods](#)
- Check the status of their [orders](#)
- Subscribe to [newsletters](#)
- And much more

From the other point of view, as the owner of websites employing the Kentico E-commerce Solution, you have tools for:

- Managing your customers' orders
- Managing [shipping options](#) and [payment methods](#)
- Managing [products](#), [manufacturers](#), [suppliers](#)
- And much more

See the list of features below.

I want to have my store up and running

See [Configuring your store](#).

You can configure, for example:

[Multilingual store](#)

Present the products and services that you offer to your customers in multiple language versions.

[Multiple currencies and exchange rates](#)

Allow your customers to make orders in currencies different from the on-line store main currency.

[Configurable tax calculation](#)

Calculate taxes based on customer's billing or delivery address.

I want to manage orders, products, customers, etc.

See [Managing your store](#).

You can manage, for example:

I want to extend or modify the in-built functionality

See [Customizing and developing your store](#).

You can customize, for example:

[Product prices](#)

Integrate custom or external sources that provide the prices of products.

[Tax calculation](#)

Customize how the system calculates taxes.

[Discount rules](#)

Add new rules that determine conditions for applying catalog discounts, order discounts, free shipping offers or gift cards.



Payment methods with customer credit

Allow your customers to pay with different payment gateways, such as credit cards or PayPal, or enable them to have their system credit.

Checkout process

Add checkout process steps and further configure the checkout process to best suit your and your customers' needs.

Site-specific and global data

Learn how you can use site-specific objects available only on the respective sites and global objects shared across all your sites.

Permissions for store managers

Create users that can manage parts of your store.

Products

Manage the products and services that you offer in your on-line store and set them based on your desires:

- [Product options](#) – Manage options that you added to the offered products. For example, multiple colors, configurations, etc.
- [Product variants](#) – Manage variants of your main products. For example, T-shirts in different sizes and colors. Each combination of size and color.
- [Brands and Manufacturers](#) – Manage brand and manufacturer labels and assign them to your store's products.
- [Collections](#) – Prepare product collections for your store and use them to organize products (each product can belong to one collection).
- [Suppliers](#) – Manage supplier labels and assign them to the products and services offered in your store.
- [Product workflow](#) – Set up a reviewing and approval process to ensure quality of your website's content and design.

Discounts

Customize how the system applies discounts to shopping carts and orders.

Shipping

Create custom shipping carrier providers to offer your customers shipping via any shipping company.

Overall shopping cart calculation

Modify or extend the shopping cart calculation engine to get full control of how the system performs the overall evaluation and calculation of shopping cart and order values.

Custom payment gateways

Create custom payment gateways, which can integrate with any banking or payment system.

Price rounding

Adjust how the system rounds monetary values.

Developing on-line stores in MVC

Create your on-line store just as you and your customers want using [ASP.NET MVC](#).



Discounts

Flexibly combine and grant your on-line store customers the following types of discounts:

- [Catalog discounts](#) – Grant eligible customers discounts on selected products.
- [Order discounts](#) – Grant eligible customers discounts on their whole shopping.
- [Free shipping offers](#) – Grant eligible customers the benefit of free shipping.
- [Volume discounts](#) – Offer better prices to your customers if they purchase specified amounts of given products.
- [Buy X Get Y discounts](#) – Offer customers free or discounted products if they purchase specified products.
- [Bundles](#) – Offer and sell customers multiple products of various kinds as single products for special prices.

Additionally, you can motivate your customers to purchase more products by providing them with [coupon codes](#). The customers can exchange these virtual vouchers for various types of discounts or use them as [Gift cards](#).

Customers

Manage your on-line store customers.

Orders

Manage orders that your customers placed while purchasing in your on-line store.

Reports and statistics

View reports and statistics related to your on-line store.