



# MULTI-CHANNEL-AS-A-SERVICE

Behind the beautiful interface, Nimbu is an incredibly rich multi-channel publishing platform. Below, you can find an exhaustive list of everything the Nimbu platform can do.

## CONTENT MANAGEMENT

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**Multiple Website Management** – Manage multiple websites and view site statistics from one single application. Easily manager the team accessing the backend.

**Centralized Content Management** – Whether your content is used on the web or in a native mobile application, you manage all content in a single & simple, centralized manner.

**Page Hierarchy Management** – Easily manage your sitemap and pages hierarchy. Change your homepage on the fly, drag and drop pages to order them. Configure which pages are available in your native mobile application.

**Navigation Management** – Your navigation can be easily configured. Link to any aspect of your website. For native mobile applications links are generated according to the standards.

**Multiple languages** – All content can be easily translated and updated in multiple languages.

**Full blogging platform** – Nimbu includes a full-featured blogging platform. Write and schedule articles to be published in the future. Categories and tags allow for two levels of categorization. RSS syndication allows integration with readers such as Flipboard, Feedly, and others.

**WYSIWYG Editor** – Nimbu's custom WYSIWYG editing engine supports many content types and complex multi-column layouts. Keep full control over the generated HTML if wanted.

**Drag-and-Drop Media Management** – Add and organize your uploads (images, pdfs, videos) instantly. You can drag images directly from your desktop into your browser window.

**Automatic Image Scaling** – Images can automatically scale to ensure they always look right, irrespective of their placement within your content. Our image loader detects and selects the appropriate image size to load for every device and screen - including Apple devices with Retina Displays

**Email Templates** – Easily change your automated emails with the design and content you want, in multiple languages.

**Flexible Cloud Database** – Model and manage any type of "information" and make it easily accessible in the backend - without having to compromise and adapt your model to the possibilities of the system (as opposed to i.e. Wordpress or Drupal).

**Automatic Search Indexing** – Any content in Nimbu is automatically indexed and exposed via our search cluster.

## ECOMMERCE

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**Secure Shopping Cart** – All credit card and transaction information is protected by the same level of security used by banks: a 256-bit SSL certificate.

**Multiple Payment Gateways** – From bank deposits to bitcoin, from PayPal to iDEAL, Nimbu integrates with multiple external payment gateways from around the world. We keep adding new integrations.

**Customer Profiles** – Learn more about your customers and their online habits. Find their contact info and order history at a glance.

**Order Management** – Our order management interface lets you easily track outstanding orders, resend customer update emails and print packing slips from a single interface.

**Order Fulfillment** – Fulfill one or multiple orders with just one click, making your daily order management a breeze.

**Abandoned Checkout Recovery** – Recover lost sales by automatically sending an email to prospective customers with a link to their abandoned shopping carts, encouraging them to complete their purchase.

**Flexible Shipping Rates** – Set up shipping rates by fixed-price, tiered pricing, weight-based, and location-based rates.

**Flexible Tax Rates** – Easily manage multiple tax rates (i.e. VAT). Nimbu will automatically select the right tax rate based on the location of your customers.

**Exact Online Integration** – Nimbu is integrated with the Exact Online accounting software. This helps reducing account costs such as invoices and client information is automatically uploaded to your accounting.

## MARKETING & SEO

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**Page Titles** – You have full control over the ordering of your page titles, including the ability to create different title schemes for your homepage, item pages, and collection pages.

**Clean URLs** – All pages on your Nimbu site contain clean URLs that are easily indexed and read.

**No Plugins Necessary** – Nimbu includes all known best practices for SEO (like customizable H1, title, and meta tags, etc.) without the need for additional plugins.

**Automatic Google Sitemaps** – Nimbu automatically generates and links a proper sitemap.xml, which enumerates every single URL on your site with proper priority for perfect indexing even if you use a Javascript-heavy template.

**Canonical Tagging** – Nimbu generates proper rel="canonical" tags that ensure search engines are picking up the proper versions of your pages when content exists at more than one URL.

**Automatic Tagging** – Images contain proper <ALT> and <TITLE> tags, improving search engine indexing. All meta tags for pages and <LINK> tags for RSS feeds are automatically generated. Image descriptions are properly converted to <ALT> tags.

**Automatic Redirects** – Given multiple domains, Nimbu will redirect users and search engines to the right domain and use rel="canonical" to fix these references.

**Social Media Integration** – All Nimbu websites include social media integration, such as Pinterest, Instagram, Facebook, Twitter, and Tumblr.

**Facebook Open Graph Support** – Nimbu generates proper Facebook open graph tags to be used when your links are shared on social services.

**Twitter Cards Support** – Nimbu generates proper Twitter Card tags to be used when your links are shared on social services.

**Robots.txt** – We automatically generate a correct robots.txt, link your sitemap, and exclude all Nimbu admin and API endpoints.

**Anti-Spam** – Nimbu is a paid service that aggressively fights spam. If you are using a free service that is a target for spammers, you potentially run the risk of being falsely grouped with other spam sites.

**Discount Codes and Coupons** – Run sales and promotions by offering coupon codes that save customers money. You choose whether the discount is for x euros off, a percentage off, free shipping, etc.

**Content Delivery Network** – Nimbu uses a globally distributed content delivery network to ensure all sites load quickly in any region on earth. Our servers deliver all dynamic content on average within 250ms of the request, which helps a lot in getting good Google rankings.

**Push Notifications** – Nimbu supports push notifications across iOS, Android and OSX. These allow for rich real-time marketing experiences regardless of the type of device registered for the push notifications.

## PRODUCT MANAGEMENT

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**Digital and Physical Goods** – Sell any type of product using a single interface. Digital goods are delivered via customized email links that expire 24 hours from delivery. Control link sharing and re-send delivery links. You can even enable customizable digital watermarking for pdf-based digital products.

**Product Organization** – Organize products by category, type, season, sale, and more. Use smart collections to automatically sort products based on vendor, price, and inventory level. Virtual collections allow to aggregate similar products from manual collection into one single public collection.

**Product Variations** – Offer different variations of your products, such as multiple sizes, colors, materials, and more. Each variation can have its own price, SKU, weight, and inventory. Or it can have its own attachment for different versions of digital products.

**Import/Export** - Easily import or export multiple products at once using CSV files.

**Multiple Images** - Add multiple images for your products so you can show your product from all angles.

**Inventory Management** - Manage your entire inventory with Nimbu. Keep track of stock counts, get alerts on low inventory and automatically stop selling products when inventory runs out.

**Aggregate Products** - Group multiple products into one product (i.e. when selling bundles) and sell them as one product while keeping the inventory management for each individual product.

## ANALYTICS

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**Unique Visitors and Visits** – Nimbu monitors your Page Views, Visit Counts, and Visitor Counts, including raw, unique, and robot hits. Website statistics are available immediately and in real-time.

**OS/Browser Statistics** – Track what operating systems and browsers your users are using to visit your website or use your app.

**App Usage and Retention** – Nimbu monitors your app downloads, unique opens and retention rate. Again, these numbers are available immediately in real-time.

**Google Analytics Ready** – Easily integrate your site or application with Google Analytics for more in-depth analytics.

## DEVELOPER FRIENDLY

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**Full Code Control** – Change everything on your site: from the opening doctype tag to the footer. Any developer with basic HTML, CSS and javascript knowledge can build and maintain complex dynamic sites.

**Native Development Tools** – Use native development tools to edit your Nimbu website locally, while still using the dynamic data from the online database. There is no need to use clunky web-based HTML editors.

**Custom Code** – All custom code is saved to our scalable grid network. This is not simple shared hosting. Every piece of custom code is cached and placed on our distributed network of systems.

**Organize Themes** – Organise your HTML in multiple themes which can easily be switched, e.g. based on the time of the year.

**HAML / SASS** – There is no need for local HAML or SASS preprocessing: all files can be compiled and updated online.

**Git Built-in** – All templates are exposed via Git, so you can work with a team and roll back changes easily. Deploying new front-end code is as simple as “git push”.

**Automatic Database Indexes** – All entries in the cloud database are automatically indexed according to the project specific data access patterns.

**JSON Access** – Query and update any data, any page and any content via our secure REST-based API in a structured way.

**Complete Extensibility** – Using a feature called “cloud code”, you can customize and run any server-side code. Using the javascript language and our powerful Javascript SDK, it is possible to define custom HTTP endpoints, run callbacks upon saving database objects (customers, products, orders, channel entries, etc.), schedule and repeat background jobs, etc. It is a very powerful tool which allows to break free from the typical SaaS / framework limitations imposed by other vendors.

**Native SDKs available** – We have native iOS, Android, Xamarin (C#) and Javascript SDKs available which allow you to easily and transparently connect any other project with Nimbu using our API.

## HOSTING & SECURITY

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**We Use What We Make** – Our front sites, [www.zenjoy.be](http://www.zenjoy.be) and [www.nimbu.io](http://www.nimbu.io), are Nimbu websites called 'www'. All of our websites, including our own, are served from the same powerful infrastructure as yours.

**Your Own Domain Name** – Use your own domain name, or purchase one through Nimbu. Nimbu lets you map your domain transparently over ours, ensuring visitors never see a Nimbu domain when viewing your site.

**Multiple Domain Support** – Connect multiple domains to your Nimbu site, even ones that are not hosted with us.

**Automatic Scaling** – Every system in our infrastructure participates in serving all of our websites, so your site scales up as you receive more traffic and is immune to simple hardware failures.

**Content Delivery Network** – Every site in Nimbu uses a globally distributed content delivery network, to ensure all static content (images, css, javascript, downloads, etc) is delivered to your visitors as quickly as possible.

**Unlimited Bandwidth** – You will not be charged based on the number of visitors or traffic to your store.

**Email Hosting** – When you buy a domain name with Nimbu, you receive unlimited email forwarding. Dedicated email hosting is also available, including support for POP, IMAP, ActiveSync and iOS compatible push email.

**Reliable Email Delivery** – Delivering email on the internet of today is hard, very hard. Simply sending email from shared hosting will ensure your mails do not get delivered. We use specialized 3rd party services to ensure email is delivered to the inbox, not the spam folder.

**Private Video Hosting** – Videos can be uploaded in Nimbu and securely delivered to you customers without the risk of uncontrolled social media sharing or downloading the original video. All video formats are automatically encoded according to best practices for web and mobile delivery.

**Hourly and Daily Backups** – All your business information, including content, customers, orders, products, inventory, cloud data, uploads, etc. is backed up in our secure data centers every hour, every day.

**Instant Upgrades** – All Nimbu updates are automatic and backwards compatible, so you will receive the latest features immediately, without any hassle.

**Powerful, Custom Infrastructure** – Caching? Partial rendering? Load balancing? Scaling? It is all handled on a grid of servers that already serves millions of hits per day.

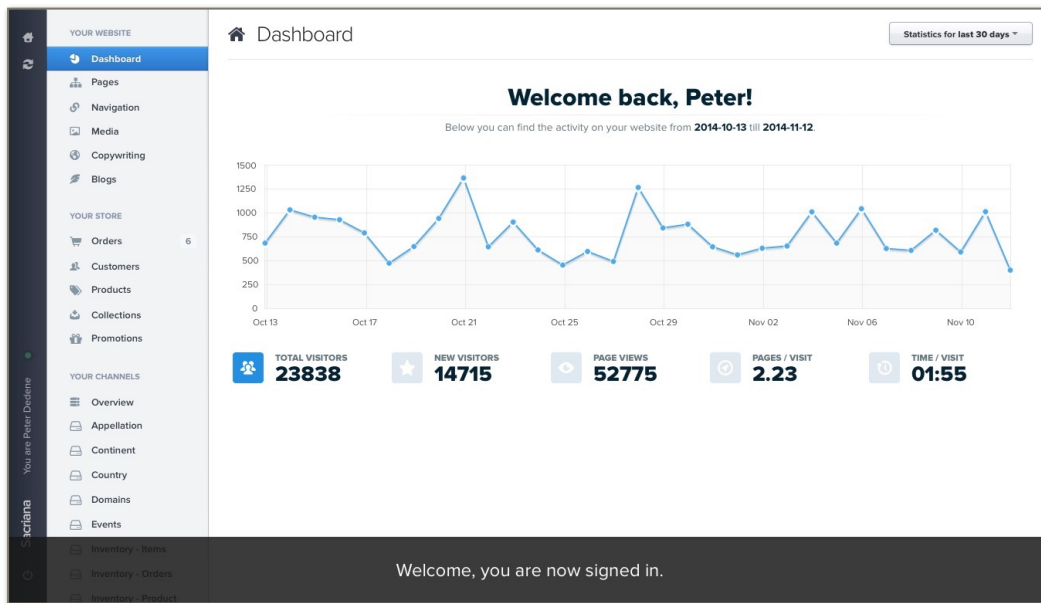
**Secured Data Centers** – Our infrastructure is build upon OVH, based in Roubaix, Northern France. It's currently the number one hosting provider in Europe and their data centers are ISO/IEC 27001 and SOC 1 Type I and SOC 2 Type I certified. *(In near future we are planning a complete migration to the Google Cloud, which will further enhance the security and performance of the Nimbu network).*

**Advanced DDOS Protection** – It's not a question of knowing if you need anti-DDoS protection but rather when you will first be the victim of an attack. Nimbu has advanced DDOS protection in place and is committed to protecting your project 24/7 against any type of DDoS attack, regardless of duration or size.

**State-of-the-art Technology** – Nimbu is built using the latest and greatest technology, including CoreOS, Docker, Ruby, MongoDB, Redis, Elasticsearch, etc.

**99.97% uptime and 24/7 monitoring** – Stop worrying about downtime with Nimbu. We work around the clock to make sure your website or your app is always online. Our historical uptime records are publicly available on <http://status.zenjoy.be>

## SCREENSHOTS



**Your pages** More + Add a new page

A page is a standalone section of your website. Examples: "About" section, Warranty information, TOS

- Homepage
  - Oudertool
  - Jawel, jongeren kapen Awel
- Word Awel-vrijwilliger!
  - jong
  - Top vrijwilliger!
  - Andere mogelij
  - Awel Basisople
  - Vrijwilligerswer
  - Info-avonden
  - Infoavonden
- De thema's
  - themapagina
  - Info over Awel
  - Nieuwsbrief
  - Steun Awel
- Forum
  - Forum
  - Gedragcode en veiligheidsregels
- Info & Contact
  - noodsituatie
  - Coming Soon
- FAQ's
  - faq
- CHAT
- MAIL

**Add a new page**

Title

Give each page a unique name.

- no parent - - default template -

Does the page have a parent? What is the template used?

**CANCEL** **CREATE PAGE**

**Navigation** EN + Add a new menu

A link list is a set of links you can include in your templates to create menus, navigation, etc. You can also use URL redirects to prevent old bookmarks or links from breaking.

### Menus

Configure menus and the options for selling this product.

NAME	LINKS
<a href="#">FAQ</a>	Aankoopbonnen, Mijn account, Mijn bestellingen, Onze sales, Levering, Betaling en...
<a href="#">Footer - About</a>	Home, Sacriana, Our Wines, Blog
<a href="#">Footer - Connect</a>	Facebook, Twitter
<a href="#">Footer - Customer Support</a>	FAQs, Contact, Terms and Conditions, Privacy Policy
<a href="#">Footer - Homepage</a>	About Sacriana, Terms & Conditions, Privacy Policy, FAQ, Contact
<a href="#">Main Menu</a>	Promotions, Catalog, About Sacriana, Blog

Orders							
Start typing a customer or product name...							
ORDER	DATE	PLACED BY	PAYMENT	FULLFILLMENT	AMOUNT	TOTAL	
#1411019819	November 12, 2014 13:45		PAID	NOT FULFILLED	1 item	€35.40	
#1411019519	November 11, 2014 20:42		PAID	DONE	1 item	€155.78	
#1411019340	November 11, 2014 18:53		PAID	DONE	1 item	€124.70	
#1411018754	November 11, 2014 17:47		PAID	DONE	5 items	€492.36	
#1411018619	November 11, 2014 17:34		PAID	DONE	2 items	€243.50	
#1411018400	November 11, 2014 16:49		PAID	DONE	1 item	€124.70	
#1411017552	November 11, 2014 15:44		PAID	DONE	2 items	€246.68	
#1411017431	November 11, 2014 14:38		PAID	DONE	4 items	€353.94	
#1411016924	November 11, 2014 11:28		PAID	DONE	3 items	€165.68	
#1411016831	November 10, 2014 23:07		PAID	DONE	2 items	€118.50	
#1411016630	November 10, 2014 21:53		PAID	DONE	2 items	€84.90	
#1411016465	November 10, 2014 20:50		PAID	DONE	1 item	€80.30	
#1411016341	November 10, 2014 18:37		PAID	DONE	1 item	€162.18	
#1411016024	November 10, 2014 17:46		PAID	DONE	3 items	€97.50	
#1411016273	November 10, 2014 17:43		PAID	DONE	4 items	€206.30	

Promotions					
1-25 of 2898					
Start typing a coupon code or customer name...					
DESCRIPTION	STATUS	CODE	USAGE	LIMITS	
Special Discount 15% €15.00€ off all orders with minimum €79.00	VALID		0	Expires in 2 days	
Credit for €20.00 off any orders (Referral Bonus - placed first order)	REDEEMED		1	Expires in 6 months	
Credit for €20.00 off any orders (Referral Bonus - placed first order)	VALID		0	Expires in 6 months	
Credit for €20.00 off any orders (Referral Bonus - placed first order)	VALID		0	Expires in 6 months	
Special Discount €25.90€ off all orders with minimum €99.00	VALID		0	Expires in 3 months	
Credit for €5.90 off any orders	VALID		0 / 1	Expires after 1 redemptions	
Korting-Goedkoop nov-dec 2014 15% off any orders	VALID		0	Expires in 18 days	
Thank You €15.00€ off all orders with minimum €79.00	EXPIRED		1	Expired about 6 hours ago	
Thank You €20.00€ off all orders with minimum €99.00	VALID		0	Expires in 3 months	
Credit for €20.00 off any orders (Referral Bonus - Jean-Jacques de Griban placed)	VALID		0	Expires in 6 months	

Products				
1-25 of 400				
Start typing a product name or attribute...				
	NAME	PRICE	INVENTORY	LAST UPDATE
	Ciboise Blanc, M. Chapoutier A perfect balance between round... • White • Luberon • France • Côtes-du-Rhône • Grenache Blanc, Vermentino, Ugni... • 2013	€42.90	20 in stock 0 sold / 0 in cart	about 8 hours
	Le Bruniche, Tenuti di Nozzole A refreshing and original wine • White • Chardonnay di Toscana IGT • Italy • Tuscany • 100% Chardonnay • 2012	€55.92	18 in stock 3 sold / 0 in cart	about 23 hours
	Château Toursans, Saint-Emilion Grand Cru 2 stars Guide Hachette 2013 • Red • Saint-Emilion Grand Cru • France • Bordeaux • Merlot, Cabernet Franc, Cabernet... • 2009	€118.80	16 in stock 4 sold / 0 in cart	about 23 hours
	Quinta de la Rosa Tonal n° 12 Tawny port of superior quality • Red • Porto • Portugal • Douro • Touriga Nacional, Touriga France...	€59.40	0 in stock 2 sold / 0 in cart	1 day
	Puligny-Montrachet, Vieilles Vignes Magnificent white Burgundy from ... • White • Puligny-Montrachet • France • Bourgogne • 100% Chardonnay • 2007	€112.80	0 in stock 4 sold / 0 in cart	1 day
	IQ, Domenico Armani A fresh and original wine • White • Trentino DOC • Italy • Trentino • 100% Chardonnay • 2010	€47.82	0 in stock 9 sold / 0 in cart	1 day
	Petite Ruche, M. Chapoutier A true Côtes du Rhône full of ta... • Red • Crozes-Hermitage • France • Côtes-du-Rhône • 100% Syrah • 2012	€98.70	8 in stock 10 sold / 0 in cart	1 day
	Château La Clotte-Cazalis The best of the non classified S... • White • Berger-Sauternes • France • Bordeaux • 95% Semillon, 5% Sauvignon Blanc • 2003	€165.42	12 in stock 3 sold / 4 in cart	2 days
	Réserve du Bastion Pinot Noir, Domaine Chanson Your nice Bourgogne for every day • Red • Bourgogne • France • Burgundy • 100% Pinot Noir • 2012	€87.00	6 in stock 4 sold / 0 in cart	2 days
	Nuits-Saint-Georges - Les Bouillottes 1er Cru	€78.11	3 in stock	2 days

YOUR WEBSITE

Dashboard

Pages

Navigation

Media

Copywriting

Blogs

YOUR STORE

Orders6

Customers

Products

Collections

Promotions

YOUR CHANNELS

Overview

Appellation

Continent

Country

Domains

Events

Inventory - Items

Inventory - Orders

Inventory - Product

Your Channels

+ Add a channel

A "Channel" consists of raw information (i.e. blog entries, comments, data, ...) for which you define the structure, the fields used in each entry. Templates determine how and where you display your content data. How you mix and match the two is up to you.

Appellation

The applications in your Content Guide

152 entries

Add new entry

Edit this collection

Continent

A continent in your Wine Guide

5 entries

Add new entry

Edit this collection

Country

A country in the Wine Guide

11 entries

Add new entry

Edit this collection

Domains

Wijn Domeinen

6 entries

Add new entry

Edit this collection

Events

Sacriana Wine Tasting Events

6 entries

Add new entry

Edit this collection

Inventory - Items

133 entries

Add new entry

Edit this collection

Inventory - Orders

99 entries

Add new entry

Edit this collection

Inventory - Product

17 entries

Add new entry

Edit this collection

+ Back to Dashboard

General

Online Store

Checkout

Shipping

Taxes

Push & Integrations

Notifications

Domains

Account

Settings / General

Save Changes

Languages

Make your website multi-lingual. Change the default language and redirect behaviour when visitors first land on your site.

Default locale

English

Locales

☒ English

☒ Nederlands

☒ Français

☐ German

☐ Spanish

☐ Italian

Auto redirect locale

☒ Redirect the visitor to a language close to the browser language?

Standards & Formats

Determine which standards are to be used on your site or application.

Order ID

The {number} placeholder is required in the order ID format.

#{{ number }}

Default Timezone

The default timezone used for this site or application.

(GMT+01:00) Brussels

Default Unit System

The default unit system (weight, distance) used for this site or application.

YOUR CHANNELS

Overview

Appellation

Continent

Country

Domains

Events

Inventory - Items

Inventory - Orders

Inventory - Product

Kalender Sales

Landing Pages

Region

Registrations

Slider

Testimonials

Wedding Lists

Wine Guide

Wine of the Month

YOUR SETTINGS

Settings

Apps

Design

Themes / Default Theme

Delete

Cancel

Save Layout

Editing layout default.liquid

Rename Layout | Previous Versions | Code Variable Reference

Layouts

default.liquid

homepage.liquid

inventory.liquid

landing-page-with-header.liquid

landing-page.liquid

minimal.liquid

private.liquid

Templates

snippets

snapsstore.liquid

private.liquid

welcome.liquid

footer.liquid

flash.liquid

header.liquid

checkout

welcome

account

private

shop

homepage

guest.liquid

authorized.liquid

blog

```
1<!DOCTYPE html>
2<!--[if lt IE 7]> <html lang="{{ locale }}" class="no-js ie ie5"> <![endif-->
3<!--[if IE 7]> <html lang="{{ locale }}" class="no-js ie ie7"> <![endif-->
4<!--[if IE 8]> <html lang="{{ locale }}" class="no-js ie ie8"> <![endif-->
5<!--[if IE 9]> <html lang="{{ locale }}" class="no-js ie ie9"> <![endif-->
6<!--[if gt IE 9]><!-->
7<html class="locale-{{ locale }}" not-ie no-js lang="{{ locale }}">
8<!--<![endif-->
9({% unless customer %}
10({% assign not_responsive = true %}
11({% endunless %}
12<head>
13({% include "header" %})
14</head>
15<body id="{{ template }}">
16<!-- Google Tag Manager -->
17<noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-NLG8GT"
18height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
19<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
20new Date().getTime(),event:'gtm.js'});var fnd=document.getElementsByTagName(s),
21j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
22//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
23})(window,document,script,dataLayer,'GTM-NLG8GT');</script>
24<!-- End Google Tag Manager -->
25<div id="fb-root"></div>
26<script>
27(function(d,s,id){
28var js, fjs = d.getElementsByTagName(s)[0];
29if (d.getElementById(id)) return;
30js = d.createElement(s); js.id = id;
31js.src = "//connect.facebook.net/en_US/sdk.js#xfbml=1&appId=482797765180539&version=v2.0";
32js.parentNode.insertBefore(js, fjs);
33})(document, script, facebook-jssdk));
34</script>
35<noscript>
36<div id="noscriptWarning">
37<b>Warning</b> Javascript must be <b>enabled</b> to access Sacriana. Please enable this in y
38</div>
39</noscript>
40<div id="browserWarning">
41You are using an outdated and unsupported browser. Please upgrade to <a href="http://www.google
42">a href="#" id="warningClose"></a>
43</div>
44<div class="off-canvas-wrap" data-offcanvas>
45<div class="inner-wrap">
46<aside class="left-off-canvas-menu show-for-small-only">
```