

Name of Solution:	InstanteStore
Current Version:	3
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Contact Name:	InstanteStore Guy
Contact Email:	<a href="mailto:jestoreguy@instantestore.com">jestoreguy@instantestore.com</a>
Contact Phone:	+60(4)2280704

Your Solution's Features	Supported (Y/N)	Implementation (native/ work around/ 3rd party plug-in)	Comments regarding how is this particular feature supported
<b>Initial Setup and Ongoing Support</b>			
Pricing Structure (hosted subscription, s/w purchase, other)	hosted subscription		
Entry Level Monthly Cost	\$49.97		
Setup Costs	FREE		
Data Management			
Import/export existing database	Y		
Import templates			
Import Products from Yahoo! Store	Y		
From MonsterCommerce	N		
From Volusion	N		
From Miva	N		
From:			
Full FTP Access	N		
Customer Support			
24x7 toll free phone support	N		
24x7 email support	N		
LiveChat equivalent	Y		
Ticketing system	Y		
Online knowledgebase	Y		
Documentation integrated	Y		
Video / audio demonstrations available	Y		
Customer forum	N		
<b>For eCartReviews</b>			
Customer Service Score	C		
Documentation Score	B		
Learning Curve Score	A		
<b>Product and Inventory Management</b>			
Product types:			
In-store	Y		
Warehouse	Y		
Drop ship	Y		
eProduct (downloadable goods)	Y		
Gift Certificate	Y		
Product availability:			
Supported at the product option level (e.g. green + large)	Y		
In stock (and available for purchase)	Y		
Out of stock (hide product optional, unable to purchase)	Y		
Back ordered (out of stock, but able to purchase)	Y		
Product attributes: price, weight, manufacturer, etc.	Y		
Product meta information: keywords, title, etc.	Y		
Supports multiple product codes (skus) per product	N		
Ability to hide products	Y		
Categories and n-tier subcategories	Y		
Previous and next record viewing within (sub)categories	Y		
Product variants/options with their own pricing and weight	Y		
Unlimited images per product	Y		
Support color swatches	Y		
Support unlimited alternate views	Y		Although you can upload up to 4 pictures to represent your product, you can also upload any additional pictures using our HTML editor and embed it in your product description
Related products			
Custom data fields available			
Additional data fields per product for merchant use (e.g. origin, dimensions, fiber)	Y		
Ability to select if additional data field(s) are displayed	Y		
Volume price schedule	Y		
Partial shipments allowed	Y		
Inventory management	Y		
Bulk updating	Y		
Option for inventory decrement based on add-to-cart rather than checkout (requires cart time-out capability)	N		
<b>General Store Administration</b>			
Web based administration	Y		
On screen shopping list	Y		
Order management			
Ability to modify and update orders	Y		
Process payments (authorize only, or authorize and capture)	Y		
Interface for volume/ phone order entry	Y		
Multiple currency support	Y		
Tax calculation at state or more granular (see below)	Y		
Recurring Payments (subscription contract management)	N		
View shopping carts	Y		
Invoice printing	Y		
Integrated fraud check/ reporting	Y		We check for repeated failed tries and limit this to 3 failed tries per customer. We will also be adding a function to check the location of the credit card holder and match that with the billing address of the order during Q1 2006
Search orders	Y		
Order status:			
Statuses configurable (ability to add new and modify existing)	Y		
Triggered emails (html and text) with merge-fields fully configurable	Y		
Wholesale support (unique products and pricing)	Y		
Returned Merchandise Authorization (RMA) system	Y		
Integrated WYSIWYG editor	Y		
Integrated POS System	Y		
Customizable error pages	Y		If you want a custom error page, just contact one of our support staff and we will be happy to do this for you. Currently, any page not found requests are routed to the store's main page. Any other error pages are done in the store's template. So, your customer will always see your store look even though a page threw an error
Customizable redirects	Y	workaround	If you want a custom redirect done, just contact one of our support staff. We will be happy to do this for you
Layout/templates can be different by (sub)category	Y	something similar	For example, you can include more pertinent data in the borders of your store during the checkout stage, etc
<b>Cart</b>			
Shopping Cart Steps configurable	Y		
Checkout with or without Registration	Y		You can choose whether to make registration mandatory, optional or totally remove registration
Address book function for easy checkout	Y		
Support multiple ship-to's for repeat gift giving	N		
Shipping calculation Prior to Checkout	Y		

Automatic Pricing Discounts	Y		
Customizable			
Checkout text	Y		
Checkout Questions	Y		
Checkout required agreement to terms&conditions with link	Y		
Cart expiration (days or minutes)	Y		
<b>Marketing and Customer Comforts</b>			
Recognize return customers	Y		
Customer account area	Y		
ability to view order history	Y		
ability to update profile	Y		
Newsletter opt-in/opt-out support	Y		
Wish List	Y		
Coupon support: date, customer segment, product, and/or category attributes	Y		
Gifting			
Gift-wrap support	N		
Gift option available per product during checkout	N		
Set quantity discounts	Y		
Customer Reviews	Y		
Email to Friend Option (including product thumbnail image)	Y		
Stock Availability Notification	Y		
Product Printer Friendly Page	Y		
Forum	Y		
Loyalty Point System	Y		
Gift Message on Packing Slip	Y		
Recently viewed' functionality	N		
Coupon codes, gift certificates	Y		
Featured products	Y		
Cross selling	Y		
Upselling	Y		
Affiliate programs	Y		
Password restricted dealer entry	Y		
Password entry for pricing levels	Y		
Website survey at Check Out	Y		
Search your customers by demographics	Y		
Customer modeling support	Y		
Dynamic product(s) offering based on viewing and purchasing behavior	N		
Dynamic page/email content based on customer models	N		
RSS feed display	Y		You can choose to display the contents of any RSS feed in your store. The RSS feed contents are included statically in your store's pages so search engines will be able to index it. There's empirical evidence that updates to your pages help search engines to index your site more frequently. So, using this feature, your store can be "updated" as frequently as the RSS feed you choose to display
Product reviews	Y		
Store reviews	N		
<b>Wholesale support</b>			
Wholesale application process(ing) support	Y		
Wholesale customer types	Y		
Product inclusion/exclusion from view	Y		
Alternative pricing			
Pricing levels specific to customer groups (wholesale group A vs. B)	Y		
Personal wholesale pricing	Y		
Quantity bulk purchase	Y		
Quantity bulk purchase upon approval	Y		
Minimum order size and quantity based on price level(s)	Y		
Order multiples (e.g. order in multiples of 10)	N		
<b>Email Options</b>			
Multiple OC3 connections	Y		
Browser based email	Y		
POP 3 email	Y		
Spam Filter	Y		
SSL for SMTP/POP activity	Y		
<b>Reporting</b>			
Real-time data availability	Y		
Sales reports	Y		
Search query reports	Y		
Best seller reports	Y		
Traffic reports	Y		
Abandoned Cart Detailed Report	N		
PPC ROI Tracking	Y		
<b>SEO</b>			
Dynamic Static HTML page creation	Y		
Unique title/description/keywords tags	Y		
URLs rewritten with keywords	Y		
Keywords in page titles	Y		
Keywords in breadcrumb navigation	Y		
Site map generation	Y		
Index.html page optional	N		
Upload custom optimized HTML files	Y		
Auto Google sitemap in XML format	Y		
<b>Payment Options</b>			
Quickbooks Integration	Y		
Accept PayPal Payments	Y		
Offline credit card processing	Y		
Accept phone orders	Y		
Refund through admin panel	Y*		This is currently only available for a few payment gateways. However, we are including this feature for more payment gateways
<b>Shipping and Tax</b>			
Batch Order Printing	Y		
Live UPS, FedEx & USPS calculations	Y		
Add handling charges	Y		
Ship by price, weight, dimensions	Y		
Restrict shipping by location	Y		
Offer free shipping (based on parameters such as price or location)	Y		You can offer free shipping if a certain order is of a certain quantity or value. You can offer free shipping by location using a workaround method. You can create a new shipping method, make it free and limit it to just that area.
Multiple warehouse support	Y		
Ability to print packing-slips	Y		
Real-time order tracking for customers	Y		
Tax calculation configurable			
by state	Y		
by county/city	Y		
<b>Store Infrastructure</b>			

Core language: ASP, ASP.net, ColdFusion, PHP, etc.	Coldfusion		
Server OS	Redhat Linux Enterprise		
Database	MySQL5		
Upgrades			
Free upgrades	Y		
Optional upgrading	N/A		
Uptime Guarantee	99.90%		
Server hosting by _____	EV1 Servers		
Average number of stores/sites managed on same server.	1-70		number of stores hosted per server, we continually monitor the servers. If the server's CPU resources consistently exceeds 40% usage, we will stop adding on merchants to that server. This ensures that all servers have a reasonable performance buffer in case any merchant receives a sudden influx of traffic
Can sub-domains be set up	Y		Sub-domains can be setup on request
<b>Design</b>			
Fully Customizable Store Design	Y		
Fully Customizable Product Layout	N		Currently, you can select from our pre-defined templates for product layout. However, we are already working on a totally customizable product layout format.
# of Customizable Templates Provided	52 * 5 colors each		
# of main / sub categories	4 levels deep		We find that having more than 4 levels of categories/subcategories can be pretty cumbersome for customers browsing your store
Browse by price, mfg, category	Y		
Integrated store search (configurable to more than prod name)	Y		
Customize CSS for site	Y		
<b>Channel Support</b>			
Integration/automated feeds for:			
Froogle/ GoogleBase	Y		
Dealltime / Epinions / Shopping.com	Y		
Shop.com	Y		
BizRate/ ShopZilla/AOL	Y		
Yahoo Shopping	Y		
NexTag	N*		We will add support for NexTag support in Feb 2006
PriceGrabber	Y		
Ebay	N*		We will add support for eBay support in Feb 2006
Affiliate management system	Y		
Advertisement tracking module	Y		
<b>Security</b>			
CISP Certified	N*		We're currently getting CISP/PCI certification. We are working on the on-site audit since we process more than Visa's stipulated 1,000,000 transactions/year
Full HTTPS/SSL support	Y		
Secure HTTPS/SSL admin access	N		We're working on this and will get this completed end of Feb 2006
Administration Area Access History	Y		
Integrated IP Blocking Security feature	Y		
Multiple Administrators Login	Y		
<b>Technology Partners &amp; Plug-ins</b>			
QuickBooks Integration	Y		
Zoomify Integration	Y	3rd party software	You can use Zoomify EZ to add your images
Reporting Partners			
WebSide Story's HitBox	N		
Google's Urchin	Y		We currently provide Urchin 5 standard on all accounts. This was the paid version of Urchin before it was bought by Google. We also, of course, support the new Google Urchin since you only need to paste the code on your site for tracking
Other:			
Others:			