



Online Business Solution

Full List of Features

Web Site Features (Web Hosting v2)



Main Features of Web Hosting & Content Management

- Use SiteWalk to edit your web pages on the fly
- Use FTP to manage your website just like you would with any other web hosting
- Integrated customer database that grows as customers enquire or interact with your website
- Make any type of content secure
- Share and syndicate any type of content using RSS
- Build communities using forums, blogs and collect customer comments on any type of content
- SEO integration into Google, Yahoo and Windows Live
- Sophisticated ready-to-go reporting, no need to add any code to your web pages



Publish any type of Content

- Announcements, FAQs, Literature
- Set Release and Expiry dates on your content
- Make any type of content secure
- Share and syndicate any type of content using RSS
- Create micro-communities by allowing customers to comment on any type of content
- Create your own type of searchable content using Web Apps (All-in-One solution only)
- Create re-usable content snippets which you can use anywhere



Integrated Customer Database

- Grow your customer databased every time your customers enquire or interact with your website
- Keep a history of all past customer enquiries
- Allow customers to view their past enquiries via secure "member only" areas
- Allow customers to keep their details updated via secure "member only" areas
- View on a per customer basis details on every action they've taken on your site
- Customize and extend the Customer Database to suit your business (All-in-One solution only)



Manage your Website and Web Pages

- Use SiteWalk to edit your website on the fly
- Use a Microsoft Word like WYSIWYG editor to edit web pages
- Use Module Manager to add business functionality without any programming
- Make web pages secure
- Archiving & Rollback for every web page and template
- Automatically creates a working copy of web page until you publish

Apply content approval rules to any web page or template
Use templates to create a consistent look and feel
Use FTP to upload and download web pages
Work directly inside Dreamweaver using our plugin Triangle

RSS

Create an unlimited number of RSS channels
Syndicate and share any type of content e.g. blogs, web pages, news and announcements, FAQs etc
Set update frequency of your RSS channels
Reports on RSS usage and items selected from within a feed

Secure "Member Only" Areas

Make any type of content secure (web pages, announcements, Blogs, FAQs, Forums etc)
Manage your customers' access to any secure area
Set expiry date for customer access to any secure area
Easily email login details to every customer in a secure area
Report on customer logins to each secure area

Website Reporting

Comprehensive reporting without having to add a single line of code to your web pages
Geo-location reporting. See a map of the world world.
Detailed visitors reporting including new vs returning, location, IP address, Spy Lens and more
Detailed reporting on every type of content
Search engine reporting, e.g. search phrases, when your site has been indexed and more
Sophisticated customer reporting framework.
Filter on any system or custom field
Save any report and run later
Export any report to Microsoft Excel for further analysis

Web Form Builder

Build customer enquiry web forms without any programming
Add any number of custom fields to your web form to suit your business
Automatically captures and populates every enquiry in your customer database
Use built-in business workflow framework to automate follow-up, set reminders and escalation rules. Choose to be notified via email and/or SMS.
Report on web form submissions including custom fields and easily export to Microsoft Excel
Allow customers to upload files within web forms
Allow real-time credit card processing within web forms, e.g. process donations (All-in-One solution only)
Allow refer-a-friend functionality within web forms
Add Image Verification to web forms to stop spam submissions by bots
Allow customers to subscribe to one or more campaign lists within web form (All-in-One solution only)
Automatically subscribe customer to a Secure Zone upon submission of a web form
Easily add web form to any web page hosted at GB or elsewhere
Customize the landing page customers see after submitting an enquiry
Customize auto responder email sent to customers after they make an enquiry

Build Communities with Forums

Create any number of forums
Set moderation level on new customer posts
Customers can subscribe to any thread and be notified when new posts are added
Make any forum secure
Set release and expiry date on your forms
Reporting on forum usage

Easy to use administrative interface for managing threads and posts
Limitless customizability of forums

Amplify your voice with a Blog

Full blogging platform
Customers can leave comments on any blog post
Approve all incoming trackbacks
Trackbacks to any other blog
Permalink
Set release dates for blog entries
Tagging and Tag cloud module
Blog calendar module
Recent blog post module
Blog post by month module
Report on blog post readership
Integrated RSS channel for each blog
Make your blog secure
Limitless customizability of blogs
Ability to import WordPress or TypePad blog

Photo Galleries

Create any number of photo galleries
Easily add a photo gallery to any web page
Add a description to any photo
Customize layout and appearance of photo galleries

Ad Rotators

Create any number of ad rotators
Rotate images, HTML snippets or Flash objects
Report on number of impressions, click-thrus for any period

Meta Data

Built-in meta data framework
Create your own meta data tags and easily add them to any web page

eCommerce Features

Main Features of eCommerce

Sell real products or e-Products
Give individualized discounts to any customer for any catalogue
Integrated customer database that grows as customers buy or interact with your online shop
Inventory Control
Cross and upsell features
Multi-currency support
Sell Gift Vouchers
SEO integration into Google, Yahoo and Windows Live
Sophisticated ready-to-go reporting, no need to add any code to your web pages
Limitless customizability

Integrated Customer Database



Keep a history of all past customer purchases

Give loyal customers individualized discounts. You can apply a different discount for every catalogue and every customer

Allow customers to view their past orders and even redownload any e-Products previously purchases via secure "member only" areas (All-in-One solution only)

Setup recurring orders and payments. Automatically emails invoices to customers

Customize and extend the Customer Database to suit your business (All-in-One solution only)

Catalogues & Products



Setup an unlimited number of Catalogues & Products

Set Release and Expiry on any Catalogue or Product

Sell e-Products. Limit how many times and where they can be downloaded from

Set product weight / volume for any product to control the shipping options that are displayed

In addition to the 2 default images for every product, choose up to 10 preview images for any product. The system will automatically generate thumbnails

Use Buy and/or Get-a-Quote option for checkout. Buy option will force customer to pay for goods. Quote option

Make any catalogue secure (All-in-One solution only)

Selectively hide prices. For any catalogue hide product prices on the public site and display for existing customers

Configure the order in which catalogues or products are ordered (put popular products first)

Use sophisticated product search module to allow customers to search by keywords, within a catalogue, within a price range and choose how they want the products listed

Put any product On Sale. This crosses out the products retail price. E.g. was \$199 now only \$99.

Collect customer comments on any product (All-in-One solution only)

System utilizes Ajax technology for better customer experience

Easier management of your Online Shop



For faster management use Import feature to manage your entire online shop including products, pricing, catalogues, grouping, inventory control and more from a single Excel file

Export your entire product catalogue in one click. Make changes and re-import

Or use web-based interface to manage your online shop

eCommerce Reporting



Sophisticated e-commerce reporting framework

Sophisticated customer reporting framework

Track sales and payments

Track abandon rates and where customers abandon in online shop

Report on top Catalogues and Products. By amount or quantity sold

Report on Shipping Options and popularity

Report on Discount Codes and redemption

Detailed visitors reporting including new vs returning, location, IP address, Spy Lens and more

Geo-location reporting. See a map of the world world

Track usage for any catalogue or on an aggregate basis

Track usage for any product or on an aggregate basis

Save any report and run later

Export any report to Microsoft Excel for further analysis

Customize your Online Shop



Limitless customizability of the online shop and the checkout process

Limitless customizability of invoice / quotes emailed to customers



Allow any out-of-stock product to be pre-ordered
Set re-order threshold and be notified when product stock level falls below a certain quantity
Enable drop shipping on any product and automatically notify suppliers to fulfill customer orders



Multi-Currency Support

Sell global, act local with multi-currency support
Set prices for products in any currency
Setup shipping options for various countries
Setup tax codes for various countries
Support for many payment gateways throughout the world



Upsell, Cross sell and Product Grouping

Group similar products together, e.g. By size or by color, Small Shirt, Medium Shirt, Large Shirt
Increase sales using Cross/Upsell by relating products together. E.g. relate cell phone with charger and car kit.
Display related products separately or as checkboxes so the customer can add them to cart at the same time as buying the main product
Or use product attributes to create any number of drop downs to collect information from customers when they add products to the cart, e.g. Size, Color, Style, Gender



Affiliate Programs

Setup any number of Affiliate Programs
Report across an Affiliate Program or measure an individual affiliate's performance
Reward your affiliates based on the actions the customers they refer make, e.g. purchases made (and amounts), enquiries made etc.
Easily email Affiliate Program details to subscribers of an Affiliate Program



Gift Vouchers

Create any number of Gift Vouchers with any dollar value
Gift Vouchers can be redeemed to buy products in your online shop



Payment Gateways

Integrated with popular payment gateways throughout the world
Offer COD / Check options at checkout
Offer PayPal as a separate payment gateway
Integrated with World Pay for a wide range of currency support
Google Checkout
Use Process Offline and process payment using existing POS system



Discount Codes

Create any number of discount codes
Set your own discount rates
Set release and expiry of discount codes



Shipping Options

Setup any number of shipping options for different countries
Set minimum and maximum weight and volume restrictions for any shipping option
Apply your tax code/rate to any shipping option
Integrated with USPS, FedEx and Australia Post for real-time shipping charge calculation

Tax Codes

Create any number of tax codes and rates for any country that you operate



If in USA automatically apply relevant state tax rate at checkout to products and shipping charges
Apply tax codes easily to products and shipping charges

XML Feeds

XML feed of all products to use with 3rd party affiliate network such as ClixGalore



Email Marketing Features

Main Features of Email Marketing

Choose over 200+ design templates

One-off and loyalty based campaigns

For the first time go beyond open rates and bounces reporting and see what actions customer take

Integrated customer database that grows as customers subscribe or interact with your website

Use the Customer Report Generator to dice and slice your customer database for better targeting and results

Systems to increase email deliverability and reducing spam



Email Marketing

Send One-Off Emails

Setup Birthday Loyalty Campaigns, e.g. setup one campaign to automate saying happy birthday to your customers on their birthday

Setup Anniversary based campaigns, e.g. based on previous holiday purchase, automate reminder in 6-months or 12-months

Setup Multi-Part email newsletter series. E.g. Customer signs up and receives issue 1 on sign-up, issue 2 a few days later, issue 3 a few days after that and so forth

HTML or Text Emails (HTML emails contain text version also)

Send a campaign to any customer group or your entire customer database

Preview your campaigns by emailing it to yourself or any one else before finalizing



Integrated Customer Database

Grow your customer databased every time your customers subscribe or interact with your website

Centrally manage your customer's campaign subscriptions

A full history of past campaigns sent to each customer including open rates, actions taken and links clicked

Increase your sales by utilizing up to 5 anniversary dates for each customer, e.g. date of last holiday booked, date of last car service.

Use loyalty campaigns to automate communication around these key events on a one-on-one basis

Customize and extend the Customer Database to suit your business (All-in-One solution only)



Lists

Create unlimited number of lists for better targeting and results

Use customer report generator to dice and slice your customer database

Easily add a subscription box to any web page hosted at GB or elsewhere to allow customers to subscribe to your newsletters

Customize the landing page customers see after subscribing to your list

Customize auto responder email sent to new subscribers after they subscribe

Double opt-in mechanism

Be notified via email every time a customer subscribes to a list



Email Marketing Reporting

Track Open Rate of HTML emails

Track Links clicked and most popular links (available for both HTML and Text formatted emails)



For the first time track customer Actions e.g. customer made a purchase, customer made an enquiry and so forth (All-in-One solution only)

Track bounce rates

Track customer unsubscriptions from your campaigns

Live Feed

Sophisticated customer reporting framework

Filter on any system or custom field

Save any report and run later

Export any report to Microsoft Excel for further analysis



Email Deliverability & Spam Control

Double Opt-In mechanism

Unsubscribe link on all newsletters

From email address verification

Lead Management Features



Main Features of Lead Management

Build any number of customer enquiry web form without any programming

Easily add your web forms to a web page hosted at Online Business Console or any other hosting company

Use customizable business workflows to setup notifications via email or SMS when customers enquire

Use the Customer Report Generator to dice and slice your customer database



Integrated Customer Database

Grow your customer databased every time your customers enquire or interact with your website

Keep a history of all past customer enquiries

Allow customers to view their past enquiries via secure "member only" areas (All-in-One solution only)

Allow customers to keep their details updated via secure "member only" areas (All-in-One solution only)

View on a per customer basis details on every action they've taken on your site

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Web Form Builder

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Allow customers to upload files within web forms

Allow real-time credit card processing within web forms, e.g. process donations (All-in-One solution only)

Allow refer-a-friend functionality within web forms

Add Image Verification to web forms to stop spam submissions by bots

Allow customers to subscribe to one or more campaign lists within web form (All-in-One solution only)

Automatically subscribe customer to a Secure Zone upon submission of a web form

Easily add web form to any web page hosted at GB or elsewhere

Customize the landing page customers see after submitting an enquiry

Customize auto responder email sent to customers after they make an enquiry

Lead Management Reporting

Sophisticated customer reporting framework.



Filter on any system or custom field
Save any report and run later
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Features Exclusive to All-in-One Solution



Web Apps

A framework to create any type of content, e.g. job listings, real-estate listing, a car catalogue etc using a point-n-click approach
Create any number of web apps (web applications)
Use various modules to easily publish web apps on your website, e.g. all web apps, latest web apps, random web app, web apps within a classification and so forth
Allow customers to search within any web app on your site. The system will generate a search form that matches the schema of your web app.
Allow customers to submit, edit and delete web app items via your website. Optionally you can be notified when they do.
Make any web app item secure
Easily share and syndicate any web app items using RSS
Allow customers to submit comments on any web app item
Report on web apps and drill down to see item usage
For faster management use Import feature to manage your entire web app catalogue of items from a single Excel file



Bookings

Allow customers to book into events
Automatically manage capacity
Use inbuilt follow-ups framework to remind attendees of upcoming events
Collect payments with bookings
Customize the landing page customers see after booking
Customize auto responder email sent to customers after they make a booking
Sophisticated customer report generator to allow to generate and save booking-related reports



POP Email


POP3 email. Use with Outlook, Thunderbird or any other popular email program
Web mail interface
Unlimited Aliases for each mailbox
Catch-all address
Out of Office Auto Responder
Mail Forwarding

Other Features



SEO

Integrates with Google/Yahoo/Live sitemap. A daily feed of all content within website is produced for maximum exposure in the search engines
Search engine feed also includes every catalogues and products (eCommerce only)
Search Engine Friendly URLs. Catalogue and product names used in URLs to maximize search engine friendliness (eCommerce only)



Accessibility

Web-based Admin

FTP

Import / Export options

Work directly inside Dreamweaver using our plugin Triangle

Extensive Web Services framework




Administrative Tools

Easily add and manage Users and Roles

Customize granular permission levels for a role

Create your corporate taxonomy and assign content to various categories for easier publishing

Customize and extend the Customer Database to suit your business (All-in-One solution only)



Business Workflow Engine

Create and Build Business Workflows to automate follow-up

Create single or multi-step workflows

Be notified via Email or SMS

Set SLA's (Service Level Agreements)

Set duration and reminders for every step of the workflow

Set escalation rules

Setup 3rd party notifications to notify customers as you internally progress through a workflow

Apply workflows to customer enquiries, orders, bookings as well as for content approval