

# Develop ecommerce sites quickly and easily

If you are building commercial web sites for clients, then ecommerce must surely be a growing part of your business. With shoppers flocking to the internet in their millions, and traditional channels in decline, many of your business clients will want to include an ecommerce facility in their web sites. The benefits of 24/7 availability, worldwide reach, and added convenience and efficiency create a powerful business case for trading online.

By basing the sites you build on an Actinic product, you can offer your clients a powerful set of ecommerce functionality out of the box - so you don't need to reinvent the wheel. Actinic's Dreamweaver plug-in makes it easy to import your own designs and position the store elements within them. And because Actinic is easy to use, your clients can maintain their own product catalogue and content pages if you want them to.

## Flexible and easy to design

Actinic's unique architecture allows you to build sites around your own bespoke designs, with few restrictions. And our intuitive object-oriented interface provides point-and-click access to the HTML - so you can easily make your own modifications at code level.

## Full deployment options

Actinic makes it easy for you to limit the level of control you offer your clients; choose where their site is hosted; and re-brand the deployed site as your own.

## Easy and affordable for your clients

A complete, easy-to-use ecommerce client application provides full catalogue management, content maintenance and order-processing functionality. Fully integrates with all leading payment gateways, and with Sage Line 50 and QuickBooks accounts. Give your clients the most comprehensive ecommerce feature set available at the price.

Actinic also supplies EPOS (electronic point of sale) systems.

# Award-winning ecommerce features

## Flexible design and deployment

	Designer	Catalog Client	Business Client
'Point and click' design interface offering full access to HTML code	●	●	●
Import designs from Dreamweaver	●		
Create dynamic designs that change according to the content	●		
Define custom fields and assign them to specific product categories	●		
Control the design and functionality of the finished site	●		
Re-badge the client software with your own branding	●		

## Flexible product catalogue

Up to 20,000 products in unlimited sections and subsections	●	●	●
Explorer-style interface with drag and drop editing	●	●	●
Unlimited product variations, such as size and colour, and product components	●	●	●
Products can appear more than once, and be a component of another product	●	●	●
Additional text or images can be added anywhere on any page, or in a pop-up window	●	●	●
Multiple page layout options including list layout with single 'add to cart' button	●	●	●
Support for downloadable products	●	●	●

## Customer-friendly stores

Automated site navigation features including site search, site map and 'breadcrumb trail'	●	●	●
Search on product attributes	●		●
Editable shopping cart can be saved for later completion or as a 'wish list'	T	●	●
Automatic email confirmation of order; 'Remember me' option for returning visitors.	T	●	●
Customer accounts	●	●	●
Customer-specific store content for regular visitors	●		●

## Comprehensive merchant features

Tamper-proof shopping cart with secure encryption	T	●	●
Built-in order-processing module is a complete application in its own right, dealing with orders by phone, fax and post as well as from the web.	T	●	●
Calculates shipping, handling and taxation costs and monitors stock levels.	T	●	●
Over 20 built in reports including printing of invoices and packing lists.	●	●	●
Anti-fraud and anti-spam options	●	●	●
Product import and export functions	●	●	●
One-click order completion	●	●	●
Bar code support	●		●
Ability to link to Sage Line 50 and QuickBooks	T		●
Full technical support options	●	●	●

## Powerful marketing options

Generates search engine friendly web sites	●	●	●
Mailing list export and custom email templates	●	●	●
Advanced mailing list export	●		●
Order-level discounting, discount promotion in the shopping cart	●	●	●
Sophisticated product-level and customer-level discounting including 'buy one get one free', '% off orders over...', time-expiring discounts, vouchers etc	●		●
Generate 'Best Sellers' and 'New Products' lists and relate products together for cross-selling	●	●	●
Generate 'Also Bought' lists	●		●

T = Test only

### Minimum System Requirements

#### Vendor PC:

- Windows XP, 2000 (service pack 2) or 2003 - 500MHz Processor
- Internet Explorer 6
- 256MB RAM
- 120MB available hard disk space

#### Web site:

- Windows, UNIX or Linux Server
- Perl 5.004 or later (MD5 Perl module recommended)
- User-writable CGI bin
- Min. 20MB process memory recommended

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creative  
ecommerce



# Advanced ecommerce tools

Specially engineered for the web developer, **Actinic Designer** makes it quick and easy to build and deploy multiple ecommerce sites for clients. Actinic's design interface allows great flexibility in layout and design. It provides direct access to the HTML code, integration with Dreamweaver, and advanced customisation features such as product-specific fields and conditional execution of code.

## Easy for you – easy for your clients

Deployed sites use one of two PC-based client programs with different price points and different levels of functionality. Both offer an intuitive Windows interface with drag and drop catalogue management, supporting unlimited sections and subsections and unlimited product variations.

**Actinic Catalog Client** provides everything necessary for catalogue and content management and order processing, while allowing the web developer to retain control of the design.

**Actinic Business Client** includes all the features of the Catalog Client, but supports the management of advanced, high volume sites. It provides powerful discounting features, barcode support, Sage Line 50 and QuickBooks integration and enhanced marketing functionality.

All products include 30 days' telephone support and unlimited email support. For a modest annual fee, the **Actinic Developer Subscription** offers ongoing telephone support, free version upgrades and other valuable benefits. We can also provide web hosting for your clients if required.

Actinic also provides a free online Knowledge Base, and has a very active community forum.



As a web designer I immediately noticed the flexibility in the design aspects - it is so easy to develop customised page layouts.  
**Chris Lamle**  
Imagebyte



Actinic pages are very easy to optimise.  
**Jo Morecroft**  
Pinbrook Designs

# Streamlined ecommerce development

Actinic products install on your PC in minutes. The Quick Start Tutorial will walk you through the basic steps of getting started. **1**

You can import product details, type them directly into the software, or create a dynamic link to an external product database. Additional text and images are easily added – in the product pages, on separate pages, or in a pop-up. You can set up tax rules, shipping and handling charges, and terms and conditions, or just use the defaults. **2**

Actinic Designer includes a plug-in that enables you to create and maintain the overall site design and layout with Dreamweaver if you choose. **3**

Actinic's flexible deployment options make it easy to transfer the completed site to your client under your own branding, and to define the level of control that you give them. You can switch to a test server with the click of a mouse, making it easy to test any future changes without affecting the live site. **4**

Actinic provides all the site search, navigation and secure shopping cart functionality that your clients need, and generates search engine friendly pages. All leading payment processing methods are supported. Both merchant and customer can receive automatic confirmation of orders. **5**

The Actinic software comes with a complete order-processing system that can handle orders by 'phone, fax and post, as well as from the web site. It supports stock-monitoring and back-ordering, and can print invoices, packing lists and a full range of reports. **6**

**1**



**2**



**3**



**4**



**5**



**6**



# Your questions answered

## Will the stores I build using Actinic be completely secure?

Actinic offers up to 256-bit security for the protection of shoppers, and fraud-prevention options that can reduce the risk to your clients – some of the best protection currently available.

## Can I implement sites to my own design specification?

With Actinic, design and content are fully independent – so you have enormous flexibility to implement your own designs. A unique point and click design interface gives you full contextual access to the underlying code, and you can create and import a design from Dreamweaver.

## Will the sites I build perform well with the search engines?

Once you have submitted them, Actinic's search engine-friendly design will usually ensure that sites rank well straight away. Manual optimisation is provided for if needed.

## I have clients who want SSL, and others who want to use a PSP. Can Actinic support them?

Actinic supports SSL either for the whole site, or just the payment pages. We also offer a Shared SSL service for merchants who don't want their own certificate. Actinic integrates with all leading payment gateways including Worldpay and Paypal.

## Will Actinic be able to cope as my clients' business grows?

Actinic's products range from a low-cost entry-level solution to options for multiple, advanced and high-volume stores. They are under constant development to keep pace with changing legislation, technology and commercial expectations. So wherever your clients begin, Actinic can stay with them well into the future.



I have found your staff and their technical ability to support your product to be fantastic.  
**Stephen Turner**  
Managing Director  
Group 55



Actinic is a mature product and achieves everything I want from an ecommerce package for a fantastic price.  
**Adam Reynolds**  
collectandplay.com

