



Magento[®]

**THE FASTEST GROWING ECOMMERCE PLATFORM
IN THE WORLD**

 **CRIMSONWING**
Better people : better business

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CRIMSONWING IS A SPECIALIST ECOMMERCE SOLUTIONS PROVIDER, DEVELOPING AND IMPLEMENTING LEADING-EDGE SOLUTIONS, PRIMARILY USING THE MAGENTO ENTERPRISE EDITION. WE HAVE BEEN IMPLEMENTING ECOMMERCE SOLUTIONS THROUGHOUT EUROPE FOR MORE THAN 10 YEARS, GIVING US A SIGNIFICANT COMPETITIVE ADVANTAGE AND PROFOUND INDUSTRY EXPERTISE.

CRIMSONWING HAS A TRACK-RECORD OF DELIVERING HIGH-VALUE AND MISSION-CRITICAL PROJECTS FOR OUR CUSTOMERS. OUR AMBITION IS TO PROVIDE EXCELLENT QUALITY AND VALUE TO OUR CLIENTS. CRIMSONWING IS ABLE TO INTEGRATE ECOMMERCE SOLUTIONS TO A VARIETY OF BACKEND SYSTEMS, DELIVERING REAL-TIME BUSINESS PROCESS DRIVEN BENEFITS TO OUR CUSTOMERS.

CRIMSONWING ALSO SPECIALISES IN CUSTOMISING AND IMPLEMENTING ERP SYSTEMS, BASED ON THE AWARD-WINNING MICROSOFT DYNAMICS PLATFORM, AS WELL AS THE DEVELOPMENT OF BESPOKE SOLUTIONS MEETING THE SPECIFIC BUSINESS NEEDS OF OUR CLIENTS.



MAGENTO IS A FEATURE-RICH, PROFESSIONAL OPEN SOURCE ECOMMERCE PLATFORM SOLUTION THAT OFFERS MERCHANTS COMPLETE FLEXIBILITY AND CONTROL OVER THE USER EXPERIENCE, CONTENT, AND FUNCTIONALITY OF THEIR ONLINE CHANNEL. MAGENTO'S INTUITIVE ADMINISTRATION INTERFACE FEATURES POWERFUL MARKETING TOOLS, A CATALOGUE-MANAGEMENT ENGINE AND IS SEO OPTIMISED TO GIVE MERCHANTS THE POWER TO CREATE SITES THAT PROVIDE AN UNRIVALLED AND RICH ONLINE SHOPPING EXPERIENCE FOR THEIR CUSTOMERS, TAILORED TO THEIR UNIQUE BUSINESS NEEDS. THE GROUND-BREAKING MAGENTO PLATFORM IS THE FASTEST GROWING ECOMMERCE PLATFORM ON THE MARKET. DESIGNED TO BE COMPLETELY SCALABLE AND BACKED BY AN EXTENSIVE SUPPORT NETWORK, MAGENTO IS THE ULTIMATE ECOMMERCE SOLUTION.

CRIMSONWING AND THE MAGENTO TEAM ARE COMMITTED TO PROVIDING THE BEST ECOMMERCE SOLUTION POSSIBLE THROUGH CONSTANTLY PLANNING, DEVELOPING, TESTING AND ENHANCING MAGENTO AND CREATING NEW FEATURES, FUNCTIONALITY AND ENHANCEMENTS.

COMPARE MAGENTO ECOMMERCE PLATFORMS

MAGENTO PROVIDES THE SCALABILITY, FLEXIBILITY AND FEATURES FOR BUSINESS GROWTH

MAGENTO PROVIDES THREE ECOMMERCE PLATFORM OPTIONS THAT SUPPORT THE DIVERSE AND EVOLVING NEEDS OF TODAY'S ECOMMERCE BUSINESSES. CRIMSONWING SPECIALISES ON THE ENTERPRISE EDITION, WHICH IS FULLY BACKED UP BY OUR QUALIFIED AND HIGHLY TRAINED SUPPORT TEAM. FOR PURCHASING AND PRICING INFORMATION PLEASE CONTACT OUR SALES TEAM ON MAGENTO@CRIMSONWING.COM.

 Magento® Community	 Magento® Professional	 Magento® Enterprise
<p>Recommended for: Expert developers and highly technical enthusiasts working in non-mission critical environments.</p> <p>Support: Unsupported edition intended to be used by those willing to spend the time and resources needed to solve issues independently.</p>	<p>Recommended for: Small businesses working with a Magento Solution Partner, requiring a warranted, scalable product with additional revenue-generating features not found in Magento Community.</p> <p>Support: Supported by Magento Solution Partners.</p>	<p>Recommended for: Businesses of all sizes requiring a production-ready, scalable, enterprise eCommerce solution.</p> <p>Support: Fully supported by the Magento Team. Includes advanced features to increase revenue and efficiency and provide a high-end eCommerce experience.</p>

COMPARE MAGENTO EDITIONS

	COMMUNITY	PROFESSIONAL	ENTERPRISE
Development Model	Open Source	Open Source	Open Source
License	Open Source (OSL 3.0)	Commercial	Commercial
PCI Data Security Standard (PA-DSS)	Not Included	Supported with Secure Payment Bridge	Supported with Secure Payment Bridge
Support	Not Supported	Provided by Magento Solution Partners	Complete product support via Service Level Ageements (SLA)
Warranty	Not Warranted	Included	Included
Indemnification	No Indemnification	Included	Included
BridgeConnect Module offering Integration to 35+ Accounting and ERP Systems through eBridge Software.	Available for Purchase	Included	Included

MAGENTO ENTERPRISE EDITION

MAGENTO ENTERPRISE IS A COMMERCIALY LICENSED PREMIUM GRADE, PA-DSS COMPLIANT, ECOMMERCE PLATFORM WITH ENTERPRISE-LEVEL FEATURES, GUARANTEES AND FULL PRODUCT SUPPORT. MAGENTO ENTERPRISE IS DESIGNED FOR COMPANIES READY TO MAXIMIZE THE POTENTIAL OF THEIR ECOMMERCE BUSINESS. MAGENTO IS FACILITATING SUCCESS FOR BUSINESSES WORLDWIDE BY ENABLING THEM TO PROVIDE THEIR CUSTOMERS WITH A RICH AND SATISFYING ONLINE SHOPPING EXPERIENCE.



EVERY BUSINESS IS DIFFERENT – EVERY STORE SHOULD BE UNIQUE. IN ADDITION TO AN EXTENSIVE SUITE OF FEATURES, MAGENTO ENTERPRISE PROVIDES BUSINESSES WITH UNPRECEDENTED FLEXIBILITY AND CONTROL OVER THE LOOK, CONTENT AND FUNCTIONALITY OF THEIR ONLINE STORE. FULLY SUPPORTED BY CRIMSONWING AND THE MAGENTO TEAM OF EXPERTS, MAGENTO ENTERPRISE IS SCALABLE AND EASILY TAILORED TO MEET EVERY MERCHANT’S UNIQUE TECHNICAL AND BUSINESS REQUIREMENTS. TO HELP ENSURE SUCCESS OF THEIR ONLINE CHANNEL, MAGENTO ENTERPRISE CUSTOMERS CAN LEVERAGE BEST-IN-CLASS MARKETING AND MERCHANDISING TOOLS.

“WE NEEDED A PLATFORM THAT WAS COMPLETELY SCALABLE AND COULD BE USED IN DIFFERENT LANGUAGES FOR VARIOUS COUNTRIES. THEREFORE, MAGENTO WAS THE BEST SOLUTION THAT WE COULD HAVE OPTED FOR. WITH CRIMSONWING AS THE LEADING MAGENTO RESELLER IN THE UK, AND WITH THE PROFESSIONAL AND CONVINCING PRESENTATION OF THEIR SOLUTION AND SERVICES, WE WERE CONFIDENT THAT THIS WAS THE BEST CHOICE THAT WE COULD HAVE MADE.”

ALEX BARBIER, MARKETING MANAGER AT WATCO



The eCommerce solution built to perform	Make the world your customer	Build relationships and sales
<ul style="list-style-type: none"> • Feature-rich and production-ready • Completely scalable • Access to open source code provides ultimate flexibility • Premium SLAs and warranty 	<ul style="list-style-type: none"> • Fully global platform • Create special storefronts that appeal to local customer groups • Multi-currency capability • Available in over 60 languages • One administrative interface for all store fronts 	<ul style="list-style-type: none"> • Customized marketing and merchandizing programs • Superior customer service capabilities • Tools for up-selling and cross-selling • Consumer-friendly shopping features

MAGENTO GENERAL FEATURE LIST

SITE MANAGEMENT

- Control multiple websites & stores from one admin panel with ability to share as much or as little information as needed
- Administration permission system roles & users
- Web services API for easy integration between Magento & any third-party application
- Fully 100% customisable design using templates
- Customer groups & one-click upgrades
- Content Management System for informational pages
- Google website optimiser integration for A/B & multivariate testing

INTERNATIONAL SUPPORT

- Support for localisation, multiple currencies, tax rates
 - Includes support for WEEE/DEEE in EU
- Configurable list of allowed countries for:
 - Site registration
 - Shipping destination addresses with ability to specify per shipping method
 - Billing addresses with ability to specify per payment method

SEARCH ENGINE OPTIMISATION

- 100% search engine friendly, including URL's
- Google Site Map
- URL rewrites give full control of URL's
- Meta-information for products & categories
- Auto-generated site map for display on site
- Auto-generated popular search terms page

ANALYTICS AND REPORTING

- Integrated with Google Analytics
- Admin dashboard for report overview
- Sales report & tax reports
- RSS feed for new orders
- Abandoned shopping cart report
- Best viewed & best purchased products report
- Low stock report
- Search terms report
- Product reviews report
- RSS feed for new reviews
- Tags report
- RSS feed for new tags
- Coupon usage report
- Total sales invoiced & total sales refunded

MARKETING PROMOTIONS AND TOOLS

- Polls
- Newsletter management
- Landing page tool for campaigns
- Catalogue promotional pricing by % or fixed amount with ability to restrict to stores, categories, products
- Flexible coupons (pricing rules) with ability to restrict to stores, customer groups, time period, products & categories

- Free shipping options
- Multi-tier pricing for quantity discounts
- Bundled products options
- Customer group-specific pricing & group-specific tier pricing
- Recently viewed products
- Recently compared items
- New items promotional tool
- Up-sells in shopping cart
- Cross-sells on product pages
- Send to a friend for all visitors or registered users only
- Send wishlist to a friend by email or RSS
- RSS feeds for new products, new specials & new tags
- Auto-generated site map
- Google site map

CHECKOUT, PAYMENT AND SHIPPING

- One-page checkout
- Integrated for real-time shipping rates from:
 - UPS, UPS XML (account rates), FedEx (account rates), USPS and DHL
- Configurable to authorise & charge, or authorise only & charge on creation of invoices
- Integrated with Amazon payments
- Integrated with multiple PayPal gateways
- Integrated with Authorize.net
- Integrated with Google Checkout (Level 2)
- Saved credit card method for offline payments
- Accept cheques/money orders
- Accept purchase orders
- Payment extensions available through Magento Connect
- SSL security support for orders on both front-end & back-end
- Guest checkout & checkout with account to use address book
- Shopping cart with tax & shipping estimates
- Shipping to multiple addresses in one order
- Option for account creation at beginning of checkout
- Accept gift messages per order & per item
- Saved shopping carts with configurable expiration time
- On-site order tracking from customer accounts
- Multiple shipments per order
- Flat rate shipping per order
- Ability to specify allowed destination countries per method
- Flat rate shipping per item
- Free shipping
- Table rates for weight & destination
- Table rates for product sub-totals & destination
- Table rates for number of items & destination free

MAGENTO GENERAL FEATURE LIST

MOBILE COMMERCE

- iPhone optimised theme

ORDER MANAGEMENT

- View, edit, create & fulfill orders from admin panel
- Create one or multiple invoices, shipments & credit memos per order to allow for split fulfillment
- Print invoices & packing slips
- Call center (phone) order creation
 - Includes ability to create new customer, or select existing customer & view shopping cart, wishlist, last ordered items & compared products list, as well as select addresses, give discounts & assign custom prices
- Create re-orders for customers from admin panel
- Email notifications of orders
- RSS feed of new orders

CUSTOMER SERVICE

- Contact us form
- Feature-rich customer accounts
- Order history with status updates
- Order tracking from account
- Password reset email from front-end & admin panel
- Order & account update emails
- Customisable order emails
- Create & edit orders from the admin panel

CUSTOMER ACCOUNTS

- Order status & history
- Re-orders from account
- Recently ordered items
- Address book with unlimited addresses
- Default billing & shipping addresses
- Wishlist with ability to add comments
- Email or send RSS feed of wishlist
- Newsletter subscription management
- Product reviews submitted
- Product tags submitted
- Downloadable/digital products
- Account dashboard for overview of: recent orders, personal information, newsletter subscription status, primary billing address, primary shipping address, shopping cart, wishlist, recently ordered items, recent reviews & recent tags

CATALOGUE MANAGEMENT

- Inventory Management with backordered items, minimum & maximum quantities
- Batch import & export of catalogue
- Batch updates to products in admin panel
- Google base integration
- Simple, configurable (e.g. size, colour, etc.), bundled & grouped products
- Virtual products

- Downloadable/digital products
- Customer personalised products - upload text for embroidery, monogramming, etc.
- Tax rates per location, customer group & product type
- Attribute sets for quick product creation of different item types
- Create store-specific attributes on the fly
- Media manager with automatic image resizing & watermarking
- Advanced pricing rules & support for special prices (see marketing tools)
- Search results rewrites & redirects
- Approve, edit & delete product tags
- Approve, edit & delete product reviews
- RSS feed for low inventory alerts
- Customer personalised products - upload text for embroidery, monogramming, etc. (this one is already there, but want to have the following shown after it)
- Customer personalised products – upload image
- Customer personalised products – select date/time options for products
- Customer sorting – define attributes for customer sorting on category (price, brand, etc.)

PRODUCT BROWSING

- Multiple images per product
- Product image zoom-in capability
- Product reviews
- Related products
- Stock availability
- Multi-tier pricing upsell
- Product option selection
- Grouped products view
- Add to wishlist
- Send to a friend with email

CATALOGUE BROWSING

- Layered/faceted navigation for filtering of products in categories or in search results
- Flat catalogue module for improved performance with large catalogues
- Static block tool to create category landing pages
- Ability to assign designs on category & product level (unique design per product/category)
- Configurable search with auto-suggested terms
- Recently viewed products
- Product comparisons
- Recently compared products
- Cross-sells, up-sells & related items
- Popular search terms cloud
- Filter by product tags
- Product reviews
- Product listing in grid or list format
- Breadcrumbs

MAGENTO ENTERPRISE EDITION FEATURE LIST

ENTERPRISE EXCLUSIVE FEATURES	DESCRIPTION / BENEFITS
RECURRING PAYMENT PROFILES	Increases revenue – Magento’s support for recurring payment products allows merchants to configure the billing schedule, setup optional trial periods prior to billing the client & enables automated charging for subscription/continuity products.
GIFT REGISTRY	Increase revenue & capture valuable customer data with the Gift Registry feature. Customise settings for your products & customers. Those purchasing gifts can search for the registry by owner’s name, email or gift registry ID. Privacy settings make everyone feel comfortable.
DYNAMIC CUSTOMER DATABASE (ATTRIBUTE) MANAGEMENT	Improve sales & marketing efforts. Customer account & address attributes are managed by the administrator interface & then used to create customised marketing campaigns & customer profiles.
HIGHLY TUNED PAGE PERFORMANCE	New performance optimisations provide significant benefits for merchants of all sizes through a new Full Page Caching module. The optimisations, which together with other Magento functionality significantly reduce page load times, increase conversions & enhance the customer browsing experience.
FULL PAGE CACHING – NEW ENHANCEMENTS	Improvements considerably enhance performance by caching primary pages (excluding personalised information) for all users, including session users. Performance improvements are realised as it takes less time to open web pages subsequent times. Magento provides caching of content for category, product & CMS pages.
SEARCH WITH SOLR (ALTERNATIVE SEARCH ENGINE)	The addition of Solr as an alternative search engine to the standard Magento search provides merchants with options on site-search & brings enhancements to the speed, quality & relevancy of search results provided to customers.
SOLR SEARCH – NEW ENHANCEMENTS	With enhancements to Solr Search, performance & search quality are improved with layered navigation & features like spelling/synonyms/stop words & weighted attributes.
MAGENTO CONNECT FOR MAGENTO ENTERPRISE	Improvements to Magento Connect enable downloading & upgrading of extensions in the Magento administrator interface with no technical knowledge required.
MAGENTO SECURE PAYMENT BRIDGE (PA-DSS COMPLIANT)	Magento Secure Payment Bridge is a PA-DSS certified payment application, enabling merchants to minimise efforts & efficiently attain PCI compliance.
AUTOMATED EMAIL MARKETING REMINDERS	The Automated Email Marketing Reminder module enables merchants to increase customer retention through sending configurable, automated email reminders to customers for abandoned shopping carts & wishlists. This enables merchants to target promotions & discounts to customers based on browsing activity.
ASSISTED SHOPPING	Customer service representatives & other admin users are able to manage products & coupons in customers’ shopping carts & wishlists from the customer account screen in the administrator panel, enhancing the management capabilities previously found in the administrator panel.
REWARD POINTS SYSTEM	Reward Points functionality allows an online merchant to implement unique programs designed to enhance user experience & increase customer loyalty. Points are awarded based on wide range of transactions & customer actions & easily managed through the back end.

MAGENTO ENTERPRISE EDITION FEATURE LIST

ENTERPRISE EXCLUSIVE FEATURES	DESCRIPTION / BENEFITS
ORDER ARCHIVING	Increase store performance & provide efficiencies in store management through a new order archiving module, enabling merchants to archive orders after a configurable time. Orders are still available to both administrator users & customers, while providing increased performance through storing historical orders in an archive.
CMS+, ENHANCED CONTENT MANAGEMENT SYSTEM	Build complex content pages. Create multiple versions of a page. Restrict publishing privileges. Use a WYSIWYG editor with support for inserting rich content. Create menus & page hierarchy for CMS pages. Introduce widgets for insertion to CMS pages.
RICH MERCHANDISING SUITE (RMS)	Targeted customer segmentation, merchandising & marketing personalisation zones, segment customers into groups & optimise marketing initiatives. Create reports & define catalogue & shopping cart price rules. Suggest products for customers. Use targeted merchandising to setup automated rule-based selection of products. Provide targeted, rules driven promotional marketing banners/creatives tailored to each customer segment. Associate promotional banners to catalogue & shopping cart price rules & convert browsers to customers.
CONTENT STAGING & MERGING	Support for on-demand & scheduled merges & rollbacks of content scheduled merges & rollbacks of content, create a staging site to test new categories, product information, promotions etc. Content can be merged to the live site after approval, either on-demand or on a scheduled basis.
SCHEDULED MERGES & ROLLOUTS OF CONTENT	Create a staging site to test new categories, product information, promotions & more. Content can be merged to the live site after approval, either on-demand or on a scheduled basis.
PRIVATE SALES INCLUDING EVENTS, INVITATIONS & CATEGORY ACCESS PERMISSIONS	The ability to restrict the catalogue, allow customers & admin users to create invitations; create events for limited time sales of products makes the Magento Enterprise Edition the perfect solution for private sales.
ADMINISTRATOR PERMISSION ROLES ON WEBSITE & STORE LEVELS	Leverage Magento's multi-store functionality to create multiple sites & with the Enterprise Edition you can restrict access roles so that staff view only the data for the stores relevant to them.
LOGGING OF ADMINISTRATOR ACTIONS	Track & review all actions taken by administrator users, with the ability to see views, edits & deletions of information. Logs are associated to specific administrator users, with the ability to see the action taken, when it was made & more.
CATEGORY VIEW & PURCHASE PERMISSIONS PER CUSTOMER GROUP	Restrict the catalogue access to certain customers with the ability to restrict on a category, or global basis, the viewing & purchasing of items.
GIFT CERTIFICATES/CARDS (PHYSICAL & VIRTUAL)	Allow customers to purchase physical (physical card mailed to recipient) & virtual (code provided via email to recipient) gift certificates/cards. Customers can include a personal message when purchasing & recipients can use the value to purchase items.
CUSTOMER STORE CREDITS	Store Credits can be created and tied to customer account. Orders can be refunded for store credit, gift cards can be redeemed to store credit & customers can use the credit to purchase items.
STRONG DATA ENCRYPTION	Additional encryption & security standards support PA-DSS standards ensure that Magento is a fully secure solution.

MAGENTO SECURE PAYMENT BRIDGE

HELPING MERCHANTS ACHIEVE THEIR PCI COMPLIANCE



MAGENTO SECURE PAYMENT BRIDGE ASSISTS MERCHANTS IN MEETING PCI STANDARDS WITH THIS PAYMENT APPLICATION–DATA SECURITY STANDARDS (PA-DSS) COMPLIANT PAYMENT APPLICATION. IMPLEMENTING SECURE PAYMENT BRIDGE WITH EITHER MAGENTO ENTERPRISE OR MAGENTO PROFESSIONAL SAVES ONLINE MERCHANTS MONEY AND TIME WHEN IT COMES TO COMPLYING WITH PCI DSS STANDARDS.

UNDERSTANDING PA-DSS

IF A SOFTWARE APPLICATION STORES, TRANSMITS OR PROCESSES SENSITIVE CARDHOLDER DATA, THE APPLICATION MUST BE PA-DSS COMPLIANT.

- REQUIRES ALL PAYMENT APPLICATIONS TO BE CERTIFIED BY AN APPROVED PAYMENT APPLICATION-QUALIFIED SECURITY ASSESSOR (PA-QSA), SUCH AS MAGENTO INDUSTRY PARTNER, COALFIRE.
 - PA-QSAs ARE THIRD-PARTY SECURITY AUDITORS, CERTIFIED BY THE PCI-SECURITY STANDARDS COUNCIL (PCI-SCC) TO VERIFY THAT PAYMENT APPLICATIONS MEET SPECIFIED SECURITY STANDARDS.
- PA-DSS PAYMENT APPLICATIONS MUST BE IMPLEMENTED IN A PCI DSS COMPLIANT ENVIRONMENT.

IMPACT OF NON-COMPLIANCE

- ALL PAYMENT APPLICATIONS HAD TO BE PA-DSS COMPLIANT BY JULY 1, 2010.
- NON-COMPLIANCE CAN MEAN RISK OF AUDITS OR FINES OR POSSIBLY THAT CREDIT CARD COMPANIES WILL REMOVE THE ABILITY FOR A MERCHANT TO PROCESS PAYMENTS ENTIRELY.

MAKING COMPLIANCE EASY

MAGENTO HAS HELPED MAKE PCI DSS COMPLIANCE EASIER FOR MERCHANTS BY SEPARATING THE MAGENTO SECURE PAYMENT BRIDGE APPLICATION FROM THE MAGENTO ENTERPRISE AND MAGENTO PROFESSIONAL ECOMMERCE SOLUTION PLATFORMS. THERE ARE TWO IMPORTANT BENEFITS OF THIS DESIGN:

- ONLY THE ACTUAL PAYMENT APPLICATION HAS TO BE CERTIFIED AND COMPLIANT – RATHER THAN THE ENTIRE PLATFORM.
- MAGENTO ENTERPRISE AND MAGENTO PROFESSIONAL ECOMMERCE PLATFORMS CAN BE UPGRADED AND CUSTOMISED WITHOUT AFFECTING THE OVERALL PA-DSS COMPLIANCE PROVIDED BY SECURE PAYMENT BRIDGE.

MAGENTO ENTERPRISE AND MAGENTO PROFESSIONAL WITH MAGENTO SECURE PAYMENT BRIDGE WILL HELP YOU ACHIEVE PCI COMPLIANCE AND PUT YOUR CUSTOMERS AT EASE.

MAGENTO SECURE PAYMENT BRIDGE IS COMPLIANT WITH MAGENTO ENTERPRISE 1.8 & 1.9 AND MAGENTO PROFESSIONAL 1.8.

MAGENTO CLIENTS

OVER 60,000 COMPANIES WORLDWIDE RUN THEIR ECOMMERCE OPERATIONS ON MAGENTO.



FRED PERRY



NEVER STOP EXPLORING™



AIRBUS



NOKIA
CONNECTING PEOPLE



REPEAT
cashmere



MAGENTO FUELS THE ECOMMERCE ECOSYSTEM



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