



Compare the Price for Different Flavors of Actinic

	ACTINIC DESIGNER	ACTINIC CATALOG	ACTINIC BUSINESS	BUSINESS MULTI-SITE	BUSINESS USER & MULTI-SITE
	\$499.00	\$499.00	\$1,199.00	\$1,499.00	\$3499.00 (2 seats)
GENERAL FEATURES					
Windows-based application that installs on any standard PC.	✓	✓	✓	✓	✓
Compatible with the majority of standard commercial web servers	✓	✓	✓	✓	✓
Web-based application that can be accessed using any web browser					
Quick Start Tutorial to guide through web store creation process	✓	✓	✓	✓	✓
Create multiple sites from the same application without purchasing additional license keys	✓			✓	✓
Enable multiple users to process orders from multiple PCs					✓
QUICKBOOKS INTEGRATION					
Built in 2 way QuickBooks integration			✓	✓	✓
QuickBooks Pro			✓	✓	✓
QuickBooks Premier			✓	✓	✓
QuickBooks Enterprise Solutions			✓	✓	✓
Q-POS, QuickBooks Point of Sale (Must purchase Q-POS Interface separately, to connect Enterprise with Actinic)			✓	✓	✓
PRODUCTS					

Support for up to 20,000 products with product images	✓	✓	✓	✓	✓
Create links to external files or URLs	✓	✓	✓	✓	✓
Write questions for customers to answer online	✓	✓	✓	✓	✓
Hide products and sections on the website if you do not want customers to view items	✓	✓	✓	✓	✓
Specify the shipping weight of each product	✓	✓	✓	✓	✓
Use a different layout for each product in the store	✓	✓	✓	✓	✓
Create pop-up windows containing supplementary information about a product	✓	✓	✓	✓	✓
Specify minimum and maximum order quantities	✓	✓	✓	✓	✓
Create links to other products or sections in the store	✓	✓	✓	✓	✓
Create user definable fields	✓				
Specify digital files for customers to download after purchasing the product online	✓	✓	✓	✓	✓
Hide products from selected groups of customers	✓		✓	✓	✓
Support for quantity-based discounting	✓		✓	✓	✓
The ability to categorize products in order to set specific data only on that type of product	✓	✓	✓	✓	✓
Create pop-up windows containing supplementary information about a product	✓	✓	✓	✓	✓
Catalogue updating by one Administrator on any PC					✓
SECTIONS					
Unlimited depth of sections and sub-sections	✓	✓	✓	✓	✓
Manually set the filename of each	✓	✓	✓	✓	✓

section page					
Manually set the HTML page title of each page	✓	✓	✓	✓	✓
Set different meta content for each section page in the store	✓	✓	✓	✓	✓
Each store page can look different	✓	✓	✓	✓	✓
Select how products are added to the cart by editing the "shopping mode"	✓	✓	✓	✓	✓
'shopping mode'	✓	✓	✓	✓	✓
Set up a section to add multiple products to the shopping cart in one go.	✓	✓	✓	✓	✓
Customize the layout of each page of section links	✓	✓	✓	✓	✓
Change the way your section links appear in your online store.	✓	✓	✓	✓	✓
PRODUCT CHOICES					
Define a range of attributes and choices for each product	✓	✓	✓	✓	✓
Assign a different price to each choice or combination of choices	✓	✓	✓	✓	✓
Generate radio-buttons, drop downs or button grids for choice selection	✓	✓	✓	✓	✓
Define which combination of choices is valid or invalid	✓	✓	✓	✓	✓
Define additional components that are supplied with your products	✓	✓	✓	✓	✓
Associate these components with products in your store	✓	✓	✓	✓	✓
Set components as optional or mandatory	✓	✓	✓	✓	✓
Allow components to inherit key properties of an associated product	✓	✓	✓	✓	✓
Display additional components within their own separate line in the online cart	✓	✓	✓	✓	✓
IMPORT/EXPORT					

Export products to MS Excel or Actinic Catalog and Business	✓				
Import products and sections from a CSV spreadsheet file	✓	✓	✓	✓	✓
Import more sophisticated store information via a hierarchical import file	✓	✓	✓	✓	✓
Export products, sections, customers and shipping tables as a text file	✓	✓	✓	✓	✓
Import customer account information via a hierarchical import file	✓		✓	✓	✓
Import products and customers from Sage Line 50 with Actinic Link	✓		✓	✓	✓
EXTERNAL LINKING					
Dynamically link products to an external database	✓		✓	✓	✓
Update the external database with stock level changes from within Actinic	✓		✓	✓	✓
STOCK MANAGEMENT					
Support for offline stock monitoring, with alerts for low stock levels	✓	✓	✓	✓	✓
Automatically suspend ordering on out-of-stock products	✓	✓	✓	✓	✓
Generate stock availability reports	✓	✓	✓	✓	✓
NON-COMMERCIAL CONTENT					
Create information items within the product pages	✓	✓	✓	✓	✓
Create information items within section pages and content pages	✓	✓	✓	✓	✓
Show/hide information items based on who is ordering	✓		✓	✓	✓
Create a range of content pages alongside your store pages	✓	✓	✓	✓	✓
Customize the layout style for each page	✓	✓	✓	✓	✓

Link information items to products and sections in your online store	✓	✓	✓	✓	✓
GENERAL COMMERCIAL SETTINGS					
Enter detailed company and contact information	✓	✓	✓	✓	✓
Set up detailed terms and conditions for your store	✓	✓	✓	✓	✓
Auto-generate product references, or enter your own	✓	✓	✓	✓	✓
Set minimum and maximum spend limits	✓	✓	✓	✓	✓
Temporarily suspend online ordering for the entire store	✓	✓	✓	✓	✓
DISCOUNTS AND SURCHARGES					
Apply a discount to an order based on how much the customer has spent	✓	✓	✓	✓	✓
Set up a range of trigger values for a discount	✓	✓	✓	✓	✓
Charge a surcharge on an order, which can be restricted to certain payment methods	✓	✓	✓	✓	✓
Give discounts a start date and end date	✓	✓	✓	✓	✓
Display relevant discounting messages in the shopping cart	✓	✓	✓	✓	✓
Apply a discount based on the products that a customer has ordered	✓		✓	✓	✓
Set up a range of coupon that trigger your online discounts	✓		✓	✓	✓
Restrict discounts to certain customer groups	✓		✓	✓	✓
Display relevant discounting messages in the store pages	✓		✓	✓	✓
MARKETING FEATURES					
Create Best Sellers list for publication to the website	✓	✓	✓	✓	✓
Automatically generate a Best	✓	✓	✓	✓	✓

Sellers list based on order history					
Create a list of Related Products for any product in order to support up-selling	✓	✓	✓	✓	✓
Create a list of Also Bought items to support up selling	✓		✓	✓	✓
Creation of a New Products list to promote new products added recently to the site	✓	✓	✓	✓	✓
Automatically generate a list of New Products added recently to the site	✓	✓	✓	✓	✓
Automated generation of mailing lists including mailing labels, envelopes and campaign reports	✓	✓	✓	✓	✓
Advanced mailing list generation allowing filtering based on order value, products purchased, address etc	✓		✓	✓	✓
Search logs enhanced in order to allow merchants to see what kind of searches were done by shoppers in order to tune the search settings to match common searches.	✓	✓	✓	✓	✓
SECURITY AND PAYMENT					
Process credit card transactions online with a selection of payment service providers	✓	✓	✓	✓	✓
Taken credit card numbers securely online via a shared SSL server	✓	✓	✓	✓	✓
Limit certain payment methods to specific locations in order to cut down fraud	✓	✓	✓	✓	✓
Run the entire store, or just essential pages, on your own secure server	✓	✓	✓	✓	✓
Option to encrypt Credit Card data stored on the desktop	✓	✓	✓	✓	✓
Password protect Actinic to prevent unauthorized access to	✓	✓	✓	✓	✓

Credit Card data					
SHIPPING AND HANDLING					
Define a range of geographical shipping zones	✓	✓	✓	✓	✓
Offer a range of shipping classes within each geographical zone	✓	✓	✓	✓	✓
Base shipping charges on weight	✓	✓	✓	✓	✓
Calculate shipping charges for your orders	✓	✓	✓	✓	✓
Base shipping charges on order quantity or order value	✓	✓	✓	✓	✓
Allow free shipping for large value orders	✓	✓	✓	✓	✓
Set up separate handling charges	✓	✓	✓	✓	✓
Define detailed tax charges to apply to shipping and handling	✓	✓	✓	✓	✓
TAX					
Set up tax rate for all products	✓	✓	✓	✓	✓
Exclude tax from zero-rated products	✓	✓	✓	✓	✓
Display tax-inclusive or tax-exclusive prices, or both	✓	✓	✓	✓	✓
Set up unlimited tax rates and geographical tax zones	✓	✓	✓	✓	✓
Allow shoppers to exempt themselves online	✓	✓	✓	✓	✓
Choose which taxes apply to which products in your product range	✓	✓	✓	✓	✓
Define a custom tax rate for some products	✓	✓	✓	✓	✓
Improved tax reporting to assist in calculating the merchant's tax liability	✓	✓	✓	✓	✓
CUSTOMER ACCOUNTS					
Create accounts for your regular customers	✓	✓	✓	✓	✓
Set up a range of customer groups	✓		✓	✓	✓
Assign discounts to certain	✓		✓	✓	✓

customer groups					
Manually alter how much each product costs within each customer group	✓		✓	✓	✓
Write a message targeted at customers within each customer group	✓		✓	✓	✓
Hide some products from customers within specific group	✓		✓	✓	✓
Designate different methods of payment to different customers	✓		✓	✓	✓
	✓	✓	✓	✓	✓
Set up multiple invoice and delivery addresses for each customer account	✓	✓	✓	✓	✓
Limit customers to pre-defined addresses, or allow them to enter their own	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓
Create a customer account from an order that has been received	✓	✓	✓	✓	✓
Pre-define the tax-exemption status for your customers	✓	✓	✓	✓	✓
Set up multiple buyers for each account – each with their own secure username and password	✓	✓	✓	✓	✓
own secure username and password	✓	✓	✓	✓	✓
Set a spend limit per buyer	✓	✓	✓	✓	✓
Specify where order confirmation emails are to be sent	✓	✓	✓	✓	✓
Limit your store to only your registered customers	✓	✓	✓	✓	✓
THEMES AND COLORS					
Range of pre-designed themes	✓	✓	✓	✓	✓
Ability to create and save your own color schemes	✓				
Mix and match elements from pre-designed themes to create a unique design	✓				

Ability to export custom design elements and import to other installations of Actinic	✓				
DESIGN FEATURES					
Creates search engine friendly static HTML pages	✓	✓	✓	✓	✓
Choose a corporate logo for your store	✓	✓	✓	✓	✓
Display prices in a second currency	✓	✓	✓	✓	✓
Create a link to a home page	✓	✓	✓	✓	✓
Automatically generate site map	✓	✓	✓	✓	✓
Customize the questions asked in the checkout, making them compulsory if required	✓				
Use an HTML online 'contact us' page	✓	✓	✓	✓	✓
Customize where your terms and conditions appear in your store	✓	✓	✓	✓	✓
Choose from a range of pre-configured marketing messages	✓	✓	✓	✓	✓
Search through and customize all text prompts used in the online store	✓				
SITE SEARCH					
High-speed index-based online searching	✓	✓	✓	✓	✓
Decide how many results are shown per page	✓	✓	✓	✓	✓
Include images in the search results	✓	✓	✓	✓	✓
Choice of simple or more advanced searching	✓	✓	✓	✓	✓
Search based on price ranges	✓	✓	✓	✓	✓
Choice of simple or more advanced searching	✓	✓	✓	✓	✓
Search based on price ranges	✓	✓	✓	✓	✓
Search based on custom search properties	✓		✓	✓	✓

FULL SITE CUSTOMIZATION USING A POINT AND CLICK INTERFACE

Full undo and redo capability on all the design features	✓				
Ability to navigate the structure of a page using a tree interface	✓				
Page preview supporting point and click navigation to the design that creates that data	✓				
HTML code editor that is context sensitive and color coded to make it easy to understand the site design	✓				
A coding errors tool to assist with site design	✓				
A library of design snippets that can be re-used to act as a template for forming a design	✓				
Total control of the layout of sections and products into multiple columns and rows	✓				
Search and replace tool to assist in finding the piece of code you want to edit	✓				
The ability to create conditions in order to get different behavior on the website based on the data set in the content	✓				
A point and click interface to make it easy to format text for users with limited (or no) HTML knowledge	✓				
The use of PHP code to generate static HTML pages based on the data provided in the content	✓				
The ability to preview all the pages, including those pages that are generated using online scripts (such as the checkout and cart pages)	✓				
Complete control of the encoding of variables in order to generate the exact site HTML required	✓				

The ability to import pieces of design	✓	✓	✓	✓	✓
The ability to export pieces of design	✓				
Integration with Dreamweaver to allow the overall page design to take place in Dreamweaver	✓				
PREVIEWS					
Preview the entire store	✓	✓	✓	✓	✓
SHOPPING CART & CHECKOUT					
Online shopping cart	✓	✓	✓	✓	✓
Require customers to agree to terms and conditions before checking out	✓	✓	✓	✓	✓
Customers receive email confirmation of order	✓	✓	✓	✓	✓
Online address book and 'Remember Me' feature	✓	✓	✓	✓	✓
Support for P3P privacy policy	✓	✓	✓	✓	✓
Unordered items remain in cart between browser sessions	✓	✓	✓	✓	✓
Ability to set how long online carts stay active for	✓	✓	✓	✓	✓
Ability to save/retrieve shopping lists	✓	✓	✓	✓	✓
Support for SMTP password authentication	✓	✓	✓	✓	✓
ORDER PROCESSING					
Full demonstration and testing supported for all order processing functionality, including;					
Search through your order history for specific customers, dates and ordered products	TESTING MODE ONLY	✓	✓	✓	✓
Generate and send an email to the customer informing them when their order has been shipped	TESTING MODE ONLY	✓	✓	✓	✓
Email alert when a batch of orders is waiting	TESTING MODE ONLY	✓	✓	✓	✓
Download orders into your local	TESTING	✓	✓	✓	✓

PC and decrypt them after they are downloaded	MODE ONLY				
Enter new orders directly into the Actinic application	TESTING MODE ONLY	✓	✓	✓	✓
Edit details of orders within the Actinic database, including the ability to add new items	TESTING MODE ONLY	✓	✓	✓	✓
Transfer orders into Sage Line 50 or QuickBooks using Actinic Link	TESTING MODE ONLY		✓	✓	✓
Manually adjust order details after the order is received	TESTING MODE ONLY	✓	✓	✓	✓
Maintain a payment history for each order	TESTING MODE ONLY	✓	✓	✓	✓
Make comments about orders in the 'Journal' tab	TESTING MODE ONLY	✓	✓	✓	✓
Split the order into back-orders if you are unable to ship the entire order in one go	TESTING MODE ONLY	✓	✓	✓	✓
Highlight orders with specific colors in the order summary	TESTING MODE ONLY	✓	✓	✓	✓
Write and send emails to your customers from within Actinic	TESTING MODE ONLY	✓	✓	✓	✓
Set up a range of custom emails	TESTING MODE ONLY	✓	✓	✓	✓
Print packing lists and invoices	TESTING MODE ONLY	✓	✓	✓	✓
Generate credit card schedules containing the credit card numbers that require processing	TESTING MODE ONLY	✓	✓	✓	✓
Print single-page data-entry reports containing the entire details of an order	TESTING MODE ONLY	✓	✓	✓	✓

Create reports on your fastest moving items and best customers	TESTING MODE ONLY	✓	✓	✓	✓
Report on all the business in your site within a set time period	TESTING MODE ONLY	✓	✓	✓	✓
Export orders as text files for processing in external applications	TESTING MODE ONLY	✓	✓	✓	✓
Choose a program to automatically run after you export a batch of orders	TESTING MODE ONLY	✓	✓	✓	✓
Support for stick on labels in order processing	TESTING MODE ONLY	✓	✓	✓	✓
One click order processing to allow fast processing of orders	TESTING MODE ONLY	✓	✓	✓	✓
Order line price editing from the desktop	TESTING MODE ONLY	✓	✓	✓	✓
Bar coding on standard reports	TESTING MODE ONLY	✓	✓	✓	✓
Simultaneous processing of both online and offline orders on up to 9 (4 with Windows XP Home Edition) networked PCs	TESTING MODE ONLY				✓
SITE DEPLOYMENT AND MANAGEMENT					
Backup your work with a 'Site Snapshot' that saves your database, templates and images as a single transportable file.	✓	✓	✓	✓	✓
Use Snapshots to transfer Actinic sites from one PC to another.	✓	✓	✓	✓	✓
Pre-set which store elements will be enabled/disabled in a deployed site.	✓				
Deploy Client sites to allow customers to only download orders from an online store	✓				

Activate key functions (preview/upload/download/export) from a command line in Windows	✓	✓	✓	✓	✓
White boxing of the Actinic product to allow web designers to configure the Actinic product in order for them to put their own branding on the product	✓				
The ability to customize the user interface of the product by configuring variables that are presented in the UI in order to determine where the variables can be set, their initial default setting and their description	✓				
Unlimited multiple site building and management from a single license				✓	✓
SUPPORT					
Comprehensive user guide and on-screen help	✓	✓	✓	✓	✓
Site Upgrader to help you upgrade from previous versions	✓	✓	✓	✓	✓
Ability to place the site in 'Test Mode' whilst making changes.	✓	✓	✓	✓	✓