



Enterprise Commerce Simplified

www.evolutionx.io

A Comprehensive Guide of EvolutionX Features

Platform Features

- Cloud hosted, massively scalable, secure platform
- 24-hour support
- Entire platform behind SSL

Catalog Browsing

- Filter products into categories and search results by manufacturer, brands, and other attributes
- View product category items in grid or list format
- View product comparisons
- Search within results

Product Browsing

- View multiple images/videos/data sheets per product
- Set related products, up-sells, and cross-sells
- Display stock availability
- Add a product to quick-list for reordering

Order/Quote Management

- View, edit, and create orders/quotes from the admin panel
- Manage closed-loop customer orders/quotes entirely through the website
- View order history and easily generate repeat orders

Checkout, Payment and Shipping

- Use guest and registered user checkout
- Save your shopping cart
- Apply cost centers and references at line level
- Show tax and shipping estimates in the shopping cart
- Save preferred payment methods (account, ACH, credit card, etc.)
- Integrated with multiple payment gateways
- Multiple supplier-based shipping methods within a single order

User Experience and Site Management

- Rich control of site look and feel across all webpages using a widget-based concept with no IT skills required
- User-friendly management of website roles and permissions
- Save multiple shopping carts for re-use
- Easily create and share customer quick-lists specific to accounts and users
- Easily add multiple social media integrations
- Rich API's for integration with third party applications
- Batch import and export of customer information
- Multiple shipping options integrated to the store
- Integrated inventory feeds
- Integrated customer e-mail notifications for key activities

Mobile-first Platform

- All features work seamlessly across mobile platforms
- All widget-based customization is respected on mobile

Marketing Tools and Personalization

- Set related products, up-sells, cross-sells, and item swaps
- Create marketing and merchandizing banners and zones
- Segment customers to create personalized experiences with targeted marketing and merchandizing
- Link marketing e-mails directly to your site

Search Engine

- Automatically create search engine friendly URLs
- Manage search engine results in terms of manufacturer and brand preferences, etc.
- Support for Google's microdata format
- Ability to store keywords against products to drive search

Catalog Management and Pricing

- Import rich product data from multiple sources
- Manage child products from parent products
- Use advanced pricing rules (support for special prices, customer group prices, account pricing, tiered pricing, user pricing, etc.)

Distributor Customer Service

- “Contact Us” form
- Create and edit orders from the admin panel
- Manage all aspects of customer set-up
- See order history with status updates
- Multiple shipping options and freight pricing control
- Receive real-time shipping rates from UPS, FedEx, and other carriers
- CSR’s can create customer accounts and orders, and update products in customers’ shopping carts and wish lists
- View order status and tracking
- Create customizable transactional e-mails for order status, account updates, password resets, and more

Customer Accounts

- Set-up end-customer and cost center budgets with rich workflow and order approval functionality
- Customer/user-specific catalogs and pricing
- Unlimited address book entries
- Choose default billing and shipping addresses
- Restrict users to subset of master address and cost center lists
- Full order status and history
- Access quotes with convert-to-order functionality
- Customizable customer account dashboard

EvolutionX App Store

- Multiple social media, marketing, shipping, and payment applications available with seamless integration

Analytics and Reporting

- Support for Google Analytics
- Customizable report dashboard for distributors and end-customers

Menus

- Support for unlimited menu creation
- Support for categories, content pages, links, and images in mega-menu creation

Themes

- Default system themes available
- Fully customized themes with access to the underlying theme files
- Multi-device preview of theme changes
- Preview before publishing
- Restore to the default theme

Theme Options

- Support for custom CSS
- Support for theme versioning
- Support for background images
- Support for favicons
- Control header, footer, button, and link styling from interface

Layouts

- Default system layouts available for all pages
- Layouts are fully customizable; single, two, and three columns layouts are supported
- Widgets are used to populate layouts with content
- Drag and drop interface, no technical skills required
- Support for custom layouts
- Styling can be targeted and altered at the customer level using the body class
- Mobile responsive by default
- Customizations are respected on mobile
- Mobile priority of widgets can be controlled through the interface

SEO Features

- Set store level meta titles
- Set store level descriptions
- Set store level keywords
- Support for Google tag manager
- Support for Google analytics
- Set content, category, and product page SEO meta titles, descriptions, and keywords
- Support for microdata
- Support for multiple URL structures on products and categories
- SSL by default
- Imports for temporary or permanent re-directs

Store Search

- Fast and accurate by default
- Support for brand and product priority
- Ability to create your own custom search recipe to control ranking and ordering
- Support for autocomplete

Products

- Import/export products
- Create child products for parent products to customize managed content
- Associate products with layouts
- Add and edit images documents and video content
- Full access to add/edit product relationships
- Support for product keywords to drive search capability
- Support for product labels
- Products can appear in multiple catalogs
- Product level overrides for SEO data
- No upper limit on supported SKU count

Inventory

- Managed and unmanaged inventory supported
- Updated regularly throughout the day
- Display inventory from multiple locations
- Control messaging and how inventory data is presented on webstore
- Set customer specific overrides for inventory data

Item Swaps

- Support for suggested and forced swaps
- Can be added through the interface or imported
- Swaps can be global or targeted at a specific customer