Magento® Enterprise

THE ECOMMERCE PLATFORM OF CHOICE FOR SUCCESS ONLINE

Shaping eCommerce worldwide. Our open-source platform gives merchants the latest technology for developing creative sites that are easily customized for their brand, attract and engage more customers, increase the average order value and close more sales.

Open your online store to endless possibilities.
Magento Enterprise includes robust marketing and merchandising tools, superior search capabilities, call center functionality and the flexibility to create a site that caters to your customers and their specific buying habits.

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 the Magento team of experts, Magento Enterprise is scalable and easily tailored to meet every merchant's unique technical and business requirements.

TURN BROWSERS TO BUYERS

- Customizable marketing and merchandising tools
- Increase average order value with up-sell and cross-sell
- Special pricing programs and promotions

PERSONALIZE THE CUSTOMER EXPERIENCE

- Superior product search capabilities
- Special storefronts for specific customer groups
- Content delivered based on consumer preferences and behavior

A PLATFORM THAT CONFORMS TO YOUR BUSINESS

- Easily integrate with 3rd party applications (i.e. ERP & CRM)
- Flexible product/catalog management and presentation
- Comprehensive admin capabilities including multi-site management

Magento®
eCommerce Platform for Growth

Highlights of Magento® Enterprise

MARKETING TOOLS

Attract more customers, increase conversion rates and sales.

- Rule-based promotions
- Customer targeted banners and content
- Promote select products and special events with marketing campaigns
- Integrated email marketing and newsletters

CUSTOMER LOYALTY

Give your best customers special abilities on your site.

- Identify key customer segments and market to them
- Permission-based product/category access and sales for identified user groups
- Full Private Sale Suite - scheduled and timed events for special promotions with limited access to the public
- Loyalty points reward program
- Product reviews and ratings

CMS+ (ENHANCED CONTENT MANAGEMENT SYSTEM)

Managing content pages is simple.

- Easy-to-use WYSIWYG editor
- Stage content before going live
- Admin privileges to control editing, publishing, pricing and promotions
- Multi site, language and currency management with a single admin

ORDER MANAGEMENT

For the merchant and the customer – managing orders is easy.

- Fast, hassle-free and fully-transparent checkout process
- Assist customers with their shopping carts
- Customers and merchants can manage refunds and returns

SECURITY

Save time and money when complying with PCI DSS Standards.

- Magento's Secure Payment Bridge is PA-DSS certified simplifying PCI Compliance
- Strong data encryption

RICH MERCHANDISING SUITE

Present products in ways that engage shoppers and increase average order size.

- Present products relevant to the shopper while they browse
- Group products in logical bundles or virtual product sets
- Product image capabilities give an "in-person view" of products
- Rule-based product relationships for up-sell, cross-sell and related items

SALES BOOSTERS

Make buying easy and reduce cart abandonment.

- Wish lists, gift registries, gift certificates, store credit and gift wrap.
- Persistent shopping feature - maintain items of interest from one browsing session to the next and from multiple devices
- Minimum advertised price (MAP) - sell inventory at rock bottom prices while abiding manufacturer policies
- Automated email reminders to reduce abandoned shopping carts

PAGE PERFORMANCE AND SEARCH CAPABILITIES

Deliver content fast and effectively.

- Full page caching for all users
- Scalable performance for transactions and orders
- Layered navigation and Solr search
- Order archiving for high volume businesses

SHIPPING AND PAYMENT GATEWAY INTEGRATION

Flexibility in shipping and payment.

- Ship to multiple addresses
- View shipping estimates on the cart page
- Merchants view, edit and print labels for all major carriers
- Support for all major payment methods and gateways

REPORTS AND ANALYTICS

- Analyze the entire sale process on a per website/ storefront basis
- User-friendly Admin Dashboard