

Overview

Main Features
Full Features
Shipping Providers
Payment Gateways
Detailed Tour

Full Features

The Online Business Console All-in-One solution is made up of the following lead-in plans [Web Hosting v2](#), [eCommerce](#), [Email Marketing](#) and [Lead Management](#). In addition you also get access to [Web Apps framework](#), [Bookings](#) and [POP email](#).

Web Site Features (Web Hosting v2)



Main Features of Web Hosting & Content Management

- Use SiteWalk to edit your web pages on the fly
- Use FTP to manage your website just like you would with any other web hosting
- Integrated customer database that grows as customers enquire or interact with your website
- Make any type of content secure
- Share and syndicate any type of content using RSS
- Build communities using forums, blogs and collect customer comments on any type of content
- SEO integration into Google, Yahoo and Windows Live
- Sophisticated ready-to-go reporting, no need to add any code to your web pages



Publish any type of Content

- Announcements, FAQs, Literature
- Set Release and Expiry dates on your content
- Make any type of content secure
- Share and syndicate any type of content using RSS
- Create micro-communities by allowing customers to comment on any type of content
- Create your own type of searchable content using Web Apps (All-in-One solution only)
- Create re-usable content snippets which you can use anywhere



Integrated Customer Database

- Grow your customer databased every time your customers enquire or interact with your website
- Keep a history of all past customer enquiries
- Allow customers to view their past enquiries via secure "member only" areas
- Allow customers to keep their details updated via secure "member only" areas
- View on a per customer basis details on every action they've taken on your site
- Customize and extend the Customer Database to suit your business (All-in-One solution only)



Manage your Website and Web Pages

- Use SiteWalk to edit your website on the fly
- Use a Microsoft Word like WYSIWYG editor to edit web pages
- Use Module Manager to add business functionality without any programming
- Make web pages secure
- Archiving & Rollback for every web page and template
- Automatically creates a working copy of web page until you publish
- Apply content approval rules to any web page or template
- Use templates to create a consistent look and feel
- Use FTP to upload and download web pages
- Work directly inside Dreamweaver using our plugin Triangle



RSS

- Create an unlimited number of RSS channels
- Syndicate and share any type of content e.g. blogs, web pages, news and announcements, FAQs etc
- Set update frequency of your RSS channels
- Reports on RSS usage and items selected from within a feed



Secure "Member Only" Areas

- Make any type of content secure (web pages, announcements, Blogs, FAQs, Forums etc)
- Manage your customers' access to any secure area
- Set expiry date for customer access to any secure area
- Easily email login details to every customer in a secure area
- Report on customer logins to each secure area



Website Reporting

- Comprehensive reporting without having to add a single line of code to your web pages
- Geo-location reporting. See a map of the world world.
- Detailed visitors reporting including new vs returning, location, IP address, Spy Lens and more
- Detailed reporting on every type of content
- Search engine reporting, e.g. search phrases, when your site has been indexed and more
- Sophisticated customer reporting framework.
- Filter on any system or custom field
- Save any report and run later
- Export any report to Microsoft Excel for further analysis



Web Form Builder

- Build customer enquiry web forms without any programming
- Add any number of custom fields to your web form to suit your business
- Automatically captures and populates every enquiry in your customer database
- Use built-in business workflow framework to automate follow-up, set reminders and escalation rules. Choose to be notified via email and/or SMS.
- Report on web form submissions including custom fields and easily export to Microsoft Excel
- Allow customers to upload files within web forms
- Allow real-time credit card processing within web forms, e.g. process donations (All-in-One solution only)
- Allow refer-a-friend functionality within web forms
- Add Image Verification to web forms to stop spam submissions by bots
- Allow customers to subscribe to one or more campaign lists within web form (All-in-One solution only)
- Automatically subscribe customer to a Secure Zone upon submission of a web form
- Easily add web form to any web page hosted at GB or elsewhere
- Customize the landing page customers see after submitting an enquiry
- Customize auto responder email sent to customers after they make an enquiry



Build Communities with Forums

- Create any number of forums
- Set moderation level on new customer posts
- Customers can subscribe to any thread and be notified when new posts are added
- Make any forum secure
- Set release and expiry date on your forms
- Reporting on forum usage
- Easy to use administrative interface for managing threads and posts
- Limitless customizability of forums



Amplify your voice with a Blog

- Full blogging platform
- Customers can leave comments on any blog post
- Approve all incoming trackbacks
- Trackbacks to any other blog
- Permalink
- Set release dates for blog entries
- Tagging and Tag cloud module
- Blog calendar module
- Recent blog post module
- Blog post by month module
- Report on blog post readership
- Integrated RSS channel for each blog
- Make your blog secure
- Limitless customizability of blogs
- Ability to import WordPress or TypePad blog



Photo Galleries

- Create any number of photo galleries
- Easily add a photo gallery to any web page
- Add a description to any photo
- Customize layout and appearance of photo galleries



Ad Rotators

- Create any number of ad rotators
- Rotate images, HTML snippets or Flash objects
- Report on number of impressions, click-thrus for any period



Meta Data

- Built-in meta data framework
- Create your own meta data tags and easily add them to any web page



Main Features of eCommerce

- Sell real products or e-Products
- Give individualized discounts to any customer for any catalogue
- Integrated customer database that grows as customers buy or interact with your online shop
- Inventory Control
- Cross and upsell features
- Multi-currency support
- Sell Gift Vouchers
- SEO integration into Google, Yahoo and Windows Live
- Sophisticated ready-to-go reporting, no need to add any code to your web pages
- Limitless customizability



Integrated Customer Database

- Keep a history of all past customer purchases
- Give loyal customers individualized discounts. You can apply a different discount for every catalogue and every customer
- Allow customers to view their past orders and even redownload any e-Products previously purchases via secure "member only" areas (All-in-One solution only)
- Setup reoccurring orders and payments. Automatically emails invoices to customers
- Customize and extend the Customer Database to suit your business (All-in-One solution only)



Catalogues & Products

- Setup an unlimited number of Catalogues & Products
- Set Release and Expiry on any Catalogue or Product
- Sell e-Products. Limit how many times and where they can be downloaded from
- Set product weight / volume for any product to control the shipping options that are displayed
- In addition to the 2 default images for every product, choose up to 10 preview images for any product. The system will automatically generate thumbnails
- Use Buy and/or Get-a-Quote option for checkout. Buy option will force customer to pay for goods. Quote option
- Make any catalogue secure (All-in-One solution only)
- Selectively hide prices. For any catalogue hide product prices on the public site and display for existing customers
- Configure the order in which catalogues or products are ordered (put popular products first)
- Use sophisticated product search module to allow customers to search by keywords, within a catalogue, within a price range and choose how they want the products listed
- Put any product On Sale. This crosses out the products retail price. E.g. was \$199 now only \$99.
- Collect customer comments on any product (All-in-One solution only)
- System utilizes Ajax technology for better customer experience



Easier management of your Online Shop

- For faster management use Import feature to manage your entire online shop including products, pricing, catalogues, grouping, inventory control and more from a single Excel file
- Export your entire product catalogue in one click. Make changes and re-import
- Or use web-based interface to manage your online shop



eCommerce Reporting

- Sophisticated e-commerce reporting framework
- Sophisticated customer reporting framework
- Track sales and payments
- Track abandon rates and where customers abandon in online shop
- Report on top Catalogues and Products. By amount or quantity sold
- Report on Shipping Options and popularity
- Report on Discount Codes and redemption
- Detailed visitors reporting including new vs returning, location, IP address, Spy Lens and more
- Geo-location reporting. See a map of the world world
- Track usage for any catalogue or on an aggregate basis
- Track usage for any product or on an aggregate basis
- Save any report and run later
- Export any report to Microsoft Excel for further analysis



Customize your Online Shop

- Limitless customizability of the online shop and the checkout process
- Limitless customizability of invoice / quotes emailed to customers



Inventory Control & Drop Shipping

- Complete inventory control. Optionally hide products from shop if out of stock
- Allow any out-of-stock product to be pre-ordered
- Set re-order threshold and be notified when product stock level falls below a certain quantity
- Enable drop shipping on any product and automatically notify suppliers to fulfill customer orders



Multi-Currency Support

- Sell global, act local with multi-currency support
- Set prices for products in any currency
- Setup shipping options for various countries
- Setup tax codes for various countries
- Support for many payment gateways throughout the world



Upsell, Cross sell and Product Grouping



Group similar products together, e.g. By size or by color, Small Shirt, Medium Shirt, Large Shirt
Increase sales using Cross/Upsell by relating products together. E.g. relate cell phone with charger and car kit.
Display related products separately or as checkboxes so the customer can add them to cart at the same time as buying the main product
Or use product attributes to create any number of drop downs to collect information from customers when they add products to the cart, e.g. Size, Color, Style, Gender



Affiliate Programs

Setup any number of Affiliate Programs
Report across an Affiliate Program or measure an individual affiliate's performance
Reward your affiliates based on the actions the customers they refer make, e.g. purchases made (and amounts), enquiries made etc.
Easily email Affiliate Program details to subscribers of an Affiliate Program



Gift Vouchers

Create any number of Gift Vouchers with any dollar value
Gift Vouchers can be redeemed to buy products in your online shop



Payment Gateways

Integrated with popular payment gateways throughout the world
Offer COD / Check options at checkout
Offer PayPal as a separate payment gateway
Integrated with World Pay for a wide range of currency support
Google Checkout
Use Process Offline and process payment using existing POS system



Discount Codes

Create any number of discount codes
Set your own discount rates
Set release and expiry of discount codes



Shipping Options

Setup any number of shipping options for different countries
Set minimum and maximum weight and volume restrictions for any shipping option
Apply your tax code/rate to any shipping option
Integrated with USPS, FedEx and Australia Post for real-time shipping charge calculation



Tax Codes

Create any number of tax codes and rates for any country that you operate
If in USA automatically apply relevant state tax rate at checkout to products and shipping charges
Apply tax codes easily to products and shipping charges



XML Feeds

XML feed of all products to use with 3rd party affiliate network such as ClixGalore

Email Marketing Features



Main Features of Email Marketing

Choose over 200+ design templates
One-off and loyalty based campaigns
For the first time go beyond open rates and bounces reporting and see what actions customer take
Integrated customer database that grows as customers subscribe or interact with your website
Use the Customer Report Generator to dice and slice your customer database for better targeting and results
Systems to increase email deliverability and reducing spam



Email Marketing

Send One-Off Emails
Setup Birthday Loyalty Campaigns, e.g. setup one campaign to automate saying happy birthday to your customers on their birthday
Setup Anniversary based campaigns, e.g. based on previous holiday purchase, automate reminder in 6-months or 12-months
Setup Multi-Part email newsletter series. E.g. Customer signs up and receives issue 1 on sign-up, issue 2 a few days later, issue 3 a few days after that and so forth
HTML or Text Emails (HTML emails contain text version also)
Send a campaign to any customer group or your entire customer database
Preview your campaigns by emailing it to yourself or any one else before finalizing



Integrated Customer Database

Grow your customer databased every time your customers subscribe or interact with your website
Centrally manage your customer's campaign subscriptions

A full history of past campaigns sent to each customer including open rates, actions taken and links clicked
Increase your sales by utilizing up to 5 anniversary dates for each customer, e.g. date of last holiday booked, date of last car service. Use loyalty campaigns to automate communication around these key events on a one-on-one basis
Customize and extend the Customer Database to suit your business (All-in-One solution only)



Lists

Create unlimited number of lists for better targeting and results
Use customer report generator to dice and slice your customer database
Easily add a subscription box to any web page hosted at GB or elsewhere to allow customers to subscribe to your newsletters
Customize the landing page customers see after subscribing to your list
Customize auto responder email sent to new subscribers after they subscribe
Double opt-in mechanism
Be notified via email every time a customer subscribes to a list



Email Marketing Reporting

Track Open Rate of HTML emails
Track Links clicked and most popular links (available for both HTML and Text formatted emails)
For the first time track customer Actions e.g. customer made a purchase, customer made an enquiry and so forth (All-in-One solution only)
Track bounce rates
Track customer unsubscriptions from your campaigns
Live Feed
Sophisticated customer reporting framework
Filter on any system or custom field
Save any report and run later
Export any report to Microsoft Excel for further analysis



Email Deliverability & Spam Control

Double Opt-In mechanism
Unsubscribe link on all newsletters
From email address verification

Lead Management Features



Main Features of Lead Management

Build any number of customer enquiry web form without any programming
Easily add your web forms to a web page hosted at Online Business Console or any other hosting company
Use customizable business workflows to setup notifications via email or SMS when customers enquire
Use the Customer Report Generator to dice and slice your customer database



Integrated Customer Database

Grow your customer databased every time your customers enquire or interact with your website
Keep a history of all past customer enquiries
Allow customers to view their past enquiries via secure "member only" areas (All-in-One solution only)
Allow customers to keep their details updated via secure "member only" areas (All-in-One solution only)
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Lead Management Reporting

Sophisticated customer reporting framework.
Filter on any system or custom field
Save any report and run later
Export any report to Microsoft Excel for further analysis

Features Exclusive to All-in-One Solution



Web Apps

A framework to create any type of content, e.g. job listings, real-estate listing, a car catalogue etc using a point-n-click approach

Create any number of web apps (web applications)

Use various modules to easily publish web apps on your website, e.g. all web apps, latest web apps, random web app, web apps within a classification and so forth

Allow customers to search within any web app on your site. The system will generate a search form that matches the schema of your web app.

Allow customers to submit, edit and delete web app items via your website. Optionally you can be notified when they do.

Make any web app item secure

Easily share and syndicate any web app items using RSS

Allow customers to submit comments on any web app item

Report on web apps and drill down to see item usage

For faster management use Import feature to manage your entire web app catalogue of items from a single Excel file



Bookings

Allow customers to book into events

Automatically manage capacity

Use inbuilt follow-ups framework to remind attendees of upcoming events

Collect payments with bookings

Customize the landing page customers see after booking

Customize auto responder email sent to customers after they make a booking

Sophisticated customer report generator to allow to generate and save booking-related reports



POP Email

POP3 email. Use with Outlook, Thunderbird or any other popular email program

Web mail interface

Unlimited Aliases for each mailbox

Catch-all address

Out of Office Auto Responder

Mail Forwarding

Other Features



SEO

Integrates with Google/Yahoo/Live sitemap. A daily feed of all content within website is produced for maximum exposure in the search engines

Search engine feed also includes every catalogues and products (eCommerce only)

Search Engine Friendly URLs. Catalogue and product names used in URLs to maximize search engine friendliness (eCommerce only)



Accessibility

Web-based Admin

FTP

Import / Export options

Work directly inside Dreamweaver using our plugin Triangle

Extensive Web Services framework



Administrative Tools

Easily add and manage Users and Roles

Customize granular permission levels for a role

Create your corporate taxonomy and assign content to various categories for easier publishing

Customize and extend the Customer Database to suit your business (All-in-One solution only)



Business Workflow Engine

Create and Build Business Workflows to automate follow-up

Create single or multi-step workflows

Be notified via Email or SMS

Set SLA's (Service Level Agreements)

Set duration and reminders for every step of the workflow

Set escalation rules

Setup 3rd party notifications to notify customers as you internally progress through a workflow

Apply workflows to customer enquiries, orders, bookings as well as for content approval

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