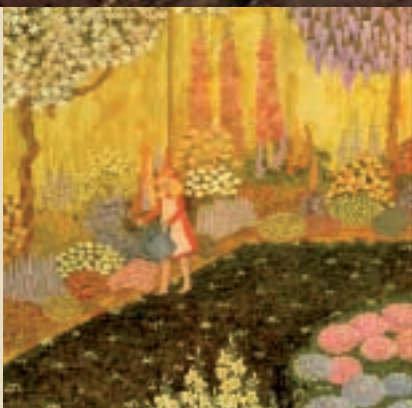


MAGNOLIA SOFT

Magnolia Soft overview.
Technical feature summary.



Overview

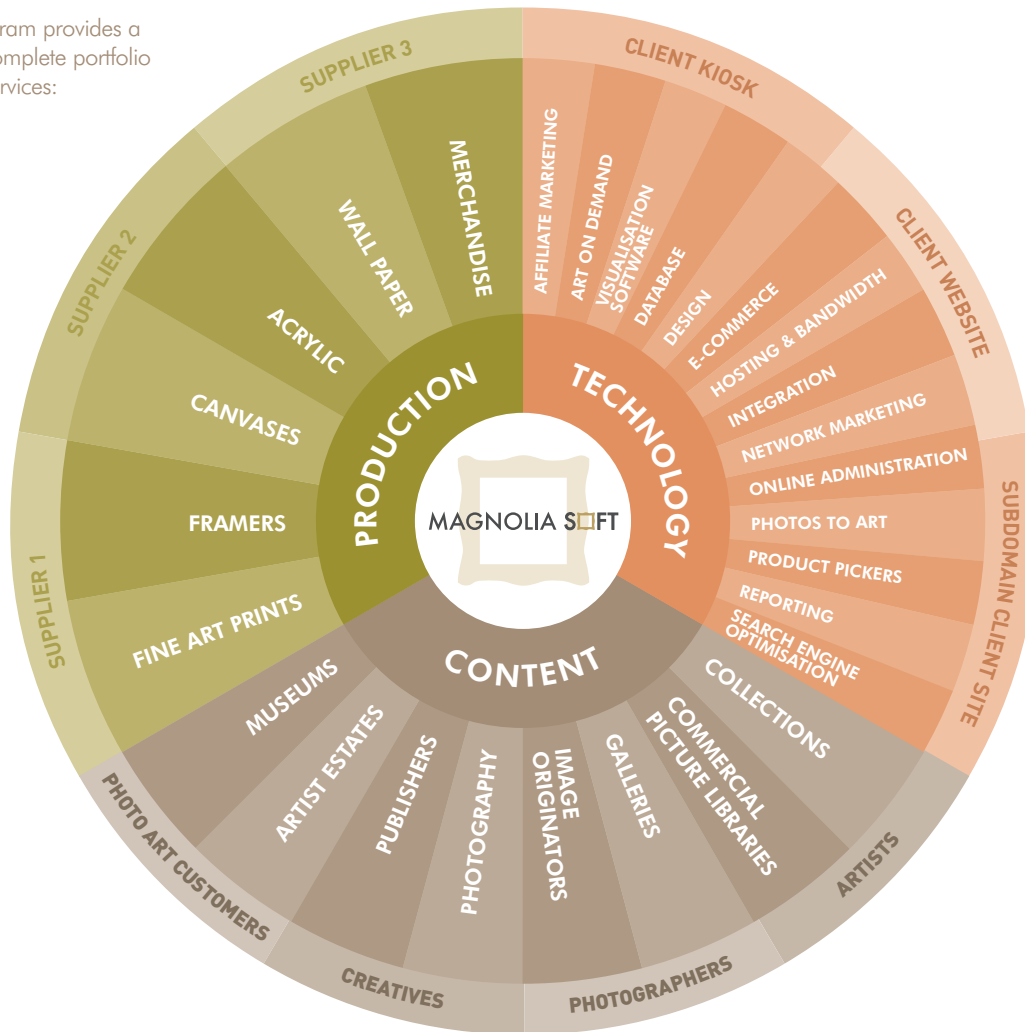
Our software is dedicated to supporting the online retail of art and provides our clients with a vast number of technical advantages that differentiate us from generic off-the-shelf e-commerce packages.

Our fundamental objective is to help our clients convert art browsers into customers. Every technical feature and function outlined in this document has been specifically created to support this objective.

“Our success comes from providing the right technology with the best products at the lowest prices.”



The following diagram provides a summary of our complete portfolio of products and services:



Magnolia Soft acts as a software 'hub' that enables clients to select from our full range of products and services and then tailor these to your precise individual requirements.

This unique platform allows clients to 'cherry pick' from any of our tools and modules; features or functions; partners or products without either technical or operational constraints.

Visit magnoliasoft.net for further information.

Core Functionality

A complete e-commerce catalogue website

We provide a complete and professional stand-alone e-commerce website designed for the retail of art supported by all the hosting and administration options that you might ever require.

Art on Demand solution suite

We provide a complete set of online tools to help transform digital imagery into physical products.

Rapid deployment times

Your website will go LIVE to the whole world in approximately 14 working days after your design is finalised and your data has been submitted. There are no protracted development timescales or costs, you can be up and running almost instantly.

Own and use your own domain name

We can help you point any of your registered domains at your Magnolia Soft website. Alternatively, we can register a brand new one on your behalf at our cost price. Our domain setup service is not a profit centre and is simply offered as a value added service. Finally, if you still wish to use your existing website then we can set up the Magnolia Soft solution on a sub-domain (e.g. <http://magnoliasoft.your-art-website.com>). This enables you to benefit from your existing solution as well as our service.

Professional website design

Our team of website graphic designers will help design a completely bespoke website based on your design preferences coupled with our usability expertise. We don't use templates like other websites, all our clients are unique and so are the websites we produce for them.

Unlimited online updates

You may add, remove or amend your content at anytime through the administration tools provided. And any updates to your online content take effect the instant you make the changes. You no longer need wait for costly web hosts, web designers or webmasters to change your content. You gain instant administrative control.

Marketing support

The Magnolia Soft Network allows all (voluntary) participants to increase their 'virtual' stock holding, increase their online footprint and increase their potential sales. We support your marketing efforts through the maintenance and growth of the network.

Full web browser compatibility

You can manage your website using Internet Explorer, Firefox, Safari, Mozilla or Opera browsers on a Windows or Mac platform. The website you create can be viewed with ANY web browser on ANY platform.

Straightforward image galleries

You can upload your art images directly from your hard drive, photo CD, or other portable media. The Magnolia Soft platform then allows you to create and organise your galleries to build an effective e-commerce online catalogue.

Predefined image sizing

We have conducted extensive research into the optimum image sizes to represent your artworks online. As a result, every image you upload is automatically resized to ensure the most appropriate sizing, in the most appropriate locations on the website.

Bespoke text pages

You can edit content web pages for your website through the administration tools, allowing you to change your about, contact, delivery, legal information, etc whenever it is required.

Dynamic text pages

You can create dynamic text pages that enable you to set up specific promotions or themes. These pages allow you to write some bespoke text and then attach specific key words or search parameters that dynamically pull in appropriate content from your collection.

Inclusive high-speed web hosting

For the flat annual fee we will host your domain, website in our world-class data centre. Hosting includes unlimited bandwidth, unmetered disk space, and 24-hour monitoring backed by a 99% uptime guarantee.

Fully scalable

Magnolia Soft runs everything from individual artist websites through to large national gallery stores. It is almost unlimited in terms of capacity - some stores running Magnolia Soft have over quarter of a million products, while others have only a few dozen.

Search Engine Optimisation (SEO) / Search Engine Marketing (SEM)

You have full administration access to the meta data of every single product, product group and category in your collection. Our tools allow simple editing of the vital information search engines use to associate your website with relevant searches.

E-commerce payment service provision

If you want to sell online then Magnolia Soft provides all the tools you need to achieve this. You can use your own merchant numbers or we can provide payment gateway services for you.

Automatic tax and shipping computation

You may configure all your tax and shipping prices and set prices in your preferred currency.

Website analytics

Getting accurate website statistics is essential to help determine your website's success. We provide analysis of your hits, unique visitors, most popular images, highest traffic dates and much more.

Powerful administration

Magnolia Soft has a refined admin facility with useful cross-data search to make finding things easy. The product creation and management is equally efficient, using a well-trusted interface style that has evolved over several versions of Magnolia Soft. Virtually all site content, including most general text, can be edited from the online admin. The admin has been tested for cross-platform compatibility, ensuring the store can be administered for users with any common browser on most operating systems.

Call 0870 300 1171 to discuss your requirements.

Feature summary

Design

- Specialist site design optimised for converting art transactions
- Replicates your existing brand style or corporate id
- Fully customisable site design and HTML
- Adheres to strict W3C web standards
- Selection of in-house 'product pickers' to ensure intuitive browsing

Products

- Add/Edit/Delete products
- Full framing, canvas, multi panel product previews and onscreen visualisations
- Unlimited number of photos for each product
- Unlimited number of products allowed
- Automatic image resizing for thumbnail and enlargements
- Easily transfer files to/from your site through ftp uploads
- Import and export your store data via text files
- Automated image scale and sizing indicators
- Customer defined size conversions (e.g. metric, imperial measurements)
- Automatic image watermarking (optional)

Sales & marketing

- Nominate products/bestsellers for homepage promotion
- Automatically display related or alternative products (using dynamic keyword, artist, title algorithm)
- Promotional voucher codes and gift certificates
- Ability to set beginning and end dates for voucher offers
- Automatic product submission to Froogle
- Automatic submission for all major shopping comparison engines
- Automatic Google® Sitemaps submission
- Add meta data to every page to tune and optimise for search engines
- Updatable news and press release tools
- Supports multiple languages
- Supports multiple currencies
- Supports MOTO transactions

Stock control

- Multiple Art on Demand product variations and options
- Fully customisable product categories and subcategory levels
- Personalisation tools to sell products that can be customised by end-users
- Real-time dynamic stock inventory control for originals and limited editions

Search & advanced search

- Automatic dominant image colour recording for all products
- Colour search facilities using 15 million colour options
- Advanced search facilities encompassing products, price, size, keyword, manufacture, etc
- All products can be assigned to searchable groups or tagged with searchable keywords
- All products are automatically indexed and searchable
- All product artists, keywords and product groups are hot-linked

Financial transactions

- Real-time payment gateway to accept credit card payments (merchant account required)
- Supports offline credit card payment processing
- Supports MOTO offline credit card processing
- Confirmation email sent to store owner and customer
- Fully branded and printable PDF invoice available for customer download

Shipping & taxation

- Automated and customisable tax rates and calculations
- Supports full online order tracking
- Customisable shipping rates (can ship anywhere in the world using any courier)
- International shipping and location restriction
- Manage and maintain drop shipping partners

Hosting & security

- Ability to create sub domains for supporting micro sites
- 99% uptime rating
- Shared 128-Bit SSL security
- Full HTTPS/SSL support
- Weekly data backups
- Multiple power source backups
- Advanced data centre security monitoring
- PCI DSS compliant

Reporting

- Integrated visitor statistics
- Detailed in-store search analysis
- Full transaction and order reporting
- Clients and customers can view order status & history
- Site reporting includes Page Not Found and Missing Image queries
- Automatic Google® Analytics integration

Client support

- Dedicated technical support from our own UK based team
- Dedicated account management
- Proactive support through regular information updates to help improve sales
- Frequent software updates and upgrades

Customer management

- Express checkout for registered users
- Customers can track and view order history
- Automated order confirmation e-mails
- Ability to add/edit/amend customer testimonials

Administration

- Web-based store administration tool
- Administrate from anywhere in the world
- Create multiple admin users with different account privileges

Forthcoming functionality

- Wish lists and light boxes
- Bookmarking with Social Networks
- Accept payments with PayPal® and Google® Checkout
- Dynamic display related products for cross-selling
- Comprehensive discount solution for sales & marketing
- Customer reviews
- Restricted access trade areas

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Front cover:

The Charge of the Lancers, 1915 by Umberto Boccioni © Bridgeman Art Library / Collection of Riccardo and Magda Jucker, Milan, Italy

Girl in the Garden by Ditz © Ditz (Contemporary Artist) , Bridgeman Art Library / Private Collection
Self Portrait with Family by Georg Ludwig Eckhardt © Bridgeman Art Library / Hamburger Kunsthalle, Hamburg, Germany

Inside left:

Portrait of Signora Martelli by Giovanni Fattori © Bridgeman Art Library / Museo Civico Fattori, Livorno, Italy