



Increase Control
Increase ROI
Increase Flexibility
Increase Growth

Magento[®] Enterprise

eCommerce Platform for Growth

Magento Enterprise is designed for companies ready to maximize the potential of their eCommerce business. Magento is facilitating success for businesses worldwide by enabling them to provide their customers with a rich and satisfying online shopping experience.

Every business is different – every store should be unique. 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. To help ensure success of their online channel, Magento Enterprise customers can leverage best-in-class marketing and merchandising tools.

The eCommerce solution built to perform

- Feature-rich and production-ready
- Industry leading innovation
- Quick time to market
- Completely scalable and flexible
- Premium SLAs and warranty

Make the world your customer

- Fully global platform
- Create special storefronts that appeal to local customer groups
- Multi-currency capability
- Available in over 60 languages
- Control multiple stores and websites from one administrative interface

Build relationships and sales

- Marketing promotions
- Customer engagement
- Superior customer service capabilities
- Tools for up-selling and cross-selling
- Consumer-friendly shopping features

Highlights of Magento Enterprise

Marketing Tools

- Generate rule-based promotions including store-wide markdowns, targeted coupons, BOGO programs and discounts
- Create landing pages and personalized content including banners
- Improve campaign success with A/B and multi-variation testing
- Build customer loyalty programs
- Communicate with customers with automated email marketing reminders

Dynamic Merchandising

- Create a meaningful and enjoyable shopping experience for your customers
- Present relevant items at the most opportune moments in the purchase process
- Group items in product sets
- Make shopping easy with recently viewed items, featured products and wish lists
- Conduct up-sell and cross-sell campaigns

Dynamic Content Management with Staging

- No technical knowledge required to create and edit content
- Create FAQ's, Newsletter Landing Pages, Merchandising Banners and more
- Stage content before going live

Reports and Analytics

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

Layered Navigation and Smart Search

- Customers find the right product easily with layered navigation
- Narrow searches by meaningful product attributes and search term suggestions
- Help decision making using product reviews and ratings and product comparisons

Search Engine Optimization

- Attract new customers and reduce pay-per-click advertising costs
- Keyword-rich urls with admin control for every content page
- Meta info control for every content page
- Auto-generated page titles with admin override
- Auto-generated sitemap

Multiple Checkout Options

- Fast, hassle-free and fully-transparent checkout process
- Checkout options provide easy, no-pressure sales closure
 - Ship to multiple addresses
 - Shipping estimates on cart page
 - Multiple payment and shipping methods

Customer Service

- Maintain the highest levels of customer satisfaction
- Built-in order management allows customer representatives to assist consumers
 - View all customer information
 - Manage orders, issue refunds, add items to the customer cart