



The Polaris Blue Shopping Cart Software Difference

The Polaris Blue Shopping Cart is a web-based administration tool that allows you to COMPLETELY manage your shopping cart and website without any programming knowledge.



Easy Set-Up

- Bulk product / image upload wizard
- Web-based administration
- WYSIWYG wizards (no programming knowledge necessary)
- Customizable storefront
- No product / category limits
- Creates image thumbnails automatically
- Screenshot driven user manual
- Help features

Product Merchandising

- Cross category product listing
- Dynamic Pricing
- Product upsell opportunities
- Coupon and discount code supported
- Price-based discounting
- Secondary images
- "E-mail product to a friend" feature
- "Best Sellers" area
- Easy to use search features
- Froogle data feeds
- Shop.com data feeds
- Easy meta tag control for Search Engine Optimization

Reporting Tools

Reports Include:

- Top viewed products
- Top viewed categories
- Top orders by product
- Top referring sites
- Top sales by customer
- Top payment types
- Consolidated orders by date
- Individual orders by date
- Filter all reports by date selection
- Urchin web stats (hosted only)

Customer Relation Management

- Easy-to-use newsletter wizard
- Product update notifications
- Full customer reporting

Unlimited Payment Options

- Accept Credit Cards
- Gateways include:
 - Authorize.net
 - Worldpay
 - Linkpoint
 - 2checkout.com
 - Verisign
 - Many more...
- Accept Paypal
- Ability to accept payments via telephone, mail, fax
- Ability to set unlimited custom payment methods
- Export data to QuickBooks

Shipping

- Real-time shipping quotes from UPS, USPS and FED-EX.
- Set custom handling fees
- Create custom shipping methods
- Calculate shipping costs by weight, quantity and more
- Offer free shipping
- Offer product specific shipping pricing
- Supports international shipping

Tax

- Ability to set tax by state and / or country

Order Management

- Ability to "status" orders
- Add / edit / delete orders
- Show both order and payment status
- Bulk edit orders
- Create professionally printed invoices

Administration

- Create unlimited administrator accounts
- Restrict access by administrator

Customization

- Upload your own header and footer
- Set custom site colors
- Create custom headers and buttons or use our predefined templates
- Unlimited customizations through file manager

Hosting (Licensed Version)

- Your site resides at one of the top hosts in the world
- 99.8% network availability guaranteed
- 50 e-mail address-unlimited if required
- Easy-to-use web administration
- Daily back-ups

Technical

- Application built using PHP (requires PHP 4.3.x+, MySQL 3.2+)
- Set application on both UNIX and NT platform

Search Engine Optimization

- Meta tag control on the home page, category and product pages
- Supports "robot.txt" files
- Creates search engine friendly HTML pages

Security

- Full support of HTTPS/SSL protocols
- Password protected administrative area
- Ability to control administrative access and set access levels

Wholesalers

- Supports up to 3 different levels of wholesale pricing
- Supports case pack / inter pack pricing