

QuickLive powered by hybris

Enterprise eCommerce made affordable

Are you looking for the flexibility of an enterprise eCommerce solution without the budget and timescale implications?

Portaltech's QuickLive is a full service eCommerce platform designed to appeal to new and existing online merchants that need to develop/ or upgrade their eCommerce capability. It has been designed specifically for retailers who need greater control over their eBusiness initiatives, richer functionality to improve conversion and more powerful integration capabilities to support web channel growth.

QuickLive utilises the power of hybris Commerce with Product Information Management (PIM) to power catalogue management as the core commerce framework. Hybris supports retailers to present highly complex products in as much detail as they choose. Product comparisons and optimised search and navigation functions make it easy for customers to select the right product – resulting in high conversion rates. Role-based assignment of permissions guarantee customers only see information (products, pricing, content) relevant to them, while support for regional currencies, conditions and taxes opens up retailers' operations to the world.

Unlike other eCommerce end-to-end solutions on the market, QuickLive allows retailers to customise and extend the framework as they see fit. Typically this level of control is only available to retailers that have big enough budgets to buy enterprise grade platforms and pay for the services to implement them. QuickLive offers the 'best of both worlds', namely the flexibility and scalability of an enterprise grade platform and the end-to-end one stop eCommerce solution which can be deployed very quickly and cost effectively. Put simply, QuickLive is the last eCommerce platform you will ever need.

The architecture of QuickLive and hybris enables adoption of third-party solutions for specific tasks, such as analytics and recommendations. Customers are of course at liberty to incrementally add hybris features, or expand into a complete custom development project when the demands of a growing on-line business require them to do so. QuickLive is aimed to provide two advantages simultaneously, that of affordability, in terms of licensing and implementation, and that of flexibility and scalability which comes from a solution that has numerous customisation features (custom objects and pricing rule set, for example), features for multi-channel product information management, and an extensible architecture.

QuickLive's key features are content and catalogue management, multi-lingual and multi-currency capability, multi-site management, micro-sites, e-mail templates for customer communication, business user configurable page templates, configurable promotions engine, a recommendations engine, gift vouchers, wish lists, blogs and forums, search and navigation, configurable product bundling, payment and fulfillment modules, and integration with print catalogues. This is in addition to the core e-commerce features such as a storefront, merchandising, and a payment module.

General Site Features

Powerful multi channel platform for cross channel sales and customer service

Multi store front and brand micro-sites configurable by a business user

Supports all major browsers including IE, Safari Firefox & Chrome

Compliant to version 1.2 of the PCI DSS standards

DDA compliance to best practice DDA Priority 1

Custom 404 and 500 error pages

Newsletter sign up, Tell a friend, Add to wish list

Main Page Features

Persistent navigation, mini basket, product carousel, promotional spots, featured categories, video, blog posting and forum.

Quick order-form allowing the user to enter product codes, select attributes and add to basket.

My account access for order tracking and customer profile settings

Store locator showing distance from an address to local/nearest stores and map indicator using Google.

Recently viewed items

Content Management

Business users can easily create new brand and micro sites

Power to switch and move functional components around the page

Landing pages for campaigns can also be created for specific products or product categories

All pages can be content managed including system messages configured by business users

Interactive rich media merchandising capability (powered by 10CMS)

Product Information Management

Allows for several catalogues to be developed for different purposes. These can be worked on concurrently. Any given site (e.g. preview or live) can view any number of specified catalogues. Makes multi site, multi language and currency an out of the box feature.

Product data imports via CSV, XML formats or replace an existing PIM solution.

Allows for any number of images and other multi media files to be added including video

QuickLive can manage unlimited product attributes.

Localisation & Internationalisation

Multi language and multi currency with in built GEO IP

Category and product names as well as pages can be localised in the CMS

Localised catalogues and localised store fronts

Price lists can be maintained for each territory or region

Merchandising and Promotions

Flexible promotions engine allowing for the creation of:

- Simple promotions: £ or % off, Free gift, Free Shipping etc
- Complex promotions: X for Y (3 for 2), X for Y (3 for £10) and any X or Y or Z for £A
- Threshold triggers: Triggers applied for over £x in basket or X items in basket
- Code based triggers: Enter a specific code to trigger a promotion

Manual cross sell/up sell (link based) recommendations

Products can be ordered in the category as required and an order index can be imported from a catalogue feed

Product bundling functionality allowing multiple products to be added to the basket

Promotions can be restricted based upon a defined group of users i.e. VIP users, loyalty card users

Product listing and search results can be sequenced based on defined business rules or used automated using Certona Resonance

Behavioral targeting of recommendations for cross sell/up sell using Certona

Order Management

Search and retrieve orders using any attribute of the order (price, date, total amount, user etc)

View and amend order including:

- Adding/removing items to/from the order
- Add/remove addresses
- Change shipping and payment addresses
- Change payment details.

Flexible order status model can be easily extended

States can be set on a line item or order basis

Access can be restricted on a user/group basis.

Ability to add an attribute to the order for tracking in the delivery section

Live availability of products in the product information page

Courier tracking

Search and Navigation

Powerful search capability

Faceted navigation for filtering of products and categories

Dictionary of misspelling (Did you mean?) synonyms and stemming

Breadcrumbs for forward/back navigation

Ability to plug in best of breed search technologies if required (Endeca & Fred Hopper).

Search Engine Optimisation

Human readable URL's configurable within the CMS

URL re-writes providing full control over your URL's including the mapping of old URL's within the CMS

Meta and keyword information for products and categories and any other content

Google Site Map

Checkout

Streamlined one page checkout rated number one by independent research

SSL security on all customer information and payment pages

Shipping to multiple addresses at a line item level

Express checkout functionality operational once logged in

Add gift messages and wrapping at basket or checkout stage

Select and change delivery options at checkout

Analytics and Reporting

Pre-Integrated with Google Analytics, Core Metrics and Yahoo Index Tools

In-depth back office reporting on orders, revenue and customers available in the CMS:

- Sales orders and revenue
- Abandoned shopping cart
- Tax
- Stock
- Fulfilled orders
- Search terms
- Product Reviews
- Voucher usage

Export of all data in CSV format for further analysis

Payment

Integrations to Sage Pay, DataCash and Commldea

Hosted order page facility available for full PCI Certification

Configured to authorize and charge or authorize only

Multiple saved credit cards (referencing tokens)

Integration with Third Man for Fraud Screening

B2B Functionality

Pay on account with customer credit limits and account balance

Easy product re-ordering with my products functionality

Invoice generation and request old invoices feature

Customer specific price lists with minimum order values

Customer specific shipping preferences

About Portaltech

QuickLive is an out of the box, enterprise eCommerce solution developed by Portaltech on the hybris eCommerce platform. Portaltech is a business and technology consultancy that focuses on the design, implementation, integration and support of eCommerce solutions. We work with our customers to gain a deep understanding of their market space and business challenges so that we can develop transactional applications and web sites that deliver real business benefits. We measure our success through the delivery of an on-time, on-budget solution and on the increased revenues and cost savings that these solutions generate.

As an eBusiness consultancy with unique cross sector experience gained in online and multi-channel environments our proposition is unrivalled in the UK. We work on business and technology initiatives for a range of leading brands and companies both large and small, such as Long Tall Sally, Bombay Duck, Focus DIY, LK Bennett, Thompson & Morgan, Post Office, The Body Shop, Vodafone, Premier Farnell and The Royal Mail.

About hybris

hybris is a global leader of multi-channel communication & commerce software. Established in 1997, hybris has a proven track record working with the worlds' biggest brands. Headquartered in Munich, it has offices in the UK, Netherlands, Switzerland and Sweden and the United States. It has over 180 customers worldwide running more than 1,500 websites. Customers include Toys R Us, Waterstones, TUI, Puma and Reebok.

More Information?

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