

# Grow your business on the internet

In recent years, shoppers have flocked to the internet in their millions, creating a massive new commercial opportunity. And the benefits that attract them have proved of equal value to sellers. Businesses of all sizes have discovered that the internet is a low-cost channel to new customers and increased sales, and an effective tool for improved efficiency and customer service.

If you have products suitable for distance selling, you can sell on the internet. And you do not have to be a rocket scientist to do it. Actinic products make it easy to build and maintain your online store and process orders. That's why over ten thousand businesses have successfully implemented their ecommerce stores using Actinic.

## Get online quickly and easily

All Actinic products are designed to get you started quickly, easily and cost-effectively. No technical skills are required.

## Flexible product and design options

Whatever your needs and your budget, you will find what you need somewhere in the Actinic product range. And as your needs grow, you can easily upgrade to a more powerful system.

## Successful online stores

Actinic provides the functionality you will need to make a success of your online venture – including powerful marketing, merchandising and search engine optimization functionality.

## Complete solutions

From Actinic Express to Actinic Catalog and the Actinic Business range, you have everything you need to get started. We can provide web space for your site – or you can use a business hosting package of your choosing. Our comprehensive support options provide expert help if you need it.

There is a range of options for processing payments, including integration with all leading payment gateways. Actinic also integrates with other applications such as Sage Line 50 and QuickBooks. And if you have a bricks and mortar store, we can supply computerised till (EPOS) systems - synchronised with your online store.

# Award-winning features

	Express	Catalog	Business/ Business Plus
<b>Flexible product catalogue</b>			
Up to 20,000 products in unlimited sections and subsections	●	●	●
Unlimited product variations such as size and colour	●	●	●
Additional content including text, images and links can be added anywhere in the catalogue	●	●	●
Explorer-style interface with drag and drop editing		●	●
Products can appear more than once, be a component of another, and be downloadable		●	●
Supplementary product information can be provided in an additional page, or in a pop-up		●	●
Multiple page layout options including list layout with single 'add to cart' button		●	●
<b>Flexible user-friendly design</b>			
Wizards optionally walk you through your site setup	●	●	●
Real-time preview of your store as you build it	●	●	●
More layout and colour scheme combinations than any other package		●	●
'Point and click' design interface offering full access to HTML code		●	●
Define custom fields and restrict them by product type		●	●
<b>Customer-friendly stores</b>			
Automated site navigation features including site search, site map and 'breadcrumb trail'	●	●	●
Automatic email confirmation of order	●	●	●
'Remember me' option for returning visitors	●	●	●
Create accounts for regular customers	●	●	●
Editable shopping cart can be saved for later completion or as a 'wish list'		●	●
Search on product options			●
Customer-specific store content for regular customers			●
<b>Comprehensive merchant features</b>			
Secure shopping cart and built-in order-processing module	●	●	●
Accurately calculates shipping, handling and taxation costs	●	●	●
Deal with orders by phone, fax and post as well as from the web		●	●
Monitors stock levels during order processing		●	●
Over 20 built in reports including printing of invoices and packing lists		●	●
Product import function		●	●
Postcode validation at the web site, for online orders (additional cost service)		●	●
Postcode validation on the desktop, for offline orders (additional cost service)			●
Real-time offline credit card processing (requires YesPay account)			●
Single-page entry form for 'phone, fax and mail orders			●
Bar code support			●
Ability to link to Sage Line 50 and QuickBooks and Actinic EPOS			●
<b>Powerful marketing options</b>			
Generates search-engine-friendly web sites	●	●	●
Integration with Google Analytics for monitoring site performance		●	●
'Best Sellers', 'New Products' and related products lists, and order-level discounting		●	●
Mailing list export and custom email templates		●	●
Generate 'Also Bought' lists			●
Sophisticated product-level and customer-level discounting			●
Advanced mailing list export			●

For complete detailed lists of features see [www.actinic.co.uk](http://www.actinic.co.uk)

### Minimum System Requirements – Catalog, Business and Business Plus

#### Vendor PC:

- Windows XP (service pack 2) or Vista
- 1GB RAM (2GB for Vista)
- Minimum 1 GHz processor recommended (2 GHz or faster for sites with over 5000 products)
- Internet Explorer 6
- 120MB available hard disk space

#### Web site:

- Windows, UNIX or Linux Server
- Perl 5.004 or later (MD5 Perl module recommended)
- User-writable CGI bin
- Min. 20MB process memory recommended

Actinic Express requires only an internet connection and a web browser

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easy to use  
ecommerce



## Great value ecommerce products

**Actinic Express** is an easy to use, online ecommerce system. It provides everything you need to sell on the internet and manage your store from any location. Whatever type of business you have, Actinic Express will get you trading on the internet quickly and easily.

**Actinic Catalog** provides everything you need to build and manage an online store from a single PC, giving you complete ownership and control. It handles every aspect of running a business web site, from web page creation and catalogue management to order processing and reporting.

**Actinic Business** includes all the features of Actinic Catalog, with support for more advanced and higher volume ecommerce sites and comprehensive provision for mail and telephone order processing, plus synchronisation with Actinic EPOS systems. It offers sophisticated merchandising and order processing features, and integration with Sage Line 50 and QuickBooks accounts packages.

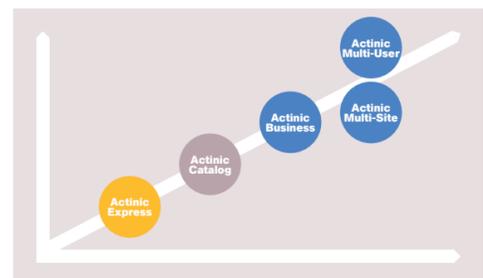
**Actinic Business Plus** provides a complete, multi-channel product catalogue and order processing environment. It offers multi-user catalogue maintenance and order processing across a group of networked PCs; and multiple site management with a single licence.

### Full support options

All Actinic desktop products include 30 days' free telephone support and unlimited email support. For a modest annual subscription, Actinic Cover offers ongoing telephone support, free version upgrades and other valuable benefits.

Actinic Express includes telephone support and upgrades at no extra cost.

Actinic also provides a free online Knowledge Base, and has a very active community forum.



Actinic has been a key part of our phenomenal growth. Since opening our Actinic Business site, we've exported our materials to over 50 countries internationally - and to over 900 UK schools.

**Jim Riley**  
Managing Director  
Tutor2u Limited



I have found your staff and their technical ability to support your product to be fantastic.

**Stephen Turner**  
Managing Director  
Group 55

## Ecommerce under your control

Actinic products enable you to set up your first web site and online store with a minimum of technical knowledge. Wizards and on-screen help systems walk you through setting up your store; configuring Actinic for your web space; changing the site design; and setting up product options. And a context-sensitive query system helps you find out how to do what you want. **1**

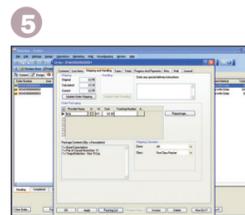
Whichever solution you choose, you can create unlimited sections and subsections in your product catalogue; set up product options such as size and colour, and product components; and add additional text, images and links to your pages. You can also set up accounts for your regular customers. **2**

Actinic Catalog, Business and Business Plus support sophisticated page layouts including list-style pages with a single add to cart button, and additional product information in pop-ups or secondary product pages. **3**

Actinic provides all the site search, navigation and secure shopping cart functionality that your customers need, and generates search engine friendly pages. A full range of options for processing card payments is offered as standard, including integration with leading payment gateways. Both you and your customers can receive automatic confirmation of their orders. **4**

All Actinic products include a complete order processing system. Actinic Catalog handles orders via 'phone, fax and post, as well as the web. Actinic Business includes a comprehensive multi-channel order processing system. Both Catalog and Business support stock-monitoring and back-ordering and can print a comprehensive range of reports. **5**

As your business grows and your requirements change, you can easily upgrade from one Actinic product to another. For larger companies, there is an upgrade to Actinic Enterprise, which uses a highly scaleable multi-user SQL database.



## Your questions answered

### Will I be able to accept card payments?

To accept card payments you will need an Internet Merchant Account with your bank, and you will need to offer PCI/DSS compliance. The best way to achieve that is to use a compliant online payment processor. Actinic integrates out of the box with all the major ones. Actinic Business also provides desktop card processing for non-web orders, via integration with YesPay.

### Will my site be visible to the search engines?

Actinic's search engine friendly design usually ensures good ranking. Manual optimisation is provided for if needed. We do not offer and do not recommend automated submission methods. Manual submission by you to the major search engines is the best way to get listed.

### Will Actinic be able to cope as my business grows?

Actinic's products range from an entry-level solution to options for multiple, advanced and high volume online stores. If your business takes orders through multiple channels such as a retail outlet, over the telephone or by mail order, then Actinic applications will provide the necessary functionality. Integrations with popular accounts packages and Actinic EPOS systems are available as standard, and others are provided by third parties. So wherever you begin, Actinic can stay with you well into the future.

### What if I need to relocate my web site in the future?

Our desktop packages are compatible with most business hosting packages, and in most cases can configure themselves to your chosen web space. Wherever you host your site, they can upload your store there in minutes. All products provide the ability to export product information.



Actinic is superb. It's brilliant how much you can do with it out of the box, yet it's open architecture means it can grow to meet the needs of my web business.

**Richard Atkins**  
Orate.co.uk



For our non-technical staff, the fear factor of ecommerce has now been removed after four years online.

**Mike Murphy**  
thefreemason.com



Actinic is a mature product and achieves everything I want from an ecommerce package for a fantastic price.

**Adam Reynolds**  
collectandplay.com