

Business Catalyst Full Features List

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Content Management

Amplify Your Voice with Blogs

- Full blogging platform
- Customers can leave comments on any blog post
- Approve all incoming trackbacks
- Trackbacks to any other blog
- Permalinks
- Set release dates for blog entries
- Tagging and Tag cloud module
- Blog calendar module
- Recent blog post module
- Blog post by month module
- Report on blog post readership
- Integrated RSS channel for each blog
- Make your blog secure
- Limitless customizability of blogs
- Ability to import WordPress or TypePad blog

Build Your Community With Forums

- Create any number of forums
- Set moderation level on new customer posts
- Customers can subscribe to any thread and be notified when new posts are added
- Make any forum secure
- Set release and expiry date on your forms
- Reporting on forum usage
- Easy to use administrative interface for managing threads and posts
- Limitless customizability of forums

Easy navigation with Dynamic Menus

- Let your clients add/edit/delete menu items without touching the HTML or CSS code
- Apply your own CSS/HTML styling to menus and insert them on any page

Integrated CRM

- Grow your customer database every time your customers enquire or interact with your website
- Keep a history of all past customer enquiries
- Allow customers to view their past enquiries via secure "member only" areas
- Allow customers to keep their details updated via secure "member only" areas
- View on a per customer basis details on every action they've taken on your site
- Customize and extend the Customer Database to suit your business (All-in-One solution only)

Manage Meta Data

- Built-in meta data framework
- Create your own meta data tags and easily add them to any web page

Manage Your Website & Web Pages

- Use a Microsoft Word like WYSIWYG editor to edit web pages
- Use Module Manager to add business functionality without any programming
- Make web pages secure
- Archiving & Rollback for every web page and template
- Automatically creates a working copy of web page until you publish
- Apply content approval rules to any web page or template
- Use templates to create a consistent look and feel
- Use FTP to upload and download web pages
- Work directly inside Dreamweaver using our plugin Triangle

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Secure "Member Only" Areas

- Make any type of content secure (web pages, announcements, Blogs, FAQs, Forums etc)
- Manage your customers' access to any secure area
- Set expiry date for customer access to any secure area
- Easily email login details to every customer in a secure area
- Report on customer logins to each secure area

Sitewalk - fool proof editing for your clients

- Edit pages the way you see them
- See your changes occur in real-time
- Allow clients to make edits on the fly, without touching your design

Syndicate Content With RSS Feeds

- Create an unlimited number of RSS channels
- Syndicate and share any type of content e.g. blogs, web pages, news and announcements, FAQs etc
- Set update frequency of your RSS channels
- Reports on RSS usage and items selected from within a feed

Website Reporting

- Comprehensive reporting without having to add a single line of code to your web pages
- Geo-location reporting. See a map of the world.
- Detailed visitors reporting including new vs. returning, location, IP address, Spy Lens and more
- Detailed reporting on every type of content
- Search engine reporting, e.g. search phrases, when your site has been indexed and more
- Sophisticated customer reporting framework.
- Filter on any system or custom field
- Save any report and run later
- Export any report to Microsoft Excel for further analysis

Powerful Modules

Ad Rotators

- Create any number of ad rotators
- Rotate images, HTML snippets or Flash objects
- Report on number of impressions, click thrus for any period

Announcements

- Keep visitors in the loop with our easy to update announcements module
- Syndicate updates with RSS Feed integration

Comments

- Customers can comment on blog posts, products, catalogs, and Web App items!
- Dynamically render customer comments or reviews on any page
- Easily manage and delete customer comments

Drag & Drop Web Form Builder

- Build customer enquiry web forms without any programming
- Add any number of custom fields to your web form to suit your business
- Automatically captures and populates every enquiry in your customer database
- Use built-in business workflow framework to automate follow-up, set reminders and escalation rules. Choose to be notified via email and/or SMS.
- Report on web form submissions including custom fields and easily export to Microsoft Excel

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- Allow customers to upload files within web forms
- Allow real-time credit card processing within web forms, e.g. process donations (All-in-One solution only)
- Allow refer-a-friend functionality within web forms
- Add Image Verification to web forms to stop spam submissions by bots
- Allow customers to subscribe to one or more campaign lists within web form (All-in-One solution only)
- Automatically subscribe customer to a Secure Zone upon submission of a web form
- Easily add web form to any web page hosted at GB or elsewhere
- Customize the landing page customers see after submitting an enquiry
- Customize auto responder email sent to customers after they make an enquiry

Integrated Site Search

- Powerful, built-in site search
- Search your entire site or limit indexing to specific pages
- Add a site search bar to your site in seconds

Manage Bookings

- Allow customers to book into events
- Automatically manage capacity
- Use inbuilt follow-ups framework to remind attendees of upcoming events
- Collect payments with bookings
- Customize the landing page customers see after booking
- Customize auto responder email sent to customers after they make a booking
- Sophisticated customer report generator to allow to generate and save booking-related reports

Media Downloads

- Upload and track media downloads
- Make any download item secure using a "Members Only" area
- Capture detailed reporting data

Photo Galleries

- Create any number of photo galleries
- Easily add a photo gallery to any web page
- Add a description to any photo
- Customize layout and appearance of photo galleries

Web Apps

- A framework to create any type of content, e.g. job listings, real-estate listing, a car catalogue etc using a point-n-click approach
- Create any number of web apps (web applications)
- Use various modules to easily publish web apps on your website, e.g. all web apps, latest web apps, random web app, web apps within a classification and so forth
- Allow customers to search within any web app on your site. The system will generate a search form that matches the schema of your web app.
- Allow customers to submit, edit and delete web app items via your website. Optionally you can be notified when they do.
- Make any web app item secure
- Easily share and syndicate any web app items using RSS
- Allow customers to submit comments on any web app item
- Report on web apps and drill down to see item usage
- For faster management use Import feature to manage your entire web app catalogue of items from a single Excel file

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eCommerce

Affiliate Programs

- Setup any number of Affiliate Programs
- Report across an Affiliate Program or measure an individual affiliate's performance
- Reward your affiliates based on the actions the customers they refer make, e.g. purchases made (and amounts), enquiries made etc.
- Easily email Affiliate Program details to subscribers of an Affiliate Program

Catalogs & Products

- Setup an unlimited number of Catalogues & Products
- Set Release and Expiry on any Catalogue or Product
- Sell e-Products. Limit how many times and where they can be downloaded from
- Set product weight / volume for any product to control the shipping options that are displayed
- In addition to the 2 default images for every product, choose up to 10 preview images for any product. The system will automatically generate thumbnails
- Use Buy and/or Get-a-Quote option for checkout. Buy option will force customer to pay for goods. Quote option
- Make any catalogue secure (All-in-One solution only)
- Selectively hide prices. For any catalogue hide product prices on the public site and display for existing customers
- Configure the order in which catalogues or products are ordered (put popular products first)
- Use sophisticated product search module to allow customers to search by keywords, within a catalogue, within a price range and choose how they want the products listed
- Put any product On Sale. This crosses out the products retail price. E.g. was \$199 now only \$99.
- Collect customer comments on any product (All-in-One solution only)
- System utilizes Ajax technology for better customer experience

Customize Your Online Shop

- Limitless customizability of the online shop and the checkout process
- Limitless customizability of invoice / quotes emailed to customers

Discount Codes

- Create any number of discount codes
- Set your own discount rates
- Set release and expiry of discount codes

Easily Manage Your Online Shop

- For faster management use Import feature to manage your entire online shop including products, pricing, catalogues, grouping, inventory control and more from a single Excel file
- Export your entire product catalogue in one click. Make changes and re-import
- Or use web-based interface to manage your online shop

eCommerce Reporting

- Sophisticated e-commerce reporting framework
- Sophisticated customer reporting framework
- Track sales and payments
- Track abandon rates and where customers abandon in online shop
- Report on top Catalogues and Products. By amount or quantity sold
- Report on Shipping Options and popularity
- Report on Discount Codes and redemption
- Detailed visitors reporting including new vs returning, location, IP address, Spy Lens and more
- Geo-location reporting. See a map of the world
- Track usage for any catalogue or on an aggregate basis

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- Track usage for any product or on an aggregate basis
- Save any report and run later
- Export any report to Microsoft Excel for further analysis

Gift Vouchers

- Create any number of Gift Vouchers with any dollar value
- Gift Vouchers can be redeemed to buy products in your online shop

Integrated Customer Database

- Keep a history of all past customer purchases
- Give loyal customers individualized discounts. You can apply a different discount for every catalogue and every customer
- Allow customers to view their past orders and even redownload any e-Products previously purchases via secure "member only" areas (All-in-One solution only)
- Setup reoccurring orders and payments. Automatically emails invoices to customers
- Customize and extend the Customer Database to suit your business (All-in-One solution only)

Inventory Control & Drop Shipping

- Complete inventory control. Optionally hide products from shop if out of stock
- Allow any out-of-stock product to be pre-ordered
- Set re-order threshold and be notified when product stock level falls below a certain quantity
- Enable drop shipping on any product and automatically notify suppliers to fulfill customer orders

Multi-Currency Support

- Sell global, act local with multi-currency support
- Set prices for products in any currency
- Setup shipping options for various countries
- Setup tax codes for various countries
- Support for many payment gateways throughout the world

Payment Gateways

- Integrated with popular payment gateways throughout the world
- Offer COD / Check options at checkout
- Offer PayPal as a separate payment gateway
- Google Checkout
- Use Process Offline and process payment using existing POS system
- [Check out the list of supported payment gateways](#)

QuickBooks Integration

- Easily integrate QuickBooks with your online store

Shipping Providers

- Setup any number of shipping options for different countries
- Set minimum and maximum weight and volume restrictions for any shipping option
- Apply your tax code/rate to any shipping option
- Integrated with USPS, FedEx and Australia Post for real-time shipping charge calculation
- [Check out the list of supported shipping providers](#)

Tax Codes

- Create any number of tax codes and rates for any country that you operate
- If in USA automatically apply relevant state tax rate at checkout to products and shipping charges
- Apply tax codes easily to products and shipping charges

Up-sell, Cross-sell and Product Grouping

- Group similar products together, e.g. By size or by color, Small Shirt, Medium Shirt, Large Shirt
- Increase sales using Cross/Upsell by relating products together. E.g. relate cell phone with charger and car kit.
- Display related products separately or as checkboxes so the customer can add them to cart at the same time as buying the main product

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- Or use product attributes to create any number of drop downs to collect information from customers when they add products to the cart, e.g. Size, Color, Style, Gender

XML Feeds

- XML feed of all products to use with 3rd party affiliate network such as ClixGalore
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Email Marketing

Build Targeted Recipient Lists

- Create unlimited number of lists for better targeting and results
- Use customer report generator to dice and slice your customer database
- Easily add a subscription box to any web page hosted at GB or elsewhere to allow customers to subscribe to your newsletters
- Customize the landing page customers see after subscribing to your list
- Customize auto responder email sent to new subscribers after they subscribe
- Double opt-in mechanism
- Be notified via email every time a customer subscribes to a list

Email Deliverability & Spam Control

- Double Opt-In mechanism
- Unsubscribe link on all newsletters
- From email address verification

Email Marketing

- Send One-Off Emails
- Setup Birthday Loyalty Campaigns, e.g. setup one campaign to automate saying happy birthday to your customers on their birthday
- Setup Anniversary based campaigns, e.g. based on previous holiday purchase, automate reminder in 6-months or 12-months
- Setup Multi-Part email newsletter series. E.g. Customer signs up and receives issue 1 on sign-up, issue 2 a few days later, issue 3 a few days after that and so forth
- HTML or Text Emails (HTML emails contain text version also)
- Send a campaign to any customer group or your entire customer database
- Preview your campaigns by emailing it to yourself or any one else before finalizing

Email Marketing Reporting

- Track Open Rate of HTML emails
- Track Links clicked and most popular links (available for both HTML and Text formatted emails)
- For the first time track customer Actions e.g. customer made a purchase, customer made an enquiry and so forth (All-in-One solution only)
- Track bounce rates
- Track customer unsubscriptions from your campaigns
- Live Feed
- Sophisticated customer reporting framework
- Filter on any system or custom field
- Save any report and run later
- Export any report to Microsoft Excel for further analysis

Integrated Customer Database

- Grow your customer database every time your customers subscribe or interact with your website
- Centrally manage your customer's campaign subscriptions

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- A full history of past campaigns sent to each customer including open rates, actions taken and links clicked
 - Increase your sales by utilizing up to 5 anniversary dates for each customer, e.g. date of last holiday booked, date of last car service. Use loyalty campaigns to automate communication around these key events on a one- on-one basis
 - Customize and extend the Customer Database to suit your business (All-in-One solution only)
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Customer Database Management

Drag & Drop Web Form Builder

- Build customer enquiry web forms without any programming
- Add any number of custom fields to your web form to suit your business
- Automatically captures and populates every enquiry in your customer database
- Use built-in business workflow framework to automate follow-up, set reminders and escalation rules. Choose to be notified via email and/or SMS.
- Report on web form submissions including custom fields and easily export to Microsoft Excel
- Allow customers to upload files within web forms
- Allow real-time credit card processing within web forms, e.g. process donations (All-in-One solution only)
- Allow refer-a-friend functionality within web forms
- Add Image Verification to web forms to stop spam submissions by bots
- Allow customers to subscribe to one or more campaign lists within web form (All-in-One solution only)
- Automatically subscribe customer to a Secure Zone upon submission of a web form
- Easily add web form to any web page hosted at GB or elsewhere
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- Customize auto responder email sent to customers after they make an enquiry

Integrated Customer Database

- Grow your customer database every time your customers enquire or interact with your website
- Keep a history of all past customer enquiries
- Allow customers to view their past enquiries via secure "member only" areas (All-in-One solution only)
- Allow customers to keep their details updated via secure "member only" areas (All-in-One solution only)
- View on a per customer basis details on every action they've taken on your site
- Customize and extend the Customer Database to suit your business (All-in-One solution only)

Lead Management Reporting

- Sophisticated customer reporting framework.
- Filter on any system or custom field
- Save any report and run later
- Export any report to Microsoft Excel for further analysis

Manage Customers & Cases

- Easily manage customers and their individual cases
- Manually add extra details such as secondary phone numbers or email addresses
- Add notes and tasks to customers and companies
- Create relationships between customers and companies
- View a live feed of individual customer activity
- Manage subscriptions to email newsletters and secure zones

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Reporting & Analytics

Generate Customer & eCommerce Reports

- Generate your own Customer & eCommerce reports
- Filter based on any system field or custom field
- Save any report for future use
- Export report data to Excel, CSV or PDF format for further analysis

Live Feed

- View a live feed of customer activity upon logging in to your Admin Console
- A bird's eye view of your Online Business performance

Reporting Dashboard

- Tightly integrated reporting framework, capturing every customer interaction with your site
 - View a summary of website traffic from your reporting dashboard
 - Browse detailed metrics and analytics based on path, geographic location, browser type, search engine referrals
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Other Features

Accessibility

- Web-based Admin
- FTP
- Import / Export options
- Work directly inside Dreamweaver using our plugin Triangle
- Extensive Web Services framework

Administrative Tools

- Easily add and manage Users and Roles
- Customize granular permission levels for a role
- Create your corporate taxonomy and assign content to various categories for easier publishing
- Customize and extend the Customer Database to suit your business (All-in-One solution only)

Business Workflow Engine

- Create and Build Business Workflows to automate follow-up
- Create single or multi-step workflows
- Be notified via Email or SMS
- Set SLA's (Service Level Agreements)
- Set duration and reminders for every step of the workflow
- Set escalation rules
- Setup 3rd party notifications to notify customers as you internally progress through a workflow
- Apply workflows to customer enquiries, orders, bookings as well as for content approval

Integrated SEO

- Integrates with Google/Yahoo/Live sitemap. A daily feed of all content within website is produced for maximum exposure in the search engines
- Search engine feed also includes every catalogues and products (eCommerce only)
- Search Engine Friendly URLs. Catalogue and product names used in URLs to maximize search engine friendliness (eCommerce only)

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Multilingual Administration Interface

Available In:

- English
- German
- Spanish
- French
- Swedish

POP3 Email

- POP3 email. Use with Outlook, Thunderbird or any other popular email program
- Web mail interface
- Unlimited Aliases for each mailbox
- Catch-all address
- Out of Office Auto Responder
- Mail Forwarding

Need Some More Reasons...



SEO & BC - We're More Than Just Friends

Search Engine Optimization is essential for any online business, but good SEO starts with a system that supports good SEO practices. With BC, we've got the right features "baked in" - 301 redirects; SEO friendly URLs in our blogs, shopping cart, modules; customizable meta-tags; integration with Google's webmaster tools... it's all there.



Get Social with Blogs, Comments, Forums & RSS

Successful websites are easy to update and easy to engage with. With BC, your client can maintain multiple blogs; collect comments on posts, pages and products (and more); start up a forum and syndicate pretty much anything using RSS.



Secure Zones and Paid Memberships

Sometimes the best things in life aren't always free. In fact, your client's valuable content might only be for members that pay for the privilege to view it! BC's secure zone's modules, coupled with our recurring billing technology and web forms, allow you to build a "pay-wall" to protect your clients content and help them build recurring revenue streams.

GET STARTED TODAY!

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