

## E-Commerce Comparison

We pride ourselves in creating innovative inspired websites that are designed to sell. Developed over many years, our solutions are robust and reliable in operation, flexible and easy to integrate, user-friendly and innovative for your customers.

By offering two flexible levels of service, standard or premium, not only can we delivery on functionality but also on price. Our premium level offering is fully tailored to your business to provide all the flexibility and functionality you require. Combining fully bespoke design with our powerful content management system allowing you full control of your site. Whatever your requirements whether it be multiple currencies, trade site or stock control integration we can develop the system tailored for your organisation.

Our standard level solution is developed on the same framework as our premium sites, providing you with both the functionality and flexibility and a true upgrade path for the future. It has all the engaging features as our premium offering, flexible categories, easy to navigation and minimal click checkout process. But has been design to get you up and running, at an extremely competitive rate, perfect for start-ups and new businesses wanting to start selling online

For a full comparison of Syrox E-Commerce solutions visit <http://www.syroxmedia.co.uk/Web-Services/E-Commerce.aspx>

### Solutions

E-commerce Sites  
Content Management Sites  
Image Management Systems  
Web Development

### Development

Bespoke Programming  
Architecture Design  
Database Design  
Application Development

### Consultancy

System Analysis  
System Specification  
Project Management  
E-marketing

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This comparison chart should help you assess the degree of functionality available at both ends of the spectrum and of course if you have any questions or you have a special project in mind – don't hesitate to talk to us!

<h2 style="margin: 0;">Standard</h2> <p style="font-size: small; margin: 5px 0;">Our standard level websites are developed from a basic framework which offers all the functionality required to get you up and running – perfect for start-up sites!</p> <p style="font-size: x-large; font-weight: bold; margin: 10px 0;">Prices from £3,485</p>	<h2 style="margin: 0;">Premium</h2> <p style="font-size: small; margin: 5px 0;">Our premium level websites are more bespoke, flexible and offer more functionality and hence are more expensive as they require additional programming and design.</p> <p style="font-size: x-large; font-weight: bold; margin: 10px 0;">Prices from £6,965</p>
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Design and site functionality		
Full design service with flexible page and content layouts throughout the entire site	✗	✓
Numerous shop supporting pages including brands lists and brand bio pages	✗	✓
Extended options for shopping process, number of products, recommended items etc	✗	✓
Shopping process based on customisable templates	✓	✗
Home page, about us, contact, T&Cs and shopping pages	✓	✓
Personal URL (your domain) for both supporting and shopping pages	✓	✓
Home page Content Management System (CMS), keep your homepage fresh and up to date	✗	✓

Thanks to Syrox we are a multi channel retailer and have a site that we are truly proud of. It is now driving significant incremental revenue and a very healthy profit stream

James Leslie  
co founder of Trilogy  
www.trilogystores.co.uk

Product Control and categorisation	Standard	Premium
Products managed via a browser over the internet	✓	✓
Full product control, create new products change product details and images	✓	✓
Flexible product details, number of images, page layout, editors notes etc	✗	✓
Interactive zoom images with next and previous (reduced control for standard)	✓	✓
Product size, colour and price options	✓	✓

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Product Control and categorisation	Standard	Premium
Product size, colour and price options	✓	✓
Automated sale pricing with sale category	✓	✓
Recommended, suggested items	✗	✓
Also available in	✗	✓
Products arranged in sets	✗	✓
Products displayed on home page	✗	✓
Flexible products ordering on list pages	✗	✓
Product/SKUs prices downloaded and updated via excel files	✗	✓
Keyword product 'search'	✓	✓
Automated 'Sale' categories	✓	✓
Flexible shop by Brand or Category options and filters	✗	✓
Flexible top and sub categories	✓	✓
Ask a question on product pages	✗	✓

Admin Functionality	Standard	Premium
Supports numerous electronic merchant accounts	✓	✓
Paypal, Google or Worldpay payment	✓	✓
Personal SSL secure servers for sensitive details	✓	✓
Single secure admin account	✓	✓
Order processing, new, pending and completed orders	✓	✓
Printable packing, address & fulfilment dockets	✓	✓
Invoicing	✓	✓
Full user account management	✗	✓
Multilevel administration security including, products only, order processing only etc	✗	✓

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Pricing and stock control	Standard	Premium
Products can display current and sale prices	✓	✓
Zero value items, free gift, free shipping	✗	✓
Gift wrapping and message option available	✗	✓
Post and packing options, size, weight, same day, next day, two days, national and international (reduced control for standard)	✓	✓
VAT accounting options	✓	✓
Three level stock control: in stock, out of stock – no email, suspended	✓	
In stock, out of stock, suspended and awaiting with editable tags eg. 'due in 1 week'	✗	✓
Manual or automated out of stock at specified stock level	✓	✓
Back orders, sales items when waiting stock	✗	✓
Email me when back in stock option	✗	✓
Product/SKUs prices downloaded and updated via excel files	✗	✓

Search engine optimisation	Standard	Premium
W3C compliancy	✓	✓
Search engine friendly URLs	✓	✓
Index enable product pages	✓	✓
Adding your suggested MetaTag data to the site	✓	✓
Full control over MetaTag data throughout site	✓	✓
Index enable dynamic sitemaps	✓	✓
Upload and submit to Google the XML sitemap	✓	✓

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Promotions	Standard	Premium
Email a friend, "buy me this" or "you might like this"	✓	✓
Flexible discount options, percentage, money-off vouchers	✗	✓
Voucher codes can be locked down to specific users	✗	✓
Trade accounts	✗	✓

Shopping and customer account management	Standard	Premium
Flexible shopping process	✗	✓
Template based shopping process	✓	✗
Add or remove products in shopping basket	✓	✓
Update quantities in shopping basket	✓	✓
View discounts if applicable	✗	✓
Persistent sessions for users (items stay in basket)	✓	✓
Save items for next purchase	✗	✓
Gift wrap and message options available	✗	✓
View total with tax and delivery breakdowns	✓	✓
Purchase with or without user accounts	✗	✓
Purchase without user account	✓	✗
Different delivery address to billing address	✓	✓
Customers can modify personal details	✗	✓
Order tracking, order history and cancel orders before despatch	✗	✓
Email confirmations	✓	✓
Delivery tracking via third party	✗	✓
Email list management	✗	✓
Trade accounts with percentage discount	✗	✓

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Reports and Accounting	Standard	Premium
Standard admin controls	✓	✗
Extended admin controls	✗	✓
Partial or full order refunds accounted	✓	✓
Newsletter subscribers/unsubscribers via .csv files	✗	✓
Complex dashboard and full reporting on product, sales, customers etc	✗	✓
Extended online account reports via .csv files	✗	✓
Reduced dashboard and reporting	✓	✗
Standard online account reports via .csv files	✓	✗

We've got plenty of ideas of how to refresh your website

If you're looking for a digital agency with a passion for creating high quality web sites, get in touch.

**020 8549 8884**

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