MARMARA
FOR MODERN SOFTWARE

INFINITY
MARMARA ECOMMERCE SOLUTION
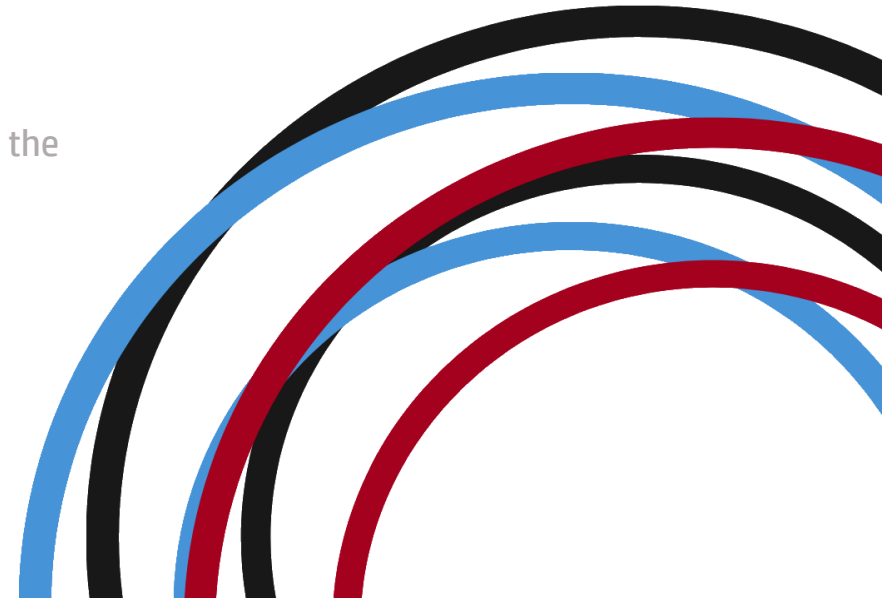
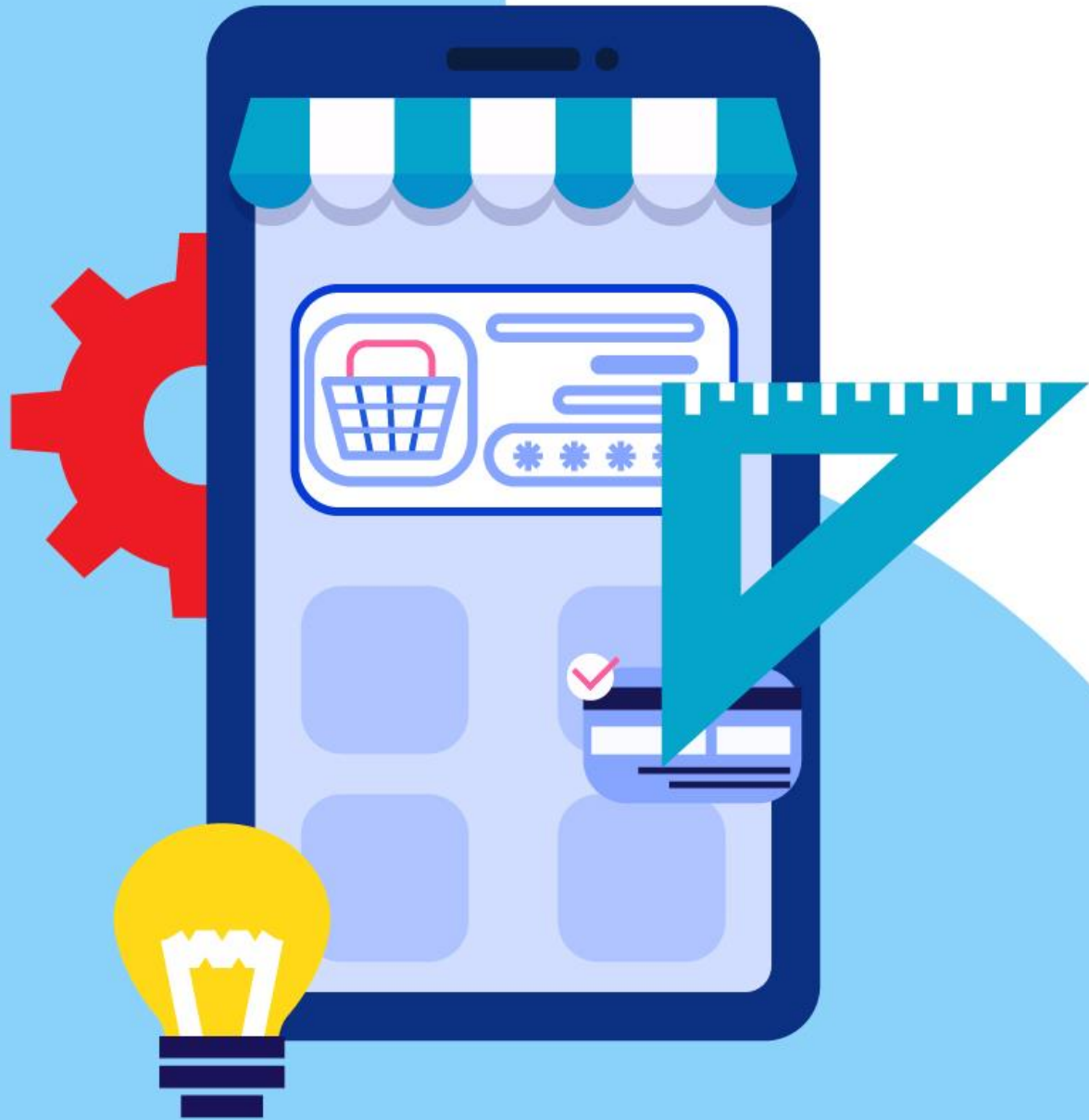# Global eCommerce
Solution

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Overview

Start and grow your successful online business with **Infinity**®. We provide you with all the necessary for that. Upload the unlimited number of products, manage several stores from one admin panel, and increase the sales with built-in marketing tools.

Every 6-7 months, we release a new version of our **Infinity**® software to keep up with the latest technologies and development trends. This results in a constant increase in platform performance, security, and stability.

Using **Infinity**®, you can be sure that in every country where you conduct your online business, the platform complies with the regional laws and safety standards.

Mobile Commerce

Infinity® supports a mobile version of your website
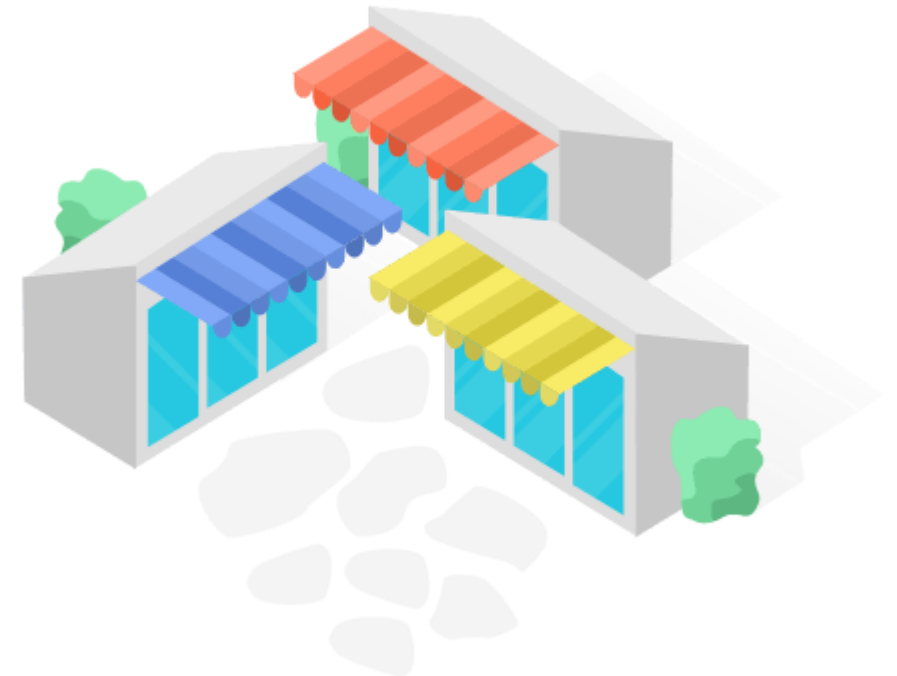
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Multi-store

A multi-store feature enables you to run more than one store from a single **Infinity**® installation.

This means you can host more than one frontend store on different domains and manage all admin operations from your single administration panel.

You can create unique online stores for multiple brands, products, B2B, B2C, affiliates, co-branded stores and more. You can also quickly launch micro-stores for promotional campaigns.
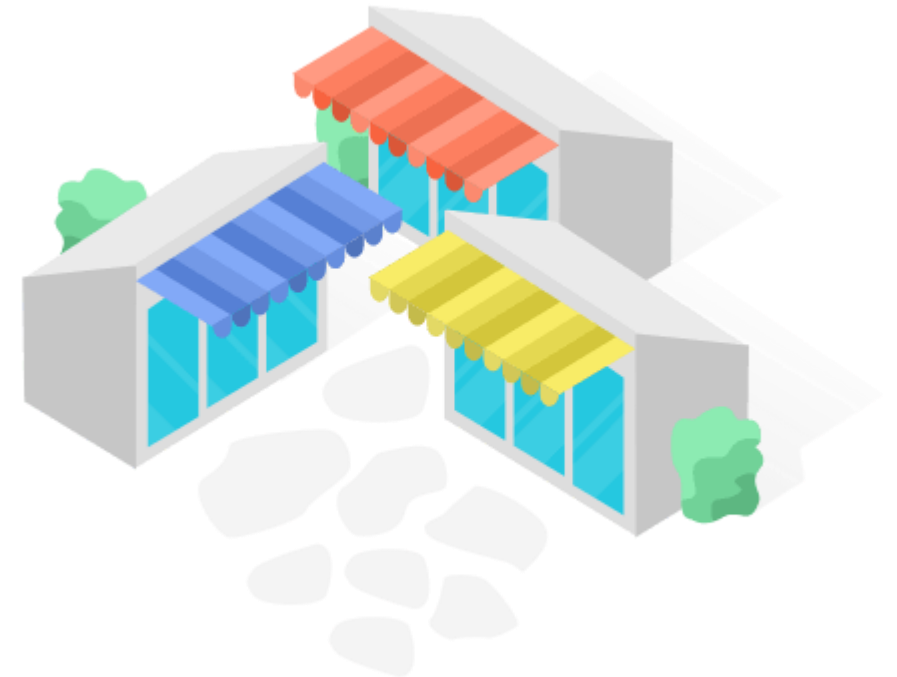
The most convenient feature is that every online store shares a single database: you can share catalog data between stores, and your customers can log-in to all of your stores using the same credentials.
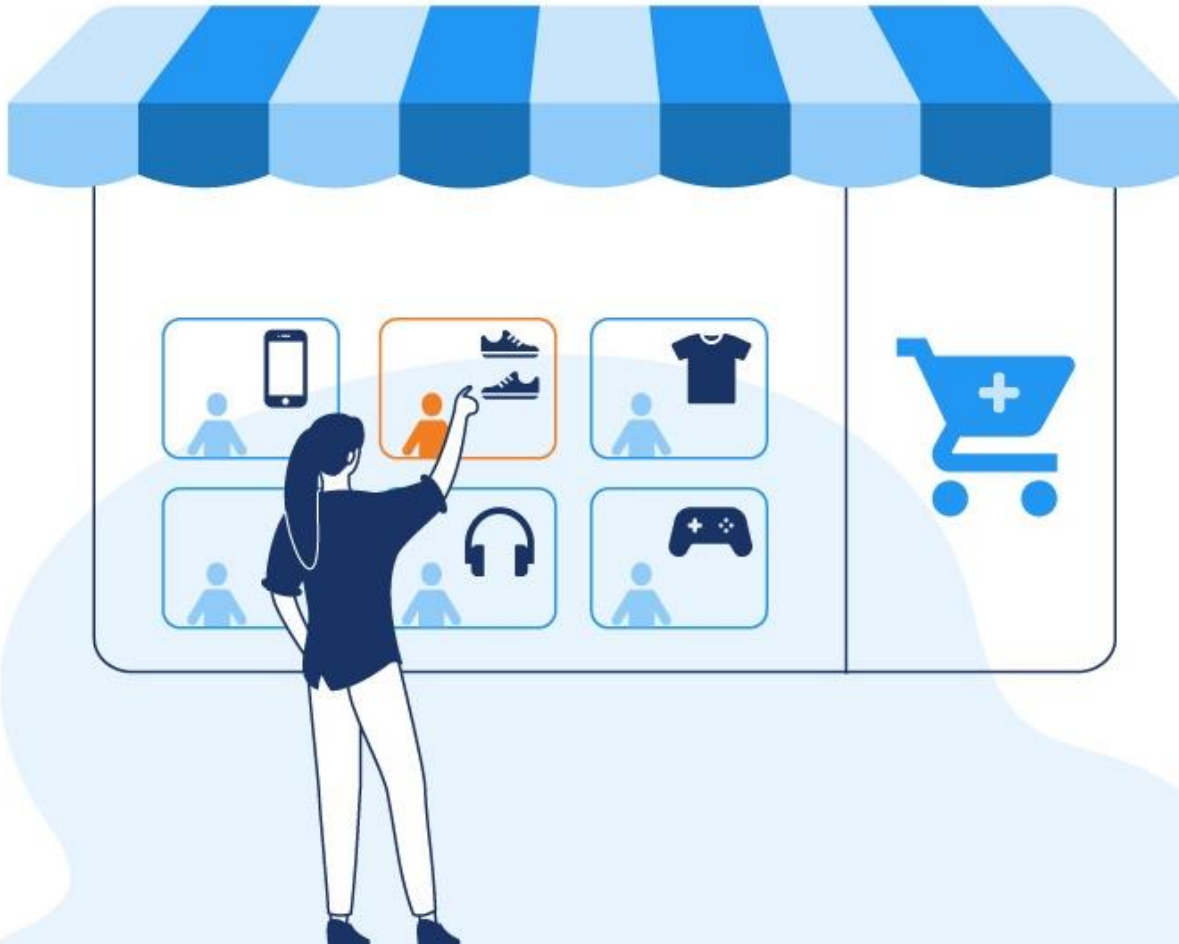
Multi-store

The following features can be set up separately for each store:

- ✓ Categories and manufacturers per store
- ✓ Products per store
- ✓ Content (news, blog, articles) per store
- ✓ Payments per store
- ✓ Shipping methods per store
- ✓ Tax rules per store
- ✓ Product prices per store
- ✓ Newsletters per store
- ✓ Graphical themes per store
- ✓ Order filtering and reports per store
- ✓ Almost each configuration setting can be set per store

Multi-vendor

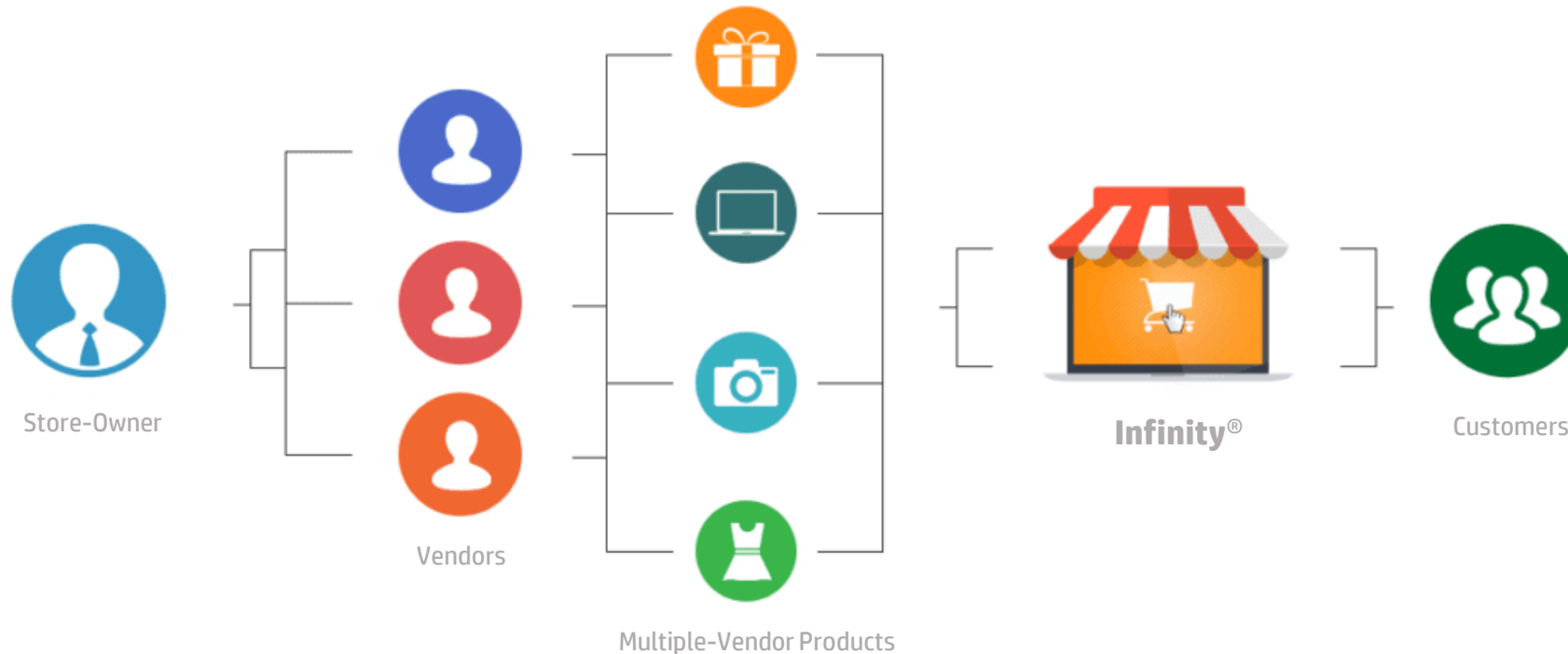**Infinity**® supports a multi-vendor marketplace

Multi-vendor and drop shipping support enables you to sell online without having to stock inventory or ship orders.

When drop shipping is enabled, each product is assigned to a particular vendor whose details are stored. Once an order is placed, an email is sent to the vendor of each product in the order. The email includes products, quantities, etc. The vendor then ships the item to a customer on behalf of the merchant, who typically pays each of his/her vendors at the end of the month.

Multi-vendor

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Products from multiple independent vendors appear in the common product catalog and your website visitors can shop at one web store even if your products are supplied by hundreds of different vendors from all over the world. Each vendor can be provided with administrator panel access to manage their products, review sales reports and order details regarding their products. Vendors do not interfere with each other's activity.

Store-Owner

Vendors

Multiple-Vendor Products

Infinity®

Customers

Product features

Product attributes

Create as many attributes for your products as you need, such as size and color — each with its own SKU, price, weight, image and stock level. Store owners can add text options to products for shoppers to fill in, such as initials for monogrammed products. The shoppers can also upload files, for example, for custom prints on shirts.

Product comparison

Comparing products side by side removes the guesswork from your customers and facilitates their research, hence, improving the time spent on, and odds of, adding a product to the cart.

Prices

In **Infinity**®, price tools go beyond simple price tag creation. Store owners can set different prices for different groups of their customers, hide prices for extra-valuable items and make customers contact a sales team by enabling "call for price". **Infinity**® also supports "enter your price" functionality for donations.

Product features

Downloadable products

Infinity® supports license and user agreement attachments for downloadable products, such as music files or eBooks. A store owner can choose a download activation type: "When order payment status is Paid" or "Manual activation".

There are many other product features, such as:

✓ Rental products

✓ Recurring products

✓ Product tags

✓ Return management

✓ Multiple images per product

✓ Featured products, sale products or new products

✓ Bundle (e.g. Build your own computer) and grouped products

✓ Conditional product attributes

✓ Product specifications (e.g. processor, memory, graphic card)

✓ Security. ACL (access control list) on products, categories, and manufacturers

✓ Configurable measure weights and dimensions

✓ Import and export

✓ Bulk editing, etc.

Stock management

✓ Physical stock and available quantities

✓ Manage backorder and pre-order status

✓ Multiple warehouses

✓ Partial deliveries

✓ stock management by product attributes (such as color and size) are supported

SEO

Our search engine optimization tool helps you get higher search rankings, meaning more organic traffic going to your store.

Search engine friendly URLs

To make store pages more search engine-friendly, a store owner has full access to keyword tags and customized URLs management sections. **Infinity**® also supports product pages with SEO-friendly names out of the box.

Sitemap

There are two popular versions of sitemaps, and **Infinity**® supports both of them. An XML sitemap and HTML sitemaps.

Microdata

Microdata is a specification to embed machine-readable data in HTML documents. Integrating microdata into your website's code offers a number of potential advantages. First, microdata can give the search engine spiders more context for the type of information on the website and the way the site should be indexed and ranked. Another benefit of microdata is the creation of "rich snippets", which display more information on search result pages than traditional listings. **Infinity**® supports Twitter and Open Graph (Facebook) META tags.

SEO

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Localizable URLs

Infinity® allows a store owner to localize URLs. URL localization increases the chance of matching search results in other cultures/languages.

Breadcrumbs

Infinity® supports breadcrumbs. They ease navigation within the search engine results page, which makes your listing look more attractive and trustworthy. Also, when it comes to huge websites, breadcrumbs can be a great way to help users identify where they are located.

URL Canonicalization

URL canonicalization is used to reduce indexing of duplicated pages and it makes a site more crawlable by setting a store URL to the canonical (preferred) URL for each category and product pages.

Google Analytics integration

Infinity® is integrated with Google Analytics. The eCommerce transaction tracking tool automatically connects your Google Analytics data with customer transactions.

Checkout

Infinity® supports two types of checkout used in most modern webstores:
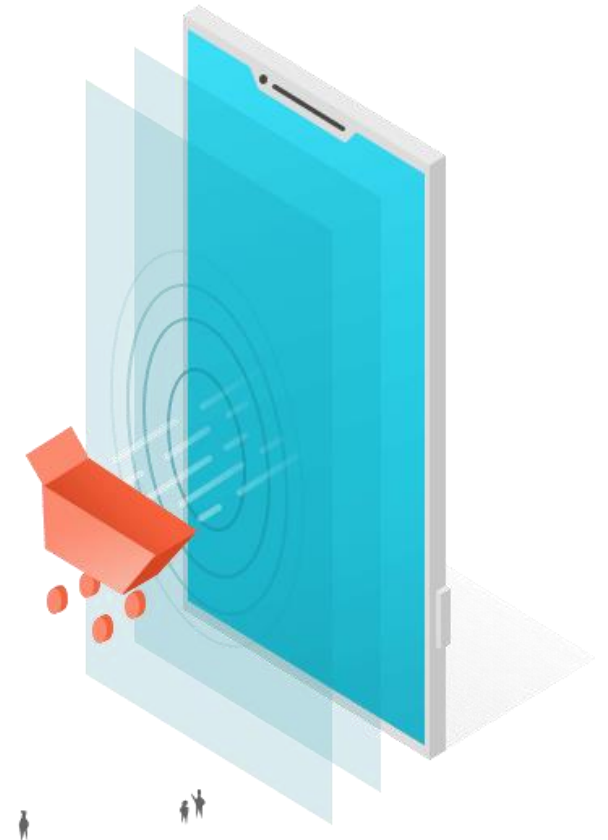
Anonymous checkout

Allows customers to checkout without creating an account. Many customers prefer this option as it allows them to finish the purchase quicker.

One-page checkout

Dramatically reduces the steps required in the checkout process and also helps to increase revenue and conversion rates by making the checkout easier for customers.
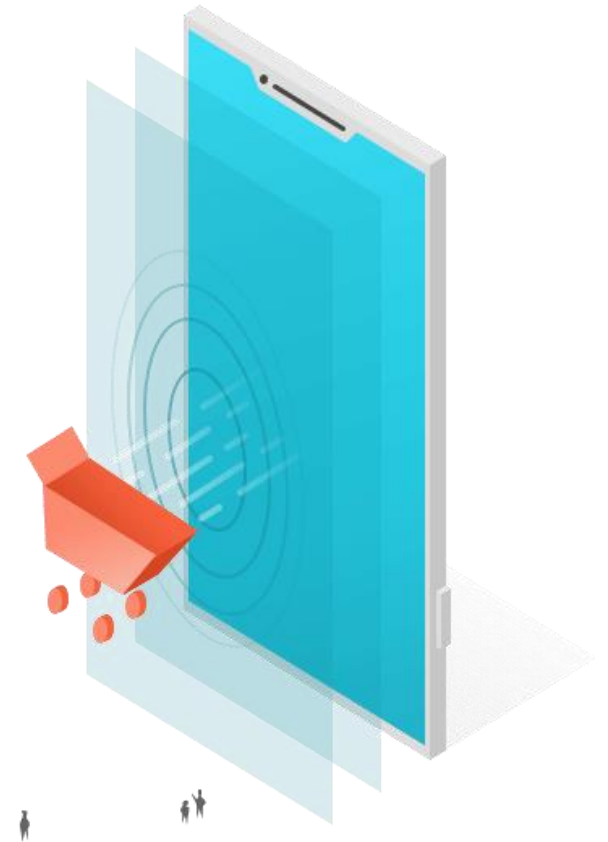
Checkout attributes

At the checkout you can provide customers with various options. For example. you can gift wrap products or personalize with messages.

Checkout

Other checkout features include:

- ✓ Phone order support
- ✓ Multilingual and multicurrency support
- ✓ Configurable measure weights and dimensions
- ✓ SSL support (secure browsing and checkout)
- ✓ PDF order receipts
- ✓ Mini shopping cart, etc.
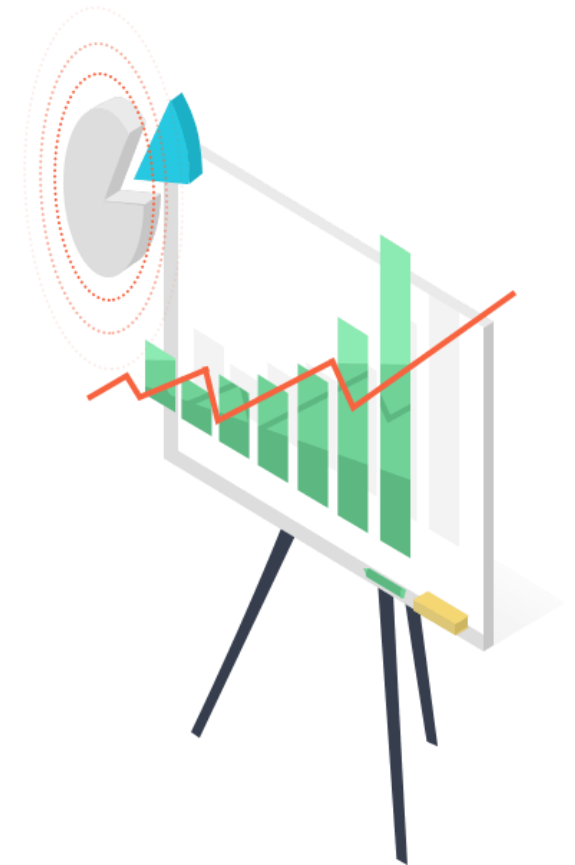
Marketing

Reward Points System

The reward points program allows you to offer points earned on the money spent at your store. A customer can then redeem the points for additional products at your store.

Related products

Displaying related products is a great tool to upsell while customers browse a product page or before they check out.

Discounts and coupons

The discount amount can either be a fixed value or a percent off, e.g. $10.00 off or 20% off. You can specify a start date and an end date when a coupon is valid. Discounts can be assigned to products, entire categories, shipping, order totals, and more. They can also be assigned to specific customer roles. **Infinity**® supports quantity discounts (tier prices), "N times only" and "N times per customer" discounts, and other various discount requirements (e.g. "Has one of these products in the cart" or "Spent XX amount").
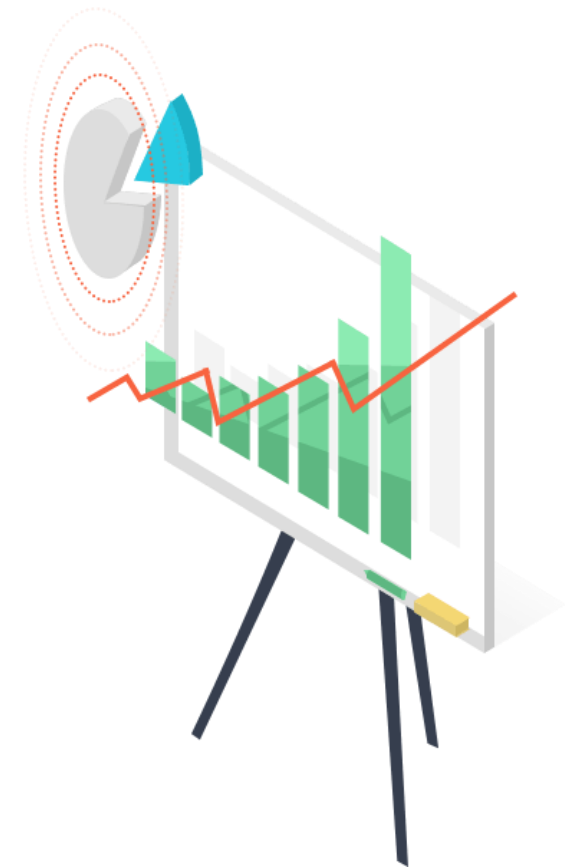
Marketing

Newsletter and emails

Sending newsletters to customers is a great way to let them know about your products and upcoming sales. They sent out to inform your audience of the latest news, tips, or updates about your products or company. **Infinity**® has rich built-in functionality to manage email campaigns.

Content management

Infinity® supports news, blog, forums, polls, and custom pages (topics).

Gift cards

Gift card functionality is something that every merchant needs, no matter if running an online or offline business. **Infinity**® supports two types of gift cards: gift cards delivered via e-mail (virtual) and classic gift cards sent via post (physical).
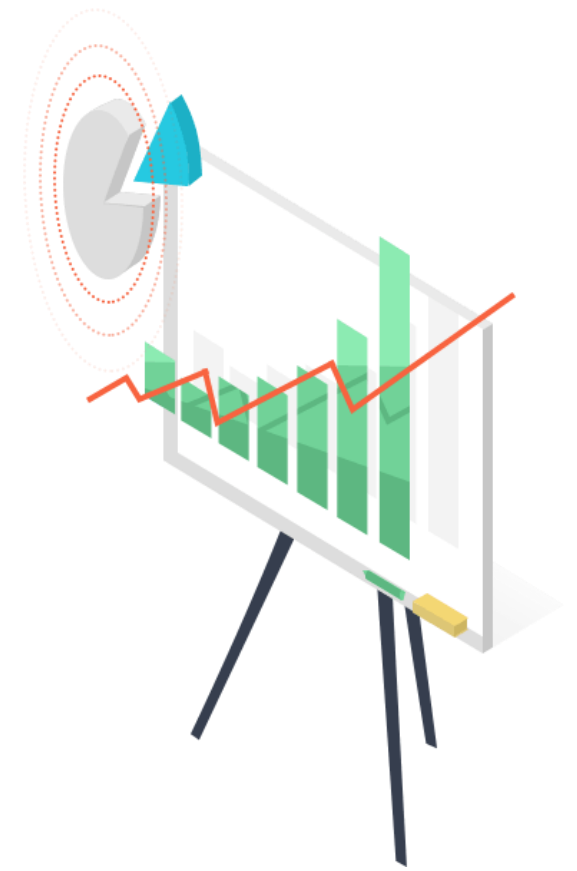
Marketing

Product reviews and ratings

Product reviews are one of the best forms of marketing. Asking for feedback on products gives customers a voice, and at the same time lets potential customers know what other people think about your products. **Infinity**® also supports the review helpfulness feature ("Was this review helpful to you?").

Product comparison sites

Infinity® is fully integrated with all major product feeds - Google Shopping, PriceGrabber and Yahoo Shopping, and become.com

Affiliate program

Affiliate marketing is a type of performance-based marketing in which a store owner rewards one or more affiliates for each visitor or customer brought by the affiliate"s own marketing efforts.

Payment methods

Infinity® allows you to accept all major credit and debit cards. A store can be set to authorize only or auth-capture credit card modes. **Infinity**® supports refund (and partial refund) and void functionality.

Infinity® is integrated with more than 50 payment methods and gateways:

- ✓ Cash on delivery or Pay in store
- ✓ Purchase order
- ✓ Check/money order
- ✓ 2Checkout
- ✓ AliPay
- ✓ Amazon
- ✓ ANZ
- ✓ Authorize.NET
- ✓ Bambora
- ✓ bKash
- ✓ BluePay
- ✓ Braintree
- ✓ Buckaroo
- ✓ PayU
- ✓ SagePay
- ✓ SSLCommerz
- ✓ Stripe

- ✓ CCAvenue
- ✓ Cybersource
- ✓ E-xact
- ✓ EBS
- ✓ EasyPayWay
- ✓ Eway
- ✓ First Data GGE4
- ✓ G2A Pay
- ✓ iPay88
- ✓ Mollie
- ✓ Ogone
- ✓ OKPAY
- ✓ PagSeguro
- ✓ Paymill
- ✓ PayPal
- ✓ Square
- ✓ WorldPay

Shipping features

Infinity® supports various shipping requirements and settings.

Calculation

Infinity® supports flexible calculation mechanisms:

- ✓ A store can be configured for free shipping over $X
- ✓ Shipping rates can be based on order weight or order totals
- ✓ Additional shipping charges can be specified per product
- ✓ Shipping discounts (percent or fixed amount) can be created
- ✓ Certain customer groups can be marked for free shipping
- ✓ Limit available shipping methods per country, or apply "no shipping required"

Addresses

Infinity® allows your customers to give two different addresses for billing and shipping, so they can easily send items as gifts

Shipping features

Estimate shipping

It helps customers to estimate shipping cost before the checkout process starts.

Pickup Points

Infinity® supports in-store pickup. This feature allows a store owner to configure pickup locations where customers can receive parcels.

Packaging slips

Multiple shipments per order and tracking numbers are supported. Customers can easily track where their shipments are right now.

Shipping methods

A store owner can define custom shipping methods (e.g. Ground, Next Day, 2nd Day, etc) or use popular shipping carriers (e.g. UPS, USPS, FedEx, etc). **Infinity**® is integrated with major shipping carriers.
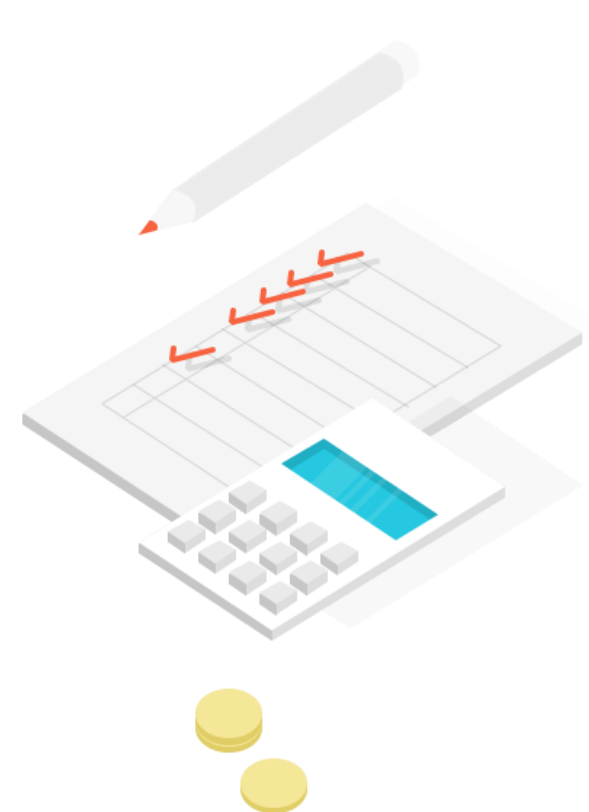
Tax features

Tax calculations in **Infinity**® offer a considerable amount of flexibility to meet your store's legal requirements, your preferences, and expectations of your customers. Store owners can easily manage all settings and details in the administration panel.

Tax features list:

✓ Configuration of taxes by country, state, zip

✓ Individual products can be marked taxable or tax-exempt

✓ Tax classes for different products (e.g. goods, services, etc)

✓ Some customer groups can be marked as tax exempt

✓ The European Union Value Added Tax (EU VAT) support (Company VAT Number)

✓ Specify "tax based on" billing/shipping/default/shipping origin address setting

✓ Prices can be displayed including or excluding tax

✓ Store owners are able to specify whether shipping is taxable

✓ Tax automation services integration

Customer service

Infinity® has great tools to provide high-quality customer service in your webstore:

GDPR support

Infinity® is compliant with the General Data Protection Regulation (GDPR).

External authentication

Allows your customers to register and login using such services as OpenID, Facebook,

Twitter, etc.

Wishlist

Wishlist enables customers to store products for purchasing at a later time.

RTL support

RTL means Right-To-Left and is for users who use an alphabet that is read & written from

another direction, such as Persian, Arabic, and Hebrew.

Customer service

EU cookie law

Effective from May 2012, the EU (European Union) cookie law requires websites to gain permission from users before planting cookies.

Customer attributes

Any built-in customer attribute (e.g. Country or Address fields) can be disabled or enabled. A store owner can also create additional attributes, if required.

Security and permissions

A store owner can configure specific rules and permissions for different categories of users.

✓ Web Services API	✓ Register/login by email or by username	✓ Customizable order emails
✓ Address book	✓ Order history and order statuses	✓ Private messages
✓ reCAPTCHA support	✓ Customer roles (groups)	✓ Time zone support
✓ Contact Us form	✓ Live chat integration	✓ Password recovery

Security & Compliance

GDPR support

Infinity® meets all the requirements of the European Union Laws. We track all the legislative changes and make updates to the platform accordingly.

PCI DSS compliance

Meets all PCI Compliance requirements. 50+ integrated payment methods and gateways to transmit credit card data securely.

Built on secure technologies

Microsoft's ASP.NET Core framework brings built-in security. But when you use PHP-based platforms, it is necessary to design a protection system from scratch to maintain a relative level of security.
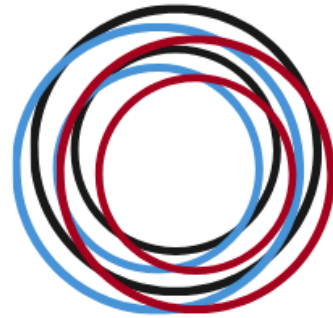
✓ SSL support   ✓ Strong and flexible customer password policy   ✓ Honeypot support

Our Clients

We don't create software!

We create success stories!

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