



WHO IS AUTOMATIC?

Automatic Version 1.0 - We are a **new**, **relevant** and **fresh** digital agency that has been formed by talented people with decades of experience in Brand, Interactive, Mobile and Technology.

We are passionate about all that we do for our clients. We are focused with military precision on delivering results. Automatic is a complete digital agency. We develop customized solutions for our clients, blended from four areas of best-of-class capabilities:

- ∇ Brand
- ∇ Interactive
- ∇ Mobile
- ∇ Technology

We are on the front lines of new emerging technologies and always seek to improve the way our clients go to market. Our clients routinely engage us to develop marketing programs to launch new initiatives that we have created and often we are asked to consult on projects to determine optimal solutions.

Automatic is always focused on delivering the maximum level of growth and return-on-investment for our clients.

WHAT IS MAGENTO?

The new open-source breakthrough Magento brings flexibility and control to eCommerce solutions. Feature rich, this solution allows the online merchant to control the look, content, and functionality of their online store. With an administration feature that rivals other closed-source options, Magento contains powerful marketing, search engine optimization and catalog-management tools.

Magento's Available Features

Site Management. Ability to control multiple websites and stores from one admin panel with the ability to share as much or as little information as needed, multi-lingual, support for localization and multiple currencies, admin permission system roles & users, Web Services API for easy integration between Magento and any third-party application, flexible tax rate management with US & international markets, fully 100% customizable design using templates, customer groups, one-click upgrades, content management system for informational pages.

Mobile Commerce. iPhone Optimized.

Marketing Promotions and Tools. Flexible coupons (pricing rules) with ability to restrict stores, customer groups, time period, product & categories, catalog promotional pricing, free shipping option, multi-tier pricing, customer group-specific pricing, landing page tool for campaigns, search engine friendly URL's, recently viewed & compared products, new items promotional tool, Up-sells in shopping cart, cross-sells on product pages, send to a friend, wish lists management, RSS feeds, auto-generated site map, Google site map, polls & newsletter management.

International Support. Multi-lingual, support for multiple currencies, tax rate support, localization, configurable list of allowed countries for: site registration, shipping destination addresses & billing addresses.

Search Engine Optimization. 100% search engine friendly, Google site map, URL rewrites, meta-information for products & categories, auto-generated site map & popular search terms page.



Checkout. One-page checkout, SSL security support, shipping to multiple addresses, guest checkout, shopping cart with tax and shipping estimates, checkout with address book, create an account option, accept gift messages per order per item, saved shopping carts.

Shipping. Integrated real time shipping rates from UPS, UPS XML, FedEx, USPS & DHL, on-site order tracking from customer accounts, shipping to multiple addresses in one order, multiple shipments per order, specify allowed destination countries per method, flat rate & per item shipping, free shipping, table rates for: weight & destination, product sub-totals & destination, & number of times & destination.

Payment. Configurable to authorize and charge, or authorize only and charge via invoices, integrated with: multiple PayPal gateways, Authroize.net, & Google Checkout (level 2), saved credit card method for offline payments, accept checks/money orders and purchase orders.

Order Management. View, edit, create and fulfill orders from admin panel, create one or multiple invoices, shipments & credit memos per order, print invoices & packing slips, call center order creation, create re-orders for customers from admin panel, email notifications of orders, RSS feed of new orders.

Customer Service. Contact Us form, feature-rich customer accounts, order history with status updates, order tracking from account, forgot password email, order and account update emails, customizable order emails, create & edit orders from admin panel.

Customer Accounts. Order status & history, re-orders from account, recently ordered items, address book, default billing & shipping addresses, wish list, email or send RSS feed of wish list, newsletter subscription management, product reviews, product tags, account dashboard.

Catalog Management. Inventory management with backordered items, minimum and maximum quantities, batch import and export of catalog, batch updates to product in admin panel, simple configurable and grouped products, tax rates per location, customer group & product type, attribute sets for quick product creation, create store-specific attributes on fly, media manager with automatic image resizing and watermarking, advanced pricing rules and support for Special Prices, search results rewrites & redirects, approve, edit and delete product tags & reviews, RSS feed for low inventory.

Catalog Browsing. Layered/faceted navigation for filtering products, static block tool to create category landing pages, ability to assign designs on category & product level, configurable search with auto-suggested terms, recently viewed products, product comparisons & recently compared products, cross-sells, up-sells & related items, popular search terms cloud, filter by product tags, product reviews, product listing in grid or list format, breadcrumbs.

Product Browsing. Multiple images per product with zoom, product reviews, related products, stock availability, multi-tier pricing up-sell, product option selection, grouped products view, add to wish list, send to a friend with email.

Analytics and Reporting. Integrated with Google Analytics, admin dashboard for report overview, sales report, RSS feed for new orders, tax report, abandoned shopping cart report, best viewed products report, best purchased products report, low stock report, search terms report, product reviews report, RSS feed for new reviews, tags report, RSS feed for new tags, coupon usage report, total sales invoiced, total sales refunded, best customers report.

*Configuration of specific features listed above requires additional hours. The client may point out specific features to be configured with the signing of an additional Statement of Work, or by a modification of this Statement of Work. Current scope includes only what is outlined in Statement of Work section.



WHAT AUTOMATIC CAN DO FOR YOUR MAGENTO STORE

Application Configuration and Consulting

Automatic is skilled in configuring and implementing open-source technologies. The feature-rich Magento shopping cart solution requires installation, catalog setup, payment gateway setup, administration section set up, and shopping cart integrated system testing. To allow for a quick and cost efficient Magento solution configuration, Automatic offers application configuration and consulting in two (2) phases, outlined below. Basic configuration is offered in Phase I, and additional modifications, configuration of additional features, etc is offered in Phase II.

PHASE I APPLICATION WORK - Basic Magento set-up, included in pricing

- ∇ **Catalog Set-Up** includes the set up of the client's categories and individual SKU's in the client's product offering.
- ∇ **Payment Gateway Set-Up** involves the configuration and set-up of the built in Magento payment gateways, including PayFlowPro and/or Authorize.net. Additional gateways may be configured for additional hours.
- ∇ **Administration Section Set-Up** includes the set up of emails, taxes, shipping, etc.
- ∇ **Shopping Cart Integrated System Testing** includes hours for quality assurance testing, assuring the cart is fully functional with the specifications within the statement of work.

PHASE II APPLICATION WORK – Additional Application Configuration, not included in pricing

- ∇ Configuration of any specified features
- ∇ Addition of custom developed modifications that allow your shopping cart to do exactly what you want it to include custom modules defined by clients.
- ∇ Training

Creative Design

Automatic is a full service agency offering professional, innovative, and best-in-industry creative design services. With the ability to develop client, industry and consumer specific creative design, Automatic can offer custom developed creative design for your Magento store. Depending on the needs of the client, Automatic can provide basic or customized creative design, in addition to utilizing client supplied designs. A phased approach to Automatic's creative design is suggested and outlined below.

PHASE I CREATIVE - Basic Magento Creative Design

A cost saving solution includes the implementation of an already developed Magento theme. This solution allows the client to professionally get their online store front up and running, without the time or money spent on creative design. Although the site will have a basic look, Automatic is able to include the client's logo within the design. Further creative design is recommended and outlined below, in Phase II Activities.

PHASE II CREATIVE – Customized Creative Design Activities

Automatic can provide professional and innovative creative for your Magento store. After initial competitive research, uniquely developed designs will be presented to you, upon which you will choose the look and feel you prefer. Implementation of this customized design approach includes the following activities:



- ∇ **Design Elements** include hours to develop the prototype design elements which will be approved by the client. This includes the creation of design elements for the home page, category page, product details and other page designs.
- ∇ **Image Development** includes hours to create images for buttons, backgrounds, borders, banners, etc to enhance your users' experience. These are all the images required to create the basic layout of the website.
- ∇ **Flash Components Development** includes time to develop any flash component that is require/requested for the home page to enhance the look and feel of your web store.
- ∇ **CSS Development** includes hours to develop the Cascading Style Sheets which define colors, fonts, layout and other aspects of a web page's document presentation.
- ∇ **HTML Development** includes hours to covert the design into actual Magento PHTML pages and creating CSS. Templates must be created for all unique layouts (home, category, listing, static and landing pages).
- ∇ **Magento Page UI** include hours to reformat other internal Magento pages (login, cart, my account, wishlist, registration, review, checkout, refer a friend) to match the look and feel of the main website.
- ∇ **Static Page** hours include time to create static pages requested by the client for the site. These pages can be, but are not limited to: about us, privacy policy, terms and conditions, etc. Static pages requested by the client can also be implemented in phase one for additional cost, check Statement of Work section for inclusion of static pages.