SUITECOMMERCE STANDARD

Quickly Launch a Full-Featured Online Store

With SuiteCommerce Standard, launch a new web store and innovate quickly while lowering your cost of ownership. A feature rich storefront and business user tools to manage your site, allows merchants to drive revenue and optimize the bottom line. SuiteCommerce Standard unifies ecommerce with your core operational business systems—inventory and order management, marketing, customer support and financials—providing a single view of customer, orders, inventory and other critical business data that enables personal and relevant omnichannel experiences.

Key Benefits

- **Accelerate your time-to-market** by quickly launching a full-featured online store.

- **Provide an optimized online experience** on any device.

- **Easily add new features and functionality** to your site as they become available.

- **Support both individual (B2C) or business (B2B) customers** from the same platform.

- **Tie ecommerce directly** to your operational business systems with a single cloud-based platform.

Storefront
Your brand is your business and SuiteCommerce Standard helps reflect it with pixel-perfect design capabilities. Leverage modern, pre-built responsive design reference templates to quickly build your store. A host of features, including alternative images, faceted navigation and the ability to save shopping carts and create lists, makes it easy for shoppers to find, learn about and buy your products. Show real-time product inventory by store on your website to enable buy online and pick up in store.

SEO and Marketing
Ensure SEO success with customizable H1, title, meta tags, SEO-friendly URL links and Schema.org markup to increase click-through rates. Present upsells, cross-sells and related products based on merchant-driven rules such as browsing behavior or best sellers. Allow brand enthusiasts to share content to popular social networks and provide product reviews. Finally, drive sales with flexible coupon and promotion management tools, and email campaigns that are easily executed with integration to the Bronto Marketing platform.

Customer Account
Address book management, viewing order history and checking order status can easily be done online. B2B buyers can generate quotes, quickly order from saved product lists, view outstanding and available balances, and pay invoices online.

Business Insight and Analytics
Configurable dashboards allow you to create reports and gain insight into your business. Integrations are provided to Google Analytics and Google Tag Manager.

Site Management
Drag-and-drop tools allow you to edit pages and manage content. Multiple changes of your site can be worked on and then scheduled for a future deployment based on business needs.

Purchasing, Payments and Shipping
Tailor each buying experience with customized pricing, terms and credit limits, channel or volume discounts. Offer customers payment options including credit cards, promo codes, gift cards and invoicing. Shoppers can check out as a guest or registered user. The entire shopping experience is secure with HTTPS support and integration to common payment gateways for real-time credit card processing with PCI DSS compliance and multi-level fraud protection. Facilitate delivery with seamless integration with carriers for printing shipping labels and automatic tracking information.

Architecture and Performance
No need to manage hardware, software or security compliances. Offload IT operations to our multi-tenant, cloud platform that is robust, secure and scalable. Single-page architecture and a content delivery network provides a fast, scalable site.