

OroCommerce features

Buyer features

Quick order	<ul style="list-style-type: none"> • Order immediately without having to search in the store • Quick ordering by uploading a .CSV, .XLS or .ODF file • Ordering via lists incl. search • Order with article number, quantity (and optional units), separated by a space, semicolon or comma • Repeat already placed orders • Matrix ordering makes it easy to order large quantities thanks to matrix organization • All steps of the order clearly arranged on one page
Multiple shopping carts	<ul style="list-style-type: none"> • Save and edit multiple shopping baskets • Suitable for working on multiple projects, saving shopping lists for later use, merging multiple baskets and quickly purchasing previously saved products • Shopping baskets can be shared with other people
Saved searches	<ul style="list-style-type: none"> • Search results incl. filter selection can be saved and named • Buyer is informed about changes to saved products - price, quantity,...

Dealer features

Corporate account management	<ul style="list-style-type: none"> • Manage multinational brands that operate in different countries or have different currencies and tax regulations • Define unique experiences with each business unit while maintaining the roll-up view of the account across multiple companies, teams, departments, offices or branches
Multiple organizations, webshops and stores	<ul style="list-style-type: none"> • Manage multinational brands that operate in different countries or have different currencies and tax • Flexible management functions for multiple websites or even marketplaces, allowing companies to manage multiple webshops from one central management console
Access controls, roles and authorization	<ul style="list-style-type: none"> • Give the right users the right access to the right information • Flexible online marketplace functions enable clear roles for employees, sellers and buyers • Create fixed roles for all participants so that they have access to the functions that make sense
Impersonation mode	<ul style="list-style-type: none"> • Back-office employees with the appropriate roles can switch to the role of the customer and provide support on their behalf or for example create or adjust orders
Content Management System (CMS)	<ul style="list-style-type: none"> • Native CMS functions enable marketers and merchandise managers to easily manage digital media and extensive product information pages

	<ul style="list-style-type: none"> • Online shoppers receive the information they need to make a purchase
Segmentation and user-defined reports	<ul style="list-style-type: none"> • Dashboard and reporting engine and advanced segmentation capabilities enable retailers to gain actionable insights from their data • Track business KPIs, understand customer buying behavior and create targeted marketing lists for more successful marketing campaigns
Flexible workflow engine	<ul style="list-style-type: none"> • Create an unlimited number of custom workflows to support both buyer and merchant related processes • Customize customer-oriented workflows such as checkout or order process as well as backend processes (e.g. sales tracking or order processing logistics)
Inventory management	<ul style="list-style-type: none"> • Track product availability in one or more warehouses • Show buyers and sales staff the inventory and update it automatically with every order • OroCommerce can be connected to ERP software (Enterprise Retail Planning), warehouse management systems and product information management tools (PIM)
Personalized B2B catalog management	<ul style="list-style-type: none"> • Organize and personalize product catalogs for specific companies, business units and even individual buyers • Present different offers depending on the customer group • Provide a positive and personal website experience
Pricing	<ul style="list-style-type: none"> • Individual price management for companies and products • Different prices also possible on a seasonal or time-limited basis

Sales features

Customer Relationship Management (CRM)	<ul style="list-style-type: none"> • Complete multi-channel CRM system • 360-degree view of customers in the areas of marketing, sales and customer support
Quotes & orders	<ul style="list-style-type: none"> • Enabling online commerce for B2B buyers • Digitize interactions between buyers and sellers • Online buyers can request quotes, negotiate prices and place orders on the website, while sales representatives respond to inquiries and create online orders

Marketing features

SEO management	<ul style="list-style-type: none"> • Optimize web and store pages for relevant, high-traffic keywords • Define SEO-related data such as URL slugs, meta titles, meta descriptions, meta keywords and more
-----------------------	---

Email engine	<ul style="list-style-type: none"> ● Integrated email engine to send emails to customers or prospects directly from within the application ● Email engine supports both free-form emails and transactional emails with templates
Promotion management	<ul style="list-style-type: none"> ● Supports managing one-off vouchers, planned discounts and ongoing offers ● Set up promotions such as order discounts, single item discounts, buy X/get Y offers and free shipping offers to attract new customers and grow the business
CMS/content block support	<ul style="list-style-type: none"> ● Customize content pages to perfectly display customer-relevant content ● Content blocks can be assigned to corresponding user groups via the roles and rights system and displayed accordingly

Pricing

Multiple price lists	<ul style="list-style-type: none"> ● Create and manage multiple price lists for specific company accounts, business units or individual buyers ● Price lists can contain an unlimited number of price points, price levels and international currencies
Tax administration	<ul style="list-style-type: none"> ● Tax engine to set up tax rules per customer, customer group, product or product category for different jurisdictions ● Also supports integration with third-party tax systems

Technologies

- MySQL database support: OroCommerce supports MySQL
- REST API access: Connect third-party systems via the interface
- PostgreSQL database support: OroCommerce supports PostgreSQL (open source database)
- Elasticsearch support: Control filters, segmentation and reporting via Elasticsearch