



Overview of Pinnacle Cart's Features

- Easy-to-understand, web-based administration
- WYSIWYG editors help you create professional looking product pages with no programming experience
- Bulk Loading Feature that imports products from any database or text file
- Single or batch image uploads
- Web-based or downloadable help manual with images and examples, video tutorials, knowledge base, discussion boards and more.
- Fully customizable storefront
- Supports Gift Certificates
- Provide discounts based on number of items ordered (quantity discounts)
- Product up sell opportunities
- "Customers who bought "x" also bought these products" in the checkout areas.
- Supports discount / coupon codes
- Price-based discounting
- Supports full product descriptions with HTML and product summaries
- Allows for unlimited secondary images
- Ability to control the product image size on both product and catalog pages
- Recommended products
- "Tell a friend" feature
- Create "Buy x Get y Free" discounts
- "Best Sellers" area
- Advanced product search capabilities
- Supports Gift Messaging
- Export products to Google Base, BizRate.com, ShopZilla.com and more
- "My Account" area allows customer to view previous orders, status and shipping tracking information
- Customer address book
- Allows customers to create wish lists
- Send product newsletters to your customers
- Send product update notifications to your customers
- Saved Cart feature allows customers to save multiple carts so they can purchase items later
- Automated e-mails when customer creates order and order is shipped
- One-Page Checkout feature - Fastest checkout available on any cart
- Ability to add custom fields to the checkout process for collecting additional customer information
- Allows customers to checkout without creating an account
- Supports backorders
- Full customer reporting
- Hide product pricing to all but registered customers
- Free Live Chatiendly
- True flat URL generation (http://www.yoursite.com/products/product_name.html)
- Most search engine friendly cart available today
- Complete Meta Tag (title, keyword and description) support for all pages including home, product and catalog pages
- Automated title, keyword and description tag generator with the ability to override for all product pages
- Google™ Site Map support
- Robots.txt files supported

- Auto generates site maps
- Creates "Breadcrumb" navigation
- Search-engine-friendly architecture
- Ability to upload customized HTML pages to assist in search engine positioning
- Fully PCI Compliant
- Supports eChecks
- Ability to store credit card information for off-line processing
- Ability to accept payments via telephone, mail, fax
- Ability to set unlimited custom payment methods
- Export data to QuickBooks™, Peachtree™ or other accounting programs
- Real-time shipping quotes from UPS, USPS, Canada Post and FED-EX.
- Mark-up or discount rates from supported carriers
- Prints USPS shipping labels
- Set custom handling fees
- Create custom shipping methods
- Calculate shipping costs by weight, quantity, region and more
- Offer free shipping
- Offer product specific shipping pricing
- Ability to restrict shipping based on country or state / providence
- Manage shipping rates based on country and shipping method
- Shipping tracking from UPS, USPS, Canada Post and Fed-Ex
- International shipping supported
- Supports downloadable (Digital) products
- Quick "Estimated Shipping" calculation - Customer quickly estimates shipping based on zip code before checking out.
- Ability to set tax by state and / or country
- Supports advanced tax structures including VAT, Canada, USA, product and/or category tax and more.
- Provides customer with the option of selecting from multiple methods from multiple shipping providers
- Cart notifies you when updates are available and allows you to update your store in a couple of clicks
- Back-up cart files from the admin area
- Restore any file with one click
- Ability to "status" orders
- Add / edit / delete orders
- Create custom status to help with your internal order management
- Displays both order and payment status to assist with order processing
- Bulk edit orders
- Notifies customer when order is shipped
- Create professionally printed invoices
- Integrates with Stone Edge Order Manager, Atandra T-Hub and Webgility eCommerce Connector to assist with order processing
- Create unlimited administrator accounts
- Restrict access to particular features by administrator
- Control which e-mails are received by administrators eLy Customizable
- Professional and Sleek design
- Select one of our color templates or create your own
- Pick from one of our professionally designed templates
- Select from multiple product page templates to better present your products
- Our "Catalog View" manager allows you to select a two-column, three-column, thumbnail double, single or text view
- Choose from over 200 different button and header combinations (or upload your own)
- Adjust boxes, create advertising areas, highlight products, change fonts, add logos, manage links, create new pages all with one click
- Easily make text changes anywhere on your site
- Want more control over your design? Our File Manager give you access to all files in the application
- Ability to add your own custom header and footer to the site
- Create unlimited pages for your cart from within the administrator area

- Supports the ability to add items to the cart from pages outside the cart application
- Multi language and multi currency support with “One Click” updates on currency rates Category Management
- Unlimited number of products and categories
- Unlimited subcategories
- Support Image Magnify and Image Zoom
- Layered navigation allows customers to sort products based on price, manufacturer or category
- Ability to control product and category order
- Export products to Google Base
- Ability to duplicate products
- Show retail, wholesale and sale prices depending on the product
- Supports both detailed and summary descriptions by product
- META keyword and description for each product and category
- Add “sale” image to the product
- Ability to control which products appear on the home page
- Select from a number of different product / catalog page layouts.
- Supports tax exempt products
- Ability to allow only logged in customers to view pricing
- Inventory tracking by product and attribute
- Receive inventory alerts if quantity drops below pre-determined levels
- Supports attributes (color, size, etc) by product, or create a Global Attribute and assign the attribute to a product.
- Change price or shipping weight based on attributes
- Create editable custom fields by product. (This feature is perfect for products that require personalization).
- Use HTML in product descriptions
- Products can reside in multiple categories
- Ability to change product / category order
- Enable / Disable products
- Supports manufactures
- Upload a manufactures logo which can displayed on the product page
- Manage sales pricing
- Supports Minimum/Maximum quantity in order by product
- Complete control over image and thumbnail sizes
- Supports downloadable products
- Manage products in bulk using MS Excel / CSV
- Import / export products using csv format
- Application built using PHP / MySQL
- Runs on UNIX, Linux, Windows or FreeBSD
- Source Code available upon request
- Completely customizable - Use our developer network to customize the cart to your needs
- Server Requirements (Licensed Clients)
 - PHP 4.3.x -PHP 5.1
 - MySQL 3.2 and above
 - 100 MB of free disk space (less if using ZEND encoded version)
 - GD Library Support (version 2 recommended)
 - cURL Library Support
 - ZLib Support
 - Ioncube or Zend encoded
- Dynamic graphs for reports
- Creates the following reports based on date
 - Top viewed products
 - Top viewed categories
 - Top orders by product
 - Top referring sites
 - Top sales by customer
 - Consolidated orders by date
 - Individual orders by date
 - Promo codes
 - Payment types

- FREE Urchin Analytics on all hosted accounts. [Click here for details.](#)
- Full support of HTTPS/SSL protocols
- Password protected administrative area
- Locks account after set number of failed credit card attempts
- Ability to control administrative access and set access levels
- Give you the ability to display prices only to customers that have registered
- PCI/CISP Compliant
- Supports up to 3 different levels of wholesale pricing (can also be used for customer level pricing)
- Allows you to set wholesale pricing by product or as percentage of retail
- Supports case pack / inter pack pricing
- Collects Tax ID, EIN, Reseller ID or any other information you require
- 24/7 world-class e-mail and phone support
- Easy-to-understand, on-line and downloadable user manuals
- Video Tutorials
- Cart and marketing training services available
- Informative articles and datasheets
- Access to our knowledge base and discussion board