

Integrated E-Commerce

On line quantities are always up-to-date in Real Time

Assign orders to POS or fulfilment center

Make Changes Once

Product data flows seamlessly from

Realtime POS to Ecommerce



Fully Customizable

This e-commerce software has over one thousand configurable settings. If that's not enough, then it comes fully delivered with 'code behind' so that you can significantly change the way the pages look.

Source code is also available for customizations (C# or VB)

704-885-0262



E-Commerce Platform

Trusted by 1000's of retailers world-wide ASPDONTNET STOREFRONT provides merchants, wholesalers and manufacturers with the most comprehensive, robust and feature-rich ecommerce solution in its class. Working with your designers (or ours if you do not have one) we help create compelling, search friendly and manageable ecommerce websites that differentiate your brands, attract shoppers, maximize conversions and increase your average order size.

E-commerce software that is packed with features - the feature list is long compared to any other store - the features are intelligent, incredibly flexible and built with a single intention - to help you run your business.

Fully Customizable - you own it - forever - This e-commerce software has over one thousand configurable settings. If that's not enough, then it comes fully delivered with 'code behind' so that you can significantly change the way the pages look. Source code is also available for total functionality changes.

E-commerce platform that uses proprietary MultiStore Technology - Successful selling online can be expanded within minutes. Buy a new domain, add a new store, map some or all of your catalog to your new domain and bam! you're up and running.

Mobile Friendly - Shoppers can browse AND BUY from their tablets and smartphones. Responsive designs can also be built, but the out-of-box software comes complete with 'skins' that are sensitive to the device and automatically switch.

Benefits:

- ✓ **Best Practices Navigation and Search** – Speed customers to products while minimizing page bounce with powerful navigation, search and advanced search capabilities and efficient ways to narrow and sort product listings including multi-dimensional product attribute select and sort by price, best sellers and product ratings.
- ✓ **Compelling Product Pages** – Drive higher conversion rates by delivering the right content in multiple formats including highlighted and bulleted product descriptions, unlimited number of product images, video - proven to increase conversion rates by up to 45%, customer reviews, testimonials, buying guides, personalization, wish lists and much more.
- ✓ **Streamlined Path to Purchase** – Minimize page bounce and maximize conversion funnels by incorporating Ajax technology into product detail pages for displaying additional information and adding products to cart without leaving the page. Then quickly close the deal with our proven single page checkout process.
- ✓ **Search Engine Optimization** – Drive search engine rankings by creating and managing keyword optimized text, images, video and Meta data; employ search friendly page URLs; and avoid duplicate content with intelligent 301 and 404 page redirects. Then Track and analyze search traffic and your website using third party web analytics such as Google Analytics or Omniture Site Catalyst.
- ✓ **A Single Platform for Ecommerce and Mobile Commerce Sites** - Build and manage multiple ecommerce and mobile commerce websites and micro sites with one platform.

Sales

Some say there is an art to selling, we agree. Using powerful features such as upsell functionality, product reviews, customer who purchased x also purchased y, affiliate programs and customer levels you can reach and target your customers easier.

- ✓ Related Products: Entice additional sales by listing related products/accessories on each product page
- ✓ Show Upsell Products Directly On Cart Page
- ✓ Product prices can be set to 'Call for Price'
- ✓ Product prices can be hidden until product added to cart
- ✓ Products can require that other products are added to the cart (e.g. Product X requires Product Y)
- ✓ Recently viewed products
- ✓ Customers who bought X also bought Y
- ✓ Customers can be tracked to affiliates
- ✓ Orders can be tracked to affiliates
- ✓ Products visible on the site can be filtered by affiliate source id
- ✓ Real-Time skin changing based on URL/invocation/affiliate id
- ✓ Customer levels supported, which you can define (e.g. wholesale, retail, or gold, silver, platinum, etc..)
- ✓ Customers can be tracked to customer levels
- ✓ Customer levels can have special product pricing, can offer percent discounts, free shipping, tax exception, etc.
- ✓ Products visible on the site can be filtered by customer level
- ✓ Quantity discounts on products (tiered Pricing)
- ✓ E-Mail Product To A Friend: Product pages can be e-mailed to friends by site visitors

Product Management

You are online to sell your company's products and services. With NEW and improved kit products, inventory features, import and export tools utilizing Excel or XML and Web Service Interface (WSI), product management is simplistic.

- ✓ Categories/Departments/Manufacturers Supported 2000 2000 2000 2000
- ✓ Categories and Departments can also be fully nested to any level desired (e.g. sub-categories, sub-departments)
- ✓ Supports cross-matrix of products by category and department. E.g. a product can be mapped to the shoe category, in the women's department
- ✓ Products can be mapped to more than one category or department
- ✓ Paged browsing for categories and sections: Keeps page size small, and optimizes user experience.
- ✓ Category, Department, and Manufacturer "names" can be renamed (e.g. "Brochures", "Products", "Car Parts", whatever you need that is appropriate for your unique store site products).
- ✓ Disable buy buttons for specific products
- ✓ Supports Wholesale Only Sites (Prices not shown to general site customers)
- ✓ From Xml File
- ✓ From Excel File
- ✓ Optional Web Services Automation Interface (WSI). Allows automated import, export, data updates and synchronization.
- ✓ Event Notification callbacks to external Web Service which you register, on storefront events (e.g. new order created, customer created, etc.).
- ✓ Support for 3 images sizes: icon, medium, large
- ✓ Auto Image Resizing
- ✓ Supports multiple images per product (icon, medium, and large)
- ✓ Support for swatch color image changing
- ✓ Automatic image watermarking for protection
- ✓ "Zoomify" Images Supported (requires separate service from Zoomify.com)
- ✓ Donation Products (e.g. Customer Enters Price)
- ✓ Restrict product quantities to preset values (e.g. 5, 10, 15, 20, 25, ...)
- ✓ Enforce product minimum order quantities (i.e. must order at least 10, etc.).
- ✓ Subscription based products & content access
- ✓ Downloadable products supported, with automatic e-mail to customer with download instructions
- ✓ Recurring products can have varying intervals (days, weeks, months, years)
- ✓ Text options on products (e.g. require initials for monogrammed products, require text name for product customization, etc.)
- ✓ Support for sizes & colors. All color/size site "prompts" can be customized in admin site, so you could rename those two options to have completely different meaning.
- ✓ Two Attributes Per Product (e.g. Size/Color)
- ✓ Inventory By Attribute (e.g. Size/Color)
- ✓ Price can vary by size/color option chosen
- ✓ Prices can vary by customer or customer level (group)
- ✓ Sort products in any order desired
- ✓ Support for simple products (e.g. a book) or products with variants
- ✓ Setup variants within each product
- ✓ Each variant can have a different price
- ✓ Each variant can have different attributes (e.g. size, color, etc.)
- ✓ Each variant can require a text option input (e.g. monogram)
- ✓ Each variant can require a text option input (e.g. monogram)
- ✓ Each variant can have a separate SKU modifier, and price, description, etc.
- ✓ Tell store to locate product pictures by ID (icon, medium, large)
- ✓ Tell store to locate product pictures by SKU (icon, medium, large)
- ✓ Tell store to use filename to locate product pictures (icon, medium, large). Allows you to easily use pre-existing images
- ✓ Support for sale prices
- ✓ Vary product prices for each customer level (e.g. wholesale/retail)
- ✓ Product Descriptions can include HTML formatting: We know that having complete control over each product description is important, and no two products are alike. You can use the administration site to enter product descriptions, or even link to fully custom external product description HTML files. Additionally, each product can have an inline or pop-up "specifications" window, providing more detail to the customer, without distracting them from making a purchase
- ✓ Improved Support for Kits (build to order products). Kits can have dynamic pricing and component selection (e.g. build your own PC) and more specification as to what items can be added, whether they are required, etc.
- ✓ Recurring products can have varying intervals (days, weeks, months, years)
- ✓ Subscription based products & content access

E-Commerce Features

- ✓ Downloadable products supported, with automatic e-mail to customer with download instructions
- ✓ Text options on products (e.g. require initials for monogrammed products, require text name for product customization, etc.)
- ✓ Support for sizes & colors. All color/size site "prompts" can be customized in admin site, so you could rename those two options to have completely different meaning.
- ✓ Two Attributes Per Product (e.g. Size/Color)
- ✓ Inventory By Attribute (e.g. Size/Color)
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- ✓ Support for sale prices
- ✓ Vary product prices for each customer level (e.g. wholesale/retail)
- ✓ Improved Support for Kits (build to order products). Kits can have dynamic pricing and component selection (e.g. build your own PC) and more specification as to what items can be added, whether they are required, etc.
- ✓ New AJAX interface handles kit changes and pricing updates without page reloads * Expandable/Collapsible panels to display detailed descriptions for each kit option * Every kit group item can have its own image! * Kit group items can be tied to existing products, for pricing and other details * Kit group items can deduct multiple other products from inventory * Greatly improved kit creation interface in the admin site * Support for required options that cannot be edited
- ✓ Disable buy buttons by product
- ✓ Set Site to Wholesale Only (Prices not shown to general site customers)
- ✓ Inventory Tracking
- ✓ Manage Inventory by variant or attribute (e.g. size, color, etc.)

- ✓ Limit orders to quantity on hand inventory, or allow customers to place orders for items out of stock (admin configurable)
- ✓ Show inventory on hand status on product page to customer (optional)

Search Engine Optimization

If your site is not readily available and visible to your customers, how will you get increased traffic and sales? AspDotNetStorefront has you covered with the creation of meta tags, keywords, our NEW URL rewrite functionality, and static product & category pages for search engine crawling. We give you the advantage! With the option for e-commerce tracking and metrics, SEO is simple.

- ✓ URL rewrite rules - easily format your store's URLs the way you want them to look.
- ✓ EVERY product, category, and department page can have their own custom search engine meta tags (title, keywords, description, no script blocks, etc)...
- ✓ Static Product & Category Pages: Designed to allow search engines to fully crawl and index EVERY product & category page in your store. This can have a dramatic increase in site traffic from search engines.
- ✓ Google Xml Site Maps Supported: a direct Google search engine submission method sanctioned by Google
- ✓ Yahoo! Xml Site Maps Supported: a direct Yahoo! search engine submission method sanctioned by Yahoo!
- ✓ Fully dynamic page titles, and search engine meta-tags
- ✓ Google Analytics Site Metrics & E-Commerce Tracking Compatible
- ✓ Fully dynamic site map (optimized for search engines)
- ✓ Second tree-form dynamic site map (optimized for users)

International Support

Do you sell your products globally? With Multi-Lingual and Multi-Currency support, easily sell to everyone. Multiple international payment methods and shipping options are available. VAT an issue? Not with AspDotNetStorefront!

- ✓ (Multi-Lingual) Store site can support dynamic run-time language switching. Customer can select store language at run-time. Store administrator controls allowed languages.
- ✓ (Multi-Currency). Customer can select store currency to view at run-time. Allowed currencies are under control of store administrator. Support for various leading exchange rate feed suppliers will be supported (via XmlPackages). Sign-up for some exchange rate feeds is optional, through 3rd parties, and they may have fees associated with them (e.g. xe.com, x-rates.com, etc.).
- ✓ Store developer/admin has full control over all store site strings used (e.g. prompt used for SKU, Product, Color, Size, shopping cart, etc.). Every string used in the storefront can be edited.
- ✓ Installation Locales Supported

Multi-Store

AspDotNetStorefront Multi-Store enables online businesses to host multiple distinct ecommerce websites with different products, pricing, branding, SEO settings and content using a single installation of AspDotNetStorefront. By combining multiple stores into a single database and admin console, administration and management of multiple e-commerce sites is made easy and efficient, saving time and money while increasing the flexibility of store owners to segment and organize multiple unique brands and product offerings in whatever manner they choose.

Multiple stores on separate domains can be run through one storefront install. Features can be mapped to all stores or individual stores as desired. These include:

- ✓ Affiliates
- ✓ AppConfig Parameter Settings
- ✓ Coupons
- ✓ Customers
- ✓ Entities
- ✓ Feeds
- ✓ Gift Cards
- ✓ News
- ✓ Order Options
- ✓ Polls
- ✓ Products
- ✓ Ratings
- ✓ Shipping
- ✓ Skins
- ✓ String Resources
- ✓ Topics

Wildcard SSL certificates supported for subdomains (i.e. www.site.com/store1, www.site.com/store2, etc.)

Each store has its own name, Easily generate new license keys through the admin site.

B2B (Business to Business)

AspDotNetStorefront's robust out-of-the-box BSB feature set is complemented by features such as: discreet pricing by customer group, the ability to restrict product purchases and visibility, configure discounts, create shipping, tax and coupon rules, the re-order of common items, ability to track shipments and view order history online.

- ✓ Create customer levels that allow you to filter which products different users see, and even set different prices for each level.
- ✓ "Wholesale only mode" lets you restrict sales to just the users you approve.
- ✓ Purchase orders and MicroPay make invoicing your larger clients easy!
- ✓ Optional Web Services Automation Interface (WSI) allows you to automate inventory updates, order notifications, product uploads, and more.
- ✓ Customer's can one click re-order any prior order

Tax

Sales Tax calculation and compliance as state sales tax legislation changes can seem daunting. Set up tax by State, Zip Code, and Country additionally allowing for items or product categories to be marked as taxable and tax-exempt. Additional options allow you to stay abreast of any tax changes keeping your company compliant.

- ✓ AvaTax Integration - connect to Avalara's live tax rate service to get compute taxes for your orders. Always be sure you're charging the correct tax without worrying about maintaining tax rates yourself! (requires account with Avalara) 9.0.1.3 upwards
- ✓ Apply Tax by State
- ✓ Apply Tax by ZipCode
- ✓ Apply Tax by Country
- ✓ Tax can be applied to shipping costs
- ✓ Individual Products can be marked Taxable or tax-exempt
- ✓ Customer Levels can be tax-exempt (e.g. wholesale)
- ✓ Tax Classes Supported By Product (e.g. Goods, Services, Alcohol, etc.)

Payment & Checkout

Payment processing and checkout is now uncomplicated with the integration with Google Checkout, PayPal and over 47 other payment gateways, allowing your company to work with the merchant of your choice. Options such as mini cart and one page checkout help your customer checkout faster and conveniently.

Support for Verified By Visa/MasterCard Secure initiatives. Now, you can have the same fraud protection available to all retail stores. Eliminate your fraud liability. Guaranteed Payments. Reduce chargebacks by up to 70%. These authentication initiatives make Internet commerce safe and secure, for both buyers and sellers. Integrates directly with your Authorize.net, Verisign, Paymentech, or CyberSource payment gateways. Integration is seamless into the storefront for merchants, and easy to use for consumers. Click here for more information. Requires separate service from Cardinal Commerce.

- ✓ MANUAL Gateway (just collects order & payment information for offline processing)
- ✓ Authorize.net
- ✓ Bank Of America (via Cybersource)
- ✓ BBS Netaxept
- ✓ Central Payments
- ✓ Cardia Services (Norway)
- ✓ Chase Paymentech Salem and Orbital (Certified)
- ✓ CyberSource
- ✓ ECX QuickCommerce
- ✓ EFSNet
- ✓ eProcessingNetwork
- ✓ eWay (Australia)
- ✓ eSELECT Plus (US, Moneris)
- ✓ eSELECT Plus (Canada, Moneris)
- ✓ Google Checkout
- ✓ IATS TicketMaster (Non Profit Gateway)
- ✓ iDeposit
- ✓ Innovative Merchant Services (QuickBooks QBMS)
- ✓ ITransact
- ✓ JetPay
- ✓ Merchant Anywhere
- ✓ Moneris eSELECT Plus (US)
- ✓ Moneris eSELECT Plus (Canada)
- ✓ MyECheck
- ✓ NetGiro
- ✓ OGONE Gateway (tier 2)
- ✓ OGONE Gateway (tier 3)
- ✓ Paymentech Salem and Orbital Certified (Now Chase Paymentech)
- ✓ PayFuse
- ✓ PayJunction
- ✓ PayLeap
- ✓ Payment Express
- ✓ PayPal Website Payments Pro
- ✓ PayPal Express Checkout
- ✓ PayPal
- ✓ Pinnacle Payments
- ✓ PlugNPay
- ✓ ProtX (U.K. Stores Only)
- ✓ With 3D Secure
- ✓ With 3D Secure
- ✓ With 3D Secure
- ✓ Transaction Central (i.e. Merchant Anywhere) Gateway Supported
- ✓ USA ePay (certified)
- ✓ Verisign Payflo PRO (Now PayPal Payflow PRO)
- ✓ Store can be set to authorize only, or auth-capture credit card mode. You can then capture payment at shipment if desired
- ✓ Void & Refund supported
- ✓ Partial Refund and Add-Hoc Charges Supported
- ✓ Mark Transactions As Fraud
- ✓ Ban Fraud Users from Site
- ✓ Support for recurring orders/payments (auto-ship products)
- ✓ Recurring Gateway AutoBill Products Supported (gateway stores credit cards). Gateways supported for this feature are Authorize.net and PayPal Payflow Pro (used to be Verisign Payflow PRO)
- ✓ This feature enables direct gateway recurring autobill processing, for Authorize.net and PayPal Payflow Pro (used to be Verisign Payflow PRO). This feature is used in combination with recurring or auto-ship products or subscription sites to perform repeated billing at specified intervals (daily, weekly, monthly, annually, etc.). This feature expands on our prior support for recurring products, and eliminates the need to store credit cards on your storefront in order to do recurring products. With the new system, you do not have to store any credit card information, the gateways store them for you, and send billing status reports every day to the storefront, which then turns the approvals into new orders by customer.

E-Commerce Features

- ✓ This feature works nicely in combination with our subscription topic content protection, to enable subscription web sites providing data to customers during their subscription. It also works with recurring auto-bill types of sites, such as wine of the month club, etc. Any recurring product can be used with the new AutoBill gateway feature.
- ✓ Customer can define multiple billing/shipping addresses and select during checkout
- ✓ Support for CV2 (credit card security code) entry and checking (fraud prevention)
- ✓ Address Verification codes reported to administrator with order
- ✓ Credit card numbers never displayed on site, but remembered for user in an encrypted state shown as ****1111 on site). Storage can be disabled by both store admin and customers if they choose.
- ✓ Disable storing of credit cards if desired (we recommend that you don't store credit cards on your site...it is almost never needed anymore)
- ✓ Don't require account signup on checkout (e.g. skip registration on checkout or anon checkout)
- ✓ Hide all references to "shipping" (e.g. useful for software, or download sites)
- ✓ Force billing address to be the same as shipping address
- ✓ Set a minimum order total threshold for proceed to checkout (e.g. must purchase over \$100)
- ✓ Automatically create drop-ship and special order/purchase order to vendor
- ✓ Multi-level pricing list
- ✓ PayPal Website Payments Pro
- ✓ PayPal Express Checkout
- ✓ PayPal (standard)

Mobile Commerce & Notifications

Are your customers on the go?

No problem! With automatic detection of mobile browsers, optimized storefront content is delivered direct to your customers phone. On the backend, the administrators of your storefront can now receive cell-phone SMS Messages when new orders arrive helping you be number one in customer service.

- ✓ Order receipts automatically e-mailed to customer
- ✓ Mobile browser support - your site will detect mobile browsers and automatically switch to a (customizable) slimmed-down skin that allows customers to browse the site and add to the wishlist so they can purchase later. add-on
- ✓ Distributor Pic Lists automatically e-mailed to Distributors for Drop Shipping

- ✓ Customizable Receipt Formats: Customize the format and layout of your store receipts by using a simple HTML template
- ✓ E-mail notification sent to store Administrator when new order arrives
- ✓ Cell-Phone SMS Messages sent to store Administrator when new order arrives.
- ✓ Stop wondering how your site is doing while you are at the gym, at lunch or on vacation...don't miss that big order with next-day shipping specified! You can even customize notifications with an order amount threshold, if you only want to be notified when an order exceeds a certain dollar amount
- ✓ "Order Has Shipped" e-mail notifications sent to customers with tracking numbers
- ✓ "Order Has Download Items" e-mail notifications sent to customers for orders with download components. This e-mail can be sent on time of payment clearance or delayed
- ✓ Delayed Downloads (gives you time to verify buyer payment/fraud metrics before releasing download files)

Site Management & Customer Service

The ability to manage an ecommerce site and provide a high level of customer service is typically on all of our priority lists. Without customers where would we be? Through the use of the AspDotNetStorefront phone order entry system and other features such as Google Analytics and ecommerce tracking, your organization will be able to easily facilitate the needs of your customers and find out what attracts them to your site. Options for retail and wholesale sites are available. With AspDotNetStorefront's easy site management, even non-geeks can manage the storefront flawlessly.

- ✓ You can configure products, prices, taxes, shipping, etc. all from the administration site
- ✓ Phone Order Entry Module
- ✓ Once installed, all operational store tasks can be performed via easy to use control panel (e.g. no need to know databases, etc.)
- ✓ Friendly error handling - display a customizable 'friendly' error message to customers in the unlikely event something should go wrong with a page on the store site. The site skin and navigation are maintained on the page so customers can continue shopping. Errors are logged in the admin site for later review.
- ✓ Customer can view Order History
- ✓ Customer has address book
- ✓ Customer one click re-order any prior order
- ✓ Multiple billing/shipping addresses per customer (similar to Amazon.com style checkout)
- ✓ Customer Service Web Administration: Comprehensive administrative reports, including revenue trends & graphs, visitor trends & graphs, customer order percentages, affiliate revenue reports, tax reports, etc. You can also search for order by almost any customer record criteria to assist with customer support calls
- ✓ Customer & Order Reports, Compatible with Google Analytics with E-Commerce ROI Conversion tracking
- ✓ Easily integrate with your Google Analytics account
- ✓ Tax Reports by Month/State
- ✓ Total Customers by Date/Trend
- ✓ Customer to Purchase Stats (% of visitors that convert, etc)
- ✓ Recurring orders (e.g. for auto ship products, subscription sites, monthly service type products, etc)
- ✓ Customer Subscriptions for protected content
- ✓ Mini-Cart display, so add to cart action leaves user on same page, and updates mini-cart display in left or right column of page
- ✓ Password Protected HTML Pages (password protected topics)
- ✓ General Site Disclaimer Message (Agree Before Entering) supported
- ✓ Can set minimum order product quantities before allowing checkout
- ✓ Order options supported (e.g. gift wrapping, ship in unmarked box, etc). Additionally, each order option can have a price associated with it. User can optionally select order options during checkout.
- ✓ Order & Customer & Product Export to Xml
- ✓ Customer e-mail lists to XML (i.e. produce list of all registered customer e-mails for your mailing manager)
- ✓ Product & Site Photo Galleries: Create photo galleries of products, activities or other important corporate or store fun events. Showing prospective customers more than just a "store facade" is VITAL in creating brand loyalty
- ✓ Recent Products Page
- ✓ Best-Seller Products Page

E-Commerce Features

- ✓ Shopping cart can persist over visits
- ✓ Shopping cart can be told to clear in N days
- ✓ Built in support for the most common display formats: grid, table expanded, table condensed, simple form, right variant bars, and you can completely customize the product pages by altering the output code HTML
- ✓ Catalog Only Sites (e.g. turn buy buttons off)
- ✓ Support for Informational Catalog Only Sites: A simple configuration setting removes all "buy" buttons from the site, in effect turning your site into an informational site, still complete with categories, subcategories, sections, product info, product photos, etc.
- ✓ Store News Items Supported (editable via Admin Site): Add real-time news announcements, and items to the site. Inform customers about important new items, or promotions
- ✓ Order notes can be entered by customer with special instructions
- ✓ Each cart item can also have notes entered by the customer
- ✓ Shopping "cart" can be renamed (e.g. Shopping Bag)
- ✓ Can require customer to agree to Terms and Conditions block (user defined) before proceeding with payment
- ✓ Support for subscription products. Each product can add N months to a customer subscription. Administration control panel allows override of subscription expiration date
- ✓ External Product HTML description files supported (e.g. product descriptions can be stored in external HTML files)
- ✓ External Product Specifications/Details Supported (e.g. product "specs" can be stored in external PDF or HTML file, and linked into product page)
- ✓ Hide products, categories departments (publish or un-publish capability)
- ✓ Integrated Product Search
- ✓ Advanced Product Search Page (by category, section, manufacturer, price range, SKU, etc.)
- ✓ Export to QuickBooks (more info)
- ✓ Requires optional QuickBooks Windows Exporter Client Utility
- ✓ Built In Customer Mailing Manager: Send e-mails or HTML newsletters to registered customers. Design your newsletter in Mail Chimp, FrontPage or Dreamweaver and send to registered customers, or send to only customer with orders
- ✓ Remember me option for returning users
- ✓ Order History Pages: Customers can get their prior order histories, check order status, etc. all online
- ✓ Shopping Cart items can persist over time (even months if desired). Great for return customers, who later wanted to order a product, but forgot which one they wanted
- ✓ Customer can view all of their prior orders
- ✓ Administrators can edit customer profiles, delete customers, update their address books, billing information, etc.
- ✓ Administrator can edit/enter service notes visible by customer regarding order status, special notes, etc