Want to sell on-line?

evance it!

evance

verb, noun or adjective

Evolve & advance through ideas, practices, attitudes, principles and technologies more considered, progressive, or complex than the average, established or standard

Evance is a fully hosted e-commerce software. It's designed to help you build an on-line presence and evance your business worldwide.

We're making continuous Evance's in technology to make your life easier, whether you're managing your products, categories, content or even your customer's orders.

You'll be joining a growing community of subscribers hosted on our Private Cloud designed specifically for Evance, security and resilience.

As a subscriber you will benefit from ongoing feature and security updates.

This document highlights many of the evanced features available to help evance your business to success.

Evance is backed by a team of developers meaning that in addition to the standard features, bespoke functionality can also be added to suit your exact needs.

When considering an ecommerce solution security is key. Evance is a Visa approved and PCI compliant ecommerce platform.

Training is provided and can take the form of face to face training, web meeting and online training videos.

Want to sell on-line? Evance it!

Product Management
Evance delivers the tools you need to make your products stand out.

SEO Friendly
All products have their own Search Engine Friendly web address, meta description, meta keywords and are added into your XML sitemap.

Beautiful Profiles
Harnessing the full power of our true WYSIWYG enables you to create stunning product profiles that stand out from the crowd.

Images
Upload and sort unlimited product images per profile. Set any image in your sequence as the default thumbnail. Evance auto-sizes your images for you.

Downloads
Upload or link to unlimited product downloads such as PDFs.

Variants
Link similar stocked product profiles as variations. e.g. Shirts in Small, Medium or Large sizes.

Specifications
Maintain an unlimited number of product specifications. Specify specifications as filters on your site.

Discontinue, Disable or Delete
Manage visibility of your products by enable or disabling them. Supersede discontinued products for better product management. Or, delete unwanted product permanently.

Multiple Categorisation
Assign to unlimited categories.

Date Driven Availability
Prepare product profiles in advance and schedule when they appear for sale on your website.

Date Driven Pricing
Prepare price changes, special offers and quantity discounts in advance - no need for last minute updates to your website.

Quantity Based Pricing NEW
Offer visitors, who wish to buy in bulk, unit price breaks when buying large quantities of individual products.

Related Products
Cross-sell similar or complimentary products with a customisable list of related products per profile.

Up-selling
Recommend complimentary products when users add to cart.

Stock Control
Keep track of stock and its location across any number of warehouses. Manage product availability based on overall stock. Display stock levels and "usually dispatched in" information. Receive a low stock alert email when the stock falls below a set value.

Supplier Costs
Maintain a list of supplier costs and part numbers per product. Evance supports multiple suppliers per product.

Caching Engine NEW

Caches compiled code on the web server to speed up the performance of our websites where code does not change regularly. This dramatically improves the speed of code execution by up to 50% on some pages

Access Role based pricing NEW

The ability to manage multiple price lists based on permissions. By default pricing is set to Everyone on-line, but with this update you'll be able to manage any number of trade price lists per product.

Bundled Products

Bundle multiple products together to make kits or to give a discount on the multiple purchase.

Duplicate Products

Duplicate product function means that you can quickly add a product that is similar to another and just edit a few settings rather than creating the listing from scratch.

CSV Import/Export

Import or export products in bulk using CSV spreadsheets.

Tax & Shipping

Maintain prices including or excluding tax, assign appropriate tax and shipping classifiers per product.

Product Hiring NEW

Allow your customers to hire products over a given period. Pricing may be entered into Evance with a price per day, per week, per month or per year. A minimum period may also be provided. This facility will also work with quantity based discounted pricing, price scheduling, pricing for various access roles and regional pricing. Your shipping requirements may change with hired products i.e. customers returning hired goods may incur an additional fee. Evance will calculate outbound and inbound delivery requirements based on hire period start and end dates.

Virtual Products

Do not require shipping settings.

Product Search

Search for products within your database by keyword, SKU or 'quickfind' code.

Barcodes NEW

Evance supports barcodes and manufacturer part numbers.

International

Evance goes global.

Multi-locale system `NEW`

In a similar way to large websites such as Apple or Microsoft where a website can be geared towards different countries and languages Evance will permit the same level of functionality including currency and language support described below. This works through a geolocation system which pin-points users to a country. The website has a default locale such as en-gb for United Kingdom in English, but other language-country combinations are permitted. Your default locale's homepage exists at / whilst other country and language combinations exist at their own homepage e.g. /fr-fr for France in French.

Multi-currency support `NEW`

This is a first phase of multi-currency systems that we'll be building. Evance will permit locale based currencies. At the moment we'll develop a single currency per locale - the native currency for the UK, France etc. Product prices may be set in a desired currency and supporting payment gateways take the payment within the specified currency rather than a rough estimation.

Geolocation `NEW`

The ability to auto-detect user location when visiting a website and set the correct locale if required. This is to work directly with Multi-lingual Support (above).

Regional based pricing `NEW`

Designed to work in conjunction with locales and geolocation regional pricing will allow shop administrators to set prices for products in a currency of choice, with an access level of choice for a given zone. This allows you to create pricing zones around the world at a country level. This only works on site with multiple locales set and it will not permit pricing to drill down to a state/county level. For example:

£9.99 for 1 or more items for everyone, everywhere

€11.99 for 1 or more items for everyone in Europe

$8.99 for 1 or more items for everyone in USA

Multi-lingual support `NEW`

The ability to manage Pages, Blogs, Products, Categories, Snippets and Themes in multiple language. Including Locale management for larger sites wishing to target specific countries & languages in their marketing.

Warehouse

Get hands on with your stock control.

Stock & Location

Keep track of how much stock you have per product and where that stock is located in your warehouse.

Multi-warehouse Support

Got stock in multiple locations? No problem. Evance can keep track of stock in multiple warehouses.

Stock Alerts

Manage stock alerts per warehouse and send restock level reminders to your warehouse manager automatically.

Warehouse Manager

Each warehouse may be assigned a warehouse manager from your contact database who will receive stock alerts.

Suspend Sales

Decide whether you wish to suspend the sale of any product at a customisable threshold per product.

Visible Product Status NEW

Whether from the Warehouse or from Products each product's status icon alerts you to low stock levels.

Find Low Stock

Use the powerful search filters to identify all active products with low stock.

Min & Max Dispatch Days

Publish the minimum dispatch days when a product is in stock or the maximum dispatch days when out of stock to manage customer expectation.

Contacts

Your most valuable asset is your customer database.

Order & Invoice History

Monitor customer loyalty for each contact in your database.

Wish List

See the items each of your customers have added into their wish list.

Credit Accounts

Add or remove value limited credit account facilities to any of your contacts and specify payment terms per contact.

Tagging system integration with Contacts NEW

The ability to assign multiple tags/groups to a contact.

Contact Search

Search for a contact/customer by name, phone number or email address.

Import / Export

Either import or export your contact database via CSV spreadsheet.

Subscriptions

Manage which newsletters your contacts receive from their profile.

Contact Discounts

Add or remove any number of available product discount structures per contact - they'll receive discounts assigned to them automatically the next time they order.

Access Roles & Access Role management NEW

We're adding a range of system access roles for Telesales, Reporting, Product Management etc. And, the ability to add your own access roles for use on your website and Access Role based pricing.

Category Management

Evance's category manager is unique. It's been developed for rapid management of both category settings and products.

Unlimited Categories
Manage an unlimited product category hierarchy.

SEO Friendly
All categories have their own Search Engine Friendly web address, meta description, meta keywords and are added into your XML sitemap.

Any Product, Any Category
Assign a product to any number of categories from product profiles, or from within the category manager.

Beautiful Categories
Harnessing the full power of our true WYSIWYG enables you to create stunning product categories that stand out from the crowd.

Disable or Delete
Want to temporarily remove a category from your site? Don't delete and lose all your data, simply disable to show/hide categories on your site.

Featured Categories
Show featured categories on your website's homepage (subject to theme).

Bulk Imports
Category hierarchies are automatically created if they do not already exist during bulk CSV product imports.

Drag 'n' Drop
Manage the hierarchy of your categories and the products within them with drag and drop ease.

Product Sequencing
Manage the default sequence of your products per category. Products may be shown in price order (low to high, or high to low), by title, newest to oldest, or by your own recommendation.

Category Content
Evance now supports category short descriptions, above and below product listing content, thumbnails, banners and more per category.

"Short concise category titles in a logical hierarchy will help your customers find products faster"

Discounts

Attract and reward customers through a variety of discount tools.

Global Discount Structures

Boost marketing material performance with a coupon code, promote a weekend sale, or offer loyal customers with discounts. Evance offers powerful central management of:

Customisable discount codes

Discounts on all products, ranges or selected products

Discounts between two dates

Offer discounts on orders over a minimum spend

Coupons & Promotional Codes

Promote trackable discount coupon codes in your marketing material. Your visitors can redeem promotional codes within their shopping cart. Coupons can be applied to all products, individual product or product bands. They can be set up for orders of any value or orders over a set value. They can be set up to be used a limited number of times and can also have an expiry date.

Contact Discounts

Reward customer loyalty with discount structures on selected products. Assign any number of discount structures per customer and they'll receive the best discount available when they checkout without the need to enter a promotional code in their cart.

Product Discounts

Control over product pricing enables you to promote special offers and bulk order pricing structures for each of your products at a granular level.

Special Offer Product Prices

Apply special offer pricing for a limited or indefinite period on individual products.

Quantity Based Product Pricing `NEW`

Offer visitors, who wish to buy in bulk, unit price breaks when buying large quantities of individual products.

Date Driven Pricing

Evance's date driven pricing system means you can prepare price changes, special offers and quantity discounts in advance - no need for last minute updates to your website.

Public Discounts `NEW`

Promote and schedule sale events on selected products such as "25% off all products this weekend". No need for your visitors to enter coupon codes as discounts are automatically applied when products are added to cart.

"Slipping a leaflet with a promotional code in with your shipments is a tried & tested way of encouraging repeat sales"

Order Desk

Receive web orders or use our evanced telesales module.

Anytime, Anywhere
Login to see new orders, manage existing orders, or even create and order 24/7 - from anywhere.

Partial Shipments
Split multi-line orders into part shipments, or ship from multiple warehouses subject to your stock fulfilment capacity.

Payment Methods
Support multiple payment methods. Allow customers to select from a choice of payment methods when checking out. Change the payment method of existing orders.

Credit Accounts **NEW**
Allow customers to purchase on-line using a credit account.

Order Notes
Keep track of order related information through order notes that are also displayed to customers.

Full PayPal Express Support **NEW**
Full integration with PayPal Express now available for payments, part payments and refunds (subject to preference).

Invoices and Dispatch notes
Automatically generated invoices and dispatch notes branded to you.

Guest Checkout **NEW**
Customers that in a hurry no longer need to register to buy.

Product Availability
See stock availability and warehouse location per order line.

Customisable Shipping
Use standard shipping costs or overwrite the postage and pricing on any order.

Abandoned Carts **NEW**
Convert abandoned carts into sales by contacting customers who decided not to purchase on-line.

Telesales Module
Create an order directly in Evance using the telesales module.

Modify Orders
Add coupons, products or change quantities of existing orders. Change postage, payment methods, delivery or billing address information. You can also cancel or delete orders.

Refunds
Integrated credit card refunds that create credit notes automatically from within Order Desk

Order Search
Search for order by order number, customer name or postcode.

Branded Email Notifications
Customers receive registration, order and despatch confirmations by email, branded to you

Reporting

All new reporting to track the progress of your store in detail.

Orders

See orders vs time to track your sales and growth patterns. Report between two dates by day or month.

Payments & Refunds NEW

Keep track of credit card payments and refunds, payment method popularity and credit card type popularity.

Discounts NEW

Identify which discount structures are being used on your site. Keep track of simultaneous campaigns i.e. performance of print marketing vs web marketing.

Invoices & Credit Notes

Stay on top of your invoices and credit notes. Evance gives you a balanced overview and breakdown of your invoices and credit notes vs time. View a breakdown of Invoices and credit notes with zero tax.

Products

See which products are performing well in your business.

Google Analytics Integration NEW

Add your Google UA account code into Evance for full page and e-commerce tracking in your Analytics account.

Customer Area

Login Here.

Order Tracking

Order tracking so that customers can see the status of their order (despatched etc.)

Order History

Order history allows customers to view their past and present orders

Wish List

Wish list facility lets customers save a list of their desired products for future purchase.

Address Book

Address book allows customers to store multiple addresses and set a default address for shipping and billing.

Search Engine Optimisation

Climb the ranks of natural search listings with our SEO friendly tools.

Auto-generated URLs

Typing a title into any page, category or product automatically generates a URL for you to customise if you wish.

XML Sitemap

Automatically generated your XML sitemap includes pages, categories and products.

Exclude from Sitemap NEW

Opt to exclude some pages from your XML sitemap. Available in pages only.

Custom 404

Create your own Page Not Found page.

Product Category SEO Improvements

We have added automatic rel="prev" and rel="next" tags into products category meta as required. This helps the Google crawler identify pages in a series.

HTTPS to HTTP Canonical Tags and 301 Redirects NEW

Duplicate content is an increasing concern for customers using Google Webmaster Tools. We've responded to this with a series of new preferences in your channel settings, which help keep HTTPS and non-www duplication to a minimum. Users visiting the site on HTTPS will continue to experience a secure site, but a canonical tag will automatically be added to the page. Users to non-www URLs or an alias URL (not your primary domain) will be redirected to the correct domain preference (either with or without www at the beginning).

Robots.txt

Automatically generated to guide robots to your XML sitemap.

301 Redirects

Evance knows which products and categories have SEO friendly URLs. Old pages that didn't previously have SEO friendly URLs are automatically 301 redirected to tell search engines that a new page replaces the old one.

URL History Tracking

Maintains a history of your web page, product and category URLs. If you change the URL of your /about-us page to /about, Evance will 301 redirect past URLs to the new version.

Meta Tags

Browser title, meta description and keyword management available on all CMS pages, categories and products.

Content Management

Truly immersive What You See Is What You Get editing.

True WYSIWYG Editor

Don't settle for editing your pages, categories or products in an uninspiring box. Edit them in a true representation of the page and make your pages look as beautiful as you intended them to.

Split Screen HTML Editor

If you're an HTML wizard you won't be disappointed. Our split screen HTML editor automatically formats syntax highlighted code for you.

Exclude from Sitemap NEW

Opt to exclude some pages from your XML sitemap. Available in pages only.

Media Management

Manage the images and downloads for your pages, categories and products from one central media library.

Legal Pages

Editable terms & conditions and privacy policy pages.

Browse & Edit CMS NEW

This is a fantastic update that will allow content authors to browse, edit and save page content from within the CMS editor. We're even opening up previously non-editable pages such as your shopping cart (although this is theme dependent). This facility will be integrated into the new multi-lingual system enabling editing in available website languages.

Navigation Auto Updates

Your site navigation will automatically update as pages and categories are added.

Menu Manager NEW

Take full control over the navigation menus for your website with our drag and drop menu manager.

Blogs

Evance comes with a blogging facility built-in, which we continue to improve.

Unlimited Pages

Publish as many pages as you like in the hierarchy you like.

Date Driven Publishing

Choose when you wish to publish your pages. Ideal for writing blog posts in advance.

SEO Friendly

All pages built in Evance come with SEO friendly tools including SEO friendly URLs, browser title control, meta keyword and description management.

Custom 404

Create your own Page Not Found page.

Embed Videos

Embed Youtube and Vimeo videos on both product and information pages.

Social Links

Let your customers follow, share and like you across the main social networks.

Web Based

Evance is a web based content management system meaning that you can manage your website through a web browser.

Admin Roles `NEW`

Limit admin access to the following areas by access role; content, order desk, products, reports, marketing, telesales, warehouse.

Breadcrumbs

Breadcrumbs are automatically generated enabling customers to see where they are at a glance

Draft Documents

Working on a web page that isn't quite finished or you want a friend/colleague/pet to view it before you push it live? Simple, save it as a draft and publish it later.

Shipping &Tax

Simplifying the complex.

Shipping Constraints

Let's say a customer adds a customer adds a lot of items to the basket but there are too many to add into your largest box and a new delivery is warranted. This is where constraints kicks in. You stipulate your largest box size and/or weight capacity and Evance will try to figure out when the limit is exceeded and a new delivery charge is needed. Currently this is to be done volumetrically.

Shipping by Radial Distance `NEW`

In rare circumstances you may wish to adjust shipping prices by radial distance from your warehouse. Distance in a straight line between your warehouse and your customer's shipping address. This may be entered into Evance either in miles or km.

Shipping by Postal Code

Shipping nationally with regional exceptions is often done by postcode in the UK. The new update to Evance will support a range of postcode and zip code entry options:

Postal Town Code e.g. IP or Ipswich

Postal Town and zone e.g. IP1

Postal Town and zone range e.g. IP1-14

Zip range e.g. 99500-99999 for Alaska

Therefore the following mixture is acceptable: IP1-4, CO, NG2

Estimate Shipping at Cart

Show customers how much their entire transaction will cost by letting them estimate shipping costs for their order in the shopping cart.

Payment Gateways

A range of hosted payment solutions

What payment gateways are supported?

Evance currently supports the following hosted payment gateways. Paypal Express, Paypal Pro, Sagepay Hosted, Payment Sense and WorldPay

Apps

And so on.

In addition to the standard features of Evance, we also provide Apps to further extend Evance's functionality. Prices for the Apps below are available on request.

Google Shopping

Evance Integrates directly with Google shopping to get your products in front of Google's shoppers.

Linnworks

Evance integrates with Linnworks enabling order and stock management across multiple channels such as Amazon and Ebay.

mCommerce Mobile Theme

A standard mobile theme for use with non-responsive themes.

Sage Accounts

Evance's integration with Sage accounts helps to cut down your admin time by passing order and invoice information straight to your Sage accounting package.

Events `NEW`

Evance's event system enables your customers to book and pay for tickets to your events online. Each event allows for sub events with different times and quantity of places available. Evance Events also allow for multiple ticket types and pricing for each event.

Why Subscriptions?

We believe the subscription model is the most effective
way of delivering our software.

Unlike installed or bespoke software, our cloud based Evance solution enables us to manage upgrades more swiftly, maintain tighter security on a bigger infrastructure and support merchants more efficiently.

Traditional licenses are more expensive at setup and lose value over time. Upgrades are rarely implemented because they incur larger costs, which inevitably means merchants miss out on important security patches and great new features.

In direct contrast subscriptions offer software licensing on a pay as you go basis. Upgrades and security fixes are applied regularly on an ongoing basis, which means our merchants enjoy new features as they're released and their customers are safer.

The subscription model enables us to build a relationship with merchants. We're able to support merchants directly and more efficiently because we know the software and its infrastructure is managed by our own engineers.

"Collectively our subscribers afford more new fully fledged features than they can individually"

Questions?

Go ahead, you can ask us anything.
Here are just a few of the commonly asked questions.

Do I need hosting?
No, Evance is a fully hosted e-commerce solution and has been designed to work on our private cloud infrastructure, which we maintain as part of your subscription.

How do I install the Evance it! software?
Evance is a web based e-commerce software. We host, maintain, upgrade and secure Evance and its infrastructure so that you don't have to. All you need is your trusty modern web browser.

Is my store backed up?
Yes, we maintain different types of backups for different scenarios. A snapshot of each cloud server is taken for server-wide disaster recovery every 2 hours. We also maintain daily server backups locally and remotely enabling us to recover individual store data.

Make a Suggestion

Do you have a great idea or a suggestion to improve Evance?

Evance continues to evolve due to the dedication of our highly evanced team of engineers. We maintain a roadmap of updates, improvements and new features, but if you have an idea we've not yet thought of we'd love to hear from you.

We believe that the open dialogue of our customers inspires continuous improvement in existing features as well the development of new ones.

We'll evaluate your feature request and if it is accepted it'll be added into our roadmap for no additional cost to your monthly subscription.