



Digital Commerce Everywhere.

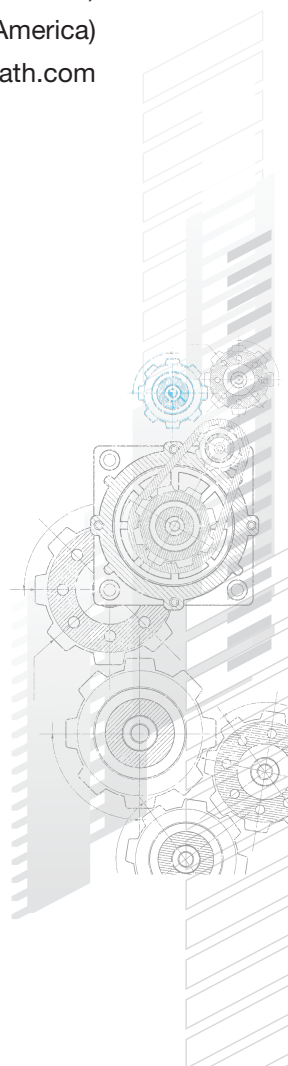
## Feature Guide

Elastic Path™ Digital Commerce Engine™ 6.4

1.800.942.5282 (toll-free within North America)

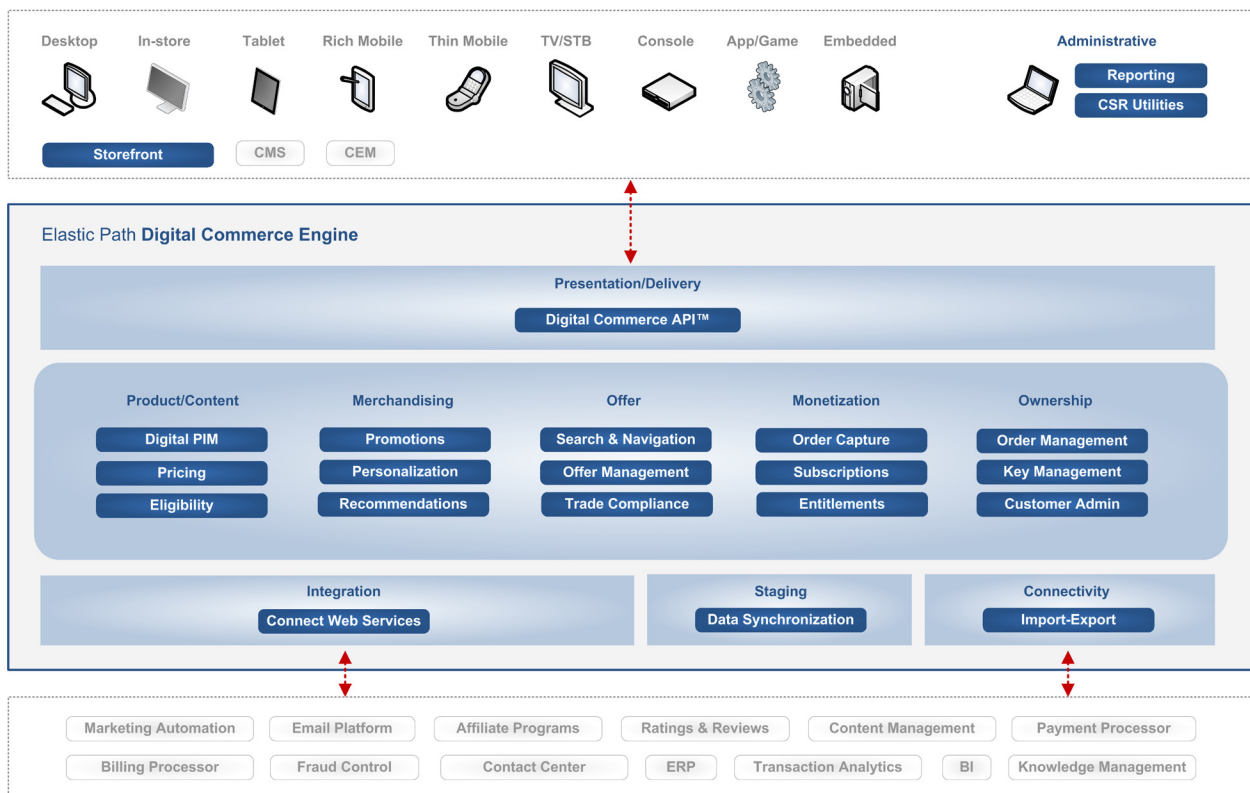
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[www.elasticpath.com](http://www.elasticpath.com)



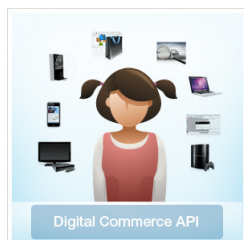
## Introducing the Digital Commerce Engine™ 6.4

The Elastic Path *Digital Commerce Engine* is a powerful, flexible software platform that enables enterprises to manage and sell digital goods and content across every connected device and consumer touchpoint. With features designed specifically for digital products, and a modular architecture based on the world's best open source libraries and projects, the *Digital Commerce Engine* is uniquely positioned to help companies monetize digital goods, build compelling product experiences, and leverage new business models.



Key Components and Features of the Digital Commerce Engine

## Digital Commerce API™

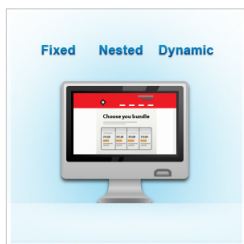


The *Digital Commerce API* is the key to quickly and cost-effectively adding advanced selling capabilities to any user experience, on any device or platform. It delivers unbeatable convenience, manageability, and cost savings for enterprises that need to monetize digital goods and content across multiple web stores, mobile apps, social networks, games, or cloud services. As the industry's first intelligent API, it dynamically translates complex ecommerce processes into a simple, lightweight format that is easy to integrate into any digital product experience.

Instead of directly exposing enterprise business logic and data to outside applications like a traditional API, the *Digital Commerce API* uses patent-pending technology to provide a secure, intelligent layer that translates ecommerce requests into simple forms that developers can easily embed into stores, apps, devices, and digital campaigns. This reduces implementation time, enhances security, and improves performance. Most importantly, the *Digital Commerce API* empowers enterprises to create disruptive, revenue-generating products and services by lowering the cost and effort of bringing advanced selling into every customer experience.

## Strategic Digital Commerce Features

At the heart of the platform are strategic digital commerce features which are crucial to the success of any enterprise selling digital goods and content.



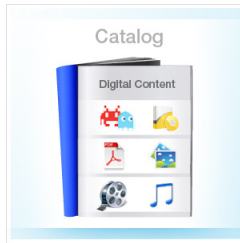
### Bundles

The *Digital Commerce Engine* allows products and content to be assembled in fixed, dynamic, or nested bundles. Fixed bundles must be purchased with all items included. Dynamic bundles allow customers to configure their own packages. Nested bundles contain other bundles, enabling the creation of complex product offerings without affecting the customer experience. Bundles are an effective tool for improving average revenue per user (ARPU) when merchandising digital goods and content.



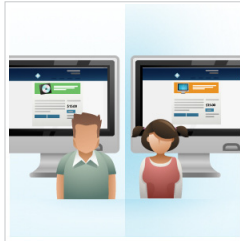
### Differential Pricing

Differential pricing is a feature that alters the prices offered to individual customer segments at different stages in the digital relationship. Merchandisers associate one or more price lists with each catalog, and then create price list assignments to determine what values to offer each segment at any given time. Differential pricing can help build loyalty and retention into digital relationships.



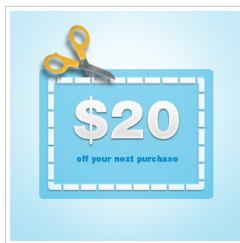
## Digital Product Information Management

Effective digital commerce requires an enhanced catalog that can model attributes and characteristics that are unique to digital goods and content. The *Digital Commerce Engine* offers the flexibility to manage products in this way, reducing the effort and cost associated with modifying or customizing traditional catalog systems for use with today's emerging business models.



## Personalization

Personalization with the *Digital Commerce Engine* is accomplished through a rules-based engine that creates a relationship context based on a customer's device, behavior, segmentation, and current activity. Other features, such as Dynamic Content or Differential Pricing, can leverage these rules to deliver targeted marketing to consumers based on their relationship context.



## Promotions

Multiple promotion types are provided in the *Digital Commerce Engine* to support a wide variety of digital marketing objectives. Product promotions are used to make specific content, products, or categories more attractive to all consumers through direct discounting. Order and shopping cart promotions are used to encourage customers to increase their consumption by providing incentives for purchases over a certain value. Coupon promotions are used to develop loyalty, increase customer lifetime value (CLV), and encourage new users to establish a digital relationship with your brand.



## Subscriptions

The *Digital Commerce Engine* enables the merchandising and sale of digital goods and content that carry a recurring charge. Products and services may also be marketed with an integrated price that combines a one-time payment with unique subscription charges for different entitlements. This feature integrates with Differential Pricing, allowing the creation of customized subscription price points targeted at specific customer segments.

## Foundation Features

Complementing the strategic capabilities of the *Digital Commerce Engine* is a broad range of foundation features which help to support the effective merchandising and monetization of digital goods and content.

### Merchandising and Offer Management

#### Content Management

- o CMS Publishing
- o Dynamic Content

#### Digital Product Information Management

- o Master Catalogs
- o Virtual Catalogs
- o Categories
- o Products
- o Flexible Product Hierarchies
- o Featured Products
- o Related Products
- o Fixed and Dynamic Bundles
- o Product to Category Mapping
- o Category to Category Mapping

#### Multichannel Management

- o Multiple Store Management
- o User Experience Themes

#### Personalization and Segmentation

- o Geolocation
- o Customer Behavior
- o Customer Profiles

#### Pricing

- o Multiple Currencies
- o Tiered Pricing
- o Promotional Pricing
- o Differential Pricing

#### Promotions

- o Product Promotions
- o Order Promotions
- o Public and Limited Use Coupons
- o Personalized Coupons
- o Coupon Rules Engine
- o Upsells and Cross-sells

#### Testing and Optimization

- o Adobe® Test&Target™ Integration
- o Price Testing
- o Search Engine Optimization

## Digital Relationship

### Discovery Experience

- o Multiple Languages
- o Advanced Search
- o Search Results Sorting
- o Filtered Navigation
- o Site Map
- o Product Display
- o Product Availability
- o Product Preorders
- o Product Backorders
- o Top Sellers
- o Recently Viewed Products

### Order Experience

- o Persistent Shopping Cart
- o Checkout Process
- o Delivery Options
- o Payment Options
- o Gift Certificates
- o Online Receipts
- o Warranties
- o Replacements

### Ownership Experience

- o Customer Registration
- o Customer Authentication
- o Password Encryption
- o HTTPS/SSL
- o Address Book

## Platform Operations

### Administrator Management

- o Role-based Security
- o Custom User Roles
- o Custom Permissions

### Attribute Management

- o Catalog Attributes
- o Product Attributes
- o Customer Attributes
- o Attribute Types
- o Category Types
- o Product Types

### Customer Management

- o Search Customers
- o View Customer Details
- o View Order History
- o Manage Customer Details

### Enterprise Integrations

- o Import-Export Utility
- o Data Synchronization Utility
- o Web Services
- o Association Service
- o Catalog Service
- o Customer Service
- o Import Service
- o Inventory Service
- o Order Service
- o Shopping Cart Service

## Order Management

- o Search Orders
- o View Order Details
- o Create Orders
- o Update Orders
- o Digital Goods Fulfillment
- o Returns Management
- o Payment Gateways

## Platform Management

- o Clustering
- o Load Balancing
- o Settings Management

## Reporting

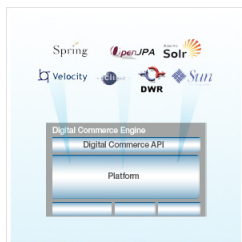
- o Customer Registrations
- o Gift Certificates
- o Product Availability
- o Order Summary
- o Order Status
- o Order Promotions

## Tax Management

- o Tax Categories
- o Tax Jurisdictions
- o Sales Tax Codes
- o Granular Tax Value Control
- o Order History
- o Order Details

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# Digital Commerce Architecture



The *Digital Commerce Engine* delivers these features using the industry's most flexible architecture, designed to encourage agility during development, deployment, and daily operations. It includes many technical features to enhance developer productivity and lower the total cost of ownership, including automated testing, enterprise monitoring support, and a binary-based development system that completely insulates core features from custom work to simplify deployment, support, and upgrades.

Because differentiation and innovation are hallmarks of digital commerce, your project will certainly involve unique requirements. To address this, the service-oriented features can be tailored in almost any way to match the needs of each enterprise. And since the platform is based on open source technology, both internal teams and outside resources find it simple and straightforward to work with the *Digital Commerce Engine*. Elastic Path also offers full access to our source code, exceptional documentation, and an active developer community, making it unrivalled as the software of choice for innovative enterprises that sell digital goods and content.

## Questions?

Elastic Path is the leader in digital commerce technology and expertise for enterprises selling digital goods and services. Major global brands such as Google, Time Inc., and Virgin Media rely on Elastic Path to monetize digital relationships with their customers in ways that are frictionless, social, and everywhere.

### Please contact us for more information:

[sales@elasticpath.com](mailto:sales@elasticpath.com) or call (800) 942-5282

Read technical documentation for the *Digital Commerce Engine*: [www.elasticpath.com/docs](http://www.elasticpath.com/docs)

Collaborate with Elastic Path developers and customers in the Grep Developer Community:  
<http://grep.elasticpath.com>