

At the heart of Cloudfy is a powerful ecommerce platform designed to be highly rich in functionality, powerful enough to scale, priced competitively, but flexible enough to allow users to control every aspect of the site without needing support. The intuitive user interface has every configuration option available to allow you to control and manage your site including change the design, banners, products.

	BRONZE	SILVER	GOLD	ENTERPRISE
Trade & Retail	Both	Both	Both	Both
Products	Up to 2000	Up to 2000	Up to 5000	Unlimited
Trade Customers	Up to 500	Up to 1000	Up to 2000	Unlimited
Retail Customers	Unlimited	Unlimited	Unlimited	Unlimited
Integration	No	No	Yes	Yes

Designed for B2B Ecommerce

Cloudfy has been developed with 10 years' experience in B2B Ecommerce, from basic features developed in 2005 through to the latest and most demanding requirements, we have combined this to deliver a cutting edge platform. Customer quick order, category based ordering, repeat my last order are a few of the standard features.

FEATURE	BRONZE	SILVER	GOLD	ENTERPRISE
Customer self service Many Cloudfy customers believe that allowing their customers to have a self-service solution not just from an ordering perspective, but also viewing product stock levels, finding their sales rep, downloading product data is as key as the ability to place an order online. To that end Cloudfy has a full self-service management system which has options that includes the following features.	✓	✓	✓	✓
Customer Accounts & Pricing Cloudfy is designed to provide customers with access to your business through an ecommerce platform. Each customer will see a different view. Price lists can be setup either through Cloudfy or through systems integration. Customers can reset passwords, place orders, view previous orders and access further information as required for customers only.	✓	✓	✓	✓
Product Management Cloudfy is designed to be highly scalable, depending on the level of your subscription. Cloudfy offers unlimited products allowing you to grow your business rapidly without hitting limits or your customers experiencing a slowdown. Product data can easily be managed within the CMS as well as through integration.	✓	✓	✓	✓
Customer Management Full customer management managed within the Cloudfy platform or through systems integration. It is easy to view, update, delete customer records and reset passwords.	✓	✓	✓	✓
Order Management & Activity Customers are able to review their order activity on login making it easy to print off invoices and orders, or view order status. In addition, customer orders are visible from the CMS. In addition, the powerful management system allows you to quickly see customer order history, order patterns and send targeted newsletters as per promotional offers.	✓	✓	✓	✓
Custom Stock Messages Through the Content Management System, you are able to assign custom stock messages to different stock ranges. As default these are set at 0 = Out of Stock, 0-10 Low Stock, 10+ In Stock. You are able to change this to reflect particular messages such as 'In Stock - Usually Despatched in 24 hours' up to 50 characters.	✓	✓	✓	✓
Multi-Currency Whether you already have international customers or plan to grow internationally Cloudfy has industry standard features designed to facilitate international sales. Combined with a highly configurable tax engine, Cloudfy provides the flexibility to allow you to add multiple currencies. Currency prices can be set manually using a site wide currency calculation, a separate price list or automatically using real time data once a day. Typical currencies include EGBP, EUR, \$USD, \$AUD.	✓	✓	✓	✓
Multi Lingual Add multiple languages to Cloudfy either manually by defining the country and the local content, or dynamically using Google Translate.	✓	✓	✓	✓
Hidden Prices (login to view) Option to hide pricing prior to login, ideal for customer specific pricing. Message instructs customers to login to see pricing.	✓	✓	✓	✓
Hybrid Trade / Retail Pricing Login for trade pricing to visibility of all pricing publicly visible allowing non trade customers to purchase at RRP/Retail price without having to login with guest checkout mode.	✓	✓	✓	✓
Switchable Inc / Ex. VAT Pricing Toggle all product prices between ex. VAT and Inc. VAT to allow trade and retail customers to quickly see the price relevant to them.	✓	✓	✓	✓
Save Basket Functionality If the customer leaves the site their basket is saved for when they return to the site for a time limited period, not available on Mobile. This feature encourages customer loyalty and ease of use.	✓	✓	✓	✓
Minimum Order Value A core differentiator between trade and retail businesses is the minimum accepted order quantity or value. On Cloudfy set this for your site to define the minimum order value. This can be set for logged in and not logged in customers at different levels.	✓	✓	✓	✓
My Favourites Customers can add products to their list of favourites or their regular buys to buy from on future purchases.	✓	✓	✓	✓
Wishlist Customers can add products to their wish list for future purchases or to email to a friend as gift ideas.	✓	✓	✓	✓
Quick Order Repeat trade customers want the most efficient way to place, likely to know exactly what products they need to order, by SKU, Barcode or Description. The Quick Order tool allows customers to build up a very quick order and place it into their basket quickly and efficiently.	✓	✓	✓	✓
Spreadsheet Upload Quick Order Customers can upload orders from a spreadsheet using ERP or EQUITY. Validated on import, ideal for customers who generate order data from their existing ERP or POS systems.	✓	✓	✓	✓
Subscribe to Stock Feed Allow customers to subscribe to your stock feed and receive a daily, weekly or monthly stock position on email. Ideal for customers needing to import your stock into their 3rd party system.	✓	✓	✓	✓
Category Quick Buy Trade customers need to quickly place orders, a key feature is the category quick buy allowing customers to enter QTY and press 'Add' button to add to basket. Highly configurable from the admin system to show relevant buy options to logged in and not logged in customers.	✓	✓	✓	✓
Repeat my Previous Order A button next to each order stating 'Repeat Order' allowing customers to repeat their previous order. On pressing, it adds previous order items to the basket. Ideal for customers who place similar or identical repeat orders.	✓	✓	✓	✓
Back in Stock Email Confirmation Customers can request to be notified when an item is back in stock for individual products by selecting this option 'Notify me' and entering their email address on the product page for out of stock items. The email will be triggered when an item is added back into stock, and will then disable from sending further emails.	✓	✓	✓	✓
Store or Distributor Locator Retailers or B2B companies can display their stores or distributor locations overlaid onto Google Maps. Locations can be added manually using the configuration section in the content management system, and include information such as Name, Address, Phone Number, URL and additional information. Not available on mobile sites.	✓	✓	✓	✓
Multi Media Download Library Allow customers to download product information such as descriptions, SKU, EAN, pricing, images and additional data using Cloudfy Innovative Multi Media Download Library. Customers can download information for specific products or all products in a category or across the site. This feature is particularly useful for large customers requiring detailed product information for merchandising purposes or online retail customers.	✓	✓	✓	✓
Price List Download Allow customers to download their price list in a spreadsheet format to review offline, share within their business or import into their systems.	✓	✓	✓	✓

Systems Integration

FEATURE	BRONZE	SILVER	GOLD	ENTERPRISE
Managed Systems Integration At the heart of Cloudfy is flawless systems integration with major back office, accounting, warehousing and ERP systems. This is achieved through our innovative API technology designed to work in a standard way between the 3rd party system and Cloudfy. In addition, Cloudfy has a separate integration system which can receive data in a range of formats and even transform data using our data transformation engine into a suitable format for ecommerce. As the diagram illustrates below, all major data is synchronised between the back office system and Cloudfy to provide a highly automated solution. Full synchronisation of Customer Order, Invoice, Aged Debt, Address, Product, Pricing, Purchase Order Due Date, Order and Order Status is included.	✓	✓	✓	✓
Self Service API Integration Work with Cloudfy powerful open API to connect additional systems to your Cloudfy ecommerce site. This self service solution supported with an API guide is a flexible way for experienced integration professionals to allow you to connect to Cloudfy in a standard way.	✓	✓	✓	✓

Management & Administration

FEATURE	BRONZE	SILVER	GOLD	ENTERPRISE
Multi User Access Control Configurable access control allows you to separate your users into separate roles and ultimately allow them access to different parts of the system. Typically, someone processing orders doesn't need access to the site configuration or product management. Keep your site secure by giving people access to what they need. Users can have view and edit access, depending on their role.	✓	✓	✓	✓
Data Importer Data import options are also available for customers who do not wish to use the integration option. On pressing, it adds previous order items to the basket. Ideal for customers who place similar or identical repeat orders. - Product - Customer Details - Newsletter Subscribers - Customer Pricing	✓	✓	✓	✓
Product Archive Whether than delete products allows products to be removed from visibility but kept if they need to be reactivated in the future. In addition, Cloudfy keeps the product pages active to support ongoing search engine optimization but stops the product being sold.	✓	✓	✓	✓
Order Tagging Create a tag or label you want to be able to use to identify or filter orders. The tag can then be added to an order to allow you to quickly find it if needed again. Examples of tags could be 'hold', 'fraud check' etc.	✓	✓	✓	✓
Product Duplication Quickly and easily duplicate existing products and product data to create new products without having to start from scratch.	✓	✓	✓	✓
Product Attributes Help your customers find product faster by adding attributes to products. Attributes are useful additional pieces of information allowing your customers to filter what they need quickly i.e. brand, colour, size, finish, occasion. Once added the product filters will activate in the product category.	✓	✓	✓	✓
Configurable Product Types Create products which allow customers to select options such as size and colour. Group single SKU products under a master product which has defined product options linked to those single SKUs.	✓	✓	✓	✓
Design	✓	✓	✓	✓
Responsive Design & Layout Cloudfy offers an extended configurable responsive design. Based on a choice of design templates, the platform offers you the full capability to change colour, font, style and manage all content and banners across desktop, tablet and mobile devices. A key feature is that a Cloudfy site is as usable on a mobile device as it is on a PC. Features differ between mobile and desktop designs due to the nature of the small screen on a mobile device, as such some features are disabled.	✓	✓	✓	✓
Extended 1600px Ultra Wide Design Using the latest responsive technology, your site can feature an ultra wide responsive design making use of large screens to their full potential. Show 5 products across in product categories instead of 3.	✓	✓	✓	✓
Payment	✓	✓	✓	✓
Payment Options Payment is evolving fast online, and B2B customers are no different. Cloudfy has a range of payment options and this is continually evolving. Our chosen payment gateway is Sage Pay for its robustness and security. Standard payment options include: - On Account - Cheque / BACS / Manual - Sage Pay Credit / Debit Card - PayPal Express	✓	✓	✓	✓
Fraud Checking Utilising Sage Pay's fraud detection system, quickly identify and cancel fraudulent orders. Sage Pay allows you to tighten payment requirements and implement 3D secure to further reduce fraud.	✓	✓	✓	✓
Fulfilment & Delivery	✓	✓	✓	✓
Configurable Delivery Options Delivery and pricing are often the most differing points between different companies and how they operate. As a result, built on our experience Cloudfy has a highly customizable delivery matrix. As standard minimum order values, free deliver over x, post code based delivery charges, next day delivery options, product based delivery options are included. Our flexible delivery management system often provides users of Cloudfy more opportunity to ensure they correctly charge for delivery.	✓	✓	✓	✓
Delivery Blacklist A delivery blacklist can be setup to block some products being shipped to certain location.	✓	✓	✓	✓
Delivery Surcharges Trade customers up with delivery surcharges for next day or expedited delivery.	✓	✓	✓	✓
Warehouse Location Add warehouse location to each product to allow orders to show this information and facilitate quicker order picking.	✓	✓	✓	✓
Delivery Tracking When dispatching an order manually add parcel tracking details and this will be emailed to the customer.	✓	✓	✓	✓
Delivery Countdown Set a delivery cut off time and a countdown timer can be enabled to tell customers how long they have left to order a product for a certain delivery service. An example might be 3pm for next day delivery with a message 'Order in 1 hour and 27 minutes for delivery on Friday 9th February.'	✓	✓	✓	✓
Available In Store Only (Basket Disabled) Set a delivery cut off time and a countdown timer can be enabled to tell customers how long they have left to order a product for a certain delivery service. An example might be 3pm for next day delivery with a message 'Order in 1 hour and 27 minutes for delivery on Friday 9th February.'	✓	✓	✓	✓
Merchandising & Promotions	✓	✓	✓	✓
Timed Promotions & Offers Enable promotions to appear on your ecommerce site at set times or if certain criteria are met. Eg. If order over £1000 offer free item, discount code, or discount everything in a category by 10%.	✓	✓	✓	✓
Discounts, Voucher Codes, Marketing and Merchandising Driving new sales growth online is a key feature of Cloudfy, and we achieve this through a powerful merchandising and promotions engine. Offer codes, discounts, special offers whilst step outside normal product rules can give you the ability to market tactically when needed. Cloudfy abandoned basket email reminds customers they have left something before checkout. In addition, Cloudfy has an email mailing and blog function or there is integration with 3rd party solutions such as MailChimp, DotMailer and Broto. Consumers who make be looking for more information about your brand can easy find a supplier where they can purchase your product from using the 'find a retailer' functionality.	✓	✓	✓	✓
Special Offers & Sale Category Promote sale, clearance and special offer items with a category designed specifically for this purpose. Options with the 'Offer' attribute set are listed in this category.	✓	✓	✓	✓
Marketing	✓	✓	✓	✓
Cross Sell / Up Sell Setup alternatives and accessories for products to increase opportunities to upsell and cross sell.	✓	✓	✓	✓
Customers Also Bought Automatically share with customers what other customers also bought in an automatic view. Ideal for giving customers ideas on additional products and accessories.	✓	✓	✓	✓
Recently Viewed A list of products a customer recently viewed so they can easily go back to a previous product.	✓	✓	✓	✓
Site Backdrop & Snow Animation Options change an image to a backdrop to your site, option used to show seasons or landscape images. And switch on snow animation at Christmas time to give your store a festive feel. This only works on desktop sites.	✓	✓	✓	✓
Email a Friend Email product pages to a friend or contact to share information about a product. Ideal for attracting additional visitors to your store.	✓	✓	✓	✓
Features Promotions Throughout the site a number of promotional banners can be added and configured to link to specific products or pages. These can be promotional messages, offers or simply information banners.	✓	✓	✓	✓
Google Analytics Integration As standard Cloudfy has Google Analytics integration. Simple add your Google analytics account code to activate and start tracking your site visitors. This can be configured within the admin system with ease and provides real insights on how the site is being used. For more information, go to www.google.co.uk/analytics	✓	✓	✓	✓
Blogs and News Section The Blog and News system allows you to add blog entries with images and formatted text, the blog management tool allows you to create blog entries, news and other information for your customers quickly and easily. Content is key too marketing your business, and an active blog and news section can engage with new and existing customers and build credibility in your market.	✓	✓	✓	✓
Newsletter System Create, edit, manage and send targeted emails to your customer base with Cloudfy's built in Newsletter system. Send emails to single customers, groups or your entire customer list. Design newsletters with our powerful WYSIWYG editor.	✓	✓	✓	✓
Newsletter Subscription Allow users to subscribe to your newsletter, and store their details against a separate email database called subscribers.	✓	✓	✓	✓
MailChimp Email Marketing Integration In addition to the built in Newsletter system, integration is available with 3rd party email marketing platforms such as MailChimp. MailChimp offers a range of extended email marketing functions and the live integration ensures your subscriber list is always up to date.	✓	✓	✓	✓
Social Media Like & Share Buttons Enable Twitter, Facebook, Pinterest, Instagram and Google+ to increase social sharing of content amongst customers.	✓	✓	✓	✓
Abandoned Basket Abandoned baskets can be converted into sales if managed promptly, however it is time consuming to attempt to manage this manually. As a result our automated Abandoned Basket system will prompt customers to return to the store and complete their transaction. The system prompts with 3 emails which can be configured to be sent at over a set time period. As standard the email is triggered 8 hours after the site session ends, then 24 hours and 72 hours.	✓	✓	✓	✓
Call to Action / USP Banner An important part of any ecommerce site is to get your Unique Selling Points across quickly and make any Call To Action clear. The small banner under the menu at the top of the homepage provided this clearly to customers and is fully configurable from within the CMS.	✓	✓	✓	✓
Reviews.co.uk Integration Reviews.co.uk offer an independent product and service review solution similar to Google Trusted Programs and TrustPilot. Cloudfy has real time integration to Reviews.co.uk and can be activated for an additional fee of £49 ex VAT per month for 3000 reviews a month. Independent review sites offer a great way to improve customer loyalty and engagement.	✓	✓	✓	✓
Customer Service	✓	✓	✓	✓
Ask a Question Linked on product pages, a customer can press the 'Ask A Question' button which will send an email to a set email address with information about what the customer's looking at and their question so they can receive a prompt reply.	✓	✓	✓	✓
Configurable Email Templates Automatic emails are generated when a customer registers, receives login details, has a password reset, places an order and the order is dispatched. The structure of the email template is set but it is configurable with the addition of a logo, text and company information.	✓	✓	✓	✓
Telephone Order Place orders against a customer account with telephone ordering managed through the Admin CMS. Add/remove products, select customer, track credit card payment, place is the customers cart or allow payment on account.	✓	✓	✓	✓
Credit Card Balance Customer a balance onto a customer's account allowing them to place a new order with that credit balance. Customers have visibility of the credit balance and are able to spend it accordingly. An order is raised deducting the credit balance.	✓	✓	✓	✓
PDF Order and Invoice Download Customers can download invoices and order information in a PDF format, this is in the same format as the order email but formatted for an A4 printer page.	✓	✓	✓	✓
Live Chat Integrate popular live chat platforms easy through the Site Settings in the CMS and provide a live chat to your customers and potential customers. Live Chat can improve conversion rates by allowing your customers and prospective customers to engage with you quickly and easily. We recommend Unbeatable.co.uk or Zopim.	✓	✓	✓	✓
Search Optimisation	✓	✓	✓	✓
Search Engine Friendly Without a search engine friendly ecommerce site, it will be harder for customers to find your business online. When initially developing Cloudfy, we involved search engine experts to input into the design and functionality of the platform. A user has full control of the site content, which is displayed on well-structured pages optimised for search. In addition, Cloudfy includes automation features taking title tags and using them in meta data where needed. A sitemap is automatically generated and Google Analytics and Tag integration is as simple as adding the account code into the Cloudfy admin system.	✓	✓	✓	✓
Google Sitemap Submission This feature generates a sitemap on the site that can be submitted to Google through webmaster tools. This helps google crawl your site understanding it's content and is key to your site ranking with Google. More information available here: www.google.co.uk/webmasters/	✓	✓	✓	✓
Meta Data Management Optimise your site meta data including titles, descriptions and keywords for static pages, products, brands, categories to improve your site visibility with Google.	✓	✓	✓	✓
Site Navigation & User Interface	✓	✓	✓	✓
Content Management System Cloudfy is designed to give you the most amount of functionality through the admin Content Management System (CMS). All major aspects of the site can be controlled from here giving you access to add, edit, delete static pages, and edit product, category and promotional content. Pages have a predefined layout. Static pages which can be edited include: - About Us - Contact Us - News - Delivery Information - Advice and Information - Terms and Conditions - Returns Policy - Privacy Policy - FAQs	✓	✓	✓	✓
Site Search Search for products quickly and easily using site search. Search product titles, SKUs, descriptions and EAN numbers to bring back a good match.	✓	✓	✓	✓
Search Results Toning View search, results and search terms in the CMS and further tune your search by linking search terms to products.	✓	✓	✓	✓
Breadcrumb Navigation A standard feature on almost all ecommerce sites, the breadcrumb trail allows users to see where they are in the site navigation e.g. HOME > Clothing > Menswear. Automatically created using the product and category hierarchy.	✓	✓	✓	✓
Mega Menu Reduce time navigating the site with the powerful mega menu feature showing categories and sub categories in a large menu view. Visible on desktop only. The mega menu can be switched on/off and replaced with a standard Category navigation menu if preferred.	✓	✓	✓	✓
Faceted Navigation & Product Filtering Cloudfy helps customers find products more easily through Faceted Navigation or product filtering on the category page. Common product filters are available, filters can be set to collapse when not in use and expand when in use. It includes Price, Colour, Brand, Size.	✓	✓	✓	✓
Multi Select Filter Combinations Customers can select multiple filter combinations to filter large product categories quickly and easily.	✓	✓	✓	✓
Expand & Collapse Category Filters To save space when multiple filters are available, filters can be set to collapse when not in use and expand when in use. It includes Price, Colour, Brand, Size.	✓	✓	✓	✓
Product Listing Configuration Using the powerful admin CMS, configure your site to show the relevant product information to your customers in both logged out and logged in modes. Ideal for Hybrid sites serving both retail and trade customers. Configure the category view of your product and also the product page view.	✓	✓	✓	✓
Product Image Zoom Hover zoom available on all product images. When hovering over a product image, a zoom window appears showing the product in more detail. Images need to be a minimum of 1000px for effective product zoom.	✓	✓	✓	✓
Brand & Department Management Using Brand linked to each product, a menu can be setup to shop by Brand providing an alternative way to navigate the site. Add Brands to your ecommerce site and link them to products using standard brand management tools. Add brand images, set active / inactive, add descriptions and links to allow customers to more easily navigate your site and improve conversation rates.	✓	✓	✓	✓
One Click Checkout Cloudfy highly optimized based and checkout is designed to reduce the user journey and improve checkout conversion rates. The checkout design is fixed.	✓	✓	✓	✓
By Cloudfy Cloudfy sites have 'by Cloudfy' branding on the footer of the site.	✓	✓	✓	✓
Trust & Security	✓	✓	✓	✓
PCI Scanning Cloudfy is scanned every 24 hours for PCI security compliance. Security is our highest priority and a continual process to keep our customers sites secure.	✓	✓	✓	✓
SSL Certificate All sites have an SSL certificate applied to the checkout, login pages to encrypt sensitive data. This is an ecommerce industry standard, and SSL certificates are renewed every 2 years.	✓	✓	✓	✓
Testing & Monitoring Place orders against a customer account to test your QA tests can be being deployed to a live site. Whilst we cannot guarantee no errors will occur, our team have a strong track record in robust delivery.	✓	✓	✓	✓
Hosted Payments No payment data is stored or transacted on Cloudfy, rather processed by 3rd party payment providers who hold PCI DSS Level 1 Security Compliance.	✓	✓	✓	✓
Planned Features Please find below a list of features that we plan to introduce in the future.	✓	✓	✓	✓

Extended Design Options	
EU VAT Validation	
Amazon Pay	
PayPal Credit Integration (PayPal offering credit for larger purchases)	
Retail Sales / Retail Site	
Multiple Storefronts, with different currencies and languages	
Loyalty Points	
Extended merchandising and voucher codes	
Amazon Pay Intel Integration	
Google Certified Store integration	
PayLater Consumer finance	
Reviews.co.uk	
Unbeatable.co.uk	
301 redirect loader	