

**E-BROS E-Commerce B2B platform
BROSCOM FEATURE LIST**



B2B E-commerce platform “Broscom” offers features to start online business from scratch. It includes tools and third party integrations to start a fully working ecommerce.

The platform is easily scaled and adjusted under flexible manner to best match needed features for a lean and effective digital business growth. It has everything you need to sell online, from inventory management to promotional sales and banners. Based on your ecommerce ideas and needs "Broscom" can be adjusted and adapted. Just ticking off unnecessary functions and adding ones that forms your environment. An easily customizable user interface allows administrators to easily manage and monitor content, orders and products, allowing business to focus on the important things – selling their products.

Tested and proven in battlefield - “Broscom” platform developed and advanced throughout years to best meet business demands of nowadays. Ready for out of the box unravelling. On top of that, we offer dedicated support channel and development teams to fulfill any requirements your business might require.

Orders and checkout

Orders	<ul style="list-style-type: none"> • Easy order management from administration panel. • Possible to search and filter orders by order details. • Notifications about new orders.
Payment methods	<ul style="list-style-type: none"> • Bank transfer • PayPal • FirstData (Credit cards, subscriptions). • Stripe (Credit cards)
Shipping methods	<ul style="list-style-type: none"> • Shipping salons. Possible to create shipping salons, set working hours and select those as pick up point. • By Courier. Possible to create locations (E.g. cities) where your courier ships. Set price depending on the location.

Product catalog

Product categories	<ul style="list-style-type: none"> • Easy category tree management • Possibility to assign Google category for remarketing • Banner options
Product lists	<ul style="list-style-type: none"> • Possibility to create product lists based on rules. E.g. Discounted produces, Products from Brand X, Products from multiple categories etc. • Possibility to set default sorting.

Products management	<ul style="list-style-type: none"> • Possibility to create product with special attributes. <ul style="list-style-type: none"> ○ New product; ○ Gift; ○ Etc. • Products quantity reservations. • Possible to add Video in product gallery. • Variants. Possible to group products by model. Same product, different size / color.
Related products	<ul style="list-style-type: none"> • Possible to show related products from same category (default). • Possible to create related product rules, lists of products as related etc.
Products sorting	<ul style="list-style-type: none"> • Possible to sort products in Product lists / Categories / Search results. <ul style="list-style-type: none"> ○ By title ○ By date modified ○ By discount size ○ By Price
Product search	<ul style="list-style-type: none"> • Possible to search for products by title and description. • Autocomplete search results with search phrase highlight.
Requests	<ul style="list-style-type: none"> • Possible to ask a question from Front end. • Possible to reply from administration panel.

Marketing and sales

Sales	<ul style="list-style-type: none"> • Possible to create sales for products. E.g. 50% discount for new collection products. • You can choose to give discounts to: <ul style="list-style-type: none"> ○ Specific products ○ Product lists ○ Categories ○ Cart • Gifts. Possible to Buy X product and get Y product as a gift. • Possible to send discount codes / vouchers after successful purchase. • Possible to restrict sales to specific customer group, region, time. • Possible to have sales Badge. • Possible to set sales to specific product variants. E.g. size XXL • Possible to discount whole cart if minimum cart amount is met. • Possible to get sales report with the list of products.
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Banners	<ul style="list-style-type: none"> • Variety of banner types: <ul style="list-style-type: none"> ○ Video; ○ Product list; ○ Text; ○ Image(s); ○ HTML ○ Slider ○ Carousel • Possible to restrict banner by time, region, language, platform (mobile, desktop). • Notifications about banners that is about to expire. • Possible to display as a modal.
Newsletters	<ul style="list-style-type: none"> • Customers can subscribe to receive newsletters. • Integration with Mailchimp to send and create newsletters. • GDPR log exists to check the details about customer subscription.
Analytics	<ul style="list-style-type: none"> • Google Analytics with Enhanced e-commerce. Allows to track customer behavior, cart abandonments, sales, transactions, promotions, banner clicks and other data.
Discount codes	<ul style="list-style-type: none"> • Possible to create or generate discount codes. • Possible to export generated discount codes to Excel. • Discount code can be restricted to product list. • Discount code can give fixed or percent discount. • Possible to set how many times discount code can be used. • Can be restricted by date.
Gift vouchers	<ul style="list-style-type: none"> • Possible to purchase and use gift vouchers for customers.

System administration

Administration	<ul style="list-style-type: none"> • Possible to create user for administration panel. • User can have roles and roles can have rights to specific administrative areas E.g. Content / Orders. • Possible to manage shipping methods and prices.
Multi language support	<ul style="list-style-type: none"> • All content can be multilingual. • Possible to display different banners for different languages.
Regions	<ul style="list-style-type: none"> • Possible to assign customer to regions. • Depending on regions assets can have different: <ul style="list-style-type: none"> ○ Price ○ Banners ○ Sales

Customers	<ul style="list-style-type: none">• Customers (Companies) can have departments and users.• Possible to import/export customers.• Possible to create customer groups and give default discounts.
Menus	<ul style="list-style-type: none">• Easy to manage menus and sort them with drag and drop feature.• Possible to show different menu items depending on the platform. (Mobile, desktop)
Content	<ul style="list-style-type: none">• Possible to create content pages. E.g. About us, Career, Privacy policy.• Possible to have special designs for pages. E.g. Contact form, map.
SEO	<ul style="list-style-type: none">• Possible to create redirects.• Redirects are created automatically when changing page's URL.• Possible to set custom meta title and description for all pages.• Possible to create rules and set meta titles and meta descriptions automatically.