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Ultra Commerce Feature Guide

A Guide to the Ultra Commerce Platform



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Go Beyond.

Be Ready for Everything.

It's all there – powerful end-to-end commerce platform.

Get to market faster with everything you need for enterprise commerce – connected platform capabilities including core commerce, order management, product management (PIM), subscription for omnichannel, B2B and marketplace.

Commerce defined by you.

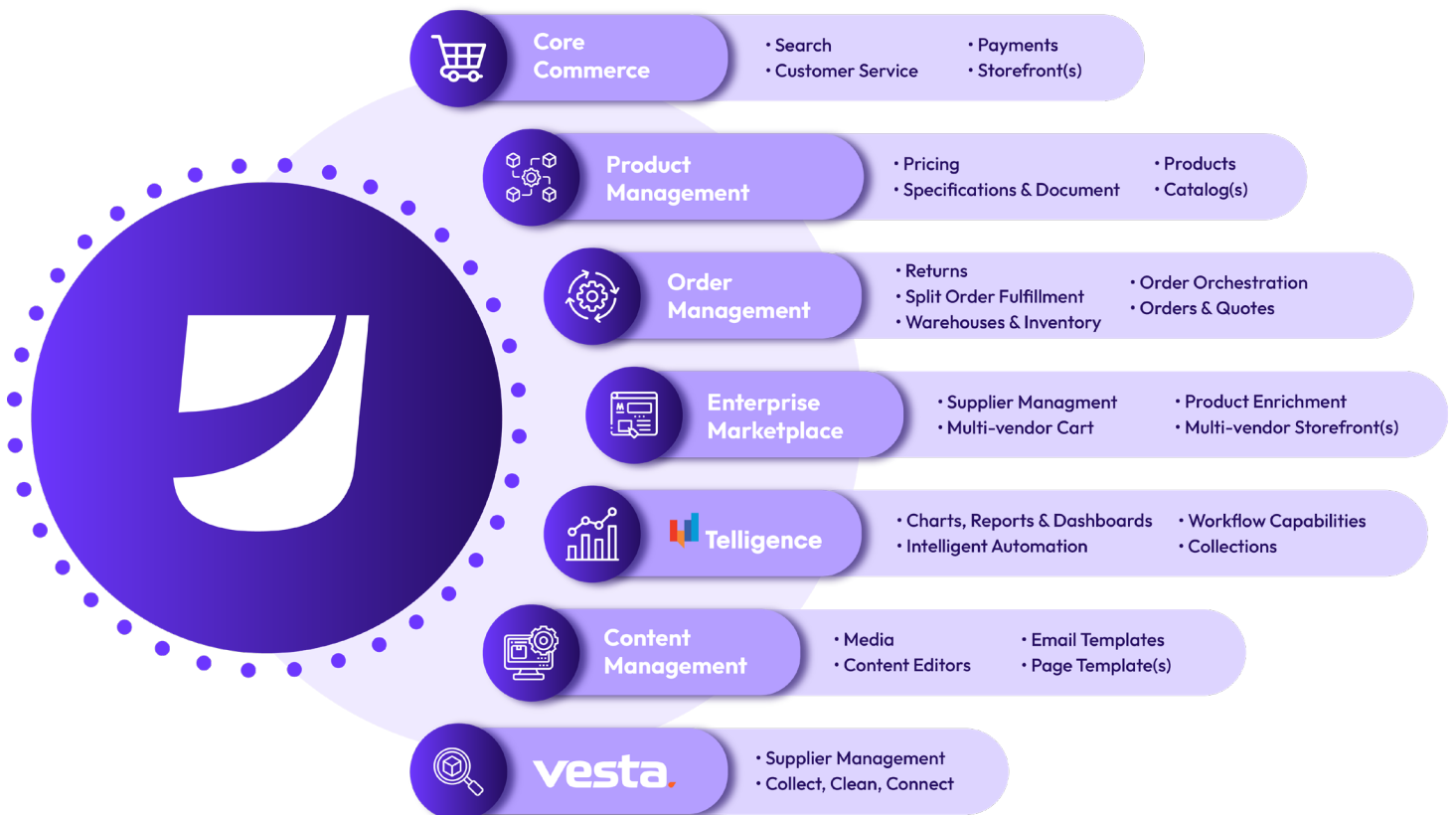
Next generation modular commerce your way.

Compose solutions that evolve with your business. Use connected commerce modules for your needs today with unlimited flexibility to customize as you grow.

Freedom to Create, Flexibility to Build.

Solutions for your business driven by headless commerce.

Build, design and launch leading customer experiences with headless commerce at full power. Grow without limits and unlock the potential of your marketing and technical teams now and in the future.





Product Management

Build your customized product catalog with next generation types including core products, subscriptions, gift cards and bundles. Manage the complexity of your business with complete product management capabilities. Define the brands, categories, dataset and configuration that your business needs without compromise.

PRODUCT CATALOG

Merchandise Products

The most common form of product type is merchandise, or any tangible good; apparel, electronics, manufactured parts, etc.

Subscription Products

Build, create and customize unique subscription products. Sell with physical goods in a single checkout. Configure unique terms and benefits from a single interface.

Digital Subscription / Content Access Subscriptions

Monetize content and create payments with digital content access. Create unique subscription products for access to categories and sections of content or downloads across multiple sites. Connect with content management systems for a complete commerce solution.

Memberships

Define a membership, loyalty or benefits program for your company – define a set of subscription benefits (including discounts, price groups, customer segments and more) with unique terms and renewal periods.

Recurring Deliveries

Fixed or dynamic recurring subscription delivery products for physical goods. Allow customers to customize, configure and define unique subscriptions connected to their account. Total flexibility for configuration with custom delivery schedules, payment management and auto renewals.

Tickets & Events

Organize and manage Event Products. Create locations and sub-locations where your events will be held including the registration capacities for any location or given event.



Event Management

Manage event registrations with wait-list potential registrants, create attendance dependencies, even provide credits for attendance. You can also validate tickets or mark attendance with QR Codes or another form of digital ID.

Content & Paywall Products

Single individual pieces of content or downloads as one-off sales opportunities. Sell bulk licenses to provide content access to large groups of users like a company or university.

Product Bundles, Configurable Products & Kits

Package products in new and innovative ways to create bundle and configurable products or allow customers to select different SKUs to build a product with an infinite number of combinations. Pre-bundle any number of products that combine to create a new parent product.

Gift Cards

Create and sell digital e-gift cards with fixed or dynamic amounts. Assign gift cards to other users. Allow customers to reload gift card balances. Gift card management and reporting interface console for complete customer service support.

Add Ons

Create products that cannot be sold individually but can be bundled with other items as an add-on; ideal for selling warranties, service fees, etc.

Product Options

Unlimited, reusable variants, like size and color, across all products or for specific product types. Used to generate images and SKUs for selling and inventory management.

Single Checkout Support

Sell any product, subscription, gift card and more in a single checkout experience. No unique checkout or shopping flow is required by product type. Intelligent platform builds the development and integration requirements based on the product mix in the cart.

PRODUCT SETUP & CONFIGURATION

Products & SKUs

Products are broken down into a hierarchy with individual SKUs (based on sets, variants, options, etc.) - where inventory is tracked and sold. Each product has at least one SKU. Both SKUs and products can be extended with custom data.

Product Types Organization

Product catalog organized across specific product types - unlimited number of parent / child / branches. Allows for specific setup of each product type for settings, configuration and more. Automatically displayed with SEO-friendly listing pages and faceted search support.



Product Settings Inheritance

Product type, product and SKU settings are defined at a global level for easy configuration and setup, all settings can be overwritten at the product type, product and SKU level for specific exceptions and business rules.

Related Products

Determine appropriate cross-selling opportunities and connect products as related to one another.

Product Publishing & Scheduling

Control the display of products on any storefront or sales channel utilizing the start and end date for publication. Each product has a publication start date and end date.

Images & Video

Unlimited product image uploads and assignment. Upload primary images, alternate view image and video. Define unique images per SKU connected with product options and variants to give customers an exact representation of what they're buying. Bulk import is available.

Product Image Management

Dynamically resize product images based on global site settings.

MERCHANDISING

Site Merchandising

Allow any product to be sold on any storefront or sales channel, or build a more restricted selling environment and specify which products can be sold on individual stores.

Content Merchandising

Connect, assign and sort products to specific content elements and pages across any site or sales channel.

Category Merchandising

Use category hierarchy for product assignment. Assign products to as many categories and category branches as needed.



BRANDS

Brand Management

Support for unlimited number of product brands. Each brand has its own auto-generated product listing for merchandising on any storefront.

Brand Assignment

Assign products directly to a specific brand.

Brand Extensions

Brands can be extended with attributes and custom fields. Build SEO copy, descriptions and other data points. Relate brands to specific storefronts.

Search Engine Optimization & Customer Experience

Utilize built in SEO properties or extend brands to include additional copy, description and other fields for optimization.



Product Data Management

Unlock the potential of your product catalog, build efficiencies into your commerce operation and ensure that the right product mix is available on the best sales channels consistently. Product data management capabilities, including our Vesta eCommerce platform, ensure that your team can operate and manage the product catalog across all channels and build intelligence into your selling.

VESTA

Product Data Cleanup

Optimize large catalogs with rule-based data cleansing, product categorization, and variant creation. Dynamically apply validation rules to automatically clean and validate product data.

Vendor & Supplier Integration

Connect vendor and supplier data feeds into your commerce applications and automatically monitor for changes, updates and new products.

Supplier Upload & Management

Allow suppliers to access Vendor portal powered by Vesta to upload their product information.

Web Scraping

For suppliers unable to provide data feeds, point the solution at a source of product information and allow the tools to scan and organize product information when no true source exists.

IMPORT / EXPORT TOOLS

Import & Bulk Updates

Import bulk product data lists. Create unique product data mappings and import through administration interface. No queries or SQL writing required.

Export

Export any product dataset using Telligence reporting views and listings.

Bulk Image Upload

Select collection of product images, upload and allow the system to automatically assign to products, create appropriately sized versions and optimize for display on storefronts.



Promotions & Marketing

Deliver the right promotion across all channels to your customers and audience.

Provide your customers with sophisticated promotions and marketing offers with intelligent integration between marketing, products and data.

SITES & SALES CHANNELS

Site Management

Create as many sales channels and sites as you need. Unlimited number of sites.

Product Catalog

Connect and assign products to specific sales channels and sites.

Sales Tracking

Track, analyze and report on orders that are specifically assigned to individual sites.

Account Assignment

Allow customer accounts to have access or register for specific sales channels for purchasing, membership and account management.

PROMOTION ENGINE

Global Promotions

Define promotions globally across all sites or channels or specific to one site or channel.

Promotion Weights / Stacking

Use promotion weighting and stacking to assign priority and configure how rewards are applied. Use either/or checks for more control on promotion rewards.

Customer Group Promotions

Combine promotions with eligible price groups / customer segmentation for qualifying customers. Target promotions and discounts for specific customer groups.

Account Promotions

Define account based rules or price groups for qualifying promotions.



Promotions and Workflow

Utilize workflow automation to target customers and deliver promotional messaging via email or integration.

Reporting

Monitor, track and review promotion redemption across all orders or a specific promotion. Each applied promotion is logged to a specific order for complete reporting.

PROMOTION QUALIFICATION + REWARDS

Promotion Qualification Types

Define how customers can earn specific promotions. Target promotion qualifications at merchandise, subscription, order and shipping criteria. Support for multiple types of qualifications (mixed) on a single promotion.

Promotion Qualification

Define complex promotion qualifiers and rewards globally, at the product type level or SKU level.

Qualification Messaging

Alert customers to the status of the promotions they've applied to their cart.

Promotion Rewards

Create promotion rewards specific to products, orders, subscriptions, accounts and fulfillment.

Rewards Setup

Infinite setup possibilities utilizing data collection engine to allow for reward selection down to individual SKU or data field including data from account, order, etc.

PROMOTION MANAGEMENT & CONTROL

Promotion Scheduling

Utilize publish start date and end dates by promotion periods for promotions that automatically turn on and off. Each promotion period utilizes its own publishing schedule.

Max Use Counts & Limitations

Control the usage and redemption of promotions with limitations on total usage or usage by account. Utilize maximum promotion applications by product.



PROMOTION CODES & COUPONS

Variable or Fixed Promotions

Create an unlimited number of promotions based on percentages or fixed dollar amounts.

Auto Promotions

Create promotions that apply based on qualification criteria that don't require promotion codes.

PRICING

Pricing Options

Set fixed pricing by product with support for list price, wholesale and MSRP.

Dynamic Pricing

Combine standard product pricing with the ability to dynamically override or adjust based on criteria.

Integration

Connect platform pricing to external systems and backoffice software to display specific pricing on sales channels.

Tiered Pricing

Offer quantity-based pricing discount with support for multiple levels. Define levels by product and SKU. Unlimited number of levels that can be combined with currency and price groups for unique combinations.

Pricing by Channel

Customize pricing by sales channel or locale to deliver a unique pricing offer by user location or point of purchase.

Price Groups / Customer Segments (B2B)

Unlimited number of price groups. Automatically or manually assign accounts to any number of price groups or customer segments for specific group pricing. Price groups can be combined with promotions.

Multiple Currency Support

Turn on currencies by sales channel; select which currencies are to be used by which channel.

Currency Calculation

Currency conversion by real-time lookup, fixed rate or override with a fixed price. Can be set on a sales channel or by product.



SEARCH ENGINE OPTIMIZATION / SEO

Product SEO

Built in fields and data attributes to manage search engine optimization.

SEO Friendly URLs

Create unique URL patterns for products, categories, brands, accounts, custom data objects and more, to ensure that all have optimized URL values.

Custom Attributes

Extend any custom data field with unique SEO data points and allow for each object to have its own URL pattern.

CONTENT MANAGEMENT

Site Management

Create an unlimited number of individual sites and sales channels. Each with its own content site map and content pages. Structure content, pages and content objects in a hierarchical site map for simplified viewing.

Layout Editors

Define layouts and templates for building storefronts and applications. Assign layouts to specific pages or build across site sections.

Content Block / Element Support

Included library of content elements that can be combined to create unique content and page layouts without development.

Theme & CSS

Define site styles, colors and layouts that can be utilized by storefront kits or custom designs.

SEO Friendly / Optimization

Define page properties to optimize for SEO on a global level or by page content – giving the most flexibility for search optimization.

Forms

Use form builder to create custom web forms and capture customer data. Manage form responses and auto-responders with workflow.

Content Scheduling

Apply publish start date and end dates for each piece of content.



CATEGORIES

Category Hierarchy

Manage a global category list. Define unlimited number of parent / child subcategories and build a global category hierarchy.

Shared Categorization

Apply to content, products or apply to any object through dynamic custom attributes.

SEO Friendly

Create categories that dynamically generate SEO-friendly URL and category listing pages. Each category product listing page can be extended with custom data fields.

Extensible

Create custom attributes to extend categories with custom fields.

LOYALTY & REWARDS

Customized Loyalty Programs

Create loyalty programs with custom calculations and rewards.

Points System and Accrual

Create a points system which rewards customers for registration, purchasing and other behavior. The points calculations are open for configuration and management – each points system can be created separately by loyalty program.

Integrated with Promotions & Discounts

When points calculation, define the rewards, promotions or discounts that a customer will receive by loyalty program.

PRODUCT REVIEWS

Customer Reviews

Allow customers to post personal reviews and feedback on products and display on storefronts or external channels. Reviews can be extended with additional fields and required datapoints.

Review Control

Edit, control and manage posted customer reviews from a single dashboard or directly from product detail pages.

Review Configuration

Allow users to post reviews after purchase or allow for open, anonymous reviews.



Review Approval Process

Customize the review approval and audit to ensure helpful content is published with your customers.

Integrated

Connected reviews with workflow for customers to receive automated reminders to post reviews upon order delivery.

EMAIL & EMAIL TEMPLATES

Integrated Email

Email creation and sending workflow integrated into the core platform and functionality.

Transactional Email Communications

Automated customer email templates and notifications for accounts, orders, shipping, fulfillment and more.

Workflow Based

Trigger email messaging based on schedules and actions configured through user interface.

Smart Templates

Include dynamic data into email templates to personalize each automatically generated message.



Customer & Account Management

There is nothing more important to your business than your customers. We've built a suite of tools designed to constantly exceed the expectations of your customers. Allowing your users to engage with your business in ways that are familiar, while simultaneously providing new and innovative strategies is at the core of Ultra's competitive advantage.

COMPLETE ACCOUNT INFORMATION

Total Account View

A complete view of a customer account – complete contact information, saved payment methods, gift cards, orders, subscriptions, open carts and much more.

Address Book & Contact Info

Multiple address, phone and email address support. Accounts may store any number of addresses, phone numbers and email addresses with the ability to designate a “primary” option.

Extensible

Customize standard account information capture with custom data attributes to meet business requirements. Create additional fields and data collections – available for import, export and management.

Account Subscription Management

Maintain a list of all active, expired or cancelled subscriptions and digital entitlements and view against an individual level.

Scheduled Delivery Management

Allow customers to view, modify and manage recurring scheduled delivery shipments for orders.

Saved Carts & Quotes

Track customer carts in real-time. Allow customers to generate, save and manage multiple quotes for approval.

Account Reordering

Allow customers to automate repurchasing of individual or multiple order items tied to their account. Capabilities include order duplication and bulk reordering.

Account Wishlists

Allow customers to save order items to one or multiple wishlists for future purchase.



Account Verification

Use verification to limit how accounts can show or access storefront with validation flag. Connect to workflow to notify internal users of new unverified account signups.

Account Types

Segment between unique types of accounts to deliver unique experiences on storefronts or applications based on the account type property on an account. Define as many account type options are required.

Account Payment Method Management

Allow customers to save multiple payment method types. Define eligible payment methods and credit term limits for individual accounts.

Secure Credit Card Storage

Allow customers to securely save encrypted credit card token on their accounts for rapid checkouts and purchases. PCI compliant with tokenized cardholder data.

Guest Checkout

Allow customers option to purchase products and complete checkout experience without account registration. Guest accounts may be merged with completed accounts at any point.

CORPORATE BUYING

Credit Terms & Purchases

Allow customers to buy on credit with fixed limits that can be set globally or buy account. Define which payment methods (cash, term, credit card, etc.) can be used by accounts when making purchases.

Account Payments

Review listing of open credit balance on accounts and allow customers to make payments against a balance which may cover more than one order or be a partial payment against larger orders.

Corporate Purchasing

Connect accounts to corporate / B2B buying and enable order approval.

Parent / Child Accounts

Create a nested account tree with permissions and account hierarchy; support for multiple levels of relationship.



AUTHENTICATIONS & LOGIN

Single Sign On

Use a single sign-on and centralize user accounts in a single platform across multiple storefronts or commerce applications.

Login with social networking accounts

Connect and integration to allow access account with social networking login services.

Third Party Integration

Mobile applications and other 3rd party access to your platform can be centrally controlled - login expirations, temporary password resets, device revoking, and a variety of other functionalities.

Sync with external systems

Connect accounts to existing user authentication systems including LDAP.



Order Management

Managing customer transactions in one place is one of the primary goals of any business doing eCommerce. Ultra Commerce provides a core set of functionalities that allow your customer service team to operate more effectively than ever before. Leverage Ultra Commerce to operate in new and creative ways, increasing efficiencies to deliver the experience your customers deserve.

ORDERS

Order Listing & Search

Real-time order listing for users to view, create, and manage orders across all sales channels and storefronts. Customizable search, data and export.

Cancellation

Cancel any new order and trigger confirmation notification to customer through workflow or manual cancellation.

Order Duplication

Save time with configurable one-click order duplication process. Copy the order completely or select only the data points to be brought into a new order.

Assisted Ordering

Enable the sales and customer service team to provide amazing support by creating or managing orders for customers started on the storefront, backend or via external source.

User Impersonation

Shop securely as the customer on the front end of the storefront to start orders, create quotes, generate configurable products and more.

ORDER MANAGEMENT

Multi-Store Management

Manage orders from all sales channels – web, in-person, point-of-sale, marketplaces and more, in a single view.

Order Sync

Sync orders between commerce platform and backend systems. Control sync process through workflow engine for configuration without development or code.



Order Import

Build unlimited number of saved imports for specific order import mapping across any number of systems. Run imports from any order listing display

Order Export

Export and download order data from any order listing within the administration user interface or connect to order data through API

Order Source & Origin

Track, manage and analyze orders based on original source origin including orders created within commerce platform or in other systems and synced.

Roles & Permissions

Create and leverage user roles for order management and controlled access between administrators, customer service representatives and customers.

ORDER WORKFLOW

Order Status Workflow

Create, design and manage the processing and automation of order fulfillment through configurable order status options. Order status options can be defined for all order types – sales, returns, exchanges and replacements.

Return Generation & Processing

Customers, administrators and customer service representatives to create and manage return orders. View dedicated order detail for returns including status and printing of return information and labels.

Return Processing

Select type of return, manage inventory actions and select from options for returned funds and more. Track pending returns, received returns and completed or release order returns.

Return Orders Management

Customer return orders managed with their own order type for simplified reporting and management. Administration includes a dedicated customizable return management listing. Return orders are connected order status, workflow and automation.

Exchange Orders

Automate the inventory handling and processing for exchange orders with a user interface process to create, process and complete exchanges. Connected into order status, workflow and automation. Tracked as a separate order type of reporting and analysis.

Replacement Orders

Create specific orders that allow for the replacement of one or more items from an order with a new item. Connected to inventory for efficient management and loss prevention.



Refund Orders

Manage process for order refunds with order item-based refund amounts. Release payment for approved refunds.

Order Approval Workflow

Define user role permissions and workflow that requires approval for placed and pending orders. Extend orders with verification and approval fields for qualification to ensure only the correct user roles can place, modify or view orders.

Automated Order Notifications

Dynamically generated customer order email notifications for new orders, cancelled orders, and refunded orders.

RECURRING SCHEDULED DELIVERIES

Order Templates

Create and manage automated recurring scheduled order deliveries.

Recurring Delivery Configuration

Create customized delivery scheduling for customer orders based on predefined terms.

Order Scheduling and History

View a snapshot of future scheduled order dates and history of past recurring orders.

ORDER FULFILLMENT

Pick-Pack-Ship

Manually select orders based on location, inventory availability or other criteria to create fulfillment batches. Each fulfillment batch contains multiple order fulfillments and can be assigned to a specific user / staff member for picking.

Pick-Pack-Ship Manager & Interface

Efficiently manage all pending order fulfillments for shipping and delivery in an easy-to-use pick-pack-ship interface. Designed to work with smaller screens and mobile devices for warehouse environments.

Order Delivery Management

Manage individual order fulfillment deliveries as a separate interface with reporting and analytics. Trigger email notifications for any new order delivery.



Multi-Fulfillment Support

Break orders into separate shipments, even for the same type of fulfillment, to support common use cases for drop shipping, vendor shipping and separate warehouses or fulfillment centers.

Multi-Fulfillment Type

Individual orders can be split into different fulfillments based on fulfillment types – shipping, in-store pickup, email, automatic and more. Define unique fulfillment type options and apply each to specific products or product types.

Multi-Address Support

Within a multi-fulfillment order, the customer or administrator can assign a unique address book to each shipping or delivery fulfillment on the order.

Batch Fulfillment

Select orders to create batch fulfillments that can be assigned to a specific location. Assign the fulfillments to a specific employee, manage partial shipments. From the fulfillment batch, review orders to pick items, select shipping configuration, make edits to fulfillments, generate and print labels and more.

Order Processing

If your process for fulfilling orders is more involved than just print and ship, Ultra Commerce can help you configure strategic workflows. Evaluate the items on the order and then define a custom process based on those items. Assign specific items to customer service reps and split the order up into as many sub-processes as you need for your team to efficiently process them.

LOCATIONS

Location Management

Create hierarchical trees for managing inventory and locations. An unlimited number of locations can be created. Locations are also connected to events for selling event products with specific location configurations.

Location Addresses

Assign addresses to location to power location-based inventory lookups, “Find inventory near me” functionality on storefronts or use for locating events.

Location Configuration

Allows a location to be configured for event products, create multiple configurations for each location with labels, description and capacity limits.

Location Sites

Assign dedicated inventory locations to specific channels or sites. Configuration options control whether to share inventory between sales channels. Allow storefronts to sell from an unlimited number of warehouse and inventory locations.



ORDER MANAGEMENT - PRODUCT

Backordering, Preordering & Waitlisting

Enable backordering by product type, product and SKU.

Min / Max Order Quantities

Set control for minimum and maximum limits for product ordering. Set at global, product type, product and SKU levels.

Hold Back Quantities

Build in a safety net by holding back a fixed amount of inventory from being sold out.

INVENTORY MANAGEMENT

Inventory Lifecycle

Entire inventory lifecycle, from vendor purchase to customer order fulfillment.

Multiple Locations

Create as many inventory locations as you need, and the platform provides the tools to move that inventory around as you see fit.

Location Nesting

Breakdown locations, such as large and complex warehouses, into smaller named locations such as buildings, rooms and aisles. Connect all locations to a single master parent.

Transactional Inventory

See how much inventory you have on hand right now, as well as how much inventory you had on hand this time last year, or just last Tuesday.

Vendor Ordering & Inventory

It isn't just about knowing how much inventory you have on hand; it is also about how much is coming in from vendors and when it will arrive, or how much is committed for orders that have not yet shipped.

Vendor POs & Returns

Place POs with your vendors and receive those POs into inventory. If you have another system for purchase orders, then Ultra Commerce can provide a data sync so your customers can see things like when out- of-stock inventory is expected to be back in stock.

Dropshipping & 3rd Party Fulfillment

Integrate product and inventory feeds from third party sellers or vendors



Real Time Physical Counts

Take physical counts with wireless devices directly into the commerce backend - just scan and go! Ultra Commerce evaluates the timestamp when each piece of inventory is counted and then reconciles that quantity with any transactions created after the item was counted.

Inventory Adjustments

Do inventory adjustments so you can transfer quantities in or out of any location you select. In addition, you can use inventory adjustments to transfer items from one location to another. Automatically move the inventory from one location to another, or force employees at one location to 'send' the inventory so that the employees of the other location are forced to 'receive' that inventory.

Inventory "In-Transit" Tracking

View inventory in transit to your location by product and SKU and allow staff to "receive" the inventory when it arrives with notification to your entire team.

EVENT REGISTRATIONS

Event Registration Order Listing

View complete listing of events with registrations and all attendee information. Use event registration listing to create customized reports and data collections for analysis.

Event Registration Management

Manage user attendance, acceptance, cancellation and optional waitlisting. Trigger automated emails, update registration information and print confirmation or ticket forms.

QUOTING

Quote management and tracking

Create quotes through backend or sales channel - manage through process to create to convert to order to fulfillment. Detailed history tracking allows for reporting on quote conversion success.

Quote Communication

Use administration portal to create communication relating to quote and ordering between company and customer.

Quote Approval Process

Leverage built in approval process for workflow to generate and submit quotes for customer approval. Manage quote expiration timing.



Quote to Order

Quickly convert quotes into placed orders for payment and fulfillment or utilize existing payment profile for one-click order conversion.

Quote Tracking

Build reporting and analytics around reporting based on quoting workflow. Orders maintain their original quote numbers for tracking and reporting history.

Sales Led Quoting

Begin order and sales quoting as a company administrator or sales representative and pass off to customer on the front end for completion as any point in the ordering process.

TAX

Tax Calculation by Location

Define tax rates by address and location.

Dynamic Tax Rates

Look up tax rates by address and apply to order. Support for international tax rates and requirements. Connect to third party tax services for dynamic tax rate calculation.

Tax Exempt

Allow accounts to be flagged as tax exempt and not be subject to applied calculated tax rates.

Manage Tax Rates

Manage and set tax rates by product, location (country, state) and customer.



Marketplace

Extend your business, create a new business model or extend your sales channels by launching or extending a marketplace. Connect your buyers and sellers together in a single storefront.

VENDOR MANAGEMENT

Vendor Management

Power dropshipping and direct-from-vendor selling. Create and manage all vendors within Ultra Commerce. Extensible setup enables you to connect vendors to specific sites, brands and related products for sale.

Vendor Ordering

Replenish inventory and keep products on the shelf at any location, by leveraging vendor ordering. Each vendor order will automatically update and increase available product counts when fulfilled.

Vendor Order Management

Use vendor order management to manage the status, tracking and delivery of orders.

Vendor Ordering – Communication

Connect vendor ordering to messaging and deliver orders and invoice emails directly to vendors from within the system. Utilize workflow to build automation into the vendor ordering process.

Vendor Product Assignment

Assign multiple vendors to a single item to allow for multi-vendor fulfillment based on geography, inventory levels and delivery timing.

SITES & SALES CHANNELS

Sites & Sales Channels

Easily create sites and sales channels for any online or offline selling environments. Create an unlimited number of sales channels.

Sales Channel Configuration

Apply unique settings to each sales channel for business specific configuration – shipping, payment, product behavior, currency support and much more.

Sales Channel Product Catalogs

Select from products across your catalog to add or remove products to a catalog, may also be done automatically through global settings and configuration.



Subscription Commerce

Give customers flexibility for one-time purchases or recurring subscription orders. Combine promotional marketing incentives to encourage customers to subscribe and save to your products.

SUBSCRIPTION MANAGEMENT

Order Templates

Create one or multiple custom order templates with user defined recurring scheduled subscription deliveries all in one place.

Define Order Frequency

Define custom order frequency terms, whether weekly or monthly, to allow customers to set recurring order schedule.

Automate Subscription Management

With accounts being tied to subscriptions you can quickly look up all active subscriptions and entitlements along with a transaction history of all invoices.

Account Subscription Management

Allow customers to modify billing and shipping information, delivery frequency and next order delivery date can be selected and later edited. Order items can be added or removed.

Promotion Rewards + Subscriptions

Create simple or complex promotion rewards to incentivize customers to subscribe to your products. You have the flexibility to define a subscribe and save promotional model, or combine one or more promotional product SKUs for first time customers who subscribe.

Subscription Analytics + Reporting

Leverage Telligence to analyze high value customer subscribers, measure subscriber churn, and create workflows with promotional email campaigns encouraging customers to subscribe to your products.

Subscription Customer Email Notifications

Automate transactional email communications to notify customers when they have subscribed to products, when order deliveries are expected to ship to their address, and when their next payment is due.



Telligence: Reporting, Analytics & Workflow

A complete analytics, reporting and automation suite built into the Ultra Commerce core platform. Streamline your operations by automating tasks that might have previously been done manually. Trigger automated status updates, export or import data, follow up emails, etc. Any piece of functionality in Ultra can be automated with ease.

DATA COLLECTIONS

Data Views

Use the Ultra Commerce dashboard to customize any data listing – add columns, rename columns, bring additional data into the report. Each listing screen can be customized and saved to create personalized data views for each user.

Data Access

No data is off limits. Administrators have complete and total access to live, real-time data from the commerce platform. In addition to core datasets, new and customized data objects are automatically included in the data views.

Collection Builder

Select data from across the commerce platform to include in data views reports. Start from any core or custom object (products, orders, accounts, etc.) and build from there. Data may be included from related items – start with orders and connect ordered items, for example.

Saved Reports

Eliminate the need to recreate reports or views on each access, build up a library of saved reports that deliver exactly the intelligence and insight required. There are no limits on the number of reports that can be created.

Export

Any data view can be exported with live, real-time data directly from the commerce platform.



CHARTING & REPORTING

Report Library

Create graphs and charters from any data collection in the administration space – use dynamic data sets to create and save reports that can be referred to at any point or shared with the rest of the team. Report on anything in the eCommerce platform – in real time.

Report Builder

Start from scratch or leverage existing charts and graphs with customized columns, aggregate totals, dynamic time ranges, filters and more. Connect to a single data object or use related data for comprehensive data views.

Report Configuration

Select from built in data ranges and use a secondary date ranges to build data range comparisons in graphic format.

AUTOMATION

Triggered Automation

Build an automation system that actively listens for specific events across your storefronts, from add to cart to new account create and promotion applied – select from a comprehensive list of events to build workflows and take action.

Scheduled Tasks

Run a series of tasks on a schedule – send abandoned cart emails, create reports, reset account information and more on a schedule you can customize and define.

Conditional Automation

Eliminate the need for custom code and conditions within your systems and applications – apply conditional checks on any tasks BEFORE they're run based on events or schedule. Apply conditions to the attributes and data of each object for complete accuracy with automation.

Marketing Automation

Use dynamic real-time data from the commerce platform to build triggers or schedules that can automate your marketing processes. From exporting a user to your email marketing platform or CRM once an account is created, you can expand on that functionality to do more complex scenarios like sending a series of abandoned cart emails and triggering a promotion code to entice your users to complete their orders.

Automated Business Processing

Beyond marketing automation, workflows can automate business processing or make business decisions automatically. Manage order workflow, update data, edit user account and much more using rules, triggers and events to automate processing.



Import / Export Scheduling

Trigger importing and exporting of data on a schedule, with notification emails, connect to external systems or services to send or retrieve data with specific timing connected to import mappings.

Webhooks

Take data from your Ultra Commerce platform and connect to webhooks on schedule or on events to pass along data. Each dataset can be customized to ensure efficiency with any webhook integration.

Webhook Queue

With processing queue available for any remote calls, the development team can be assured that even if a remote system is down, the system will continue to try to connect.

Transactional Email Communications

Trigger email messaging using email templates based on any data object in the system – run on a schedule (send birthday messages, abandoned cart) or triggered (new account welcome messages, order confirmation, order delivery).



Core Platform Capabilities

Ultra Commerce provides a core feature set that gives developers, administrators and business teams control and access to their commerce platform. Through access to data, configuration rules and the flexibility to extend the platform, Ultra Commerce can meet complex business requirements.

IMPORT

Import Tools

Design and create a library of data imports for any object in the system. Easy-to-access or schedule for non-developers and technical users to get data into the system.

Import Mapping Library

Store a collection of import mappings across any object in the system accessible from any related data listing. No limits on the number of saved imports.

Import Configuration

Setup rules and validation from the Import Mapping listing and manager screen. Save time and quickly download import templates for any saved mapping. Make it easy to receive consistent data from vendors, suppliers and other partners.

EXPORT

Comprehensive Export

Export data from any report or data view. With Telligence data reporting, build custom reports and data views that can be exported with live, real-time, data.

Export Builder

Customize the data output – columns, labels and views. Each data view or collection can be saved and used at any time.



USER MANAGEMENT & PERMISSIONS

Create Roles & Permissions at User Level

Secure the platform and all connections by creating users that have only the access (create, view, edit, or delete) that they need.

Multiple Roles Assignment

Users can be assigned a combination of multiple user roles for both administration and storefront applications.

MULTI-LANGUAGE

Admin Interface Language Support

Change the entire Ultra Commerce admin interface to supported language packs.

Storefront + Channel Language Support

Support for multiple languages on a single or multiple channels. Assign specific languages to specific site for primary language designation with alternate languages available.

MULTI-CURRENCY

Support for Multiple Currencies

Support transactions in multiple currencies on multiple sales channels.

Currency Conversion

Manual or dynamic currency conversion rate available. Each site and sales channel has separate assigned currency options to allow for maximum flexibility.

ADDRESS ZONES

Address Zone Setup

Create and manage specific lists of addresses for shipping, tax or other purposes by country, state, city or postal code. Zones may be a specific zip code or as large as a group of countries.

Taxation

Apply special taxation rules and calculations based on the application of a billing or shipping address against an address zone.



Shipping

Create any number of address zone options to configure fulfillment and shipping methods available based on shipping address of any fulfillment.

ATTRIBUTES

Unlimited Core Extensions

Extend product, accounts, orders and more with custom data fields.

Use attributes for customer experience

Attributes at the product level can be used for driving customer experience; such as product filtering or customer account extensions.

Attributes are SEO friendly

Create attributes that can be used to drive and build search engine optimized content.

Search & Filtering Support

Any attribute can be applied and included within faceted product search.

CUSTOM ENTITIES

Create New Data Objects (Entities)

Extend the core dataset / data model in Ultra Commerce with custom data objects specific to your unique needs. Utilize administration interface, no code required, to create new objects. New objects are compatible and integrated with core data objects.

Reporting & API Compatible

New objects and entities are available through the API and reporting / analytics.

AUDIT LOG

Update, Create, Edit & Delete Logging

All actions and updates to the system are logged and stored in a viewable / searchable list.



Technology & Headless Commerce

API First – Full Coverage

Ultra Commerce is built API-first. In fact, the entire administration portal is built on top of the API. The entire core platform and any extensions are accessible via the API.

Scaling

Dynamic scaling built into our cloud infrastructure.

Limitations & Rate Limiting

There are no rate limits or throttling on the API or integrations. Ultra Commerce is built to scale and support your growth.



Integrations

For a list of all integrations, visit <https://ultracommerce.co/integrations/>.

- Tax
- Shipping
- Payment
- Marketing
- Headless CMS
- ERP

Ultra Commerce

ultracommerce.co