



## Beyond Bizar Shop

An exciting new opportunity to take your  
online business to the next level

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## What's happening to Bizar Shop?

As Bizar enters its eleventh year in business, the time has come to announce a successor to Bizar Shop.

Whilst Bizar Shop still forms the core of many hundreds of websites, some of which have seen multi-million dollar turnovers, its functionality is frozen in time and the technology it was based on has become all but extinct.

In the past decade a lot of software development practices have changed and evolved. So, rather than build a successor to Bizar Shop from scratch, we've been able to use an existing Open Source eCommerce platform as the basis for our new offering.

Such a big step forward requires starting from scratch, so there's no magic upgrade button, everything has to be migrated to the new system. However, we've invested a lot of time into making tools and processes that allow us to migrate the vast majority of your content across for you.

If you're still very happy with your website and you don't feel a need for change, have a look at this document to see what you're missing out on.

### Summary

- There is now a viable option to massively upgrade your Bizar Shop
- Many more upgrades are coming in the future so you can stay up to date
- We migrate your data for you
- You won't lose your Google Rankings
- A 24 month payment plan is available

We strongly encourage everybody currently using Bizar Shop to migrate to the new system, it will certainly be better for your business. However if you don't want to upgrade for any reason, your website will continue to function normally for as long as you want it to.

The final piece of good news is that it's a lot more cost effective to upgrade than you might think!

## What is Magento?

### An Enterprise level ecommerce application, adapted for you

All our new eCommerce websites are based on a platform called Magento. It is an open source eCommerce platform that uses mainstream technologies such as PHP and MySQL. We've now combined Bizar's 10 years of eCommerce experience with Magento to come up with a solution that can give your website a much needed boost both now and well into the future.

## What's so special about Bizar's version of Magento?

To create a platform that is a big enough upgrade from Bizar Shop to warrant a "no brainer" to upgrade for most of our customers, we've taken the standard version of Magento and added a host of fully tested extensions that give you a rock solid, feature packed platform for your website.

Magento is a fantastic product, and there are literally thousands of extensions for it. However, unless you're a highly skilled PHP programmer with a version controlled development environment, simple upgrades and extension changes more often than not break the site completely, or introduce unfixable bugs. Normally you get a choice, pay somewhere between \$4,000 per year to \$13,000 per year for the Professional or Enterprise versions, or fend for yourself using the free "community" version.

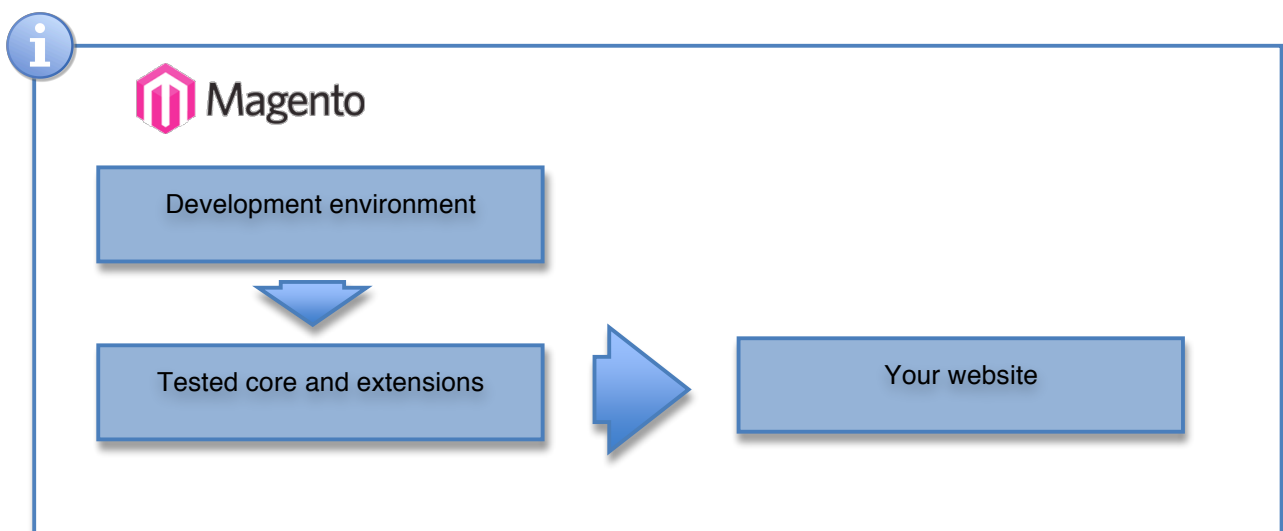
Simplistically, we've taken the community version, added dozens of extensions and our own custom tweaks to bring our Magento platform close to the Enterprise version.

### A secure, controlled environment

We keep this central Magento core up to date and patched, this is then rolled out to all the shops when it is fully tested

### Development environment

We test everything before it gets rolled out to your store. We use a version control system called SVN, so if an unforeseen problem does develop over time, we can roll back the extensions to an earlier version. This doesn't effect any of your data.



## Migration made easy

We've put together a standard migration package. It's designed to be a great starting point that will save you weeks of solid work if you tried to do it all yourself manually. The cost of the migration is summarised at the end of this document.

### All products and categories are migrated for you

All the product data including product images, descriptions, dropdown selections etc is migrated for you.

Your complete catalogue and the contents of the information folder copied across to your new website. All you have to do from there is tidy it up and configure some of it to take full advantage of the new system.

### Page rankings are preserved

Our custom Bizar Shop to Magento 301 redirect system ensures that your old page links still work. This means that Google can still find all your important content. It receives a 301 redirect (Page has permanently moved) and adjusts accordingly.

### Information pages and content are copied across

This section is also migrated from your Bizar Shop site

### It looks great!

We include our rock solid, fully tested template that we rebrand to complement your desired look. By the time we add your content, turn on your desired features and add your graphics your site will still have a unique, professional feel to it, rather than that "we bought a template" look.

### Here's some before and after examples of sites that are being migrated

Bizar [www.thehellteam.com](http://www.thehellteam.com)

Magento <http://hellteam.bizarsoftware.com.au>

Bizar [www.trailmix.com.au](http://www.trailmix.com.au)

Magento <http://mage.bizarsoftware.com.au>

### Here's an example of a site with a higher level of customisation

<http://store.amodomio.com.au>

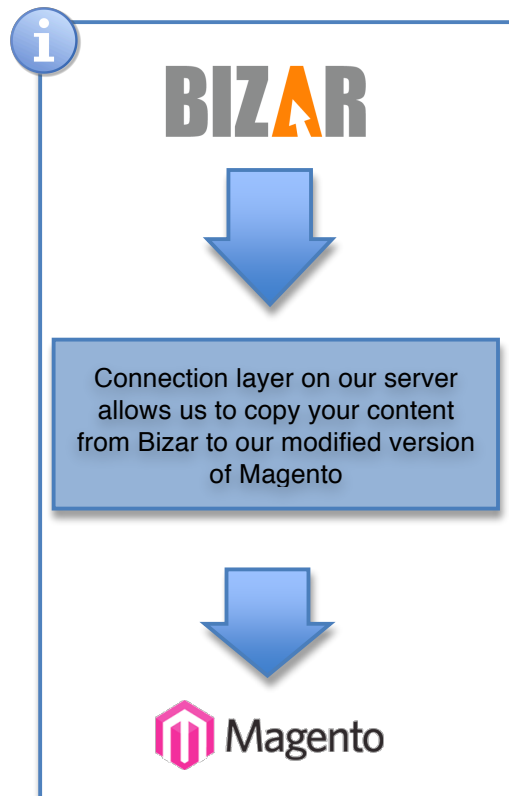
### You get help to finish it off

As part of your migration package, you receive four hours of free support to help with things like setting up shipping and billing information, or generally showing you how things work.

Once you have used your four hours, further support will be available and provided through a ticketing system. It will be billed in 15 minute intervals at a rate of \$25 per interval. (I.e. Minimum charge to log and resolve a support issue will be \$25.) However, being a popular platform, Magento has literally thousands of pages of help material, forums and online videos to help you.

### There's an enormous amount of new features ready to go

Here are the features that are included by default. The list starts on the following page, but be warned it's a long list!



## Standard Features

We did warn you that it's a big list! If you don't like big lists of features and you prefer visual examples, You can view most of the standard features in a development site [here](#)

### Front page

You can configure the following features yourself:

Products can be shown as "New" for a specified period using a calendar

Show off featured products

Add various slideshows to show off your products or key features within your website

Display introduction or shop description

Show recently viewed products

Show products added to Compare list

Configurable search with auto-suggested terms

The site produces RSS feeds of all key site content

### Catalogue features

Each product can appear in multiple categories (EG New, Specials and it's normal category)

Products can be made active from a certain date, or for a set period using an admin calendar

Products can be arranged by site visitors EG list from cheapest to most expensive, newest at the top, number on the page, view all etc etc.....

Multiple Images Per Product, displayed in a lightbox slideshow

Static Block tool to create category landing pages (tie in with Adwords campaigns etc)

Cross-sells, Up-sells and Related Items

Breadcrumbs

Stock level management with Backordered items, Minimum and Maximum quantities per product

Batch Import and Export of catalogue items and stock levels

Batch Updates to products in admin panel

Simple, Configurable (e.g. size, color, etc.), Bundled and Grouped Products

Downloadable Products

Customer Personalised Products - upload text for embroidery, monogramming, etc.

Tax Rates per location, customer group and product type

Pre defined Attribute Sets for quick product creation of different item types

Image manager with automatic image resizing and watermarking

Search Results rewrites and redirects (change a link and a 301 redirect is automatically created)

RSS feed for Low stock Alerts

Related Products

Stock Availability

Add to Wishlist

### Product Pricing

Multi-tier pricing for different groups:

Prices can be Set figures. EG \$100 retail. \$78.50 VIP members, \$66.95 Wholesale

Prices can be discounts per group

Set a special price for a set date range EG 25% off this month

Cost price can be defined in admin so you know the profit for each order

### Search Engine Optimisation

100% Search Engine Friendly page construction

Built in Google Site Map functionality, automatically updates at pre-determined intervals

Add full ecommerce capable Google Analytics just by pasting in your Google Analytics account ID

URL Rewrites give full control of URL's (Old links are redirected to the new page if you change it's name)

Configurable Meta tags for every page (Title, keywords, description)

Auto-generated Site Map for display on site

**Promo code system**

Highly configurable promo code system. allows you to send promo codes to customers that are configured exactly to your requirements. It's so versatile it takes a while to get you head around it, but here are some examples

**The promo code basics**

10% off all products

\$10 off the big one when you also buy a small one

5% discount for all purchases over \$100

**You can then refine these codes further...**

Single use codes

Multi use codes EG forward to a friend, use it many times yourself

Date range restrictions EG 15% off this week only

Restrict to a single use per IP address, but allow it to be forwarded to other users

**You can then go even further....**

Eg single use for you, forward to as many friends as you want, but it runs out next month

**Customer Accounts**

Customers can edit all their information, and even place repeat orders

View Order status and history

View Recently ordered items

Address Book with unlimited addresses

Default Billing and Shipping addresses

Wishlist with ability to add comments

Email or Send RSS feed of Wishlist

Newsletter Subscription management

Product Reviews submitted (if reviews are active within the store)

Account Dashboard for overview of: recent orders, personal information, newsletter subscription status, primary billing address, primary shipping address, shopping cart, wishlist, recently ordered items, recently reviews and recent tags

**Site Management**

Control multiple websites and stores from one administration panel with ability to share as much or as little information as needed. EG Wholesale store and retail store

Multi level admin access. EG view all, or just manage orders, or just add products

Web Services API for easier integration between Magento and any third-party application

Flexible tax rate management with support for US and International markets

Customer Groups

Content Management System for Informational Pages

**Order Management**

View, edit, create and fulfil orders from admin panel

Create one or multiple invoices, shipments and credit memos per order to allow for split fulfilment

Print invoices and packing slips

Includes ability to create new customer, or select existing customer and view shopping cart, wishlist, last ordered items, and compared products list, as well as select addresses, give discounts and assign custom prices

Create re-orders for customers from administration panel

Email Notifications of Orders

RSS feed of New Orders

**Shipping**

Integrated real-time shipping rates from:

UPS, UPS XML (account rates), FedEx (account rates), USPS and DHL

Shipping to multiple addresses in one order

On-site order tracking from customer accounts

Multiple shipments per order

Ability to specify allowed destination countries per shipping method

Flat rate shipping per order

Flat rate shipping per item

Free Shipping

Table rates for weight and destination

Table rates for product sub-totals and destination

Table rates for number of items and destination

**Payment Methods**

Real time Credit Card

PayPal

BPAY

Purchase Order

Google Checkout

Direct Deposit

Cheque / money Order

**Checkout functionality**

Shopping Cart with tax and shipping calculator prior to entering credit card etc

One-Page Checkout

Sign up for newsletter option in checkout

SSL security support for orders on both front-end and back-end

Shipping to multiple addresses in one order

Checkout without account/Guest Checkout

Checkout with account to use address book

Option to create account at beginning of checkout

Accept gift messages per order and per item

Saved Shopping Carts with configurable expiration time

## Upgrading further - Adding features when you need them

Here are a range of additional features that we have already tested. They can simply be turned on and configured when you're ready, for a low fixed on-off payment. This allows you to spread the cost of your upgrade. (Of course, the more you choose initially, the more cost you are able to spread across your 24-month initial plan.)

There are a lot more upgrades planned for the future, particularly in the area of mobile access and a store specific iPhone app. Please contact us with any features you'd like to see added to the list



*You don't need to add everything at once.*

*Add new features gradually over time as your business expands and your needs change.*

### Email Newsletter System

In built email newsletter system. Includes a template branded to complement your website, and help setting up your first mailout. Users can subscribe to the newsletter via a signup form on a side column in your website, or via a "sign up for newsletter" check box during the checkout.

**\$550**

### Mailchimp Integration

If you're already using Mailchimp for sending your email newsletters, we can make your website send all it's shoppers to mailchimp at the touch of a button.

[View example](#)

**\$75**

### Twitter

Show updates from your Twitter account, or show followers of your account. Can be included on any page on your site.

**\$120**

### Blog

Blogs are a fantastic way to keep your site's content interesting and up to the minute. Blogs can offer interesting information to your customers, but they also tend to act as search engine "magnets" because of the nature of their constantly changing articles. Our fully integrated blog can be configured in your site's admin to allow anyone to post comments, ask users to log in before they post comments, or not allow comments. It also features an RSS feed of all posts and the ability for "blog manager" users to be set up who can only administer your blog. Finally, if you find you're getting a lot of automated spam getting added through your blog, we've also added "ReCAPTCHA" code where people have to copy a code in an image before they can contribute.

[View Example](#)

**\$330**

### Forum

Forums are a great way to keep people coming back to your site. They can also be a great replacement for FAQ type content. Our fully integrated forum can be configured in your site's admin to allow anyone to post questions, ask users to log in before they post, you can also define who can add topics or threads. It also features an RSS feed of all posts and the ability for "Forum manager" users to be set up who can only administer your Forum. Finally, if you find you're getting a lot of automated spam getting added through your blog, we've also added "ReCAPTCHA" code where people have to copy a code in an image before they can contribute.

[View example](#)

**\$330**



*Pricing of additional functionality includes installation and testing.*

*Importantly it also includes training to help you configure your new features so you can get the most out of them.*

### Facebook Integration

Social media is one of the most important sources of communication and interaction on the internet. Integrate Facebook into your site by showing friends on the front page, or any other pages as required. We also add a "like" button to all product pages, making it really easy for customers to like your products and include a comment about how amazing it is.

[View Example](#)

**\$220**

### Social Media Bookmarks

Similar to the "Share this" popups you often see on sites, this inbuilt system offers more control. You can edit the message that gets posted to the relevant site, change the icons and add or subtract as many sites as you want. This feature can be added to any page of your site. By default we set it up on all of the catalogue pages, but it's easy for you to add it to other key pages as well.

[View Example](#)

**\$220**

### Product Reviews and Ratings

Fully configurable reviews and ratings system. Customers can post reviews as well as rate configurable values such as performance and price. Reviews are stored prior As reviews can be a constant source of spam, we've also added "ReCAPTCHA" code where unregistered shoppers people have to copy a code in an image before they can add their review. The system also includes a pending review RSS feed, giving you an "at a glance" view of any new reviews.

[View Example](#)

**\$150**

### Customer Polls

Run regular polls to engage your users and get them to return to your site. The polls are easily configured via the site admin. They also include the ability to prevent multiple submissions from the same IP address to help stamp out artificial results. However, if helping results a bit is your thing, you can pre load some of the answers with as many votes as you really want.

[View Example](#)

**\$150**

**Ajax Menu System**

If you have a big store and you want people to get an instant overview of your entire range, this menu is the answer for you. It is installed in the top menu of your website provides an “at a glance” view of all your categories and sub categories, or it can be configured to include alternative methods of browsing such as listing all your brands.

[View example, including browse by brand](#)

**\$550**

**Events Calendar**

Adds an events calendar to your site. Includes a calendar page plus an automatically generated list of events on the front page of your site. Calendar entries can be linked to any page. EG an information page or an external link.

[View Example of events summary](#)

[View full calendar](#)

**\$330**

**Photo Gallery**

This extension allows you to create multiple photo galleries within your site. Each photo gallery can be viewed in a “lightbox” style popup so users don’t have to click through multiple pages to see your photos.

[View Example](#)

**\$220**

**Banner management and slideshow system**

This system allows you to banners to your site. Either as single images or slideshows. Each slide can be linked to a specific location. Images that you upload are automatically resized to fit the banner area.

[View Example](#)

**\$220**

**Video Gallery**

Simply copy and paste embed code from youtube to create a fantastic Video Gallery. Each video appears in a “lightbox” style popup so users don’t have to click through multiple pages to see your videos.

[View Example](#)

**\$220**

**Multi-Currency**

Full multi currency functionality, changes all prices on the site, includes detection capability to make an educated first guess regarding the customer’s location. Currency can also be set by choosing from a drop down list of currencies. Multil lingual sites are also possible, as are fully internationalised stores (EG add a Checkout in French with French address formats etc). However, this is a lot more complex and needs to be quoted on a case by case basis.

[View Example](#)

**\$440**

## Custom Development

Magento is a very versatile platform. As well as the thousands of features you may have already heard about, it's use of common standards such as PHP and MySQL mean that it can be extensively modified and can be connected to many external systems.

### Some possible additions include

- Dealer locator
- Reservations and bookings systems
- Sell digital Downloads
- Connection to MYOB or Quickbooks
- Multiple stores - Create separate stores from within your Magento (EG Australian store and NZ ,or Wholesale store and retail) These stores can share as much common data as you like. EG the same products, but different currencies, shopper login shared between sites.

## Future Proofing

Because Magento is a popular platform, under constant development, and it's use of mainstream technologies that have gained "critical mass" Magento development will continue long into the future. Hundreds of developers also contribute extensions on a regular basis. We will be adding new extensions on a regular basis as well as continuing to write our own.

- New features will be offered regularly via an email to all users
- You will be able to suggest new features and extensions
- Cost of popular major upgrades can be shared across all the people who vote for it
- Big plans for mobile are in the pipeline, this is becoming a big growth area
- Hosting can be upgraded to dedicated hosting for big sites

### Mobile optimisation

We believe that mobile ecommerce is going to be one of the biggest growth areas in the next few years. We're so passionate about mobile apps that we've set up an entire company to make them. We will be utilising these resources in the coming year to bring you some great mobile options that are simply impossible with Bizar Shop, including:

- Manage orders from your mobile
- Mobile optimised shop template
- Bizar custom iPhone app for Magento

## What's not included in the migration

Like any major undertaking, it is as important to understand what's not included as well as what you're getting. We should stress that we're happy to help with everything listed below, but we charge for our time to help with these issues and you will need a support account.

Here's the "small print":

### **The content migration the best copy possible, but we can't guarantee perfection**

The information folder, product and category migration is a process that involves optimising and transferring all your files, cleaning up the raw data then importing it for you. It is a good copy of your content, but we are not liable for any configuration issues such as spelling mistakes, incorrect prices, missing images or broken links. In other words, you will need to check your content once it's migrated and make any final tweaks your self.

### **Free Support**

The beauty of using an open platform like Magento is that there is an enormous resource of online help. Everything from user forums and an online wikki to a help manual and countless youtube "how to videos" are available. Once you've used up the support that's included in your migration package, If you can't work out your problem or find the solution, we can provide as much help as you need. However, as we've mentioned above you will need a support account.

Here are some useful online resources

The Official Magento Forum <http://www.magentocommerce.com/boards/>

Online help from Magento <http://www.magentocommerce.com/wiki/>

### **Limitless design changes**

The standard migration package includes the re-branding our standard template to complement your existing website. This will result in a very professional looking website that should suit your needs very well. The general look and feel is signed off by you prior to the migration taking place. If you then wish to start making further modifications "Left a bit right a bit, bigger images, try some different colours....." We're happy to help, but you will be charged for our time to perform these changes.

### **SSL Certificate**

Each Magento store requires it's own dedicated SSL Certificate. This guarantees the highest level of security and means that the store uses your domain's URLs throughout the checkout process. It also means you can get your site validated by

### **Payment Gateway**

These days it's against PCI compliance laws to operate an online store without a payment gateway. If you wish to use Magento and you also wish to accept Credit Card payments you will need to connect to a payment gateway. If you've been using one with Bizar Shop, it will still work with Magento. You can also connect to PayPal

### **Replication of custom features**

Most of the features that have traditionally been custom in Bizar Shops come as standard in our version of Magento and you can probably find them mentioned in this document. However, if we're doing something out of the ordinary with your product catalogue, such as using it as a POS system, a booking system or something else not covered here, we would need to build a new version of this functionality for you.

## Migration pricing

### Migration package \$4,499

24 month Interest free payment plan available

#### Package Includes

- Setup of custom secure Magento installation
- Data Migration as outlined in this document
- Branded template as outlined in this document
- Purchase and installation of SSL Certificate (valid for 2 years)
- Configuration of payment gateway
- 4 hours phone and email support

#### Here's how it works

Upon "Go-Live" of your site, we calculate the balance of the package minus any credits and your \$1,900 deposit will be divided into 24 monthly amounts and automatically billed each month to a nominated credit card.

#### One monthly payment, including

- Hosting
- Migration balance monthly installment
- Any support during each month (if applicable)
- Any additional extensions purchased during each month (if applicable)

#### Hosting

All hosting plans are moving to monthly payments. Any payment already made, will be refunded pro-rata and can be used as credit towards your migration package.

The hosting costs for Magento are higher than Bizar Shop.

This is due to a number of factors:

- Magento requires a lot more CPU than Bizar Shop, resulting in far fewer stores per server
- To facilitate higher levels of security and a unique SSL certificate, each store requires a unique IP address and cPanel account on the server, instead of one big shared account.
- Magento uses more bandwidth than Bizar Shop

For this reason, Magento hosting will be charged at your current rate plus 15%

If you have any questions, please do not hesitate to contact us. Either by email or give us a call.

<mailto:support@bizarsoftware.com.au>

