

**ENCANTO from C2000Software.com**  
**FEATURE COMPARISON VS OTHER ONLINE SALES SYSTEMS**

Functionality	ENCANTO from C2000 Software	MktChoice	Actinic
Cost	£1000-£2000 once only	£1300/year	£700/year
Software on web	Yes	Yes	Yes
Annual Support Fee	£250	Inclusive	£300
Unique Domain	Yes	Yes	Yes
Credit Card Fees	n/a	2.19% - 4%	independent setup
Paypal Fees	3.4%	3.4%	3.4%
Software on desktop (optional)	Yes	No	No
Multi-user access (restricted and passwords)	Yes	Yes	Yes
Number of users	unlimited	4	unlimited
Automatic backups	Yes	Yes	No
Integrated Card Management	No	Yes	Yes
Integration to own systems	Yes	No	No
Customised to your look and feel	Yes	no - but can be	no - but can be
Limit to contacts	unlimited	10,000	Yes
Customer purchase history	Yes	Yes	Yes
Create notes for contacts	Yes	Yes	Yes
Shopping Cart	Yes	Yes	Yes
Integrates with your existing website	Yes	Yes	Yes
One step checkout	Yes	Yes	Yes
Inventory Tracking	Yes	Yes	Yes
VAT Compatible	Yes	Yes	Yes
Custom look and feel	Yes	Yes	Yes
Multiple Product Options	Yes	Yes	Yes
Support product colour options	Yes	Yes	Yes
Categories and Sub-Categories	Yes	Yes	Yes
Product Bundle Offers	Yes	Yes	Yes
Customisable check-out fields	by programming	Yes	Yes
Upsell "related products"	Yes	Yes	Yes
Payment Processing	PayPal	Care & PayPal	Card & Paypal
PayPal Express Checkout	Yes	Yes	Yes
Payments in any currency	Yes	Yes	Yes
Full and partial refund processing	via PayPal	Yes	Yes
Recurring Billing	Yes	Yes	No
Shipping Options	Yes	Yes	Yes
Ship by price	Yes	Yes	Yes
Upsell Features	Yes	Yes	Yes
Discount Features	Yes	Yes	Yes

Functionality	ENCANTO from C2000 Software	MktChoice	Actinic
Special Offers	Yes	No	Yes
Featured Products	Yes	No	Yes
Related Products	Yes	No	Yes
Coupon / Voucher system	Yes	Yes	Yes
Credit on account	Yes	No	Yes
Use video	Yes	Yes	Yes
Reporting Tools	Yes	Yes	Yes
Sales Reports	Yes	Yes	Yes
Cart abandoned Reports	Yes	Yes	don't know
Coupon / Voucher Reports	Yes	Yes	Yes
Shipping reports	Yes	Yes	Yes
Shipping Management	Yes	No	No
Track views, leads and sales	Yes	Yes	Yes
Split test marketing	No	Yes	No
Accounting Reports	Yes	Yes	Yes
Digital products?	Yes	Yes	Yes
Free products allowed (user guides, installation guides, bonuses)	Yes	Yes	Yes
Referral credits/vouchers for introducing new customers	Yes	No	No
FAQ	Yes	No	No
Contact Page	Yes	No	No
Extensive Descriptions - up to 6 images/videos and 6 text blocks per product. Full flexibility on content	Yes	No	No
Single page description	Yes	Yes	Yes
Can be modified as required	Yes	No	No
Can include special programmed options	Yes	No	No
Number of products	Unlimited	Unlimited	Yes
Limit to number of views	unlimited	Unlimited	Yes
SEO integrated support (rich snippets)	Yes	No	Yes
Discount by quantity	coming soon	not sure	No
Web Server Hosting	dedicated option	Shared	shared

If you would like to know more about how Encanto and C2000Software can bring you increased sales online please call 01242 255 000 or email [sqw@C2000software.com](mailto:sqw@C2000software.com)