



a **reasoning** product  
complexity simplified

# MartJack Features & Pricing

Email - [info@martjack.com](mailto:info@martjack.com)

Website: [www.martjack.com](http://www.martjack.com)

## Statement of Confidentiality

The information contained in this document is confidential and proprietary to Reasoning Global eApplications Ltd. ("Reasoning"). Reasoning is providing sensitive information with the understanding that your company will hold it in strict confidence. The contents are not to be disclosed, duplicated or used, in whole or in part, for any purpose other than for the evaluation of Reasoning's qualifications.

## Disclaimer

The information included in this document has been prepared and included for the purpose of this document only and shall not be construed as a precedent in any other situation outside this document and context.

The obligation of the parties to perform any effort identified in this document is subject to the execution of a formal contract between the parties concerned.

## Validity

Information contained in this document is subject to change and may be updated from time to time at the sole discretion of Reasoning.

Number of products on store-front	500	500	5000	Upto 20,000*
Included server capability	10 users per min	10 users per min	20 users per min	30 users per min
<b>Storefront design &amp; customization</b>				
Professional store design library	✓	✓	✓	✓
Customize store design as per branding	✗	✗	✓	✓
WYSIWYG editor to design stores	✓	✓	✓	✓
E-commerce centric parametric widget library	✓	✓	✓	✓
Multi-level fly-out navigation menus	✓	✓	✓	✓
Multi-level Tab Menu	✗	✗	✓	✓
Ad-hoc form creator	✓	✓	✓	✓
Customizable product page	✗	✗	✓	✓
<b>Products discovery and Navigation</b>				
Full text in-store keyword search	✓	✓	✓	✓
Full text in-store keyword and faceted search	✗	✗	✓	✓
Refine search with price, brand and product attributes	✗	✗	✗	✓
Popular search keyword cloud	✗	✗	✓	✓
Recent searches	✗	✗	✓	✓
Side by side product comparison	✓	✓	✓	✓
Category and page Menus	✓	✓	✓	✓
Customizable showcases templates	✗	✗	✓	✓
<b>Catalogue &amp; Merchandising</b>				
Manage product Variant Level Pricing and Inventory	✓	✓	✓	✓
Multi scale Zoom-in Product images	✗	✗	✓	✓
Display variant swatch images	✗	✗	✓	✓
Product Activation and Deactivation dates	✓	✓	✓	✓
Customized information for products from user	✗	✗	✓	✓
Cross Sale	✗	✗	✓	✓
Up sale	✗	✗	✓	✓
Recently Viewed items	✗	✗	✓	✓
Downloadable and digital products	✗	✗	✓	✓
<b>Local Deals</b>				
Add local deals to display on storefront	✗	✗	✓	✓
Buy deals with Token amount	✗	✗	✓	✓
Time ticker to generate sense of urgency	✗	✗	✓	✓
Location tagged, available at more than one location	✗	✗	✓	✓
<b>Promotions</b>				

Discount vouchers for selected SKU or categories	NA	✓	✓	✓
System generated vouchers code or merchant input	NA	✓	✓	✓
Use same voucher with single time or multiple time	NA	✓	✓	✓
Allow/ Restrict voucher codes to be used by specific users	NA	✓	✓	✓
Buy one get one type promotions	NA	✓	✓	✓
Promotion discount for selected SKU or categories	NA	✓	✓	✓
Promotion discount on shipping charges	NA	✓	✓	✓
Cart Promotion	NA	✗	✓	✓
<b>Engage Consumer</b>				
Blog post and news	✓	✓	✓	✓
RSS feed from other sites	✓	✓	✓	✓
Rating and reviews	✗	✗	✓	✓
Discussion threads	✗	✗	✓	✓
Mailing List	✓	✓	✓	✓
<b>Social Media Marketing</b>				
My wish list	✗	✓	✓	✓
Facebook FConnect	✗	✗	✓	✓
Facebook 'Like' button on products / comments	✓	✓	✓	✓
Twitter Plug-in	✓	✓	✓	✓
Social bookmarking	✓	✓	✓	✓
<b>Checkout &amp; Payment processing</b>				
On Click popular payment gateways integrations	NA	✓	✓	✓
Cash on Delivery	NA	✓	✓	✓
EMI options through HDFC credit card and Payment Gateway	NA	✓	✓	✓
Instore pick up	NA	✗	✗	✓
Quick checkout option	NA	✓	✓	✓
Single page checkout	NA	✓	✓	✓
Guest Checkout	NA	✓	✓	✓
Shipment tracking with Courier (Aramex and UPS)	NA	✓	✓	✓
Customizable Auto email notifications	✓	✓	✓	✓
Auto SMS notifications	✓	✓	✓	✓
Capture leads through specialized lead generation mechanism	✓	✓	✓	✓
<b>Order Management</b>				

Complete Order process flow	NA	✓	✓	✓
Processing of Payment pending Orders	NA	✓	✓	✓
Processing of Stock pending Orders	NA	✓	✓	✓
Shipment booking integration with courier (Aramex, UPS)	NA	✓	✓	✓
Orders Returns/Exchange facilities	NA	✓	✓	✓
Orders list in excel for further processing	NA	✓	✓	✓
Punch new orders from backend tool and payment links to consumer	NA	✗	✓	✓
<b>SEO Management</b>				
HTTP redirection module	✗	✗	✗	✓
RSS channels and publications	✓	✓	✓	✓
Search-engine friendly page urls	✓	✓	✓	✓
Use of content heading tags (like H1...H6)	✓	✓	✓	✓
Targeted and Customizable Title tag and meta properties	✓	✓	✓	✓
Image Alt-text with automated keywords	✓	✓	✓	✓
A daily xml feed to search engines	✓	✓	✓	✓
<b>Manage consumers</b>				
Collect Customized information from consumer	✗	✗	✗	✓
Mailing Lists	✓	✓	✓	✓
Create consumer registration from CP	✓	✓	✓	✓
Create consumer groups	✓	✓	✓	✓
<b>Multi-store Management</b>				
Multi-store or multiple fulfilment center setup	✗	✗	✗	✓
Syndicate product information from the central catalogue	✗	✗	✗	✓
Grant/Deny access to your central product catalogue	✗	✗	✗	✓
Order transfer	✗	✗	✗	✓
<b>Marketplaces &amp; Supplier management</b>				
Drop-ship and non drop-ship supplier	✗	✗	✗	✓
List products in marketplaces	✗	✗	✗	✓
Mark-up price facility	✗	✗	✗	✓
Product reviews and ratings from suppliers	✗	✗	✗	✓
<b>Multiple currencies Support</b>				
Multi currency stores	✗	✗	✓	✓
IP address base currency display on store	✗	✗	✗	✓
Currency Based payment gateway mapping	✗	✗	✓	✓
<b>Integrations</b>				
Google analytics integration	✓	✓	✓	✓

Affiliate Marketing : Google merchant centre, Shoogloo, DGM, Trade Doubler	✘	✘	✓	✓
Track your PPC campaigns	✓	✓	✓	✓
Third party loyalty programs integration (iMint, MyCard)	✘	✘	✓	✓
<b>Manage your store</b>				
Stock movement	NA	✘	✘	✓
Stock Management	NA	✘	✘	✓
Fully Customizable Shipping and Tax Table	NA	✓	✓	✓
Cart Abandonments	NA	✓	✓	✓
Pre Order and Back Order	NA	✓	✓	✓
Consumer wise Order History	NA	✓	✓	✓
Sales report to display SKU wise sales in a given durations	NA	✓	✓	✓
<b>Administration n Configurations</b>				
Domain Booking	✓	✓	✓	✓
Multiple admin users	✘	✘	✓	✓
Google apps and its integration with web site	✓	✓	✓	✓
Site traffic and Analysis	✓	✓	✓	✓
State of the art, enterprise grade cloud data centre	✓	✓	✓	✓
Single click webstore activation & deactivation	✓	✓	✓	✓
Streamlined dashboard	✓	✓	✓	✓
<b>Monthly subscription fee (SaaS Fee)</b> No setup or configuration is included <i>(See one time setup below for separate setup &amp; configuration packages)</i>  Upto 6 hours of training is included	Rs. 1050	Rs. 2650	Rs.7600 onwards	On request
<b>One time setup fee #</b> Fixed setup packages are available with pre-defined deliverables. Please ask the sales representative for details of various packages available such as “Do it by training”, “Standard setup assistance” and “Premium setup assistance”.	On request	On request	On request	On request
<b>Additional server or hosting fee (included)*</b>	None	None	None	None
<b>OPTIONAL shared premium server &amp; hosting (monthly)</b>	NA	NA	NA	On request
<b>OPTIONAL premium server &amp; hosting (monthly)</b>	NA	NA	NA	On request

<b>Add-ons &amp; Optional capabilities –</b> 1. Mobile shopping experience 2. MartJack Connect 3. MartJack Checkout	<b>On request</b>	<b>On request</b>	<b>On request</b>	<b>On request</b>
--	-----------------------	-----------------------	-----------------------	-----------------------

*\*\* All prices are exclusive of taxes. Applicable taxes will be separately levied for all charges.*

*\* Hosting upgrades may be required for more than 10,000 products. Further larger number of products is also supported in specific enterprise packages and can be discussed.*

*# Please note that one time setup will be done by either our delivery team or a partner delivery team. Our goal is to help you set up your online store with a focus on quality and online business at an affordable cost. So we would appreciate if you understand details of deliverables before you get started with your online store & work with the assigned delivery team to get your online store live with minimal iterations. This will help us keep our costs down for you and also to serve you better & efficiently.*