CounterPoint Magento Sync

Implementation Plan Options

	Standard $6,995	Advanced $9,995	Premium $12,995
Access to Basic Support	✓	✓	✓
Dedicated Implementation Project Manager	✓	✓	✓
NCR Counterpoint Setup			
Ecommerce Control Setup	✓	✓	✓
Guidelines for Ecommerce Category Setup	✓	✓	✓
Guidelines for Ecommerce Item Setup	✓	✓	✓
Integration Agent Installation	✓	✓	✓
Integration Agent Configuration	✓	✓	✓
Online Store Configuration			
Shipping Setup	✓	✓	✓
Currency Setup	✓	✓	✓
Payments Setup	✓	✓	✓
Tax Setup	✓	✓	✓
Google Sitemap Setup	✓	✓	✓
Guidelines for Product Images	✓	✓	✓
Guidelines for Category Images	✓	✓	✓
Training on Order Processing	✓	✓	✓
Personalized Training	✖	✓	✓
Using the Admin Panel	✖	✓	✓
Advanced Product Options	✖	✓	✓
Category Options	✖	✓	✓
Category Landing Pages	✖	✓	✓
Related Items, Upsells, and Cross-sells	✖	✓	✓
Ratings & Reviews	✖	✓	✓
Product Tags	✖	✓	✓
Search Terms	✖	✓	✓
Layered Navigation Options	✖	✓	✓
CMS Pages and Static Blocks	✖	✓	✓
Promotions	✖	✓	✓
Transactional Emails	✖	✓	✓
Admin Panel Reports	✖	✓	✓

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Design Services

Professional Color Scheme	✖	✔	✔
Professional Header Design	✖	✔	✔
Professional Footer Design	✖	✔	✔
Professional Home Page Design	✖	✔	✔

Additional Services

Google Shopping Feed Setup (#1 below)	✖	✖	✔
Customer Segmentation & Promotions (#2)	✖	✖	✔
Social Shopping / Referral Rewards (#3)	✖	✖	✔
Amazon Integration (#4)	✖	✖	✔
Search Engine Marketing (SEM) Consultation	✖	✖	✔

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Modules Purchased Separately	First Year	Maintenance
Google Shopping Feed Setup (#1 below)	$299	$214
Customer Segmentation & Promotions (#2)	$549	$420
Social Shopping / Referral Rewards (#3)	$600	$600
Amazon Integration (#4)	$499	$399

1 **Google Shopping Feed Setup**
Includes:

Consulting services to help you determine what information you'll need to maintain in Counterpoint
Customized mapping to upload from Counterpoint the additional product information that Google requires
Add-in software to generate the Google Shopping feed file, with 1-year maintenance plan
Setup of the Google Shopping feed template

Additional annual maintenance plan fee of $214 applies after the first year, to keep the add-in software up-to-date [*].

You are responsible for ensuring that you have correctly entered all required data for your products. Assistance with resolving errors in Google feed submissions due to missing or incorrect data is not included, but is available as needed at standard hourly rates.

2 Customer Segmentation & Promotions

Target your online promotions with the right message to the right customers. Segment your shoppers based on configurable rules and display content and promotional messages to shoppers who meet those rules. For example:

Offer a 10% discount to customers who've spent more than $300 with you in the past year
Promote a specific brand to customers who've purchased specific items

Display an extra message in the shopping cart to customers who have between $100 and $200 in their cart

Show different promotions to different customers based on their Counterpoint customer category

Includes:
Add-in software with 1-year maintenance plan
Setup of 3 segmentation rules with associated messages/banners, which can be used as templates for you to
Additional segmentation rules and/or banners are available at standard hourly rates.

3 Social Shopping / Referral Rewards
Add social shopping features to your storefront with the Social Commerce Bundle:

Social Product Sharing: Increase your traffic and sales from social referrals, with sharing buttons designed for eCommerce.
Social Analytics: See who's sharing your products, which products they're sharing, and how much revenue they've driven as a result of their shares.
Social Rewards: Promote social sharing and decrease shopping cart abandonment by rewarding shares with a discount coupon.
ROI Tracking: Eliminate the guesswork in measuring the value of social sharing by tracking shares to sales, and discover the value of each Like, Tweet, and Pin.

Purchase Sharing: Encourage your customers to share their purchases with friends and family.

Social Login: Remove registration barriers by allowing your customers to register and login using their existing social accounts.

4 Amazon Integration

Amazon Integration Extension allows listing of products between amazon and your magento store .Imported products can be synchronized between amazon and your magento store. Update Product Price regularly between amazon and magento. Features:
Update Status of the product regularly between amazon and magento.
Update Quantity of the product regularly between amazon and magento.
Supports Product listing between amazon and magento.
Allows Mass updates for imported products.
Gallery images can be imported.
Variation images can be imported.
Products can be imported from any amazon store.
Supports Product Mapping.
Supports Listing of products.