

Expand your e-business  
with the platform trusted by  
the World's biggest brands.

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X-coding IT Studio offer for Magento



Magento®



# 5 reasons

why to choose Magento  
as a tool for e-Commerce:



1

## Ease of integration



Magento is unbelievably easy to integrate with multiple external systems such as the courier, payment systems, ERP systems, auction services etc. It is the one and only e-Commerce complete package you need!

2

## Special tools and functions



Magento offers a wide variety of specialized built-in tools that distinguish it from the competition, such as built-in SEO system, multi currency and different tax rates for different countries and recipients ( updated in real time), internet marketing tools, creation of personalized shopping lists etc.

3

## Security



Magento puts great emphasis on safety of its solutions, and therefore automatically the purchasing process together with the entire shop is secured with SSL certificate.

4

## Ease of personalization



Magento allows for a high degree of personalization, making it even easier to create online shop that fully meets the needs of customers and stands out against the competition.

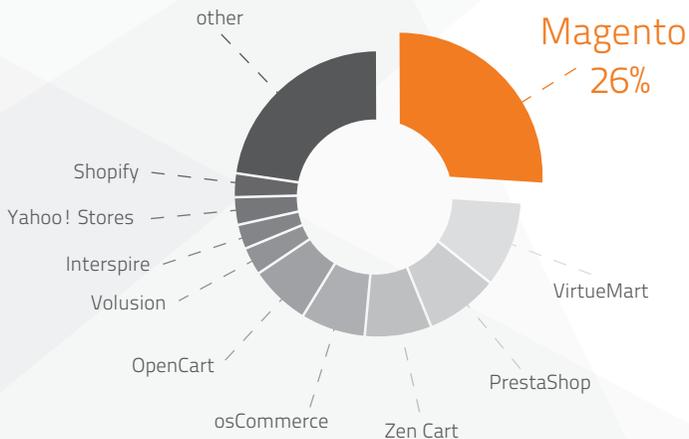
5

## Innovation



Magento is one of the most promising e-Commerce platforms on the market. As a result, it is regularly updated by its authors, which ensures continuous access to current IT trends and technologies within the e-Commerce market, implementing quick fixes and a constant technical support from its authors and users.

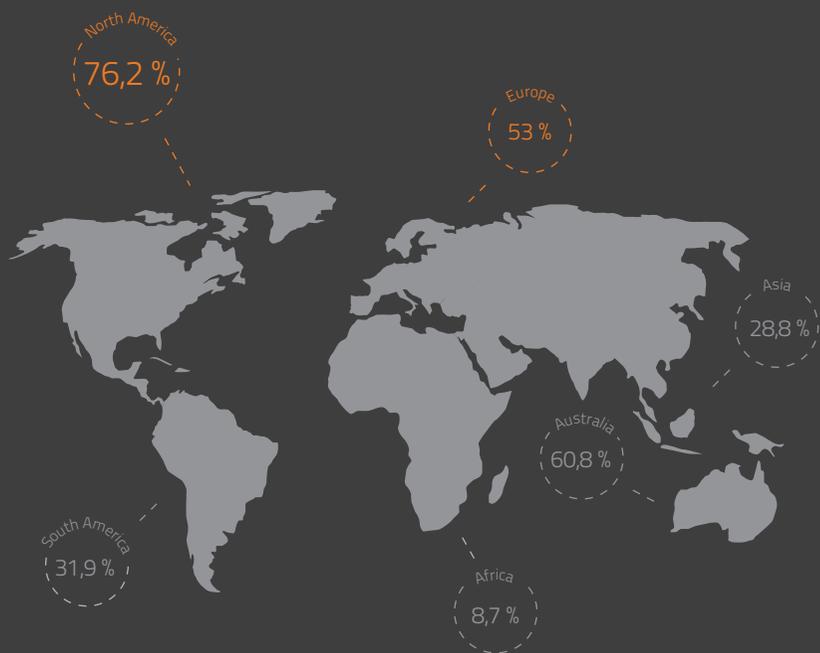
Regardless of size of your business, Magento is the perfect solution, allowing you to enter and fully expand in the world of e-Commerce.



2013 most popular e-commerce software, source: Alexa's Top 1M Sites

**Until May 2013, it was recorded over 500 000 installations of Magento, with over 60 regionalizations, and the number of modules exceeding 15 000.**

Magento is one of the most flexible and scalable e-Commerce tools available on the market, and with open code, many companies have the opportunity to fully customize their own e-stores to their personalized needs. Some of the world's e-Commerce giants, have built their own online shops based on Magento software.



The percentage of on-line shoppers in the world. Source: official data from Magento commerce.

**Magento Mobile** opens up new opportunities for current and future Magento platform users, giving you access to your store from a smartphone – anytime and anywhere in the World.

Magento Mobile allows you to create a native application on **iPhone / iPad** and other mobile devices running on Android . By easily moving your business towards mobile devices (the number of which increases over 20% every year\*), you significantly increase the range of products and services, and ultimately the profits. Become a leader in m-Commerce channel through Magento platform!

*\*Data from a report on the mobile devices market in Poland delivered for PBI Gemius, November 2013.*

	Magento	PrestaShop	OpenCart
Multi store	yes	yes	yes
Multi currency	yes	yes	yes
Number of modules (app.)	15 000	25 000	9 000
Community	over 1.000.000 registered members of Magento Community	over 400.000 registered members of PrestaShop Official Forum	no data
Number of online shops	500 000	150 000	no data
SEO Friendly	● ● ● ● ●	● ● ● ● ◐	● ● ● ● ◐
Built-in cross-selling and up-selling tools + product recommendation system	yes	Charged extra	no
Extended product management tools	● ● ● ● ●	● ● ●	● ● ●
Sorting of clients and products	● ● ● ● ●	● ● ●	● ● ●
Multiple payment and delivery methods	● ● ● ● ● ◐	● ● ●	● ● ● ● ●
Extended marketing tools	● ● ● ● ●	● ● ●	● ● ● ● ◐
Extended analytical tools	● ● ● ● ●	● ● ● ● ●	● ● ● ● ● ◐
Native mobile application	yes	no	no



## X-Coding IT Studio s.c.

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