An AuctionWorx Enterprise software license is a one-time fee which includes one year of support and upgrades. Designed to be expandable and extensible, this stand-alone web application allows for unlimited products, categories, and users.

Industry Sectors

A selection of industries served by our online auction software products

Surplus & Liquidation	Manufacturing & Machinery	Real Estate	Charity & Fundraising
Collectibles	Clothing & Footwear	Hospitality & Events	Recreation & Sport
Livestock & Breeding	Consumer Electronics	Intellectual Property	Medical Supply
Automotive & Fleet	Handmade & Craft Supply	Toy & Hobby	Construction & Materials

Configuration Options

Set-up the software for your specific industry and build your brand.

Feature	Description
Marketplace Mode	Open selling ability to **third party sellers**. (Multiple Sellers)
Single Seller Mode	Dedicated website for your own **private sales**.
Listing Fees	**Generate income** by monetizing your website when running in Marketplace Mode. Includes listing post fee, sub-title fee, image fees, and more.
Social Media Bookmarking	**Increase business awareness** by implementing compatible third party social media widgets.
Branding – LOGO & FAVICON	**Establish your brand identity** by adding your custom logo and FavIcon images.
Branding – BANNERS	**Cross promote** business services or **monetize** your website.
Branding – EMAIL	Deploy a custom email header / footer (**signature**) for all system generated email correspondence.
System Email Templates	Customizable automated email notifications **for effective sales communication.**
Category Management	**Unlimited** categories and sub-categories to organize your inventory.
Region Management	**Go local or international. Unlimited** regions and sub-regions for defining your target market.
Custom Form Fields	**Get specific.** Create detail oriented item listings or collect market specific client data.
Bid Increments	Define minimum bids to **increase overall sales revenue.**

Listing Formats

When configuring the software, you have the option to enable or disable each of the three listing formats.

Feature	Description
Standard Auctions	Sell goods in a standard forward auction. (Increasing bid amounts)
Fixed Price Sales	Sell goods for a fixed price without any bidding.
Classified Ads	Advertise goods or promote services.
Draft Listings	Create preliminary listing drafts with partial information for completion at a later date.
Category Listings Restrictions	Organize categories and enable or restrict listing formats by category.

Auction Features

Industry standard forward, increasing bid, auction format.

Feature	Description
Real-time Listing Data Updates	**Watch new bids and prices increase in real time** without needing to refresh your browser.
Proxy Bidding	**Save time** by placing one max bid with additional bidding activity handled automatically up to the maximum entered.
Reserve Price	**Protect your investment.** Products will not sell unless the reserve price is met.
Proxy Bidding Below Reserve Option	Manage how the software handles bids below a 'reserve' price (when using proxy style bidding).
Buy Now Options	Bypass the bidding process and purchase goods before the scheduled auction end time.
Auto – Extend (Sniper Protection / Popcorn Bidding)	**Generate more bids** by circumventing sniping bidders.
Configurable Bid Increments	Define minimum bids and proxy bid increments by price tiers. (Administration Setting)
Bid History	Track standard and proxy bids in this report available for each listing.

Fixed Price Features

No bidding required. Direct purchase option at one price.

Feature	Description
Multiple Quantity	Offer buyers the ability to purchase more than one of the same item.
Buy Now	Offer goods for sale at a flat price without any bidding.
Good 'Til Closed	Items will be available for sale until the full quantity has sold or the listing is manually closed.

Classified Ad Features

Digital informational advertisements without bidding or online purchasing.

Feature	Description
Flat Post Fee	Assign a fee for creating a classified ad.
Contact Form	All registered users can contact the listing owner directly on the ad.
Good 'Til Cancelled	The ad will be displayed indefinitely unless manually cancelled.

Listing Options

Enhance the selling process with the following features and listing upgrades.

Feature	Description
Multiple Image Uploads	**Quickly** upload multiple product images. (Asynchronous)
Image Thumbnails	Cropped or resized thumbnails are **automatically** created for each product image.
Rotate Image Tool	When photos taken with a mobile device are uploaded with incorrect orientation, they can be rotated to correctly display your products.
Upload PDF Attachments	Attach important documents for all prospective bidders to read or download directly to each listing.
YouTube^{TM} Video Support	Display YouTube video on product pages to **increase sales conversions**.
Custom Listing Fields	Create accessible data fields for **detailed and searchable** product information. For Example, add a custom field for an ISBN number or a VIN number. Each custom field can be assigned to specific applicable categories or all listings.
Custom Field Permissions	Allow view/edit permissions on custom attributes based on the user's role.
Relist Unsold Listings	**One-click** to activate unsold listings or elect to automatically relist if unsold.
Create Similar Listings	**Pre-fill** forms for creating listings for many 'like' products. Use any of your previous listings as the base for a new listing.
"Featured" Listings	The "featured" listings will be displayed on the homepage **increasing visibility**; rotated randomly with other "featured" listings.
Listing Decorations	Optional styling to make the listing stand out in the category or search results. Including bold text, listing highlight, and a "sale" badge.
Durations	Selectable time frame in 'days' that the product is available for bidding / for sale.
Specify End Dates	Select a specific date/time for the product listing to end (bidding ends). This option would replace "durations" during the listing process.
Specify Start Dates	Select a specific date/time for the product listing to start (accept bids/sales).
Bulk Relist	Reactivate groups of unsuccessful closed listings.
CSV Listing Import (Admin Users Only)	**Populate your website quickly** by bulk importing listing data with CSV import functionality. Includes separate "Validation" option and data integrity reporting.

E-commerce Functions

Configuration options for managing sales and payments.

Feature	Description
Sales Invoicing w/ Checkout Options	Purchase and Sale invoices available for buyers and sellers.
Sales Report w/ Data Export	View all sales transactions with options to filter and export to CSV.
Cancel Sale	Void an individual sale if there is a non-paying bidder, product damage, or listing mistake.
Buyer's Premium	A purchase % fee defined by individual sellers (paid to the seller) and applied to sales invoices.
Credit Card Payments *	Checkout directly through the software for site fees or sales invoices.
PayPal Payments **	Checkout using standard PayPal payments.
Flat Rate Shipping Options	Define flat rate shipping options.
Additional Item Shipping Value	Optional shipping pricing when a buyer purchases more than one item / combines multiple items to one shipment.
Sales Tax Options	Sales tax can be defined by state; including the taxation of shipping and handling charges. Includes selection for non-taxable goods and the ability to hide all tax options if they are not required.
Billing and Shipping Addresses	Ability to enter multiple addresses.
Combine Multiple Items to One Invoice	Merge purchases from the same seller into one invoice (applicable for all listings by the same seller with matching shipping options).
Archive Sales	Archive successfully sold listing data for future reference.

* Credit card payment acceptance available for (1) incurred site fees and /or (2) item sales by administrator user accounts. Third party compatible credit card gateway service required; such as Authorize.Net.
** Standard PayPal account required to receive transfer funds. Standard Business PayPal account required to receive credit card transactions. PayPal is not available for all currencies.

Invoice Options

Invoices are available for all monetary transactions within the software.

Feature	Description
Default Invoice Comments	**Improve communication with your buyers** by adding default invoice comments that will appear on all sales invoices.
Custom Invoice Comments	Sellers can add custom comments or tracking information to individual invoices.
Add Credit / Debit	Add a partial payment or discount to a sales invoice or a site fee invoice.
Email & Print Invoices	Sellers can send invoices by email directly to the buyers. Administration can send fee invoices directly to users. Both invoices have a separate print friendly view.
Shipping Selector	The buyer can select their preferred method of shipment via a dropdown menu of the seller's available shipping options.

Users

Individual user account settings and management tools.

Feature	Description
Registration (Required for bidding, purchasing, and creating listings)	Users must create an account with a unique username before they can submit a bid, make a purchase, or create a listing.
Email Verification	Confirm the user owns the email address used during the registration process as a means of **fraud protection**.
Account Management	Users can manage addresses and sales settings and view bidding, purchases, listings, and sales information in sortable lists.
Feedback Star Rating	An image based rating system for transactions between buyers and sellers.
Feedback Comments	Enter a comment about the transaction experience.
Custom User Fields	Collect specific user data required for your market. (Administration Setting)
Item Watch List	Keep track of items that you like without having to bid immediately.
Internal Messaging System (Optional)	Contact the seller directly with questions on their listings or to arrange payments.

Browse & Search

Navigate through active listings using a number of different search options.

Feature	Description
Standard Keyword Search	Search listing title and descriptions.
Advanced Search Parameters	Filter by category, price range, listing type and seller username along with any custom description fields.
Sort & Filter	Sort and filter category and search results for targeted browsing.
Category Hierarchy	Navigate products using category drill-down.
Region Hierarchy*	Navigate products using region/locale drill-down.
View Seller's Listings	Select to view all of a seller's other listings from each item listing page.
	*Regions can be re-named and re-purposed to allow for a secondary category hierarchy.

Administration

These built in administration features increase control over the auction process.

Feature	Description
Web-Based Administration Control Panel	**Manage your website using any web browser from any location / computer.** There is no separate software to install on your PC.
Require Login Before Viewing Listings	**Run a private sale** and hide listings from users who are not registered or logged in. (Site-wide optional setting)
User Impersonation	Administrative ability to 'impersonate' another user to allow a support specialist the ability to view the application in the **personalized user context for analysis of customer service related issues**.
Fee Invoicing	**Separate system invoices for website usage fees.** Invoices contain the running total of all fees incurred by each user. (Optional)
Automatic Batch Payments*	**Hands-free site fee invoice processing.** Schedule automatic recurring payment processing when using a compatible merchant gateway service.
Extend Listing End Time	**Full control** to extend the bidding time window on individual listings or site-wide.
Scheduled Listings	**Complete control over the bidding timeframe** - Select start and end dates/times for individual listings. This option would replace "durations" during the listing process.
Bid Audit	Expanded bid history, including all rejected bids.
Bid Rollback	Reverse the bidding on an auction to undo bids; useful for bidding errors or misconduct.
User Roles	Assign Buyer, Seller, and Administrator permissions.
Enhanced User Account Management	Search, Sort, Delete, Deactivate, and Manage all user details including Addresses, Billing, and Feedback.
Country / State Selection	Manage countries (and states) for all address forms, including tax rates.
Manual User Approval	Actively manage new user registrations and manually grant permission for access. (Optional)
Require Credit Card for New Users*	An additional verification step for all new registering users. (Optional)
Export User Data	CSV export for user data, including a filter option for email newsletter selection.
Administration Reports	Search and export data on sales transactions, sales invoices, and fees.
Event Logs	View information, warnings and errors based on system events.
Maintenance Mode	Restrict website access and display a message to your site visitors.
Data Maintenance	Optional settings to automatically delete old listing data.

* Third party compatible credit card gateway service required; such as Authorize.Net.

Display Settings / Features

Secondary software features and settings for managing the look and feel of your installation.

Feature	Description
Show Category Item Counts (or hide)	Show or hide the number of items in each category.
Show Empty Categories (or hide)	Show or hide categories when they do not contain any listings.
Listing Decoration Settings	Enable / Disable available listing decorations and homepage appearance.
Results per Page	Manage the users' browsing experience by defining the number of items that appear on each page when viewing categories or searching.
Gallery View / Cascading Grid	Now uses the popular Masonry.js cascading grid style to display larger responsive gallery images.
AJAX Category/Region Selection	**Faster** Category and Region loading when creating a listing.
Content Editor for Product Descriptions	**Stylize** your item descriptions; HTML code knowledge not needed.
HTML 5 Image Uploader	**Mobile friendly and iOS compatible image upload functionality;** full support for all modern web browsers.
JS Lightbox Widget	Allow users to view larger versions of each listing image.
Touch Enabled Image Viewer	Touch screen and tablet compatible thumbnail carousel display.
Photo Thumbnails on Listing / Product Page / Gallery	**Automatic** image resizing and cropping for a neat image gallery. Compatible with common .JPG, .JPEG, .GIF, .PNG, and .BMP files.
Dialog View Shipping Options	View shipping options directly on catalog pages and search results for easier item browsing. (Optional)
Prominent Search Box	Ability to search active listings from every page at any time.
Call-To-Action Buttons	"Bid Now", "Buy Now", and "View" buttons on all Homepage listings.
Show Seller Location	Display the seller's address location (city, state, country) on the listing detail page. (Optional)
Banner Management	Top, Side, and Bottom built-in banner locations. (Optional)
Banners By Category (Optional)	Assign banners to only appear when browsing specific categories.
Color Coded Bidding Results	Users' active bids list is color coded for winning (green), winning but the price is below the reserve price (yellow), and outbid (red).
Color Coded Invoice Status	Purchase, sale, and site fee invoice status is color coded for paid (green) and unpaid (red).

The following settings in the software can also be enabled (visible) or disabled (hidden) depending on your needs: Regions and Region Selection, Internal User Messaging, Feedback and Star Ratings for transactions, showing Bid History Usernames, and Top, Side, and Bottom Banners.

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Content Management (CMS)

These 'fill in the blank' sections of the software allow for quick branding and personalization.

Feature	Description
Create Custom Content Pages	Create new website content pages without editing the underlying website code.
Email Notification Management	**Manage email template content** directly in the admin control panel. Preview email content prior to publishing.
Add JavaScript	**Easy.** Copy / paste JavaScript code, without having to edit any software files, in two key locations: between the <head> tags and before the ending </body> tag.
Homepage Announcement	Enhance your homepage and **encourage future visits** with custom HTML.
Terms and Conditions	**Protect your legal interests.** All users must agree to these terms and conditions during account registration.
About Us	**Effectively represent** your company or organization.
Contact Us	**Help** people contact your business.
Help	**Enable** users to find answers on their own.
Category Content	**Design and edit** custom category headings to improve navigation or implement search engine optimized content.
No Search Results	Use this custom content area to **help your users navigate** when their searches return zero results.
Privacy Policy	**Reassure your customers of the safety and security of their personal data** along with how you plan to use or share their contact information.
Maintenance Mode	Restrict all website access and display a message to your site visitors.

Partial CMS content pages available for: Custom 404, Sign-In, Registration, Contact Us and User Verification. **Multilingual** templates available for both email notifications and CMS areas to supplement multiple languages.

Compatible Third Party Services*

Integrate third party services / widgets / plug-ins right into your website using the built-in CMS.

Google Services	Google Webmaster Tools for managing your searchable content. **Monitor your traffic** with Google's enterprise-class web analytics. **Maximize revenue** with Google Ads.
Social Bookmarking Tools	Sharrre , AddThis, and ShareThis for **driving social traffic**.
Facebook Page Plugin	Plug-ins for your Facebook stream and users who "like" your page.
LivePerson Chat	Provide real-time visitor chat support.

* This is a partial list of common third party services that may benefit our clients. RainWorx Software does not claim ownership nor imply a direct partnership with the above companies or services. Client is responsible for obtaining access to third party services and any usages fees incurred from the use of those services.

Listing Fees

When running the software in Marketplace Mode, these are the fee options for use of the website.

Feature	Description
Seller Post Listing Fee	Flat fee to post a listing. (Auction and Fixed Price)
Seller Final Sale Fee (Percentage or Flat Fee)	Percentage of final sale price/bid or a flat fee incurred by the seller for successful sold listings. Optional tiered fee structure.
Buyer Final Sale Fee (Percentage or Flat Fee)	Percentage of final sale price/bid or a flat fee incurred by the buyer for successful purchases. Optional tiered fee structure.
Good 'Til Cancelled Duration Fees	Assign specific fees to the 'Good Til Canceled' duration options.
Featured Listing	Flat fee for listing to appear on the homepage.
Decoration (bold, italic, highlight)	Flat fees for minor decoration options.
Sub-Title	Flat fee for sub-title text that appears under the main title.
First Image and Each Additional Image	Separate flat fees for the first image uploaded for a product and then each additional image after that.
YouTube Video	Flat fee for including video on the product page.
Classified Ad	Flat fee for creating a classified ad listing.
Pay – to – Proceed	Optionally require all site fees to be paid upfront before new listings become active.

Localization Support

Adaptability. The software can be utilized for your language, culture, or market.

Feature	Description
Multiple Language Support	Customize all static software text by editing language resource files and creating language specific email templates.
Site Currency	Define the default currency for the system.
Time Zone Support	Set your website to your business location time zone.
Currency Code Display (optional)	Option to display currency codes if there is doubt among users to which currency the site operates on (example: USD or CAN)
Restrict Addresses	Limit the list of countries displayed for account addresses.

SEO Features

Search Engine Optimization improves the visibility of a website in search engine rankings.

Feature	Description
General Meta Data	Enter default META keywords and description
Dynamic Meta Data for Each Listing	The "Title" consists of the site name and listing title. "Keywords" for each listing are all child/parent categories. Meta "Description" is taken directly from the listing description using sanitized HTML.
Category Specific Meta Data	Customize each category within the software to contain your personalized and optimized META data. Otherwise, the system will automatically insert the parent categories into the META "Keywords" and the child categories into the META "Description."
SEO Friendly URLs	Keyword-rich URLs increase usability and encourage click-through search result traffic.
Retain Original Listing ID	**Maintain backlink integrity** by keeping the original listing ID numbers when reactivating or re-listing old items.
Category "Breadcrumbs"	Links to parent categories (keywords) enhance the end-user experience and increase page views while improving keyword density.
Default Robots.txt	A default robots.txt file in now included to point search engine crawlers directly to the sitemap.xml file.

Security

Increased protection of individually identifiable information and sensitive data.

Feature	Description
SSL Support *	Secure websites **increase sales conversions**.
Encryption (3DES)	**Enhanced** data security.
Microsoft AntiXSS	**Protect** your application from XSS attacks.
Forgotten Password Reset	Self-service unique reset key is sent by email to **increase login security**.
Email Verification	Confirm the user owns the email address used during the registration process.
Role Based Permissions	Administrator, Buyer, and Seller permissions.
Require Admin Approval	Require manual approval from the Administrator before allowing access. (Optional)
	*SSL certificate is not included with license. SSL certificates can be purchased from any certificate issuer.

Technology & Performance

System Requirements
http://www.rainworx.com/AuctionWorx/Requirements

Feature	Description
ASP.NET 4.5.1	AuctionWorx Enterprise will be especially appealing to those who want to integrate it with existing .NET Framework-based apps.
ASP.NET SignalR	SignalR allows bi-directional communication between server and client. Bid data is pushed to connected clients as it becomes available.
Microsoft WCF	The Windows Communication Foundation provides a unified programming model for multiple service based communications and application end points. This allows for the same business logic to be used by web services as the front-end web application.
Microsoft MVC 5	The ASP.NET MVC framework technology provides full control over the HTML markup and SEO-friendly URLs. The demarcation between design and function allows designers and developers to work together more effectively. ASP.NET MVC includes many features that enable fast development for creating sophisticated applications that use the latest web standards.
SQL Server 2008/2012 +	Microsoft SQL Server is a comprehensive database server with high levels of performance, availability, and security. AuctionWorx Enterprise is compatible with all editions, allowing you to start with the free Express (with Advanced Services) edition and upgrade as necessary.
jQuery & jQuery UI	jQuery is the most popular JavaScript library in use today.
AJAX & JSON	Fewer page loads and refreshes result in a more responsive and friendly web application.
Razor 3	
Bootstrap 3 Framework	Utilizing the popular Bootstrap 3 framework, the main site design is an **optimized experience on all devices**, from desktops to tablets and mobile phones.
Load-balanced Environment Support	The presentation layer in AuctionWorx is stateless, allowing for multiple web servers to mitigate load in high volume environments.
Database Level Paging	To improve performance and increase efficiency, the Data Access Layer does not retrieve large amounts of data from the database until specifically necessary.
Caching	AuctionWorx employs selective caching at multiple levels to mitigate recurring database operations and improve overall performance.

Feature	Description
CSS Based Responsive Design	Full access to modify HTML & CSS 12 Column layout based on the Bootstrap 3 framework.
Templates Based on Master Pages	ASP.NET master pages allow developers to create a consistent layout for the web application. Web designers can update just one file to adjust the majority of design and layout.
Extend Using Provider Model	The provider model enables a modular approach to developing on top of the core AuctionWorx framework. For example multiple listing format providers can be created and made available selectively or all at once.
Developer API	The API allows developers to access internal AuctionWorx logic and methods from the existing MVC controller code, create their own applications, or integrate with existing ones.
Web Service API	Built on Web API 2 - Enable developers and external custom apps to connect and interact with your website.
N-tier Application Architecture	AuctionWorx Enterprise is a collection of multiple core processes which allows it to be flexible for use in a wide range of configurations.
Common Service	The Common Service handles many of the commonly used components of AWE such as the Custom Field system, and the hierarchical Category system.
Accounting Service	The Accounting Service handles all invoicing and payment transactions of site fees and third-party sales.
Listing Service	The Listing Service handles the workflow of creating, editing, and resolving listings in addition to listing actions such as bids and purchases.
Notification Service	The Notification Service handles all outgoing emails from the site asynchronously.
Scheduler Service	The Scheduler Service triggers listing starts and resolutions.
Site Service	The Site Service provides site specific functionality and supports the presentation layer.
User Service	The User Service provides user and account services and is extended by the ASP.NET membership provider to provide authentication.

To learn more about AuctionWorx Enterprise, visit www.RainWorx.com

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