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## Professional Edition vs. Enterprise Edition

SmarterTrack Professional Edition has all of the features you need to manage a fully-functional help desk. SmarterTrack Enterprise Edition offers additional features, including:

- Custom fields
- External providers (databases and applications)
- Emailed and custom reports
- Detailed cost analysis
- Expanded reporting
- Exportable data options
- Multiple brand support
- Mobile interface functionality

## Which Edition is Right for Me?

To determine which edition of SmarterTrack is right for your environment, answer the following questions:

- Would you like to authenticate users against external databases?
- Would you like to deliver scheduled email reports?
- Would you like to populate fields and capture data from external applications and databases?
- Do you see value in exporting reports data into CSV and TAB formats for additional analysis?
- Do you want to manage and respond to tickets via a mobile app?
- Do you need support for multiple brands within a single installation?
- Do you anticipate requiring more than 10 agents and/or managers requiring access to SmarterTrack?

If your response to any of the questions above was **“Yes,”** then SmarterTrack Enterprise Edition may be right for you.

For further assistance choosing the right edition, please contact the SmarterTools Sales Department via Live Chat, email [sales@smartertools.com](mailto:sales@smartertools.com), or call us toll-free at 1-877-35-SMART.

You can also refer to the following edition comparison chart for more information about each edition.

## SmarterTrack Edition Comparison

### Management Interface

| Features  | Free <sup>1</sup> | Professional | Enterprise |
|---|-------------------|--------------|------------|
| <b>Tickets</b>  |                   |              |            |
| Agent responses by email  | •                 | •            | •          |
| Transfer tickets (to agents, departments, and groups)                                 | •                 | •            | •          |
| Cross-associate tickets, live chats, calls, and tasks                                 | •                 | •            | •          |
| Automatically suggests related tickets  | •                 | •            | •          |
| Automatically suggests related knowledge base articles                                | •                 | •            | •          |
| Comments and resolutions  | •                 | •            | •          |
| View/search ticket history  | •                 | •            | •          |
| Canned replies  | •                 | •            | •          |
| Mark tickets for follow-up  | •                 | •            | •          |
| Ticket surveys  | •                 |              | •          |
| Advanced ticket searching   | •                 | •            | •          |
| Define custom fields for tickets  | •                 | •            | •          |
| Force complete custom fields (agents only)  | •                 | •            | •          |
| Get Assistance feature for agents   | •                 |              | •          |
| Multiple user-defined signatures per agent  | •                 | •            | •          |
| Enforceable company-wide signature standard   | •                 | •            | •          |
| Dynamic signature attributes by brand, language, etc.                                 | •                 | •            | •          |
| Intelligent ticket routing  | •                 | •            | •          |
| Advanced ticket distribution (via cherry picking, round robin, and service- oriented) | •                 | •            | •          |
| Tickets assigned to agent's brand and/or language                                     | •                 |              | •          |
| Automatic and manual rebalancing of ticket workload                                   | •                 | •            | •          |
| Agent responses by email  | •                 | •            | •          |
| <b>Live Chat</b>  |                   |              |            |
| Auto-translation in over 35 languages   | •                 | •            | •          |
| Handle chats inline or as a popup   | •                 | •            | •          |
| Audible and visual alerts   | •                 | •            | •          |
| Chat idle time warning levels   | •                 | •            | •          |
| <i>Continued on next page</i>   |                   |              |            |

| Features   | Free | Professional | Enterprise |
|--|------|--------------|------------|
| Transfer chats (to agents, departments, and groups)                                | •    | •            | •          |
| Cross-associate tickets, live chats, calls, and tasks                              | •    | •            | •          |
| Automatically suggests related knowledgebase articles                              | •    | •            | •          |
| View/search chat history   | •    | •            | •          |
| Automated responses  | •    | •            | •          |
| Live chat surveys  | •    |              | •          |
| Advanced chat searching  | •    | •            | •          |
| Define custom fields for chats   | •    | •            | •          |
| Force complete custom fields (agents only)   | •    | •            | •          |
| Away from Keyboard (AFK) options   | •    | •            | •          |
| Get Assistance feature for agents  | •    |              | •          |
| Google Maps and Bing Maps integration  | •    | •            | •          |
| Manage chat queues   | •    | •            | •          |
| Multiple chat session support  | •    | •            | •          |
| Co-chat with other agents  | •    | •            | •          |
| Administrator participation without transfer (coaching)                            | •    | •            | •          |
| Agent chat rooms   | •    |              | •          |
| Agent instant messaging  | •    |              | •          |
| Automatic agent failover   | •    | •            | •          |
| Support for alternate agent avatars and identities (aliases)                       | •    | •            | •          |
| Advanced chat distribution (via cherry picking, round robin, and service-oriented) | •    | •            | •          |
| Live chats assigned by agent's brand and/or language                               | •    |              | •          |
| <b>Calls</b>   |      |              |            |
| Track incoming and outgoing phone calls  | •    | •            | •          |
| Automatically suggests related knowledge base articles                             | •    | •            | •          |
| Cross-associate tickets, live chats, calls, and tasks                              | •    | •            | •          |
| <b>Tasks</b>   |      |              |            |
| Assign tasks to agents   | •    | •            | •          |
| Visual alerts for overdue tasks  | •    | •            | •          |
| Cross-associate tickets, live chats, calls, and tasks                              | •    | •            | •          |
| <i>Continued on next page</i>  |      |              |            |

| Features  | Free | Professional | Enterprise |
|---|------|--------------|------------|
| <b>WhosOn</b>   |      |              |            |
| Live monitoring of users on website                                   | •    | •            | •          |
| Filter visitors by brand, page, or any available attributes           | •    |              | •          |
| Advanced visitor and session display in preview pane                  | •    | •            | •          |
| Integrated with live chat for pushing and inviting of live chats      | •    | •            | •          |
| Filtering of users on website   | •    | •            | •          |
| World geographic density map  | •    | •            | •          |
| WhosOn surveys  | •    |              | •          |
| Integrated with events system for automated actions                   | •    | •            | •          |
| <b>Knowledge Base</b>   |      |              |            |
| Embed document links in KB articles and news items (attachments)      | •    | •            | •          |
| Embed flash files (.swf) in KB articles and news items                | •    | •            | •          |
| Embed media files in KB articles and news items                       | •    | •            | •          |
| Organize KB articles and news items by brand                          | •    | •            | •          |
| Edit multiple KB articles concurrently                                | •    | •            | •          |
| HTML tag stripping tool   | •    | •            | •          |
| Set stale dates for KB articles                                       | •    | •            | •          |
| Mark KB articles as needs to be reviewed                              | •    | •            | •          |
| Mark KB articles as reviewed  | •    | •            | •          |
| View statistics for a KB article                                      | •    | •            | •          |
| View unsuccessful KB search queries                                   | •    | •            | •          |
| HTML tag stripping tool   | •    | •            | •          |
| <b>Events and Notifications</b>                                       |      |              |            |
| Event-driven architecture   | •    | •            | •          |
| Notification profiles   | •    | •            | •          |
| Assign actions to events (e.g. transfers, escalations, notifications) | •    | •            | •          |
| Service Level Agreements (SLA) compatible                             | •    | •            | •          |
| Automatically launch surveys from events                              | •    |              | •          |
| <i>Continued on next page</i>   |      |              |            |

| Features  | Free | Professional | Enterprise |
|---|------|--------------|------------|
| Assign actions to monitored survey results            | •    |              | •          |
| Compatible with SmarterNotify real-time notifications | •    | •            | •          |
| <b>Reporting</b>                                      |      |              |            |
| STReportingFramework                                  | •    | •            | •          |
| Summary reports (17 system and 18 agent)              | •    | •            | •          |
| Trend reports (26 system and 18 agent)                | •    | •            | •          |
| Cost analysis reports                                 | •    |              | •          |
| Multiple event reports                                | •    |              | •          |
| Survey reports by agent, department, or group         | •    |              | •          |
| Custom field reports                                  | •    |              | •          |
| Scheduled and on-demand email reports                 | •    |              | •          |
| Define report favorites                               | •    |              | •          |
| Define custom reports                                 | •    |              | •          |
| <b>Administration</b>                                 |      |              |            |
| Agent roles system                                    | •    |              | •          |
| Define company structure                              | •    | •            | •          |
| Multiple brand support                                | •    |              | •          |
| Hidden departments                                    | •    | •            | •          |
| Assign departments to a specific language             | •    | •            | •          |
| Assign departments and agents to specific brands      | •    |              | •          |
| Real-time monitoring of tickets                       | •    | •            | •          |
| Real-time monitoring of live chats                    | •    | •            | •          |
| Supervisor monitoring                                 | •    | •            | •          |
| Quality control                                       | •    | •            | •          |
| Monitor live chat rooms                               | •    | •            | •          |
| Monitor and review individual surveys                 | •    | •            | •          |
| Optimized database for large volumes                  | •    | •            | •          |
| <i>Continued on next page</i>                         |      |              |            |

| Features  | Free | Professional | Enterprise |
|---|------|--------------|------------|
| <b>Extensibility</b>  |      |              |            |
| External providers with custom fields                               | •    |              | •          |
| Define custom fields for live chats and tickets                     | •    | •            | •          |
| Link to third-party databases via external providers                | •    |              | •          |
| Authenticate customer and agent logins via third-party sources      | •    |              | •          |
| Web services allow for integration into other applications          | •    | •            | •          |
| <b>Web Interface</b>  |      |              |            |
| STInterfaceFramework (standardized skinning and elegant navigation) | •    | •            | •          |
| Optimized AJAX controls provide desktop application performance     | •    | •            | •          |
| Multi-language compatible   | •    | •            | •          |
| Extensive use of snapping panes                                     | •    | •            | •          |
| AJAX spell-check  | •    | •            | •          |
| Rich text editing   | •    | •            | •          |
| <b>Mobile Interface</b>   |      |              |            |
| Mobile interface functionality                                      | •    |              | •          |
| <b>Installation</b>   |      |              |            |
| Hosted service option (SaaS)  |      | •            | •          |
| VPS server installation option                                      | •    | •            | •          |
| Shared server installation option                                   | •    | •            | •          |
| IIS 6.0+ supported/recommended                                      | •    | •            | •          |
| Stand-alone install included  | •    | •            | •          |
| Compatible with shared hosting environments                         | •    | •            | •          |
| Supports MySQL Server 5.0 and higher                                | •    | •            | •          |
| Supports SQL Server 2005 and higher                                 | •    | •            | •          |
| Implementation in Microsoft .NET 3.5                                | •    | •            | •          |

## Portal Interface

| Features  | Free | Professional | Enterprise |
|---|------|--------------|------------|
| <b>Tickets</b>  |      |              |            |
| Submit tickets through the portal                                   | •    | •            | •          |
| Submit tickets through email  | •    | •            | •          |
| Automatically suggests related KB articles during ticket submission | •    | •            | •          |
| Insert attachments (configurable)                                   | •    | •            | •          |
| Capture visitor data (custom fields)                                | •    |              | •          |
| <b>Live Chat</b>  |      |              |            |
| Auto-translation in over 35 languages                               | •    | •            | •          |
| Enabled chat links into website                                     | •    | •            | •          |
| Online/offline indication   | •    | •            | •          |
| Push webpages   | •    | •            | •          |
| Send files via live chat  | •    | •            | •          |
| Agent typing indicator  | •    | •            | •          |
| Capture visitor data (custom fields)                                | •    | •            | •          |
| Email and print live chat transcripts (customer side)               | •    | •            | •          |
| Customizable chat icons   | •    | •            | •          |
| Detect and recover from lost connection                             | •    | •            | •          |
| <b>Knowledge Base</b>   |      |              |            |
| Configure KB articles to be displayed in chosen language            | •    | •            | •          |
| Links to alternate translations within KB article                   | •    | •            | •          |
| SEO-friendly article representation                                 | •    | •            | •          |
| Organized by category   | •    | •            | •          |
| Searchable (full natural search support)                            | •    | •            | •          |
| Private KB articles   | •    | •            | •          |
| Social networking (e.g. Facebook, Twitter, etc.)                    | •    | •            | •          |
| <i>Continued on next page</i>                                       |      |              |            |

| Features  | Free | Professional | Enterprise |
|---|------|--------------|------------|
| <b>Security</b>   |      |              |            |
| Define role permissions for agents and end-users                    | •    | •            | •          |
| Extended pre-defined roles (e.g. everyone, agent, registered user)  | •    | •            | •          |
| CAPTCHA support for ticket submission (optional)                    | •    | •            | •          |
| Anonymous/registered/authenticated user methods                     | •    | •            | •          |
| <b>News</b>   |      |              |            |
| Multi-lingual support for all news items                            | •    | •            | •          |
| SEO-friendly  | •    | •            | •          |
| RSS feeds   | •    | •            | •          |
| <b>Web Interface</b>  |      |              |            |
| Tabbed interface for improved organization                          | •    | •            | •          |
| Multi-lingual support for all interface text                        | •    | •            | •          |
| STInterfaceFramework (standardized skinning and elegant navigation) | •    | •            | •          |
| Customizable company logo   | •    | •            | •          |
| Native .NET 3.5 support   | •    | •            | •          |
| Compatible with most popular Web browsers                           | •    | •            | •          |
| Pages optimized for size  | •    | •            | •          |

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<sup>1</sup> SmarterTrack Free Edition contains much of the same functionality as SmarterTrack Enterprise Edition, but is limited to a single agent. This is to give you an opportunity to try all of the features out before making a decision on what product to purchase.