

What is Business Catalyst?

Flexible, Hosted Content Management

Have complex CMS systems been causing you headaches? Tired of keeping track of 5 or more logins for every tool used for your Online Business? Our one-stop approach to content management takes the hassle out of building, managing and hosting the first critical component of an Online Business - the website.

An Online Store Out of the Box

Selling goods and services is often an important part of an Online Business. With BC, we've got eCommerce capabilities built right into the platform, so that you can avoid the pain of having to call your designer every time you need to add a new product in your catalogue or change a price.

Built-in CRM & Web Form Builder

Many businesses struggle with cumbersome systems and too many emails. BC's simple CRM is built in and integrated with all of our web form, eCommerce, membership and content management features, enabling you to provide better service for your customers - all without extra coding or configuration services.

Drive Repeat Sales With Email Marketing

Email marketing is a powerful tool for you to reach your customers - and bring them back to your online business. With BC's simple CRM automatically building your customer database in the background, you can create lists and send newsletters with ease.

Powerful Modules - Built In

Every Online Business has different needs and goals. BC's range of flexible modules provide you with quick ways to implement usually complex business requirements, covering everything from basic content management to complex newsletter campaigns.

Reporting & Analytics

Business decisions should never be made blindly. That's why we've integrated powerful reporting functions into every aspect of your Online Business. From web pages to online shops, email marketing to lead management - BC records every interaction customers have with your site and gives you the tools to track them.

Design & Customization

Business Catalyst gives you complete creative control over your design. Unleash your imagination and let your designer transform your ideas in your very own HTML & CSS code for every system feature.

Bring onboard your custom JavaScript or embed rich Flash content. With BC's range of powerful design and customization options, you can have a beautiful website, your way.

And easy to edit too with the inContext Editing feature.