

PortalProdigy Features Guide

Created April 25, 2011

Last Update May 31, 2011

An Overview of PortalProdigy Features

This guide presents a non-technical overview of the basic concepts behind PortalProdigy including:

- What is PortalProdigy?
- Why not build from scratch?
- What do you get with PortalProdigy?
- Why should an organization operate their systems over the Internet?
- Why are organizations using PortalProdigy more appreciated by their board members, staff, constituents, customers, vendors, prospects, members and the community?
- How do we get started?
- When can the public start using our website and all that amazing functionality the site?
- What features are offered?

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1.1 What is PortalProdigy?

PortalProdigy is an *Internet Operating Platform* developed for businesses and nonprofit organizations. Portal Prodigy, Inc. has isolated the best website features, processes and practices on the Internet and rolled them up into a uniform, easy to implement and reasonably priced Operating Platform. Using the PortalProdigy Internet Operating Platform, small and medium sized organizations can leverage the web without complications, without programming, without headaches and without changing the way they do business. PortalProdigy evens the Internet playing field against the largest competitors.

Do you ever get the feeling that your organization could be doing so much more to take advantage of the Internet?

It can! The web is more than just a place to hang your brochure. It's a sophisticated machine for conducting all kinds of organizational activities. Contrary to what you've probably heard, taking advantage of the powerful web phenomena doesn't require overhauling your organization nor does it require major investment. PortalProdigy makes it easy to leverage the web without complications, without programming, without headaches and without changing the way you do business.

How? By focusing on the real power of the web.

Put aside all the nonsense about the "new" economy and the power of the web boils down to one word.....

INTERACTION!

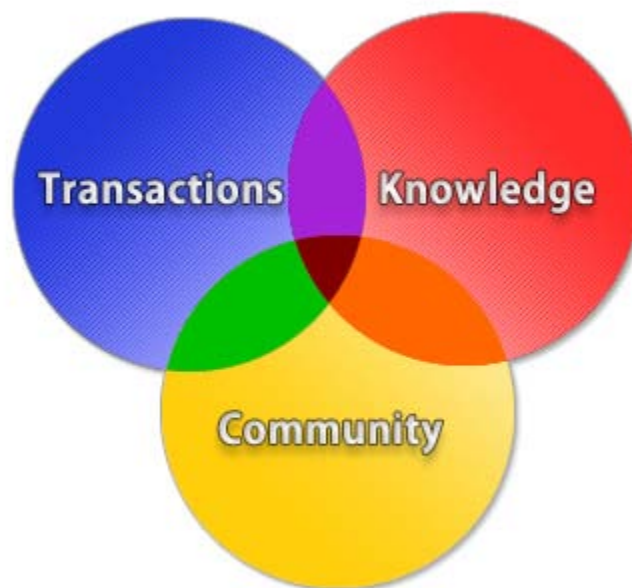
You can have more interactions with more customers, more prospects, more suppliers, more employees, more members, more supporters, more constituents and more investors than ever before.

Think about it. Before the web, interaction was one on one, linear, labor intensive and expensive.

Today, it's all changed! You could be interacting with millions of people simultaneously via the automation of the Internet a thousand times faster at a fraction of the cost.



Many organizations are leaping ahead of their competitors by automating the three fundamental organizational interaction types which are super-accelerated by the Internet.



Transactions

Knowledge

Community

Product Sales	Product Specifications	Prospects
Ordering	Information	Government
Billing & Payments	Training Videos	Customers
Fulfillment & Delivery	Manuals	Vendors
Donations	Forms	Employees
Exchanges	Agreements	Members
Promotions	Reports	Investors
Contests	Support	Volunteers
Peer Reviews	Laws & Regulations	Users
Surveys	Tracking	Constituents
Testing	Statistics	Parishioners

At PortalProdigy, we've studied the very best the Internet has to offer. Then we adopted the greatest features, processes and practices from Internet pioneering organizations of all types and rolled them up into a uniform, easy to implement and reasonably priced package.

1 Solution

1000 Possibilities

Implement Portal Prodigy today and by tomorrow your organization can be online doing everything listed below and more!

Selling Products	Promoting Your Organization	Answering Questions
Signing Members	Scheduling Activities	Surveying Customers
Emailing Graphic Newsletters	Administering Events	Managing Documents
Posting News Articles	Blogging	Sharing Data
Processing Payments	Taking Political Action	Enhancing Communications
Prospecting	Issuing Press Releases	Triggering Events

Supplying Information	Conducting Surveys	Broadcasting Notices
Posting Jobs	Building Relationship Networks	Collaborating
Receiving Job Applications	Tracking Inventory	Brokering
Tracking Shipments	Billing	Directing Visitors
Delivering Digital Content	Providing Directory Listings	Promoting Services
Hosting Discussions	Supplying Documentation	Informing Constituents
Supporting Customers	Training Employees	Fulfilling Orders
Analyzing Activities	Providing Expert Advice	Accepting Donations
Researching Markets	Demonstrating Products	Providing Tech Support
Compiling Lists	Reporting	Cataloging Forms & Agreements
Partnering	Assigning Tasks	Managing Customer Relations
Advertising	Managing Promotions	Reducing Expenses
Tickling Actions	Registering Attendees	Printing Badges

PortalProdigy was developed to save your organization time and money while increasing its ability to accomplish its mission. PortalProdigy provides a central facility which affords everyone involved in your operation the opportunity to participate remotely, guided by standardized practices and procedures. Using a simple Internet Browser any authorized employee, customer, vendor, prospect, volunteer, staff, constituent, advisor, members or contributor can perform virtually any and all administrative and operational activities and the results are immediately available to the organization in real time.

1.2 Why not build from scratch?

You could hire a programmer and use some page builder to develop your website from scratch. But then, that's probably what you'd end up with, a website.

Would you build your entire accounting system from a spreadsheet application? Or, would you use an application like QuickBooks?

PortalProdigy is a complete system. It took a full staff of experienced engineers and programmers several years to build, test and document PortalProdigy. Why would you reinvent the wheel? While you and your managers are playing software developers, your competition will be online with PortalProdigy leaving you in the dust.

PortalProdigy comes complete and ready to go. No need to add modules. Just add personality and you are up and running instantly. You don't even need to install expensive servers and bandwidth. We run the equipment for you.

Oh, and by the way. PortalProdigy comes with a WYSIWYG (What you see is what you get) page builder installed. Just in case you need to build pages from scratch. It's like using a word processor in your browser window only it automatically converts your work into HTML when you save it. You don't even have to know how HTML works. It's easy to use and can be operated from a browser anywhere.

1.3 What do you get with PortalProdigy?

Instant Internet functionality is what you get. Your installation is fully equipped with all the functionality we've developed. It's simply a matter of choosing configurations and loading your content.



1.4 Alphabetical List of Features:

About Us Page Feature

The About Us Feature provides a boilerplate entry form for creating an *About Us* page in accordance with traditional website best practices. During site setup, Administration can use this feature to create the organization's About Us page.

Ask the Expert Feature

Many experts will pay for the opportunity to be listed as an expert contact on your organization's website because this feature provides them with a special one on one lead situation. Define your expert categories, enter expert member types into the contact database or let them signup online. Visitors link to the Ask the Expert page and post their question, select an appropriate expert category and submit. Each expert in the category receives a copy of the question via email and responds privately to the submitter. Unlike discussion forum, blogging and newsgroups, Ask the Expert conversations are private between the expert and the submitter.

Batch Fulfillment Feature

The Batch Fulfillment Features provides an automated process for fulfilling Product Orders. It provides the ability to select Order Items for fulfillment based on specified criteria, assigns the selected Order Items to a batch, produces a picking list for the batch, provides the ability to adjust the fulfillment and processes the results, updating the Orders.

Broadcasting Feature

Create email message templates which execute manually, upon schedule, or automatically when triggered by a process event to broadcast email messages to specified individuals, contact types or special interest groups. Includes ability to insert variable data from an assortment of PortalProdigy features. Also can be used to export contact data into .CSV format files which may be used with any fax broadcasting or word-processing software with merge capabilities. Email templates can be formatted as plain text or HTML.

Bulk Import and Export Feature

Migrating existing data to your PortalProdigy website is easy with the bulk import feature. Import and export Contacts, Companies, Documents, Exchange Listings, Products, and Request records. Export and re-import to perform bulk updates using your favorite tools such as Microsoft Excel.

Chargeback Feature

The Chargeback Feature is used to enter bank charge-backs for unpaid deposits such as NSF checks, credit card charge denial, or protested credit card charges. It provides a convenient method of entering and posting charge-backs as a batch.

Color Scheme Management Feature

Mechanism for customizing the graphic look and feel of the website through the selection of color for specific objects, backgrounds and fonts used by the site's templates.

Company Management Feature

Maintain records on individual companies, including their relationship to employee contacts and other individual contacts when applicable. Individual Company Records serve not only as a place to record and lookup contact information such as addresses and phone numbers but also a link into other features which relate to companies.

Comparable Products Feature

This Comparable Products feature was designed for companies that sell replacement parts to other manufacturer's products or offer alternatives to name brands. Some examples uses include replacements to obsolete parts, eco friendly (green) alternatives, human rights friendly alternatives, designer alternatives, etc. Customers can both browse and search by original brand, original product number and original product name to view your comparable products. You can highlight price savings and promote added value.

Contact Management Feature

Maintain detailed records on individual contacts such as prospects, customers, members, employees, etc. The individual Contact Records serve not only as a place to record and lookup contact information such as addresses and phone numbers but also a link into other features related to individual contacts including event registration records, contact management, advocacy participation, contributions, purchases, exchanges and more. The Contact database further serves as a data merge source for message broadcasting via email, fax or printed communication features.

Contact Tickler/Notes Feature - Task, Action and Prospect Organizer

The Contact Tickler/Notes feature provides for the attachment of *notes and event triggers* to records within many of the features of PortalProdigy. Special fields are provided within each note allowing for categorization by status, type, follow-up date, and delegation contacts so that they may become part of any assortment of planning, reminding, delegating and task organizing systems that can be easily customized to each organization's private PortalProdigy installation.

Contact Us Page Feature

The Contact Us Feature provides a boilerplate entry form for creating a *Contact Us* page in accordance with traditional website best practices. During site setup, Administration can use this feature to create the organization's Contact Us page.

Credit Apps Feature

Add, view, report, approve and decline credit applications. The Credit Application feature provides an online application process for customers. It includes an administrative approval process which assigns terms to customer accounts and processes pending orders.

Design Mode Feature

The Design Mode feature provides permitted administrators the ability to easily manage the content and design of your web pages. It includes in page editing with the ability to select and automatically insert Widgets. Widgets are components that provide specific content and functionality such as the display of events, menus, news, products, shopping cart, etc. See the PortalProdigy [Web Designers Guide](#) for list of available Widget Types including pictures and descriptions. Drag and drop capability makes it easy to re-arrange the content on your web pages. Design Mode also includes context sensitive help.

Directories Feature

Create public contact directories for an unlimited number of categories such as Board of Directors, Members, Users, Experts, Media Contacts, Service Technicians, Sales Reps, etc. Individual directory access may be constricted to visitors with specified security permissions and display only information specified in their administrative setup. Includes sophisticated directory record search interface.

Discussions Forums Feature

Create public or private Discussion Forums. Provide visitors the ability to interact with each other or with specified groups. Includes searchable archives make this feature ideal for propagating user self-help groups. Powerful hyperlink insert tool makes this a serious community builder.

Document Library Feature

Maintain a visitor friendly cataloged, searchable and browse-able document library that includes documents stored in their original file formats such as HTML, PDF and TXT. A database record with descriptive information and administrative controls is created for each document imported into the website. Documents can be assigned viewing security levels, expiration dates, catalog locations, topics, and index keywords and phrases. The Document Library can serve as a knowledgebase for visitors and the organizing store house for unlimited website pages. It's easy for permitted users with no website or HTML programming experience to import documents directly from their computer or network into the organization's website. Documents created in MSWord, Publisher, and other desktop publishing software are quickly made part of the website with no programming required.

Donations Feature

Solicit and accept donations on your website. Accept and process credit card donations. Donations are processed over SSL encrypted connection. Automated creation of donor contact record enables tracking and participation in future fund raising campaigns.

Events Manager Feature

Schedule programs, classes, and events, enter details and import event brochures, registration forms, maps, etc from any computer into event records on the organization's website in order to furnish visitors with an event calendar, program information and signup ability. Event details, contact information, registration limits, seating inventory, instructor, syllabus, pricing and payment options can all be input, updated, tracked and reported. Visitors can register and pay online using credit cards or other payment options. Attendance lists and badges can be printed locally from any printer connected browser. Event notice email broadcasts may be scheduled in advance and sent automatically when appropriate. If desirable, a *view current registrants* link can be available to visitors.

Exchange Engine Feature

Create public participation exchanges such as resume and job posting boards, vendor operated catalogs, trainer or speakers bureaus, and other visitor operated organization sponsored bazaars or markets. Define a virtually unlimited number of exchanges which can be public or private, free of charge or on a fee paid basis. Payment for participation can be accepted online using credit cards or other payment options. The Exchanges Feature differs from the Online Product Catalog Feature in that it fosters commerce or exchange between a defined group of *external participants*, such as members and service providers, which does not involve your organization directly.

Home Page Manager Feature

Provides ability to create and maintain your organization's *Home* page in accordance with traditional website best practices. Using Home Page Manager you can easily add, update and rearrange the content displayed on your home page.

HTML Editor Feature

PortalProdigy includes a built-in editor to create and edit your website content without knowledge of HTML. The HTML editor provides options to insert images, tables, videos and other object types. Microsoft Word paste option performs automated cleanup when pasting content from Word. The editor's comprehensive set of formatting options makes it easy to create attractive website content. The editor is integrated with all of PortalProdigy's management features and can be used to format product descriptions, event descriptions, documents, Widget content, email broadcast templates, and more.

Inventory Adjustment Feature

The Inventory Adjustment Feature is used to enter manual adjustments to inventory. This is used to adjust inventory quantities up or down based on a physical count or for damaged goods.

Inventory Control Feature

Manage and maintain control of your inventory online in real time. Portal Prodigy's inventory control features make it easy to setup new product records, enter initial inventory quantities, update inventory when goods are received, relieve inventory as orders are fulfilled and make adjustments for breakage and other loss. Order checkout process can be configured to notify customers when products are out of stock and provide option to place items on backorder. Inventory tracking can be disabled for products not kept in inventory such as when using third party fulfillment. Third parties can view and directly fulfill

these ordered items online. Portal Prodigy's Inventory feature allows you at a glance to view current quantity on hand, quantity committed, and quantity committed on backorder. You can also create sub-items to track quantities by colors and sizes. Portal Prodigy also offers a variety of inventory reports including the ability to report on sales history by month and year.

Inventory Entry Feature

The Inventory Entry Feature is used to enter new inventory. It provides a quick and simple method of updating inventory.

Invoicing Feature

The Invoicing Feature is used to print and post invoices. It provides the option to print invoices to a printer or to create in HTML format for electronic delivery by email. Monthly billing option provides ability to combine all orders for single month into one invoice with detail listing of orders. It also provides the option to automatically bill customer's credit card on file.

Job Board Feature

Provides complete job board with ability to advertise job openings and accept candidate applications and resumes on your website. Posts jobs to job aggregator websites such as SimplyHired.com and Indeed.com.

Legislative and Regulatory Calls to Action Feature

Rapidly mobilize constituents into a focused force. Broadcast *Calls to Action* messages via email to specified individuals, contact types or interest groups. The messages include a hyperlink recipients can click, bringing them to the website's issue position and education page. Respondents can choose to respond online to their legislative, regulatory, judicial or executive branch representative as pre-determined by an Administration setup function. Each LRCA project can include suggested response messages to aid respondents in developing their own message. Respondents type their message into the website LRCA response form. PortalProdigy uses their zip code entry to determine the respondent's correct legislative, regulatory, judicial or executive branch representative and sends their message.

Membership Billing Feature

The Membership Billing feature is used create and post invoices for membership fees. It provides the option to print the membership invoices to a printer or to create in HTML format for electronic delivery by email. It also provides the option to automatically bill customer's credit card on file.

Memberships & Subscriptions Feature

Provides a highly flexible system for offering, promoting, signing-up and managing members online. Not to be only narrowed to "memberships" as in a club or association. Instead, think of members as a specifically privileged group such as employees, specific department staff, managers, contributors, parishioners, reporters and journalists, constituents, vendors, customers, prospects, etc. Classify groups

of contacts in order to control access to specific website functionality and to trigger events specific to given membership types -- events such as billing, program notifications, surveys, news delivery, exchange announcements, press releases, etc. You can even use Membership Types to sell or control subscriptions to publications and other features. Automates assignment of website privileges. Memberships can be free or fee based. Automates billing of recurring membership dues and renewals. Renewal invoices are generated automatically for the appropriate monthly, quarterly or yearly membership term and automatic privilege cancellation can be set for unpaid membership terms. Includes administrator interface to add, view, report, approve, and decline membership applications.

Menu Builder Feature

Provides an easy method of building menus for your website. Quickly create links to your websites' features and content, as well as other websites.

News Feature

The News Feature provides a rapid entry interface used by Administration to enter news items. Headlines are displayed on the homepage where visitor can click on individual items of interest to view the detailed news record. Maintain an online archive of news about or relative to your organization.

Orders Feature

Create, manage and fulfill orders for products as well as events, exchanges, membership and Press Releases. The Orders feature is fully integrated with online shopping features including a full featured product catalog, shopping cart, checkout processing, payment entry, payment authorization, order desk notification and electronic customer order confirmation. Using the Orders feature salespeople can centrally create and track price quotes and easily convert them to orders. The Orders feature includes automatic creation and processing of backorders. Includes time saving features such as the ability to create and process recurring orders. Third parties can be given secure access to directly fulfill ordered items online. Orders Feature is also fully integrated with Portal Prodigy's Inventory Control and Management.

Page Management Feature

The Page Management feature provides permitted administrators the ability to configure how individual pages or groups of pages are displayed on your website. Page Manager includes options for selecting and managing template styles, Widget Collections, SEO settings, tracking script insertion and more. Page settings can be saved as profiles and applied to other pages thus providing tremendous time savings.

Payments Processing & Authorization Feature

The Payments Processing Feature is used to enter and manage payments, apply payments to orders, credit memos, and debit memos. It is also used to create credit memos and issue refunds. Payments are integrated with online shopping and Order entry for quick capture of payment information and or credit terms. It interfaces to credit card processors to automatically authorize payments. Includes ability to capture and require address and CSC verification for credit cards. Also includes manual entry of payment and authorization.

Product Catalog & Shopping Cart Feature

Feature, display, demonstrate and sell your organization's products online. Define an unlimited number of product categories and hierarchy of sub categories. Enter detailed descriptions, categorize products, display pictures, include custom fields, display comparable products, display sub-component items, display related items to up sale and cross sale, display quantity level pricing, display special customer pricing, display pricing in foreign currencies, setup inventory and selection by colors and sizes, enter initial inventory quantities, attach full featured multimedia product brochures, and track inventory manufacturer, purchasing and cost information.

Product Download Feature

Sell and deliver digital content via your website including audio, music, videos, images and documents. The Download feature automates fulfillment of orders for digital content. Upon completion of checkout process customers are presented with download options. Also sends order confirmation by email containing hyperlink to download order. It includes a Download Manager applet that makes it easy for customers to download music tracks; automatically creating folders for each album and copying the music tracks to the album folder.

Product Management Feature

Provides easy to use data entry screen to create and manage product information. Attach unlimited pictures, documents, videos, and audio files to your products. Use the built-in HTML editor to format descriptions. Multiple description fields allow you to display separate tabs such as a Summary Description, Detailed Specifications, Warranty, etc. In addition to the many pre-defined product attributes you can create an unlimited number of custom attributes, e.g. Author, ISBN, Original Supplier Part Number, Battery Type, etc.

Promotions Feature

The Promotions Code feature combined with Email Broadcasting and Publication Manager provides powerful marketing and promotion capability. Promotion Codes is used to setup and manage promotions via the use of coupons to automatically apply discounts, free items, and giveaways to product, event, membership and exchange transactions.

Publication Manager Feature

The Publication Manager feature provides a publishing facility which fosters the regular publication of newsletters, releases, briefs, reviews, etc. with consistent format from issue to issue. An unlimited number of custom Publication Templates may be created ahead of publication for printed format, HTML format and email text format publications. Multiple content and editorial contributors can participate simultaneously adding and updating content at their convenience until date of publication. Publications can be automatically broadcast to specified individuals, contact types or interest groups via email. Print format Publications can be merged with name and address data from the Contact Database for specified individuals, contact types or interest groups and printed on any remote users printer or saved to a

digital file and brought to a digital printing service such as Staples, Sir Speedy, Kinkos, etc. for printing. Past publications may be displayed online in public or private archives based on type and topic.

Public Relations Feature

Provide permitted visitors an opportunity to create and update their own Press Release Template and Biographical Record and send press releases. Media contact records are stored in the contact database and classified by medium, news category and geography. Permitted visitors enter press release copy into the website form and indicate media contact preferences by medium, news category and geography and PortalProdigy delivers the press release in HTML format via email to the appropriate media contacts. Media Contacts can click on a link in the email press release they receive and are brought to the organization's site where they can not only read detailed information on the sender of the press release but also search the biography database for other people and companies of interest. This feature is especially ideal for professional and trade associations, advocacy groups and sporting leagues.

Quick Registration Builder Feature

The Quick Registration Builder provides an easy method to build user registration forms for signing up new users on your website. You may create different registration forms for use by various features such membership registration, event registration, online shopping, etc.

Quotation "RFQ" Feature

The RFQ feature provides customers with the ability to submit requests for quotes. Display a Request Quote option in lieu of pricing for products that automatically adds the item to request form. An automated email notification is sent to the responsible party or group with link to price the request and generate a quote. Generated quote can be emailed directly to customer or printed. RFQ forms can be customized to capture required information. Quotes can be automatically converted to orders.

Requests and Help Desk Feature

Provides a complete request management system for capturing, processing and managing a variety of interactions including general information requests, warranty claims, maintenance service requests, maintenance and support contracts, product information requests, project requests, requests for quotes, consulting requests, training requests, resource requests, research requests, event planning, questions and assistance with problems and more. Seamlessly integrates with Product Catalog, Work Orders, Service Contracts, Tasks Management and Contact Management features.

Sales Management Feature

The Sales Management feature provides a complete sales prospecting and sales opportunity management system. Use to identify sales leads, assist in prospecting, capture information valuable to the sales process, coordinate prospecting and sales activities, create quotes, convert quotes to sales orders, and manage the entire process.

Search Engine Optimization (SEO) Feature

PortalProdigy includes a number of built-in search engine optimization features that make it easy to optimize your web pages for search engines and drive more traffic to your website. Provides ability to specify or automatically generate Page Titles, Meta tag Keywords, and Meta tag Descriptions. Automatically generate Google Site Map.

Secure Online Administration Feature

When PortalProdigy activates your Web Interaction Management Website, you'll be provided an administrator login and password. Using your browser, you'll login to the Administration which provides access to configuration and control of the entire system.

Security and Special Interest Groups Feature

Security Groups are used to control visitor access to the website and its features. Special Interest Groups are used to isolate specific contact records for the purpose of inclusion in certain features. For example, inclusion in a directory, exchange or a specific email broadcast.

Site Settings Management Feature

The Site Settings feature provides for the selection, from a catalog of available templates, of a specific pre-designed style which is the basis of visitors' visual experience of your website. The selected template can be customized using a variety of menu driven options including customizing your Header, Footer, Side Bars, Color Scheme and more. Import your graphics to customize your website's appearance to project the organizations brand and image in accordance to its standard motif. Also provides the option to design and load your own templates. Site settings provide default settings for your website that may be overridden on a page by page basis.

Statements Feature

The Statements Feature is used to print statements of financial transaction activity for a specified period including previous balance, new invoices, payments received, and current balance owed. It provides the option to print statements to a printer or to create in HTML format for electronic delivery by email.

Style Manager Feature

The Style Manager feature is used to upload and manage template styles for your website's pages, headers, footers, feature content and Widgets. It includes an integrated HTML Editor for editing template styles. Style Manager lists available tags for dynamic insertion of content from the PortalProdigy content management system. See the PortalProdigy [Web Designers Guide](#) for additional information.

Surveys Feature

Conduct surveys online. Create surveys with an unlimited number of questions using multiple choice, true/false, rating or text answer formats. Options such as automated scoring make surveys ideal for online testing and evaluations. Survey notices can be automatically broadcast to specified individuals, contact types or interest groups via email. Message recipients click on a link bringing them to the corresponding website survey page where they answer questions and submit their results. Survey results are stored by PortalProdigy and reported when needed.

Table Builder Feature

A boilerplate entry form for creating formatted information pages such as an *Our Experience* page. Includes ability to upload images and insert links to other resources.

Utilities Features

A set of specialized tools used for data and website maintenance, data import, export of accounting data, report registration, etc.

Vendor/Artist Submission Feature

Provides self service process for vendors to register and submit their products for sale in your website's online product catalog. Includes administrator interface to add, view, report, approve, and decline vendor applications. Upon approval products are automatically listed in your product catalog and a vendor page is automatically added to your website. Ideal for websites that sell digital content delivered by automated download upon purchase such as Music, Software, Pictures, and Documents.

Widget Builder Feature

The Widget Builder feature provides boiler plate entry forms for creating a variety of formatted components that can be inserted into the various page sections including your home page main content section. See the [PortalProdigy Page Management Guide](#) for a complete list of Widget Types including pictures and descriptions.

Work Order Billing Feature

The Work Order Billing feature is used create and post invoices for work orders. It provides the option to print the work order invoices to a printer or to create in HTML format for electronic delivery by email.

Work Orders Feature

The Work Orders feature provides a complete work order system to estimate, approve, track and bill for parts and labor and other expenses. Seamlessly integrates with Requests, Service Contracts, Task Management, and Inventory Control features.