

E-Commerce

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Getting Started

Technical Support

Welcome to the instructional manual for the E-Commerce module within the Eagle Business Management System (EBMS). In the sections following, explanations and examples of the available features within the E-Commerce Module will be explained. If you need to reach our staff for further help, contact us using the information below:



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Introduction

The EBMS e-Commerce module is used to display and sell products on a company website. The web store's product web pages are created within EBMS and are uploaded to the website eliminating the need for experienced web programmers. The module includes a full featured shopping cart that includes terms, shipping options, and pricing uploaded from the EBMS software. This optional EBMS module facilitates the process of A) Uploading product information, customer information, and page design from the EBMS Software and B) manage an online shopping cart, and C) downloading orders from the e-commerce website.



- A) Upload information such as product information, customer information, pricing, and availability.
- B) Manage the Shopping Cart
- C) Download Orders

The EBMS e-commerce module gives the user the following advantages:

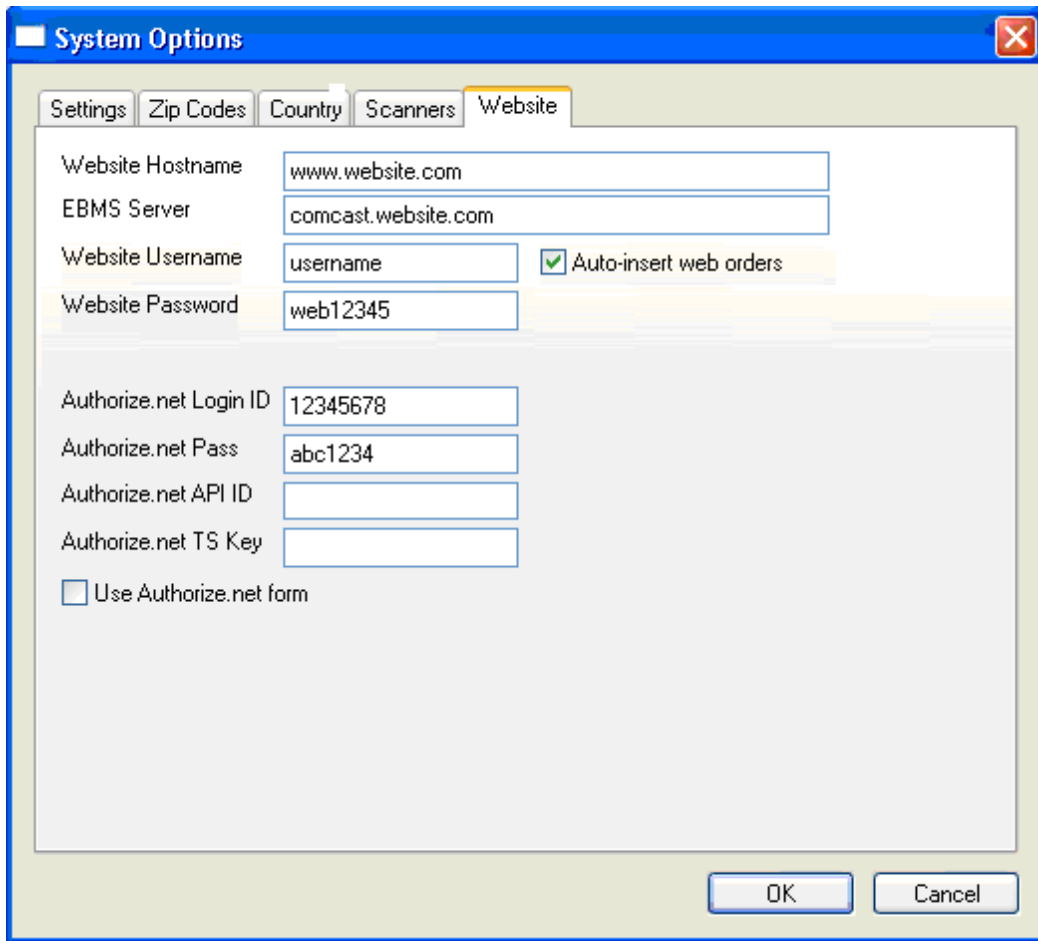
- **Add, remove, and control the content of your entire e-commerce website from the EBMS software.** Product pricing, availability, and details are derived from the EBMS inventory database.
- **Add entire groups of products in minutes** – Products within the EBMS inventory catalog can easily be added or removed from the e-commerce store.
- **Update product information, pricing, and availability regularly by a simple click of a button.** Products may be removed or marked as out-of-stock based on inventory levels.
- **Reduces redundant information** – The user is not required to maintain two separate product lists; the POS system within EBMS and the e-Commerce list on the web.

- **Dynamic product information is automatically created** – New product lists, customer pricing, and Out of stock notations, details are created directly from the information within EBMS.
- **User specific pricing, terms, and shipping options are displayed based on the user name and password created within EBMS** - A customer's price level, special pricing, terms, and shipping information are derived directly the EBMS software. The customer's name and password are entered within the customer record of EBMS.
- **Receive orders directly into your order entry system** – E-commerce orders are inserted into EBMS as a sales order.
- **Verify credit card information on-line through a common gateway.** Credit card processing is integrated into the EBMS software. The card is validated on-line but is not debited until invoice is processed. This feature minimizes the number credits and billing charges at the time the order is shipped.

Review the following sections for detailed instructions on planning your website, Creating Inventory Groups, and processing orders.

Getting Started

System options must be setup before EBMS can connect to the e-commerce website. Go to **File > System Options** using the main EBMS menu and click on the **Website** tab as shown below:



The screenshot shows a Windows-style dialog box titled "System Options" with a close button (X) in the top right corner. The dialog has five tabs: "Settings", "Zip Codes", "Country", "Scanners", and "Website". The "Website" tab is selected and highlighted in yellow. The dialog contains several input fields and a checkbox:

- Website Hostname:** www.website.com
- EBMS Server:** comcast.website.com
- Website Username:** username
- Website Password:** web12345
- Authorize.net Login ID:** 12345678
- Authorize.net Pass:** abc1234
- Authorize.net API ID:** (empty field)
- Authorize.net TS Key:** (empty field)
- Auto-insert web orders:** (checked)
- Use Authorize.net form:** (unchecked)

At the bottom right of the dialog are two buttons: "OK" and "Cancel".

Enter the e-commerce website's URL into the **Website Hostname** entry field.

The **EBMS Server** option must contain the address of the Windows server that is running the EBMS software. This option is populated only if the orders are automatically downloaded from the website to EBMS. EBMS must be running on a server running Windows Server or Windows XP or newer OS to automatically download orders into EBMS. Orders can be entered into EBMS and be printed in the user's office as soon as the order is placed on the web if the **Auto-insert web orders** option is enabled.

If the orders are manually downloaded to EBMS then select **Sales > Download Web Orders** from the EBMS menu to download orders.

The **Website Username** and **Website Password** must be obtained from the EBMS e-commerce server administrator. This information is required so that EBMS can upload information to the e-commerce server and download orders from the server.

The **Authorize.net Login ID**, **Authorize.net Password**, and other **Authorize.net** settings must be set before any credit card processing is done within the EBMS e-commerce shopping cart on the web. These entries will remain blank if no credit card processing is done on the web. Review the Configuring the Shopping Cart > Payment Options section for more details on these settings. Instructions to apply for an Authorize.net account are found in the Certifications and Applications > Authorize.Net Application section.

Go to **Sales > Options > Website** to view or set the website options shown below:

The screenshot shows the 'Options' dialog box with the 'Website' tab selected. The 'Web Cash Account' is set to '01000-000 - Cash - Gap'. The 'Web Customer' is 'WEBSITE'. The 'Customer Matching' is set to 'E-Mail Address'. The 'Show new icon for' is set to '10 days after Entry Date'. The 'Web Groups' table has one entry: 'PRIMARY'. The 'Credit Card' options are: VISA (checked), Discover (checked), Master Card (checked), and American Express (unchecked). The 'Create new customer if no match' checkbox is unchecked. The 'OK' and 'Cancel' buttons are at the bottom right.

Group
PRIMARY

The **Web Cash Account** should be set to the general ledger cash account used for website sales. E-commerce sales paid using a credit card are processed using this cash account. This account should be a separate cash account than the one used within the EBMS Sales module. Review the Sales > Customer Payments > Cash Accounts section of the main EBMS manual for more details on the standard sales cash account.

Enable the credit card options for each card type that is accepted in the online shopping cart. These options must match the credit card merchant accounts listed in the Authorize.net configuration. Review the Processing Credit Cards section for more details on credit card processing.

The **Web Customer** entry is required for customers who can purchase product on-line without a login name or password. The generic customer id entered in the **Web Customer** entry is used whenever a person submits an order without specifically identifying themselves by logging onto the site. Review the Creating a Generic Customer section for more details on the **Web Customer** setting. It is important that the terms, shipping options, and other settings within this

E-Commerce

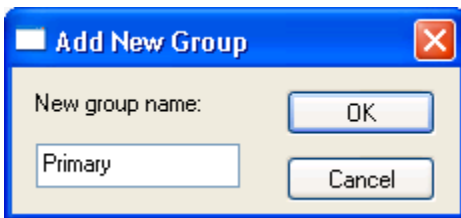
generic customer are configured before customers place e-commerce orders without a login process. Review the Customer Login section for more details on allowing or requiring customer logins.

The **Customer Matching** options are used to compare the customer information on an order received from a generic customer (customer that has not logged into the system with a user name) to the customer database within EBMS. This allows the order to be entered without logging in but matched with the customer using either the **E-mail Address** or **Name and Address**. Set this option to **None** to manually move orders to existing customer records or create new customer records. The **Customer Matching** option is not implacable if the **Web Customer** entry is blank.

Enable the **Create new customer if no match** option if a new customer record should be created within EBMS if the **Customer Matching** criterion does not match an existing record. Review the Creating a Generic Customer section for more details on processing orders from the generic customer.

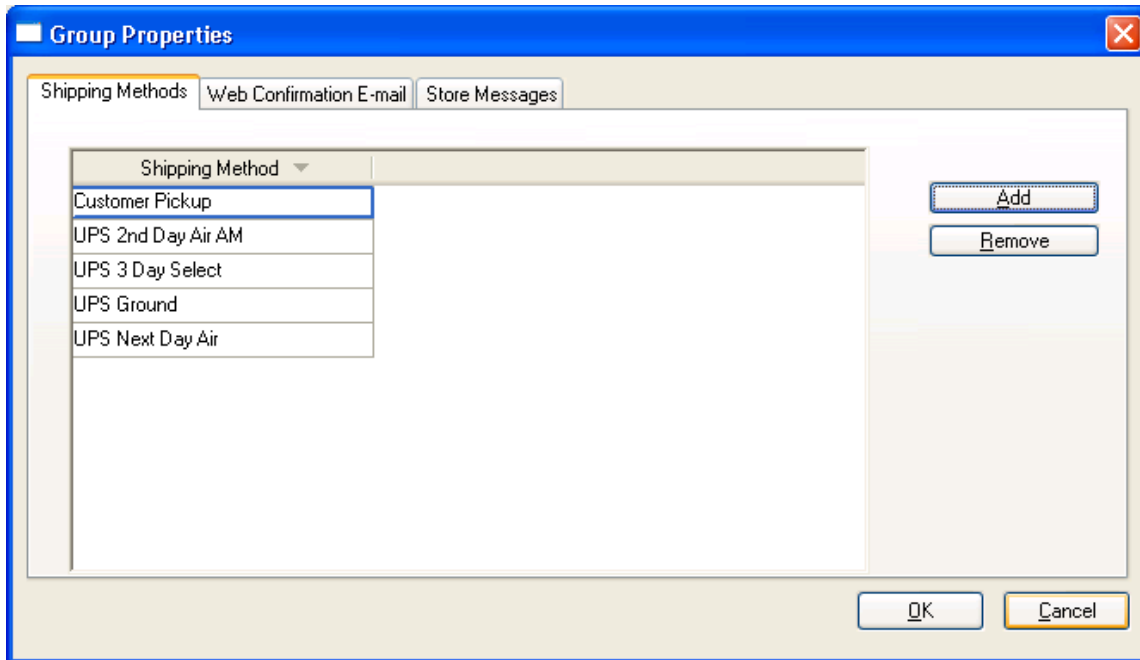
The **Show New Icon...** entry identifies the amount of time a new item is listed on a new items page of the site or shows a new item star-burst by the new item. Review the Identifying New Products section for more details on this option.

The EBMS e-commerce module allows the user to setup multiple **Web Groups** although the average e-commerce site will only contain a single **Web Group**. Click on the **New** button if no **Web Groups** exist and enter the group label as shown below:



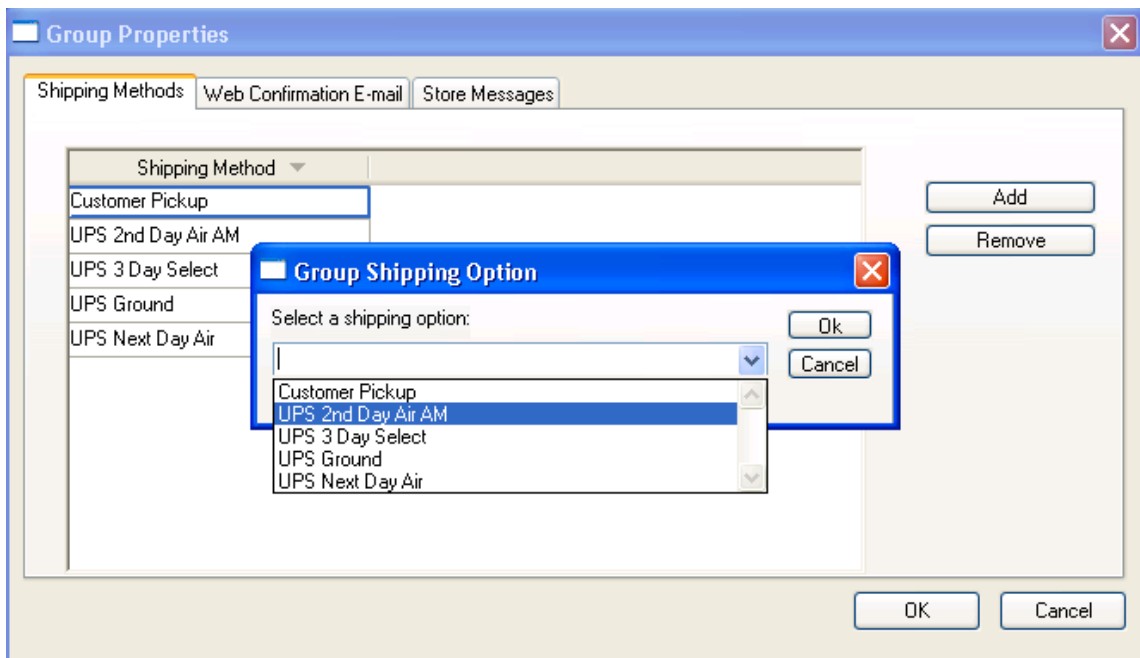
Click on the **OK** button to create a new group. Review the Advanced Features > Multiple Web Groups section for more details on multiple groups.

Click on the **Properties** button to set additional shopping cart options:



All **Shipping Methods** must be created within EBMS before they can be selected within the web group properties. Select **Sales > Options** from within the EBMS menu and create the **Shipping Methods** within the **General** tab. Review the Sales > Freight and Shipping Charges > Creating Shipping Methods within the main EBMS documentation for details on **Shipping Methods**.

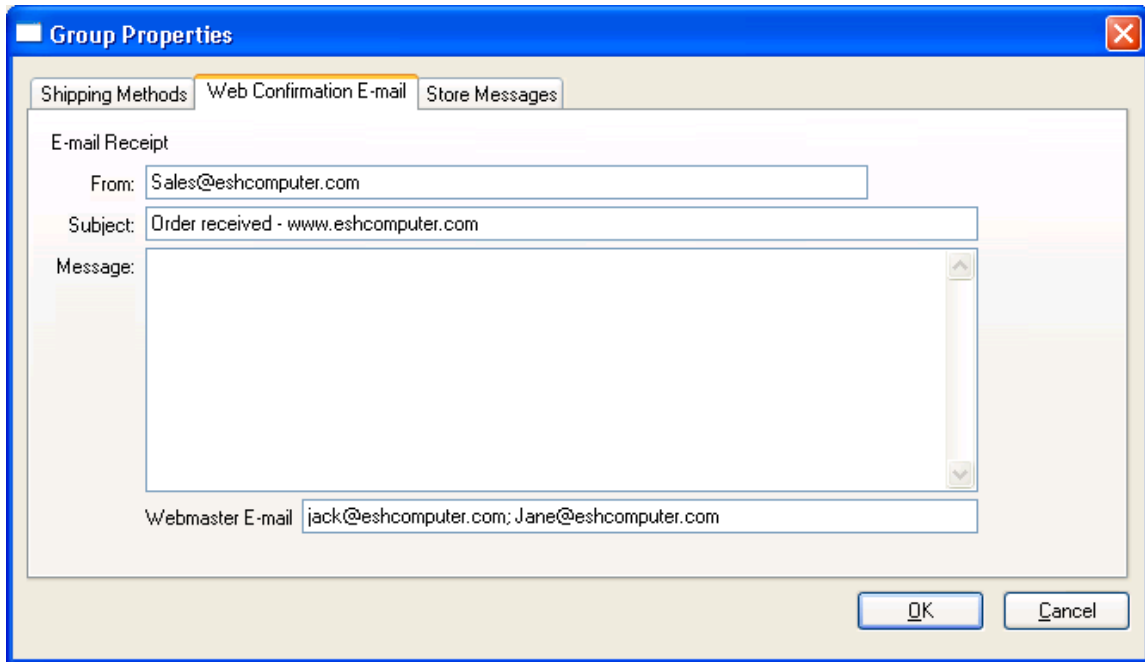
After shipping methods have been created within **Sales > Options** then click the **Add** button within the **Shipping Methods** tab of the web group properties.



Select the shipping option and click **OK**. Repeat for each shipping method that can be selected as an option within the web shopping cart. Do not include the shipping options that are not available for the user to choose for web orders.

E-Commerce

Click on the **Web Confirmation E-mail** tab.



The screenshot shows a dialog box titled "Group Properties" with three tabs: "Shipping Methods", "Web Confirmation E-mail", and "Store Messages". The "Web Confirmation E-mail" tab is selected. The dialog contains the following fields:

- E-mail Receipt**
 - From:** Sales@eshcomputer.com
 - Subject:** Order received - www.eshcomputer.com
 - Message:** (An empty text area with a vertical scrollbar.)
- Webmaster E-mail:** jack@eshcomputer.com; Jane@eshcomputer.com

At the bottom right, there are "OK" and "Cancel" buttons.

The settings within this tab are used to configure the order confirmation e-mail that is sent to the customer after an order is placed on the website.

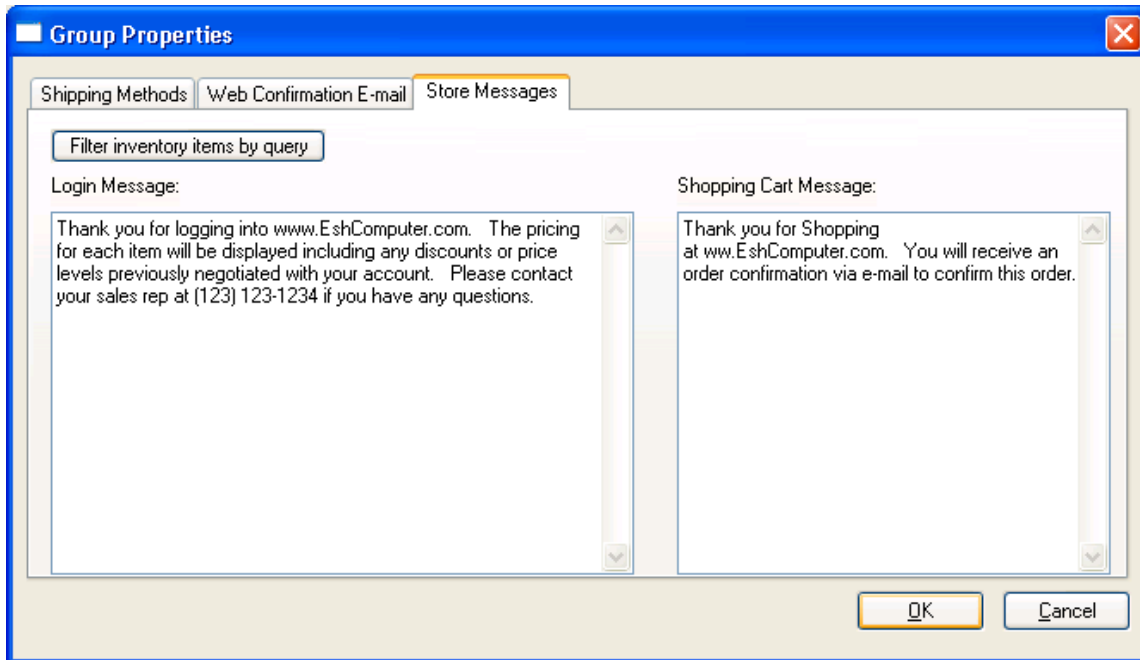
Enter a company sales e-mail address into the **From** field. This e-mail address will receive any responses from the customer if the customer replies to the confirmation e-mail.

Enter an appropriate **Subject** line for the confirmation e-mail.

Enter a miscellaneous message into the **Message** entry. This message will appear after the main order information listing the items purchased and pricing.

Enter the e-mail addresses into the **Webmaster E-mail** entry to send a CC to internal e-mails. These webmaster copies can be used to prompt the sales team about a web order. Web orders can also be queried within EBMS. Review the Processing Orders > Displaying and Printing New Orders section for more details on listing new orders within the EBMS software.

Click on the **Store Messages** tab.



The **Login Message** will appear when a customer logs into the system. This message will not be displayed if a generic retail user is shopping the site without logging into the website. Review the Configuring the Shopping Cart > Customer Login for more details on customer logins.

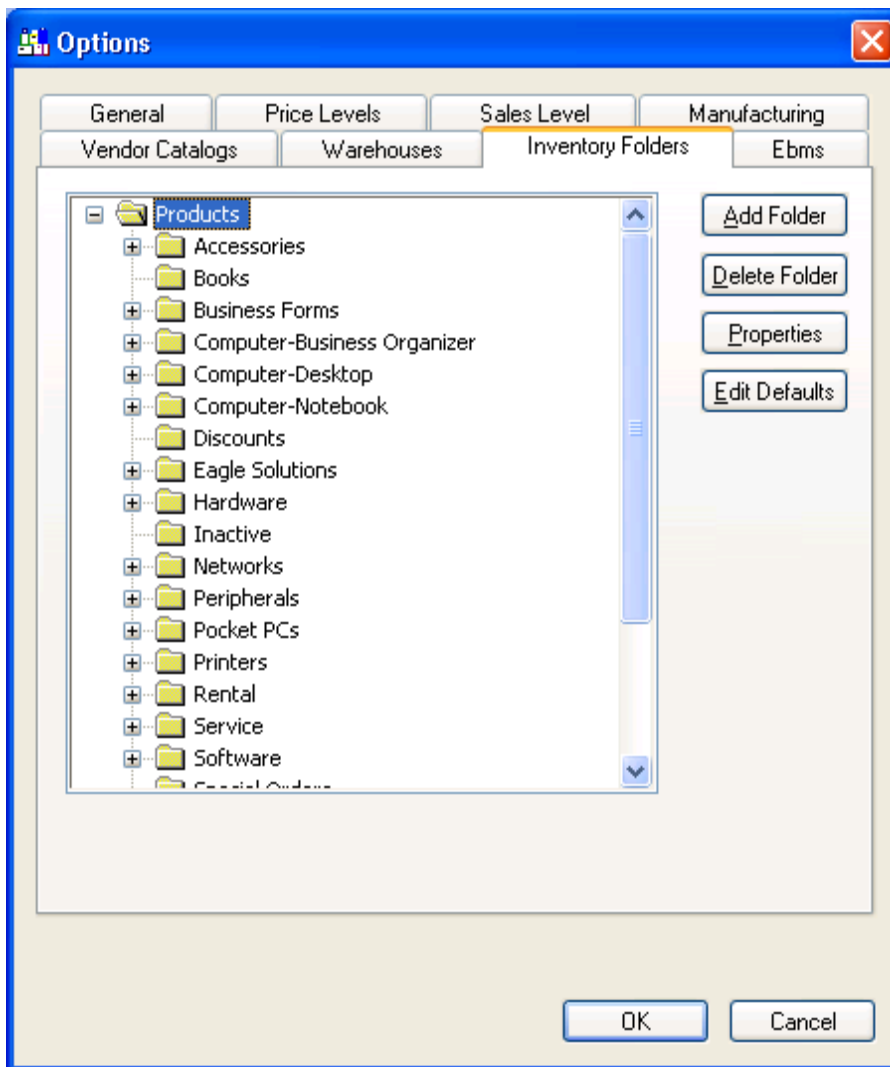
Click **OK** to save the web group properties.

Creating Website Content

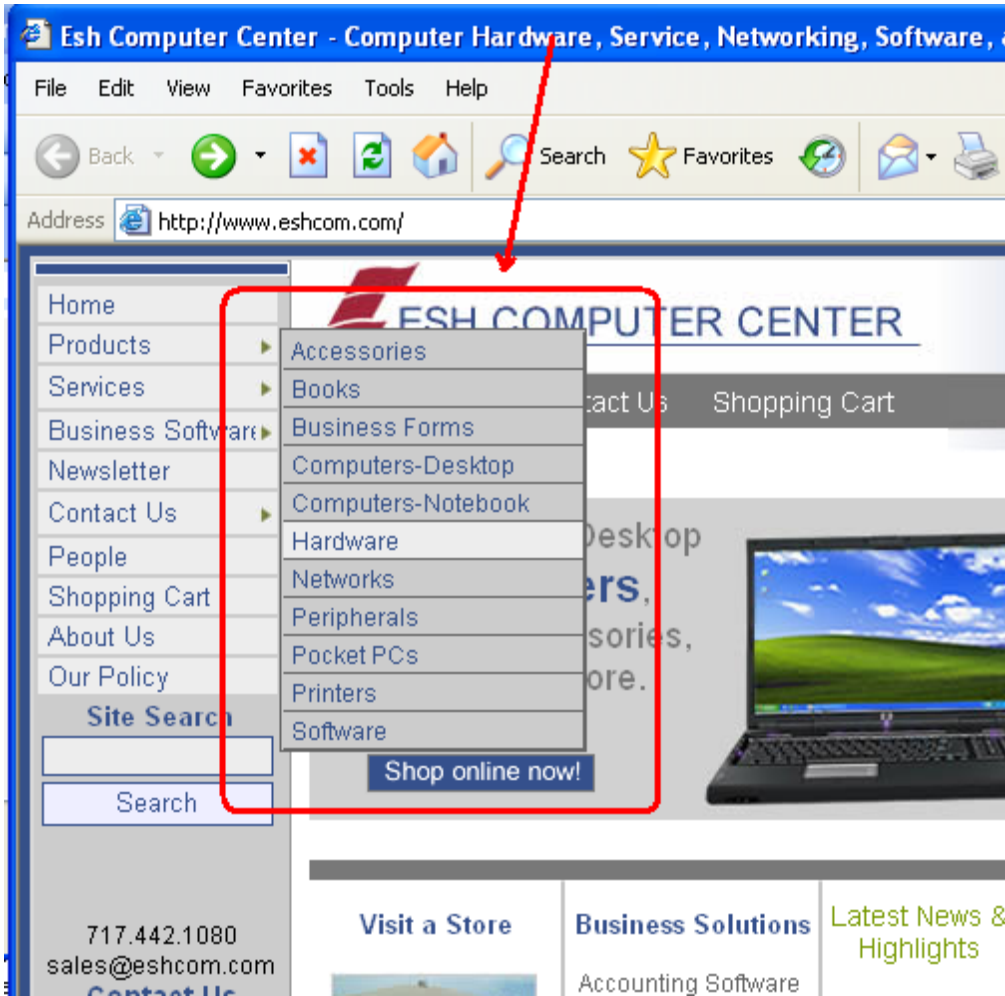
Planning Your Website

It is important to plan the product arrangement for an e-commerce website before entering folder templates and information as well as product organization. The ideal number of groups on a website is between 6 and 20 although less than 6 or more than 20 can be accommodated.

Each one of these groups may contain subgroups. The arrangement of product groups and web pages will be directly related to the organization of the inventory folders within EBMS. Subgroups can vary from a few subgroups to dozens or even an hundred or more if necessary. It is important to organize products in groups and subgroups that simplify the navigation process of finding products or groups of products. For example the first level of product groups is shown below:

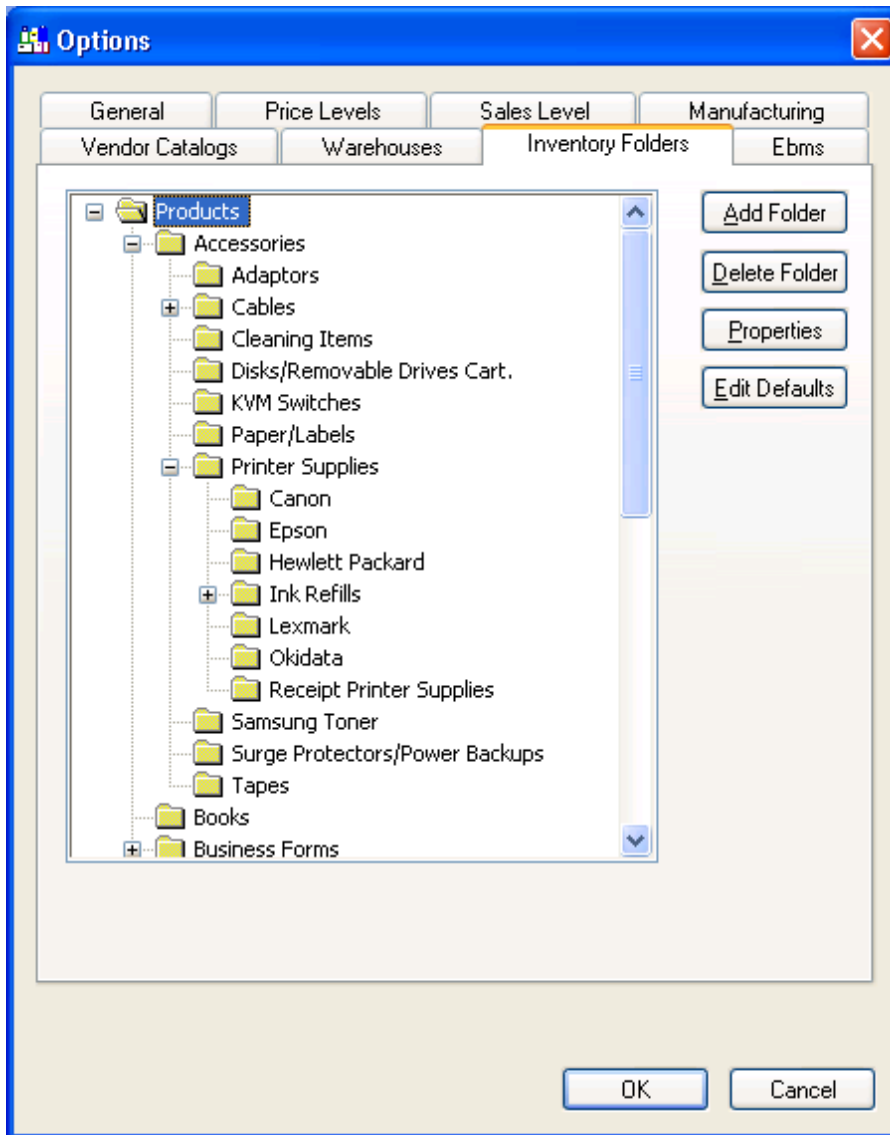


Since the folders labeled Accessories, Computers, Hardware, Networks, Peripherals, and Printers are located on the first level of the folder tree, these folders will create the first level of product options within the e-commerce site as shown below.

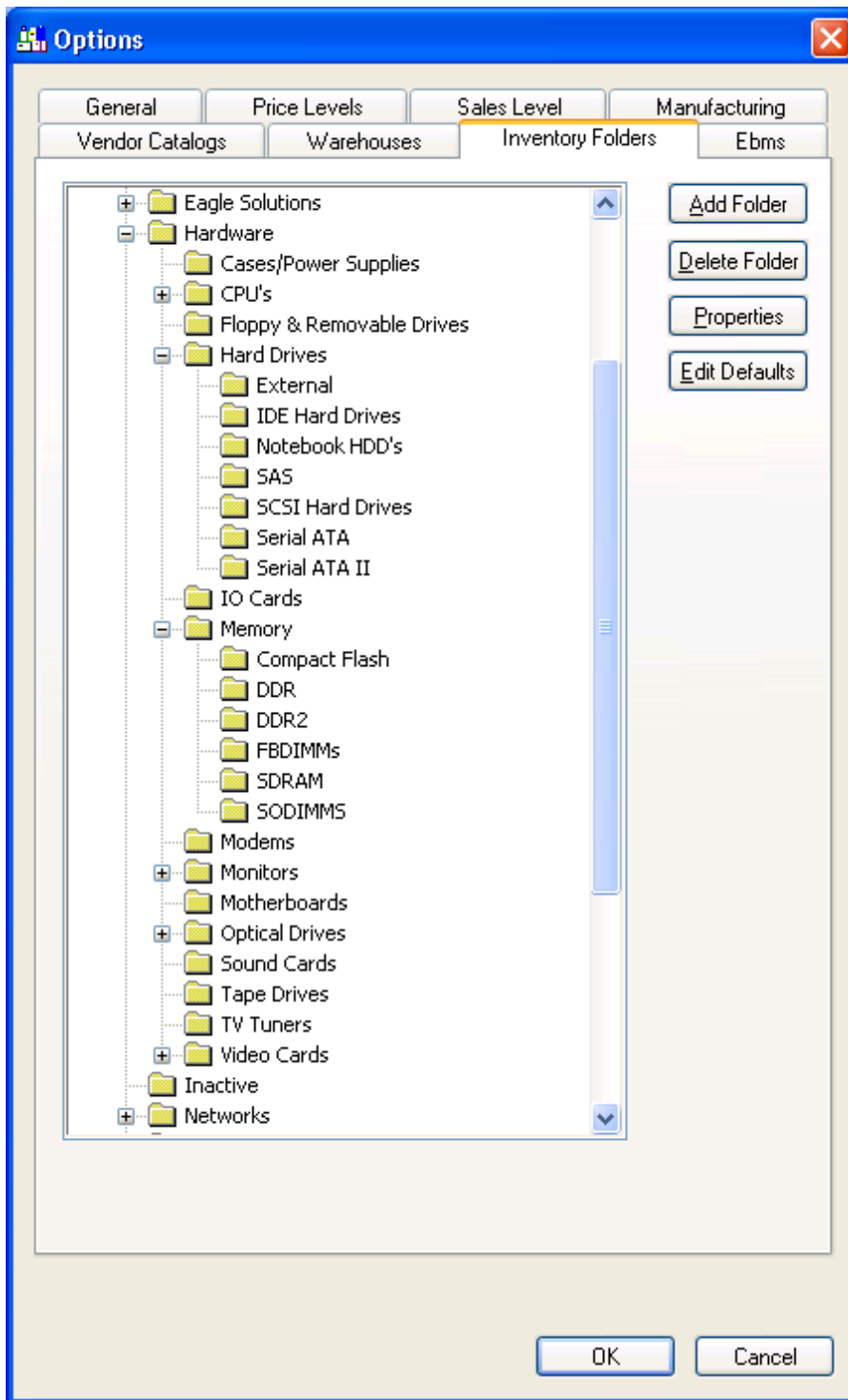


Notice that not all the folder groups within the EBMS folder list are displayed on the web. This is based on a **Show on Web** setting within the folder. The www.EshComputer.com example shown above has the e-commerce product list menu attached to the Products menu option on the left side of the site. The product menu is designed for each company to create a navigation menu that is tailored to the needs of each company.

The **Accessories** group shown below has subgroups listing the difference accessories while the sub-group **Printer Supplies** has yet another level of product groups (folders) for each brand.



The **Hardware** folder group which is also a level one folder has a number of subfolders with the 3rd level folders grouping the type of **Hard Drives** and **Memory**. Not all groups may contain subfolders. Some of the first and second level folders may contain products while others are grouped in 3rd or 4th level folders.



The website is a bit easier to navigate if folder groups do not contain both products and sub folders although the system does allow this flexibility.

The next page includes a chart to assist in planning the inventory structure. List the main product groups and their sub categories.

Note that the list is meant to be a guide and should not be restrictive.

Inventory Structure

- 1. _____
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
 - f. _____
 - g. _____
 - h. _____
 - i. _____
- 2. _____
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
 - f. _____
 - g. _____
 - h. _____
 - i. _____
- 3. _____
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
 - f. _____
 - g. _____

E-Commerce

- h. _____
- i. _____
- 4. _____
- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____
- g. _____
- h. _____
- i. _____
- 5. _____
- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____
- g. _____
- h. _____
- 6. _____
- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____
- g. _____
- h. _____

- i. _____
- 7. _____
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
 - f. _____
 - g. _____
 - h. _____
 - i. _____
- 8. _____
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
 - f. _____
 - g. _____
 - h. _____
 - i. _____
- 9. _____
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
 - f. _____
 - g. _____
 - h. _____

E-Commerce

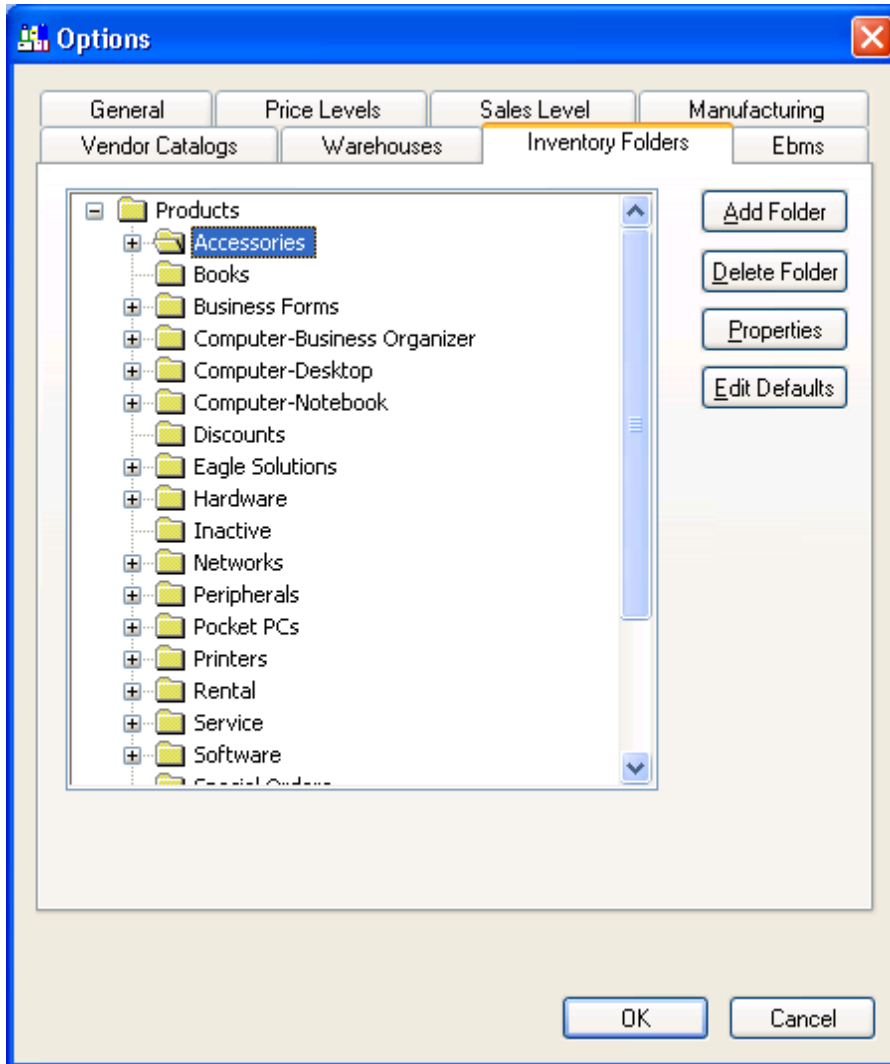
i. _____

Review the details within the Creating product Groups section to create these product groups on the web.

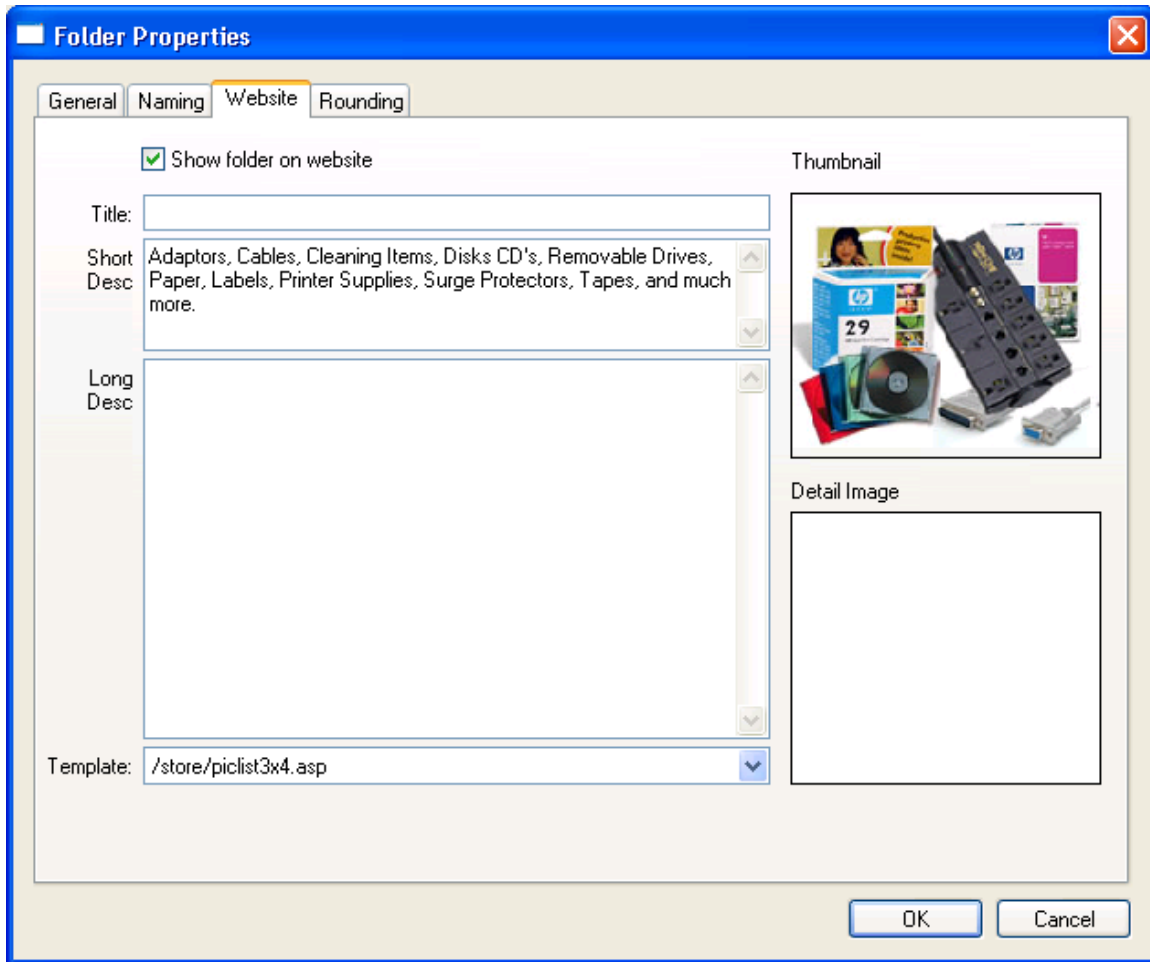
After creating product group pages on the web, review the Listing Products section to add products to the website.

Creating Inventory Groups

It is important to plan the product groups before proceeding with this section. This section will explain the steps required to create web pages for each product group. The website page settings are set within the **Sales > Options > Inventory Folders** tab as shown below.



Click on the first folder group (example: **Accessories**) and click on the **Properties** button. Click on the **Website** tab as shown below:



The **Show folder on website** option must be enabled to show this group on the website.

Important note: All parent folders must have the **Show folder on website** option enabled for the product group website to show. For example the 3rd level folder page will not be displayed on the web if the 1st or 2nd level folder has the **Show folder on website** option disabled. This also includes the root folder labeled Products or Inventory. The root folder normally does not require any settings except that the **Show folder on website** option is enabled.

The **Title** is shown on the top of the web page. If this entry is blank the folder name is used as the title.

The **Short Description** is an optional description that is often displayed at the top of the product page. This description should be limited to a paragraph or a few sentences.

The **Long Description** may contain additional information and is not limited by the amount of data. This section may include multiple paragraphs or other product links. This description is also an optional entry. Review the Links and Associations section for more details on product links.

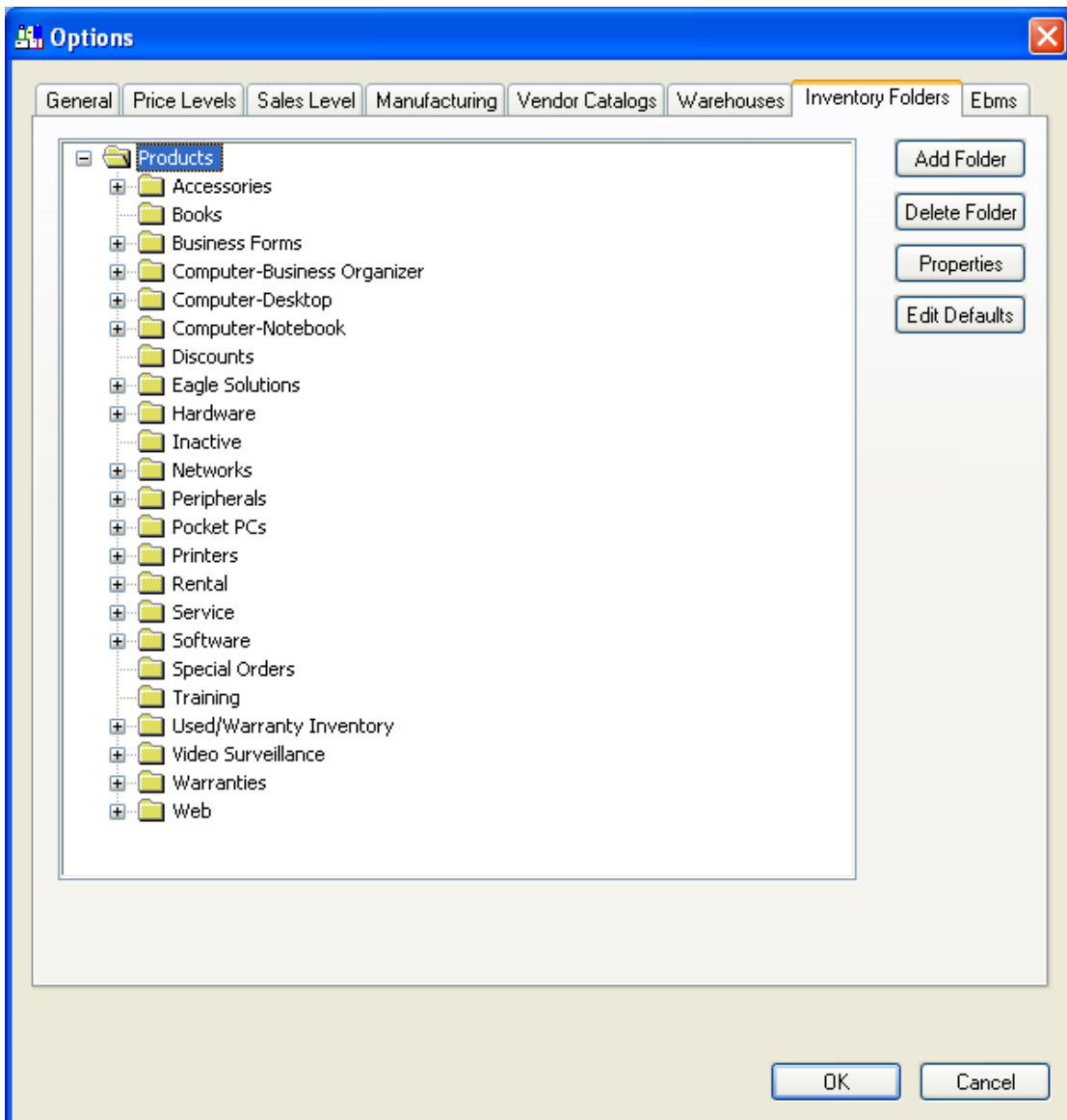
The **Template** drop down option determines the appearance of the page. A number of template options are available within the EBMS software. Review the Group Templates section for a list

of standard templates. Custom templates can also be added to display specific information or customize the web page arrangement.

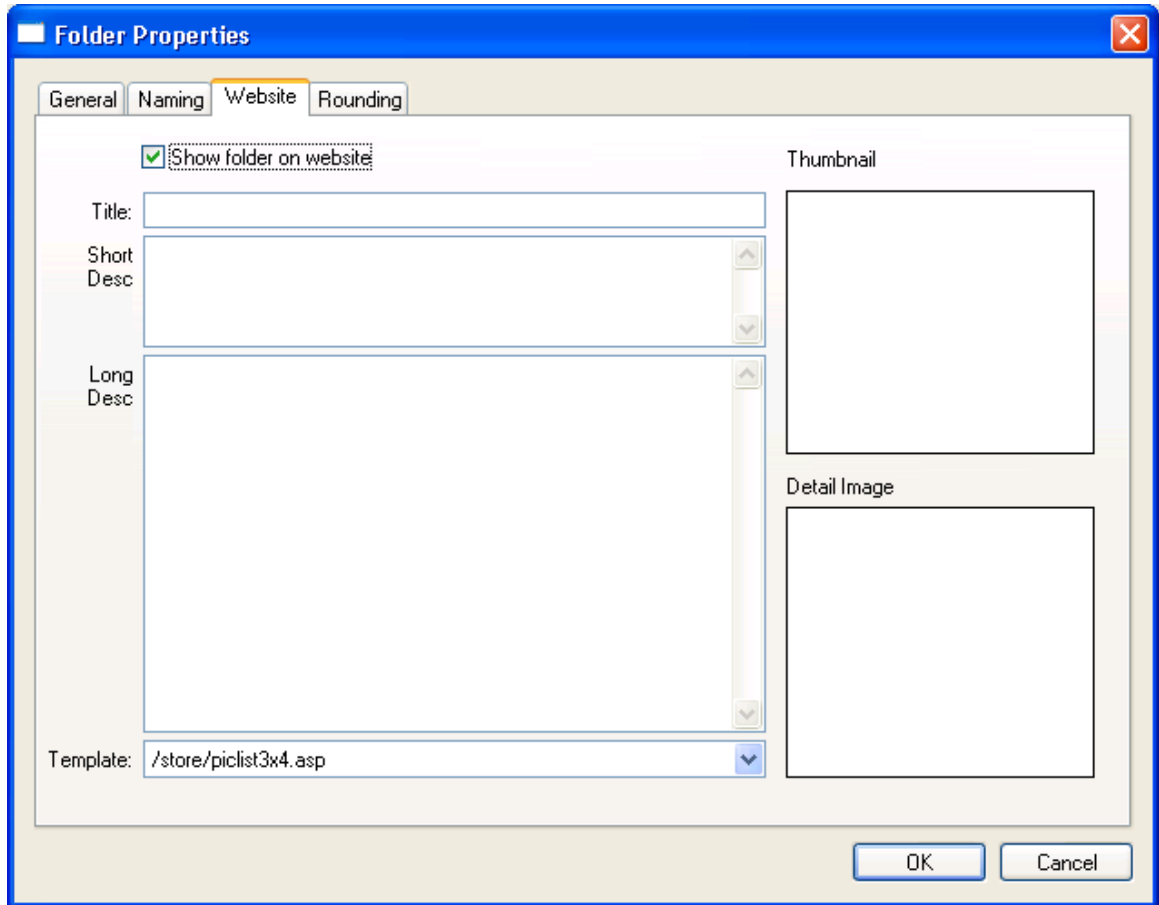
The **Thumbnail** and **Detail Image** entries are graphics or photos that are displayed on the website and are arranged by the template. These images should depict the contents of the folder. Note that many templates display the **Thumbnail** image of all the subfolders and may not require any images on the root folder. The **Thumbnail** image will be created from the **Detail Image** if the **Thumbnail** is required and the **Thumbnail** is left blank.

For example the following steps were completed to create the following **Printers** webpage:

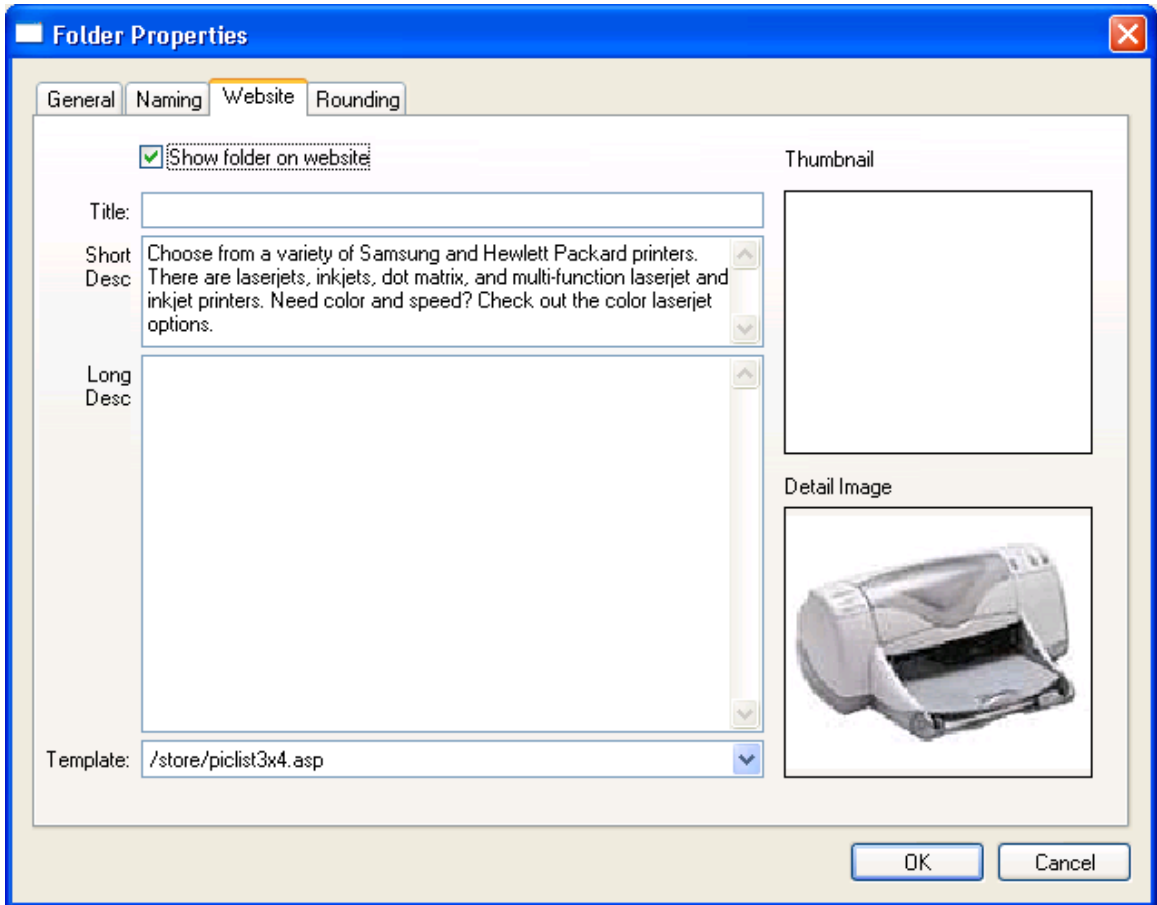
1. Go to **Inventory > Options** and click on the **Inventory Folders** tab.



2. Click on the root folder labeled **Products**, as shown in the example shown above, and click on the **Properties** button. Click on the **Website** tab to show the following dialog:



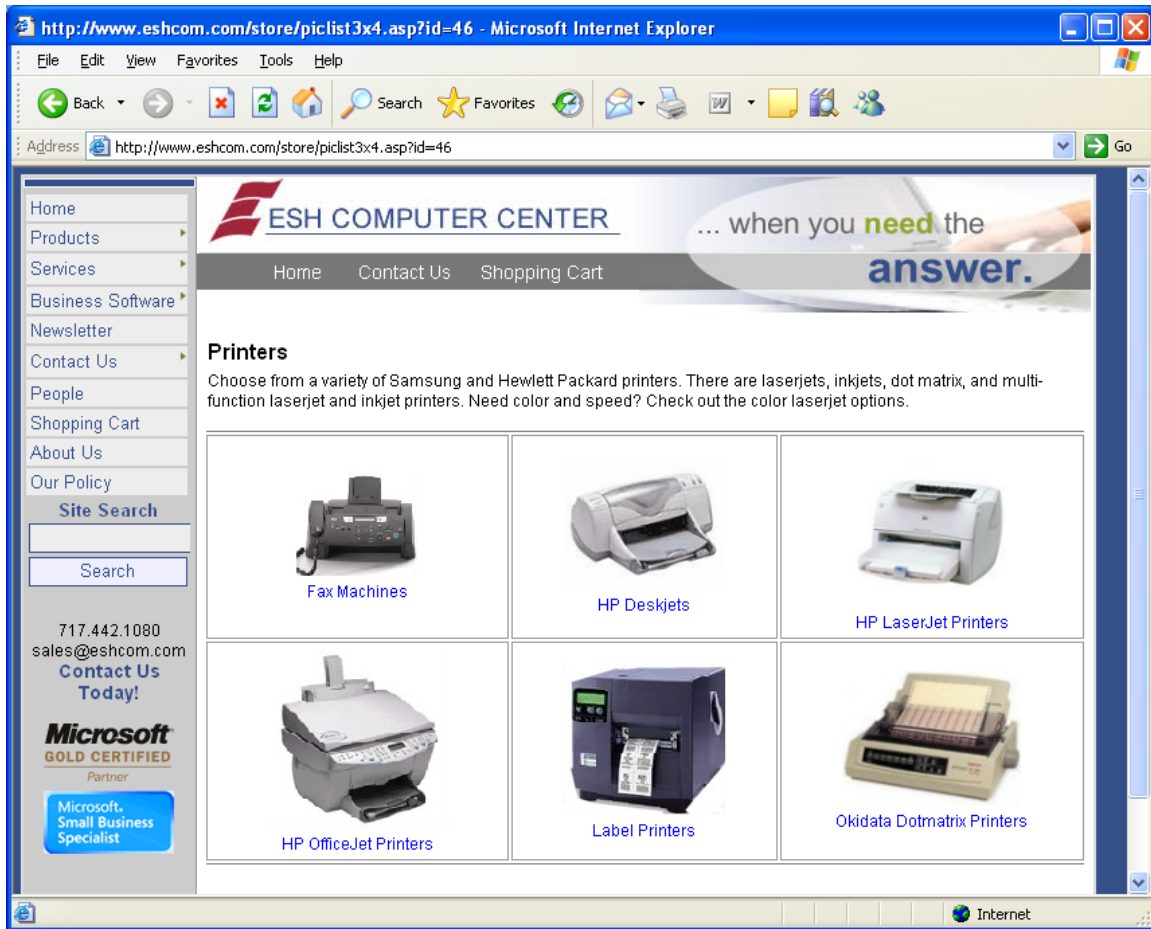
- a. Enable the **Show folder on website** option since it is the root folder. This step is required so all sub-folders with the **Show folder on website** option enabled will be displayed on the web.
 - b. Set the **Template** to a template such as **/store/piclist3x4.asp**. This template will only be used if the products link is used on the website. Review the Group Templates section for more template options.
 - c. Enter a **Short Description** or **Long Description** only if general product notes are desired. No **Thumbnail** image is required on this dialog. The **Detail Image** is not used at this level unless a template such as the **itemList** is used. Review the Group Templates section for more information on group templates.
 - d. Click on the **OK** button to return to the **Inventory Folder** list.
3. Click on the **Printers** folder, Click on the **Properties** button, and click on the **website** tab as shown below:



This dialog will require more information than the root folder.

- a. Enable the **Show folder on website** so the printer page is created.
 - b. The **Title** entry is blank so the system will use the folder label – **Printers** as the title.
 - c. The **Short Description** gives the page some more information about the printers. This description shows below the title – **Printers** in the website page shown in the following page:
 - d. If a **Long Description** would be entered in this dialog, the description would be displayed below all the Icons.
 - e. The template **/store/piclist3x4** is selected so that the subgroups will be displayed with individual **Thumbnails** from the subfolders rather than the graphics within the printers dialog shown above. The thumbnails are displayed 3 wide and up to 4 rows long.
 - f. Click the **OK** button to return to the folder list.
4. The **Thumbnail** images must be set within the individual subfolders – **Fax Machines**, **HP Deskjets**, **HP Laserjet Printers**, **HP Office Jet Printers**, etc. The thumbnails for this page could also be created by the system if the **Detail Image** within each subfolder is properly created. Review the Inserting Graphics into EBMS section for more details on inserting the **Thumbnail** or **Detail Image** graphics.

5. Update the website information by selecting **Inventory > Update Website**. Review the Update Website Process section for more details on this step.
6. The following website is created as a result of the setting described above.



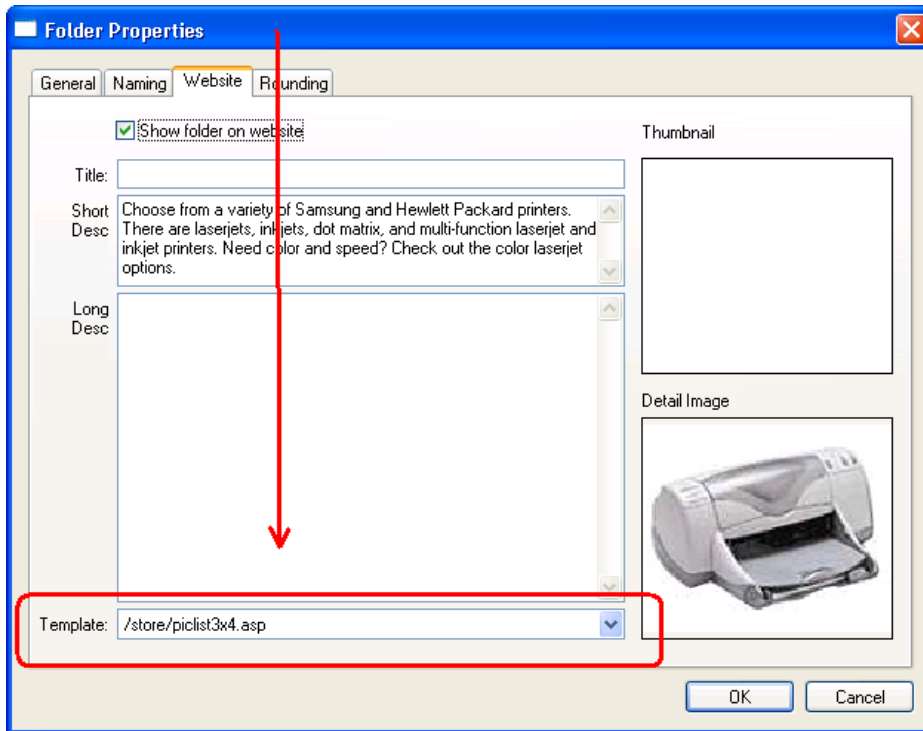
Page buttons will appear at the top and bottom of the web page if the number of product groups is greater than the space on the page. The appearance of the website can be configured using a variety of options. The flexibility of the EBMS e-commerce engine allows the user to personalize the shopping cart to match the site.

Planning the relationship between the existing inventory folder arrangement and the product organization on the e-commerce site is very important. The original inventory grouping within EBMS may need to be rearranged to fit the desired e-commerce store arrangement. The E-commerce module may also require the user to create more folders so that a large number of products are not located within a single folder. Note that items or folders that are not listed on the web can be ignored when planning the e-commerce product arrangement.

Continue with the Listing Products section for more details on adding items to the product groups.

Group Templates

The **Template** setting within the **Website** tab of the inventory folder properties determines the way the product will be shown on the website. Select a product group by selecting **Inventory > Options** and clicking on the **Inventory Folder** tab. Select a folder, click on the **Properties** button, and click on the **Website** tab to open the following dialog:



The template options are described below accompanied with sample website graphics.

Picklist3x4.asp

WOOD FLOORS UNLIMITED

Home | Wood Flooring Products | About Us | Contact Us | Shopping Cart

Home
Medallions
Wood Floor Care
Wood Registers
Customer Login
Shopping Cart













Site Search Go

EAGLE SOLUTIONS

Wood Medallions

A decorative medallion can transform an ordinary hardwood floor into a dramatic design element. At your entryway, in your family room or anywhere you choose to express yourself, the possibilities are unlimited.

Page: 1 [Next >>](#)

		
Oshkosh 304-05 Crescent Medallion	Oshkosh 319 North Star Medallion	Oshkosh 320 Rose Medallion
		
Oshkosh 325 18th Century English Medallion	Oshkosh 331B Directional Floor Medallion	Oshkosh 335-01M Grape Medallion
		
Oshkosh 340-01 Grape Medallion	Oshkosh 343 Rotunda Medallion	Oshkosh 351 Medallion
		
Oshkosh 354 Medallion	Oshkosh 370 Maritime Medallion	Oshkosh 376 Compass Medallion

All medallions are stocked in wood species as shown. Domestic or exotic wood substitutions are available for a minimal upcharge. All medallions are shipped free anywhere in the continental USA. Medallions are shipped with a template, router bit, and directions for installation. Medallions up to 60" across are supplied at an overall 3/4" thickness with a solid hardwood wear layer, although you may specify another overall thickness. Custom medallions... of any design are available upon request.

[Home](#) | [About Us](#) | [Shopping Cart](#) | [Checkout](#) | [Policies](#) | [Contact Us](#)

The **PickList?x?.asp** templates are used to display folders or items within folders.

This template displays the following contents from the selected folder settings:

- A. Displays the **Title** at the top of the page.
- B. Displays the **Short Description** below the title
- C. Displays the **Long Description** at the bottom of the webpage

It displays the following contents from the sub-folder settings:

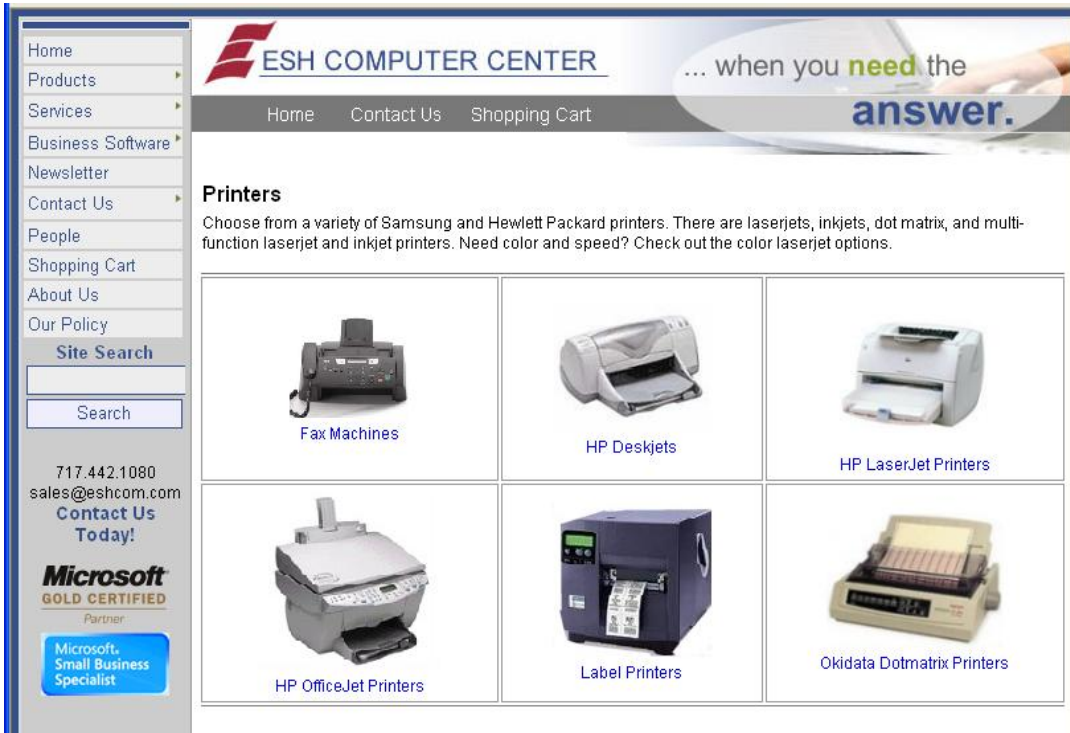
1. Displays the sub-folder's **Thumbnails** 3 columns wide and four rows long. Multiple pages are created if the number of sub-folders is greater than 12.

2. The **Title** of each sub-folder is displayed under the thumbnail images.

Additional pages can be accessed by clicking on the page number or clicking the **Next** link.

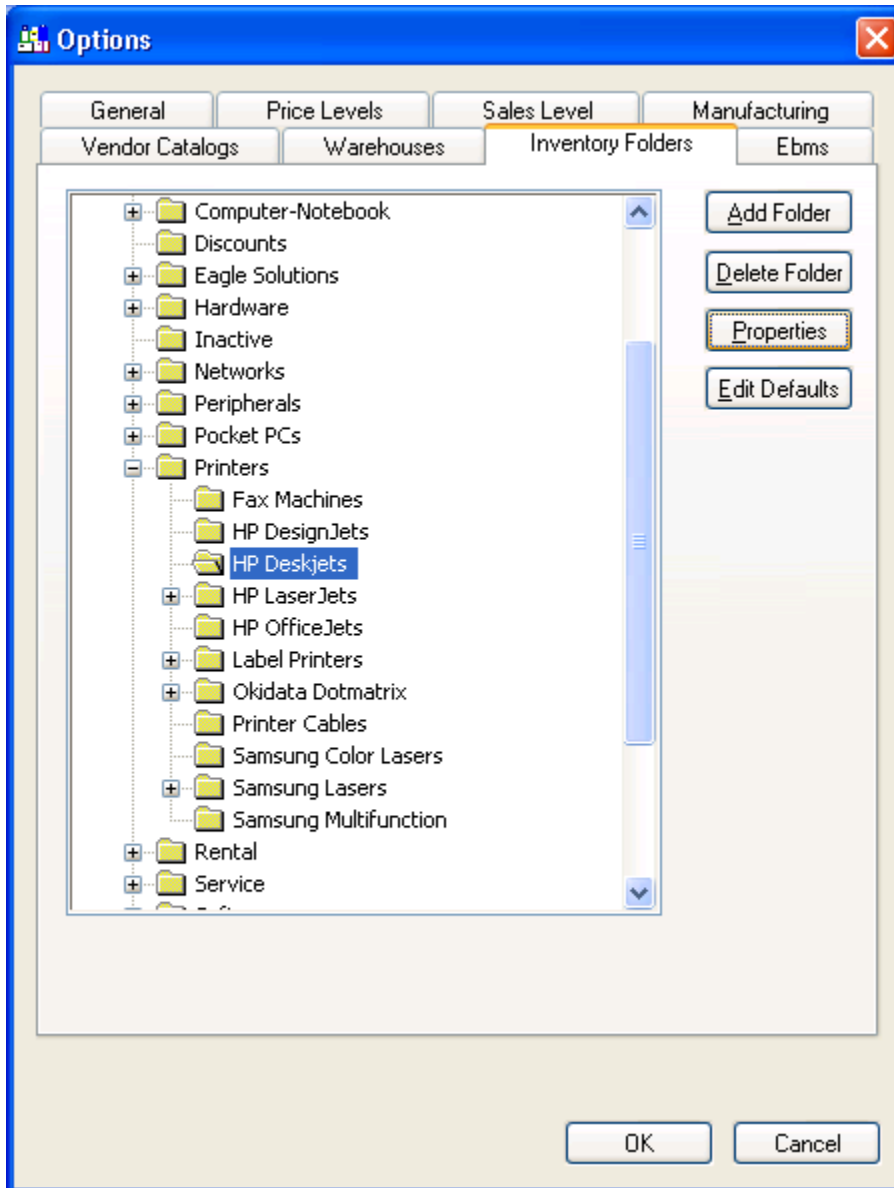
Listing Products

This section will explain the steps required to add products to the e-commerce website. We will continue with the example used within the Creating Inventory Groups section of selling printers online. The **Printers** group displays the subfolders labeled **Fax machines**, **HP DeskJet**, etc as shown below:

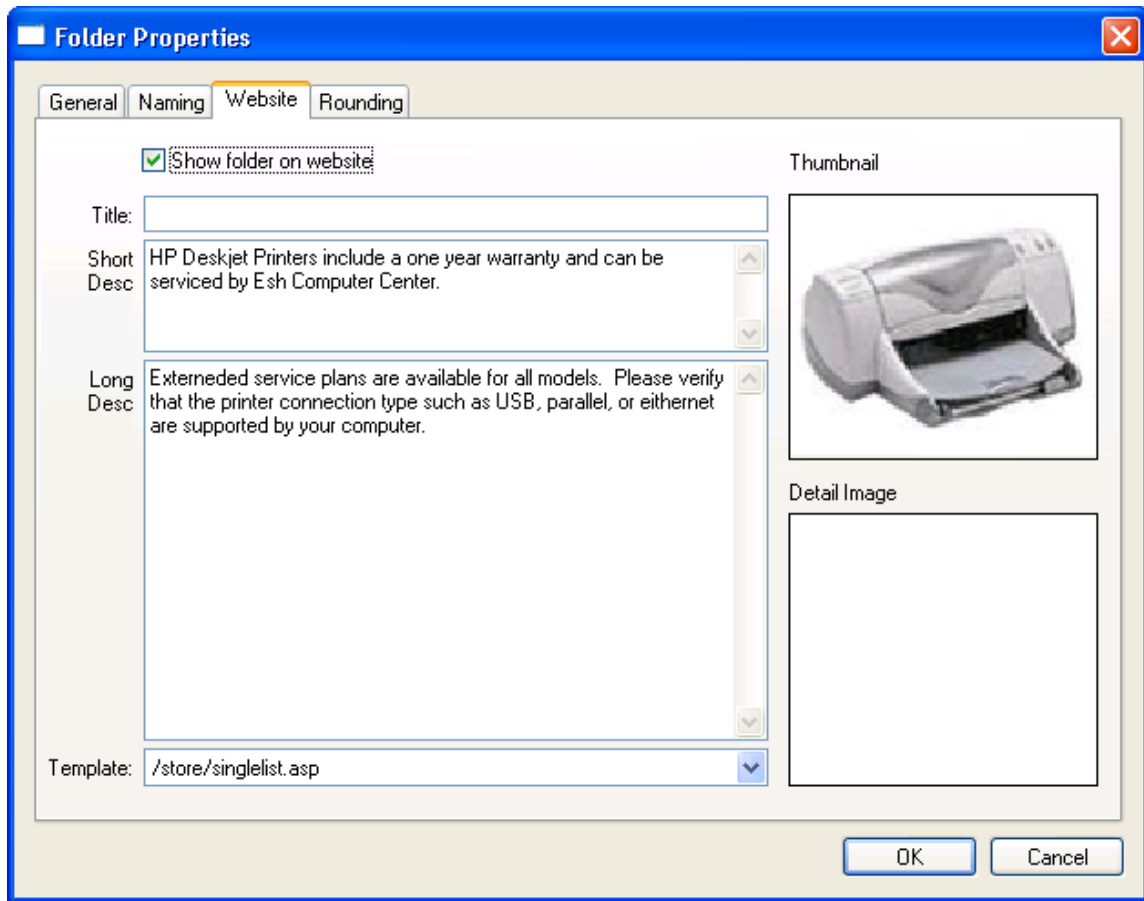


Complete the following steps to add product information within a folder. The **HP DeskJet** folder group that is shown above as a sub-group of the **Printers** folder will be used as the example in the following steps.

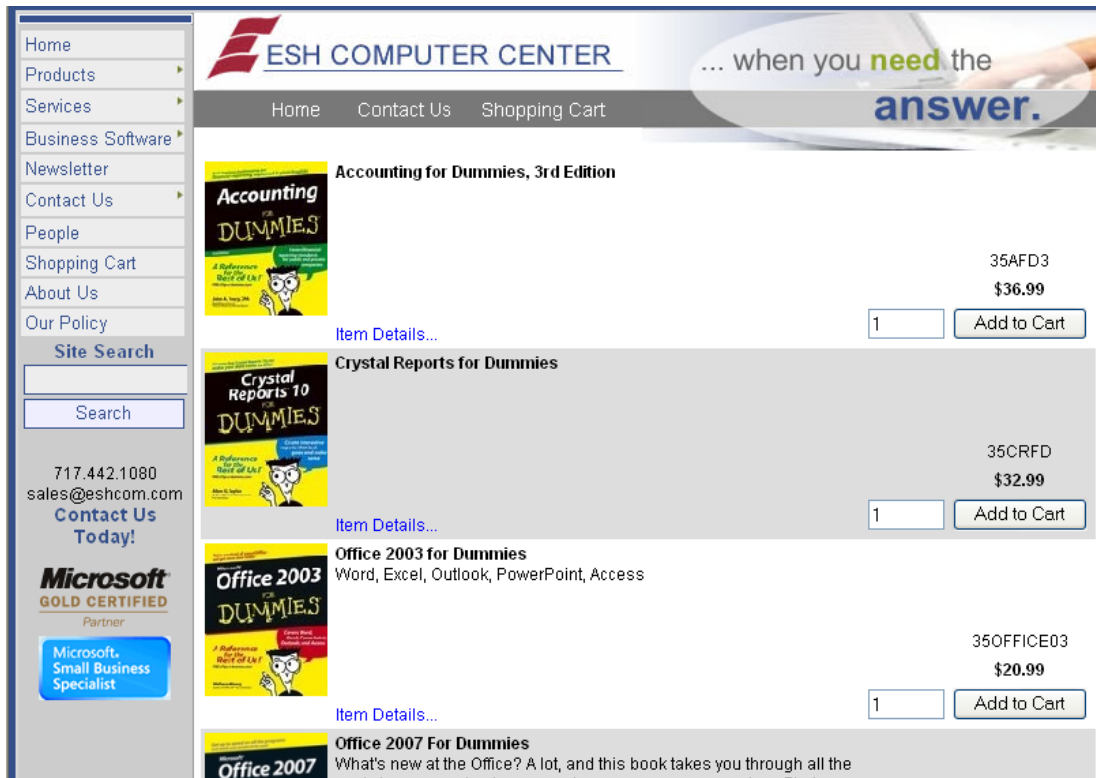
1. Go to **Inventory Folders** tab within **Sales > Options** dialog from the main EBMS menu. The following dialog will appear:



2. Highlight the folder that contains the products that are to be listed on the website, click on the **Properties** button, and open the **Website** tab as shown below:



3. Enable the **Show Folder on website** so the content is displayed on the web.
4. Enter the **Title** of the page or keep it blank to use the folder label.
5. Enter a **Short Description** that is shown on the top of the product list. This text is optional and can be kept blank if no information is needed above the product list.
6. The **Long Description** is shown below the product list. This text is also optional.
7. Select the appropriate **Template** for the product group. This setting will determine the way the products are listed on the website. One of the common templates used for a folder with a list of products is the **/store/singlelist.asp** option. The example shown below uses this template option.

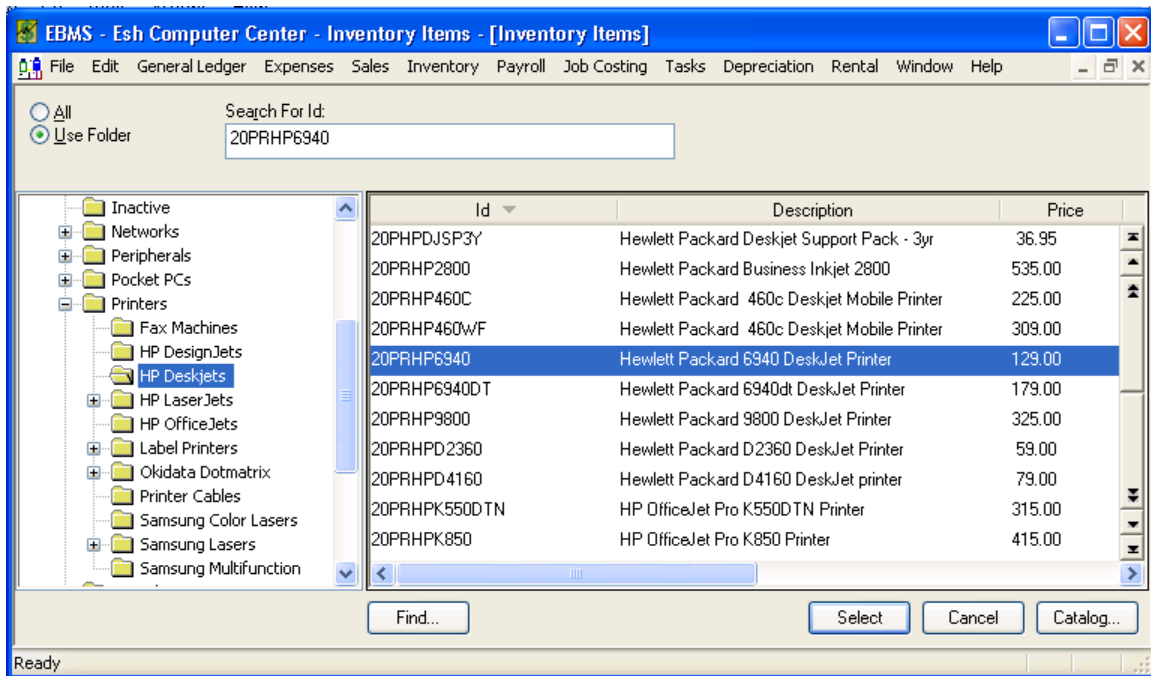


- Since the `/singlelist.asp` template lists individual product thumbnails and does not show any graphics for the entire group, the **Detail Image** can be ignored. The **Thumbnail** is used within the **Printer** group so it is required. See the printer group website example at the beginning of this section to see the Hp Deskjet group thumbnail displayed. Click the **OK** button to save the option settings.

Complete the following steps to enter the product information for each item or printer that is being sold on the website.

- Open an inventory item record that is located within **HP DeskJet** folder as shown below:

E-Commerce



10. Click on the website tab of the inventory item as shown below:

Products\Printers\HP Deskjets\Hewlett Packard 6940 DeskJet Printer

Item: 20PRHP6940 Warehouse: All Folder: HP Deskjets

General Purchasing Pricing Count Components Advanced Messages Website Last Count Dates 2007

Show item on website Only show prices when customers logs in Changes on web when out of stock:

Title: No Change

Short Desc: HP Deskjet 6940 Printer - If you want fast, affordable, wired Ethernet printing, plus direct photo printing, check out the HP Deskjet 6940 Color Inkjet Printer. You'll find it easily handles high-volume home office projects ranging from everyday

Thumbnail

Long Desc: Technical Information
Print Color Color
Print Technology Inkjet
Print Speed 36 ppm Maximum Monochrome Draft Quality
9.6 ppm Maximum Monochrome Normal Quality
2 ppm Maximum Monochrome Best Quality
27 ppm Maximum Color Draft Quality
5.8 ppm Maximum Color Normal Quality

Print Resolution 1200 x 1200 dpi Maximum Monochrome Best Quality
4800 dpi Maximum Color Best Quality

Detail Image

Template: /store/item.asp

Components...
Desc:
Template:

OK Cancel New Delete Print

11. Enable the **Show item on website** to display the item on the web. Disable this option to remove the item from the site.
12. Enable the **Only show prices when customer logs in** option only if the price is hidden unless a customer logs into the site before placing the order. This option hides the price of all customers that browse the site without logging into the site with a user name and password. This option can be ignored if the user is forced to log into the website. Review the Configuring the Shopping Cart > Customer Login section for more details on customer login options.
13. The **Changes on web when out of stock** option controls the affect of the inventory item on the website when the inventory stock is low. This option should be set to **No Change** on all service and no count items since this option is based on the inventory stock.
 - Select the **Mark out of stock** option to place a *temporarily out of stock* message on the website by the item when the count is equal to or less than zero. Note that this message will not appear until a web update has been done after the stock is sold. Review the Update Website Process section for details on uploading data to the web.
 - Select the **Remove from web** option to remove the item from the web till the count or stock is greater than zero.

- Set the option to **No Change** if the website is not affected by the number of items in stock.

Tip: Use the filter down method to change the **Show item on Website, Only show prices when customer logs in, Changes on web when out of stock**, and **Template** settings for an entire group of items. Review the Features > Change Defaults, Filter Down, and Globally Change Data section within the main EBMS manual for more details on setting the defaults for items or changing a range of items at the same time.

14. Enter the product label into the **Title** entry. The system will use the first description on the **General** tab if the **title** entry is blank. The Product **Title** is the bold text in the item list within the website example shown below.
15. Enter an optional **Short Description** of the item. The system will show the 2nd description line found within the **General** tab if the **Short Description** is blank. The **Short Description** is the text shown under the title in the website example shown below. This text should not be lengthy.
16. Enter an optional **Long Description**. The system will use the 3rd line of description within the **General** tab if the **Long Description** is blank. The long description is displayed within the item details page of the product.
17. Set the template option to **/store/item.asp** unless the item has multiple pictures, a serialized item, or other advanced feature. Review the Advanced Features section of this manual for more details on other item templates.
18. Insert a **Detail Image** of the product into the **Detail Image** block. The **Thumbnail** image will be created from the detail image if the **Thumbnail** setting is blank. Review the Inserting Graphics into EBMS section for more details on inserting the **Thumbnail** or **Detail Image** graphics.

Review the Advanced Features > Displaying Component Options on the Web section for more details on the **Component** settings. Click **OK** to save the settings for the inventory item.

Repeat steps 10 – 18 for each inventory item that you wish to display on the website.

19. Update the website after the folder group settings and inventory item settings are completed. Select **Inventory > Website Update** from the EBMS menu to start the update process. Review the Update Website Process section for more details on uploading information to the web.

The following webpage was the result of the steps described above.

- The text on the top of the page is derived from the **Short Description** within the **HP Deskjet** website folder properties. See step #5.
- The **Thumbnail** (Step 18), **Title** (Step 14), **Short Description** (Step 15), **Inventory ID**, and **Pricing** is listed for each item. Review the Pricing Options section for more details on setting the pricing.

The screenshot shows a product listing page for ESH Computer Center. On the left is a navigation menu with links like Home, Products, Services, Business Software, Newsletter, Contact Us, People, Shopping Cart, About Us, and Our Policy. Below the menu is a search box and contact information: 717.442.1080, sales@eshcom.com, and a 'Contact Us Today!' button. A Microsoft Gold Certified Partner logo is also present. The main content area features a header with the ESH logo and the slogan '... when you need the answer.' Below the header is a navigation bar with 'Home', 'Contact Us', and 'Shopping Cart'. The product list contains six items, each with a small image, the product name, model number, price, a quantity input field (set to 1), and an 'Add to Cart' button. The items are:

- Hewlett Packard 460c Deskjet Mobile Printer (20PRHP460C, \$225.00)
- Hewlett Packard 6940 DeskJet Printer (20PRHP6940, \$129.00)
- Hewlett Packard 6940dt DeskJet Printer (20PRHP6940DT, \$179.00)
- Hewlett Packard 9800 DeskJet Printer (20PRHP9800, \$325.00)
- Hewlett Packard D2360 DeskJet Printer (20PRHPD2360, \$59.00)
- Hewlett Packard D4160 DeskJet printer (20PRHPD4160, \$79.00)

The **Long Description** (Step 16) and **Detail Image** (step 18) are found in the **Item Details** page. The following details web page is displayed if the user clicks on the item Details link on the list.

The screenshot shows the 'Item Details' page for the Hewlett Packard 9800 DeskJet Printer. The layout is similar to the product list page, with the same navigation menu and header. The main content area features a large image of the printer at the top left. To the right of the image is the product title 'Hewlett Packard 9800 DeskJet Printer' and a detailed description: 'Hewlett Packard Wide-format color printer for business. Prints on media up to 13x19 inches and includes four-sided borderless capability, two-sided printing, and available 6-inks.' Below the description is a 'FEATURES- Deskjet 9800 Inkjet Printer' section with a detailed paragraph about the printer's capabilities. At the bottom of the product details, the price '\$325.00' is displayed, followed by a quantity input field (set to 1) and an 'Add To Cart' button. The product ID '20PRHP9800' is also shown. The footer contains copyright information: '© Copyright Esh Computer Center, 2006 • 5351 Lincoln Highway, Gap, PA 17527' and 'site designed by Eagle Software'.

E-Commerce

The **Title** and **Short Description** are displayed above the **Detail Image**. The **Long Description**, price, and product ID are located below the detailed image. Review the Links and Associations section for more details on creating links within a description.

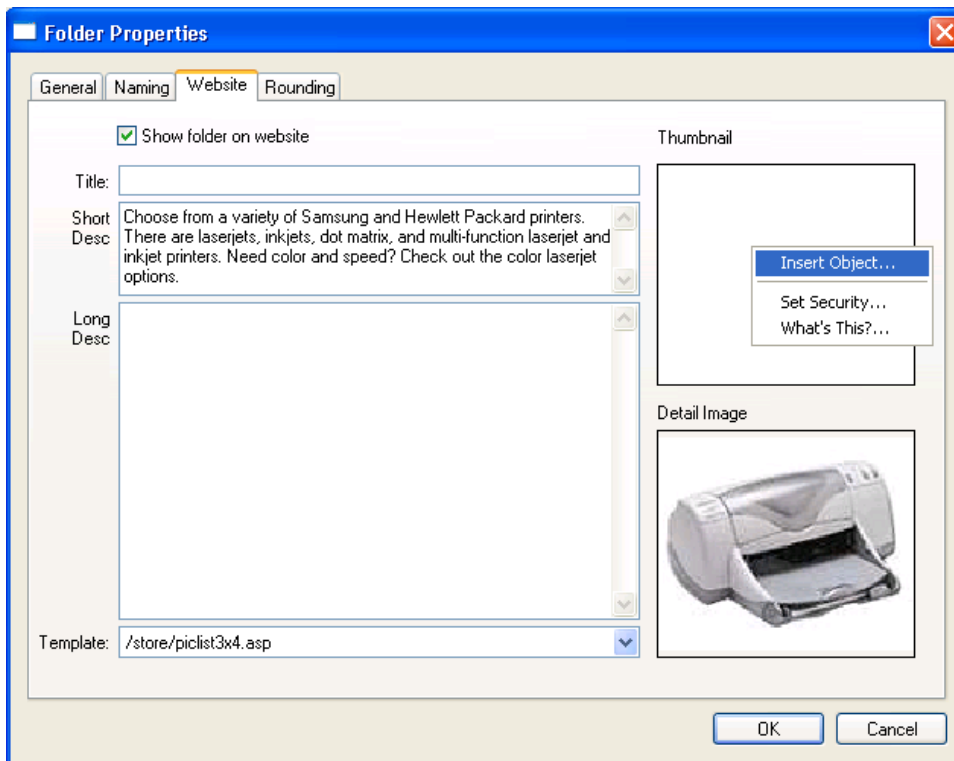
Review the Configuring the Shopping Cart > Shopping Cart section for more details on the **Add to Cart** buttons.

Inserting Graphics into EBMS

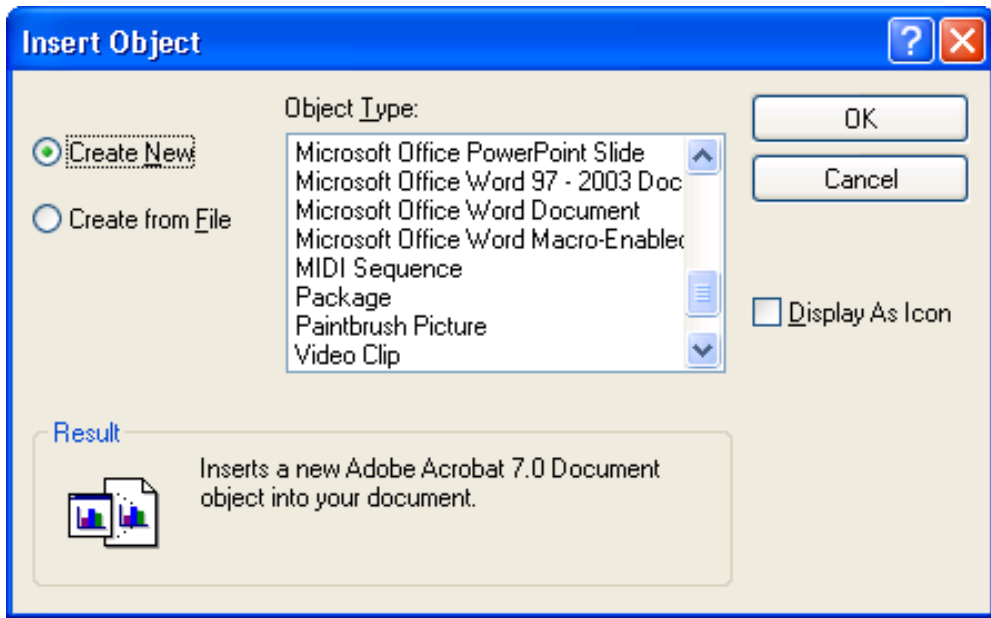
Graphics and pictures can be inserted from a graphics file or imported directly from a camera or scanner. It is recommended that all images be inserted from a designated computer that has Corel Paint Shop or Adobe Photoshop installed. All images should be edited and sized, using Corel Paint Shop or Photoshop, before being inserted into EBMS.

Complete the following steps to insert a graphics file into EBMS:

1. Right click on the **Thumbnail** or **Detail Image** graphics outline and select **Insert Object** as shown below:
 - a. The Detail image will be shown on your item detail page and will be the exact dimensions of the image inserted.
 - b. The Thumbnail image will be shown on your item listing pages and will be the exact dimensions of the image inserted. EBMS will automatically resize the detail image to create a thumbnail if the thumbnail field is left blank.



2. Select either of the following two options.
 - A. **Create New** to interface to camera or scanner software as shown below
 - B. **Create from File** to import a graphics file from your computer. Use the **Browse** button to locate the graphics file.



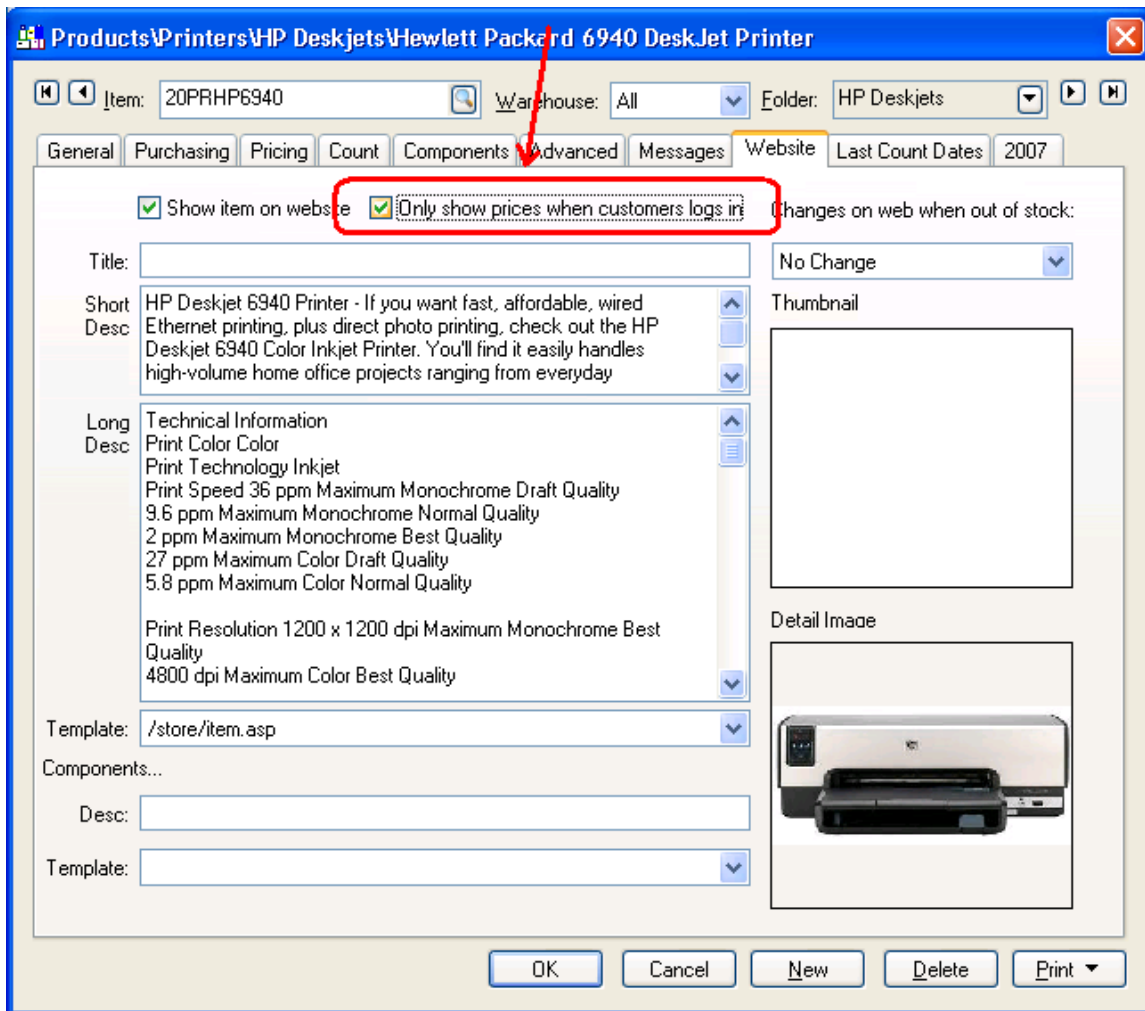
3. Click **OK** when finished.

Pricing Options

The pricing on the website is generated from EBMS based on the price level within the customer. If the customer did not log into the website with a user name and password, the price level within the generic customer is used. Review the Configuring the Shopping Cart > Creating a Generic Customer section for more details on creating the generic customer and price level.

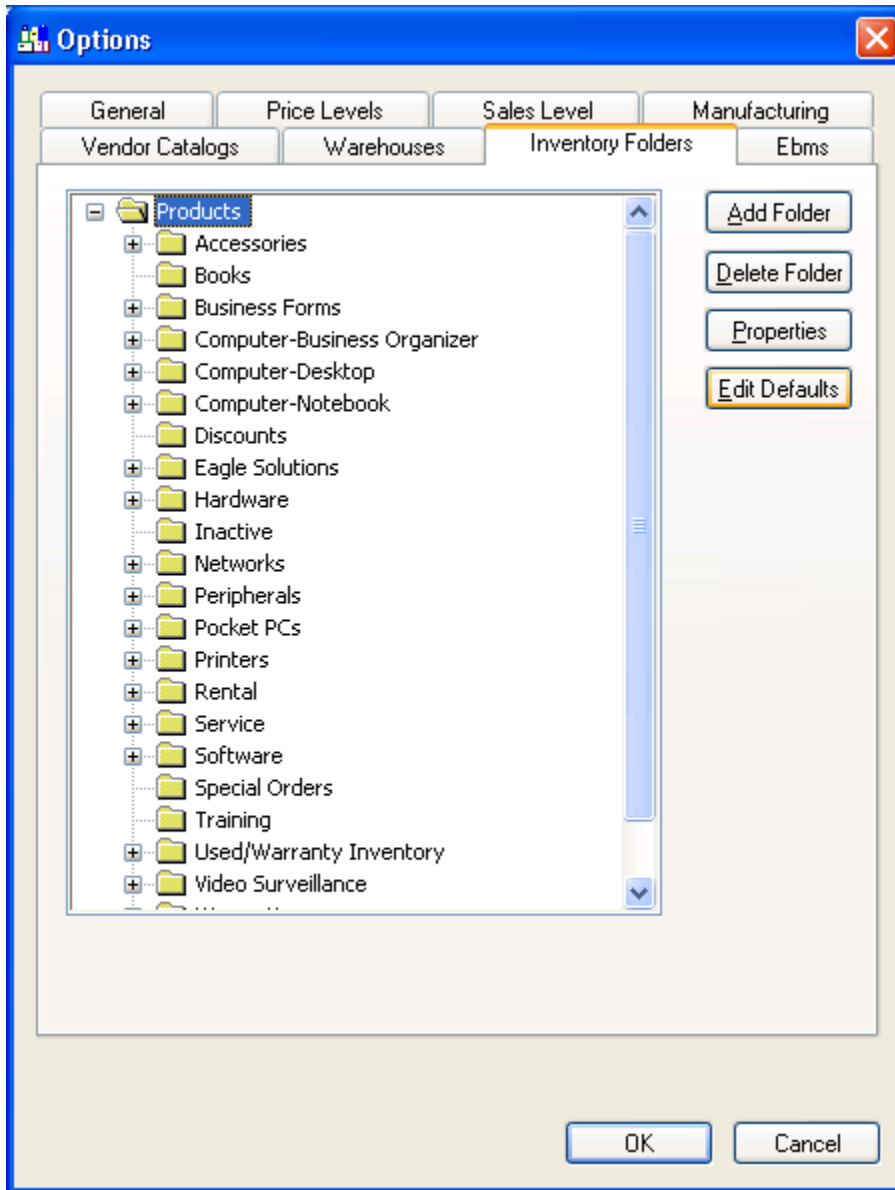
The customer's designated price is displayed if the customer logs into the website. Review the Configuring the Shopping Cart > Customer Login section for more details on customer log in procedures.

The pricing on a website can be hidden by enabling the **Only show prices when customers log in** option within the inventory items as shown below.

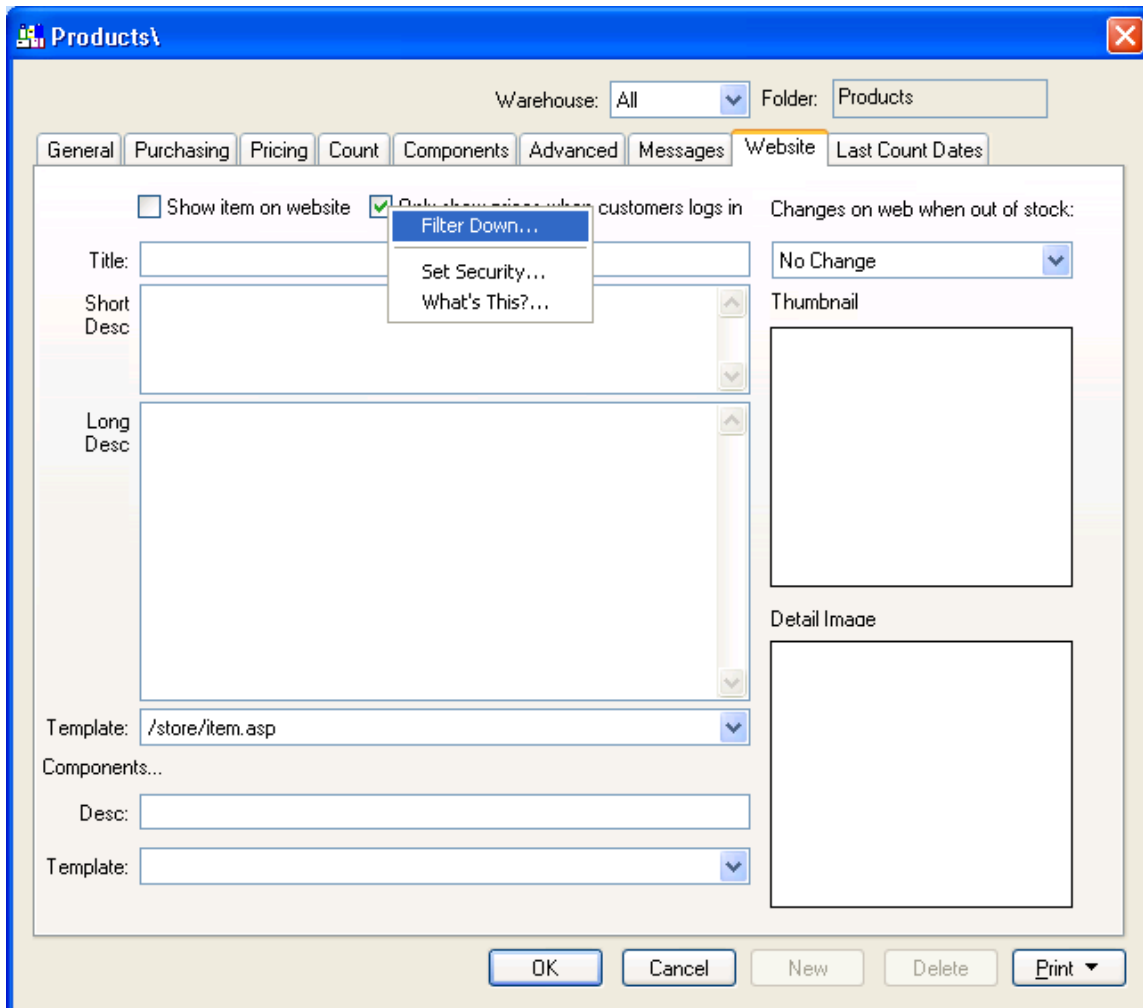


Complete the following steps to hide the pricing for all items on the website.

1. Go to **Inventory > Options** and click on the **Inventory folders** tab.



2. Highlight the root folder as shown above, click on the **Edit Defaults**, and click on the **Website** tab as shown below:



3. Enable the **Only show prices when customer logs in**.
4. Right click on the option and **Filter Down** option to all items. Review the Features > Change Defaults, Filter Down Data, and Globally Change Data section within the main EBMS manual for more details on changing an option for all inventory items.

Pricing can always be hidden if the website does not allow any customers to log in and the **Only show prices when customer logs in** option is enabled for all items.

Bracketed pricing

Special pricing such as bracketed pricing can be accomplished by using the optional Special Pricing module within EBMS. Pricing based on volume will show on the details web page for the item. Shown below is an example page from www.AlertAll.com:

The image shows the cover of a coloring activity book titled "CAPPY FIREDOG COLORING ACTIVITY BOOK". The cover features a cartoon Dalmatian dog wearing a red fire helmet and a red fire hose, standing next to a red fire truck. Below the illustration is the text: "IF THERE IS SMOKE OR FIRE, KNOW TWO WAYS OUT OF EVERY ROOM." To the right of the cover is a black and white illustration of a Dalmatian dog crawling under a door, with smoke rising from the room. Above the dog is the text "SEE SMOKE STAY LOW" and below it is "FEEL THE DOOR, IF IT FEELS HOT, FIND ANOTHER WAY OUT." The entire product display is enclosed in a rectangular frame.

Ages 3 to 10
Actual Size 8 1/2" x 11" 16 pages

Volume Discounts	
Minimum	Price Each
100	\$0.513
250	\$0.504
500	\$0.468
1000	\$0.36
2500	\$0.324
5000	\$0.306

\$0.513

Product ID: 250

The bracketed pricing or volume pricing is displayed on a pricing table. The appropriate unit price will be displayed on the shopping cart based on the volume. Volume discounts can be determined based on the cost of the order rather than the quantity purchased.

Review the Inventory > Special Pricing section of the EBMS documentation for more details on this module. Contact your EBMS software representative to add the optional Special Pricing module to your software.

Specials

A promotional price can be displayed on the web with a **Special** star burst icon to alert the customer to product specials. Promotional pricing is configured within the EBMS software using the same Special Pricing module as bracketed pricing. The user can enter a price based on a time period.

The website must be updated regularly to keep the special information updated. The special will not be removed from the website until a web update is run after the special price time period has

passed. Review the Inventory > Special Pricing section of the EBMS documentation for more details on promotional pricing.

Update Website Process

Uploading data to the website requires a process that copies the information from the EBMS software to the website. Since the information that is viewed by the customer on the website is not derived directly from the software in real time the **Update Website** process must be launched to keep the website information current.

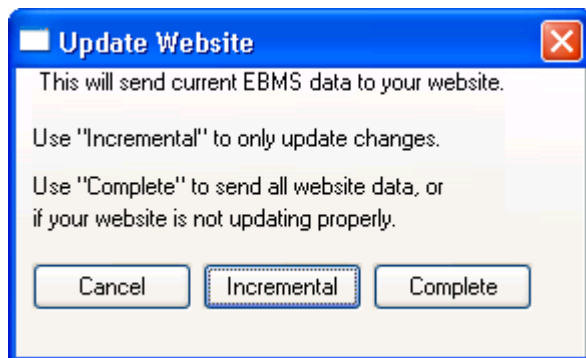


The EBMS update website procedure requires a high speed connect to the internet since the update is copying graphics and text to the website. A digital connect of 128K upload speed or higher is required. 256K or higher is recommended.

The **Update Website** process can be activated using either of the following methods:

A. Updated manually

1. Select **Inventory > Update Website** from the main EBMS menu.



2. Select the **Incremental** button to copy only the changes to the website. This method will decrease the amount of time required to complete the update.

3. Select the **Complete** option to update all information on the web. This option should be used if an upload was aborted. Always use this option if the incremental does not update changes that were made within the EBMS software.

- B. The upload can be automated by scheduling upload process with the MS Windows scheduler. The data can be uploaded daily during off hours to minimize data access during business hours or can be schedule to update multiple times of the day to maintain inventory levels more accurately. Contact an EBMS software technician for technical details on automating the web update process.

The **Website Update** process should be launched regularly especially if inventory stock or special pricing affects the website. Review the Listing Products section for more details on removing or marking items that are out of stock. Review the Pricing Options section for details on listing promotional pricing.

Configuring the Shopping Cart

Creating a Generic Customer

Most retail e-commerce websites allow the user to purchase product without a membership or user account. The EBMS e-commerce uses a generic customer setup to determine the shipping options, terms, and other details for these new customers. A generic customer is required unless the website requires that a customer have an account before placing the order. Required logins are used primarily for wholesale websites that require an account number to access the site.

Complete the following steps to create a generic customer account.

1. Create a customer record with a generic **Customer** Id such as **WEBSITE** as shown below. Review the Sales > Customers > Adding a New Customer section of the main documentation for detailed instructions on creating a new customer.

The screenshot shows a software window titled "Customers\Website". The "Customer" field is set to "WEBSITE" and the "Folder" is "Website". The "General" tab is active, showing fields for "Last Name", "First", "Address", "City", "State" (PA), "Zip", "Country" (USA), "Type", and "Date" (11/30/2001 Fri). A "Price Level" dropdown menu is set to "RETAIL" and is highlighted with a red box. A red arrow points from the "OK" button at the bottom to the "Price Level" dropdown. The "Contact Information" section is blank, and the "Note" field is empty. Buttons for "OK", "Cancel", "New", "Delete", and "Print" are visible at the bottom.

2. Keep the contact information blank as shown above.

3. Set the **Price Level** for the standard web pricing. The retail or list price is normally used. Create a new web price level if the pricing on the web is not equal to any standard price level. Review the Inventory > Inventory Pricing > Inventory Pricing and Price levels section of the main EBMS manual for more details on creating price levels.
4. Click on the **Terms** tab as shown below:

The screenshot shows a software window titled "Customers\Website" with a close button in the top right corner. Below the title bar is a navigation bar with tabs: "General", "Terms" (which is selected and highlighted in orange), "Advanced", "Directions", "Invoices", "Proposals", "Serialized Items", "Rentals", "Tasks", and "Jobs". The "Terms" tab is active, displaying several sections of configuration options:

- Payment Terms:** Includes fields for "Discount" (set to "(None)"), "Due" (set to "Cash"), and "Grace Period" (set to "30 days after invoice date"). Below these are "Monthly Finance Charge Rate" (1.50%) and "Minimum Finance Charge" (\$1.00), along with a "Delinquency Reason" dropdown menu.
- Sales Tax Exemption:** Features a checked "Exempt" checkbox, a "Tax ID" field, and an "Expiration Date" field.
- Shipping Information:** Contains "Ship To Id" and "Default Shipping Method" fields, a "Freight Charge" field (set to "\$0"), "Credit Limit" and "Salesperson" fields, and a checked "Calculate Damage Waiver" checkbox with a "Damage Waiver Percent" field.

At the bottom of the dialog are buttons for "OK", "Cancel", "New", "Delete", and "Print".

5. Set the **Due** payment terms for a new customer. This setting is normally set as **Cash** unless a new customer can place an order based on terms or the product is picked up at the store rather than shipped.
6. Click **OK** to save the default customer settings.
7. Select **Sales > Options** from the main EBMS menu and click on the **Website** tab as shown below:

The screenshot shows the 'Options' dialog box with the 'Website' tab selected. The 'Web Cash Account' dropdown is set to '01000-000 - Cash - Gap'. The 'Web Customer' text box contains 'WEBSITE'. The 'Customer Matching' dropdown is set to 'None'. The 'Show new icon for' spinner is set to '10' days. Under 'Payment Methods', 'VISA', 'Discover', and 'Master Card' are checked, while 'American Express' is unchecked. The 'Create new customer if no match' checkbox is unchecked. The 'Web Groups' table has one entry: 'PRIMARY'. To the right of the table are buttons for 'New', 'Properties', and 'Delete'. At the bottom of the dialog are 'OK' and 'Cancel' buttons.

8. Enter the generic customer id into the **Web Customer** entry.

Orders that are placed using the generic customers will be downloaded from the web with the generic ID within the sales order. The billing name and address will be placed within the sales order similar to a miscellaneous customer entry.

The customer ID can be changed within the sales order either automatically or manually.

Automatically

- a. Set the **Customer Matching** option to one of the following options:
 - **E-mail Address** – The system matches the e-mail address that is contained on the order with all the contact fields within the customer. The contact fields do not require a specific label.
 - **Name & Address** – The system matches the name, city, state, and street address on the sales order with the information within the customer.

The matching criterion is not case sensitive.

- b. Enable the **Create new customer if no match** option to automatically create a customer account if the **Customer Matching** criteria is not true. The system will keep the sales order listed under the generic customer if this option is disabled. The customer id must be created automatically if this option is enabled. Review the Features > Creating IDs section of the main EBMS manual for more details on creating the customer ID automatically

E-Commerce

The process to automatically create a new customer may result in redundant customer accounts. A new account may be created rather than properly matched because of typos, spelling differences, or other minor differences. 2 accounts can be merged by opening the customer account, right clicking on the **Customer** id, and selecting **Merge Customer Accounts**. Review the Sales > Customers > Merging Customers section within the EBMS software for more details on merging customers.

Manually

- The **Customer Matching** option to **None** and disable the **Create new customer if no match** option.
- Open the sales order that was downloaded from the web.

The screenshot shows the 'Sales Invoice Entry' application window. The 'Edit' menu is open, and 'Change Customer...' is selected. The main window displays a sales order for a Hewlett Packard 6940 DeskJet Printer. The 'Payment' section is set to 'Cash' with 'None' terms. The 'S.O. Total' is \$136.74 and the 'Subtotal' is \$129.00. The 'Balance' is \$136.74.

Ordered	Shipped	Inventory	Mea...	Description	Price	Am
1.00	1.00	20PRHP6940	ea	Hewlett Packard 6940 DeskJet Printer 36ppm black/27 ppm color, Ethernet, USB	129.00	29.00

Tax Table:	Tax:	Freight:	Discount:	Finance Chg:	S.O. Total:	Subtotal:
PA	\$7.74				\$136.74	\$129.00
					Paid: \$0.00	136.74
					Balance: \$136.74	

- Select **Edit > Change Customer** from the sales order menu and the following dialog will open:

Change Customer

Invoice Address

PA

New Customer

Customer: [] [New...]

Matt Boyer
4116 Courtland Dr
New Paris PA 15554

Change terms and freight charge calculations to the defaults specified in the new customer's account

Change billing and shipping customer addresses to the defaults specified in the new customer's account

< Back Finish Cancel

- d. Enter the exiting **Customer Id**.
- e. The **Change terms and freight...** and **Change billing and shipping customer...** options should be disabled to maintain the information entered by the customer online.

Click the **Finish** button to complete the change.

Customer Login

Customer logins are required for the website to pre-qualify a customer. This option is often used for customers who have special pricing or terms or if a company only sells wholesale and a dealer login is required. The billing and shipping information is also updated for the customer if he logs into the website. The customer's user name and password must be entered within the customer record and uploaded before the user can use the account to log into the website.

Complete the following steps to create a user name and password for a customer:

1. Open a customer record within EBMS and click on the **Website** tab as shown below:

The screenshot shows a window titled "Customers\Esh Computer Center" with a "Website" tab selected. The "Customer" field is "ESHCOM" and the "Folder" is "Customers". The "Allow customer login" checkbox is checked, and the "Username" field contains "JohnDoe@aol.com" and the "Password" field contains "12345". The "Force EBMS pricing" checkbox is also checked. The "Message to customer" text area contains the text: "We have a special offer on HP printers for you for the month of February." The "Group" dropdown is set to "PRIMARY". At the bottom, there are buttons for "OK", "Cancel", "New", "Delete", and "Print".

2. Enable the **Allow customer login** option to upload customer information to the website. This option can be disabled to temporarily disable an account.
3. Enter a **Username**. The customer's e-mail address is often used for the user name.
4. Enter the **Password**. This field is not hidden unless the user security restricts this information. Review the Getting Started > Security section of the main EBMS documentation for more details on restricting this field within EBMS.
5. Enable the **Force EBMS pricing** option to override the website price with the current EBMS price when the sales order is inserted into EBMS. Note that the customer would

receive the current EBMS pricing on the confirmation document that is e-mail to the customer from EBMS. A discrepancy between the website price and the EBMS price would exist only if the website has not been updated since a price increase. There are also a few advanced special pricing settings that are not reflected on the website. Review the Pricing Options section for more details.

6. Enter a **Message to customer** that will appear when the user logs into the website. Complete the following steps to filter down a customer message to all customers or a group of customers:
 - a. Go to **Sales > Options** and click on the **Customer Folders** tab.
 - b. Highlight the root folder for all customers or a folder group and click on the **Edit Defaults** button.
 - c. Click on the **Website** tab to enter the **Customer message**.
 - d. Enter the **Customer message** and then filter down the message. Review the Features > Change Defaults, Filter Down Data, and Globally Change Data section of the main EBMS documentation for more details on filtering down data.
7. Select the appropriate web **Group**. Review the Advanced Features > Multiple Web Groups for details on this setting.

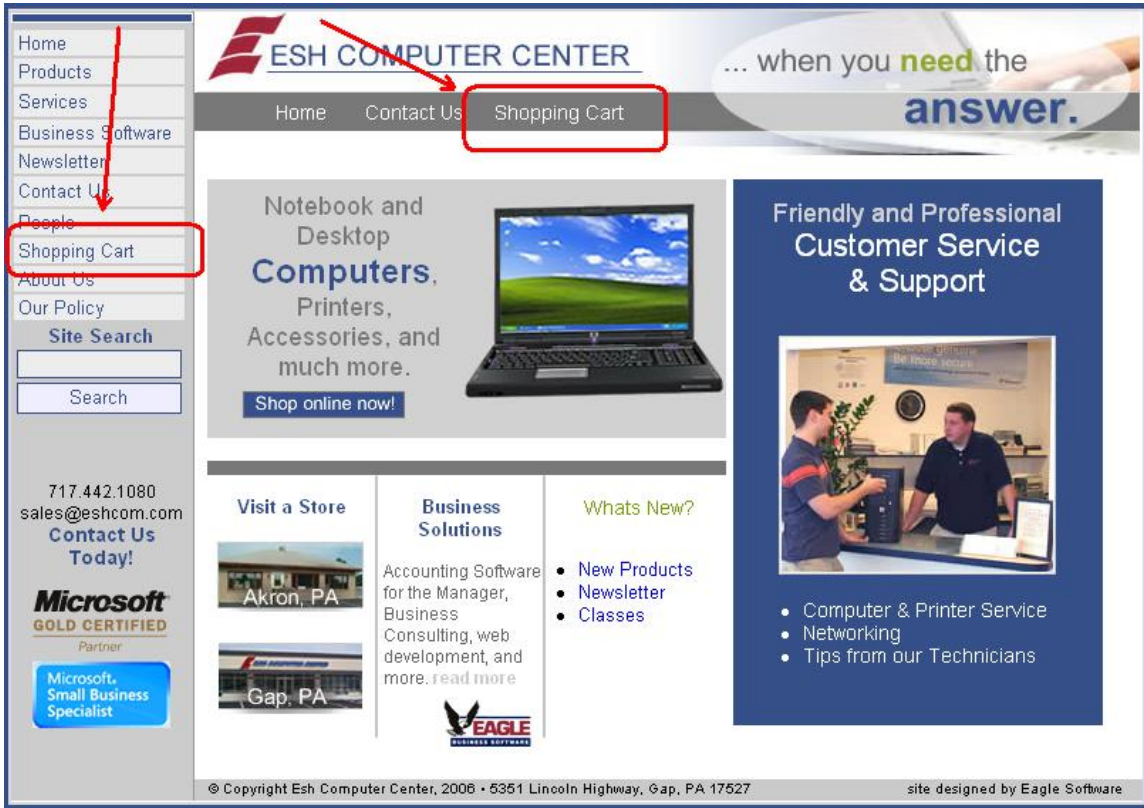
Click **OK** to save settings.

The user can log into the website by clicking on the login button within the navigation menu of the website. The Update Web process must be run before the new customer log in information can be used by the customer. Review the Update Website Process section for more details.

The facility to allow the user to request a user name and password can be added to a website and communicate to the EBMS user. Contact an EBMS representative for more details on this option.

Shopping Cart

The settings for the shopping cart must be completed before product can be sold on the website. The shopping cart is used to create orders within the e-commerce website and communicate the order to the EBMS software. The shopping cart links within a web page vary based on the style of the site.



The shopping car is normally a separate web page. Click on any of the links to view the shopping cart page. The most common method of adding items to the shopping cart is to view the item within the site and then click on the **Add to Cart** button as shown below:

Home

Products

Services

Business Software

Newsletter

Contact Us

People

Shopping Cart


About Us

Our Policy

Site Search

717.442.1080
sales@eshcom.com
Contact Us Today!

Microsoft
GOLD CERTIFIED
Partner
Microsoft Small Business Specialist




Home Contact Us Shopping Cart

... when you **need** the **answer.**

HP Color LaserJet 2840 All-In-One

HP Color LaserJet 2840 AIO Printer (4ppm color & 20ppm bl&w) Color LaserJet printer/fax/scanner/copier, photo mem card slots All-in-One w/ built-in networking w/ additional 250 sheet tray



FEATURES- Color LaserJet 2840 All-In-One
Ultimate color LaserJet--printing, faxing, scanning, copying, and photo memory card access. Up to 20 ppm Black and 4 ppm Color, Flatbed and ADF Scanner, Up to 50-sheet ADF, Up to 30,000 pages per Monthly Volume, Up to 2 Input Paper Trays. Color copying, scanning, printing, black-and-white faxing, and direct digital photo printing (1 each HP up to 4000-page cyan, magenta, and yellow print cartridge). Experience the ultimate HP Color LaserJet with network printing, faxing, and scanning, plus walk up copying and direct digital photo printing in one space-saving design--you will save time, space, and money and enjoy the simplicity and reliability you expect from HP LaserJet printers. Includes HP Color LaserJet printer, HP Imaging Drum, HP Color Laserjet Black Print Cartridge, Power cord, Getting Started Guide, Support Flyer, Software CD, Automatic Document Feeder, and Cyan, Magenta and Yellow Print Cartridges (4,000 pages). Also Super G3 V.34 Fax/Modem, 250-sheet Paper Tray and Photo memory card slots.

\$965.00

Product ID: 20PRHP2840

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site designed by Eagle Software

Enter the quantity desired and click on the **Add to Cart** button. This button is found on the product details page of every item and also on some template lists. The **Add to Cart** button will open the shopping cart page

ESH COMPUTER CENTER ... when you need the answer.

Home Contact Us Shopping Cart

Shopping Cart

Quantity	Item	Description	Each	Cost
1	THP2840B	Hewlett Packard 2840 AIO Black Toner Cartridge	\$89.00 ea	\$89.00
1	20PRHP2840	HP Color LaserJet 2840 All-In-One	\$965.00 ea	\$965.00
1	THP2840C	Hewlett Packard 2840 AIO Cyan Toner Cartridge	\$105.00 ea	\$105.00
1	THP2840M	Hewlett Packard 2840 AIO Majenta Toner Cartridge	\$105.00 ea	\$105.00
Total				\$1,264.00

Continue Shopping Update Cart Policies

Checkout

If you know the Stock Number of the Item(s) you wish to purchase, you may add them directly to your shopping cart below.

Stock # Quantity

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Items can be deleted from the shopping cart by changing the quantity to zero and clicking on the **Update Cart** button.

Items can be added to the shopping cart by entering a part number and quantity at the bottom of the cart and clicking the **Add to Cart** button.

The customer can click on the **Continue Shopping** button to return to the previous shopping page.

The company's shipping, payment, and information policies should be clearly posted on the website. The user should be able to access the policies page from the check out page. The policy page should include the following:

- Shipping policies
- Return policies
- Credit card processing policies – The site should explain the secure payment process including SSL certification.
- Information collection policies – Is the data used for any internal or external advertising purposes?
- Any minimum orders or quantities should also be listed.
- The policy page could also contain special warranty information.

A general note entered within the EBMS software can be displayed on the shopping cart page. Complete the following steps to enter this note:


- Select **Sales > Options** from the main EBMS menu and click on the **Website** tab
- Select a web group and click on the **Properties** button
- Click on the **Store Messages** tab and enter the **Shopping Cart Message**.

The Update Website Process must be launched before the note will appear on the shopping cart.

Check out

Click on the **Check Out** button on the shopping cart or on the website menu to purchase the products within the website. The customer must enter the shipping location to calculate shipping. This information will default form the customer record if the customer logged into the site. Review the Customer Login section for more details.

The screenshot shows the ESH Computer Center website's checkout process. The header includes the company logo and navigation links. A sidebar on the left contains a menu and contact information. The main content area features a form titled 'Please enter the shipping information to calculate shipping costs.' with fields for Last Name or Company, First Name, Shipping Address, City, US State, Intl. State / Province, Postal Code, and Country. A 'Continue' button is visible at the bottom of the form.

Home	 <p>... when you need the answer.</p>
Products	
Services	
Business Software	
Newsletter	
Contact Us	
People	
Shopping Cart	
About Us	
Our Policy	
Site Search	
Search	
717.442.1080 sales@eshcom.com Contact Us Today!	
Microsoft GOLD CERTIFIED Partner Microsoft, Small Business Specialist	

Home Contact Us Shopping Cart

Please enter the shipping information to calculate shipping costs.

Last Name or Company: Doe

First Name: John

Shipping Address: 1234 Main Street

City: Chicago

US State: Illinois

Intl. State / Province:

Postal Code: 60601

Country: USA

Back Continue

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The customer is required to enter the shipping address and click **Continue**.

The screenshot shows the Esh Computer Center website. The header features the company logo and the slogan "... when you need the answer." Below the header is a navigation bar with links for Home, Contact Us, and Shopping Cart. A left sidebar contains a menu with links for Home, Products, Services, Business Software, Newsletter, Contact Us, People, Shopping Cart, About Us, and Our Policy. Below the menu is a "Site Search" section with a search input field and a "Search" button. Further down, contact information is provided: 717.442.1080, sales@eshcom.com, and a "Contact Us Today!" button. A Microsoft Gold Certified Partner logo and a "Microsoft Small Business Specialist" badge are also present. The main content area displays a shipping selection screen with the heading "Please select a shipping method from the list below". The list includes: Customer Pickup (\$0.00), UPS 3 Day Select (\$48.40), UPS Ground (\$27.21), and UPS Next Day Air (\$137.87). A "Continue" button is located below the list. Below the list, a note states: "The following shipping methods are available in some areas, but are not available for the given address:" followed by "UPS 2nd Day Air AM". A disclaimer at the bottom of the shipping options section reads: "These fees do not necessarily represent UPS published rates and may include handling charges levied by Esh Computer Center." The footer contains copyright information: "© Copyright Esh Computer Center, 2006 • 5351 Lincoln Highway, Gap, PA 17527" and "site designed by Eagle Software".

The shipping options available to the customer are configured within the EBMS software. It is important to have product weights and shipping methods setup properly before placing the e-commerce site on-line. Review the Shipping Options section for details on setting up the shipping options within the EBMS software.

Click the **Continue** button to proceed.

The **Billing Information** page of the shopping cart checkout will display all the items that are being purchased including state sales tax (if applicable) and shipping costs. The user can select from the billing options available to them. Normally the only payment option for a user that does not log into the website is a credit card payment option as shown below:

ESH COMPUTER CENTER ... when you **need** the **answer.**

Home Contact Us Shopping Cart

Billing Information

Invoice

Quantity	Item	Description	Each	Cost
1	20PRHP2840	HP Color LaserJet 2840 All-In-One	\$965.00 ea	\$965.00
1	THP2840C	Hewlett Packard 2840 AIO Cyan Toner Cartridge	\$105.00 ea	\$105.00
1	THP2840M	Hewlett Packard 2840 AIO Magenta Toner Cartridge	\$105.00 ea	\$105.00
1	THP2840Y	Hewlett Packard 2840 AIO Yellow Toner Cartridge	\$105.00 ea	\$105.00
Sub Total				\$1,280.00
UPS Ground				\$27.66
Grand Total (you will be charged this amount)				\$1,307.66

Credit Card Information

Credit Card Type

Credit Card Number (Enter without spaces or dashes.)

Expiration Date / (MM/YY)

(Your Billing Name and Address must match the Name and Address on your Credit Card.)

Billing Address

Last Name (or Company Name)

First Name

Address

City

US State

Intl. State / Province

Postal Code

Country

E-mail address

Notes or special instructions:

Review the Payment Options section for details in setting up additional payment options such as **Cash On Delivery (COD)** or **Charged to Account**.

Note: The credit card and billing information will not appear on this page if the **Use Authorize.net form** option is enabled in **Website** tab of **File > System Options**. A separate Authorize.net button will appear for the user to access the Authorize.net form for security reasons. Review the Payment Options section for more details on the Authorize.net settings.

E-Commerce

A fictitious credit card can be entered into the shopping cart to test the process. Review the Testing the Shopping Cart for details on testing the shopping cart.

Complete the following steps to enter credit card information to complete a cash sale:

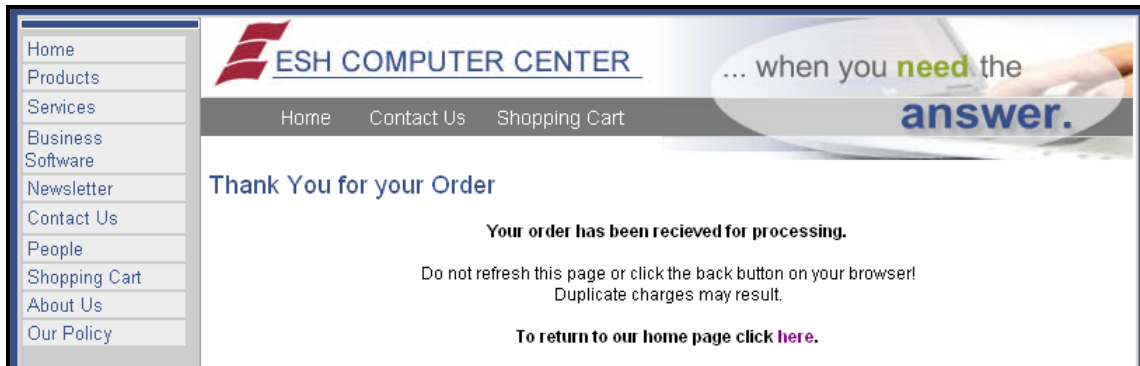
- Select the Credit Card Type and enter the Credit Card Number without spaces or dashes. Enter the expiration date (MM/YY).
- Enter the billing address. This address must match the billing address of the credit card.

A website must contain a secure Socket Layer (SSL) certificate to collect credit card information in a secure manner. Review the Payment Options section for more details on the SSL certificate.

Enter an e-mail address that will receive the order confirmation e-mail. A sample confirmation e-mail is shown in the following page.

The Notes or special instructions entered within the shopping cart will appear on the memo tab of the sales order within EBMS.

Click on the **Process Order** button to complete the order. The following page will appear after the checkout process is completed.



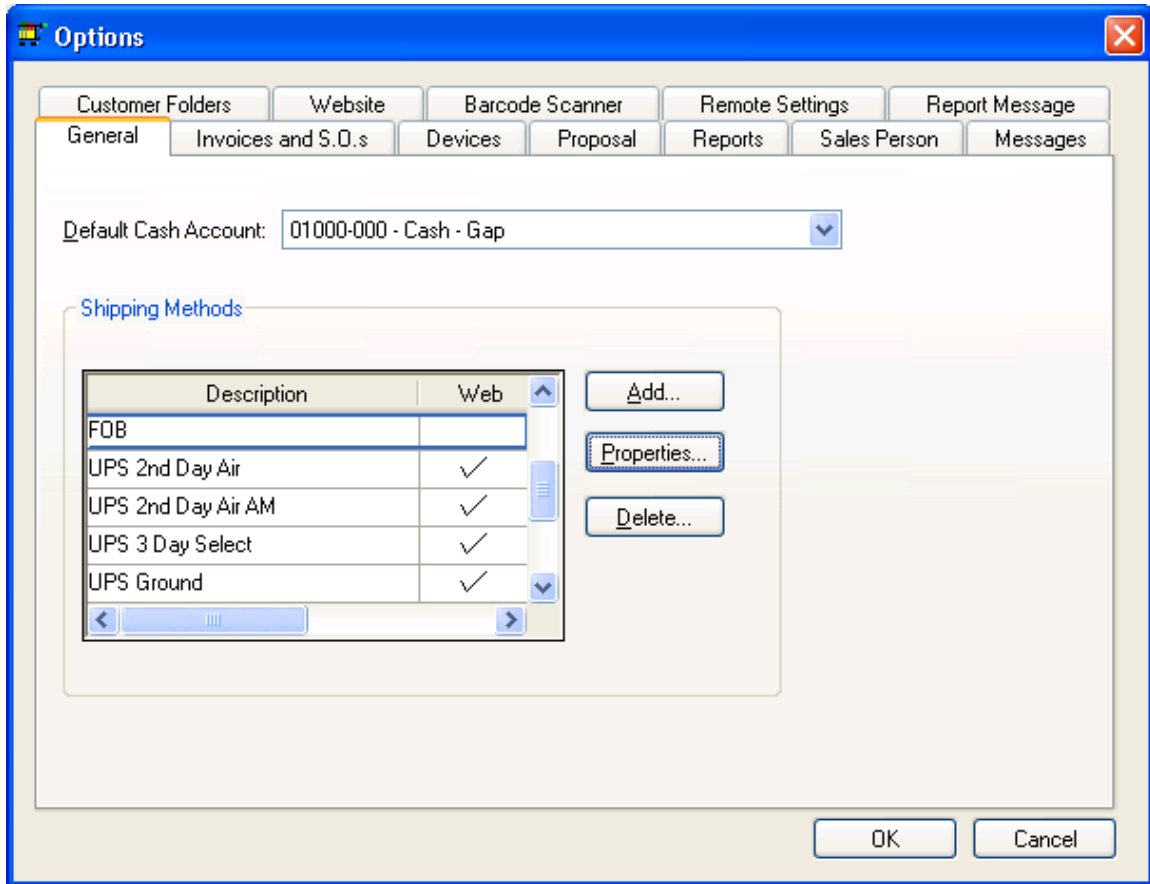
Click on the **click here** link to return to the e-commerce website or close the browser.

The website order that has been placed by the user must be downloaded to the EBMS software. This can be done automatically or by selecting the **Download Web Orders** from the **Sales** menu within EBMS. A confirmation will be e-mailed to the customer after the order is inserted into EBMS. Review the Downloading an Order into EBMS and Sending a Confirmation section for more details.

Continue with the Testing the Shopping Cart section for details on testing the shopping cart.

Shipping Options

The shipping methods that are available within the e-commerce website must be setup within the EBMS software. Go to **Sales > Options** and open the **General** tab.



Refer to the Sales > Freight and Shipping Charges > Connecting directly to UPS WorldShip or FedEx section within the main documentation for details on creating UPS shipping methods as shown above.

1. Click on the **Web** option of each **Shipping Method** that is available to the website customer. Only the **Shipping Methods** that contain a check mark in the **Web** column will be available within the shopping cart.
2. Launch the web upload process to move shipping methods to the web.

Payment Options

The payment options within an EBMS e-commerce are as follows:

- A. Credit card – cash payments
- B. Cash on Delivery (COD) – Order is processed as charged but the shipping carrier collects the payment.
- C. Charged to Account – Customer has terms.

The following sections explain the setup steps required to configure payment options on the web. Review the following options thoroughly before launching the e-commerce website.

The payment options are listed in a significant order based on the requirements of each option. If a customer account is configured to allow options B or C than all the options above their selected options are always available as well. All website users will be able to pay using option A – Credit card since the system verifies the credit card using a credit card gateway. If the system allows the user to pay using option B then option A is also available. If option C is available to the user than both the A and B options are always available.

Credit card payments are verified and processed within the EBMS e-commerce system using the Authorize.net gateway. A credit card merchant account must be obtained from the user's bank or a merchant account salesperson. Any merchant account that communicates with the Authorize.net gateway can be used within the EBMS e-commerce system. Note that most banks require a separate merchant account for e-commerce transactions from a website than the merchant account used in a card present situation within a store or office. Review the Certifications and Applications > Authorize.Net Application section at the end of the documentation for details on applying for the Authorize.Net gateway.

The type of merchant account obtained by the user will determine which types of credit cards are available to be used on the e-commerce site. Complete the following steps to configure EBMS to match the credit card types of the merchant account:

1. Configure the Authorize.net settings by selecting **File > System Options** from the EBMS menu and clicking on the **Website** tab as shown below:

System Options

Settings Zip Codes Country Scanners **Website**

Website Hostname

EBMS Server

Website Username Auto-insert web orders

Website Password

Authorize.net Login ID

Authorize.net Pass

Authorize.net API ID

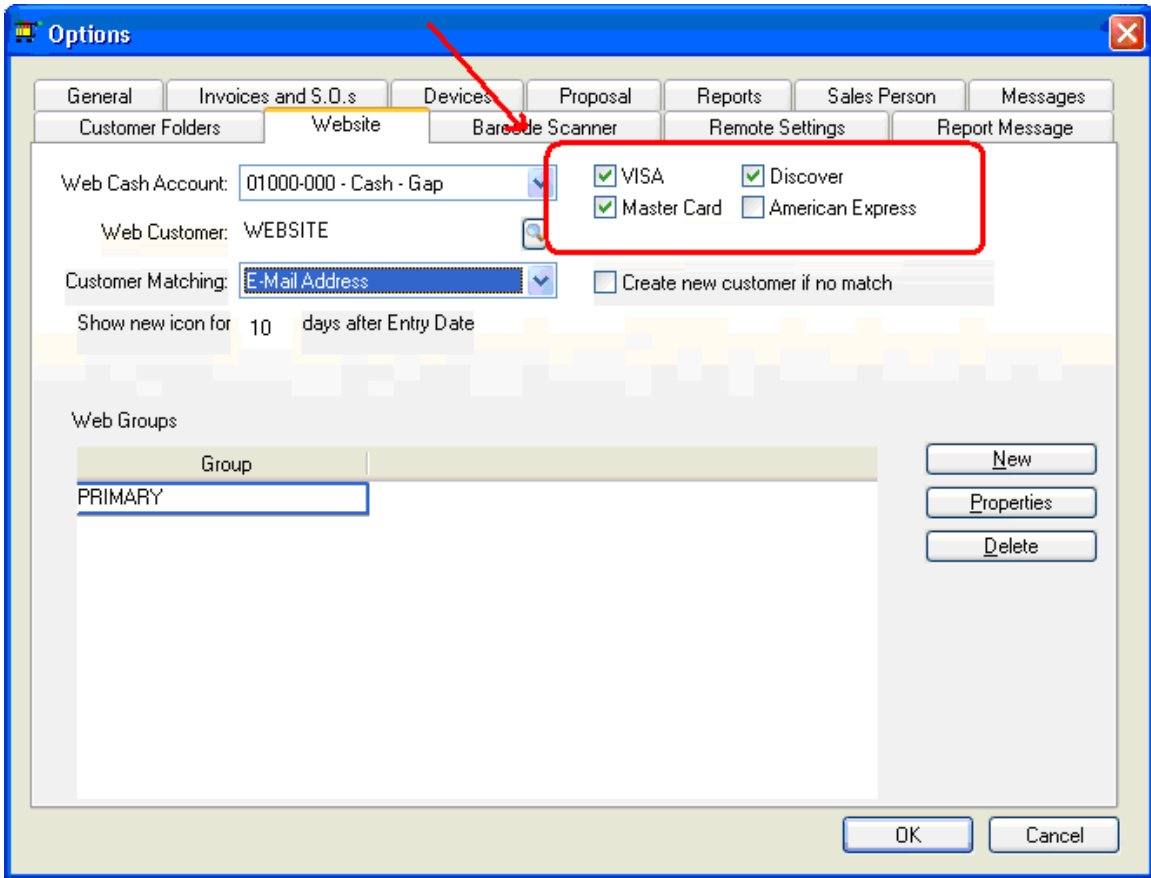
Authorize.net TS Key

Use Authorize.net form

OK Cancel

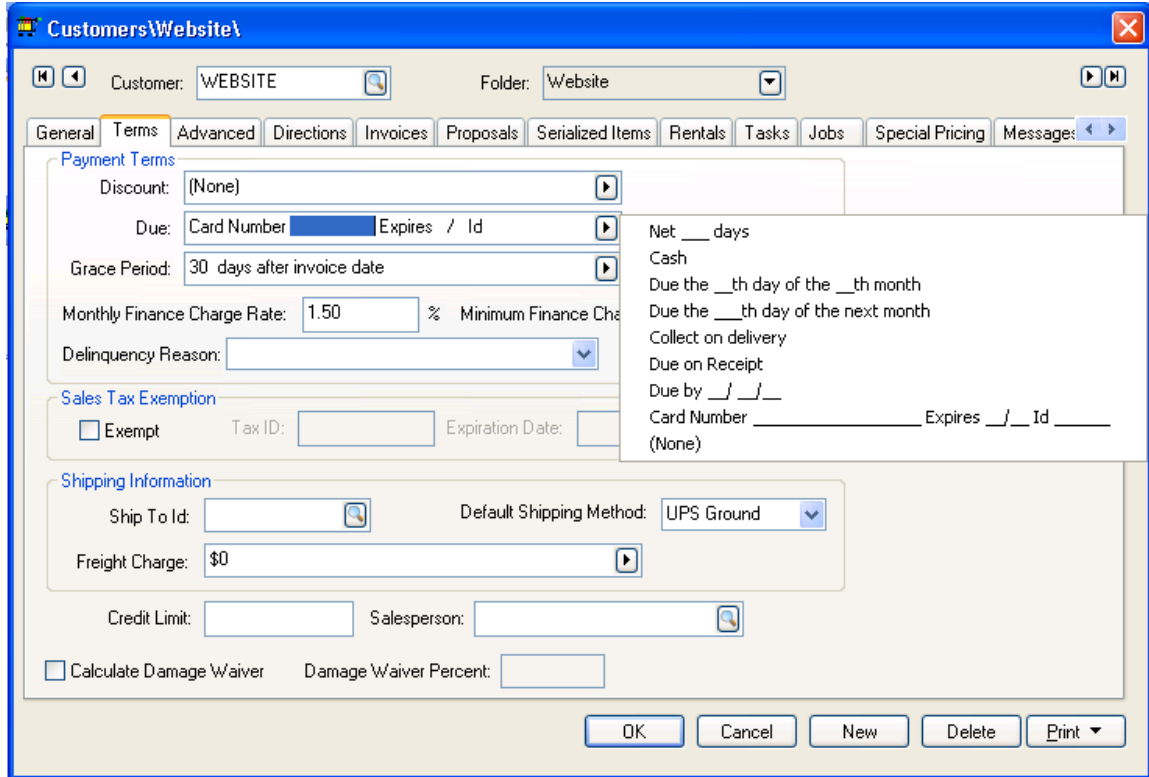
The **Authorize.net Login ID** must be obtained by logging into the Authorize.Net website. This ID should be changed periodically for security purposes. Review the Authorize.Net Application section for details on obtaining or changing this ID.

2. Select **Sales > Options** from the EBMS menu and click on the **Website** tab as shown below:



Enable the credit card type options that can be processed using the merchant account connected to the Authorize.Net gateway. The check marks for all credit card types that can not be used on the site must be disabled (unchecked). Please verify the credit card types that can be processed with the merchant account before proceeding.

3. Set the terms within the customer to determine the payment options on the web.
 - a. Open the customer record (**Sales > Customers**) and click on the **Terms** tab as shown below: A generic customer record is used if the user does not log into the website. Review the Creating a Generic Customer section for more details.



- b. The **Due** setting determines the payment options on the website. Select one of the following options by clicking on the option button to the right of the **Due** setting:
- i. Select **Card Number _____ Expires ___/___ ID_____** to require the customer to use a credit card for each purchase.
 - ii. Use the **Collect on delivery** option to allow the user to choose between COD or a credit card payment.
 - iii. Use any of the charge settings (**Net ___ days**, **Due by ___/___/___**, or **Due the ___th day of the ...**) if the customer can choose between charge on account, collect on delivery, or cash payment via credit card.

Do not use the **Cash** terms for internet customers.

The terms of the generic customer **MUST** be set unless the customer is required to log into the website. Repeat these steps to set the terms for all customers who log into the website using a login name. Review the Customer Login section for more details on requiring a login.

Testing the Shopping Cart

Complete the following steps to test the shopping cart without creating valid transactions.

1. Select items from the store and click on the check out link within the website. Review the Configuring the Shopping Cart > Shopping Cart section for details on the shopping cart.
2. The payment options within the shopping cart can be tested using 3 different methods:
 - a. Bypassing the Authorize.net credit card process completely by entering the following information into the payment page of the shopping cart.
 - i. Enter 5555555555555555 into the **Credit Card Number** entry.
 - ii. Enter **Test Order** into the **First Name** entry
 - b. Putting Authorize.net in test mode. Log into the Authorize.Net website and click on the **Account – Settings** link. Click on the **Test Mode** link and put the Authorize.Net service in test mode. No transactions that are processed when Authorize.Net is in test mode will be processed. Put Authroize.net in LIVE MODE before website is available to web users. The credit card merchant account is not tested when Authorize.Net is in test mode. Use option C to test merchant account.
 - c. The only way to test the credit card merchant account is to process a live transaction. Enter a valid credit card account for a small amount. You can delete the order before the credit card is debited.
3. Download the order as described in the Configuring the Shopping Cart > Shopping Cart section.
4. Go into the default website customer, open the sales order that was created by the website and delete the sales order or invoice. Deleting the invoice will not void the Authorize.Net transaction. If option c. is used then the Authorize.net transaction must be deleted within the Authorize.net website. Note that this transaction will disappear after 30 days if the card is not captured.

A website that communicates credit card information must contain an SSL certificate. Review the following SSL Certificate Application details for more information.

Processing Orders

Downloading an Order into EBMS and Sending a Confirmation

Orders created with the online shopping cart must be downloaded into the EBMS software.



This process can be accomplished using one of two methods:

1. Manually launch download from the EBMS menu
 - a. Select **Sales > Download Web Orders** from the EBMS menu. Review the Displaying and Printing New Orders section for more details on reviewing orders after they are downloaded.

2. Automatically download each time an order is placed. Complete the following step to install the EWNetsServer to the Windows network server: These advanced setup steps should be completed by a computer technician or EBMS support representative.
 - a. Add user in EBMS called ?WEBSITE?. Use this user in the ewnetserver setup. This will allow the user to identify if an order has been created by the web.
 - b. Enter proper settings in System Options
 - c. Enter proper settings in Sales Options

- d. Install ewnetserver.exe service on main computer with the setup program
- e. Make sure the service runs with the windows profile that defines printers and other settings that you want for web orders.
- f. • Setup registry. (replace USERNAME, PASSWORD, CID)

```
Windows Registry Editor Version 5.00

[HKEY_LOCAL_MACHINE\SOFTWARE\EWNetService]

"ComOut"="1"

"Port"="55555"

"555"="c:\\progra~1\\ebms\\ebms.exe
/url:\"ebms:dbscript?username=USERNAME&password=PASSWORD&company
id=CID&Servername=localhost&ShowUI=false&[PARAMS]\""
```

- g. • Setup any reports and settings in EBMS. If you have warehousing, you must set the default warehouse. Note that the windows user profile that the service runs in is what is used for printer settings and other EBMS user settings when the order is downloaded.

Orders are downloaded under the generic customer unless the customer logged into the website. Review the Configuring the Shopping Card > Creating a Generic Customer and Configuring the Shopping Cart > Customer Login section respectively for more details regarding the generic customer and customer login procedures.

An e-mail confirmation will be sent to the customer after the sales order is created within EBMS. The confirmation will be sent to the e-mail address entered by the customer on the billing page of the shopping cart. Note that the e-mail contains an **Order Number** that corresponds with the sales order / invoice number. A sample e-mail confirmation is displayed below:

From: Sales [mailto:sales@eshcom.com]
Sent: Tuesday, July 17, 2007 8:50 AM
To: Karen Keller
Subject: Order received - www.eshcom.com

Esh Computer Center
 5351 Lincoln Hwy, Ste 9
 Gap, PA 17527

Phone:(717) 442-1080
 Fax:(717) 442-1076

Order Number: 115063
 Date: 2007/07/17
 Email: jesh@eshcom.com
 Terms: Card Number xxxxxxxxxxx1234 Expires 11/06 Id

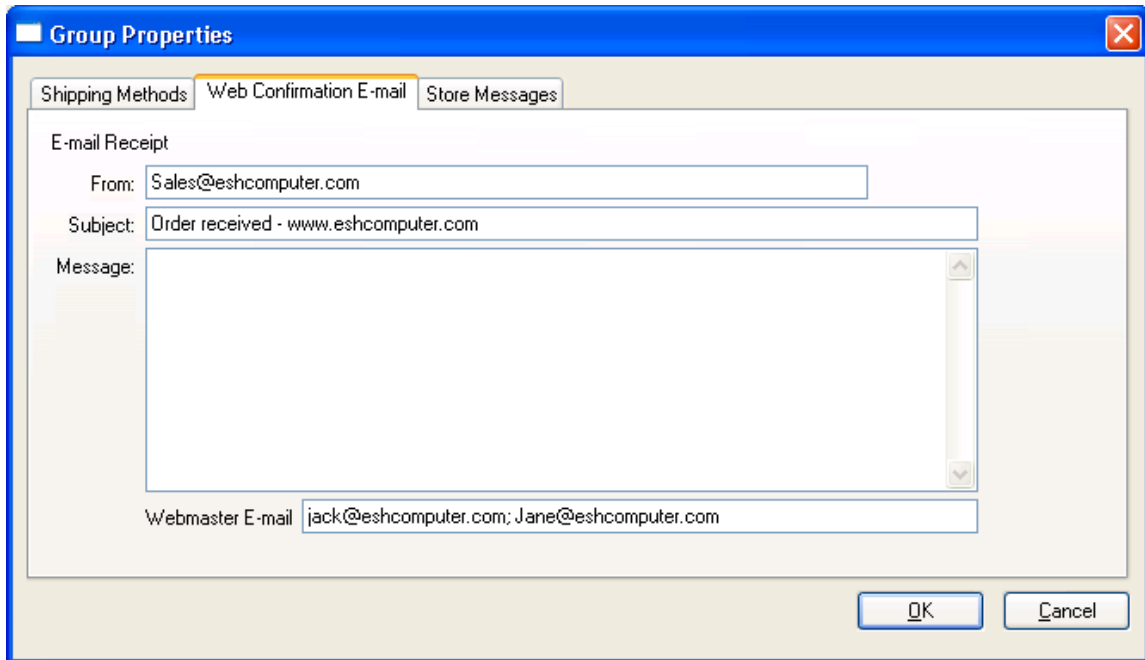
Bill To: John Doe
 1234 Main Street
 Chicago,IL 60601
 Ship To: John Doe
 1234 Main Street
 Chicago,IL 60601

Item	Unit	Qty	Unit	Total
20PRHP2840 HP Color LaserJet 2840 All-In-One	ea	1	965.00	965.00
30CABUSBAB 6 ft USB Type A/B Connector Molded Cable	ea	1	9.75	9.75
THP2840C Hewlett Packard 2840 AIO Cyan Toner Cartridge	ea	1	105.00	105.00
THP2840M Hewlett Packard 2840 AIO Magenta Toner Cartridge	ea	1	105.00	105.00
THP2840Y Hewlett Packard 2840 AIO Yellow Toner Cartridge	ea	1	105.00	105.00

Subtotal: 1289.75
 Freight: 27.66
 Tax: 0.00
 Total: 1317.41

The **From** e-mail address is entered within the EBMS website options. Complete the following steps to set the **Web Confirmation E-mail** options:

1. Select **Sales > Options** from the main EBMS menu and click on the **Website** tab
2. Select one of the web groups (example: **Primary**) and click on the **Properties** button.
3. Click on the **Web Confirmation E-mail** as shown below.



The e-mail address within the **From** entry found in the **Groups Properties** dialog is display on the e-mail confirmation's **From** address.

The **Subject** will be copied to the e-mails **subject** line.

The text within the **Message** box in the **Group Properties** will be added to the bottom of the confirmation e-mail.

The e-mail confirmation will be carbon copied to the **Webmaster E-mail** address. Enter a semicolon between multiple e-mail addresses.

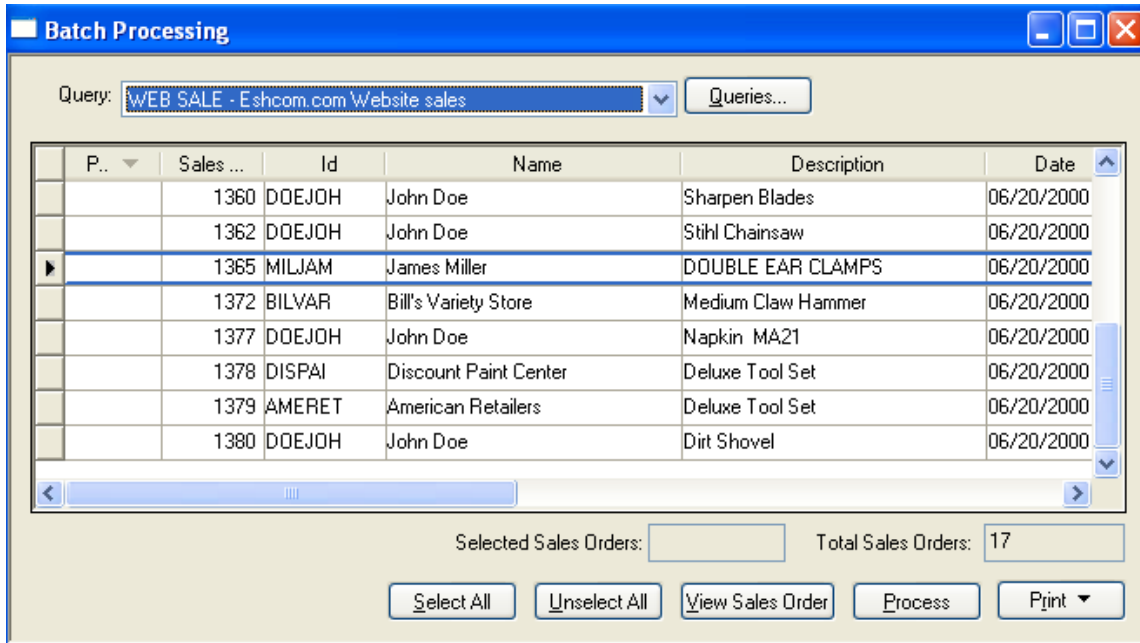
The sales order can be associated to an existing customer without requiring the customer to log in by setting the **Customer Matching** setting within the **Website** options. Review the Creating a Generic Customer section for more details on configuring EBMS to change the customer ID automatically when an order is downloaded.

A new customer account can be created by EBMS automatically rather than maintaining the generic customer ID. Review the Creating a Generic Customer section for more details on creating new customer accounts.

Review the next section - Displaying and Printing New Orders for details on querying web orders in a convenient list.

Displaying and Printing New Orders

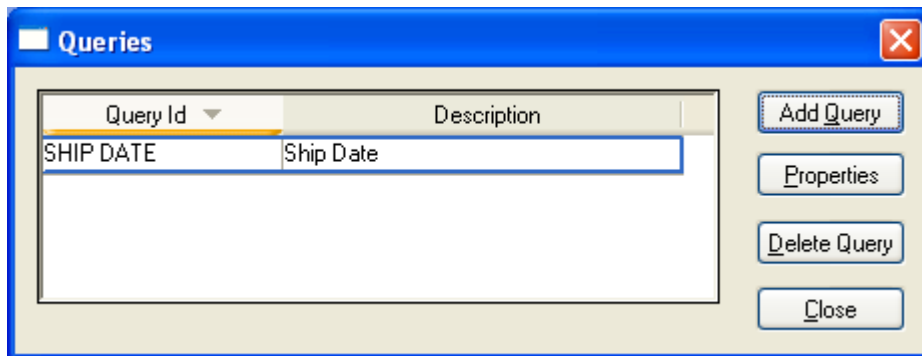
Web orders can be displayed in a convenient list using the batch processing dialog within EBMS. Launch this dialog by selecting **Sales > Batch Processing** from the main EBMS menu as shown below:



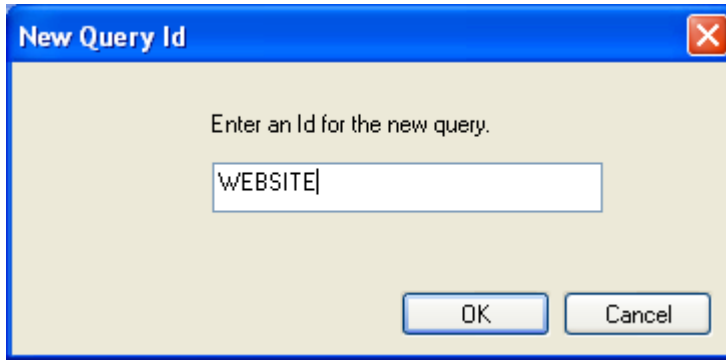
Select the web sale query from the query options.

Complete the following steps to create a website sales query:

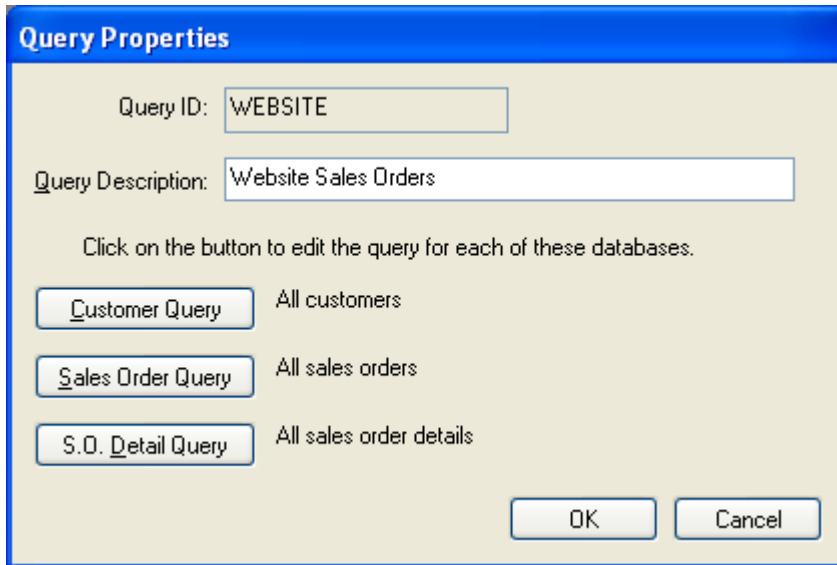
1. Click on the **Queries** button to open the query list.



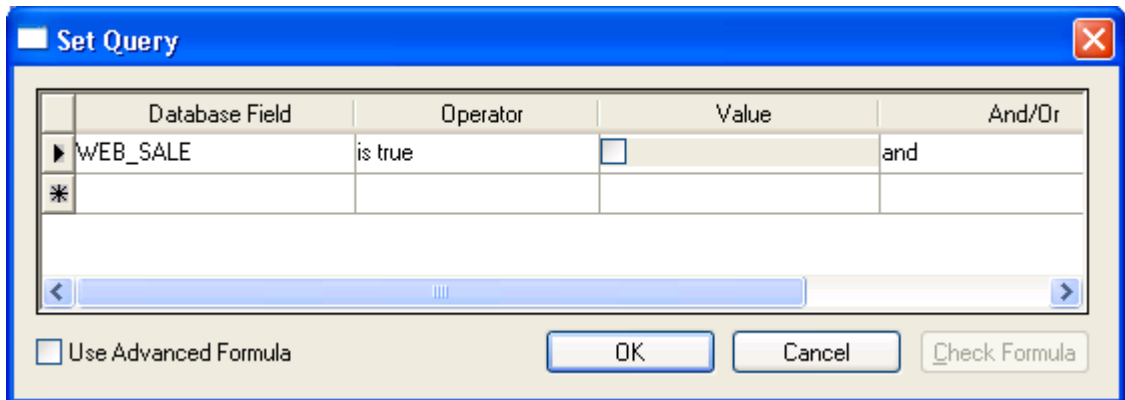
2. Click on the **Add Query** button to create a new query.



3. Enter a brief website sales query **Id** and click the **OK** button.

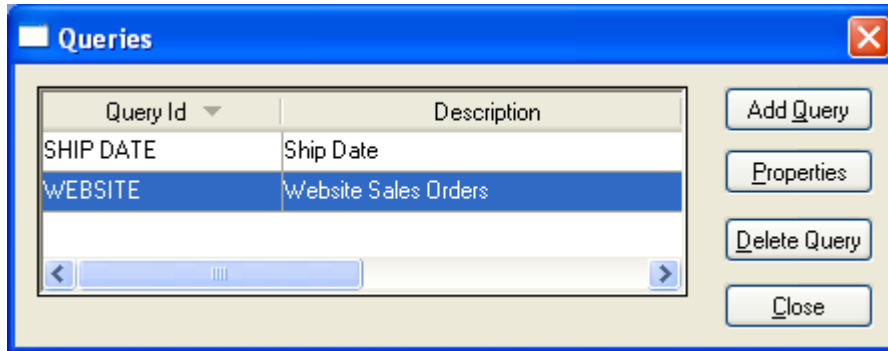


4. Enter a **Query Description**.
5. Website orders are queried by a logical field within the sales order. The **Customer Query** and the **S.O. Detail Query** settings do not need to be set to include all customers and all sales order details. Click on the **Sales Order Query** button to set the query shown below:

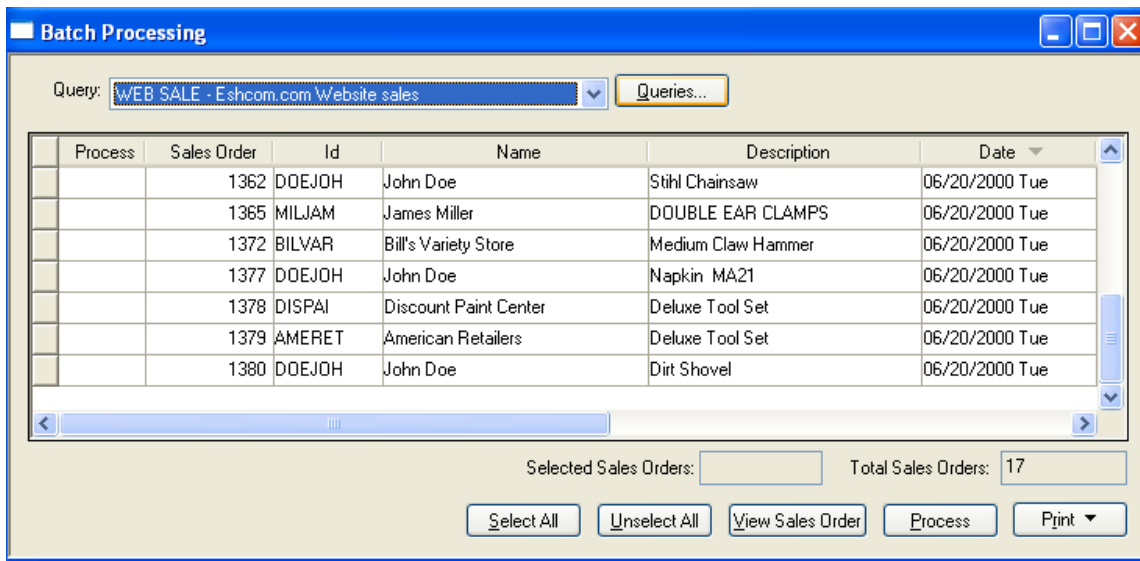


6. Select the **Web_Sale** in the **Database Field** options.

7. Set the **Operator** option to **is true**.
8. Click the **OK** button to save. The **Value** option and **And/Or** option can be ignored.
9. Click the **OK** button on the **Query Properties** dialog to save the new website dialog.



10. Highlight the *website* query and click on the **Close** button.



Click on a sales order record and click **View Sales Order** to open a sales order.

Sort the sales order list by clicking on the **Sales Order** column title or the sales order **Date** column title.

Complete the following steps to print a pick sheet or sales order document for a batch of orders:

1. Select the orders that you wish to print by clicking on the **Process** column. Click on the **Select All** button to select all the sales orders.
2. Click on the **Print** button and select a form. Review the Reports > Print Button section within the main documentation for instructions on adding forms and reports to a print button.

Processing Credit Cards

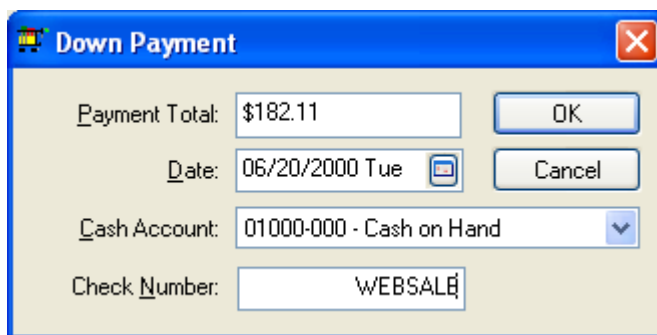
The credit card is not debited immediately when the customer places the order unless the **Use Authorize.net form** option is enabled in **File > System Options – Website** tab. Review the Authorize.Net Application section for more details on this option.

The credit card is verified at the time of the order and the money is held for a few days. The exact time period that the monies are held (customer can not sue the funds for another purchase) depends on the bank policy. The credit card authorization (required for credit card to be captured) will be held for 30 days after the order is placed.

The actual debit of the credit card happens when the **Sales > Capture Authorize.net Transactions** process is launched from the main EBMS window. This process will review any payment transactions with **WEBSALE** in the check number. The user will receive an error if a payment has been processed using the **WEBSALE Check Number** and the authorize.net transaction does not exist.

Capture Down Payments

Process a down payment with **WEBSALE** in the **Check Number** field as shown below to capture the payment before the invoice is processed:



The screenshot shows a "Down Payment" dialog box with the following fields and values:

- Payment Total: \$182.11
- Date: 06/20/2000 Tue
- Cash Account: 01000-000 - Cash on Hand
- Check Number: WEBSALE

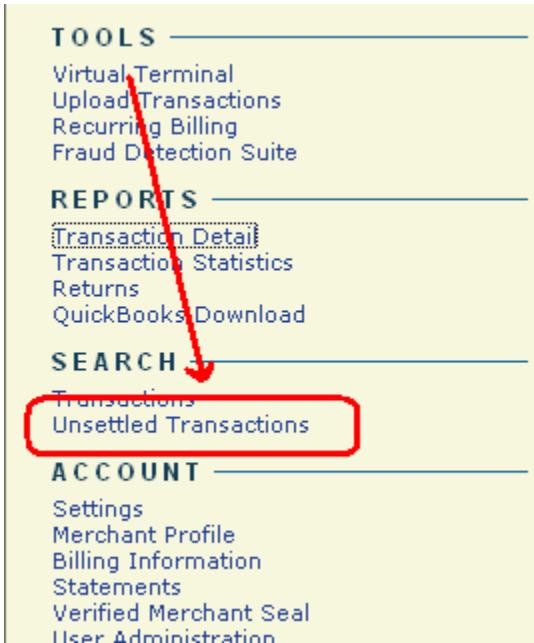
Review the Sales > Customer Payments > Down Payment on an Invoice or Sales Order section of the main EBMS documentation.

View Unsettled Authorize.net Transactions

Complete the following steps to log into the Authorize.net website:

1. Launch www.Authorize.net website
2. Click on the **Merchant Login** link on the upper right corner of the site.
3. Enter the company's user name and password. Review the Authorize.Net Application section for details on logging into Authorize.net.

Click on the **Search – Unsettled Transactions** link on the left side of the website.

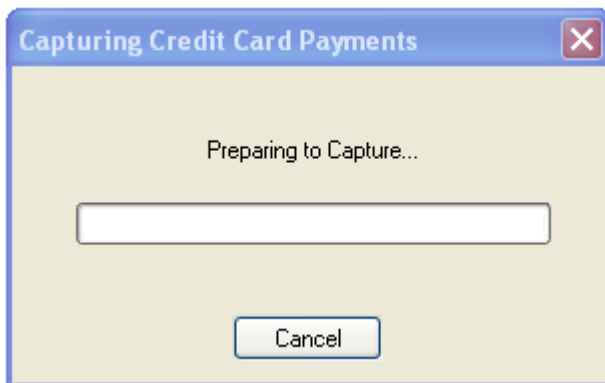


The transactions will show as unsettled until the credit card payments are captured.

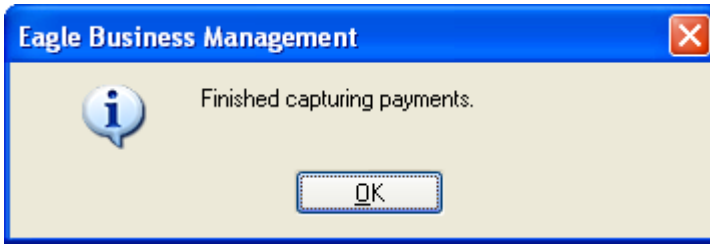
Note: Deleting the invoice will not void the Authorize.Net transaction. This transaction will disappear after 30 days if the card is not captured.

Capture Credit Card Payments

Launch the **Sales > Capture Authorize.net Transactions** process from the main EBMS menu.



Cards will be automatically be reauthorized if a back order is created or the previous authorization has expired. The user will be prompted if a payment can not be authorized.

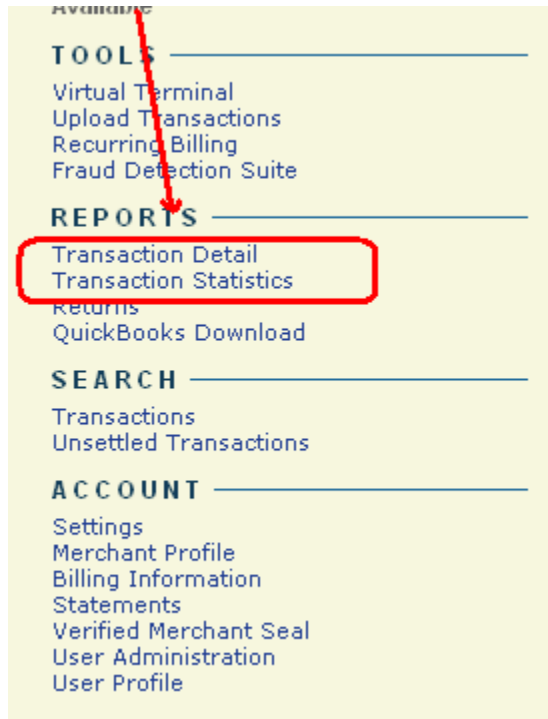


Technical Note: The GLT->PrintedFlag option within the transaction is enabled when a capture is completed.

Depositing Captured Payments into the Bank Account

The capture process debits the credit card and deposits the monies into the checking account although the deposit must be recorded within EBMS. The credit card payments must be selected individually by the user and deposited into the checking accounting to complete the deposit. Complete the following steps to record the deposit within EBMS.

1. Log into Authorize.net to view the captured transactions. Click on the **Transaction Statistics** link for the capture total or the **Transaction Detail** link to list individual transactions as shown below:



2. Open the deposit window for the cash account that records the e-commerce transactions. The cash account is recorded in the **Web Cash Account** entry within the **Sales > Options – Website** tab.
3. Select each payment that has been processed by Authorize.net. Use the **Select All** button to select all the transactions within the cash account. This process is simplified

if the Authorize.net payments are recorded in a separate cash account. These transactions are listed in the captured transactions list within Authorize.net. See step #1.

4. Click on the **Deposit** button within the deposit screen of EBMS and verify that the total deposit equals the total amount authorized by Authorize.net. This total **MUST** match the total give in the **Reports – Transaction Statistics** found within the Authorize.net web page.

Review the Sales > Customer Payments > Cash Accounts, Deposits, and Reconciling Cash section of the main manual for more details on processing deposits.

Frequently Asked Questions

Images are missing or are incorrect for an item on my website:

1. Run a "Complete Update" from **EBMS > Inventory>>Update Website>>Complete Update**
2. Make sure image is being inserted into EBMS properly:
 - a. Make sure images are inserted into EBMS on a computer using the Paint Shop Pro or Photo Shop software. An approved software application must be installed on the computer that loads the software into EBMS for the graphics to display properly.
3. Clear out temporary Internet Files:
 - a. From MS Internet Explorer go:
 - b. Tools>>Internet Options...>>Under: Temporary Internet Files>>Delete Files>>Check: Delete All Offline Content>>Click: ok
 - c. Go to the page where the item picture(s) are incorrect, if not corrected try pressing CTRL+F5 to do a "Complete Refresh".

I am not receiving Order Confirmation Emails:

1. Check setup in EBMS under:
 - a. Sales>>Options>>Web Confirmation E-Mail
 - b. Make sure your email address is in either the From: or WebMaster E-Mail
 - c. If someone might have changed either of the above fields recently, make sure they are correct then run a complete update.
2. If your company is running an in house Mail Server or using Spam Blocking software have your Systems Administrator check for blacklisted or queued Emails.

I am receiving duplicate Order Confirmation Emails:

1. Check setup in EBMS under:
 - a. Sales>>Options>>Web Confirmation E-Mail
 - b. Make sure there are no duplicate email address in the From: or WebMaster E-Mail fields
 - c. If someone might have changed either of the above fields recently, make sure they are correct then run a complete update.

Orders are not coming down automatically into EBMS:

1. Check setup in EBMS under: File>>System Options>>Website>>field:Ebms Server
2. If you are running a firewall (Software and/or Hardware), MS ISA or another program that might control Internet Access: make sure port: 55555 is open and available for EBMS.
3. Check to see if the EwNetService is Installed & running on your Server or local machine:

- a. From Windows XP/2000 go: Start>>All Programs>>Administrative Tools>>Services look for "EwNetServer" under service name.

I cannot login to my FTP account with Internet Explorer or Windows Explorer:

1. Use an FTP program
 - a. Internet Explorer and Windows Explorer are not consistent for ftp connections.
 - b. Some Window's Updates or Security Patches may also hinder FTP features that you are using.

Advanced Features

Identifying New Products

New products can be highlighted within the e-commerce site automatically when products are added to inventory within EBMS. Items can be highlighted in two ways:

- A new icon can be displayed by the new product. The type of icon is determined by the website designer and can not be changed within the EBMS software. Contact the website designer to change the new products graphics.
- A New products link located on the website can be selected to list all the new items. The web page link for the new product list is www.sitename/store/newproducts.asp.

The amount of time that an inventory item is identified as new is set within the website options. Select **Sales > Options** from the main EBMS menu and click on the **Website** tab as shown below:

The screenshot shows the 'Options' dialog box with the 'Website' tab selected. The 'Show new icon for' field is highlighted with a red box and a red arrow pointing to it. The field contains the value '90' and is followed by the text 'days after Entry Date'. Other fields include 'Web Cash Account' (01000-000), 'Web Customer' (WEBSITE), and 'Customer Matching' (None). There are also checkboxes for payment methods (VISA, Discover, Master Card, American Express) and a checkbox for 'Create new customer if no match'. The 'Web Groups' section shows a table with one group named 'PRIMARY'.

Group
PRIMARY

Enter a zero value to disable the feature and not show any items as new items.

All items with an **Entry Date** that is equal to or less than the number of days from the current date will be tagged as new items. Open an inventory record and view the **Entry Date** setting within the **General** tab as shown below:

Products\Printers\HP Deskjets\Hewlett Packard 6940 DeskJet Printer

Item: 20PRHP6940 Warehouse: All Folder: HP Deskjets

General Purchasing Pricing Count Components Advanced Messages Website Last Count Dates 2007

Description: Hewlett Packard 6940 DeskJet Printer, 36ppm black/27 ppm color, Ethernet, USB

Manufacturer: HP Part No: C8970A#B1H

Entry Date: 11/30/2006 Thu

Gross Weight: 14.00 Location: A6 UPC Code: 123451234512

Web: Taxable

NOTE: The upload process must be launched to add new inventory items or remove the New icon from existing inventory items. Review the Update Website Process section for more details on updating information on the website.

New item shown on listing page:

ESH COMPUTER CENTER ... when you need the answer.

Home Contact Us Shopping Cart

USB Pen Drives

Eshcom Pen Drive - 1GB
A 512MB Pen Drive for a GREAT price. The reusable flash drive is fully USB compliant.
ECCIGB
New
\$19.95
1 Add to Cart

Eshcom Pen Drive - 512MB
A 512MB Pen Drive for a GREAT price. The reusable flash drive is fully USB compliant.
20ECC512
\$14.50
1 Add to Cart

New item shown on detail page:

- Home
- Products
- Services
- Business Software
- Newsletter
- Contact Us
- People
- Shopping Cart
- About Us
- Our Policy

717.442.1080
sales@eshcom.com

Contact Us Today!

Microsoft
GOLD CERTIFIED
Partner

Microsoft, Small Business Specialist



... when you **need** the **answer.**

Home Contact Us Shopping Cart

Eshcom Pen Drive - 1GB

A 512MB Pen Drive for a GREAT price. The reusable flash drive is fully USB compliant.



\$19.95

Product ID: ECCIGB

Links and Associations

Hyperlinks can be created within the short or long descriptions of an inventory item using HTML links and other code. Html is a web programming coded used to create websites. HTML code should not be used within the title description or within the inventory items descriptions located on the general tab. An HTML link can allow the user to refer the website customer to other products within the site.

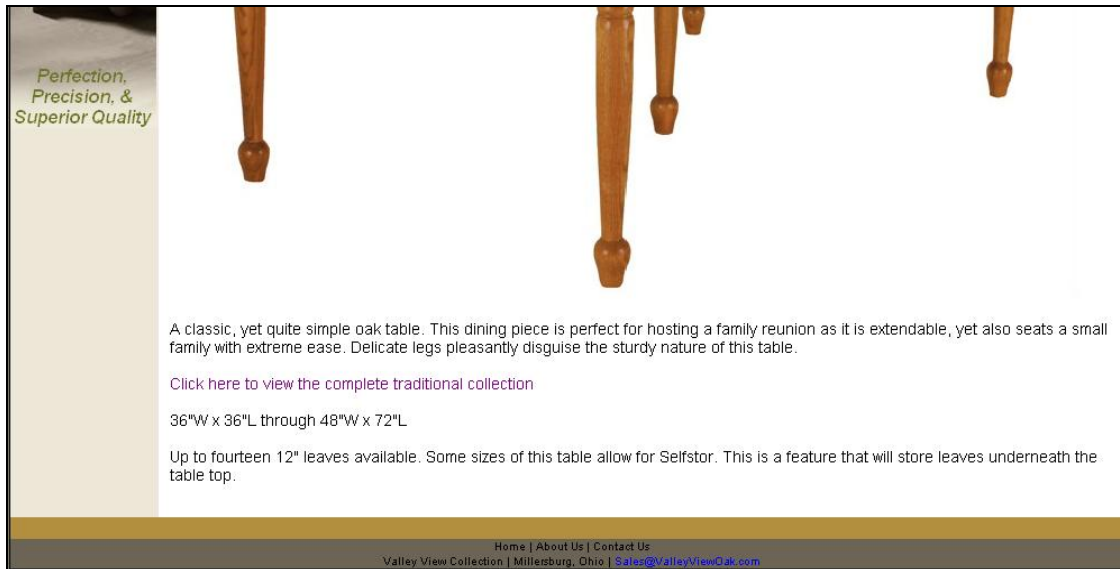
Html is entered into the short or long description in the inventory item to create a link. For example:

```
<a href="http://www.eshcomputer.com"> Click here to view the complete traditional collection</a>
```

Click here to view the complete traditional collection is the text that will be shown on the page. The link, <http://www.eshcomputer.com>, is the location of the link. The gray highlighted text, and , is the html tags.

Note: To find the correct location link, go to the page that will be linked to and copy the url or address in the Address field at the top of your internet browser. Paste the link within the quote marks of the html. For example: **<a href" Paste Here">**.

Following is a link in the short description of an item:



IMPORTANT NOTE:

After any html is entered into a field that field will require all html and will not recognize the standard memo functions such as the end of paragraph marker (entered using the ENTER key within a standard memo). To start a new line in an html field enter the break tag ,
, at the end of the line. To start new paragraphs enter two break tags,

.

Additional formatting, such as bold and italic, can be added using html code. Text can be made bold by enclosing the text in bold or italic tags. For example This text will be bold or <i>This text is italic</i>. The or <i> indicates the start of the text formatting. The or </i> indicates the end of the text formatting.

Multiple Web Groups

The web group feature within the EBMS e-commerce system allows the user to restrict certain items from the site based on the user or process multiple websites using a common company within EBMS. A web group identifies a specific group of products that are available when the customer logs into the website.

Most users do not create multiple web groups. Multiple web groups are used only if some customers log into the site or products available on the website are limited to all or some customers. Review the Configuring the Shopping Cart > Customer Login for more details on customer login options and settings.

Complete the following steps to create and configure multiple web groups:

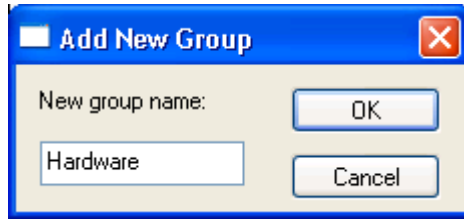
1. Select **Sales > Options** from the main EBMS menu and click on the **Website** tab as shown below:

The screenshot shows the 'Options' dialog box with the 'Website' tab selected. The 'Web Cash Account' is set to '01000-000 - Cash - Gap'. The 'Web Customer' is 'WEBSITE'. 'Customer Matching' is set to 'None'. Payment methods 'VISA', 'Discover', and 'Master Card' are checked, while 'American Express' is unchecked. The 'Show new icon for' field is set to '10' days after Entry Date. The 'Web Groups' table contains one entry: 'PRIMARY'. Buttons for 'New', 'Properties', 'Delete', 'OK', and 'Cancel' are present.

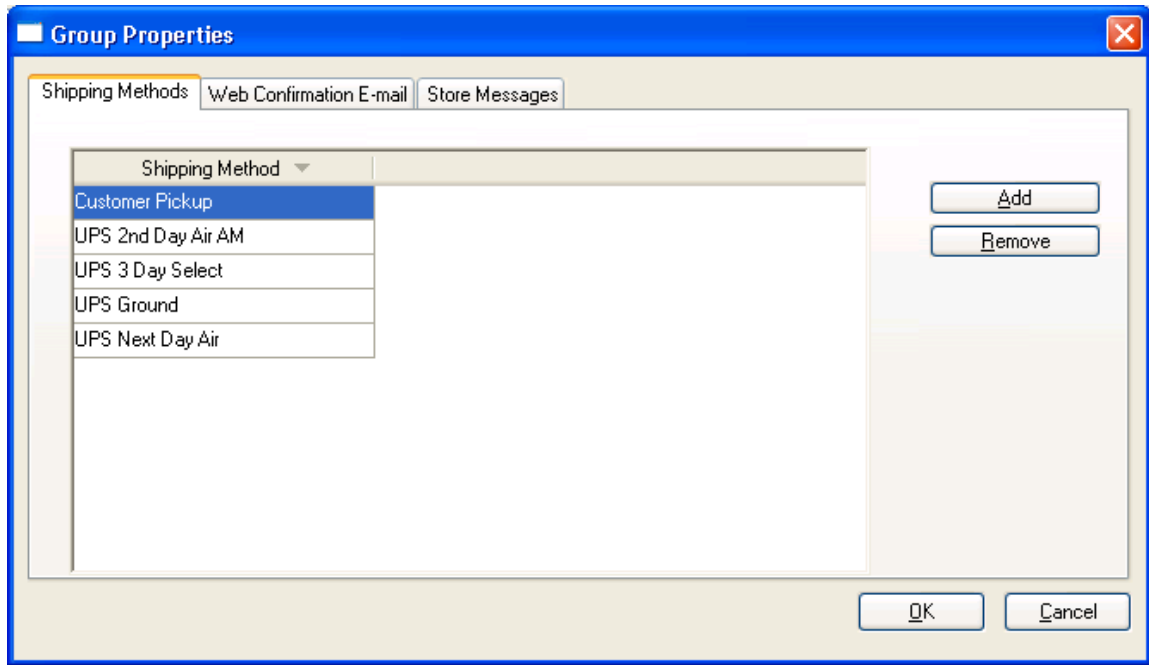
Group
PRIMARY

Notice that the default web group is shown. The EBMS software is distributed with a group labeled *primary*.

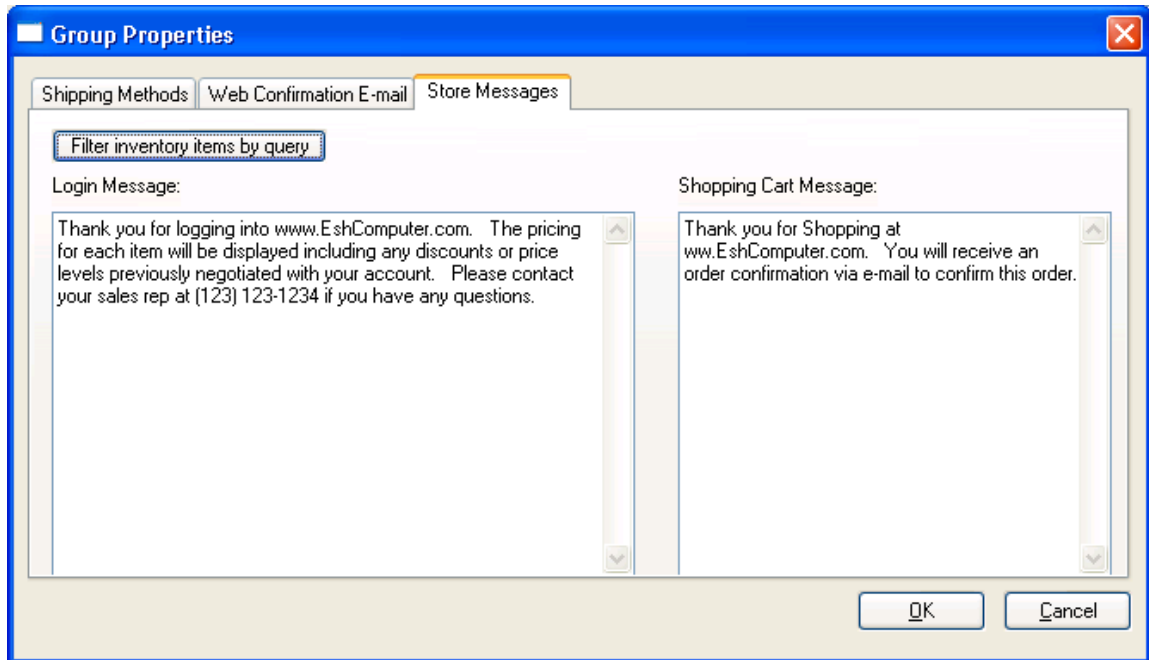
2. Click on the **New** button to create an additional web group.



3. Enter a **New group name** that describes the group of products that are being grouped using this setting. Click the **OK** button.
4. Highlight the new web group and click on the **Properties** button to open the following dialog:

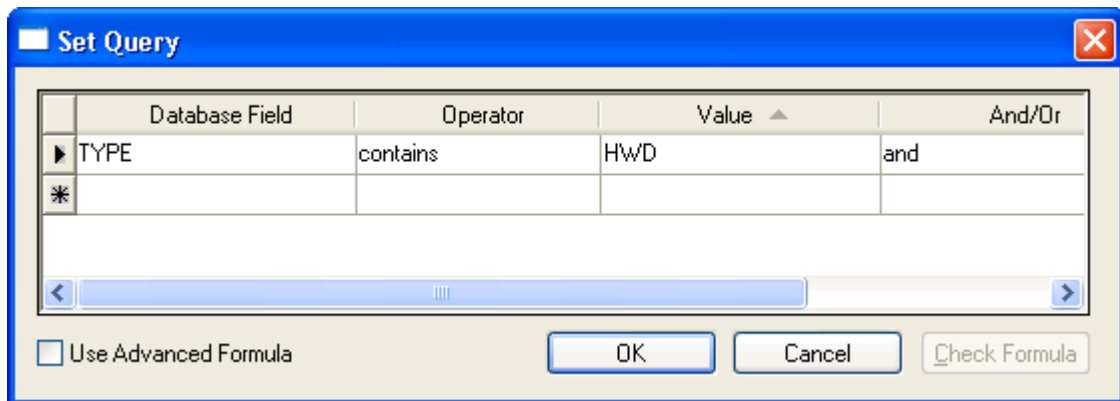


5. Add the appropriate **Shipping Method** within the **Shipping Methods** tab. All **Shipping Methods** must be created within EBMS before they can be selected within the web group properties. Select **Sales > Options** from within the EBMS menu and create the **Shipping Methods** within the **General** tab. Review the Sales > Freight and Shipping Charges > Creating Shipping Methods within the main EBMS documentation for details on **Shipping Methods**.
6. Enter the **Web Confirmation E-mail** settings within the **Web Confirmation E-mail** tab. Review the Getting Started > Getting Started section for more details on these settings.
7. Click on the **Store Messages** tab as shown below:



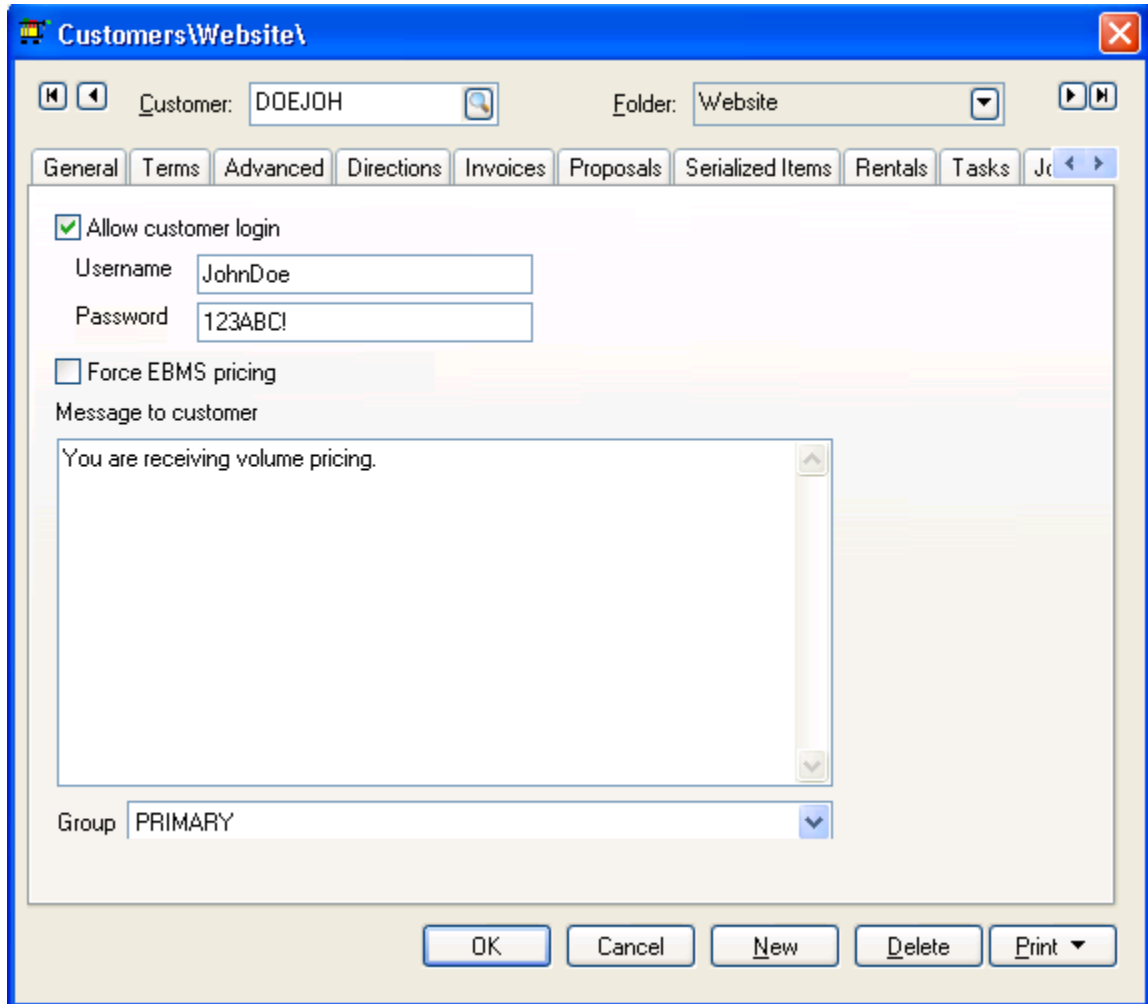
Review the Getting Started > Getting Started section for more details on the message settings

8. Click on the **Filter inventory items by query** button to identify the inventory items that are included in the web group.



9. Set the query that identifies the inventory items that are included in the web group. Use the following steps to include entire groups of inventory items since items can not be queried by an inventory folder.
 - a. Filter down a short identifier within the inventory group for a folder or group of folders. The Type field is often used for this purpose. Multiple codes can be entered within the same Type field if an item or group of items is contained within multiple web groups. Review the Features > Change Defaults, Filter Down Data, and Globally Change Data section within the main EBMS manual for more details on filtering down data.
 - b. Set the **Database Field** and **Operator** as shown above. Enter the group code that was entered into the type field in the **Value** entry of the query.

- c. Click on the **OK** button to save the query. Review the Features > Advanced Query Options within the main EBMS manual for details on creating a query.
10. Complete the following steps to associate customers with the web groups:
- a. Open a customer record and click on the **Website** tab as shown below:



- b. Identify the web **Group** by selecting a web group from the drop down list. Repeat for each customer or change an entire group of customers by using the filter down option. Review the Features > Change Defaults, Filter Down Data, and Globally Change Data section within the main EBMS manual for details on setting the **Group** option for an entire folder group of customers.

Contact an EBMS support representative for more advanced instructions on creating multiple websites for a single company or restricting products for individual customers.

Certifications and Applications

Authorize.Net Application

The E-Commerce website and the EBMS software use the Authorize.net gateway to transfer monies from the customer's credit card account to the merchant's bank account.



Complete the following steps to apply and setup an Authorize.net account:

1. Print an Authorize.Net Setup form. This form can be found at <http://www.EagleBusinessSoftware.com>. Select Vertical Markets > **E-Commerce**. Select **Authorize.net Registration Form** under Forms. Print form and fill out the first five pages
2. Fill out the Authorize.net application as described below:
 - a. **Page 1 - Fax Cover Sheet and Application Checklist** – This page describes the Authorize.net fees.
 - b. **Page 2 – Payment Gateway Setup Form** – Enter the company information. Step 2 on this page requires a signature to authorize Authorize.net to deduct the setup fee and the monthly fee directly from the bank account.
 - i. **Market Type** - Circle the *Card Not Present (CNP) E-Commerce option*
 - ii. **Software used to Submit Transactions to Authorize.Net** – Enter Eagle Business Management System.
 - iii. **Optional Services** - Circle the **No** option for optional services if the additional services are not needed.

- c. **Page 3 – Authorization for Single Direct payment** – Enter the bank account information that is used to for the Authorize.net direct payment.
- d. **Page 4 – Merchant Account Configuration Form** – A card-not-resent merchant account must be setup to process credit cards on the website. An existing account can be used if the company has an existing card-not-present merchant account. Contact your bank or merchant account reseller to determine if the company must apply for a new merchant account.

A new merchant account can be setup by a bank or by a merchant account reseller if the company has never accepted credit card payments. Contact your bank or an EBMS software rep for merchant account referrals.

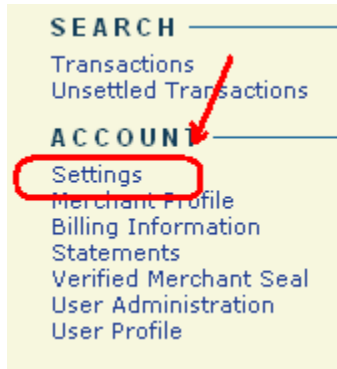
The information on page 4 will be supplied by the merchant account reseller.

- e. **Page 5 & 6** – This information does not need to be filled out or sent. Discard.
3. Fax the 4 page application to the fax number shown on the top of page one. Include a copy of a voided company check that matches the information on page 3 of the application.
 4. Authorize.net will respond with a user name and password that are used to log into Authorize.net securely.
 5. Log into www.Authorize.net by clicking on the **Merchant Login** located on the upper right corner of the site.



Note: The Authorize.net website is subject to change and may appear different than the image shown above.

6. Log into the site using the user name and password given by Authorize.net. The merchant login procedure is used to review transactions or test the credit card process.
7. Click on **ACCOUNT > Settings** in the lower left side of the Authorize.net website as shown below:



8. Configure the following account settings:

Settings [Help](#)

The following sections provide access to your payment gateway integration and Merchant Interface settings. For help with configuring these settings, click the Help link in the top right corner of each settings page.

Transaction Format Settings

– Transaction Submission Settings

Virtual Terminal	Upload Transaction File Format
Payment Form	

– Transaction Response Settings

Transaction Version	Receipt Page
Response/Receipt URLs	Relay Response
Silent Post URL	Direct Response
Email Receipt	

Security Settings

– Basic Fraud Settings

Card Code Verification	Address Verification Service
--	--

– General Security Settings

Test Mode	MD5-Hash
Password-Required Mode	File Upload Capabilities
Enable WebLink Connection Method	API Login ID and Transaction Key

- a. Click on the **Direct Reponse** link, set the **Delimited Response** and **Default Field Separator** as shown below, and click the **Submit** button:

Direct Response

[Help](#)

If you use Advanced Integration Method (AIM) to submit transactions to the Payment Gateway, you can use the Direct Response settings to define the format of the transaction response returned by the gateway.

Direct Response Delimiter

Specify if the transaction response should be delimited, the delimiting character, and the encapsulation character (if needed).

Delimited Response: Yes No

Default Field Separator | (pipe) or

Field Encapsulation Character or

- b. Click on the **Password-Required Mode** link, disable the **Require Password for ALL Transactions**, and click on the **Submit** button.
9. Select **File > System Options** and click on the **Website** tab to open the EBMS dialog shown below. Complete the following steps to copy Authroize.Net settings from the **Account > Settings** page of the Authorize.Net website:
 - a. Click on the **Security Settings> API Login and Transaction Key** link within the **Account > Settings** page of Authorize.Net.

System Options

Settings | Zip Codes | Country | Scanners | **Website**

Website Hostname:

EBMS Server:

Website Username: Auto-insert web orders

Website Password:

Authorize.net Login ID:

Authorize.net Pass:

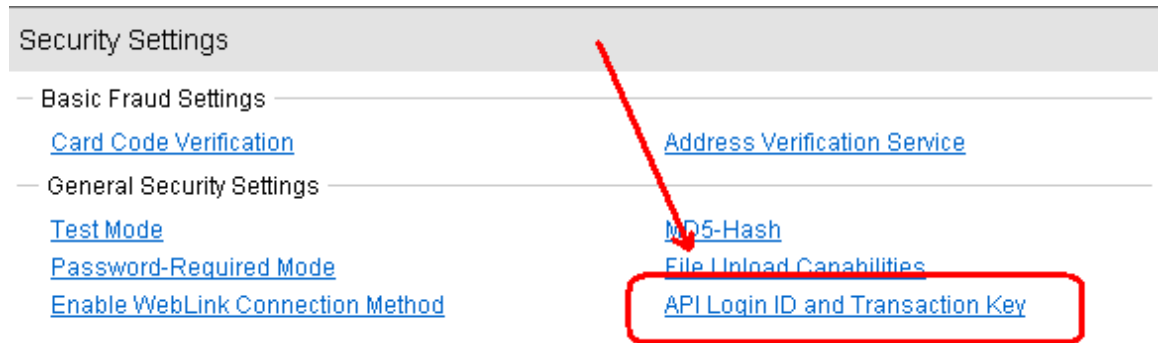
Authorize.net API ID:

Authorize.net TS Key:

Use Authorize.net form

OK Cancel

- b. Enter the username and password that is obtained from Authorize.net when the application is approved. Enter this information into the **Website Username** and **Website Password** entries within EBMS as shown above.
- c. The **Authorize.net Login ID** and the **Authorize.net Password** should be kept blank for new Authorize.net setup configurations. Some original configurations were configured using the **Authorize.net Login ID** and **Authorize.net Password** entries with the API ID and TS key blank. **DO NOT CHANGE THE ORIGINAL SETTINGS** if the original configuration is used.
- d. Click on the **API Login ID and Transaction Key** link within the Authorize.net website. This link is found within the Security Settings group as shown below:



- e. Enter the **Authorize.net API ID** and **Authorize.net TS Key** from the information generated from the **API Login ID and Transaction Key** process.

The **Authorize.net TS Key** should be changed annually to maintain the extra security of the Authorize.net form.

- 10. Authorize.net can be configured to handle a credit card in a more secure manner using the Authorize.net form. This option causes the customer to go into an additional secure Authorize.net web page during checkout for security purposes. The credit card number will not be communicated to EBMS if this option is enabled. Complete the following steps only if the additional security is needed.
 - a. Enable the **Use Authorize.net form** option within the EBMS software as shown above.
 - b. Click on the **Relay Response** link within the **Settings > Account** page of the Authorize.Net website. Enter the following **URL** within the web page.

Relay Response

[Help](#)

This setting specifies the URL to which the gateway should return the relay response for a transaction. If you do not intend to use the relay response feature, you do not need to complete this setting. For complete information on configuring relay response, please refer to [Reference & User Guides](#).

Default Relay Response URL

Specify the default URL to which the Payment Gateway should return the relay response. If no Relay Response URL is passed in with the transaction, the following default URL will be used.

URL

11. Authorize.Net can be put in testing module by clicking on the **Test Mode** link on the website. Test mode will allow you to submit credit card transactions which will be "validated" but then disregarded by Authorize.net.

Authorize.net credit card transactions can be viewed or voided by clicking on the **Search – Transactions** or **Unsettled Transactions** link within the main Authorize.net website login page.

Transactions can be credited manually by clicking on the **Tools – Virtual Terminal** link within the main Authorize.net login page.

SSL Certificate Application

Secure Sockets Layer (SSL), are [cryptographic protocols](#) that provide [secure](#) communications on the [Internet](#) for such things as web browsing, e-mail, instant messaging and other data transfers. The SSL protocol allows applications to communicate across a network in a way designed to prevent eavesdropping, tampering, and message forgery. SSL provides endpoint authentication and communications privacy over the Internet using [cryptography](#). Typically, only the server is authenticated (*i.e.*, its identity is ensured) while the client remains unauthenticated; this means that the end user (whether an individual or an application, such as a Web browser) can be sure with whom they are communicating.

It is important that a site is SSL certified if the website is collecting credit card numbers. The SSL certification used on most EBMS e-commerce sites is the GeoTrust QuickSSL certificate. The SSL certificate should display on your e-commerce shopping cart to ensure the customer that your site is safe and secure. The GeoTrust QuickSSL uses a 128bit encryption code for shopping cart communications.

Contact your EBMS customer service rep for more details on the SSL certificate.

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