

***e.pages***

## **Detailed Function Overview**

**ePages 5.04**



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## 1 Merchant administration

In the Merchant Back Office (MBO), the merchant configures his shop, and manages customers, orders, products, and catalogues. To help him, seven modules and several general functions are available:

- Orders
- Customers
- Products
- Categories
- Design
- Marketing
- Settings

### 1.1 General functions

- Favourites allow quick access to certain functions or objects (can be disabled). Every administrator can set his own favourites.
- History: Quick access to the last ten pages visited (can be disabled).
- The tray can be used to store any object. Items can later be removed from the tray and inserted into a different area (for example, individual customers can be inserted into a list of recipients for newsletters).
- WYSIWYG editor (What You See Is What You Get): whenever a description (for example, a product description) can be formatted with HTML code, a powerful editor can be used. In addition to formatting options (bold, italic, underline, strike-out, align left, align right, align centre, justify) **NEW!** it also supports tables, images, Flash, special characters, links, anchors and much more.
- Related topics: helpful references in the MBO to give the user tips and support.
- Online help: comprehensive, context-sensitive Help with a table of contents, full-text search, complete guide as a PDF, and a quick start to assist with the first steps.
- A Setup assistant: guides you through the most important settings to get the shop ready to go.
- The merchant can open the shop front from every page of the MBO to check how his customers see the shop.
- **NEW!** Date and/or time can now be set comfortably using a pop-up calendar which opens as needed.

### 1.2 Orders

#### 1.2.1 Overview / Search for Orders

- A table containing an overview of all orders
- **NEW!** Order inbox: contains a list of all new orders (this is the default view for the 'orders' area)
- Columns can be sorted (ascending and descending, according to order number, bill amount, date, and so on)
- Batch processing for multiple / all orders (for example, change status from 'dispatched' to 'paid')
- Search according to specific attributes (for example, search for orders with the status 'paid' or with certain products, or postage and payment methods)
- New orders can be manually created in the MBO for existing customers.



## 1.2.2 Order details

- All relevant information about each order is shown (billing and delivery addresses, delivery and payment methods, line items, and so on).
- The merchant can change the order at a later date, for example, change the product amount, delete or add line items, or change the tax area). The customer is informed of all changes via e-mail. **NEW!** All orders which are 'In process' are marked as such in the overview.
- Different order statuses are displayed (viewed, rejected, in process, pending, ready for posting, Posted in part, Dispatched, Delivered, charged in part, charged, paid in part, paid, closed, archived). The customer can be informed of a change in status via e-mail.
- **NEW!** Viewing an order automatically changes the status to 'Viewed'. Electronic payment methods, if successful, automatically change the status to 'Paid'.
- Creation of packing slips / bills / credit notes (**New!** the total number of existing documents is displayed for each order)
- Packing slips and bills for orders which have been posted in part
- **NEW!** Delivery slips, invoices, and credit notes can be printed from the overview table. The order can also be printed in the MBO.
- **NEW!** Delivery slips, invoices, and credit notes can contain additional texts for the customer.
- Data transfer to UPS (Worldship) is possible. If the merchant includes the UPS tracking number, registered end customers can see where the shipment is at the moment.

## 1.3 Customers

### 1.3.1 Overview / Search for customers

- A table containing an overview of all customers
- Columns can be sorted (ascending and descending, for example according to name, country, customer group, and so on)
- The merchant can create customers manually in the back office.
- Batch processing is possible for all / multiple customers in a list (for example, assign multiple customers to another customer group).
- Search for specific attributes (for example, customers in a specific customer group; customers who have bought a particular product or have a specific purchase volume)

### 1.3.2 Customer Details – General

- Customer data can also be created and edited by the merchant.
- The merchant can send a new password to customers via e-mail.
- The customer detail view contains the following parameters:
  - customer number
  - login activated yes / no
  - sign-in details to shop (user name, password)
  - ID confirmation question and answer (in case a customer forgets his password)
  - salutation, company, first, middle, and last name), display name
  - address (street, postcode, city, address extension); also the default delivery address
  - **New!** the address is formatted according to the standards of various countries
  - contact possibilities (e-mail, telephone, fax, mobile phone)



- orders allowed (yes / no)
- HTML in e-mails desired (yes / no)
- customer group membership
- birthday
- gender
- bank information (bank name, account number, bank sort code)
- miscellaneous (VAT ID, department, job title, and so on)
- **NEW!** registration date
- **NEW!** Customers who order without registering can be changed to registered in the MBO.
- **NEW!** A new order can be created in the MBO for the customer.

### 1.3.3 Customer details – Attributes

- The merchant can create an unlimited number of additional customer attributes (for example, marital status, hobbies, and so on). Different formats are possible (for example, text, number, date, and so on).
- Individual attributes can be asked for when a customer registers. The merchant can set whether the entry is required or optional for the customer (see also page 15 "Customer settings – New registration").
- The merchant can list the orders of a specific customer in a table and open them from the table.

## 1.4 Categories (Catalogues)

- The merchant can create an unlimited number of product catalogues or categories with freely-designable Web pages.
- An unlimited number of sub-pages is possible. **NEW!** The sort order can be set freely for each category level and can also be set alphabetically, according to price, or according to availability.
- 6 different layouts for catalogue and product lists are available.
- Categories can be set to visible or not visible.
- The term used for the category, its description, the extended description, and the image can be set differently for each language used in the shop.
- Every category can contain keywords for search engines.
- Files from external applications (for example, PDF with product details) can be attached.
- Special categories such as Terms and Conditions, text on the home page (with separate layout options), customer information, data security (all in every language),
- Products, catalogues, and freely-designable content can be displayed on the same level
- Promotional items (special offers in a separate category)
- **NEW!** New products can be created within a category (they are then immediately assigned)
- Display options for categories (in rows, one or multiple columns)

## 1.5 Products

### 1.5.1 Overview / Product search

- A table containing an overview of all products
- Columns can be sorted (ascending and descending, for example, according to price, name, and so on)



- The status of a product is indicated with a colour.
  - stock level (for example, red = out of stock)
  - products switched to online or offline have a colourful or a grey background respectively
- Batch processing for all / multiple products in a list (for example, set visible, delete)
- Search according to specific attributes is possible (for example, only products that have a stock level of "0"). **NEW!** The number of search results can be selected. **NEW!** New products can be created in the overview table directly.
- **NEW!** Direct links to the "Variations" and "Bundles" tabs allow quick access to these pages.

## 1.5.2 Product types

- The merchant can create an unlimited number of product types (for example, jackets and shoes).
- The merchant can create an unlimited number of attributes for a product type (for example, colour, and size).
- Different data types are possible (for example, text, date, number, **NEW!** options)
- The merchant can create attributes with pre-defined values. The value selection then takes the form of a drop-down menu, for example, attribute 'colour', with the predefined values 'yellow', 'blue', and 'red'.
- Localizable attributes (for display in various languages)
- Special attribute for file attachments (for example, PDF-files)
- An unlimited number of sorting orders for editing in the back office or in the shop front
- The merchant can set whether attributes in the shop front are set to visible or not visible (if set to 'not visible', the data is retained).
- For each product type, the detail view of the product (three possibilities), the view of the product bundle (three possibilities), as well as the layout of the product variations (three possibilities) can be selected.

## 1.5.3 Product details – General

### 1.5.3.1 Prices / stock

- Parameters
  - alphanumeric product number
  - manufacturer name, manufacturer product number (for example, for purchasing from manufacturer)
  - different sales price according to currency
  - weight per unit of sale (milligram, gram, pound, kilogram)
  - daily price dependent yes/no (for example, for special display in the shop front)
  - tax class
  - dimensions (length, width, height)
  - order unit (for example, meter, litre, kilogram, piece, bottle, box, and so on.)
  - price refers to xx <Unit> (for example, the price can refer to 12 pieces)
  - minimum order quantity
  - scaling (for example, a liquid can only be shown in quantities of 0.1 litres, because smaller quantities cannot be measured exactly)
  - reference unit and amount in the product (this enables, for example, a 0.33 litre can to be shown in price per litre, a special requirement of a German law)



#### 1.5.3.2 Product description

- Product name, product description, and detailed product description for multiple languages
- Fields for product descriptions are HTML compatible
- WYSIWYG-editor for product description and detailed product description
- Product description and extended product description up to 30,000 characters each
- The merchant determines whether a product is visible in the shop front.
- A product can be labelled "New".
- For the internal shop search as well as for Internet search engines, specific keywords or alternative names can be assigned (for example, for a pullover: "sweatshirt pull-under vest")
- A product can be labelled "not yet available" (for example, a DVD which will shortly be released). The price is displayed, but the product cannot be added to the basket. The date the product will become available is displayed and the product will automatically become available on this date.

#### 1.5.3.3 Assignment to categories

- A product can be assigned to one or multiple categories (catalogues).
- Assignment to specific categories such as home page or promotional items
- **NEW!** The assignment can be carried out using batch processing.

#### 1.5.3.4 Product attributes

- Selection of product type
- Subsequent entry of attributes

The merchant can create an unlimited number of product types and attributes. Multiple attributes can be used to create a product type. This creates a clearer overview. For example, the attributes 'size', 'colour', and 'material' can be assigned to the product type 'jacket'. If a product of type 'jacket' is then created, the attributes ('size', 'colour', 'material') will be requested.

### 1.5.4 Images

- Standard images for product lists (thumbnails), normal and enlarged view
- Images can be automatically reduced for the thumbnail version.
- A separate image for advertising promotional products
- Image preview in the back office
- The merchant can create a slideshow for the shop front consisting of different images.
- An external URL can be entered (instead of uploading an image to the shop server)

### 1.5.5 Product variations

- The merchant can create any number of variation types (for example, size / colour) with an unlimited number of variation values (for example, M, L, XL / red, blue, yellow). Values and types can be set in multiple languages.
- Attributes (for example, price, image, description) are inherited from the master product but can be edited to fit the individual variation products.
- One of the variation products is labelled the default product for the shop front.
- Variation products can be sorted for editing in the back office and for display in the shop front.
- **NEW!** An assistant helps you create product variations and considerably reduces complexity.



## 1.5.6 Prices

- For discounts and bulk pricing, price lists can be created with a time limit (date, time).
- Price lists can be assigned to customer groups and individual customers.

### 1.5.6.1 Discounts

- Discounts for bulk purchases (for example, 5% discount on 10 pieces or more, 7.5% discount on 25 pieces or more)
- Discounts for large orders (for example, 5% discount on 100.00 €, 7.5% discount on 250.00 €)
- This can be combined with bulk pricing
- A discount can be granted on an entire shopping basket.

### 1.5.6.2 Bulk pricing

- Bulk prices per currency (for example, item price of 10 € for 5 items; item price of 9 € for 10 items)
- Can be combined with standard discounts

## 1.5.7 Cross-selling

- Cross-selling is configured manually. To do this, the merchant creates a connection between two products, **NEW!** the reciprocal connection can be created automatically.
- **NEW!** The "References" area lists all products with references to this product (cross-selling and bundles).

### 1.5.7.1 Related products

- The merchant can assign an unlimited number of items to a product which are then displayed to the customer as related products in the shop front when he views the product (for example, a neoprene wetsuit for a surfboard).
- Additional comment field for the reason for cross-selling

### 1.5.7.2 Accessories

- The merchant can assign an unlimited number of items to a product which are then displayed to the customer as accessories in the shop front when he views the product (for example, the suitable headset for a mobile phone).
- Additional comment field for the reason for the accessories

### 1.5.7.3 Product comparisons

- The merchant can assign an unlimited number of items to a product which are then displayed to the customer for comparison in the shop front when he views the product (for example, different LCD monitors with technical parameters).

## 1.5.8 Product bundles

- An unlimited number of products can be combined. The amount of each product can also be entered.
- The bundle has a separate reduced price – the savings are displayed to the customer (**New!** and the merchant in the MBO).

## 1.5.9 Automatic cross-selling

Automatic recommendation ("Customers who bought this product also bought..."). The information required to do this is automatically generated from the existing orders (see also 1.7.9 "Product settings").



### 1.5.10 **NEW!** Search statistics

- The number of searches and the number of hits are available for every search term entered by a customer in the shop front.
- The table can be sorted according to search term, number of searches, and results.

### 1.5.11 Import and export of products

- Import and Export via CSV-file
- Import via BMEcat
- Export to Kelkoo
- Export to Pangora
- Export to **NEW!** Google Base / Froogle
- **NEW!** Export to shopping.com
- **NEW!** Export to guentstiger.de
- **NEW!** Export to preissuchmaschine.de
- Sign in to the Google™ search engine

## 1.6 Design

- Access to the shop front and back office templates is possible using the following products:
  - ePages 5 Merchant
  - ePages 5 Merchant Pro
  - ePages 5 Merchant Enterprise
  - ePages 5 Merchant Corporate
  - ePages 5 E-Com Flex

### 1.6.1 Design templates

- Selection from more than 100 templates organised according to branch or style
- Selection from different icon sets (for example, for light or dark backgrounds)

### 1.6.2 Navigation

- Various navigation elements (clearly arranged)
  - link to home page
  - logo (with the capability of linking the logo to the shop home page or to another site)
  - link to the shopping basket
  - shopping basket status
  - compressed basket view
  - link to categories (catalogues)
  - link to top-level categories (catalogues)
  - list of main categories
  - **NEW!** List of categories in tree view.
  - **NEW!** List of categories in a drop-down list (AJAX based)
  - link to contact information
  - link to terms and conditions

- **NEW!** Link to privacy policy
- link to promotional items
- **NEW!** Available elements with links to selectable categories and products (for example, to place a "Product of the Week")
- **NEW!** Available elements with freely definable HTML content (WYSIWYG can be used)
- Flexible distribution of these elements on various areas of the page
  - header
  - upper area
  - footer
  - lower area
  - left navigation area
  - right navigation area
- Flexible sequence of elements for each area
- Different sub-variations of elements can be selected (for example, language selection can be displayed as a list [English, German] or as flags)
- View of areas and sizes can be altered (for example, size of left navigation bar or deactivation of right navigation area)
- No knowledge of HTML is necessary to align the elements

### 1.6.3 Customisation of page areas

- The size of each page area (width, height) can be customised.
- A graphic can be uploaded for each area or a background colour can be set.
- **NEW!** A default font can be assigned to each area. Alternate fonts ensure clean presentation if the default fonts are not available on the client system.
- Text colours can be defined as an RGB value or using a colour selection box.
- **NEW!** Five (commonly used) company colours can be defined.

## 1.7 Settings

- Formats for numbers, currencies and date / time are set to use the standard values for the country according to the regional settings.

### 1.7.1 Shop status

- Shop "open" / "close"
- The merchant can enter a text to be displayed in the shop front when the shop is closed.
- The merchant can enter a logo and a slogan.
- The optimisation allows the merchant to modify the display rate of the shop pages. Pages which have been processed are then dispatched more quickly. The optimisation status can be seen at all times and the optimisation can be reset immediately after changes.
- Utilization (for example, 23 of 100 possible products are available in the shop, 1 of 2 possible languages are being used) displayed using coloured progress bars



## 1.7.2 Shop address

- The address is requested by the Shop Setup Assistant and is then used for all order documents and registering for external services (for example with Pangora, etracker, and so on).

## 1.7.3 User management

- An unlimited number of additional users can be created for the back office.
- Every user has their own settings (for example, language, favourites).

## 1.7.4 Tax calculation

- One tax class and one tax area are set as default.
- Flexible tax matrix (tax classes, tax areas)
- Names for tax areas are available in every language
- Switching between gross and net prices is possible (and vice versa)

## 1.7.5 Delivery and payment

### 1.7.5.1 Delivery methods

- Every delivery method can be named in every language.
- Visible (yes/no) (**NEW!** also for batch processing)
- **NEW!** It is not possible to activate delivery methods with incomplete parameters.
- A delivery method can be set to default.
- The list of delivery methods can be sorted in any manner. The sort order is used for the display in the shop front.
- A tax class can be chosen for the delivery method
- A price for each currency is possible
- Fixed price, free of charge above a certain price, free delivery
- Flexible postage costs: according to weight, price, or number of products in the shopping basket
- Comment fields in each language

### 1.7.5.2 Payment methods

- Name for every language
- Visible (yes/no) (**NEW!** also for batch processing)
- **NEW!** It is not possible to activate payment methods with incomplete parameters.
- A payment method can be set to default.
- The list of payment methods can be sorted in any manner. The sort order is used for the display in the shop front.
- All standard methods of payment are available: bill, cash on delivery, advance payment, direct debit (also by fax), manual payment by credit card
- Additional payment methods can be added using cartridges (for example, credit card payment and electronic direct debit using WorldPay, **NEW!** PayPal, T-Pay, **NEW!** Verisign, **NEW!** HSBC payment providers)
- A price can be set for each currency



- Fixed price (for example, cash on delivery charge), free of charge above a certain price, payment without additional charges
- Deferred payment is possible. The merchant can set the interest rates to vary according to duration and amount, for example. Different interest rates can be defined for different currencies. The monthly rates are calculated automatically and displayed to the customer.
- A discount can be offered for each payment method individually (for example, a discount for cash).

#### 1.7.5.3 Dependencies between delivery and payment methods

- Not all payment methods are available for all delivery methods, for example, "cash on delivery" excludes "bicycle courier".

#### 1.7.5.4 Delivery options

- The merchant can provide various options (for example for gift wrapping paper or greeting cards).
- For each option, multiple images can be uploaded or an entry field for a greeting text can be activated.
- A price can be assigned to every option.

### 1.7.6 Country settings

#### 1.7.6.1 Regional settings

- Currency, date and time formats, as well as the thousands separator and the decimal separator are set automatically for various regions.

#### 1.7.6.2 Languages and countries

- Multiple languages are possible (for the shop front and the back office)
- **NEW!** Multiple countries per language are possible (for example, USA, UK, Australia, and New Zealand for English)
- One country is defined as the default.
- The merchant can localise all entries he maintains in the back office (for example, product names, delivery methods, and so on).
- Existing languages can be set to "invisible" in the shop front (in order to be able to enter all data first).
- Every language is displayed in the national language, the ISO code, and in English and French (for example, "Deutsch", "de (ger)", "German", "Allemand").
- If a language is deleted, the localized data is simply archived. It is available once the language is re-activated.

#### 1.7.6.3 Currencies

- Multiple currencies are possible
- One currency is defined as the basic setting.
- Existing currencies can be set to "invisible" in the shop front (in order to be able to first enter all data).
- Each currency has a currency symbol (for example, "€") and an ISO4217 code (for example, "EUR"). The ISO code is needed to communicate with online payment systems, for example.

### 1.7.7 E-mail settings

- Sender name and sender address
- One signature per language, one signature per e-mail event as well as a header and a footer



- The merchant can define which events result in an e-mail being sent to the customer, for example, registration, ordering, a change in status of an order, registration for a newsletter, and so on.
- **NEW!** In e-mail messages about orders there is a link to the "My Account" area. This allows the customer to easily return to the shop.
- The merchant can set recipients for carbon copies (Cc) and blind carbon copies (Bcc) of e-mail messages.
- **NEW!** Multiple e-mail addresses for recipient, Cc, and Bcc addresses are possible.

### 1.7.8 Shopping basket and orders

- It is possible to define a minimum order value according to currency.
- The merchant can set the action to be carried out when an item is added to the basket which is already present in the basket (keep previous item, add to existing item, swap the amount, or add a new line item to the basket).
- The merchant can determine whether the customer must accept the Terms and Conditions when ordering.
- The merchant can enter a text to be displayed to the customer as an order confirmation.
- The merchant can determine whether the customer can choose the tax area in the shop front.
- For the order process, various texts which are necessary for legal reasons can be created. All text fields are filled out with comprehensive example texts.

### 1.7.9 Product settings

- Various settings for automatic cross-selling ("Customers which bought this product, also bought..."): collect statistics (Yes / No), display automatic cross-selling products (Yes / No), number of product recommendations to be displayed in the shop front
- **NEW!** Notification text for the German Price Indication Ordinance (PAngV) can be edited.
- Inventory settings: The merchant can set which action is performed when the stock level of a product falls below a minimum value or below zero (for example, a text notifying the customer of longer delivery times, and so on).

### 1.7.10 Customer settings

#### 1.7.10.1 Customer groups

- Customer groups are the foundation for other functions such as bulk and standard discounts and the newsletter
- An unlimited number of customer groups can be freely defined and labelled.
- One customer group is defined as the default. New customers are automatically added to this group.

#### 1.7.10.2 New registration

- All customer details, such as address, bank details, preferred currency, and so on can be switched between "visible" / "not visible" and "required" / "optional". This defines whether they will be requested on the customer registration page and whether they are required fields. The same applies to the details for customers who buy without registering as well as for delivery addresses.
- Individually generated customer attributes (see Customer details – Attributes, page 7) can also be requested when a customer registers. The "visible" / "not visible" and "required" / "optional" attributes can also be applied to individual attributes.



#### 1.7.10.3 Countries

- The merchant can use a table to manage the countries for delivery. The customer can then only choose between these countries when entering his address.
- The merchant can set the order of the countries as well as set a default country.

#### 1.7.10.4 Signing-in

- There are two ways customers can order: anonymously (that means that the address is only entered once), or with registration (using a user name and a password to allow the customer to sign in again).
- Automatic sign-in via cookies is possible. To do this, a cookie is saved and the user is recognised the next time he enters the shop without entering his user name and password.
- The merchant can require sign-in to the shop to view products (for example, for business-to-business shops). **NEW!** The text which refers to the required registration can be edited.

#### 1.7.10.5 Customer attributes

- The merchant can create an unlimited number of customer attributes.
- Various data types are possible here (for example, number, date, text).
- Attributes can be switched to visible or not visible (data is retained when the attribute is switched to not visible).
- An unlimited number of sort orders for editing in the back office or in the shop front

#### 1.7.11 Web services

- Web services are the foundation for various methods of integration, for example, enterprise resource planning (ERP) systems.
- Contents of the ePages 5 standard Web service
  - o contents (categories, products, cross-selling, bundles, price lists)
  - o upload of images (including creation of various image sizes)
  - o customers
  - o orders (order details, billing and delivery address[es], change status)
  - o settings

## 1.8 Marketing

### 1.8.1 Newsletter

- It is possible to create personalised newsletters in a newsletter campaign. These can be set to visible in the shop.
- Product information (texts, prices, images) can be included in the newsletter with relatively little effort
- **NEW!** HTML templates for newsletters using the colours defined in the shop
- Coupons can be integrated into the newsletter
- Preview function using a WYSIWYG editor
- Sender name and e-mail sender variable
- Immediately send or send at a specific date/time
- Recipient selection, search according to:
  - o customer number or name
  - o all customers from a specific customer group

- all customers that bought a specific product
- all customers that bought a certain amount in a specific time period
- manually add recipients
- import of recipient lists in CSV files (**NEW!** an example is displayed)
- Recipient lists are saved after sending. **NEW!** A search function makes it possible to find certain addressees.
- Customers who have not registered can also subscribe to a newsletter.

### 1.8.2 Coupons

- Coupons with fixed discount or percentage discounts. The discount can be different each currency.
- Coupons with limited validity period
- Number of valid coupon codes is limited (for example, only the first 25 of 100 codes are valid)
- Coupon codes can be used multiple times or only once
- Length of coupon codes can be set (8-32 characters)
- Coupon codes can be generated manually or automatically (for example, to be sent by post or printed in magazines) or used in newsletters
- Coupons for free delivery are possible
- Coupons can be limited to certain delivery or payment methods, or **New!** for buying specific products.

### 1.8.3 Product recommendations (Tell-a-Friend)

- Activate / deactivate function
- The merchant can set if all customers or only registered customers can recommend products.
- The merchant can set the maximum number of product recommendations per customer per day.

### 1.8.4 **NEW!** Product portals

- An overview of all available product portals including individual country variations (for example, Pangora Deutschland and Pangora UK) as well as the number of products offered in each
- A link to the country-specific information page of the portal, so that the merchant can read about the portal and register
- Selection of attributes (delivery method, image, and product description), that are published on the portal
- Interval in which products are published
- Selection of the products that are published on the portal or all products
- Monitoring the success of each portal using etracker campaigns (from etracker Advanced upwards)
- The following portals are supported:
  - **NEW!** Guentiger.de
  - Google Base / Froogle
  - Kelkoo
  - Pangora
  - **NEW!** Preissuchmaschine.de
  - **NEW!** Shopping.com



### 1.8.5 etracker

- The etracker account can be configured automatically or manually by entering the parameters of an existing etracker account if available.
- The merchant can set the importance of specific pages, for example, newsletter registration or all pages of the order process
- Internet statistics, for example:
  - visitors in different time periods
  - number of times individual pages have been viewed
  - shopping baskets and orders (revenue, average order value)
  - source
  - **NEW!** Reporting of search engine campaigns (from etracker Advanced upwards)

### 1.8.6 Trusted Shops

- The shop is optimally prepared for registration for certification by "Trusted Shops".
- Link to application with Trusted Shops
- Entry field for the "Trusted Shops" ID
- Display of the "Trusted Shops" logo in the shop front

### 1.8.7 eBay

- Products can be directly uploaded to the eBay Marketplace from the back office
- Multiple sites (for example, Germany--eBay.de, UK--eBay.co.uk, Sweden--eBay.se) can be used in parallel
- **NEW!** Users of eBay Stores can also upload shop products there.
- Preservation of all product details (for example, product name and image) as suggestions from the ePages shop
- Multi-step assistant with various options (for example "Bold" or "Featured item")
- Short list of last used categories
- Delay start of the auction without additional fees
- Automatic repeated upload of the same article (for example, every two days)
- Use of pre-made design templates
- Management of your own design templates
- Use of shipping and payment methods of the shop (also PayPal)
- The item can be entered as a test to verify its accuracy and check the fees
- Overview of items of the same type or of all items (**NEW!** with coloured labelling of the price reached at eBay compared with the price in the shop)
- Filter for the overview (for example, only current items)
- Automatic creation of orders in the shop after the item has ended
- Rating the buyer
- Repeat upload (copy), with the same or similar parameters
- **NEW!** One click upload using the default settings



## **1.9 Shop administrators (User settings)**

- Each administrator has his own user name and password.
- The administrator selects his own language and favourites for the back office
- Security question before deletion (Yes / No) can be switched on and off



## 2 Shop front

### 2.1 General display elements

- Link/symbol to the shopping basket
- Shopping basket status (quantity of products in the basket and total basket price)
- Shopping basket contents (quantity of products and product names in the basket and total basket price)
- Sign in, new registration of customers, My Account
- Select the language
- Select the currency
- Terms and Conditions
- Contact information
- Data security
- Slogan
- Logo (optionally with a link to any URL)
- List of main categories (in various layouts)
- Promotional items or special offers
- **NEW!** Integrate other elements via HTML

### 2.2 Display of categories and products

In the shop, the customer sees:

- Specific promotions of products on the shop home page (in various layouts)
- Special offers in a certain area
- Categories (catalogues and/or available pages) and products on one level
- Navigation through categories with display of all parent categories in the present navigation history as links
- Tell-A-Friend button (product recommendations via e-mail)
- **NEW!** Order form: Entry of item no. and amount to allow quick ordering
- **NEW!** Print view for product details and freely-designable pages

### 2.3 Shopping basket / Ordering

The whole order process has been kept as simple as possible in order to allow customers to accomplish the goal of an e-commerce system as easily as possible – revenue.

During the order process, the customer can

- Enter a note for the order. The note is applied to all subsequent steps, for example for packing slips, in e-mail messages, and so on
- Change the amount in the shopping basket
- Remove products from the basket
- Select a delivery method (automatically updated in the event of changes)



- Select a payment method (automatically updated in the event of changes), the relevant pages are automatically added to the order process (for example, for direct debit or deferred payment)
- Enter billing address and a delivery address (if different from the billing address) as well as simultaneous registration (optional)
- Accept Terms and Conditions before placing order (this can be set to a required field)
- After completing an order, the customer can register for the money back guarantee by "Trusted Shops" provided the shop is certified by "Trusted Shops"
- The customer and the merchant receive an order confirmation e-mail. In addition to this, customers can print the order details on the last page of the order process.

## 2.4 Search

- Quick search (of all products or only those in the current catalogue)
- Advanced search (expanded search, for example, limited according to price)

## 2.5 Functions for registered customers

- Sign in / Sign out
- Access to orders with status display (viewed, rejected, in process, pending, ready for posting, posted in part, dispatched, delivered, charged in part, charged, paid in part, paid, closed)
- The package can be tracked using UPS
- Change address or password
- Forgot your password? -> request new password
- Shopping lists (mark products for ordering later)
  - multiple lists per customer
  - lists can be assigned a name
  - save quantity and product name, delete, or add products
  - date of the last change
  - labelling of products which are out of stock or no longer available
  - **NEW!** save shopping basket as a shopping list ↔ convert shopping list into shopping basket
- Subscribe to newsletter
- **NEW!** If a customer who is not registered uses one of these functions, he is informed of the advantages of registration and can register.