

eSavvyCommerce Suite

(formerly known as ShopEazee)
Administration Manual Version 3.1

Copyright © 2000-2005 Nicayla Enterprises, Inc.

Dear Valued Nicayla Client,

Congratulations!

Your site has been empowered with one of the most powerful and feature rich turn key commerce systems available on the Internet, and you are on your way to expanding your corporate recognition on the web by allowing your sites visitors to shop with the best.

There are many features integrated into your new eCommerce system which may require explanation, especially the administration utilities. You now have the ability to customize your shoppers' experience as you see fit. While the administration interface is extremely simple to use, the wealth of options it offers are explained in this document.

To report any bugs or errors in this application, please submit a support desk ticket at <http://www.nicayla.com/support> with the user name and password supplied to you.

We hope that you enjoy your new e-commerce system, and wish you the best of luck in securing every dream possible with your electronic store-front.

Sincerely,

The Nicayla Team

1. ESavvyCommerce Overview

ESavvyCommerce is a high-end web application and e-commerce engine which allows you to sell items and services via the Internet. In essence, ESavvyCommerce is four applications integrated into one robust platform.

ESavvyCommerce is a digital shopping-cart. By allowing your sites visitors to browse through your inventory via a web browser, and purchase those items at your virtual "check-out counter", ESavvyCommerce runs the back-end of your virtual store-front.

ESavvyCommerce is also a catalog manager. Updating your stores inventory, products, vendors, images, text and product categories is a breeze with ESavvyCommerce. The administration utility offers absolute control of what is available to your sites visitors with an easy-to-use database management platform.

ESavvyCommerce comes with payment functionality. You can decide just how you want your customers to pay for their items when checking-out. Automatic credit card processing, authentication, and merchant account deposit is available. Or, you may batch process orders on an existing credit card machine. Another option is to set up your shop to accept Check and or Money Order Payments.

ESavvyCommerce is a Customer Relationship Management application, giving you maximum flexibility and customer service by streamlining your support channels.

As you can see, ESavvyCommerce is much more than just a shopping cart. It is a feature-rich software package which will allow you to achieve success in the e-marketplace.

2. Technology Overview

ESavvyCommerce is written entirely in PHP, Javascript and C. It uses MySQL for its database. ESavvyCommerce was written by search engine optimization experts. This is the difference that your company needs. Every last detail of this shopping cart was written to bring you maximum visibility online to your products.*

****The coding of an eCommerce site is crucial to your success online. Without proper coding – your products and categories WILL NOT be indexed by the major search engines no matter how many links you get to point to your site. To ensure that your site is indexed high, a relevant link building strategy must be in place and included in your marketing budget.***

a. Support for ESavvyCommerce

For any support issues not covered within this documentation, or to report a problem or error, please submit a support desk ticket at <http://www.nicayla.com/support> with the user name and password supplied to you.

b. The ESavvyCommerce Front End

The purpose of the ESavvyCommerce web interface is to allow your visitors to browse and purchase products without having to read an instructional manual. The interface is intuitive, clean, neat and easy to use. However, a brief overview of certain terms and features is warranted so that you may gain a better understanding of the administrative side of things.

c. Products, Sub Products, Categories and Sub-Categories

From your shops main page, your inventory is arranged within a hierarchy of product categories. For example, if your shop is promoting jewelry your main categories could be "necklaces", "rings", "bracelets", "earrings", etc. Depending on how many products you have, you can have an unlimited amount of sub-categories. In the above example, the category "necklaces" could be further broken down into sub-categories all filled with products. These sub-categories could have names such as "Herring bone necklaces", "Chain necklaces", "Pendant Necklaces", etc. In addition, each of the products in these categories can be further expanded to include "Gold", "Silver", or "Diamond" versions of the necklaces.

d. User Accounts

While anyone can browse through your inventory, they must establish an account to purchase an item. The establishment of an account is a simple process which entails retrieving the desired user name, password, contact information, shipping and billing addresses, etc.

Your customer can maintain their account and view previous orders, shipping tracking information & account history by clicking the "My Account" link.

Our new "Password Retrieval" system allows your customers the ability to retrieve lost passwords.

e. Search Functionality

All of your products and inventory can be searched via a search bar displayed prominently at your shops main page. During the search process, a product's given category is irrelevant, and all products in your ESavvyCommerce database are queued by keyword. Each category browse page is equipped with a "Sort by" feature that allows your visitor to sort by popularity, price (ascending or descending) and name of product (ascending and descending)

For retailers that sell products from multiple manufacturers, the eSavvy system allows visitors to search by manufacturers. (the manufacturers module is an add-on module)

f. Interface Layout and Usability

From your shops main page, users can access your products in four ways. As indicated above, they can search for a product using a desired keyword. They can also click on a category, which then displays all items in that category, as well as any sub-categories that may exist. They may also find a product by manufacturer. Finally, your main page has a "featured items" box which allows the visitor to browse products which you have specifically highlighted for one reason or another (i.e. specials, new item, etc.)

Each "Flypage" (a flypage is an individual product page) has many features for your visitor's convenience

- Email this page to a friend
- Print this page
- Shipping information (calculator included in Shipping Tracking Module)
- Ask us a question
- Display of shipping weight
- Display of Manufacturer (included in Manufacturer Module)
- Display of How many are in Stock (included in Inventory Control Module)
- Display of Categories that the product is listed in
- Image, Description and Cross-sell items (Cross-sell Module and Specials Module is now included in standard implementation)

3. The Cart Mechanism

On each page of your shop, a status box reminds a user of how many items they have in their cart, as well as the current check-out cost. If the users cart is empty, the status bar will be left blank. Users then have the ability to check out and purchase their products from any page within your site.

The shopping cart is both cookies and session based, so if a user leaves your site without checking out their shopping cart contents will persist until they either log-out, or close their web browser. Optionally, your cart can be set to expire after a period of time meaning their cart will be emptied if they have not added anything to it, or left their computer idle for a period of time.

4. Graphical Layout

The graphical layout of your shop has either been built by the Nicayla Design Team or your existing developer, and is not modifiable. While certain pages can be somewhat customized, it should be understood that ESavvyCommerce is an e-commerce engine and not a graphic design tool. For changes or updates with your sites look, please contact your Nicayla representative.

Note: The main body text and imagery of your shops index page CAN be modified via the administration interface.

3.1 ESavvyCommerce Store Administration

Your store can be customized, products added and updated, shipping methods modified, customers listed, orders viewed, and much more from the Store Admin Utility.

a. Logging in as Store Admin

In order to maintain your ESavvyCommerce product and category database as well as customize the functionality of your storefront, you must be logged in as the Store Administrator. To do this, go to your shops main page, click "Login", and enter the username and password given to you when Nicayla set up your software. A new link called "Administration" will then appear in your main category directory. This link will take you to the ESavvyCommerce Admin Interface. Retrieving a lost password is easy – just click on the designated hyperlink, and you will receive an email with a link to reset your password.

b. The ESavvyCommerce Back End – The Admin Interface

Here is an overview of the different functions available to you from the admin page, followed by an in-depth discussion of each.

- ❑ **Admin**
Configure admin account, modify admin users, add new modules to ESavvyCommerce (software updates).
- ❑ **Vendors**
Manage product vendors.
- ❑ **Store**
Modify store information that appears on receipts and invoices, modify payment types that your ESavvyCommerce Check-Out will allow, edit users, modify gift wrap cost or charity donation (available to visitors upon checkout).
- ❑ **Taxes**
Set tax rates for states and regions.
- ❑ **Products**
Here you can administer your online catalog of products. The Product Administrator allows you to create product categories, create new products, edit product attributes, and add product items for each attribute value. In addition, you can manage "On special" products and create Froogle Feeds or Yahoo shopping feeds (add-on module). On the products menu, you may also update your inventory from an auxiliary inventory file.
- ❑ **Orders**
View and manage orders, update order status, export orders.
- ❑ **Shoppers**
Manage shoppers in your store. Allows you to create shopper groups. Shopper groups can be used when setting the price for a product. This allows you to create different prices for different types of users. An example of this would be to have a 'wholesale' group and a 'retail' group.

- ❑ **Standard Shipping Module**
Configure shipping methods and pricing here.
- ❑ **Site Stats– NOW included with Standard Installation!**
Site stats should be disabled when the traffic on your site grows. This area will show you your top products and you can track a visitor as he/she browses through your store.
- ❑ **Reporting – NOW included with Standard Installation!**
The reporting module allows you to view your sales by specified time periods (days / weeks / months)
- ❑ **Coupons (add-on)**
The coupon module (add-on) allows you to run specials / discounts and coupons of any sort. You may list existing coupons / add new coupons by date, product, user and more.
- ❑ **Shop**
Return to your ESavvyCommerce store front logged in.
- ❑ **Logout**
Return to your ESavvyCommerce store front logged out.

c. The Admin Function

This set of utilities should never be used under normal circumstances. In the event that Nicayla technical staff needs to troubleshoot your server or add a software patch – this function will be used.

Do not use this function unless you know what you are doing!

d. The Vendors Function

If you would like your order receipts to appear that they have been sent from a product manufacturer or supplier rather than your shop, you can add vendor accounts with this function.

By default, your store is setup with your site as the vendor for all products. As this feature of ESavvyCommerce is constantly changing, please contact your Nicayla representative if you wish to receive more information on its use.

e. The Store Function

This function displays the current data of your store as it will be printed on all e-mail receipts and electronic order invoices.

Clicking on "Edit Store" will allow you to change the base information as displayed on the previous screen, as well as upload a new company logo that will appear on electronic invoices.

USE CAUTION. The data in the "Description" field is HTML code that composes the main body text on your shops front page. DO NOT EDIT unless you are fluent with HTML.

Clicking on "List Users" will display a list of current admin accounts in the system. If you have more than one person who will be updating your catalog of products, categories and orders, you may wish give them an account with "Store Admin" permissions by clicking on "Add User".

Clicking on "List Payment Methods" displays credit cards which you accept as well as other payment options such as CyberCash (not recommended!). If you wish to add a new payment type, just click on "Add Payment Method". You can allocate percentage discounts to a payment type from this screen, as well as select the order in which the payment options appear during check-out.

f. The Taxes Function

Clicking on "List Tax Rates" will show the tax rate for every state. Only orders which are placed with a bill-to address corresponding with these states will be charged for tax.

By clicking on "Add Tax Rate", you can enter a new state and tax percentage (i.e. 0.0625 for 6.25%). U.S. States must be entered as 2 letters (i.e. FL for Florida), and their corresponding country must also be selected.

g. The Products Function

"View Inventory" shows a listing of your current in-house inventory of products in your online catalog. Note that this function only works if you have enabled inventory checking (contact your Nicayla representative to do this). If inventory checking is enabled, you must enter the number of items on hand each time you add a new product to the database or obtain a shipment of said product. The system will then automatically deduct pieces shipped from your inventory as orders are placed. While your inventory level for any item is not publicly viewable, ESavvyCommerce will alert a shopper if the item they attempt to purchase is "out of stock", and tell them that the item is back ordered and to please check back.

"Update Inventory" allows you to update your product inventory based on a pre-defined format in a file that is uploaded to the server. This is a custom-add-on feature that can be used to integrate with your existing inventory-control software.

"List Products" returns a listing of every product in your database. Simply click on a products title to edit its attributes. This will essentially take you to the "Add Product" menu, however all of the fields will be loaded so that you can simply modify those which need it.

"Add Product" is the function that you will use to build your stores database of products. Each product has these attributes associated with it.

® = Required Field

- **PART NO. ®**: The product number which correlates to this item.
- **Cross Sell SKU**: This field allows you to control the first item that shows up in the cross-sell field on your flypage. (The other few items are randomly generated based on your product category).
- **Name ®**: The items name / title in catalog.
- **URL**: Hyperlink to a special page for the product (optional).
- **Category ®**: Where item will be placed in your catalogs organizational hierarchy. You may choose multiple categories by hitting the control button.
- **Retail Price®**: The price should be added after the product is added. Products can have different prices based on shopper groups.
- **Product Manufacturer**: If you have purchased the optional product manufacturer module, this field needs to be filled with the manufacturer.
- **Froogle Feed**: This field should be checked if you would like this product to be included in the froogle feed (add-on)
- **Product ISBN**: If you sell books and are feeding them to froogle, an ISBN is required (part of the Froogle-Feed add-on module)
- **Short Desc. ®**: 5-25 words summarizing the item.
- **Flypage Desc. ®**: Detailed description of item for its main page. This section will take HTML (for bolding, formatting etc.)
- **In Stock**: Quantity of this item in your current inventory (optional).
- **Availability Date**: Date this product will be available for sale. If you are using the inventory option, this is the date that will be displayed when users get the "Out of Stock" message.
- **On Special**: Enter a Y to make this a "featured item" on your MAIN PAGE.
- **Discount Type**: To use this feature, the %Discount box must be checked, and a number in the format of 0.30 (30%) must be placed in this box.
- **Publish**: Keep checked to make this item available on your site.
- **Length**: (optional)
- **Width**: (optional)
- **Height**: (optional)
- **UOM**: L / W / H Unit of Measure (i.e. Inches, Meters, etc.)
- **Weight ®**: Weight of item for shipping cost calculation.
- **UOM ®**: (i.e. pounds, kilograms, etc.)
- **Thumbnail**: Hit "Browse" to find the small image of this item on your computer.
- **Full Image**: "Browse" to the large image of this item on your computer.

General Product Addition Instructions

- Press SAVE to save the products info after adding the above information.
- Next, browse to the ADD PRICE button on the left, and add a retail price for the product.
- If you would like to add an additional attribute (color and size) to this product use the attribute menu on the left.
- Click ADD ATTRIBUTE and then type in the name of the attribute.
- Next, you must start adding your sub-items with the ADD ITEM button on the left.
- For each Size/Color combination, you will enter a part number and name. There is no need to add any of the other fields unless they will be different than the parent product (like possibly shipping).

- If the price is different for a particular item, you must then click ADD PRICE on the left. If the price is not different then the parent product, there is no need to add a price on an individual item.

"Special Product Manager" returns a listing of every product in your database that is currently discounted or shown on the front page as a special. Simply click on a product's title to edit its attributes. This will essentially take you to the "Add Product" menu, however all of the fields will be loaded so that you can simply modify those which need it

The "List Categories" function will display the current categories in your shop. Click on any category to modify its attributes.

The "Add Category" function will build your list of categories and sub-categories. Note, that when your categories are complete, please contact Nicayla Enterprises, Inc. to add the optimization field information for each.

The "Parent" drop down menu allows you to set this new category as a sub-category of a "parent". Note that you should always complete your category structure before you begin populating the database with products.

The only fields you should be concerned with on the category menu are:

- Categorization (if you would like your Categories to show separated on the sidebar)
- Parent
- Category Name
- Category Description
- Publish (should be checked on categories you wish to show on your site.)

h. The Orders Function

This module enables you to keep track of your orders. When an order is submitted by a shopper, it will initially appear as "Pending".

Clicking on "List Orders" will display all orders currently in the system. Click on the Order Number to display its full contents.

If you are using an automated credit-card validation and merchant account deposit, the order will show up as "Confirmed" if payment has been authenticated.

If you are manually processing credit cards then you must change each order's status to "Confirmed" after payment has been approved.

Keep track of your orders by changing their status to "Shipped" after the order has been fulfilled. Using the links at left, feel free to add your own "status titles" so that you can organize your orders as you see fit.

Clicking on "List Order Status Type" will display all order status types.

Add Order Status Type will allow you to add a new status (like Backordered or Returned).

Add Order Status Type will allow you to add a new status (like Backordered or Returned).

Export Pending Orders If you are batch authorizing your orders, this will create a file to import into your external system (this is a custom add-on)

List Orders Geographically- MI This feature allows you to export orders from a specific state for tax reasons. (Creates a file of all orders that paid state-tax)

Fedex Tracker Import This is a custom add-on that allows you to import Tracking numbers from your shipper.

i. The Shoppers Function

Manage shoppers in your store. Allows you to create shopper groups. Shopper groups can be used when setting the price for a product. This allows you to create different prices for different types of users. An example of this would be to have a 'wholesale' group and a 'retail' group.

You can also list all of your registered users and view their details from this module using the links at left.

j. The Shipping Function

From this module you can manage your shipping and handling charges for all orders.

The eSavvyCommerce system is standard with one shipping method (ie Fed Ex or UPS). You must provide your developer with shipping tables to be imported into this module. After the first import, you can modify or add zones and costs with the shipping module.

Add-on Modules Available

- Coupon/Card/Cert Module
- Shipper Tracking Information with Shipping Calculator
- Froogle or Yahoo Feeds
- Inventory Import
- Manufacturers Module
- Product Rating System

COUPON/CARD/CERT MODULE FUNCTIONALITY

The coupon module allows you to integrate your offline-marketing with your new website. It consists of 3 sections:

- **eSavvy Card Creditor**
- **Gift Certificates**
- **Coupons & Discounts**

eSavvy Card Creditor

The eSavvy Card Creditor allows your visitors to purchase a card at your offline-store and replenish it's value online. Its as easy as 1-2-3!

- 1) Customer purchases a card at your store and is given an ID number
- 2) Customer creates an account online and chooses a denomination (that you configure like \$25/\$50 and \$100) to add to the card. He/she checks out normally. A special field upon checkout requires the customer to type in their card number and NO shipping is charged.
- 3) The order is flagged in the admin section as a CARD replenishment and should be exported nightly for import into your offline system.

Gift Certificates

The eSavvy Gift Certificates are easy and a money-making proposition for most retailers. Visitors add the gift certificates to their cart and check out normally. A special field allows them to send a note to the recipient (whose information is indicated in the "Ship-To" section of checkout). Once a gift certificate is received, your office manager creates a Gift Certificate code similar to adding a coupon. Most retailers manually send the certificate through either email or mail to the recipient.

Coupons and Special Discounts

The power of the eSavvy Coupon module is limit-less. This module allows you to create coupons and discounts by:

- Specific User (use this for gift certificates)
- Specific Product
- Specified Dates
- Flat Rate or Percent discount
- Shopper Group
- Any visitor
- Minimum order amount
- Specify number of uses (1 time for Gift certificates)

A code is created describing the type of discount of coupon. Some examples are:

- 1) \$10.00 off your entire order
- 2) \$5.00 off our your order if you purchase \$45 or more
- 3) 10% off the new "Dog Door"