



eInfostall Features

Version Number: 0.0.2

Prepared by: Karen Pickup

Date of preparation: 02/08/07

Revision history

Version	Date	By	Overview of change
0.0.1	07/09/06	KRP	Initial version
0.0.2	02/08/07	KRP	Lots of new features!

Scope

This document describes the features supported by eInfostall. For a brief overview of eInfostall, including an explanation of what it is, and what plans are available, see the document “UK Infotec – eInfostall Overview”. For details of how to use the eInfostall Configuration Tool, see the document “UK Infotec – eInfostall Configuration Tool User Guide”. If you have any questions about eInfostall or anything you read in this document, please do not hesitate to contact us by sending an e-mail to enquiries@ukinfotec.com.

Table of Contents

Scope.....	1
Table of Contents	1
Introduction.....	2
Definition of Terms.....	3
Configurable Features	3
Look and Feel	3
Active and Inactive Objects	3
Product Data.....	4
Price and Buyable Flag	4
Pictures.....	4
Attributes.....	5
Categories and Industries	5
Associations	6
Spares	6
Product Documents.....	6
Product Keywords.....	6
Categories, Industries, and Manufacturers.....	6
The Menus: Display Name	7
The Menus: Home Page.....	7
The Categories, Industries, and Manufacturers: Reference Name	7
The Categories, Industries, and Manufacturers: Display Name	7
The Categories, Industries, and Manufacturers: Description.....	7
The Categories, Industries, and Manufacturers: Picture.....	7
Site Navigation.....	7
Home Page	8
Under Construction Notice	8
About Us Page	8
External Links	8
Special Offers.....	8
Site Pictures	9

Testimonials	9
Brochures Page	9
Documents Page.....	10
Locations Page	10
Contact Us Page.....	10
Frequently Asked Questions Page	10
Terms and Conditions Page	11
Login Page Description.....	11
Copyright Notice.....	11
Product Lists	11
Product Details.....	12
VAT Settings	12
Flat Rate VAT Calculator	12
Flat Rate with Exemptions VAT Calculator.....	12
Variable Rate VAT Calculator.....	12
Carriage Settings.....	13
Flat Fee Carriage Calculator	13
Flat Rate of Price Carriage Calculator	13
Ranges of Price Carriage Calculator.....	13
Flat Rate of Attribute Carriage Calculator.....	14
Ranges of Attribute Carriage Calculator.....	14
Shopping Basket Note.....	14
Discounts.....	14
Order Acknowledgement E-mails.....	14
Logging Settings	14
Non-configurable Features.....	15
Browsing Products	15
By Category, Industry, or Manufacturer.....	15
By Association or Spare Part	15
By Search String	15
Product Overviews.....	15
Product Details.....	15
Shopper Accounts	16
Login Page	16
Registration Page	16
Account Information Page	16
Making Purchases	17
Choosing Products	17
Checking Out	17
E-mail Notifications.....	17
WorldPay	17

Introduction

UK Infotec's eInfostall allows you to have an online store or product catalogue site hosted by UK Infotec whose content is completely configurable by you, via a user-friendly configuration tool provided by us. All you need to be able to use eInfostall is a computer running Windows and an internet connection. We handle the rest.

Definition of Terms

This document uses the following terms:

- **We** – UK Infotec Ltd.
- **You** – the party subscribing to the eInfostall service.
- **Your site** – the web site hosted for you by UK Infotec that you will configure using the eInfostall Configuration Tool.
- **Shopper** – a person who browses your site on the internet.
- **WorldPay** – a company that enables the processing of credit cards online.
- **Selling site** – a web site that is integrated with WorldPay to allow shoppers to make online purchases.
- **Non-selling site** – a web site that presents product information to shoppers but is not integrated with WorldPay.

Configurable Features

This section contains a list of configurable features supported by eInfostall, i.e. features that you can configure in various ways in order to customise your site. Throughout the list you'll see references to our demonstration sites, <http://demo1.eInfostall.com>, <http://demo2.eInfostall.com>, <http://demo3.eInfostall.com>, and <http://demo4.eInfostall.com>, so that you can see the various features in action.

Look and Feel

The first thing you'll want to do when you get your new eInfostall site is configure the look and feel. Doing this is as simple as picking a colour and a theme for your site. Using the configuration tool's colour palette you can visually choose a colour and then hone it by tweaking the exact numerical code for it, so the only thing limiting your choice of colour is your sense of good taste. You then take your pick of the available themes to customize the look of your site--at this time only one theme is available, but more are on their way soon. Finally, you can upload your company logo to make the site your own. This step is optional, but is highly advisable.

Active and Inactive Objects

Throughout your eInfostall database there are types of objects that can be configured as active or inactive. Active objects appear on your site, while inactive objects are in your database but do not appear on your site. There are any number of reasons why you might want to have inactive objects in your database. You might have started to configure an object but not be ready yet to display it because of missing information, or you might have done all the work configuring a set of new objects before the day you actually want them to appear on your site. Or, if your business is a very small one, you might even be using eInfostall as your primary means of keeping track the products you sell, but not want to sell all your products online. The following is a list of the types of objects you can make active or inactive in your database. Each of these objects is described in more detail in subsequent sections.

- Products
- Categories, industries, and manufacturers menus
- Categories, industries, and manufacturers themselves

- External Links
- Special Offers
- Brochures
- Documents (for the “Documents” page)

Product Data

Your eInfostall exists as a means to present your product catalogue to shoppers, so the most important feature of eInfostall is the ability to maintain a database of product information. With eInfostall you can configure any number of products, each with a unique code, in your database. The sections below go into more detail about what product information you can store in your database and display on your site.

Price and Buyable Flag

For each product in your eInfostall database, you may, but are not required to, configure a price. Then, if your site is a selling site, you use the buyable flag to specify whether a product can be purchased online. Non-buyable products are still displayed on your site, but shoppers must get in touch with you directly to order them. Of course, if you flag a product as buyable, you must specify a price for it. Buyable products are displayed with a “buy now” button, while non-buyable products are not.

You can also configure an optional message to appear on your site in place of the “buy now” button for any non-buyable products. For example, the products “Chain Mail” and “Flopsy”, which you can find by searching for them or browsing “Annuals”, are both non-buyable on all our demo sites. However, “Chain Mail” has a price, while “Flopsy” doesn’t. Furthermore, you can see that the message displayed for non-buyable items is different in the three demo sites <http://demo1.eInfostall.com>, <http://demo2.eInfostall.com>, and <http://demo3.eInfostall.com>. The message reads “Please contact us directly to purchase this product” on the first site and “Please contact us directly to buy this item” on the second, while the third site has no message at all configured. Because <http://demo4.eInfostall.com> is a non-selling site, all products are by default non-buyable, regardless of their configuration. No message has been configured, but it would be possible to do so.

Furthermore, you can configure an optional message to appear on your site next to prices. For example, on the demo site <http://demo2.eInfostall.com>, the string “excl. VAT” appears after every price displayed in a product overview, while on the demo site <http://demo3.eInfostall.com> the string “w/o VAT” is used, and <http://demo1.eInfostall.com> uses no message at all.

Pictures

You can and should configure one or more pictures for each product in your database. Pictures you configure will appear as a thumbnails to shoppers browsing your site, but by clicking on the “view image” button from a product’s “Details” page, shoppers can view unscaled versions of these pictures. The thumbnail versions of your pictures are generated automatically on the server so you don’t have to worry about uploading separate thumbnails, but your shoppers don’t have to worry about their browsers being slowed down by unnecessarily large picture files. The first picture in your configured list of product pictures is the main picture used to represent that product in product

overviews. Any other pictures are made available to the user on the details page for the product. For example, if you view the details for the flower “Afternoon Glory” on any of the demo sites, you’ll see that you can navigate through several pictures using the “next” and “prev” links underneath the product picture.

Attributes

You can also specify values for product attributes, some of which are displayed on your site, and some of which determine the behaviour of your site with respect to the product. The following product attributes are built in:

- **Name** – The name of the product. Displayed in product overviews and product details.
- **Short Description** – A short description of the product. Displayed in product overviews.
- **Description** – A longer description of the product. Displayed in product details.
- **Manufacturer** – The manufacturer of the product. Used to associate the product with the correct manufacturer from the manufacturers menu.
- **Unit of Sale** – The unit of sale of the product. Displayed if configured and desired. You can configure your site to display the unit of sale for all products, only products for which the unit of sale is greater than 1, or for no products at all. For example, on all our demo sites, the product “Afternoon Glory” has a unit of sale of “1”, and the product “Butterfly’s Delight” has a unit of sale of 5, while all other products have no unit of sale configured. However, the demo site <http://demo1.eInfostall.com> is configured to always show the unit of sale in the product details, while the demo site <http://demo2.eInfostall.com> is configured to only show it if its is greater than 1, and <http://demo3.eInfostall.com> is configured to not show it at all.
- **Vatable** – Whether VAT should be charged for the product. Used only if the “Flat Rate with Exemptions VAT” calculator is configured (see section “VAT Settings” below).
- **Vat Rate** – The name of a VAT rate to be applied to the product. Used only if the “Variable Rate VAT calculator” is configured (see section “VAT Settings” below).

In addition to these built-in attributes, you can also create your own product attributes that you will then be able to configure for each of your products. Custom product attributes will not be displayed on your site, but may be of use to you for your own reference or as input for a carriage calculator.

Categories and Industries

You can also specify what categories and industries products belong to (see section “Categories, Industries, and Manufacturers” below for more information about categories and industries themselves.) For example, the product “Peach Pretty Ball” belongs to the category “Annuals” and the industries “Home Gardening” and “Floristry” on all our sites, as can be seen when browsing by these menu items.

Associations

You can also specify a list of products that is associated with a particular product in your database. For example, if you search for the product “Bundle of Joy” on any of our demo sites and then click on the “more info” button for it, you’ll see a list of flowers recommended for use with “Bundle of Joy”. As you can see by comparing the list on <http://demo1.eInfostall.com> with the list on <http://demo2.eInfostall.com>, both the heading and the description above this list is configurable on a site-wide basis. If a product has no associated products, this list complete with its heading and description simply disappears, as can be seen by viewing the product “Purple Leafed Pixy” on any of our demo sites.

Spares

You can also specify a spares diagram and a list of products that are spare parts for a particular product in your database. For example, if you search for the product “Evening Star” on any of our demo sites and then click on the “more info” button for it, you’ll see a “spares” button, indicating that the product has spare parts. When you click on the “spares” button, you’ll see the configured spares diagram and spares list for “Evening Star”.

Product Documents

You can also specify a list of downloadable documents that belong to a particular product in your database. For example, if you search for the product “Afternoon Glory” on any of our demo sites and then click on the “more info” button for it, you’ll see a list of downloadable documents pertaining to the flower. As you can see by comparing the list on <http://demo1.eInfostall.com> with the list on <http://demo2.eInfostall.com>, both the heading and the description above this list is configurable on a site-wide basis. Also, if one of the documents on the product’s documents list happens to be a PDF file, a link to download Adobe Reader will automatically appear. For example, the list on <http://demo1.eInfostall.com> contains a PDF file, while the list on <http://demo2.eInfostall.com> does not. Finally, if a product has no documents, this list complete with its heading and description simply disappears, as can be seen by viewing any other product beside “Afternoon Glory” on any of our demo sites.

Product Keywords

You can also specify a list of product keywords that belong to a particular product. These keywords are included in the meta-tags for any page in your site that includes the product in question. This gives you extra control over how search engine crawlers index your site. However, you are restricted in your choice of keywords to words that appear in the values you have configured for the “Short Description” and “Description” attributes for your product. This is to prevent you from inadvertently choosing keywords that may appear to search engine administrators to be irrelevant to the content of your site, an offence that can get your site blacklisted from the most important search engines.

Categories, Industries, and Manufacturers

Each eInfostall site comes with three built in ways of sorting and navigating through products: categories, industries, and manufacturers. You can create categories, industries, and manufacturers and assign products to them. You then configure how the menus for these items should appear on your site. For more information about assigning products to

categories, industries, and manufacturers, see the “Products” section above. For more information about configuring the categories, industries, and manufacturers menus, read on.

The Menus: Display Name

You can configure a display name for the categories, industries, and manufacturers menus within your site. For example, on the demo site <http://demo1.eInfostall.com>, the categories menu is displayed as “Types” in the site menu, the industries menu is displayed as “Applications”, and the manufacturers menu is displayed as “Growers”. On demo site <http://demo2.eInfostall.com>, on the other hand, the categories and industries menus have their default names.

The Menus: Home Page

On the home page of your eInfostall site, either the categories menu, the industries menu, or the manufacturers menu is duplicated in the centre of the page in a more lavish format. Which menu you want to appear is configurable. For example, the demo site <http://demo1.eInfostall.com> has the categories menu (display name “Types”) on its home page, while the demo site <http://demo2.eInfostall.com> uses the industries menu.

The Categories, Industries, and Manufacturers: Reference Name

When you create a category, industry, or manufacturer, you specify a reference name, which is the name you use to identify this object in your database, and which may never change. When you assign products to categories, industries, and manufacturers, it is their reference names you see in the Configuration Tool.

The Categories, Industries, and Manufacturers: Display Name

When you create a category, industry, or manufacturer, you also specify a display name, which is the name that is displayed on your site in reference to it.

The Categories, Industries, and Manufacturers: Description

You can and should also specify descriptions for categories, industries, and manufacturers, which appear in your site when browsing by category, industry, or manufacturer.

The Categories, Industries, and Manufacturers: Picture

You can also configure a picture for each category, industry, and manufacturer that you create, though you need only do this for whichever window you specify to appear on your home page. The pictures are then displayed on your home page next to the categories, industries, or manufacturers they represent.

Site Navigation

Each eInfostall site has menus and links for site navigation that appear on every page of the site. For example, if you look at the demo site <http://demo2.eInfostall.com>, you’ll see a menu on the left side of the page, and several links and a search page along the top. If you follow any of the links to another page of the site, you’ll see that these navigation features remain constant on each page. The individual menu items and links will be covered in more detail in their own sections below.

Home Page

Each eInfostall site has a home page. A name and description for your site appear in the main coloured box on this page, and are configurable. For example, note that the demo sites <http://demo1.eInfostall.com> and <http://demo2.eInfostall.com> have different names, a difference which is reflected both in the main title text and the description text.

Selling sites also have a grey box underneath the main coloured box detailing payment methods accepted, while non-selling sites don't. For example, compare <http://demo1.eInfostall.com>, a selling site, with <http://demo4.eInfostall.com>, a non-selling site.

Finally, at the bottom of the home page is a duplicate of the menu of your choice from your site's left-hand menu, this time with a picture and a description for each choice. For example, the demo site <http://demo1.eInfostall.com> has the "Types" menu duplicated on the home page, while <http://demo2.eInfostall.com> has the "Industries" menu duplicated on its home page.

Under Construction Notice

Each eInfostall selling site comes with an optional "Under Construction" notice that appears over every page in your site for as long as the integration of your site with WorldPay has not gone live. For example, the "Under Construction" notice on all our demo sites begins with the words, "This is a demonstration site only."

About Us Page

Each eInfostall site comes with an optional "About Us" page, which is visible in all the demo sites. You can configure whether or not you want an "About Us" page, what description should appear in the coloured box on it, and what the actual contents of it should be. If you opt not to have an "About Us" page, the item for it simply disappears from your site's menu.

External Links

You have the option of configuring any number of external links to appear in the menu of your eInfostall site. For example, you might have a corporate website that is separate from your eInfostall site and want to link to it. Our demo site <http://demo1.eInfostall.com> has two such links configured: the menu item "UK Infotec Ltd." points to <http://www.ukinfotec.com>, and the menu item "Nailfix Online" points to <http://www.nailfix.co.uk>. Our demo site <http://demo2.eInfostall.com>, on the other hand, just has one external link, and <http://demo3.eInfostall.com> has none at all.

Special Offers

You have the option of configuring any number of special offers to appear on your eInfostall site. Special offers are products that are on sale for a lower price than usual. Wherever these products appear on your site, both the regular price and the offer price are shown so that shoppers know they are getting a deal. When you configure special offers, you specify what order they should appear in. If your site contains special offers, the first two in your list appear in a special section on every page of your site, and a link to a page containing all special offers appears in your site's menu. For example, the demo site

<http://demo1.eInfostall.com> has special offers, while the site <http://demo2.eInfostall.com> does not. You can also configure the description that appears in the coloured box on the “Special Offers” page. For example, you’ll note that the page descriptions for the “Special Offers” pages on the demo sites <http://demo1.eInfostall.com> and <http://demo3.eInfostall.com> are different.

Site Pictures

You have the option of configuring any number of site pictures (or animations) to appear on your eInfostall site. A site picture is a picture that does not specifically pertain to any particular product or category in your product database. Every time any page within your site is loaded, a picture is chosen at random from your list of site pictures and displayed on the page in a special place. For example, in the demo site <http://demo1.eInfostall.com>, each of the flowers’ pictures has been set up as a site picture as well as a product picture, so every time you load any page within the site, you see a different flower in the lower left-hand corner of the screen. The demo site <http://demo2.eInfostall.com>, on the other hand, only has one site picture that is shown every time, while <http://demo3.eInfostall.com> has no site pictures at all. You also have the option of configuring site pictures to be links to products they relate to. For example, if you click on any of the site pictures in the demo site <http://demo1.eInfostall.com>, you’ll be taken to the product details page for that flower. The site picture on demo site <http://demo2.eInfostall.com>, on the other hand, is not a link.

Testimonials

You have the option of configuring any number of testimonials to appear on your eInfostall site. Every time any page within your site is loaded, a testimonial is chosen at random from your list of testimonials and displayed on the page in a special place. For example, the demo site <http://demo1.eInfostall.com> has three testimonials set up, which you can see across the bottom of each page. The demo site <http://demo3.eInfostall.com>, on the other hand, has only one testimonial that is shown every time, while <http://demo2.eInfostall.com> has no testimonials at all.

Brochures Page

Each eInfostall site comes with an optional “Brochures” page. If you opt to use this page, you can configure any number of brochures to appear on it. A brochure is a PDF document with a table of contents that you can configure. Shoppers then have the option of either downloading a whole brochure, or only certain pages of it. You can also specify that certain pages of a brochure, such as the front cover, are required for any download. Finally, what your “Brochures” page is actually called, and the description that appears in the coloured panel on it are both configurable. For example, the demo site <http://demo1.eInfostall.com> has a “Brochures” page called “Brochures” with two brochures on it. The demo site <http://demo2.eInfostall.com>, on the other hand, has a “Brochures” page called “Our Brochure” with only one brochure on it, and you’ll note that the page descriptions on these two “Brochures” pages are different. Finally, the demo site <http://demo3.eInfostall.com> has no “Brochures” page at all.

Documents Page

Each eInfostall site comes with an optional “Documents” page. If you opt to use this page, you can configure a tree of downloadable documents with any number of headings, subheadings, and documents in it. A document is simply any file you would like shoppers to be able to download from your site, and can be of any file type. If one of the documents on your site’s “Documents” page happens to be a PDF file, a link to download Adobe Reader will automatically appear. What your “Documents” page is actually called, and the description that appears in the coloured panel on it are both configurable. For example, the demo site <http://demo1.eInfostall.com> has a “Documents” page called “Documents” with several documents, including a PDF file on it. The demo site <http://demo3.eInfostall.com>, on the other hand, has a “Documents” page called “Our Documents” with no PDF files on it, and you’ll note that the page descriptions on these two “Documents” pages are different. Finally, the demo site <http://demo2.eInfostall.com> has no “Documents” page at all.

Locations Page

Each eInfostall site comes with an optional “Locations” page. If you opt to use this page, you can configure any number of locations to be shown on a map of the UK, and to optionally be listed below the map. The map, powered by Google Maps, can be zoomed in and out, and you can configure location markers to appear at different zoom levels if you need or want to—perhaps because you have a lot of locations and the map would appear crowded with that many markers on it all at once. What your “Locations” page is actually called, and the description that appears in the coloured panel on it are both configurable. For example, the demo site <http://demo1.eInfostall.com> has a “Locations” page called “Our Locations” with a small number of stores that are all visible at all zoom levels on the map, and that are also all listed below the map. The demo site <http://demo2.eInfostall.com>, on the other hand, has a “Locations” page called “Stockists”, and when you first load the page, only a few markers indicating regions are visible on the map. You must then zoom in to see the exact locations of the numerous stockists. Finally, the demo site <http://demo3.eInfostall.com> has no “Locations” page at all.

Contact Us Page

Each eInfostall site comes with a mandatory “Contact Us” page. You can configure the description that appears in the coloured panel on this page, and the contents of this page are automatically filled with contact details about your company you configure. Configurable elements are your e-mail address, telephone number, fax number, and postal address. Any elements you don’t configure will simply be left off the page, but note that all but your fax number are required for selling sites in order to comply with WorldPay requirements. For example, the demo site <http://demo1.eInfostall.com> has all four elements configured, while the demo site <http://demo2.eInfostall.com> has no fax number configured, and <http://demo4.eInfostall.com> has nothing but the fax number configured, which is only allowed because it is not a selling site.

Frequently Asked Questions Page

Each eInfostall site comes with an optional “FAQ” page. You can configure the description that appears in the coloured panel on this page, as well as the contents of the page. For example, the demo sites <http://demo1.eInfostall.com> and

<http://demo2.eInfostall.com> both have slightly differently configured “FAQ” pages, while <http://demo3.eInfostall.com> has no “FAQ” page.

Terms and Conditions Page

Each eInfostall selling site comes with a mandatory “Terms and Conditions” page that is linked from the bottom of each page in your site and more prominently from the “Order Confirmation” page. You can configure the description that appears in the coloured panel on this page, as well as the contents of the page. For example, the demo sites <http://demo1.eInfostall.com> and <http://demo2.eInfostall.com> both have slightly differently configured “Terms and Conditions” pages, while <http://demo4.eInfostall.com> has no “Terms and Conditions” page because it is not a selling site.

Login Page Description

Each eInfostall selling site comes with a “Login” page, and you can configure the description that appears in the coloured box on this page. For example, if you bring up the “Login” page by clicking on the “my account” link on any page, you’ll note that the page descriptions for the “Login” pages on the demo sites <http://demo1.eInfostall.com> and <http://demo3.eInfostall.com> are different.

Copyright Notice

Each eInfostall site comes with a copyright notice that appears at the bottom of each page. You can configure who the owner of this copyright is. Usually this will be similar or exactly the same as the company name at the top of your home page, but we’ve configured all our demo sites to have “UK Infotec Ltd.” as the copyright holder.

Product Lists

As shoppers browse your eInfostall site, there are a number of situations in which they will be presented with lists of products, such as when browsing by category or when viewing search results. You can configure the description that should appear in the grey box on pages with product lists. For example, if you click on “Annuals” in the site menu on the demo site <http://demo1.eInfostall.com>, you’ll see the message, “To view more detailed information about one of the products listed below, click on its picture, name, or the ‘more info’ button” in the grey box, whereas on the demo site <http://demo2.eInfostall.com>, this message reads, “To view more detailed information about one of the flowers listed below, click on its picture, name, or the ‘more info’ button.”

You can also configure how many products should appear on a page when lists of products are shown. You can either choose a particular number of products or specify that all products should appear on one page no matter what. For example, if you browse by category or perform a search, you’ll notice that products are shown on the demo site <http://demo1.eInfostall.com> in groups of ten, whereas on the demo site <http://demo2.eInfostall.com> they’re shown in groups of five, and on <http://demo3.eInfostall.com> they aren’t split into pages at all.

Product Details

Whenever a shopper clicks on the “more info” button for a product in your eInfostall site, the “Details” page is shown for that product. You can configure the description that appears in the grey box on this page. For example, if you view the details for a particular product on the demo site <http://demo1.eInfostall.com>, you’ll see the message, “Below are the details for this product” in the grey box, whereas on the demo site <http://demo2.eInfostall.com>, this message reads, “Below are the details for this flower.”

VAT Settings

When you configure products in your database, you specify prices that do not include VAT, and then you can optionally set up a VAT calculator to add VAT to orders placed on your eInfostall site. You have the option of showing prices including or excluding VAT on your product pages. For example, as you browse through the demo site <http://demo1.eInfostall.com>, click on the “buy now” button for a product, and compare the price shown when you were browsing to the total shown in your shopping basket, you’ll note that all the prices shown when browsing include VAT. On <http://demo2.eInfostall.com>, on the other hand, prices displayed exclude VAT, so you must view your shopping basket to see what VAT will be applied to your order. If you wish to apply VAT to product prices within your store, you have the options listed below. Note that if you configure a VAT calculator, VAT is also applied to any carriage charges on orders.

Flat Rate VAT Calculator

If you choose this VAT calculator, then VAT is applied to all products and carriage charges at a flat rate that you configure, e.g. 0.175. The demo site <http://demo1.eInfostall.com> uses this calculator.

Flat Rate with Exemptions VAT Calculator

If you choose this VAT calculator, then you must specify when configuring products whether they are VATable or not. Then VAT is applied to all VATable products and carriage charges at a flat rate that you configure, e.g. 0.175. The demo site <http://demo2.eInfostall.com> uses this calculator. To see it in action, click on the “buy now” button once each for “Afternoon Glory” and “Butterfly’s Delight”. When you look at your shopping basket details, you’ll notice that the total VAT for the order is £3.50, which is 17.5% of £20, the sum of Butterfly’s Delight’s price and the carriage charges for the order. Thus, the £30 Afternoon Glory is VAT exempt, as promised in its description.

Variable Rate VAT Calculator

If you choose this VAT calculator, then you must configure various named VAT categories that products can fall into, and then specify when configuring products what VAT rate should be used. You also specify which rate should be applied to carriage charges. Then VAT is applied to orders accordingly. The demo site <http://demo3.eInfostall.com> uses this calculator. To see it in action, click on the “buy now” button once each for “Afternoon Glory” and “Butterfly’s Delight”. Two VAT bands have been configured, a “HIGH” band at 0.175 and a “LOW” band at 0.1. When you look at your shopping basket details, you’ll notice that the total VAT for the order is

£4.75. This is 17.5% of £10 plus 10% of £30. Thus, the £30 Afternoon Glory is in the discounted VAT band, as promised in its description.

Carriage Settings

If you wish, you can configure your eInfostall selling site to apply carriage charges to orders. If you decide to apply carriage charges, you can configure one carriage calculator that applies charges to orders without input from shoppers, or you can configure any number of carriage calculators for shoppers to choose from. For example, the demo site <http://demo1.eInfostall.com> has two carriage calculators configured, enabling shoppers to choose whether they want “Standard Delivery” or “Overnight Delivery”. To see this in action, simply click on the “buy now” button for a product and look at your shopping basket. The names and descriptions of the calculators are, of course, configurable. The demo site <http://demo2.eInfostall.com>, on the other hand, only has one carriage calculator configured. No calculator name is displayed, but the description (in this case “Your flowers will be despatched to you within five working days from the time you place your order.”) is configurable. Finally, the <http://demo3.eInfostall.com> has no carriage calculators configured.

Additionally, you can configure an optional instructional message pertaining to carriage that appears on the “My Shopping Basket” page. For example, on the demo site <http://demo1.eInfostall.com>, this message begins with “Please choose one of the following delivery methods.” On the demo site <http://demo2.eInfostall.com>, on the other hand, the message begins with “The amount quoted above for carriage is for delivery within the UK.” Finally, on <http://demo3.eInfostall.com>, which has no carriage calculators configured, the message begins with “Carriage within the UK for your order is included in the price of our goods.”

For each carriage calculator your set up, you can choose from the options listed below.

Flat Fee Carriage Calculator

If you choose this calculator, a simple flat fee that you configure is added to orders, regardless of what or how much is ordered. For example, the demo site <http://demo2.eInfostall.com> uses this calculator.

Flat Rate of Price Carriage Calculator

If you choose this calculator, carriage is applied to orders at a flat rate that you configure of order subtotal (before VAT). For example, the demo site <http://demo1.eInfostall.com> uses this calculator for its “Standard Delivery” option, with a rate of 0.07.

Ranges of Price Carriage Calculator

If you choose this calculator, carriage is applied to orders based on what configurable range the order subtotal (before VAT) falls in. For example, the demo site <http://demo1.eInfostall.com> uses this calculator for its “Overnight Delivery” option, with the following configuration: orders starting from £0, up to but not including £10 incur carriage charges of £2; orders starting from £10, up to but not including £50 incur carriage charges of £5; orders starting from £50, up to and including £100 incur carriage charges of £10; and orders not falling into any of these ranges incur carriage charges of £15.

Flat Rate of Attribute Carriage Calculator

This calculator works exactly the same as the “Flat Rate of Price Carriage Calculator”, except that instead of using product price as the basis for the calculation, a numerically valued product attribute, such as “Weight”, is used instead.

Ranges of Attribute Carriage Calculator

This calculator works exactly the same as the “Ranges of Price Carriage Calculator”, except that instead of using product price as the basis for the calculation, a numerically valued product attribute, such as “Weight”, is used instead.

Shopping Basket Note

On each eInfostall selling site, you can configure an optional message to appear on the “My Shopping Basket” page, just in case there’s anything special you want to remind shoppers of before they check out. For example, on the demo site <http://demo2.eInfostall.com>, the shopping basket note is “Be sure to check out the list of complementary flowers for the flowers you’re buying before proceeding to checkout!” The demo site <http://demo1.eInfostall.com>, on the other hand, has no such note configured.

Discounts

As users register accounts with your eInfostall site, you can choose to award discounts to them on a user by user basis. You simply configure a discount percentage for the user in question in the configuration tool, and the discount will be applied to any orders that user places. For example, if you log into any of the demo sites as user “demo” with password “password”, you’ll see that a 10% discount appears in your shopping basket and on the order confirmation page. To log in, add an item to your basket and proceed to checkout or follow the “my account” link.

Order Acknowledgement E-mails

When a shopper places an order on your eInfostall selling site, an e-mail is automatically sent to him confirming his order. An e-mail is also sent to you notifying you of the order. You can configure what the content of the e-mail sent to the shopper should be, and where in the e-mail the order summary should be placed. For example, if you proceed through the entire ordering process on each of our demo selling sites, <http://demo1.eInfostall.com>, <http://demo2.eInfostall.com>, and <http://demo3.eInfostall.com>, you’ll receive three slightly differently worded and laid out e-mails. You can and must also configure what e-mail address order e-mails should be sent from, and what e-mail address order notifications for you should be sent to.

Logging Settings

For each eInfostall site, you can configure whether the site should log data about traffic on it, place optional restrictions on how much space you’d like these logs to take up, and configure instructions for how the logging module should behave in the event that there’s no more space available for new log entries. If you’ve subscribed to the optional “Reporting” module, you’ll then be able to view reports about traffic on your site in the eInfostall configuration tool. See the document “UK Infotec – eInfostall Configuration Tool User Guide” for more details.

Non-configurable Features

This section contains a list of non-configurable features supported by eInfostall, i.e. features that features that simply work as is, without any need for intervention on your part.

Browsing Products

On any eInfostall site, there are numerous ways of browsing through the available products.

By Category, Industry, or Manufacturer

The most obvious way to get started browsing on an eInfostall site is to choose a category, industry, or manufacturer from the site menu or the home page. When shoppers click on a category, industry, or manufacturer link, a page with the name and description of that category, industry, or manufacturer, and overviews of the products that belong to is appears.

By Association or Spare Part

Another way to browse through products on an eInfostall site is to view the details for a particular product and then have a look at what products are associated with it. In the same way, shoppers can also have a look at the spare parts for a particular product.

By Search String

Shoppers with something in particular in mind can quickly find what they're looking for on an eInfostall site using the search feature. When a shopper enters a string in the "search products" box, and then clicks on the "go" button, a page with overviews for all products matching that search is returned. A product matches a search string if its code or any of its attributes contains that string. Note that since any string contains the empty string, you can bring up a list of all products on your site by simply clicking on the "go" button without entering anything in the box.

Product Overviews

Throughout an eInfostall site, when shoppers browse products, they see lists of product overviews. A product overview features the following items in a compact format:

- A small (automatically scaled) picture of the product.
- The code and name of the product.
- A short description of the product.
- The price of the product where configured, including the normal and special price if the product is on offer.
- A "more info" button to go to the product's details page.
- A "buy now" button to add the product to the shopper's basket.

Product Details

When shoppers click on the "more info" button, the code and name, or the picture in a product overview, they are shown the "Details" for the product in question. This page features the following items:

- A small (automatically scaled) picture of the product.
- A “view image” button for viewing a larger version of the product’s picture (this can also be done by clicking on the picture itself).
- The code and name of the product.
- A long description of the product.
- If desired and configured, the unit of sale of the product.
- The price of the product where configured, including the normal and special price if the product is on offer.
- A “buy now” button to add the product to the shopper’s basket.
- A “spares” button, if the product has any configured spare parts, for viewing the “Spares” page for the product.
- A list of any downloadable documents associated with the product.
- A list of any other products associated with the product.

Shopper Accounts

In order to place an order on your eInfostall selling site, a shopper must first set up an account with your site. The sections below contain more information about how this works.

Login Page

When a shopper clicks on the “checkout” button on the “My Shopping Basket” page, or the “my account” link at the top of any page within an eInfostall selling site, the “Login” page appears, assuming the shopper has not already logged in. If the shopper is a registered user of your site, he may login using the username and password he set up when registering. Registered users who have forgotten their passwords can also request that new passwords be sent to their registered e-mail addresses from the “Login” page. If the shopper is not yet a registered user of your site, instructions pointing the shopper to the site registration are available.

Registration Page

The registration page provides a wizard for shoppers to quickly and easily create user accounts on your eInfostall site. New users are required to provide their full name, e-mail address, and a username and password of their choice, and may also optionally specify their telephone and fax numbers.

Account Information Page

Each eInfostall selling site has an “Account Information” page, which appears when a shopper follows the “my account” link at the top of any page within your site, after the shopper has logged in. This page allows shoppers to make changes to their account information, or specifically their name, e-mail address, telephone number, fax number, or password. Shoppers can also use this page to maintain their address book. The address book works similarly to the address book feature on Amazon.com and allows shoppers to maintain a list of addresses they might wish to use when placing orders. When shoppers place orders on your site, the address or addresses they use are automatically added to their address book, but on the “Account Information” page, shoppers have the opportunity to add addresses to their address book by hand, or delete addresses they no

longer need. If a shopper has addresses in his address book, then those addresses will be available to the shopper when checking out to choose as his billing or shipping address.

Making Purchases

When shoppers make purchases on an eInfostall selling site, they are led through the following flow.

Choosing Products

Shoppers add products to their shopping cart by clicking on the “buy now” button for any product. The “buy now” button automatically forwards shoppers to the “My Shopping Basket” page, where one of the products they have just chosen has been added to their basket. From the “My Shopping Basket” page, shoppers can continue browsing for products, adjust the quantities of products already in their basket, choose a carriage option if more than one exists, or check out.

Checking Out

When a shopper clicks on the “check out” button from the “My Shopping Basket” page, he is prompted to login if he has not already done so, and then asked to enter or choose from his address book a shipping address and a billing address. The shopper does not need to enter his name or e-mail address, as this information is available from his account. Once a shopper has provided a shipping address and a billing address, the final step on the eInfostall site itself is to confirm the order by clicking on the “confirm” button on the “Order Confirmation” page. This page shows the shopper a summary of the products he has chosen and what the total cost of the order will be, the addresses the shopper has entered, the delivery method chosen, and a disclaimer notifying the shopper that by clicking on the “confirm” button he is agreeing to the eInfostall site’s terms and conditions.

E-mail Notifications

As soon as a shopper clicks on the “confirm” button on the “Order Confirmation” page, e-mail notifications are sent to both you and the shopper. The notification sent to you simply alerts you that an order has been placed on your site, and provides you with all the information related to that order. The e-mail sent to the shopper contains an order summary and the message you have configured.

WorldPay

As the e-mail notifications are being sent in the background, shoppers that have clicked on the “confirm” button are also automatically forwarded to the WorldPay website. The page they see has your company name on it, as you have provided it to WorldPay, and the order total they are being billed for, so shoppers know they’ve not been sent to the wrong place. The final step in the flow for the shopper is to enter his credit card details on the WorldPay site. Once the shopper has done this, you will receive another e-mail notification, this time directly from WorldPay, confirming that the shopper’s credit card payment was approved. You can use the order number to match WorldPay’s e-mail notification to eInfostall’s e-mail notification, as outlined in the eInfostall e-mail, so you know the order has been paid for and you can send the items to the shopper. How you handle the flow after this is up to you, as long as you send the ordered products to the

right shopper. You might want to send the shopper another e-mail notification when his order has been despatched, or if it's going to take a while, an estimate of when the order will be despatched, but how you handle this is beyond the scope of eInfostall.