

**Revision history**

Version	Date	By	Overview of change
0.0.1	07/09/06	KRP	Initial version
0.0.2	05/07/07	KRP	Minor changes.

## Scope

This document explains what eInfostall is, lists its most important benefits, and describes the basic plans that are available. For a detailed list of eInfostall features, see the document “UK Infotec – eInfostall Features”. 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](mailto:enquiries@ukinfotec.com).

## Table of Contents

Scope.....	1
Table of Contents .....	1
Introduction.....	2
Definition of Terms.....	2
Benefits .....	2
No Setup Fee.....	2
One-Stop Development and Hosting .....	2
No Programming or Design Skills Required .....	2
Accept Credit Card Payments Online with WorldPay.....	3
Unlimited, Easy to Find Products .....	3
Everything Shoppers Want to Know About Your Products .....	3
Configurable VAT and Carriage Calculators .....	3
Maximum Flexibility with Sensible Defaults for a Quick Start .....	3
Install the Configuration Tool Anywhere and Everywhere .....	3
Search Engine Optimization .....	4
Always Up to Date, But Only if You Want to Be .....	4
Daily Backups.....	4
Plans and Costs .....	4
Core Plans .....	4
Selling Site .....	4
Non-selling site .....	5
Optional Modules.....	5
Reporting.....	5
Product Data Import.....	<b>Error! Bookmark not defined.</b>
Additional Service Providers .....	5
WorldPay .....	5
Domain Hosting .....	6
Restrictions .....	6
Space .....	6
Bandwidth.....	6

Shipping Addresses.....	6
Free Trial.....	7
New Features .....	7

## 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.

## Benefits

Listed here are the most important benefits of using eInfostall. However, these items are just the tip of the iceberg, so please see our document “UK Infotec-eInfostall Features” for a complete list of eInfostall features.

### ***No Setup Fee***

There's no extra fee to start using eInfostall. Simply take advantage of our free trial to evaluate eInfostall, and then once you're happy to sign up, begin paying the monthly fees as described in the “Plans and Costs” section below.

### ***One-Stop Development and Hosting***

We do the development and the hosting for eInfostall, so without you needing to understand how it's done or negotiate with your ISP, your site is online and available to customers.

### ***No Programming or Design Skills Required***

By doing all the programming and site design for you and creating the eInfostall configuration tool with complete novices in mind, we've taken the mystery and stress out of e-commerce site creation.

### ***Accept Credit Card Payments Online with WorldPay***

Once you've opened an account with WorldPay and configured your eInfostall site to point to it, you don't have to worry about any of the details associated with accepting credit card payments. WorldPay simply notifies you as to whether your customers have paid for their orders in full or not, and you can get on to the business of sending out your wares. Plus, since WorldPay is processing this highly sensitive data rather than your company, you don't have to worry about the associated legal requirements.

### ***Unlimited, Easy to Find Products***

Your eInfostall site can have as many products on it as you'd like, and shoppers viewing your eInfostall site can easily browse through your products by category or search your inventory by keyword. Your products are automatically indexed so the search function will return any product containing the search string in any of its attributes (such as name and description) without any additional setup on your part.

### ***Everything Shoppers Want to Know About Your Products***

With eInfostall, the opportunities to provide shoppers with information about your products go way beyond the simple name-description-picture paradigm. For each of your products you can configure related products you recommend for use with the product in question, and a spares diagram and spares list if you happen to sell spare parts for your product. You can also make any number of documents, brochures, or files pertaining to particular products or your business in general available to shoppers for download, so there's no need to overload your site with information that you already have compiled in a more convenient format.

### ***Configurable VAT and Carriage Calculators***

With eInfostall, you have complete control over VAT and carriage charges for products. Decide whether you want to add VAT to prices for all or just some of your products and how you want to calculate carriage costs for orders, whether it be based on order total, weight, or something else. You can even configure multiple delivery options that shoppers can choose from, for example "Standard Delivery" and "Overnight Delivery".

### ***Maximum Flexibility with Sensible Defaults for a Quick Start***

When you peruse "UK Infotec-eInfostall Features", you might get overwhelmed by the sheer number of things you can configure on your eInfostall site. You do have a massive amount of control over the appearance, content, and behaviour of your site. However, when we first set up an eInfostall site, we populate every configuration parameter possible with a reasonable default, so the amount of work necessary to get your site ready for presentation to shoppers is minimal, and you can make any desired changes to the default settings at your leisure.

### ***Install the Configuration Tool Anywhere and Everywhere***

We could have made our configuration tool web-based, and it would have been accessible from any web browser with no need for you to install software on your computer, but it would have been slow and confusing to use. So, with the added

flexibility that desktop applications offer we decided to create a configuration tool that is as easy to use as possible, and since it communicates with our servers via HTTP, just like a browser, it works on any Windows PC with an internet connection. Also, since you're allowed to install it on as many PCs as you'd like, you needn't be without the capability to maintain your site just because you're out of the office. The installation is quick and easy whether you perform it from the installation CD we give you when you sign up for eInfostall, or you download another copy from our website.

### ***Search Engine Optimization***

The meta-tags (bits of code that are invisible to shoppers browsing your site but visible to search engines) in your eInfostall site's pages are dynamically generated to include the most relevant information about your business and products. This insures the best placement possible for your site in search engine results for the most relevant terms, once search engines like Google have automatically noticed your site. The information placed in these meta-tags is automatically extracted from product attributes and other information you have configured, but for more optional control over what keywords search engines use to index your pages, you can configure extra keywords on a product by product basis.

### ***Always Up to Date, But Only if You Want to Be***

Anytime we make enhancements to our software or sites that become available to new customers at the same rates you're already paying, we'll automatically offer you the same enhancements at no extra cost, so you'll never be at a disadvantage just because you've been our customer longer than someone else. However, any non-essential updates will always be optional, and we'll always warn you before installing updates, so you don't have to worry about confusing changes being sprung on you out of nowhere.

### ***Daily Backups***

We back up all our eInfostall sites daily, so your data is safe.

## **Plans and Costs**

When you sign up to use eInfostall you are charged a monthly fee for a web site hosted by UK Infotec and unlimited use of a configuration tool for configuring that site. You may install the tool on as many computers as you find necessary. The costs to you for using eInfostall are outlined below. Contracts last for a minimum of one year and have a three-month notice period for termination. All costs quoted include e-mail support and assume that you are subscribing to only one eInfostall site. If you would like more than one eInfostall site, we can negotiate a discounted price with you.

### ***Core Plans***

You must choose between one of the following two core plans.

### ***Selling Site***

We offer hosting of a selling site at **£45/month**. A selling site is essentially a fully-fledged online store, similar in style to Amazon.co.uk. Shoppers can access information about your company, browse your products, add products to their shopping basket, and

purchase them online. Payments are processed by WorldPay, a company that enables the processing of credit card details in an easy and secure manner. Once shoppers have confirmed their orders on your site, they are forwarded to a WorldPay site where they are asked to provide their credit card details. Once WorldPay has successfully received payment, you are notified by e-mail and can proceed to fulfil the order.

### **Non-selling site**

We offer hosting of a non-selling site at **£35/month**. A non-selling site has all the same features as a selling site, except that shoppers do not have a shopping basket and cannot make purchases online. This is an ideal option if you are ready to have a presence on the internet, but are not yet ready to begin taking orders without any communication with your customers. You can upgrade a non-selling site to a selling site at any time without any loss of your previously configured product data.

### **Optional Modules**

In addition to the core functionality provided, you may opt to purchase the use of additional modules that are relevant to your business model. The list of available extras is currently small but likely to grow in the future.

### **Reporting**

We offer the addition of reporting capabilities to your site at **£10/month**. With this module you can view a variety of statistics pertaining to traffic on your site. The information made available to you ranges from hit counts for your site in general and specific pages within your site, information about shoppers that have accounts on your site, how shoppers have found your site, and much more. Even if you do not purchase this module, you may configure your site to track the data necessary to generate these reports, so that if you decide to purchase it later, you can access statistics about your site retrospectively.

### **Additional Service Providers**

In addition to the services offered by UK Infotec, you may need to engage the services of other companies to use eInfostall, as described below.

### **WorldPay**

If you choose an eInfostall selling site, you'll need to open an account with WorldPay if you do not already have one. WorldPay offers a number of different packages based on your company's needs, including other payment processing services that go above and beyond what you need to integrate with eInfostall, so you'll need to speak to one of their customer service representatives to obtain a quote. WorldPay's small business website can be found here: <http://www.worldpay.co.uk/sme/index.php>, and the important thing you need to mention to them when you call is that you wish to integrate your website with WorldPay's payment processing system using "Select Junior: HTML" integration. Unfortunately, we are unable to speak to WorldPay on your behalf, but we are happy to answer any questions that arise from your dealings with WorldPay, before or after you have decided to use eInfostall.

## Domain Hosting

Your eInfostall site will be available on the internet at an address like <http://www.eInfostall.com/YourCompanyName>, but you might want to use an address like <http://www.YourCompanyName.com>. To do this, you'll have to register a domain name with a company like <http://www.uk2.net>, if you have not already done so. Note that you only need domain hosting, not web hosting (unless you have other sites beside your eInfostall one that you'd like to have hosted), or anything else. Once your domain is hosted, which typically costs very little, you can configure it to point to our server, and then let us know so that we can configure our server to respond to requests for your domain name appropriately (which we will do for as many domains as you want free of charge). If you already have a website using your main domain name "**www.YourCompanyName.com**", most hosts, including UK2.NET, will let you set up a subdomain, such as "**store.YourCompanyName.com**" that points to a different server to your main domain at no additional cost. We are happy to answer any questions that arise from your dealings with a domain host, or if you prefer to not have to worry about understanding or doing anything explained in this paragraph, we're also happy to purchase and administer domain names on your behalf for a fee.

## Restrictions

### Space

If you subscribe to one of the eInfostall plans above, you'll be restricted in the amount of space you can use on our servers for configuration data to 100 MB. To give you an idea of how much space an eInfostall site might use, the demo site <http://demo1.eInfostall.com> is using about 3 MB, while the site <http://www.nailfix.co.uk> was using about 32 MB at the time of writing. Should your eInfostall site require more space, a higher limit can be negotiated for a higher monthly fee.

### Bandwidth

In order to protect our servers and connection from unexpectedly high load, we impose a limit on the number of hits your eInfostall site may receive with the plans outlined above. This limit is 100,000 hits per month, but is a soft limit, meaning that rather than simply taking your site offline as soon as you exceed your limit, we will contact you to renegotiate terms if your site consistently exceeds this limit by a significant amount.

### Shipping Addresses

Currently eInfostall does not support the entry of addresses outside the UK. For people with billing addresses outside the UK, it is possible to work around this by entering a dummy address for billing address on the eInfostall site and then changing it to the correct one when entering credit card details on the WorldPay site. However, it is not possible to enter a non-UK shipping address. If there is interest in having eInfostall support non-UK addresses we can make the interface more flexible. Please let us know if this restriction is a problem for you.

## Free Trial

To find out if eInfostall is right for your business, you can sign up for a free trial. With this trial you get all the features of the plan you've chosen to test, except for live WorldPay integration in the case of selling sites. Your trial ends two months from the date it started, or when you go live with WorldPay integration, whichever comes first.

## New Features

As mentioned above, the document "UK Infotec – eInfostall Features" contains a list of all features currently supported by eInfostall. However, if you are in need of a feature that you do not see listed, please get in touch with us at [enquiries@ukinfotec.com](mailto:enquiries@ukinfotec.com) and give us a chance to correct the situation before you take your business elsewhere. If it is a feature that other customers might benefit from, we may be able to add it to the core functionality at no extra cost or add it as an additional optional module. If the feature is specific to your particular business, we may be able to do some custom development for you.