

aspidistra

S O F T W A R E

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Shopfront B2C-50 for Retail

Prepared for varAccountName

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on 28/06/2011

Introduction

Aspidistra Software is proud to announce the launch of Shopfront B2C 50, a fully integrated Business-to-Consumer Retail based e-commerce solution for Sage 50 users.

Give your worldwide customer base the ability to order online, with the added benefit of a fully integrated ecommerce platform

- ❖ No rekeying of large orders into your Sage 50 installation.
- ❖ Save time and money reducing inputting errors.
- ❖ Place orders directly into your Sage 50 SOP queue & allocate the stock.
- ❖ Import your product lines and SKU's direct from your Sage 50 installation.
- ❖ Show your true stock position to your customer base.
- ❖ Take payments online with Sage Pay.
- ❖ Sale Departments, Featured products, Cross sell – all standard features in B2C-50.
- ❖ Provide your customers with personalisation and account information online.
- ❖ Show size and colour choices in a matrix format for quick view of stock position.
- ❖ Run full promotions directly via your website.
- ❖ Our CMS tool, Shopfront Designer, gives you complete management of your site.
- ❖ Incorporate shipping schemes, discount structures, newsletters and much more.
- ❖ Chose from a selection of Retail based templates
- ❖ Automate your business processes.

Shopfront B2C-50 enables you to have an ecommerce platform up and running in quick time and taking orders online, fully integrated to Sage 50. Eliminate processing errors with the orders passed directly to the Sage 50 SOP queue, with auto allocation of stock against each order. Reduce administration overhead with your website relaying all the relevant information about your products, including the true stock position and pricing all read directly from Sage 50.

USE THE POWER OF SAGE 50 TO DRIVE YOUR WEBSITE.

Features

Design

The B2B website will be based on a template design. Choose from a selection of templates created by Aspidistra, and we will amend these to fit your corporate look and feel. Aspidistra will incorporate your company logos, colours, headers and footers to create the look and feel for your new integrated online store. Further design and layout changes can be done by yourselves or Aspidistra can provide this service. (fees applicable)

Departments & Products

The B2C-50 solution will allow you to create and manage your own departments, sub-departments and product placement throughout the site. There is no restriction on the number of departments or products for your site. Allow your customers to be able to search online and find your products quickly.

Ordering

Your customers will have two options to order products:

- Browse Catalogue – the customer browses through the departments of your catalogue and add products to the shopping cart.
- Quick Order By Stock Code – the customer enters the stock code and the quantity required and adds them to the order.

Departments

The Shopfront Designer (CMS) tool provides you with the facilities to arrange your products in departments and sub-departments. Each department can have the following information

- Name
- Description
- Optional Image

Products

The following information will be synchronised from Sage 50:

- Stock Code
- Name
- Description
- Long product description (if being used in Sage 50)
- Price (based on the RRP or Standard pricing structure in Sage 50)
- Tax Code
- Part No

The following product information can be added via Shopfront Designer:

- Single or multiple images (Shopfront will create all the various sizes required)
- One Attachment (either PDF, video or audio attachment)
- Allow Back Order

Shopfront Designer will allow the following fields to be overridden

- Name
- Description

Search

The site will provide one search box that will search in the following fields:

- Stock Code
- Part No
- Name
- Description

Stock Display

The site will show the stock position either as the number in stock or the words 'In Stock', 'Out of Stock'. Items that have 'Allow Back Order' set will always show 'Back Order' when not in stock.

Where an item is related to a 'Bill of Materials' (BOM) and there is insufficient stock of the made up item, then the stock position will be calculated from the component parts.

Price Display, Discounts

The price displayed online will be derived from Sage 50. The price shown will be the RRP price (or Standard price band) as set up in Sage.

Any discounts set up in Sage (i.e volume based discounts) will also be relayed to the website.

You will be able to choose how your product prices are displayed:-

- Prices will be shown inclusive of VAT
- Prices will be shown exclusive of VAT and then the VAT amount below

At the Checkout, the following price display options are available:-

- Total price inclusive of VAT
- Total price exclusive of VAT, the VAT amount and then a grand total inclusive of VAT

The user must tick box a "I agree to the Terms and Conditions of XYZ Ltd", the text for these terms can be read before ticking and will appear in a pop-up window.

Personalisation / Customer Registration

Customers will be offer the ability to register on the website. This will be useful for returning customers being able to access their delivery details etc, as well as viewing previous orders and their regular items. The following details will be requested if the customer wishes to register:-

Account Details

The following account details can be modified by the customer

- | | |
|---|-----------|
| <input type="checkbox"/> Email Address as the User Name | Mandatory |
| <input type="checkbox"/> Password | Mandatory |
| <input type="checkbox"/> Postal address | Mandatory |
| <input type="checkbox"/> Telephone number | Optional |
| <input type="checkbox"/> Mobile telephone | Optional |
| <input type="checkbox"/> Delivery addresses | Optional |
| <input type="checkbox"/> Receive Newsletters | Optional |

The customer will able to amend and modify the above information once registered.

The user will be able to see a list of items bought by him previously and add them to the basket. In addition the user will be able to see a list of his most frequently purchased items derived from his order history.

NOTE: Your customers will not be forced to register online. They will be given the option to 'Register' at the end of the checkout process.

Regular Items

The user will be able to see a list of items bought by him previously and add them to the basket.

Delivery Addresses

Your customers will be able to add a shipping address online. You will have a choice on how the site should be set up from the options below for shipping requirements:-

- The customer can only request delivery to the billing address
- The customer can request delivery to any address after the first shipment to the billing address
- The customer can request delivery to any address

Shipping

The following shipping schemes are available:

- Free Shipping
- Flat Shipping
- Shopfront Zone Scheme (Country and PostCode Zones)

Final Stock Check

Before the payment stage of the checkout, a final stock check will be undertaken and any items where 'back order' is not permitted and are out of stock, will be removed from the cart and the customer notified.

Payment

The payment setup will be for Credit cards only. (for all Retail customers)

Sage Pay will be included as standard to handle all the credit card processing.

Order Placement

All orders from the B2C-50 site will be placed into a single generic account (i.e Websales) within the Sage 50 SOP queue.

When an order is placed stock is allocated. When there is insufficient stock, only the available stock will be allocated (part allocation).

Where a product is made up from a Bill of Materials (BOM) and there is no stock, then if there is stock of the constituent parts the requisite product will be 'made up' and then allocated.

The Order number will be derived from Sage 50.

Promotions

Promotions can be run directly from the Shopfront Designer system. The following are included as standard within the B2C-50 platform:-

- Buy One Get One Free
- Buy X get one free
- Free product
- Free shipping
- % Discount off whole order
- £ Off whole order

Qualifier Options

- Automatic, i.e. the promotion will be applied to all orders
- Total spend
- Entry of a promotion code
- Incoming link
- Date, i.e. there is a start date and end date between which the promotion is active

Shopfront Designer will be installed on 2 PC's within your business. Additional installations can be supplied at £200 per installation.

Pricing

Shopfront B2C-50 is supplied with 2 hours of installation support and 30 days telephone support. If all of the pre installation requirements are met and your network is well configured Shopfront B2C-50 can be installed in 2 hours; however, if the installation takes longer than these further charges will be levied. Shopfront support is available which entitles you to telephone support and free Shopfront upgrades as well as cover for the point releases of Sage 50 each year.

Shopfront B2C-50	£ 3,500.00
Shopfront Support (B2C-50) pa	£ 700.00
Sage Pay Set up Fee	£ included

Options

Hosting via Aspidistra Software Ltd per annum	£ Options available
Multi-Currency option	£ 650.00
Spindle Integration (excludes Spindle licences)	£ 600.00
Installation (over 2 hours) ph	£ 60.00

If you decide to host yourselves, it is imperative that the below specifications and required software / specifications are on your local server and web server for Aspidistra to connect to. (*Aspidistra are not responsible for setting these Servers up, or installing / setting up the pre-requisite software as listed below*) Aspidistra will allow 2 hours of install time of the required Aspidistra software, If the installation goes beyond 2 hours due to incorrect setups on the hosting platforms, an hourly charge of £60 will be applied.

Requirements

Local Server / Pc setup

Windows XP Professional or Windows 7 Professional; Windows Server 2000, 2003, 2008 or Windows SBS 2000/2003.

Sage 50 Professional Microsoft IIS 5/6/7 Microsoft .Net Framework 3.5

SQL Server 2000/2005/2008 or SQL Server Express 2005/2008

Broadband Router (port TCP/IP 80 server) and a fixed IP address

Where the website is being hosted a domain name pointing to the fixed IP address.

Web Hosting Requirements

Windows based server with RDP & FTP access (*& Administration account for Aspidistra*)

Microsoft IIS 5/6/7 (*you may be required to install Windows Server 2008 'Handlers'*)

Microsoft .Net Framework 3.5

Anti-virus software

SQL Server 2005/2008 Web Edition (*ensure fully backed up & back up routines in place*)

Port 81 opened up to allow outbound calls / Log files & error files will need to managed

Where the website is being hosted a domain name pointing to a fixed IP address

Some example screenshots of the templates available. They can be amended to reflect your company etc.

The screenshot shows a web browser displaying the 'shopfront' e-commerce template. The header features the 'shopfront' logo on the left and navigation links for '0 items (£0.00)', 'Your Account', 'Logout', and 'Quick Order' on the right. A red navigation bar contains links for 'Home', 'About Us', 'Delivery Information', and 'Contact'. The main content area is divided into three columns. The left column has a 'Catalogue' section with links for 'Appliances', 'Kitchen', 'Decorating', 'Chefs Clothing', 'Promotional Material', and 'Packing Materials'. The center column features a large image of pink lotus flowers and a 'Welcome to Stationery Computer Mart' message with placeholder text. The right column includes a search bar with a 'Go' button and two 'Featured Products' sections: 'Dishwasher full size' and 'Beech Wall Cabinet', each with a placeholder image and text.



Stationery Computer Mart

Welcome - Lorem ipsum dolor sit amet, consectetur adipiscing elit. In egestas. Praesent aliquam justo vitae felis. Praesent senrate tempor purus. Phasellus leo dolor, pulvinar vitae, ullamcorper eget, nonummy a, libero. Nulla facilisi. Nulla diam risus, laoreet eget, porttitor eu, nonummy ut, nibh. Proin eu turpis a nunc sagittis sollicitudin. Ut consectetur ante lobortis nisl.

Featured Products



Catalogue

- [Appliances](#)
- [Kitchen](#)
- [Decorating](#)
- [Chef's Clothing](#)
- [Promotional Material](#)
- [Packing Materials](#)

Stationery Computer Mart

Catalogue

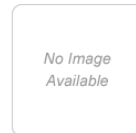
- [Appliances](#) >
- [Kitchen](#) >
- [Decorating](#) >
- [Chef's Clothing](#) >
- [Promotional Material](#) >
- [Packing Materials](#) >



Appliances



Kitchen



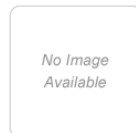
Decorating



Chef's Clothing



Promotional Material



Packing Materials

Featured Products



0 items (£0.00) | [Your Account](#) | [Logout](#) | [Quick Order](#)

shopfront

[Home](#) | [About Us](#) | [Delivery Information](#) | [Contact](#)

Welcome to Stationery Computer Mart

Welcome - Lorem ipsum dolor sit amet, consectetur adipiscing elit. In egestas. Praesent aliquam justo vitae felis. Praesent senrate tempor purus. Phasellus leo dolor, pulvinar vitae, ullamcorper eget, nonummy a, libero. Nulla facilisi. Nulla diam risus, laoreet eget, porttitor eu, nonummy ut, nibh. Proin eu turpis a nunc sagittis sollicitudin. Ut consectetur ante lobortis nisl.

Featured Products

<div style="background-color: #333; color: #90EE90; padding: 2px; margin-bottom: 5px;"> Dishwasher full size </div> <p style="font-size: 0.9em;">Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>	<div style="background-color: #333; color: #90EE90; padding: 2px; margin-bottom: 5px;"> Beech Wall Cabinet H70cm </div> <p style="font-size: 0.9em;">Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>
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Search

Catalogue

- Appliances
- Kitchen
- Decorating
- Chefs Clothing
- Promotional Material
- Packing Materials

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0 items (£0.00) | [Your Account](#) | [Logout](#) | [Quick Order](#)

shopfront

Special Offer!!!

10% Discount + Free Shipping

only this month.

[Home](#) | [About Us](#) | [Delivery Information](#) | [Contact](#)

Stationery Computer Mart

Welcome - Lorem ipsum dolor sit amet, consectetur adipiscing elit. In egestas. Praesent aliquam justo vitae felis. Praesent senrate tempor purus. Phasellus leo dolor, pulvinar vitae, ullamcorper eget, nonummy a, libero. Nulla facilisi. Nulla diam risus, laoreet eget, porttitor eu, nonummy ut, nibh. Proin eu turpis a nunc sagittis sollicitudin. Ut consectetur ante lobortis nisl.

Featured Products

<div style="background-color: #800000; color: #e6e6fa; padding: 2px; margin-bottom: 5px;"> Dishwasher full size </div> <p style="font-size: 0.9em;">Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis nulla quam, pellentesque quis,</p>	<div style="background-color: #800000; color: #e6e6fa; padding: 2px; margin-bottom: 5px;"> Beech Wall Cabinet H70cm </div> <p style="font-size: 0.9em;">Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis nulla quam, pellentesque quis,</p>
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Search

Catalogue

- * Appliances
- * Kitchen
- * Decorating
- * Chefs Clothing
- * Promotional Material
- * Packing Materials

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- Catalogue**
- ✓ Appliances
 - ✓ Kitchen
 - ✓ Decorating
 - ✓ Chef's Clothing
 - ✓ Promotional Material
 - ✓ Packing Materials

Stationery Computer Mart

Appliances 	Kitchen 	Decorating 
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Chef's Clothing 	Promotional Material 	Packing Materials 
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Shopping cart
0 items (£0.00)

Manufacturers

Featured Products

Dishwasher full size 	Beech Wall Cabinet H70cm 
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