

# aspidistra

## S O F T W A R E

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## Shopfront Standard 200 – Combination site

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Prepared for varAccountName

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on 28/06/2011

### Introduction

The specification within this document is for a single combination site, handling all of the Trade customer base and Retail customer base ecommerce requirements.

Through the use of our integrated solutions, your company will gain automation within the business from both an order processing side as well as information supplied to the website directly from your Sage 200 install.

- ❖ No rekeying of large orders into your Sage 200 installation.
- ❖ Save time and money reducing inputting errors.
- ❖ Place orders directly into your Sage 200 SOP queue & allocate the stock
- ❖ Give your Trade customers their discounts online, in real-time.
- ❖ See directly to the Consumer marketplace via your website
- ❖ Allow Retail customers to purchase directly online.
- ❖ Show your true stock position to your customer base.
- ❖ Sell on account or take payment online (via Sage Pay)
- ❖ Real-time credit checks against your customers credit limits set in Sage 200
- ❖ Promotions / Sales departments / Discounts / Regular items all included
- ❖ Automate your business processes.

Through implementing Shopfront B2B-200 / B2C-200, your customers will be able to order quickly and efficiently online. By allowing your customers to order online, you can reduce your internal cost of sale whilst freeing up your sales team and account managers to focus on generating new business. In addition, your customers will have the flexibility to order at a time which suits them, safe in the knowledge that their specific pricing and discount structures are available to them online.

### Design

The B2B / B2C combination website will be based on a template design from our selection of templates. A company logo can be uploaded and the company details for footers etc can be specified to keep in line with the corporate look and feel for the website. Aspidistra will work with your company to amend the templates to reflect the look and feel required, that is available within the template set up. Additional design/layout work can be handled either yourselves, or via a web designer or Aspidistra will work directly with you to create the right look and feel for the site. (Charges applicable of £40 per hour for HTML editing work)

## **B2B-200 functionality**

### **Login and Account Creation**

The system will provide facilities to create a login for an email address and associate it with a Sage Account. Each account can have multiple logins associated with it. One account can be designated a 'master' account so the more logins can be created where you wish your customer to add further purchasers.

To allow field salesmen or agents to purchase on behalf of other customers, a single login can be associated with multiple accounts. Orders will show the name of the logged in user as the purchaser.

### **Ordering**

Your customers will have two options to order products:

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

### **Departments**

Shopfront Admin Area provides facilities to arrange your products in departments and sub-departments. Each department can have the following information

- Name
- Description
- Optional Image

The system will be configured such that Special Departments (i.e Sale or Featured products) can be added and these will be showcased on the landing page once the trade customer has logged in to the system.

### **Products**

The following information will be synchronised from Sage 200:

- Stock Code
- Name
- Description
- Price (This is the Recommended Retail Price (RRP) not the price your customer will necessarily pay.)
- Tax Code
- Part No

The following product information can be added via the Shopfront Admin Area:

- One Image (Shopfront will create all the various sizes required)
- One Attachment
- Allow Back Order

The Shopfront Admin Area 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.

## Price Display, Discounts

The customer will see the prices appropriate to him from the price lists configured in Sage.

When products are added to the cart the discounts configured in Sage 200 will be applied (Discount % and one of the additional discounts – Invoice Value or Volume Discounts A-E)

## Regular Items/Save Cart

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

If the customer leaves the site with a partially full cart, then that cart will be available on their return

## Delivery Addresses

The customer can pick from the delivery addresses stored in Sage 200. Optionally you can allow the customer to enter other delivery addresses. If this option is enabled the customer can choose to save the address.

## Shipping

The following shipping schemes are available:

- Free Shipping
- Flat Shipping
- Metapack shipping integration
- Shopfront shipping schemas (weight / location / volume etc)

## 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, they will be removed from the cart and the customer notified.

## Payment

By default order will be placed on the customer's account and no payment will be taken. Optionally the customer may be offered the facility to pay for the order by Credit Card via Sage Pay the Sage payment provider. (This is included as standard)

Optionally the ability to purchase can be denied if the account is on hold.

Optionally the customer's credit can be checked and if the value of the basket plus the account balance is greater than the credit limit the purchase can be denied. If the Credit Card option is set then the customer can be offered this payment method.

Alternatively, Aspidistra will write the functionality such that any orders exceeding a credit limit will be allowed to be processed into Sage 200, but additional notification of these types of orders will be sent internally to highlight these 'bad credit' orders. (£120.00 set up fee)

## Order Placement

When an order is placed stock is allocated. When there is insufficient stock, only the available stock will be allocated (part allocation). The order will be placed against the applicable account within Sage 200 matching their log in details.

The Order number will be derived from Sage

## Order Tracking & History & Copy Invoices

The site can provide two order tracking options:

- User Defined – This requires the courier web sites to be set up in Sage and the courier footer details completed for each order.
- MetaPack – If MetaPack shipping is chosen then their comprehensive order tracking will be used.

Previous order history will be shown on the site.

Optionally the customer can be given the facility to pay outstanding balances by credit card.

The system will allow your customer to view and download PDF copy invoices from their Sage 200 invoice records. This requires the client to be using Spindle, which will manage the archiving of the invoices in PDF format. Through a one-off integration charge, clients will be able to view and download these invoices. (Spindle licences not included)

## Promotions

Promotions can be run directly from the Shopfront Designer system. The following are included as standard within the B2B-200 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

## B2C-200 functionality

This section covers the setup and the deliverables from our B2C-200 element of the solution, for the retail sector. Customers will be able to view and order from the complete catalogue across the various businesses within your company. The solution will integrate directly with the Sage 200 back end systems. Customers will be able to purchase without having to register or log in to the website. The site will also offer the customers the ability to register so that they can hold their details at the website level (for returning customers), as well as being able to view previous orders, regular items etc.

The site will share all the Department structures, product etc. The prices shown for the Consumer customers (i.e non-logged customers) will be the RRP/Standard price as setup in Sage 200. (all volume discounts will also apply directly online). So in addition to the B2B-200 functionality the following aspects below will be available to your retail customers:-

### 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.

#### 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"/> Name	Mandatory
<input type="checkbox"/> Postal address	Mandatory
<input type="checkbox"/> Telephone number	Mandatory
<input type="checkbox"/> Mobile telephone	Optional
<input type="checkbox"/> Delivery addresses	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 within their account online. In addition the user will be able to see a list of his most frequently purchased items derived from his order history.

### 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.

### 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, they 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

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

The Order number will be derived from Sage

All orders from the website will be passed directly into Sage 200. The orders from the retail side will be passed to a generic account (i.e Websales) within the Sage 200 SOP queue.

## Promotions

Promotions can be run directly from the Shopfront Designer system. The following are included as standard within this 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 (the CMS Content Management System will be installed on 2 PC's within your company. Additional installations can be supplied at £200 per install.

## Sage CRM integration

Integration to Sage CRM can be provided to capture customer details etc , especially useful within the B2C Retail arena where we have no record of the customer. A customer account will be created in Sage CRM for each individual (rather than in Sage 200) and details regarding orders placed against this account. If the customer returns to place another order, Sage CRM will be updated accordingly. Within CRM you will be able to push customers into set groups for further marketing and promotional campaigns.

## Pricing

Shopfront Standard 200 – Combination site	£ 7,000.00
Shopfront Standard Combination Support (per annum)	£ 1,400.00

**Total** **£ 8,400.00**

(Pricing includes all licences required, and is exclusive of VAT)

Hosting option	(per annum)	Options available
Multi-currency Option		£ 700.00
Flagging of 'Bad Credit' Orders		£ 120.00
Spindle Integration (excludes Spindle licences)		£ 600.00
Sage CRM Integration		£ 600.00

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 200 Suite            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*

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

Home    About Us    Delivery Information    Contact

**Catalogue**

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

**Welcome to Stationery Computer Mart**

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**Search**

**Featured Products**

- Dishwasher full size**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Beech Wall Cabinet 170cm**  
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## Stationery Computer Mart

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### 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 >



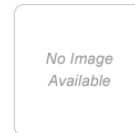
Appliances



Kitchen



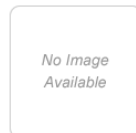
Decorating



Chef's Clothing



Promotional Material



Packing Materials

### Featured Products





### Welcome to Stationery Computer Mart

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### Featured Products

#### Dishwasher full size



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#### Beech Wall Cabinet H70cm



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### Search

### Catalogue

[Appliances](#)

[Kitchen](#)

[Decorating](#)

[Chefs Clothing](#)

[Promotional Material](#)

[Packing Materials](#)



### Stationery Computer Mart

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Search

Go

### Featured Products

Dishwasher full size



Beech Wall Cabinet H70cm



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

### Stationery Computer Mart

Shopping cart

0 Items (£0.00)

Manufacturers

Appliances	Kitchen	Decorating
No Image Available	No Image Available	No Image Available
Chef's Clothing	Promotional Material	Packing Materials
No Image Available	No Image Available	No Image Available

### Featured Products

Dishwasher full size	Beech Wall Cabinet H70cm
	