

# WebAlliance eBusiness System



Please quote

## Typical Features

*\*Note: Aldrich Solutions does not offer a "brown bag" product. As such, the features listed below are "typical" offerings. Every site is different and may be customized with functionality to suit your specific needs. **Most functions below may be enabled, disabled, or modified to suit your exact needs.***

Site Design Information
<p><b>Professional custom web site design</b> Our sites are designed custom for you. You can be assured your design will fit your corporate image and will be tailored to the way your customers want to work. Our professional design staff will create a one-off design specifically for you. We do not use templates or cookie-cutter sites.</p>
<p><b>Typical design options</b> Homepage with user manageable promotions. User manageable specials page. Vendor directory. Line Card. Contact Us. Email Us. Company Directory. Terms of use. About us. Various other pages.</p>
<p><b>Client-Supplied Site Design</b> In some instances, clients have a site they want to keep as opposed to redesigning a new site. Aldrich Solutions can usually accommodate these situations and integrate our ebusiness system into your existing web site. Requirements for successful integration are beyond the scope of this document. Please contact Aldrich Solutions for more details.</p>




select one of either aldrich designed or client-supplied design.

Shopping Cart and Checkout
<p><b>Multi-Step Checkout Process</b> The checkout process is broken into several steps to make the user's checkout experience more convenient. The steps are labeled as 1 of 3, 2 of 3, etc to reassure the customer that the process will be quick and easy.</p>
<p><b>Save Shopping Cart</b> A user may save a shopping cart and return to it at some future time. This aides the user by allowing them to create multiple carts and purchase them at a later time. Carts may be named to assist the user in identifying a particular cart with ease. Carts saved for extended periods are repriced when they are opened to ensure that the prices remain accurate.</p>
<p><b>Shopping Cart Availability</b> Item availability may be shown to the customer at the shopping cart preventing them from having to leave the cart to check an item's stock level.</p>
<p><b>Persistent Shopping Cart</b> The user's shopping cart is persistent between browsing sessions. After leaving the site with an open cart, the user may simply return later and continue adding items into the same cart.</p>
<p><b>Credit Card Processing</b> Credit card processing may be handled in real-time allowing the user to be notified of an inadequate credit limit or an invalid card number. Cards may be processed using a variety of card processors including Authorize.net, Paypal Website Payments Pro, and CyberSource.</p>
<p><b>Securely Store Credit Card Numbers</b></p>

Utilizing technology from CDG Commerce, customer credit cards may be securely stored at the card processor. Cards are stored in the CDG system and encrypted. CDG is a card processor and has the technology to secure hold customer information. Card data is never stored in the local database system so there is no risk of card information being compromised from your database. This allows the customer to have their credit card available for use without having to type the number in each time. <b>*Requires a merchant account from CDG Commerce. (more info at: <a href="http://www.cdgcommerce.com/internet-services.php?R=1611">http://www.cdgcommerce.com/internet-services.php?R=1611</a>)</b>	<input type="checkbox"/>
<b>Cart Line Notes</b> Notes may be added by the user to each line item in the shopping cart. This is useful if the user needs special processing on an item. Many users also use the notes for their own purposes including marking lines with various account numbers or any other piece of information.	<input type="checkbox"/>
<b>Real-Time Inventory Validation</b> Part of the checkout process includes verifying inventory levels in real time from the business system. This check allows the web site to notify the client in the event that inventory levels have changed and will cause a new backorder condition.	<input type="checkbox"/>
<b>Utilize Existing Customer Ship-To Information</b> The checkout process can allow users to select their ship-to address from the ship-to addresses stored in the business system. The web site may be locked to allow ONLY ship-tos from the business system. This not only aides the customer in checkout, but provides added security against fraud.	<input type="checkbox"/>
<b>Allow Customers To Enter Ship-To Information</b> As an alternate or a supplement to using existing ship-to information, users may be allowed to simply enter a ship-to address. This is convenient for users that often need to ship items direct to their customers.	<input type="checkbox"/>
<b>Utilize Both Existing Ship-Tos and Custom Ship-Tos</b> Allow your customers to either select a ship-to or enter a ship-to.	<input type="checkbox"/>
<b>PO Requirements</b> PO Numbers are accepted during the checkout process. Depending on policies, the user may be required to enter a PO Number.	<input type="checkbox"/>
<b>Billing Information</b> Billing information is displayed to the user and is utilized in the real-time processing of credit cards. The Bill-To information is populated based on business system data, but can be overridden by the user. This allows the user to properly enter accurate bill-to information for purchasing cards and other electronic payments.	<input type="checkbox"/>
<b>System Tax Calculations</b> Tax rates may be calculated based on information from the business system. Alternatively, tax rates may be set by state or zip code. Support from taxable/non-taxable freight is available.	<input type="checkbox"/>
<b>Shipping Charge Calculations</b> Shipping charges may be calculated based on weight utilizing the real-time UPS APIs. Alternate shipping charge pricing methods are also supported. Examples are: percentage of order (with minimums and maximums), Flat rate shipping based on order total, etc.	<input type="checkbox"/>
<b>Handling Fees</b> Handling fees may be optionally added to shipping charges.	<input type="checkbox"/>
<b>Delivery/Shipping Instructions</b> The checkout process allows users to enter delivery/shipping instructions. This user may use this field to communicate vital information via the website saving a potential phone call.	<input checked="" type="checkbox"/>

<p><b>Order Review</b></p> <p>As a final step in the checkout process, each order is displayed to the user for review. Upon acceptance, the order is then placed on the web site.</p>	<input checked="" type="checkbox"/>
<p><b>Secure Checkout</b></p> <p>The checkout process is completely secure. Your user's can feel confident about placing their orders as the entire checkout process is secured via SSL certificate from start to finish.</p>	<input checked="" type="checkbox"/>
<p><b>Account Creation at Checkout</b></p> <p>A customer may be allowed to create an account while completing the checkout process. This will save the customer the step of leaving the shopping cart to create an account.</p>	<input checked="" type="checkbox"/>
<p><b>Email Confirmation</b></p> <p>Upon placing an order, an email confirmation is sent to the user. The confirmation email contains the web cart number, and a copy of the order including prices. This email can also contain various contact information or site terms as needed. A copy of the notification is also sent to the site operator.</p>	<input checked="" type="checkbox"/>

<b>Searching, Browsing, and User Experience</b>	
<p><b>Item Search</b></p> <p>A variety of searches are supported. Part number search, keyword search, customized item search, alternate item search, shortcode search, etc. The user may select the type of search they want from the search type list in the search area (located on nearly every page). Many searches happen transparently to improve the user's experience. (e.g. Alternate items are searched when a given part number is not found)</p>	<input checked="" type="checkbox"/>
<p><b>Search Options</b></p> <p>Keyword searches may be based either on item data or category (master product) data. This allows the web site to return results either on groups of items, or for specific SKU information. Keyword search type is defined as a site-wide parameter.</p>	<input checked="" type="checkbox"/>
<p><b>Flexible Search Fields</b></p> <p>The site administrator may designate which item fields are to be included in searches.</p>	<input checked="" type="checkbox"/>
<p><b>Lucene Based Search Engine</b></p> <p>Lucene is a true search engine allowing searches to return ranked results. Ranked results allow items to be sorted by the best matches, placing the customers desired results at the top of the list. Certain items can be "boosted" to "push" the selected items to the top.</p>	<input checked="" type="checkbox"/>
<p><b>Custom Keywords</b></p> <p>Items support custom keyword files to place keywords on specific items. This function can be used to improved search results based on keywords that customers type that may not be otherwise part of the typical item information.</p>	<input type="checkbox"/>
<p><b>Search Results</b></p> <p>Search results may be shown in a variety of ways. Some sites show a list of SKU information and allow the user to drill down into the item detail. Some sites show category (master product) data and show all the related SKUs. Aldrich Solutions will work with you to help you decide which search results will achieve the best experience for your users.</p>	<input checked="" type="checkbox"/>
<b>Add To Cart - Keep Shopping</b>	

Search Types: \_\_\_\_\_  
(e.g. part #, description, customized items)

Adding an item to the cart can be accomplished while allowing the user to remain on their current page. This makes the shopping experience much smoother for a user trying to add multiple items into the shopping cart. (Alternatively, the user may be directed to the cart after each item is added)	<input type="checkbox"/>	
<b>Cart Status Indicator</b> A cart status indicator is provided that shows the user how many items are in their cart as well as the total of the items in the cart	<input type="checkbox"/>	
<b>Master Product Categories</b>  Master categories allow product descriptions, images, etc to be set at a single location and assigned to multiple items. This make maintenance easier and less time consuming. Information from the master product category may be used as a search criteria for maximum search flexibility. *Master product categories must be supported by the business sytem.	<input type="checkbox"/>	
<b>Item Browsing</b>  Hierarchical item browsing is supported based on the business system data. Categories with subcategories may be set up (including images at each level). Our system does not limit the number of categories or subcategories, length of category titles, or any other data... however the business system may impose such a limit. Users can use the categories and subcategories to browse through the site to find the item they are looking for.	<input type="checkbox"/>	
<b>Quick Order Form</b>  The AJAX enabled quick order form allows users who know part numbers to enter their orders very quickly. Utilizing the latest AJAX technologies, our quick order form will update the price and available inventory for each item as it is entered. This presents a much improved user experience as the information can refresh without the typical page "flicker" that is normally associated with a web page update .	<input type="checkbox"/>	
<b>One Item Quick Order</b>  One item quick order allows a single item to be ordered by part number. This "widget" can be placed in the navigation area of most pages allowing the customer a quick way to add an item to their cart based on a part number.	<input type="checkbox"/>	
<b>Inventory Information</b>  Users can see inventory information for the products displayed. This inventory information can be presented in a variety of ways. Some customers use "In Stock"/"Not In Stock", while others show the actual inventory levels. Our system will allow the customer to see inventory at a company level, or you may select to show inventory at the branch level. In some cases, both are available to the customer via "more information" links or similar methods.	<input type="checkbox"/>	inventory by location or consolidated? Number of locations: _____
<b>Item Exclusion</b>  Items may be excluded from your web site. Excluded items cannot be seen or ordered by users.	<input checked="" type="checkbox"/>	
<b>Favorites List</b>  Users can create a list of their favorite items for quick reference. To eliminate the issue of favorites bloat (where you have too many favorites to find what you are looking for quickly) our favorites list supports an unlimited number of categories. Each favorite is added into a user defined category. This allows the end user to organize their favorites list in a way that makes sense to them and is easy for them to use.	<input type="checkbox"/>	Display actual inventory quantities? (yes) (no) _____
<b>Shared Favorites</b>  Favorite lists may be shared by a user with the other users in the same company. This allows one user to build a list of favorites and make it available to all of the other users within his organization. This can be a real time-saver.	<input type="checkbox"/>	
<b>Favorites Indicator</b>		

<p>Favorites indicators show a user whether or not an item is on their list of favorites. This allows quick reference to their items when looking at a list of items.</p>	<input type="checkbox"/>
<p><b>Pricing</b></p> <p>Customers using Prophet21 Acclaim will have pricing that is totally consistent with their business system. Users of other ERP systems, including CommerceCenter will need the vendor-provided eBusiness gateway to get the same functionality. Customers who don't have or don't wish to acquire the eBusiness gateway may provide a pricing model (usually mimicking that of the business system) for use in calculating pricing. Aldrich Solutions will assist the customer in coming up with the necessary information to create the pricing model. With an effective pricing model, web pricing will be consistent with that of the business system and will NOT require maintaining pricing information in multiple systems.</p>	<input type="checkbox"/>
<p><b>Price Breaks</b></p> <p>Price breaks are supported and shown to the customer when they are making their purchase decision. This allows you to maximize your sales by showing the end user more favorable pricing with greater quantities.</p>	<input type="checkbox"/>
<p><b>Suggested Retail Price</b></p> <p>A price field may be identified as a suggested retail price. This price may be displayed as a retail price for the items.</p>	<input type="checkbox"/>
<p><b>Item Images</b></p> <p>Item images may be used from the business system (where the system supports images). If the system does not support images, or the customer chooses not to use them, item images may be assigned via the image management system of WebAlliance. The image management system allows users to upload images, and it will create the necessary "thumbnail" versions of the image. Utilizing the image management system, a single image may be associated with multiple items eliminating the need to create one image per SKU.</p>	<input type="checkbox"/>
<p><b>Request For Quote</b></p> <p>Users may submit a request for quote online. Online RFQs allow your users to request products from you that they cannot find on your site. RFQs are also a valuable lead generation tool for your sales force.</p>	<input type="checkbox"/>
<p><b>Suggestion Box</b></p> <p>The suggestion box allows customers to email suggestions to you anonymously. This is a useful tool to ascertain honest feedback from your users.</p>	<input type="checkbox"/>
<p><b>Live Help</b></p> <p>Live help is an option on WebAlliance ecommerce sites. Live help allows someone at your organization to assist your web customers in real-time over the Internet. Via a Live Help button, web users can see if help is currently available, or if unavailable, they can send an email. Live Help is known to improve sales closure rates and gives your users the secure feeling of knowing that someone is available to answer any questions they might have.</p>	<input type="checkbox"/>
<p><b>Linked Brand List</b></p> <p>The brand list allows your users to see a list of all the brands you sell. The list is linked so that the customer may click on a brand and drill down into all of the SKUs in that brand. The brand list is managed via the admin pages.</p>	<input type="checkbox"/>
<p><b>User Registration</b></p>	<input type="checkbox"/>

Consistent, per customer Acclaim pricing or other pricing for web customers?

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<p>User registration allows a user to request a web log-in. The user registration may be automatically approved (the user will be assigned a pre-selected customer code) or the registration may be held until it is approved by a staff member. The user registration includes such things as address, email, phone, etc. As a part of registration, the user selects the password to be used when accessing the site. Upon registration, the user is sent a welcome email thanking them for registering. The welcome email also includes their user name. A copy of the welcome email is sent to the staff to alert them that a new user has registered on the web site.</p>	<input checked="" type="checkbox"/>
<p><b>Forgot Password Page</b></p> <p>All passwords are stored in an encrypted hashed format. As such, passwords cannot be retrieved. However, should a user forget their password, they can visit the forgot password page to have a new password emailed to them immediately. This allows a user to continue working even in the event they forget what their password is.</p>	<input checked="" type="checkbox"/>
<p><b>Multiple Accounts from One User Login</b></p> <p>A technique that Aldrich Solutions pioneered. Users can utilize one login and access multiple customer accounts. This is a huge convenience for users that need to place orders using different customer codes. Without this option, the user would require one login per customer code that they wanted to use. Clearly this is inconvenient for the user and messy for the staff to maintain. With multiple accounts attached to a single user, the user can simply select the account they wish to use and continue shopping. Upon changing customer codes, any items that are currently in the user's cart will be repriced using the new customer pricing scheme. User accounts may also be tagged with "friendly" names to allow the account to be readily identified by the user.</p>	<input type="checkbox"/>

<p><b>My Account</b></p> <p><b>My Account User Page</b></p> <p>The main my account page provides quick access to the most recent customer orders. It also provides the list of alternate customer accounts that the user may select. Finally a list of other My Account features is provided to allow the user to see various other account information. Account information may be restricted on a per user basis. (e.g. Invoices and statements can be hidden from some users while remaining available to others.)</p>	<input checked="" type="checkbox"/>
<p><b>Invoices and Shipments</b></p> <p>Invoices and shipments allows the user to view an online copy of an invoice. Invoices can be searched by invoice number, invoice date, and PO Number. Online invoices provide a great tool for users and are often used as an "olive branch" to get people to visit the site.</p>	<input type="checkbox"/>
<p><b>Open Payables (Statement)</b></p> <p>Open payables shows the customer a statement as of the time of viewing. This information includes 30,60,90 day aging information and provides direct links to the open invoices.</p>	<input type="checkbox"/>
<p><b>Shipment Tracking</b></p> <p>Shipment tracking information is available from the business system. UPS and FedEx tracking numbers are linked so that a user only has to click a link to be shown the tracking information.</p>	<input type="checkbox"/>
<p><b>Printable Invoice</b></p> <p>A print button is available to allow the user to easily print any invoice that they see online. The Print option will remove the extra site information and allow the user to print a "clean" copy of the invoice.</p>	<input type="checkbox"/>
<p><b>Saved Carts</b></p> <p>Via the My Accounts page, a user can access carts they have saved in the past. From here, they can be reopened (for purchase), or assigned a name for easy reference.</p>	<input type="checkbox"/>
<p><b>Password Change</b></p>	

The password change page will allow a user to assign themselves a new password. It is a good security practice to encourage users to change their passwords every 90 days.	<input type="checkbox"/>
<b>Recent Orders</b> The recent orders page allows the user to search for and view orders from the last year. Orders are searchable by Date, PO, or Order number. After executing a search, the user can drill into the detail of an order to see an online version of the order.	<input type="checkbox"/>
<b>Printable Order Information</b> A printable version of the order detail information is available. The printable version removes the extra web information allowing the user to print a "clean" copy of the order.	<input type="checkbox"/>
<b>Expedite Order</b> When viewing an open order, the user may expedite the order. This will take them to a simple form where they can provide some basic information. An email will then be generated to the staff with the Expedite request. The staff can then follow up on the order status and contact the user.	<input type="checkbox"/>
<b>Purchase History</b>  Purchase history is available to allow the user to view past purchases. Searches can be performed in multiple ways. The most common is to require the end user to use the "History Wizard". This allows the user to select a timeframe and a minimum purchase level. From there, they are shown a summary view of the items they have purchased. Of course, the user can purchase the item from the item history page. Current prices are shown next to each item. The items are linked so that the user can click the item code and view the item details on the site. For more detailed history information, the user may drill down into the item details. From here, they can see details for each invoice a purchase was made on. The invoices are linked so that the user can quickly jump to view the details of a given invoice.	<input type="checkbox"/>
<b>My Account Messages</b> My account messages allow site administrators to place a message on all users' my account pages. A WYSIWYG message editor is provided to accommodate enhanced message information. This area may be used to announce marketing information, store hours, holiday schedules, etc.	<input type="checkbox"/>

<b>Admin Functions</b>	
<b>Site Statistics - Google Analytics</b>  Each WebAlliance site comes with detailed site statistics powered by industry leading Google Analytics software. Google Analytics allows various marketing and management reports to allow you to analyze visits to your site. Utilizing Google Analytics, you can know if you marketing campaign is working, if visitors simply look around or buy, or even the most common ways they click through your site. Google Analytics allows you to see your top selling items, and even drill down into ecommerce transaction detail. The statistics provided by Google Analytics are an invaluable resource.	<input checked="" type="checkbox"/>
<b>Image Management</b> Optional image management is available in the event that the business system does not support, or the client does not wish to use image management from their business system. Image management allows the admin to upload product images. These images are properly sized and thumbnails of the image are created. Finally, images may be linked to one or more items eliminating the need for one image per SKU.	<input checked="" type="checkbox"/>
<b>Emulate User</b> Emulating a user allows sales associates and site administrators to "become" a user. When emulating a user, all activities can be performed as that user. This is useful to allow a sales person to place an order on a customer's behalf, or to help a customer and see exactly what they see.	<input checked="" type="checkbox"/>
<b>View Web Users</b>	

<p>A user list is provided that shows basic information about all web users, including their last activity date. The list is searchable to allow quick access to a specific user</p>	<input checked="" type="checkbox"/>
<p><b>Web User Details</b></p>	
<p>Adding and editing users via the web user details page is enabled via the latest AJAX technologies. This makes the process of managing a user much more intuitive and natural than other legacy methods. The users page allows administrators to edit the details of a user including: Customer Code, Name, Address, Phone Number, Email, Password, User Level, and Multiple Customer Code Codes and Descriptions. User logins may be disabled allowing the user's information to remain on the site, but not allowing the user to actually log in using the account.</p>	<input checked="" type="checkbox"/>
<p><b>Web User Rights</b></p>	
<p>Web users may be allowed or denied the right to view certain pages of the My Account area. This allows confidential information such as Statements to be kept private while allowing access to other areas of Account information.</p>	<input checked="" type="checkbox"/>
<p><b>Web Admin Rights</b></p>	
<p>Not all admins are created equal. To accommodate the fact that some people should only be able to deal with orders, admins can be set as a "Junior Admin". This allows that admin user to access only information relating to a customer order. A Junior Admin cannot add or edit users, or modify anything other than order information.</p>	<input checked="" type="checkbox"/>
<p><b>Search/View Online Orders</b></p>	
<p>This area allows the site admins and junior admins to view and search for online orders. This area will show order summary. You may drill down into the data to find the order details, including the web cart number and the business system order number (where available). The complete order information is available to the admins and junior admins from this site. This makes it a very confinement place to reference when checking the status of a web order.</p>	<input checked="" type="checkbox"/>
<p><b>Search Stats</b></p>	
<p>Statistics on customer searches are available via this page. The search stats provide valuable information on what keywords customers are searching for and the number of results they were provided. Utilizing the search stats information, product descriptions can be refined to better match actual customer search terms.</p>	<input checked="" type="checkbox"/>
<p><b>Activity Logs</b></p>	
<p>Most administrative actions are logged in the activity log. It is a good place to look to find out who changed a user's password, or who modified a user. Other administrative functions are also tracked via the activity logs.</p>	<input checked="" type="checkbox"/>
<p><b>My Account Messages</b></p>	
<p>The my account messages page allows admins to modify the message shown to users on their My Accounts page. A WYSIWYG interface is provided to edit the messages. Messages have a start and stop date so that it is easy to create a message for display at a given time and then forget about it. Multiple messages are supported, and will display to the end user simultaneously.</p>	<input type="checkbox"/>
<p><b>Near Real Time Data</b></p>	
<p>The Weballiance system works with near real time data to provide enhanced performance and reliability. Data is updated at set intervals. Some information may be updated daily, while other information (such as inventory status) may be updated every few hours. The update process is flexible and is worked out with the assistance of Aldrich Solutions and the local staff. Aldrich Solutions will help explain the pros and cons of various data update solutions to help you achieve optimal results.</p>	<input checked="" type="checkbox"/>
<p><b>Email Order Notification</b></p>	

