

Materiallogic eStore Capabilities

Executive Feature Summary

Flexibility

- Flexible deployment modes to support spectrum of B2B or B2C use cases
- Thousands of optional configurations available
- Customizations may be built into any element

Design

- Flexible deployment driven design
- Compatible with all major browsers
- Use your own designer or our in-house team
- Unified design and URL throughout store
- Custom URL/domain may be used

User Accounts

- Variable levels of data entry required by user
- User accounts may be optional, dynamic, or pre-configured
- User may save list of Favorite Items
- User may save Shopping Carts
- User may save Payment Methods
- User may save Addresses
- Site Owner may prompt user for customized additional attributes

Navigation

- Top-level module navigation via tabbed interface
- Data nuggets present throughout site
- Breadcrumb navigation throughout site
- Customizable home page content

Security

- Industry standard punch-in options
- Optional requirement of HTTPS
- Originating domain authentication
- CISP compliant login processes and procedures

Catalog

- Tree/hierarchy item grouping
- Keyword search by item attributes
- Smart search with auto-suggest/spell-check
- Item/User-level visibility controls
- Multiple price levels for products
- Multiple product images and media
- Toolkit content associated with items
- Recommended products
- Items may be available as Digital Downloads
- Distribution on Demand

Shopping Cart

- Modern shopping cart experience
- Quick-order entry for advanced users
- Ability to save Shopping Cart for later use
- Site owner may define custom workflows for item personalization when adding to cart

Checkout process

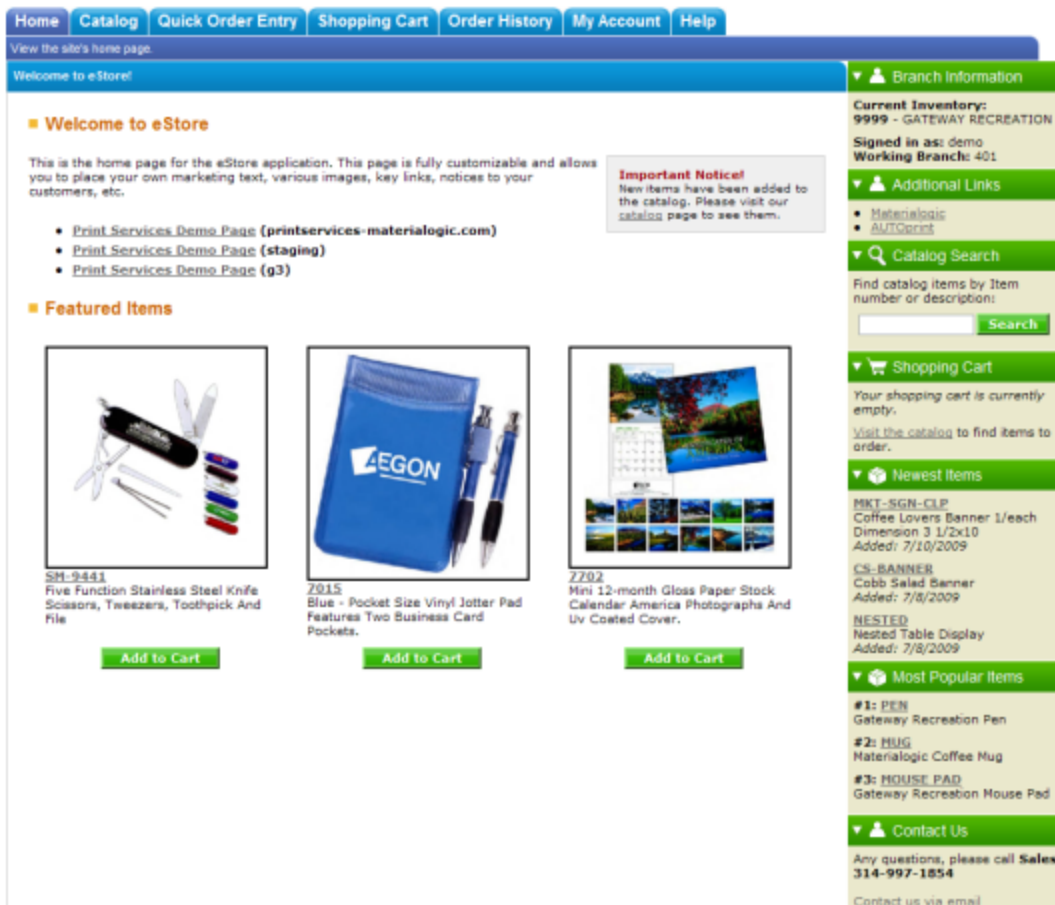
- Variable payment methods
- Discount codes per order or item
- Online order proofing
- Address and Credit Card validation
- Ability to save and reuse payment methods
- Ability to save and reuse addresses
- Survey questions may be attached with order
- Printable receipt

Order History

- Most recent orders always visible
- Order search to find any previous order
- Detailed status on any order
- Integrated, detailed package tracking
- Ability to quickly reorder past orders

Product Overview

Introduction



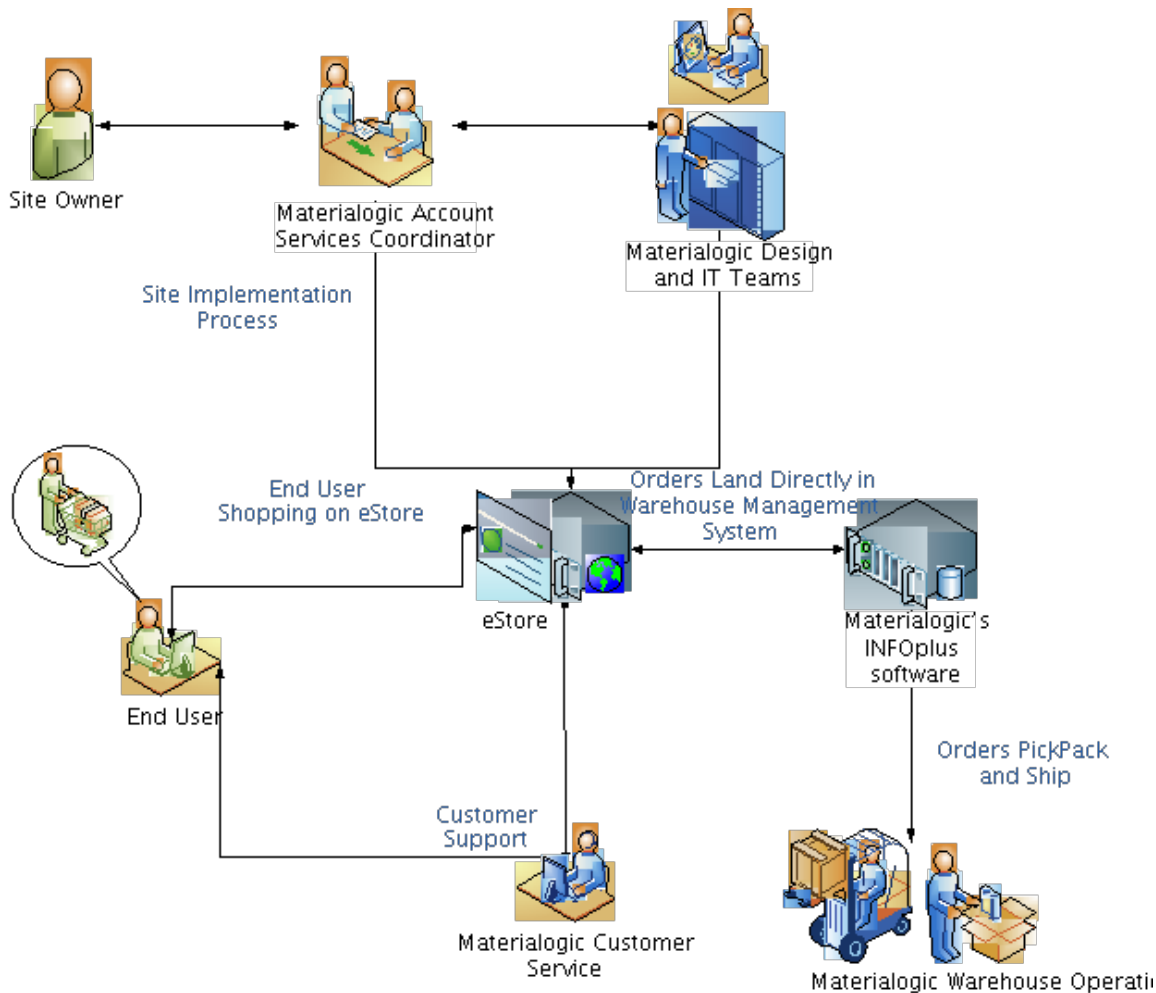
The screenshot displays the Materialogic eStore homepage. At the top is a navigation bar with links: Home, Catalog, Quick Order Entry, Shopping Cart, Order History, My Account, and Help. Below this is a blue banner with the text 'Welcome to eStore!'. The main content area is divided into sections: 'Welcome to eStore' with a description of the application and links to demo pages; 'Important Notice!' regarding new catalog items; 'Featured Items' showcasing three products (SM-9441, Z815, and Z702) with 'Add to Cart' buttons; and a right-hand sidebar with sections for Branch Information, Additional Links, Catalog Search, Shopping Cart, Newest Items, and Most Popular Items. The sidebar also includes a 'Contact Us' section with a phone number and email link.

An overview of eStore

Materialogic's eStore is a robust online Shopping Cart, developed in-house by Materialogic to provide our customers an unparalleled ability to streamline their supply chain operations by enabling their end users to quickly and accurately manage their own distribution needs. By utilizing eStore, our customers avoid the expenses and delays of developing and maintaining an in-house solution, or the hassle and costs of outsourcing their shopping cart to a third party vendor. Since eStore is built on top of Materialogic's INFOplus distribution management software, the middleman is eliminated, meaning orders go directly from your end user to our distribution center, quickly, accurately, and efficiently.

Participants

A Materialogic customer utilizing eStore becomes a **Site Owner**, a vested partner working with Materialogic to customize and manage the eStore site where their product will be distributed. A Site Owner will interface with the **Materialogic Account Services** team during their site's Implementation Process to specify how their custom eStore **Deployment** will best serve their organization's needs.



eStore Participants and Flow

The most engaged participant in eStore is the **End User**. This is the individual who logs on to the eStore web application to browse and search the site owner's catalog, to build up their shopping cart, to customize their own account, to place orders, and to review their order history and order statuses. EStore supports a variety of End Users, who may be corporate purchasers, branch managers, local agents, consumers in the wild, or anyone else who needs to place orders for the Site Owner's items.

Customizability

Materialogic realizes that every organization is unique, and each has its own variety of needs and expectations. That's why eStore is more than just a web site; instead, eStore is a web application platform. This means that eStore is capable of being adjusted to an extremely high degree, at a relatively low cost.

More than a thousand individual points of configuration are built in to eStore, and they may be changed by the Materialogic Account Services representative as requested by the Site Owner as part of the standard site setup process. These options start with the basics, what fields are displayed, what order they are listed in, what labels and titles are used throughout the site, and what navigational controls exist and how they are presented. Through the Implementation Process, the Site Owner can also specify the site's color scheme and graphical style and can supply custom branding logos, to create a unique site that reflects their specific brand and marketing message.

If a Site Owner has a unique requirement that hasn't already been built into eStore custom development can add or alter features, built to the Site Owner's specification. Due to the technology on which eStore is built (the Materialogic Commerce Foundation) these customized features are carefully added only at the exactly level that they need to be, so that the site is still running on the same core libraries and routines that have been proven solid for decades. This combination allows a Site Owner to have the exact site that they want, without requiring a completely new site to be built from scratch. That translates to lower costs and higher reliability and a quicker time to market.

Deployment Modes

Out of the box, eStore is capable of offering a variety of distribution models. These include a pure B2B model, a pure B2C model, and a spectrum of other options between these two extremes.

In the pure B2B model, all End Users of an eStore Deployment would be members of the Site Owner's organization. These End Users may already exist as entities in INFOplus (branches), or they may be created, either through Account Services, or on-the-fly as they access eStore. In the B2B model, there is a greater emphasis on security, requiring all End Users to be authenticated prior to even viewing the catalog. The B2B model can utilize INFOplus's built-in billing modules, charge codes, catalog restrictions, and other features that have been built to support corporate distribution models.

The B2C model of eStore site uses a less restrictive approach. In this model, users may view the Site Owner's catalog and place orders using as little authentication as the Site Owner deems necessary. This model fits organizations who want to sell their product to a wide audience of consumers, where those consumers are generally not affiliated with the Site Owner (other than as a potential customer).

In between these two extremes, a Site Owner may wish to require End Users to know a generic username and password to view their catalog and place orders, or may offer a customized set of items or prices to users based on the credentials that they provide. A deployment may function in both B2B and B2C modes at the same time, providing different options to a user who is authenticated than to one who is working anonymously on the site. If a Site Owner requires a different twist upon any of these models of behavior, eStore can easily be adjusted to support it.

Features

The core features of eStore are those that would be expected by any End User familiar with the modern web Shopping Cart experience. This gives an eStore End User the same style of online shopping experience that they would get on a site like Amazon. Where eStore goes above and beyond is in its ease of use, customizability, and integration with the INFOplus distribution system.

Catalog

The eStore user experience centers around the **Catalog**, which presents inventory items to the End User, so that they may view details about the items, and ultimately add them to their Shopping Cart. End Users can find items in the catalog through a variety of means, such as browsing through hierarchical item groups, searching by item attributes, and/or intelligent keyword search. The Site Owner can configure items to be hidden or shown to users based on various properties of the End User. Similarly, variable pricing levels are available, based on properties of the End User.

Catalog Items may have images associated with them, to present the user a visual picture of what they are ordering. There are also a variety of text fields that can be associated with items, per the Site Owner's requirements. Certain catalog items may be offered as **Digital Downloads**, which may either be free to any End User, or may require the user to purchase the ability to download the item. Depending on Site Owner configurations, eStore also supports **Variable Digital Print** items, along with **Distribution on Demand** items. The customization process for these types of items is part of the process of adding these items to the End User's Shopping Cart.

Shopping Cart

When the End User finds items that they wish to order through the Catalog, they add these items to their **Shopping Cart**. The eStore Shopping Cart shows the user their currently selected list of items, in a level of detail configurable by the Site Owner. The End User is given the opportunity to edit or remove items in their Shopping Cart before proceeding to the Checkout Process.

A popular alternative in B2B style sites is eStore's **Quick Order Entry** feature. This feature gives expert users the ability to quickly enter large orders by keying-in all of their Item Numbers and order quantities from a single page. The auto suggestion feature in the Item Number field makes this process even faster for any user.

If a user is unable to finish their order in one session, or if they frequently place orders for the same items, the eStore Shopping Cart has the ability to be saved into the My Account section of the site. **Saved Shopping Carts** can be converted to the user's active Shopping Cart with just a few clicks of the mouse.

Checkout Process

After the user is finished populating their Shopping Cart, they are ready to proceed to the **Checkout Process**. The basic eStore Checkout Process first prompts the End User for the necessary amount of **Payment Information** and **Shipping Information**. It then runs an **Order Proof**, to ensure the order's accuracy. This Order Proof validates the order's shipping address, payment information, inventory rules, and more. Once an order is proofed, eStore gives the End User a final chance to review their order before placing it.

The Site Owner may choose to make a variety of different **Payment Methods** available on eStore, including **Charge Codes** (popular for the B2B model), **Credit Cards**, **Checks**, and more. Credit Cards are pre-authorized before orders are accepted. Discount Codes and Gift Certificates may also be accepted, per the Site Owner's business rules.

After placing their order, the End User is given an **Order Result**, which they may print for their records. The Site Owner may also choose to enable **Order Confirmation E-mails** to be sent to the End User.

Order History



Once an End User has placed one or more orders in eStore, they may utilize the **Order History** feature to check on the status of their order. Orders may be searched for by order number, order date, and more. For orders that have shipped, eStore pulls the **Package Tracking** data from the shipper and presents this data within the same look and feel as the rest of the eStore site. While an End User is reviewing Order History, eStore allows them to easily import a past order into their current Shopping Cart. This **Reorder** capability saves the End User from having to re-enter their items, which saves the End User time, and gives them a more accurate way to repeat their common supply orders.

My Account

The **My Account** module of eStore contains a wealth of features for the frequently returning eStore user, to make their ordering experience faster and more accurate. Besides editing basic **User Profile** information, My Account allows the End User to access their **Favorite Items** and their **Saved Shopping Carts**. The Site Owner may also elect to enable the **My Wallet** feature, which allows End Users to save alternate **Addresses**, along with multiple **Payment Methods** (i.e., Credit Cards, Charge Codes), which the End User can then easily apply to their order during the Checkout Process. Finally depending on site setup, customizable **User Attributes** can be captured by the Site Owner through the My Account feature.

Implementation Process

During the eStore **Implementation Process**, a Materialogic Account Services Representative (**ASR**) works closely with the Site Owner to assess the specific needs of the Site Owner's organization and application, and how eStore can best be configured to serve those needs. This is a back and forth process, which begins with the Site Owner reading this document and discussing their needs with their ASR. With the guidance of the ASR, the Site Owner then proceeds through the **eStore Setup and Configuration Document**, which specifies most of the standard configuration options that will give the Deployment many of its key characteristics to make unique to the Site Owner's organization.

Meanwhile, through the Implementation Process, a custom look and feel can be applied to the site by the Materialogic **Design Team**, after which, a test site can be delivered to the Site Owner for review. If any customizations are required, the specifications are passed back and forth until all are agreed upon, and they are quickly implemented by the Materialogic **Development Team**. Throughout the implementation process, the Site Owner can review and test their site, adjusting parameters through the help of the ASR, until the site is a perfect fit, and it's ready for its live release to the population of End Users.

The Materialogic Account Services team is able to continue to participate as front-line support for the site, and as the Site Owner requests more changes, they can be put in place virtually any time while the site is online. With Materialogic's flexible, property-driven application frameworks, and agile software development processes, changes can be turned around in hours or days instead of weeks or months, and at very little cost to the Site Owner.

User Login Options

One of the first conversations that will take place between the Site Owner and their ASR will be to decide how End Users will access the eStore site. Factors contributing to this decision involve the style of the site (B2B, B2C, or somewhere in between) and the security level that the Site Owner needs. Out of the box, eStore provides a wide variety of user login options, which cover almost any scenario the Site Owner may need.

Materialogic Standard Sign-in

The **Materialogic Standard Sign-in** option requires each End User to know a unique username and password, which can be used to access any of Materialogic's applications. The user will enter those credentials on a login screen hosted by Materialogic and branded as a Materialogic / INFOplus application. All user accounts must be created, either as a manual customer service action, or through an automated feed, before they can be used. After a user is signed-in through this mechanism, they will either land at Materialogic's Business Center, from which they may access other Materialogic applications that their user account has access to, or they may land directly inside eStore.

This option is typically used for B2B style implementations, where the Site Owner is aware of all of their potential End Users, and these users already exist in the INFOplus system. Users access this option by visiting materialogic.com and choosing to sign in, or through a URL provided to them by the Site Owner.

eStore Sign-in

The **eStore Sign-in** option requires each End User to enter a username and password for their eStore account. This option can be configured to block all access to the application until these credentials have been provided, or to allow End Users varying amounts of access to the site before requiring them to identify themselves (for example, users may be required to identify themselves before they attempt to checkout, or before they try to save an item to their shopping cart).

This option keeps the user from visiting materialogic.com, so it may present a more seamless shopping experience than the Materialogic standard

sign-in. In its basic configuration, this option does require pre-existing accounts, so it does fit B2B implementations; however, it can easily be combined with the **eStore Create User On-the-Fly** option to create a B2C experience. Users can access a site using this option via a specific URL, provided by Materialogic, pointing directly at the eStore site.

eStore Create User On-the-Fly

The **eStore Create User On-the-Fly** option allows End Users to create their own eStore user account from within the eStore site itself, the first time they visit the site. Similar to the **eStore Sign-in** process, the user may be required to create this account as soon as they try to access the store, or they may be granted access to variable portions of the site before they must identify themselves.

This option is a good fit to both B2B and B2C style sites. For B2B sites, the Site Owner may pre-define some users, but may also allow new users to create their own accounts as they need them. In this case, the accounts, as they are created, may be tied to existing INFOplus branches, or may be allowed to order against any branch in the system (again, this can be adjusted per the Site Owner's requirements). For B2C sites, generally all users would be created on-the-fly, and the Site Owner can configure what level of user data they want to capture (such as name, contact info, demographics, survey data, etc).

This option is typically combined used with the **eStore Sign-in** option, so that an End User who has previously created an account can reuse those credentials (username and password) when they return to the site at a later time. In this case, the site's sign-in page presents the user with the options of signing in with existing credentials, or signing up for a new account. Similar to the **eStore Sign-in** option, sites using this option are accessed by a specific URL, provided by Materialogic, pointing directly at the eStore site.

Anonymous User

The **Anonymous User** option does not require the End User to create account, or identify themselves in any way, in order to use the site. This does limit the End User's capabilities to some degree (specifically in the areas of "My Account"). However, it lessens the amount of data that the user must enter, which may make them more likely to place orders on the site. This option is typically the best fit for B2C style implementations. This option may be configured, per the site owner, to require a **Generic Account** username and password for use. This option allows the site owner to limit control to the site, either to prevent the general public from use, or to create a feeling in the user that they are accessing exclusive content (i.e., a mailing campaign could give out these generic credentials to all users).

Also, the **Anonymous User** and **Generic Account** methods may be combined, so that if a user knows the Generic Account credentials, they may enter them, to gain special access to the site (such as access to different catalog items, or different price points), but they may still access the site (anonymously) if they do not have the credentials.

Punch-in by User Identifier

The **Punch-in by User Identifier** option allows an End User to be automatically identified and logged in to eStore via clicking a button or link on another website (i.e., the Site Owner's corporate intranet), based on a parameter which uniquely identifies the user, which is passed into the punch-in process on eStore. The parameter which is passed must be a unique identifier for the user, which must be known by both Materialogic and the Site Owner's organization. If an unrecognized value is passed, the Site Owner can choose whether the login will be rejected (which implies that all user records must be set up before they can be used, either as a manual Account Services process, or through an automated feed), or if the user will be taken to the **eStore Create User On-the-Fly** process.

This option is intended for B2B sites, where the site owner has already authenticated the user on their own site, and wants them to access eStore without having to go through an additional authentication/login process. In this option, first-time eStore users may be prompted for some data (to complete the creation of their account on eStore), but upon re-use of the site, they will be automatically punched-in without entering any data. The details of this implementation, such as the parameter name, the format of its value, and the punch-in URL, and the process for setting up users outside the punch-in process, must be exchanged between the Materialogic IT team and the Site Owner's IT group prior to implementation.

Punch-in by Full User Data Post

Using the **Punch-in by Full User Data Post** option, the Site Owner's intranet (or other application) sends a data packet to eStore containing several pieces of user data. The user is automatically looked up and logged in to eStore based on a unique identifier contained within that data packet. In case that the unique identifier is not known to Materialogic, the additional data in the packet can be used to automatically create a user account linked to the unique identifier.

This option is intended for B2B sites, where the site owner will already have all of their End Users' information, and does not want them to have to either authenticate themselves, or enter any additional personal data into eStore. The full details of the **Punch-in by Full User Data Post** option are beyond the scope of this document, and require exchange between the Materialogic IT team and the Site Owner's IT group.

Punch-in Security Options

For both the **Punch-in by User Identifier** and **Punch-in by Full User Data Post** options, most site owners will want to enable one or more of the following standard eStore security offerings:

- **HTTPS** – eStore can be configured to require that all requests are sent over the HTTPS channel, where all data is encrypted using an SSL Certificate.
- **Parameter Encryption** – The data received by eStore in the Punch-in request can be sent in an encrypted packet. The default configuration uses Triple DES, and requires the encryption key to be shared between Materialogic and the Site Owner. The contents of the packet are URI-encoded name-value pairs.
 - For example, the standard Punch-in parameters used for an encrypted **Punch-in by User Identifier** are "branchNo" (the user identifier) and "timestamp" (the time at which the packet was encrypted (used to prevent replay attacks)). The raw/unencrypted version of these parameters would look like:
 - branchNo=73828302×tamp=1300460024
 - This string would then be Triple DES encoded using the shared key, and passed to eStore as a single request parameter:
 - hash=vCduX2pY4Kx4o8NV022hk1t%2bw9%2bjeFACySd
- **HTTP Referrer Check** – eStore can be configured to only allow Punch-in requests that come from one or more specified HTTP_REFERER URLs.

In addition to these standard eStore security options, Materialogic's IT team can work with the Site Owner's IT and security teams to implement additional security mechanisms.

Site Configuration

From the ground up, eStore has been built for maximum configurability. There are over a thousand points of configuration built into eStore. This amount of configuration could potentially be overwhelming, if it weren't for the **eStore Setup and Configuration Document**, which the ASR will go through with the Site Owner, to make this process one of the more enjoyable steps in the eStore Implementation Process.

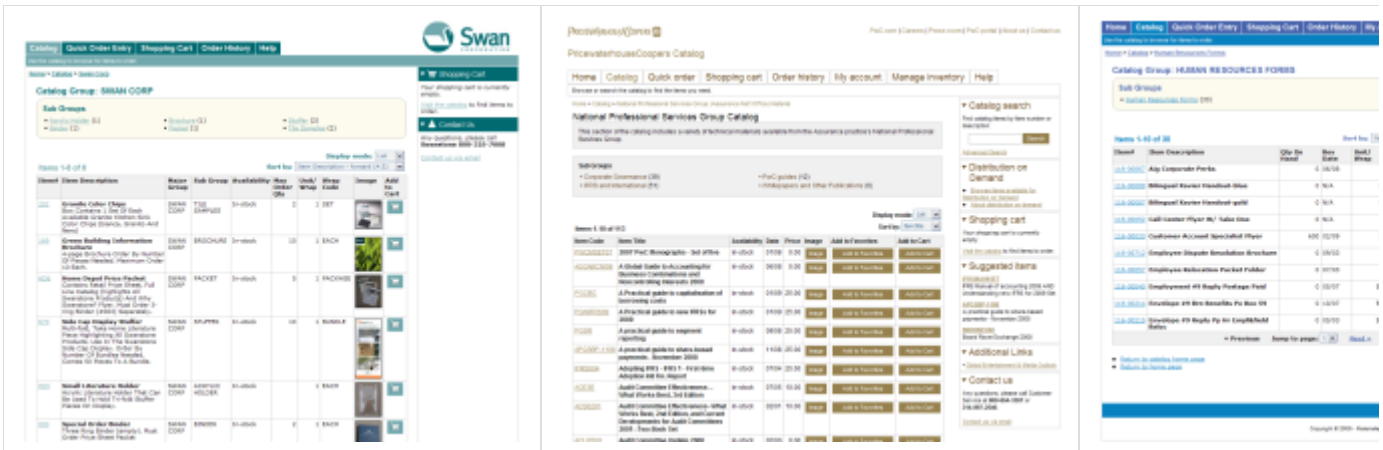
While working through the **eStore Setup and Configuration Document**, the Site Owner will be able to control options such as:

- The site's **Navigational Tabs**
 - Options include: Tab text, help text, ordering, and which tabs appear.
- The site's **Data Nuggets**
 - Options include: Nugget titles, nugget state, ordering, which nuggets appear, and how much data is shown.
- The site's vocabulary/dictionary
 - What words are used for common nouns, like "Item", "Branch", and "Order."
- Page Titles and Section Headings
- Table columns for the Catalog, Shopping Cart, Item Detail, Order History, and more.
 - Options include: Column/Field labels, ordering, and which fields appear.
- What features are available, such as My Account features, Order payment methods, and catalog search options.

After completing the Setup and Configuration document and process, the Site Owner will be able to review how their choices have made their eStore site look and feel. Adjustments can be made with the flip of a switch from the ASR, and the site can be tuned until it's exactly what the Site Owner needs.

Look and Feel

To create a truly integrated online shopping experience for their End Users, the Site Owner may wish to make eStore indistinguishable from the rest of their web presence. To achieve this full online visual integration, the Site Owner can provide their own HTML and CSS code, along with graphics and other web design elements, which can be integrated into eStore by the Materialogic Design team. The specific details of such a fully integrated design require an interchange between the Site Owner's and Materialogic's Design teams.



Various examples of eStore Look and Feel applied to the Catalog List Page

As an alternative, eStore has a number of flexible default skins, which can meet the needs of many Site Owners and provide an even easier implementation. These skins have attractive default color schemes, and can easily be adapted to display in the colors of the Site Owner's brand. The Materialogic Design team has impressed many Site Owners by combining a logo graphic from the Site Owner's organization with an appropriate color scheme, to create an eStore site that feels like it was custom designed from the ground up. So whatever the Site Owner wants, eStore can accommodate. Quick and easy, yet attractive and branded; fully integrated and indistinguishable from the corporate web presence; or anywhere in between: The **Look and Feel** of eStore is in the Site Owner's control.

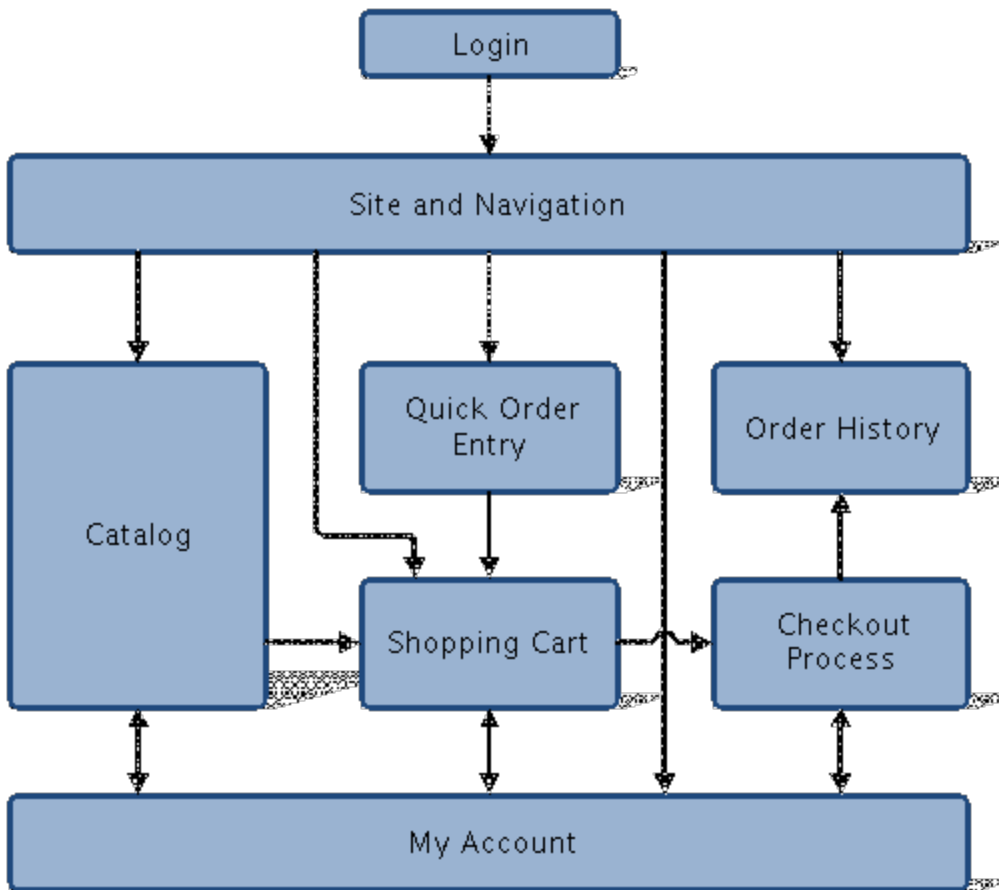
Customization

Sometimes a Site Owner requires features which have not yet been added to the standard eStore feature set, or which may be completely custom to the Site Owner's organization or process. In situations like this, eStore can be customized to a very high degree, without sacrificing its core functionality or stability, due to the flexibility of the Materialogic Commerce Foundation upon which it is built.

When custom needs arise, the Site Owner and ASR will go through the software requirements and specifications gathering process, changes will be refined and designed by the Materialogic IT team, a bid for the custom development may be issued by Materialogic, and if approved by the Site Owner, custom work can be completed, typically in a short timeframe.

Site Module Details

The End User interacting with eStore will know it through its various functional **Modules**. Each module corresponds to one of the primary functions that the user performs on the site. The various modules interact with one another to facilitate the End User's flow through the Order management process, sharing data as they need, for an optimal shopping experience.



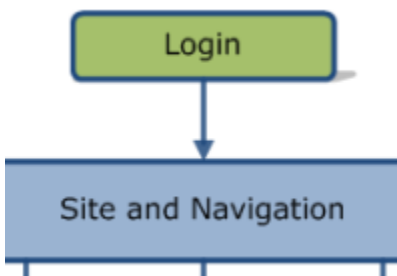
eStore Module Interactions

Login

Depending on which of the User Login Options the Site Owner has selected, the first module that the End Users may interact with is the **Login** module. This module is responsible for authenticating the user, if necessary, per the Site setup. After the user is authenticated, the Login module may require the user to enter additional data, such as what branch they are ordering for (in a B2B model) or some personal data (in a B2C model). After the Login module has completed its work, it hands off to the Site

User Login Options

This module would be left out altogether on a site utilizing the Anonymous User option. In the automated Punch-in options, this module may also not appear, assuming the user is properly authenticated, and does not need to provide any additional data to access the site.



For a site utilizing the eStore Sign-in option, the **User Sign-in Screen** will present the user with a

standard Username and Password prompt. In the eStore Create User On-the-Fly option, the **User Sign-in Screen** gives the user the option of choosing to sign-in with an existing account, or to sign-up for a new account. The Site Owner may specify how much data should be collected from the user when creating a new account.

Branch Search and Select

For a site deployed in the B2B mode, if an End User is not permanently assigned to an INFOplus **Branch**, that user must choose which Branch they wish to work for in their current eStore session. Examples of users not tied to branches may be district managers, or new users who are not yet assigned to their branch. The branch that the user chooses to work as will determine the default billing and shipping information for orders placed during their session, as well as what orders are visible in Order History.

The Branch Search and Select function is performed as the last step of the Login process. For a user who needs to select a branch, after they are authenticated with eStore, they are directed to the **Branch Search Screen**. On this screen, the user may enter various search criteria, such as Branch Number, or Branch address. When the user executes their search, they are presented with a list of branches matching the criteria that they entered. If their desired branch is found, they can click on the branch number to choose to work for in their current eStore session. If the user's search failed to find the branch they were looking for, they may try entering different search criteria, or may contact Customer Service for assistance.

Build Branches On-the-Fly

Alternatively, if the Site Owner chooses to allow new branches to be built on-the-fly, the user may be presented with a link to the **Create New Branch** screen. On this screen, the user enters the basic required branch data, such as branch number, contact information, and address data. After submitting this form, the system will build a new branch for this user, and assign their current session to that new branch.

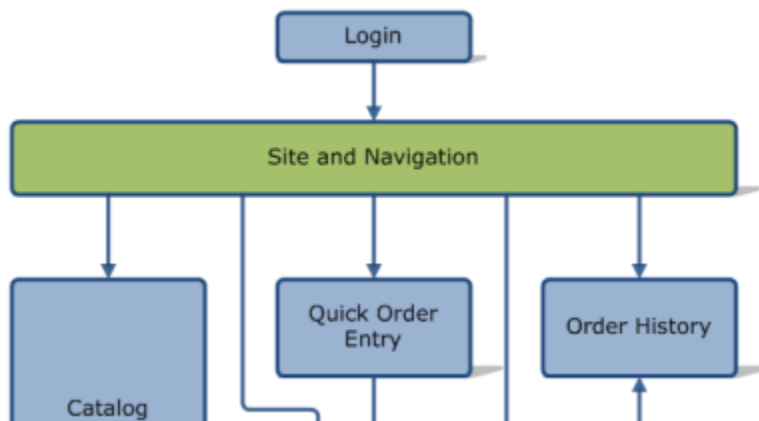
Change Working Branch

For a user who is not permanently assigned to a Branch, and who has gone through the Branch Search and Select process, they may be presented with the **Branch Information Nugget**. This nugget shows the user which branch they are currently working in, and alternatively presents the user the option to change their working branch. This nugget's presence and function is fully configurable by the Site Owner.

Login Process Completion

After the End User has completed whichever login process their site requires, they move from the Login module into the Site and Navigation module, where their eStore ordering experience begins.

Site and Navigation



The **Site and Navigation** module serves as an overall container under which the rest of eStore exists. Its primary role is guide the user through the other modules, and to make the eStore ordering experience quick and easy.

The components of this module are the Home Page, the Help and Contact Pages, the Navigational Tabs, and the Data Nuggets. Each of these components may be configured by the site Owner during the Implementation Process, to control what sections of the site are available, and how they are labeled for the End User.

Home Page

The first component of the Site and Navigation module is the **Site Home Page**. This page is the default "landing" area for End Users, after they complete the site's Login Process. The purpose of the Site Home Page is to welcome the user to the site. The default contents of the Site Home Page are a welcome message, with basic site instructions for the End User, along with a logo graphic from the Site Owner's organization, and a display of the site's 3 Most Popular Items. The Site Owner can choose to replace any of HTML, graphics, text, or links on the Home Page with any custom content that they may have. They may also change the Most Popular Items portion of the page to instead show their catalog's Newest Added Items, or a set of Featured Items, which are manually selected by the Site Owner and changed upon request.

■ Welcome to EStore

Welcome to Graybar's online inventory of printed materials at Materialogic. Please feel free to browse our inventory for any items that you may need. Also, please see the collection of most recent/newest items below. Thank you for ordering materials from Materialogic. If you need any assistance locating an item or placing an order, please feel free to contact Amanda Flanigan at Graybar (314-573-5335 or amanda.flanigan@graybar.com) or Kevin Wiegman at Materialogic ((314-567-3430 x 3691 or kwiegman@materialogic.com).

■ Featured Items



SM-9441
Five Function Stainless Steel Knife
Scissors, Tweezers, Toothpick And
File

[Add to Cart](#)



7015
Blue - Pocket Size Vinyl Jotter Pad
Features Two Business Card
Pockets.

[Add to Cart](#)



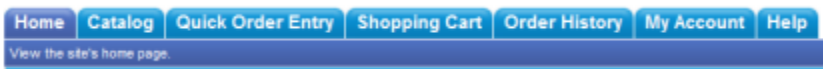
7702
Mini 12-month Gloss Paper Stock
Calendar America Photographs And
Uv Coated Cover.

[Add to Cart](#)

Example layout of the eStore Home Page

The Site Owner has the option of disabling the Home Page, in which case they may specify a different page for their End Users to land on when entering the site (the Catalog Home Page is the common default in this scenario).

Tabs



Example of standard eStore Navigational Tabs The primary navigational mechanism on eStore is a series of **Navigational Tabs** that run across the top of the site. These tabs, by default, sit below any header titles and graphics, and they rest directly on top of the site's main content area. The tab corresponding to the module that the user is currently working in is highlighted in a different color, to help the user recognize their current action. Hovering over each tab with the mouse highlights the tab and shows a brief line of help text describing the function available to the user if they click the tab. The text on the tabs, the help text displayed below the tabs, the ordering of the tabs, and which tabs appear or do not appear, are all standard configuration options available to the Site Owner.

When the user enters the Checkout Process, the tabs become disabled, to prevent the user from unintentionally navigating out of the Checkout Process. During this process, the Breadcrumb Links (see below) become the primary navigational mechanism.

Branch Information

Current Inventory:
9999 - GATEWAY RECREATION

Signed in as: demo
Working Branch: 401

Additional Links

- Materialogic
- AUTOpint

Catalog Search

Find catalog items by Item number or description:

Shopping Cart

Item No.	Quantity
7702	1

[View full shopping cart](#)
[Proceed to checkout](#)

Newest Items

MKT-SGN-CLP
Coffee Lovers Banner 1/each
Dimension 3 1/2x10
Added: 7/10/2009

CS-BANNER
Cobb Salad Banner
Added: 7/8/2009

NESTED
Nested Table Display
Added: 7/8/2009

Most Popular Items

#1: PEN
Gateway Recreation Pen

#2: MUG
Materialogic Coffee Mug

#3: MOUSE PAD
Gateway Recreation Mouse Pad

Contact Us

Any questions, please call **Sales**
314-997-1854

[Contact us via email](#)

Nuggets

One of eStore's most popular features is a series of **Data Nuggets** which run down the right side of the application. The purpose of these Nuggets is to give the user a quick peek into the data of their current session, and to provide quick access into the various modules of the site. The Nuggets appear on all pages other than during the Checkout Process (where they are taken away to remove distraction from the user, to help ensure a smooth, uninterrupted completion of the checkout). The Site Owner's can choose which Nuggets are used on their site, how they are labeled, what order they appear in, whether they are expanded or collapsed by default, and more, as standard configuration options. This is the standard list of available nuggets on eStore:

- **Branch Information** – Provides current End User's login and branch information.
- **Custom Text** – Fully configurable nugget, where Site Owner may post any HTML, text, links, images, etc, which they want their End Users to see.
- **Catalog Search** – Quick access to simple and advanced Catalog Search.
- **Shopping Cart** – Shows End User a preview of their Current Shopping Cart, with links to Full Cart and the Checkout Process.
- **Newest Items** – Shows Item Number and Descriptions for site's newest Items.
- **Recently Viewed Items** – Shows Item Number and Descriptions for the items the End User has most recently viewed in this session on the site.
- **Most Popular Items** – Shows Item Number and Descriptions for site's most popular Items.
- **Distribution on Demand** – Provides links to Distribution On Demand Features, including instructional text and items available for Distribution On Demand.
- **Recent Orders** – Lists the End User's most recent order numbers and dates, with links to full Order History Details

- **Contact Us** – Quick access to Customer Service phone and e-mail contact information.

Breadcrumbs

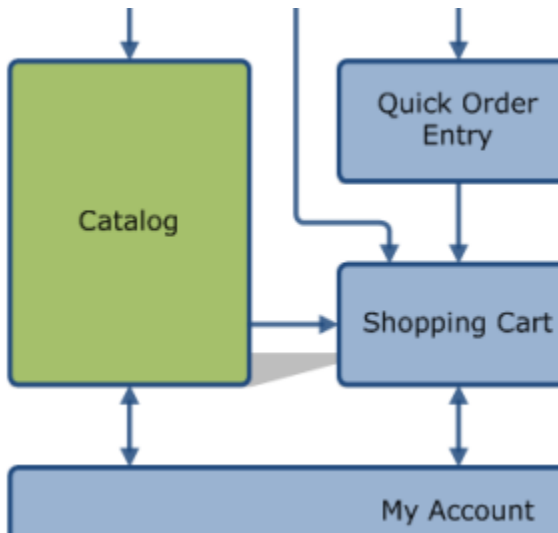
[Home](#) > [Order History](#) > [Order No. 495](#)

Breadcrumb Links provide another standard navigational element throughout eStore. These links are designed to always show the End User a path from the top of the site down to the page that they are currently viewing. These links can then be used to quickly jump back to where the user was before. The Breadcrumb Links in eStore appear between the Navigational Tabs and the site's body contents.

During the Checkout Process, the Breadcrumb Links play a more important role. With the site's Navigational Tabs disabled, the Breadcrumb Links become more prominent, and indicate the steps of the Checkout Process. They show the user their already completed steps (hyperlinked so that the user can jump back to a previous step), their current step, as well as their upcoming steps (so the user knows how close they are to completing their order).

Help

When an eStore user gets lost, or has a question, there's Help close at hand. The first level of support comes as a Quick Reference Guide which the Materialogic Account Services team composes specifically for each Deployment. This document gives the End User the basic information that they need to get their work done on the site, both in text and graphical form. If the End User needs even more assistance, the **Contact Us Page** provides an online form that the user can fill out and send directly to a Materialogic Customer Service specialist. The data captured on this form helps us quickly answer the user's questions and get back in touch with the user, so that everyone may get back to work as quickly as possible.



Catalog

The eStore Catalog offers a wide variety of features that make it easy for End Users to find the items that they need, so that they will be able to quickly and accurately build up Shopping Carts and place Orders. The Catalog is based on the Site Owner's inventory master record data in INFOplus, augmented as necessary, with additional data for web catalog presentation.

With the powerful INFOplus system as its core, the eStore Catalog has numerous features valuable to Site Owners, such as sector codes (to limit item visibility based on user/branch identity), restrictions (to control how much quantity may be ordered at one time), variable pricing levels, and real time inventory availability.

Catalog Home page

The eStore **Catalog Home Page** is the default launching point into the Catalog section of the site. The default presentation of the Catalog Home Page gives the user basic instructions with how to use the Catalog, a listing of all top-level Catalog Groups, and simple Search form. The Site Owner may elect to customize the catalog home page by adding additional HTML or by choosing which elements are included, and in what order they appear. Alternatively, the Site Owner may choose to use an altogether different Catalog page as the Catalog landing page (such as the

Browse All Items Page, or the Catalog List Page for a particular Catalog Group), eliminating the Catalog Home Page from their site.

■ Online Inventory Catalog

Use the online catalog to browse through [item groups](#) to find the items you want to order.

Once you find the items you're looking for, add them to your [shopping cart](#), then continue shopping.

If you have some items that you're always coming back for, or that you want to remember at a later date, you can click "Add to favorites", and they'll be added to [your favorites](#) for future reference.

For the fastest access to the items you need, you may wish to try our powerful [search](#) feature, with spell checking and auto-suggest features.



■ Catalog Groups

- | | | |
|--|---|--|
| • Account Specific (acs) (2) | • Business Items (3) | • Materialogic Marketing Material (12) |
| • Aegon (13) | • Code Not Defined (2) | • Millennium - E2 (mil) (1) |
| • Autoprint (4) | • Copyright (4) | • Misc (18) |
| • Bagel Items (1) | • Computer Items (8) | • New Store Opening (20) |
| • Banners (4) | • Electronic Download Items (4) | • Office Supply (3) |
| • Bread Items (5) | • Hr (2) | • Promotional Items (9) |
| • Brochures (1) | • Marketing (3) | • Quick Express Ordering (2) |
| | • Marketing Materials (8) | • Sds (1) |

- [View all catalog groups](#)
- [Browse all items](#)

■ Search to find exactly what you're looking for

Enter Keywords:



Example view of the eStore Catalog Home Page

Catalog List page

End Users will spend most of their time in the eStore Catalog interacting with the **Catalog List Page**. This page always displays a list of items, based on the search or navigational method that the End User has selected to bring up the Catalog List Page. For example, when a user clicks on a Catalog Group, they are brought to the Catalog List Page, listing all items in selected group. Similarly, if the user performs a Catalog Search, they are brought to the Catalog List Page, listing all items which match their search query.

■ Catalog Group: BROCHURES
























To view an item before purchasing, click on your Item # of interest. Order in correct order quantity.

Sub Groups

- [ACCOUNT MANAGEMENT](#) (3)
- [CLINICAL](#) (14)
- [CORPORATE COMMUNICATIONS](#) (4)
- [CURASCRIPT](#) (10)
- [HEALTHBRIDGE](#) (1)
- [MARKETING/CORP. COMMUNICATIONS](#) (29)
- [MEDICARE](#) (1)
- [PRODUCT MANAGEMENT](#) (9)
- [PROVIDER RELATIONS](#) (1)
- [RX DISTRIBUTION](#) (1)

Display mode: List

Items 1-10 of 73
Sort by: Item Description - forward (A-Z)

Item#	Item Description	Qty On Hand	Rev Date	Unit/ Wrap	Wrap Code	Unit Price	Image	Add to Favorites	Add to Cart
MKTBR02-0827	ARE YOU PAYING TOO MUCH?	9800	07/02	1400	BOX	0.0000			
CLI-ASTH06	ASTHMA MEMBER BROCHURE	0	04/04	2500	CARTON	480.0000	N/A		
CLI05-03966	ASTHMA MEMBER BROCHURE	1000	N/A	1000	CARTON	283.5914	N/A		
MKT07-05084	BIOGENERICS PAMPHLET	0	N/A	1	SINGLES LOOSE	0.0000	N/A		
MKTBR03-0889	BROKER BROCHURE (MID-MARKET)	0	N/A	335	CARTON	0.0000	N/A		
MKTBR03-0902	CALL US BILINGUAL BROCHURE PROTECTED BY KATHY MCHUGH	16525	N/A	25	SHRINK WRAPPED	2.8925			
CLI05-02617	CARDIOBASCULAR HEALTH MEMBER BROCHURE	1000	08/06	1000	CARTON	283.5914			
MKTBR0604722	CHOICEMATTERS MCO/TPA BROCHURE	3375	N/A	1	SINGLES LOOSE	0.2356	N/A		
MKTBR06-04721	CHOICEMATTERS PLAN SPONSOR BROCHURE	2950	N/A	1	SINGLES LOOSE	0.2356	N/A		
MKT09-09755	CLINICAL 360 BROCHURE	928	N/A	1	SINGLES LOOSE	0.0000	N/A		

« Previous Jump to page: 1 Next »

- [Return to catalog home page](#)
- [Return to home page](#)

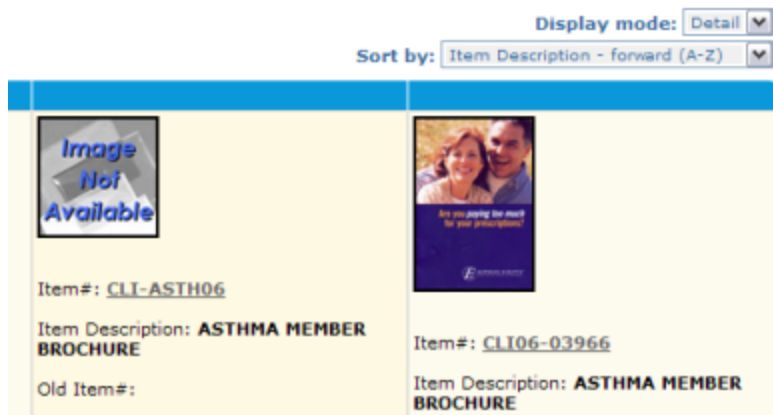
Example view of the Catalog List Page

Based on the method through which the End User accessed the Catalog List Page, along with some configurations chosen by the Site Owner, some variable options will appear on the page to driver further navigation of the Catalog. Under the standard configuration, if the user has accessed the Catalog List Page by selecting a Catalog Group, then the page will show the user what group they have selected, along with that group's Parent or Children groups, if they exist. In contrast, if the user has performed a Basic Search, then they may be presented with options to refine their search results, based on the available Catalog Filters and additional search fields on the site.

The columns which appear on the Catalog List Page are configured by the Site Owner as part of the Implementation Process. The Site Owner may choose which columns to display, what order to display them in, and how columns should be labeled. By default, eStore offers the most commonly used catalog-related fields from the INFOplus Master record, but the Site Owner may request additional custom columns to be added to their deployment.

If there are more items found than will fit on a single display of the Catalog List Page, the items are paginated, so that they appear across as many pages as are needed. This keeps the size of each page manageable, both from the perspective of the End User reviewing the contents of the page, as well as from the speed of download and rendering.

From the Catalog List Page, the End User may click on an item's Item No. to view the Item Details screen for the item. They may also launch the Add to Cart process for an item, or add an item to their Favorite Items, if the Site Owner has configured the Catalog List Page to display these features.



Display Modes

Catalog List Page's Display Mode and Sort controls, with preview a of Detail Mode

The standard eStore Catalog List Page provides two alternative Display Modes. The first, **List Mode**, lists items in a table, where each item occupies an entire row of the table. In this mode, column headers appear as the top row of the table. The second standard Display Mode is called **Detail Mode**. In this view of the catalog, items are arranged in a grid-pattern, with each item occupying one larger table cell, with all field labels and values presented in each item's cell. End Users may switch between Display Modes at any time while viewing the catalog by selecting a value from a select box. The site owner may choose which of these modes are available on their site, which mode is the default, or, as a customization, may define their own unique Display Mode.

Sort

The order in which items appear on the Catalog List Page may be changed by the End User at any time while viewing the catalog. The Site Owner may choose which sorting options are available to the user. The standard sorting options include sorting by both Item No. and Item Description, either forward (A-Z) or backward (Z-A). Additional sorting options may be requested by the Site Owner during the Implementation process.

Catalog Groups

Catalog Items are arranged in hierarchical **Catalog Groups**, where each item belongs to a Catalog Group, and Catalog Groups themselves have parent Catalog Groups. This hierarchy (or tree) relationship allows End Users to browse down from the top-level of the catalog, through the group tree, focusing their view until they find the item they are looking for.

■ Full Inventory Catalog Group Listing

<ul style="list-style-type: none"> • Account Specific (acs) (2 Items) <ul style="list-style-type: none"> - (mis) Miscellaneous (1) - (pos) Point Of Sale (1) • Aegon (13 Items) <ul style="list-style-type: none"> - Aegon (13) • Autoprint (4 Items) <ul style="list-style-type: none"> - Paper Supplies (4) • Bagel Items (1 Items) <ul style="list-style-type: none"> - Bagel Magnet (1) • Banners (4 Items) <ul style="list-style-type: none"> - Banners (2) - Hot Beverages (1) - New Store Opening (1) 	<ul style="list-style-type: none"> • Business Items (3 Items) <ul style="list-style-type: none"> - (mis) Miscellaneous (2) - Hot Beverages (1) • Complyright (4 Items) <ul style="list-style-type: none"> - Documentation (4) • Computer Items (8 Items) <ul style="list-style-type: none"> - Materialogic Marketing Material (8) • Electronic Download Items (4 Items) <ul style="list-style-type: none"> - Electronic Download Items (4) • Hr (2 Items) <ul style="list-style-type: none"> - Applications (2) 	<ul style="list-style-type: none"> • Millennium - E2 (mil) (1 Items) <ul style="list-style-type: none"> - (mis) Miscellaneous (1) • Misc (18 Items) <ul style="list-style-type: none"> - (mis) Miscellaneous (2) - Cartons (5) - Documentation (11) • New Store Opening (20 Items) <ul style="list-style-type: none"> - Envelope (3) - Labels (11) - New Store Opening (5) - Pads (1) • Office Supply (3 Items) <ul style="list-style-type: none"> - Materialogic Marketing Material (3)
---	--	---

Example of an Inventory's Catalog Groups

Catalog Filters

As an example of **Catalog Filters**, consider a bookstore site, where there may be a single-valued Filter called "Format", where it only makes sense to assign a single value to each book (such as "Hardback" or "Paperback"). The same site may also have a multi-valued Filter called "Genre", where one item might fit multiple genres (such as a book that is both a "Science Fiction" and "Comedy"). ----

As an example of **Smart Search**, if a user searches a bookstore site for "Hemmincway", eStore will notice the incorrect spelling, and prompt the user with "Did you mean: Hemingway", so that the user can find the items they are interested in.

If the Site Owner elects to use the **Catalog Filters** option, they may define additional categories of classification to apply to their catalog items. Each Filter Categories may accept either a single or multiple values per item. Users may use the **Advanced Search** feature to select filter values, to refine their view of the Catalog, to only show products that match the selected Filters.

Search

The **Basic Search** available in eStore is only basic from the perspective of how easy it is to use. The End User is presented with a single text input box. When they enter a search term into this box, eStore instantly compares this text against all indexed fields on all items in the site's Catalog, and returns a list of all matching items.

If, however, the user mistyped or misspelled a search term, eStore predicts what the user may have meant to type, based on the words available in its search index. This presentation of "Did you mean" can be quite helpful, both for a user who doesn't quite know the name or spelling of an item, or even just to correct a simple typing error. This **Smart Search** feature is yet another way eStore helps the End User find exactly what they're looking for

■ Search results for query:

catlog

Did you mean to search for... ?

- [catalog](#)

Item#	Item Description	Qty On Hand	Max Order Qty
No items found.			

Advanced Search

An Example of the "Did you mean" search suggestion feature In addition to the Basic Search, the End User may use the **Advanced Search** component to specifically search against individual item attributes. The Site Owner can specify custom attributes that they wish to make available on their items, and how these attributes should be made available in advanced search.

To apply the **Advanced Search** feature to the bookstore example, items may have an attribute called "Author". If an End User performs a Basic Search for "Hemingway", they may find books that mention Hemingway in their title or descriptions. However, to ensure that their search only finds books where Hemingway is the author, they could perform an Advanced Search, and specify "Hemingway" in the "Author" field. By combining filters together, a user may quickly and easily find a Hardback copy of a Comedy written by Hemmingway. The Advanced Search Page is also where the user can apply additional Catalog Filters to their current Search. All of the available search options can be combined through Advanced Search. As each of filter is added to the user's search, the number of items listed gets smaller and smaller, until eventually they have exactly what they're looking for.

Item Details

Once a user has found an item that they are interested in, clicking on the Item brings them to the **Item Details Page**. This page presents all available information about the item, again, per the Site Owner's specified configuration. The basic data available on this page includes the item name, description, quantity, pricing, catalog group, and more.

If the Site Owner has provided images of their items, these images may be displayed in a thumbnail view on the Item Details page. Multiple images may be provided for each item, and the user will be able to view small thumbnails of all images, clicking each to bring up a large thumbnail, clicking the large thumbnail to bring up the full-sized image.

■ Catalog Item Details

MUG - Materialogic Coffee Mug

Shopping Cart

This item is not in your shopping cart.

Add to your cart: [Add](#)

• [View full shopping cart](#)

Favorite Items

• [Add this item to your favorites](#)

Item Images

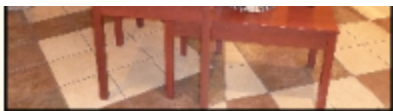


Item#:	MUG
Item Description:	Materialogic Coffee Mug
Old Item#:	
L/S Contact:	SARAH CRAIN/BARB TOLER
Major Group:	Materialogic Marketing Material
Sub Group:	Promotional Items
Max Order Qty:	25
Qty On Order:	10
Rev Date:	
Unit/Wrap:	1
Price:	N/A
Per:	

Example view of the Catalog Item Details Page

The Item Details Page links the Catalog module with both the Shopping Cart and My Account modules. One box on the Item Details page gives the user the ability to quickly add the item that they are viewing to their shopping cart, or to adjust the quantity of the item if it's already in their cart. A separate box provides a link to add the item to the user's list of Favorite Items in the My Account module. This makes it easy to find the item when returning to eStore, just by visiting the My Account page.

Toolkits



Associated Toolkit content

Download the following digital assets:

- [NESTED.jpg](#)
- [Directions for Creating Nested Table Display.doc](#)

An example of Toolkit Content on an Item's Detail Page

The Site Owner may provide supplemental documents (in any format, such as PDF or PowerPoint), which can be presented on the Item Details page, and made available for free user download. These items are known as **Toolkit Items** in the standard deployment, but may be re-branded as configured by the Site Owner. The downloading of these items will be recorded, and can be tracked by the Site Owner, if desired.

Related Items

Another configuration the Site Owner may elect to utilize is the **Related Items** feature. The standard deployment of this feature allows the Site Owner to specify which items they would like to appear in the Related Items section of each Item's Details page. Alternatively, the Related Items for any specific item can be automatically generated by custom programming, following business rules dictated by the Site Owner.

Inventory Inquiry

In some cases, the Site Owner may need to expose more details of the inventory status of their catalog items to their End Users. To serve this need (typically in a B2B environment, where End Users are corporate purchasers, for example), the Item Details Page may be configured to display **Inventory Inquiry** information. This is a highly detailed display, showing fields such as quantity on hand, quantity available, quantity on order, quantity on back order, low stock information, monthly historical inventory levels, receipts, adjustments, and pending purchase orders.

Digital Downloads

The Site Owner may wish to allow certain Catalog Items to be provided as digital, electronic, or soft-copy items, meaning files that the End User may download from the Catalog to use or print as they (the End User) see fit, rather than as physically printed items which must be shipped from the warehouse. There are varying modes of operation for this type of **Digital Download** product within eStore. These modes may be used together on a single site, as they are controlled on an item-by-item basis.

Electronic Purchase

Electronic Purchase items are catalog items which do not have physical inventory in a warehouse. End Users wishing to purchase these items must add the item to their Shopping Cart and proceed through the Checkout Process. After checking out, eStore provides the End User access to download the file(s) either on the Order Confirmation screen, or through the Electronic Downloads section of the My Account module. These items may be configured to allow the End User to have their files emailed to them at the time of checkout. Also, the Site Owner may choose to limit the number of times a file can be downloaded.

Electronic Download

Electronic Download items are catalog items, which any user, with access to the Catalog Item Detail screen for that item, may download for free. This mode of item download bypasses the eStore Checkout Process. The site logs the user, file and time/date when the download occurred, to allow download tracking by both Materialogic and the Site Owner.

Mixed Availability

Catalog items may also be made available in **Mixed Availability** mode. In this mode, an item exists with both a physical presence in a warehouse, and as an electronic file available for download. Users adding one of these Catalog Items to their shopping cart are presented with the option of purchasing the physical item (ignoring the Digital Download altogether) or downloading the file (similar to an Electronic Purchase).



Shopping Cart

As an End User finds items on the site that they wish to purchase, they add these items to their **Current Shopping Cart**. At any time, they may view all items currently in their Current Shopping Cart through the Current Shopping Cart Screen. From this screen, the user may edit their Current Shopping Cart, by editing items, removing items, or by clearing all items from the cart. The user may also save their Current Shopping Cart into the My Account module, for later re-use, or when they are finished shopping, they may advance to the Checkout Process, to place their order.

■ Current Shopping Cart

Item#	Item Description	Rev Date	Unit/ Wrap	Price	Quantity	Edit Item	Remove
MUG	Materialogic Coffee Mug	N/A	1	N/A	10		
MKT-SGN-CLP	Coffee Lovers Banner 1/each Dimension 3 1/2x10	N/A	1	N/A	15		
NESTED	Nested Table Display	N/A	1	N/A	100		
Sub Total:							\$0.00

[Save this cart](#)
[Clear this cart](#)
[Proceed to checkout »](#)

- [Continue shopping](#)
- [Return to home page](#)

Example view of the Current Shopping Cart Page

The Current Shopping Cart Screen displays the user's Current Shopping Cart, in a manner similar to the Catalog List Page. Each item that the user has added to the cart is displayed, along with the quantity that the user has requested (if applicable). Other columns may be displayed, as configured by the Site Owner, similar to the columns available on the Catalog List Page.

Item Customization

The process of adding an item to an End User's Current Shopping Cart is known as the **Item Customization** process. This process supports dynamic workflows, so that the End User may enter the necessary level of data for each item that they want to order. For typical inventory items, the only required piece of data is the Quantity that the user wants to order. However, more complex data, such as imprint data, may be captured during this process.

After an item has been added to the user's Current Shopping Cart, they may use the Edit Item feature to change any of the Customization data that they entered when initially adding the item to their Current Shopping Cart. Again, for typical inventory items, this will just be the item's quantity.

Saved Shopping Carts

From the Current Shopping Cart Screen, the user may choose to save their Current Shopping Cart into the **Saved Shopping Carts** component of the My Account module. This process saves the list of items along with any customization data (i.e., order Quantity) that the user has entered. When saving a Shopping Cart, the user will be prompted to enter a unique name for the cart, so that they may locate it when they return to the site under the My Account module. This feature can be used if a user is unable to complete entering their order in a single session, or for users who frequently order the same set of items (such as monthly supply orders).

If a user has previously saved a Shopping Cart, they may add the items in that Saved Shopping Cart to their Current Shopping Cart by visiting the My Account module's Saved Shopping Carts component.

Quick Order Entry



Expert users (typically in B2B style sites) who frequently place orders, and who may already know all of the Item Numbers on the site, can speed up the process of populating their Current Shopping Cart through the use of the **Quick Order Entry** screen. This screen presents the user a form where they may type an Item Number and a quantity, to quickly add an item to their cart. To cut down on keystrokes (meaning more speed and fewer mistakes), after the user begins typing in an Item Number, eStore will offer automatically offer suggestions from the Items that are possible

matches.

After entering an Item Number, this screen shows more details about the item, to help the user confirm that they have entered the correct Item Number. These fields are similar to those available on the Catalog List Screen and Current Shopping Cart Screen, and may be configured by the Site Owner as part of the site Implementation. As the user is rapidly entering Item Numbers and Quantities on this screen, they may fix any mistakes with inline "edit" and "remove" controls.

■ Quick Order Entry

You are ordering by package, not by number of brochures needed. For example, if you want 100 Construction Solution Tabloids, order Quantity of 1 (one). One package has 100 Tabloids. If you input '100' into the Quantity requested, you will receive 10,000 Tabloids (100 packages of 100 Tabloids).

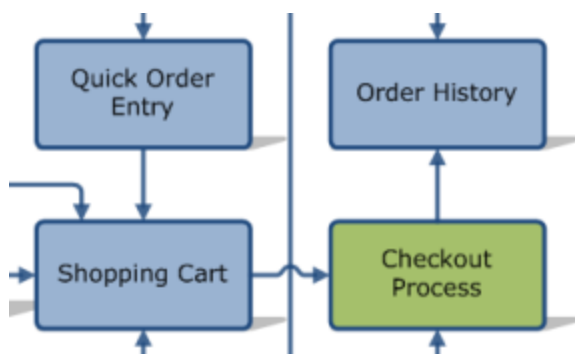
Item No.: <input type="text" value="806284C"/> Quantity: <input type="text"/> <input type="button" value="Add Item"/>	Item Details Item Description: Intermatic General Catalog 2006 (25) Qty On Hand: 283 Max Order Qty: 5 Rev Date: 01/06 Unit/Wrap: 1 Price: N/A
---	--

■ Added Items

Item#	Item Description	Qty On Hand	Max Order Qty	Rev Date	Unit/ Wrap	Price	Quantity	Remove	Favorites
801014K	Graybar Locations Brochure (50)	51	5		1	12.00	<input type="text" value="3"/>	<input type="button" value="X"/>	<input type="button" value="+"/>
801028D	Electrical Line Card (25)	570	5	05/09	1	8.00	<input type="text" value="50"/>	<input type="button" value="X"/>	<input type="button" value="+"/>
801029A	Graybar Delivery Advantage Flyer (25)	56	5		1	12.50	<input type="text" value="23"/>	<input type="button" value="X"/>	<input type="button" value="+"/>
801013A	Graybar Notecard With Envelope (10)	7	5	03/05	1	18.00	<input type="text" value="32"/>	<input type="button" value="X"/>	<input type="button" value="+"/>

Example view of eStore's Quick Order Entry Page

When the End User has finished keying in their items, they must confirm adding the Items they have selected to their Current Shopping Cart. If they already have items in their Current Shopping Cart, they are prompted with the choice of adding the newly entered items to the existing items, or overwriting their Current Shopping Cart with the newly entered items.



Checkout Process

After building up a Current Shopping Cart, End Users convert this Shopping Cart to an Order by going through the eStore **Checkout Process**. This process guides the user, step by step, through the necessary data gathering screens, providing the user a final chance to review their order, then confirming the user's order once it is placed into INFOplus.

As is most of eStore, this process is highly configurable by the Site Owner. For all steps in the process, the Site Owner can configure including how screens, sections, and fields are labeled, what data is required, in what sequence data must be ordered, etc.

Payment Data

Under the standard eStore configuration, the first step in the Checkout Process is the **Payment Data** screen. Depending on the site's configuration, the End User uses this screen to either enter or verify the Payment/Billing data for their order.

One of the key required configurations gathered during the site Implementation will be which **Payment Methods** to make available on the site. Depending on the style of site, one or more Payment Methods may be used. If an End User reaches the Payment Data screen, and has more than one Payment Method available, they will be presented with an option of which method to use in order to proceed.

■ Payment Data

Select payment method:

Card Number:	<input type="text"/>
Card Type:	--Select Card Type--
Expiration Date:	--Month-- / --Year--

My Wallet

For faster and safer ordering, you can re-use a card you've previously saved in your wallet:

--Select card--

Branch Address

Business/Name:	MATERIALOGIC / SHARON
Attention:	SHARON GROENE
Street 1:	1160 RESEARCH BLVD
Street 2:	
Street 3:	
City:	ST. LOUIS
State/Province:	MO
Zip/Postal Code:	63132
Country:	
Phone Number:	(314)997-1854
Fax Number:	

Example view of the Payment Data screen in the eStore Checkout Process

Payment Methods

For many B2B implementations, as Orders are placed against Branches, Order charges are automatically accumulated against the branch, to be included in standard end of month billing. This model of eStore billing is known as the **Charge Code Payment Method**. Within this model, the site may require no specific Payment Data to be entered by the End User while placing their order. Alternatively, the End User may be required to either key in a **Charge Code** (which may also be known as a Cost Center and/or Division), or they may be allowed to choose a Charge Code from a predefined list.

For a B2C site, with no concept of Charge Codes, eStore can be configured to use the **Credit Card Payment Method**. As one would expect, under this method, the user will be required to enter valid Credit Card information in order to complete the Checkout Process (with the level of security chosen by the Site Owner dictating the amount of data required for entry).

Another available Payment Method is the **Check Payment Method**, which has 2 variants. First, the End User (as permitted by their Site Owner) may choose to place their order against a future Check payment. When such an order is received by eStore, INFOplus will automatically place the order on Payment Hold, until the user's check has been received and cleared. As a second option, the site may accept Electronic Check Payments, which avoid the INFOplus check hold for users paying by check.

My Wallet

If the End User is paying by a method that requires data entry (such as Credit Card), they may utilize the My Wallet component of the My Account module to use information that they have previously entered into the site. This feature saves the user time, and helps ensure accurate data entry. If this feature has been enabled by the Site Owner, the user will be shown their Saved Payment Options from the My Account module inline on the Payment Data screen. To use one of these previously entered options, the user can just select them and press the "Apply" button.

Shipping Data

The next step in the Checkout Process is the **Shipping Data Screen**. On this screen, the user enters the shipping address for their order, along with extra data, such as any special shipping instructions, email address, and their order's Need-by date. Depending on the amount of pre-known data about the End User, this screen will default to showing the address information that is already on file for the End User (such as the address of their associated Branch). The user may be able to override any or all data on this screen, depending on the site's configuration.

My Wallet

Similar to the Payment Data screen, the Shipping Data screen can utilize the My Wallet component from the My Account module, to display a list of previously saved addresses for the user. Using an address from the user's wallet is as simple as selecting it from a list, and pressing "Apply."

Order Proof

The last step in the Checkout Process, before the user's Order is placed, is the **Order Proof**. This step gives both the End User and the system a final chance to review the user's Order and to make any last second changes before checkout is complete.

■ Order Proof

Carefully review all information before clicking PLACE ORDER.

Payment Data

Branch No.:	401
Address:	MATERIALOGIC / SHARON 1160 RESEARCH BLVD ST. LOUIS, MO 63132 Phone Number: (314)997-1854

« Edit Payment Data

Shipping Data

Carrier:	UPS ** GROUND SAVER ** (0)
Attention:	SHARON GROENE
Shipping Address:	MATERIALOGIC / SHARON 1160 RESEARCH BLVD ST. LOUIS, MO 63132 UNITED STATES Phone Number: (314)997-1854

« Edit Shipping Data

Shopping Cart

Item#	Item Description	Rev Date	Unit/ Wrap	Price	Quantity
MUG	Materialogic Coffee Mug	N/A	1	\$1.00	10
MKT-SGN-CLP	Coffee Lovers Banner 1/each Dimension 3 1/2x10	N/A	1	\$0.10	15
NESTED	Nested Table Display	N/A	1	\$0.25	100
Sub Total:					\$36.50
Tax:					\$2.65
Shipping & Handling:					\$16.94
Total:					\$56.09

« Edit Shopping Cart

Please provide the following information before placing your order.

How did you hear about us?	--Please Select--
Title:	
Country:	
Comments:	

Cancel PLACE ORDER »

Example Order Proof screen, including Survey Questions

From the End User perspective, the Order Proof screen provides an easy view of all data on the order. This includes Payment Data, Shipping Data, and the line items on the order, as seen in the Shopping Cart. If the user needs to make any changes, they may easily return to any of the previous parts of the Checkout Process to edit their data. Once they are satisfied with their data, they may place their order by pressing the "PLACE ORDER" button.

Survey Questions

If the Site Owner wishes to ask any **Survey Questions** from their End Users, prior to placing their orders, the Order Proof Screen is the standard location for these questions. There is no limit on the number of questions that may be placed on the page, and the questions may be implemented as free-form text, check boxes, radio buttons, or select boxes, per the Site Owner's requirements. Survey Questions may also be configured to be required or optional. Finally, as a customization, the Site Owner may move the Survey Questions to a different page in the Checkout Process, if they so desire.

Address Validation

One of the steps that the system performs during the Order Proof is to validate the Shipping Address specified on the order. This validation helps catch data entry errors during the Ordering process, and helps save costs on unshippable orders due to bad addresses. If the address is not valid, eStore will block the End User from placing their order until they have corrected the error.

Credit Card Validation

For orders being placed using the Credit Card Payment Method, eStore fully validates the Credit Card prior to accepting the order. In particular, the information that the user has entered is validated, and then the card is pre-authorized for the amount estimated by INFOplus for the shipment. If the Credit Card is found to be invalid, or to not pass the pre-authorization, eStore will stop the order from being placed, until the user has entered valid Payment Data.

Order Confirmation

After the order has been validated by both the End User and the eStore system, and the user has placed their order into the system, the user is finally presented with the **Order Confirmation Screen**. This screen shows all data that was shown on the Order Proof screen (Payment Data, Shipping Data, and Line Items), along with the Order Number for the order that has just been placed. This Order Number may be used by the End User to locate their order in the Order History module, and should be noted for future reference to the order.

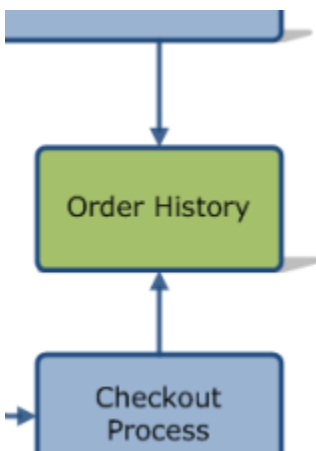
To ensure the fact that the End User has received their Order Confirmation screen, along with their Order Number, the standard eStore site will not allow the End User to browse to any other section of the site until they have reviewed the Order Confirmation screen, and have pressed the "OK" button located on this screen.

In the event of an error while placing their order, the Order Confirmation screen will show the End User as much detail as is possible about the error, with options for placing their order again, or contacting Materialogic Customer Service for assistance. In addition, all such errors trigger a notification to the Materialogic Development team, which can provide backing support to Customer Service, to help explain what may have gone wrong.

Printable Receipt

The Order Confirmation Screen presents the End User an easy to use **Printable Receipt**, designed for printing, and meant to be kept in the user's personal records.

Order History



The second primary use case for eStore is handled by the **Order History** module. This module allows End Users to search for orders that they have previously placed on eStore. Once an order has been located, the user can review all details of the order, as well as monitor its current


status, track the shipments on the order, and even quickly place another order for the same items.

Under a B2B deployment of eStore, where user branches may have some orders entered through means other than eStore, End Users can view all orders (not just orders originally placed through eStore) in the eStore Order History. The default configuration for Order History allows an End User to view all orders entered for their Branch. However, this option may be adjusted, so that a user may only see orders that they themselves have placed.

■ Order History Home

Welcome to the order history section of EStore. From here you can view all your past orders, go directly to a particular order, or find orders within a date range.

■ Your Most Recent Orders

Order#	Order Date	Ship Date	Carrier	Lines	Cartons	Attention	Reorder
520	08/06/09		UPS ** GROUND SAVER **	2		SHARON GROENE	

[View All Orders](#)

■ Order History Search

Go Directly To An Order

Order No.: [Go](#)

Find An Order

☐ Since ago

☒ Jul 2009 to Aug. 2009

[Search](#) [Cancel](#)

■ [Return to home page](#)

Example of eStore Order History Home Page

Search

The standard eStore site offers a number of methods for helping the End User locate orders in Order History. First, the Recent Orders Nugget shows the End User their most recent orders, so that they may view the full details of any of these orders with just a single click, from any page on

the site. Second, the **Order History Home Page** shows a similar (though more detailed) view of the user's most recent orders. Both of these sections of the site may be configured by the Site Owner, in terms of how much detail they present.

■ UPS Package Trace Information

Tracking#:	1Z8R78W80300012832
Pickup Date:	06/25/09
Scheduled Delivery Date:	
Service Type:	GROUND
Package Weight:	25.00 LBS
Shipped From:	13209 CORPORATE EXCHANGE DR BRIDGETON, MO 63044 3721 US
Package Activity:	<p>07/01/09 09:55 Location Description: RECEIVER Location: TEMPE, AZ US Status: DELIVERED Signed For By: GRANILLO</p> <p>07/01/09 04:58 Location Description: None Location: TEMPE, AZ US Status: OUT FOR DELIVERY</p> <p>06/30/09 22:01 Location Description: None Location: TEMPE, AZ US Status: ARRIVAL SCAN</p> <p>06/30/09 21:31 Location Description: None Location: PHOENIX, AZ US Status: DEPARTURE SCAN</p> <p>06/30/09 16:43 Location Description: None Location: PHOENIX, AZ US Status: LOCATION SCAN</p> <p>06/30/09 15:26 Location Description: None Location: PHOENIX, AZ US Status: UNLOAD SCAN</p> <p>06/30/09 11:10 Location Description: None Location: PHOENIX, AZ US Status: ARRIVAL SCAN</p>

Example of eStore's inline Package Tracking

There are two additional methods to find an order. First, if the End User knows an Order Number, they may enter it into the Order History Home Page, to be taken directly to the Order. Second, the user may search through all orders for a specified date range. After performing a search in this method, the user will be presented a list of orders matching their search criteria, which the user can page through until they locate the order they are looking for.

Details

Once a desired order has been located by the user, clicking the Order Number brings up the **Order Details Screen**. This screen presents the End User with all available data pertaining to the order being shown. This data includes the Payment Information, Pricing, Shipping Address, Carrier Information, Line Item Details, and Order Status information. The Site Owner may configure specifically what fields are shown, how they are labeled, etc.

Package Tracking

For an order which has been shipped (as opposed to one still pending shipment, or one containing only non-shipping items, such as Electronic Downloads), the End User will be presented the Package Ids from the Shipping Carrier. Clicking a Package Id causes eStore to display the Package's detailed tracking information, as provided by the carrier.

Reordering

While viewing an order in Order History, the End User may be presented with a "Reorder" button. Clicking this button will add all line items on the order to the user's Current Shopping Cart (with the option to replace existing cart items or to add to them, if applicable). This feature allows easy repeating of a past order, such as to send the same items to another address.



My Account

Through the **My Account** module, each individual eStore End User gains personalized customization and control of the site. This module interacts with most of the other modules of eStore, and in doing so, allows the End User to store their personalized settings, which can make their eStore shopping experience faster, safer, and more enjoyable.

■ My Account Home

Welcome to the EStore My Account Home Page. The "My Account" area makes it easy to manage user specific details concerning your EStore account. A summary of each "My Account" subsection is listed below.

■ My Electronic Downloads

Control No	Item Desc.
ED-PURCHASE	ELECTRONIC PURCHASE ITEM
ED-PURCHASE	ELECTRONIC PURCHASE ITEM
ED-PURCHASE	ELECTRONIC PURCHASE ITEM
... 3 more electronic downloads (6 total)	

- [View All Electronic Downloads](#)

■ My Favorite Items

Item No.	Item Description
1660-06	1gb Usb Memory Drive 2.0 Swivels From Protective Cover
BR01	Healthsynch Brochure
8200-04	600 Denier Polyester Canvas Tote Bag Open Main Compartment, 12" Handle Drop
... 3 more favorite items (6 total)	

- [View All Favorite Items](#)

■ My Saved Shopping Carts

Name	Date Saved	Total Items
Jims stuff	10/20/08	13
Kelly's weekly order	11/04/08	2
holidays item	02/04/09	3

- [View All Saved Carts](#)

■ My Wallet

Credit Cards

Description	Date Saved	Card Type
Discover	04/02/08	Discover

- [View All Credit Cards](#)

Addresses

Description	Date Saved
Home	04/02/08

- [View All Addresses](#)

■ My Site Profile

First Name:	Demo
Last Name:	Account
E-mail:	
Phone:	

- [Edit full account profile](#)

Example of the eStore My Account Home Page

The data that an End User saves through My Account is stored within the Materialogic eStore databases. This means that it is available to the same End User on any computer where they access the site. Data can be provided to the Site Owner for custom reports and analysis of their shoppers and their usage patterns. At the same time, the End User can rest assured that their data is stored securely, and that no unauthorized user will ever access their personal information.

The Site Owner may choose to enable or disable each of the individual components within My Account. They may also configure the layout and presentation of the components, similar to the level of configuration available through the rest of the site. In addition, they may control the **My Account Home Page**, which is used to give a snapshot of the available My Account components, showing the user a preview of the data they have saved in each component, with links to access the full functionality of each component.

Favorite Items

The **Favorite Items** component in the My Account module allows the End User to manage a list of the catalog items that they want quick access to whenever they visit the site. Per the site's configuration, the user may add an item to their favorites list from the Catalog List Page, the Item Details Page, Quick Order Entry, or the Current Shopping Cart Page.

The **Favorite Items Page** lists all of the user's previously selected favorite items. This page lists item data columns, which the Site Owner may configure, and gives the user access to edit the Favorite Items list, or to view each item's Item Detail Page, or to add items directly to their Current Shopping Cart.

Saved Carts

The next level up from saving individual Favorite Items, eStore gives End Users the ability to save entire shopping carts for easy future use. These **Saved Shopping Carts** can be created by clicking a button on the Current Shopping Cart Page. When saving a shopping cart for later use, the End User will be prompted to give the cart a unique name, so it can later be easily identified.

The **Saved Shopping Carts Page** lets the End User view all of their Saved Shopping Carts, and manage their Saved Shopping Carts (either by renaming or deleting them). Also, from this page, the End User can add the items in a Saved Shopping Cart to their Current Shopping Cart, providing one of the easiest ways to place a larger order quickly.

Wallet

For integration with the Checkout Process, the **Wallet** component of My Account allows the End User to store their personal payment and shipping data with the eStore site. This data can then be easily pulled in to the Checkout Process, facilitating a faster checkout, and a more accurate order. Multiple different types of data are stored in the eStore Wallet, and the Site Owner may decide which features to enable or disable.

Addresses

The End User may find themselves frequently shipping orders to a few different **Addresses**. Rather than always having to key in all the fields in each of these addresses, they may store each Address as an entry in their eStore Wallet. Each address has a name associated with it, so they user may create easy to recognize labels, such as "Home", "Office", "Downtown Branch". Then, during the Checkout Process, the user may select which address they want to ship to, and all fields from the address are automatically populated on their order. The **Wallet Addresses Page**, under My Account, allows the user to review their saved addresses, to edit, rename, and delete as needed.

Payment Methods

Similarly, to avoid always having to pull out their **Credit Card**, or remember their **Charge Code**, the End User may store these entries as **Payment Methods** in their Wallet. As with Addresses, the Payment Methods each have a name assigned by the End User, and can be applied during the Checkout Process. These data may also be input, edited, or deleted through the **Wallet Payment Methods Page** under My Account.

User Profile

For sites where the End User has a unique identity (i.e., all B2C sites, and many B2B sites), the **Account Profile** component of My Account provides the means for the user to manage their personal data. The data contained here includes names, address, and contact information, such as email, phone and fax. The Site Owner may specify how much data they allow and require users to maintain in this section of the site.

User Attributes

A Site Owner may want or need to collect additional information about their End Users, such as demographics or user preferences. This may be managed through the **User Attributes** component of the My Account module. End Users may be required to enter this data, or it may be configured as optional. Users may be allowed to edit this data through My Account, or the site may only gather this data as new accounts are created.

Due to the custom nature of this data, there are no standard settings. However, some examples of User Attributes might be "Market" (geographic market designations), "Occupation", and "How did you hear about us?"

The data gathered as User Attributes may be incorporated into reports and administrative interfaces for the Site Owner to review, per the custom requirements of the Site Owner (and potential custom development by Materialogic).