

# **WEBTELLIGENCE**

*Integrated eCommerce Processing*

## **Product Overview**

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# Table of Contents

<b>WEBTELLIGENCE .....</b>	<b>3</b>
SAGE ACCPAC ERP INTEGRATION .....	3
WEB STORE SET UP ADMINISTRATION .....	3
WEB STORE DESIGN .....	3
SHOPPING EXPERIENCE.....	3
<b>FEATURE SUMMARY .....</b>	<b>3</b>
<b>CUSTOMIZATIONS/ENHANCEMENTS .....</b>	<b>3</b>
<b>WEBTELLIGENCE INTELICAT™ .....</b>	<b>3</b>
<b>LICENSING (ONE TIME COST) .....</b>	<b>3</b>
BUSINESS.....	3
ENTERPRISE.....	3
<b>SECURE APPLICATION HOSTING.....</b>	<b>3</b>
BENEFITS OF WEBTELLIGENCE ASP HOSTING.....	3

## **Webtelligence**

Webtelligence is a full featured web store that enables two-way integration between Sage Accpac ERP Order Entry, Accounts Receivable, Inventory Control and the World Wide Web. Businesses that implement a Webtelligence web store can achieve significant cost savings through the elimination of many of the manual steps required to process customer orders and to answer customer account queries. Data entry and customer account queries can effectively be outsourced to the customer. In addition, the cost of managing a web store is significantly lowered due to the fact that data is managed in one place.

A wide variety of features are available, and custom function can be enabled, so that businesses can implement a web store that addresses their unique requirements. In addition, businesses can take advantage of a complimentary product, IntelliCat™, to create flyers and catalogues using the extended product information and images used by a web store.

### **Sage Accpac ERP Integration**

Two-way integration between Webtelligence and Sage Accpac ERP all but eliminates the need to manage data in both a back office system and a web store. Webtelligence uses data from the Accpac Order Entry, Inventory Control and Accounts Receivable modules, combined with web store software logic that mimics functions found in Accpac to maintain consistency between the two environments. With Webtelligence businesses can determine the frequency that inventory information is automatically updated in a web store. This may be once every 24 hours, or several times during the day.

Inventory information includes items to be displayed in the web store including item description and SKU number, base price, quantity on hand, quantity on order, units of measure, Kitting/Sets (if any), alternate items, as well as, optional fields.

Accpac Accounts Receivable data is used by Webtelligence so a web store can correctly display customer specific pricing, taxes and payment terms matching that set up in Accpac based on a user's web store log in credentials. This includes the ability to accurately display customer discounts, quantity price breaks, contract pricing in the correct currency. In addition, customer email, location addresses, ship-to locations and shipping methods are also automatically synchronized between Accpac and a web store.

Web store orders can processed either as on account orders or customers can pay by credit card, with full integration to North49's Paytelligence ERP Payment Processing solution for Accpac. Orders that have been accepted in a Webtelligence web store are automatically read in to Accpac Order Entry, in near real-time if required, in a manner that adheres to Accpac logic so that database integrity is always maintained. There is no requirement with Webtelligence to write directly to the Accpac database. This automatic process entirely eliminates the need to re-key orders in to Order Entry, while maintaining full Accpac order processing management. Businesses have the option of having web orders placed on hold once they are read in to Accpac, or to automatically post.

## **Web Store Set Up Administration**

Easy to use Administration tools are included with Webtelligence to enable businesses to manage web store content on their own. During implementation web store content can be created off line and then bulk loaded in to the web store product item page layouts, including product images and extended product information.

Within Webtelligence items can be assigned to an unlimited number of categories and/or sub-categories, as well as, in to manufacturer or brand categories if that is a requirement. For businesses that sell items with variations such as clothing, the web store can display drop down lists where customers can choose attributes such as size and color.

Once a web store is live an administrator can view and edit web store images and HTML and can easily add new files, pages, images and directories. In addition, a web store administrator can add key words to facilitate indexing and key word searching.

## **Web Store Design**

Webtelligence features an open presentation layer enabling the ability to implement a unique web store interface. This includes the ability to implement a wide variety of product category menu navigation options, graphics, colors, layouts, banner ads, and integration with functions such as Live Chat, RSS News Feeds and Blogs.

North49 can provide web site design and implementation services or a business can choose to do this work themselves or to hire a web designer to do so. Businesses are therefore not limited to a pre-set web store design or layout, along with the option of being self sufficient in managing the look

Web designers are provided web access to a rich set up documentation on Webtelligence to support them in their design development efforts.

## **Shopping Experience**

Webtelligence provides a rich and flexible shopping experience. Web store products can be categorized in a variety of ways providing a number of easy to use navigation options for customers. Product categories can be tiered so a customer can drill down to a sub set of items they may be interested in, they can be laid out in a grid or matrix and they can be grouped by Brand or Manufacturer.

Powerful search tools are provided enabling a customer to search by item number, item name, key word, by manufacturer, and within current search results. A customer can also select product criteria prior to initiating a search. Search results can be sorted by price, item number and product name.

## **Shopping Experience cont...**

On a product page a customer can be provided product images in a variety of properly scaled sizes, as well as, detailed extended product information. Related or complimentary items can be displayed on a product page as well, along with items that are dynamically suggested by software if the “People who bought this...” feature is enabled. A customer can also be provided with the ability to “e-mail this product to a friend” with a link to the current product and additional text if required.

When a customer selects items to purchase they are put in to the Webtelligence shopping cart. For customers with a pre-existing account in Accpac bill-to and ship-to addresses can be pre-populated. For anonymous customers they will be presented with a page to fill in these details.

Shipping charges can be calculated and displayed either by referencing shipping rate tables or by passing order details to shipping carriers like FedEx, UPS and Canada Post for online, real-time rate calculations. Shipping charges actually displayed to a customer can include an uplift to cover handling charges and/or fuel charges that a carrier may add on at time of billing.

Webtelligence supports the ability to process orders to be paid on account or by credit card with real-time authorizations. Order notifications are provided to both the customer and the merchant at time of order.

## Feature Summary

The following features/capabilities are included with each license of Webtelligence.

### ❖ Integration

- Read from OE/AR/IC tables through Views
- Write to Accpac through Views (no direct writing to the Accpac database)
- Customer specific price, tax, and currency
- Customer specific terms codes
- Discount by customer type
- Discount by volume
- Contract and sale prices
- Allow on web flag can be used to filter web store items
- Multiple units of measure can be displayed
- Inactive customers automatically disabled in web store
- Inactive items automatically disabled in web store
- Auto creation of AR account customer log ins

### ❖ Administration

- Secure browser log in
- Easy to use administration menus
- View and Edit site administration users
- Manage customer log ins
- Create web store product categories (multi-tier)
- Upload item content and images via zip files
- Add extended item content/images using administration tools
- Find items missing extended information and images
- SMTP email order confirmation templates
- Integration to Google Analytics for reporting
- Shipping URL tracking

### ❖ Web Store Shopping/Ordering Features

- Business to Business (B2B) – Accpac AR customers
- Multi buyers per AR account
- Business to Consumer (B2C) – Accpac anonymous (cash account) customers
- Flexible customer registration options
- Multiple dynamic category menu styles
- One item can be displayed in multiple (or all) categories
- Support for Brand/Manufacturer categories
- Banner Ads with click through tracking
- Customer loyalty points program

## Feature Summary cont...

- Product wish list for web users
  - Shopping cart, with summary on each page if required
  - Buy button and pricing can be hidden prior to log in (usually for B2B sites)
  - Search by item number, description, extended information
  - Items can be ranked so certain items appear at top of search/category lists
  - Show manufacture specific items filtered in a category
  - Sort search results by item number, description, price
  - Promotions
- ❖ Item Content Pages
- Item number pulled from Accpac
  - Item description pulled from Accpac
  - Pricing (customer specific) based on Accpac set up
  - Four image sizes (scaled correctly from source image)
  - Ability to display item variations via drop down lists or a grid
  - Related or complimentary items
  - People who bought this item also purchased feature
  - Search engine friendly URLs, page names
- ❖ Check out features
- Bill-to and Ship-to data pulled from Accpac for AR customers
  - Web customers can register (if this is enabled) to add Bill- to and Ship-to
  - Four shipping calculation methods included
  - Integration to UPS, FedEx and Canada Post (Business Edition – additional fee)
  - Checkout payment by credit card
  - Checkout payment – On Account for Accpac AR customers with terms
- ❖ Deployment/Upgrades
- Low cost per store license fee
  - Discounts for additional store instances/child sites
  - Low monthly hosting/managed services fees
- ❖ Application Hosting Environment
- Common code base for all customers
  - Linux/MySQL
  - Open HTML presentation layer
  - Cascading Style Sheet (CSS) support
  - JavaScript support
  - Flash support

## **Customizations/Enhancements**

Webtelligence function can be enhanced to support customer unique logic requirements, layout, site theme and flow. Common enhancements include: custom shipping calculation logic, custom category/item menu controls, interaction with Accpac optional fields and integration with third party functionality.

## **Webtelligence IntelliCat™**

InteliCat™ is an optional module that compliments the capabilities of a Webtelligence web store by enabling businesses to re-purpose web store content to create flyers and catalogs in either electronic or hard copy format. InteliCat™ automatically lays out the product information in industry standard QuarkXPress™ and integrates with all versions of Adobe Photoshop and Freehand.

InteliCat™ compliments the design process by removing the main roadblocks in catalog and flyer creation. By storing, retrieving, formatting and placing product data into QuarkXPress™, InteliCat™ removes a majority of the tedious work in print production, leaving designers free to maximize their creativity.

Multiple graphic designers can work on a common project simultaneously with a built in check-in/check out process. Designers can check out a page to work with in QuarkXPress™ tailoring the look and feel with unlimited freedom. Once they've completed the changes, the document is checked back into InteliCat™ with the data maintaining a live link to the database enabling any price, text or image changes to be updated in the document. When the document design is complete, the final document can be sent electronically to a printer for final print production. Because building a catalog is such a sizeable and expensive procedure, companies will capture their return on investment very quickly once utilizing InteliCat™.

## Licensing (One Time Cost)

There are three license Editions of Webtelligence available.

### **Customer Self-service**

Webtelligence Customer Self-service is a low cost customer self-service portal suitable for Businesses that do not have a need for a web store but wish to have their customers manage and pay accounts online. The following features are a part of the Customer Self-service Edition:

- ❖ Accpac Account Portal – View Open Invoices, Paid Invoices, Debits, Credits and Payments, as well as, Account Summary
- ❖ Pay Open Invoices Online – Within Accpac Account Portal enable the ability to pay open invoices with a credit card

### **Business**

Webtelligence Business is a low cost web site generally suitable for web stores with a Business to Consumer orientation, or for businesses interested in a low cost entry point for a Business to Business site. The following features can be added to the Business Edition for a modest cost:

- ❖ Store Locator linked to Google Maps
- ❖ UPS/FedEx, Canada Post Shipping Integration
- ❖ Full integration to Paytelligence Credit Card processing

### **Enterprise**

Webtelligence Enterprise is the web store of choice for Business to Business sites that require advanced functions support. The optional features available for the Business Edition are included with the Enterprise Edition and the following features can be added to the Enterprise Edition for a modest cost:

- ❖ Web based Order Entry/Sales Person – place order on behalf of a customer
- ❖ Accpac Account Portal – View Open Invoices, Paid Invoices, Debits, Credits and Payments, as well as, Account Summary
- ❖ Pay Open Invoices Online – Within Accpac Account Portal enable the ability to pay open invoices with a credit card
- ❖ Integration with Speedtax – Pass order details to Speedtax service for real time calculation of tax rates based on address (US only)
- ❖ IntelliCat

## Secure Application Hosting

Webtelligence is provided in what is referred to as an Application Service Provider (ASP) model. The ASP model allows us to provide a very secure, highly functional, yet cost effective eCommerce solution for Sage Accpac ERP. ASP Hosting differs from “Dedicated Server” or “Shared Server Hosting” because we take responsibility for application and database hosting, in addition to the underlying server infrastructure.

### Benefits of Webtelligence ASP Hosting

- 1. Server and Application Hosting:** Webtelligence services include hosting of Webtelligence application servers, database servers, management of firewalls, datacenter resources (power, back ups, physical security, bandwidth, and technical resources) and technical expertise.
- 2. Internet Bandwidth:** Our hosting facility has multiple, high speed connections to the World Wide Web ensuring continuous connectivity should one connection fail. These high capacity connections also mean faster web site response time. To duplicate the bandwidth and redundancy in a typical office environment would cost several thousands of dollars per month at a minimum.
- 3. Secure, Two-way Integration to Accpac:** Webtelligence provides a highly secure environment to connect a web store to Accpac. All web transaction data is “written” to Accpac in a manner that adheres to Accpac Logic and Views.
- 4. Web Store Function:** All Webtelligence web stores use a common code base that is upgraded and enhanced on a regular basis. As increased functionality is added to Webtelligence all customers can take advantage of it, in most cases at no extra cost (one time customizations unique to a single customer are generally the exception).
- 5. Exclusive Focus on Accpac ERP:** Webtelligence has been developed with Accpac ERP in mind; it is not a standalone shopping cart solution that has been retrofitted to provide integration to Accpac. It was designed from the ground up to integrate to Accpac and has software logic that mimics how Accpac functions inside the web store (a fundamental requirement for true integration).