The Uniform Solution
Session III – Setting Up Your WebStore
1:30 pm to 3:00 pm

Workshop Outline

- WebStore Overview
  - Purpose
  - Key Features
  - How Does it Work?
- Using the WebStore
  - Customer Features
  - Employee Features
- WebStore Setup
  - WebStore Configurations
  - Content Pages
  - Vendors, Departments, Items
- Deploying Your WebStore

WebStore Purpose

- Extend Your Retail Operation to the Internet
  - Serve your local (or existing) customers better
  - Keep their on-line business with your business
  - Allow your customers to make purchases anytime from anywhere
  - Provide eCommerce features your larger accounts need and prefer
  - Meet the needs of younger customers that prefer using the internet over the phone
- Extend The Uniform Solution to the Internet
  - Owner/Manager/Employee Features
Key Features

- Easy to Set Up
  - Set up and configuration is done in The Uniform Solution
  - A customizable WebStore is created for you as a starting point
  - Existing vendors, departments, and contracts are used to easily find and locate items you sell in the WebStore
- Easy to Maintain
  - Item Prices and Descriptions are the same in the WebStore and the retail store
  - Images are automatically downloaded for new products from “Connected Vendors”
- Customizable
  - Menus
  - Content Pages
  - Header Graphic
- Seamless integration with The Uniform Solution keeps the information identical in the WebStore and The Uniform Solution

Customer Features

- Shop on-line (2011)
  - Automatically see pricing based on discounts (2010) and contracts (2011)
  - Check in-store stock availability, and on-line stock availability (2011)
- WebStore accounts can be linked to existing accounts
- View purchases, orders, and payment history – reprint if needed
- Update Account Details (addresses, contact information, telephone)
- 3rd Party Billing
  - Request 3rd Party Billing from a Store Account
  - Store Accounts are notified by email and can Approve or Deny a request
- Group Sign-In
  - View the products and pricing for the Group (2011)

Employee Features

- Sign-in with Employee Privileges
  - Run and Save The Uniform Solution Reports that are Web-Enabled
  - View Sales Entry Transactions (invoices, orders, layaways, gift cert, quotes)
  - Reprint Sales Entry Transactions

How Does it Work?

- The Uniform Solution Web Server
  - Installed on the computer that is your Server
  - Runs each time the computer starts (as a Service)
  - Uses a WebStore Configuration defined in The Uniform Solution to create the WebStore
  - Receives Requests to display a web page from a Browser (like Internet Explorer)
  - Creates Web Pages that are displayed in the WebStore Users Browser
Accessing the WebStore

- Option 1: Select The WebStore button on the Application Tool Bar to load the WebStore in your default Browser
- Option 2: Enter the address 127.0.0.1 in your Browser

Looking for Items

- Task 1
  - Start the WebStore
  - Select Shop By Brand > Cherokee
  - Find 2074 and select it by (1) clicking the image or (2) selecting the link 2074 by Cherokee
  - Set the Color to CHOB and the size to 2XL (in the drop lists)
  - What is the Price of the Item? ____________
  - What is the stock level of the Item? ____________
  - What happens when you change the drop list that has the color options? ____________
  - What happens when you click a color in the color chart? ____________
  - What happens when you select the [+] Larger image? ____________

Looking For Items

- Task 2
  - Start the WebStore
  - Select Shop by Department > Labcoats
  - In the Shop Listing, change the Brand to Peaches
  - How many Peaches Labcoats are listed? _______
  - How many Barco Labcoats are listed after selecting to show Labcoats for Barco? _______

Exploring Customer Features

- Task 1 – My Account Menu
  - Start the WebStore
  - Select Sign-in
    - Email: armando@gmail.com
    - Password: 1234
  - Select My Account > Sales History
    - How many Sales invoices are there (sold to the customer)? _______
    - How many Sales invoices are there (sold to Baylor)? _______
    - What Time was Invoice No. 105 created on 10/23/10? _______
    - Hint: You’ll have to Print it.
  - Select My Account > Open Orders
    - How many open orders for the Customer sold to Baylor? _______
  - Select My Account > My Account Settings
    - Select Edit My Billing Information. Check out the options and make a change to an address field. See if the changes are reflected in The Uniform Solution.
Exploring Customer Features

Task 2 – Link to an Existing Account
- Select Sign-out if you are signed in or Select Sign-in
- Select Link to My Existing Account
  - Step 1 – Locate Your Account
    - Phone Number: 972-578-5068
    - Zip: 75083
    - Account #: 5
    - Select Lookup
  - Step 2 – Enter Your Email Address and Password
    - Email Address: beth@gmail.com
    - Password: 1234
    - What does the “Welcome” message say?

Exploring Employee Features

Task 1
- Select Sign-in (or Sign-out if still signed in)
  - Email: clerk@gmail.com
  - Password: 1234
- Select Employee Menu > Sales by Date
  - Select the Calendar button to set the Date to 10/23/2010
  - What is the color of the heading in the Calendar popup? ______________
  - Select Total Sales
  - What is the total sales for the day? ______________
  - Select the Return button to go back to Sales by Date

Task 2
- Select Run a Report from the Employee Menu
- Select Cash Flow Summary > Run Report (link)
- Select Run Report Button (using the defaults on the Form)
- What is the “Status” of the report you just ran? ______________
- Select the Refresh button
- What is the “Status” of the report now? ______________
- Select the “View” link in the table for the report
- What is the Gross Sales for the Report? ______________
- Go back to the My Reports Table
- Select to Save the report
- Change the Show drop list to “Saved”
- How many saved reports are in the list? ______________

Creating Your WebStore
Design, Customizable Options, and Preferences
WebStore Setup Concepts

- **The WebStore Configuration Form**
  - Contains all preferences, settings, and design options for a WebStore
  - Is used to select Vendors to include in the WebStore

- **Content Pages**
  - User definable Web Pages made up of text or objects (i.e. items, graphics, brands)
  - Referenced by a WebStore Configuration

- **Pre-Defined Content**
  - Called by menu items and objects on a Content Page
    (i.e. Shop by Brand/Department, Sign-In, Customer Menu, Employee Menu, Run a Report, etc.)

- **Items Included in the WebStore**
  - All items for a Vendor are included when the Vendor is set to include All items in the WebStore Configuration Form
  - Items with Include in WebStore checked (if only selected items are included for a vendor)

Creating Your WebStore

- **WebStore Configurations (Setup > WebStore)**
  - Contain preferences and selection options that control the display and operation of a WebStore
    - Select Preferences (cart, stock, emails, customers, header graphic, titles, etc.)
    - Choose Brands and Departments to include
    - Customize the Menu and Menu items
    - Content Pages are assigned to Menu items and the Home, Contact Us, and Privacy Page options
    - Use store settings for pricing, store stock, etc.

WebStore Design and Options

- **Pre-Designed Framework**
  - Header Area, Menu Bar, Left Menu, Footer

- **Customizable Options**
  - Header Graphic, Title & Sub-Title, Menu, Content Page

Content Pages

- **User Defined Web Pages Referenced by a WebStore Configuration**
  - Display Content (text and graphics) in the WebStore
    - *htm or *html files
    - Used by Menu Items in a WebStore Configuration (or Home Page, Privacy Page)
    - User Defined
    - Pages are built from rows of Text or Objects (1–4)
Modifying a WebStore Configuration

- **Task 1 – Change the Header Graphic**
  - Select **Setup > WebStore**
  - Select the **WebStore button and Edit Configuration**
  - Select the **Graphics option in the left menu Design and Selections**
  - Select the **Down Arrow on the Drop List with the mouse, then use the keyboard's arrow up and down keys to select a new header graphic for the WebStore (Light Blue with Flower will look good with subsequent changes)**
  - Continue to Task 2

- **Task 2 – Add White Swan to the WebStore**
  - Select the **Vendors option in the left menu Design and Selections**
  - Select **White Swan in the Available Vendors and select Add**
  - In the **Include column for White Swan, click the “All” value to make it change to “Selected” for White Swan**
  - Select the **Save option in the left menu Configuration**
  - Select **Refresh WebStore button on the WebStore Configuration List**
  - Select the **WebStore button to verify your modifications**

Modifying a Content Page

- **Task 1 – Modify the Heading of the Home Page**
  - Select the **Content Pages button from the WebStore Configuration List**
  - Right-click the **Home Page in the list and select Edit Content Page**
  - Modify the **Heading 1 Text to: Welcome to %Store:Name%'s WebStore**
  - Continue to Task 2

- **Task 2 – Add a New Heading to the Home Page**
  - Select the **Section button and select New Content Section**
  - Set the following values
    - **Show:** Text, **Alignment:** Left, **Type:** Heading 3, **Text:** How to Sign-in
  - Select **OK to save the New Section**
  - Move the section you just added to the 3rd row of the Content Page by using the arrow up button
  - Continue to Task 3

WebStore Deployment

- **Task 3 – Modify the Home Page Graphic**
  - Modify the last item on the Content Page - **Object(s) 1 Column**
  - Select the **Setup button for Column 1**
  - On the Object Setup Form – make the following changes
    - **Type:** Graphic from URL
    - **Link:** Brand
    - Click the **Select Brand button and choose Barco**
    - Click the **Select URL button**
    - Highlight the **Home Page Graphic provided by Barco**
    - Notice the column named **Changes**. How often is the graphic updated? ____________________
    - Click the **Select button to save the selection**
    - Click **OK on the Object Setup Form**
    - Click **OK on the Changing Content Section Form**
    - Click **OK on the Changing Content Page Form**
    - Click the **Refresh WebStore button on the WebStore Configuration List**
    - Select the **WebStore button to see your changes in the WebStore’s Home Page**

- See **Deploying the WebStore in the On-line Help**
  - Get Your WebStore working on your LAN (Local Area Network)
  - Make sure you have Business Level Broadband that allows port 80 and 443 traffic
  - Forward Port 80 and 443 on your Router to Your Server
  - Get a Fixed IP Address
  - Get a Domain Name for the IP Address
    - www.uniformsUSARichardson.com
    - www.LandUniformsNashville.com
  - Get a SSL Certificate if plan you to sell on-line
  - Stores with Multiple Locations
    - Determine if you need multiple WebStores
    - Create a WebStore Configuration for each store with a WebStore
Conclusion and Review

- A WebStore will become a critical extension of your retail business
- The Uniform Solution WebStore offers seamless integration and all the essential features you need in a solution that is easy to use and maintain
- WebStore functionality is provided with your Software Subscription (Nov 2010)
- Shopping Cart Functionality (Qtr 1 2011)
  - Cost $100/month plus
  - 1% of gross sales from $2K to $10K/month
  - Reduced % beyond 10K/month

Questions