



The Uniform Solution

Session III – How to Setup and Personalize Your WebStore
2:00 pm to 3:00 pm



Welcome to Session III



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Workshop Outline

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

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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



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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

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Customer Features



- ▶ Shop on-line
- ▶ Automatically see pricing based on discounts and contracts
- ▶ Check in-store stock availability, and vendor stock availability
- ▶ 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
- ▶ Show a logo of the Group while viewing items

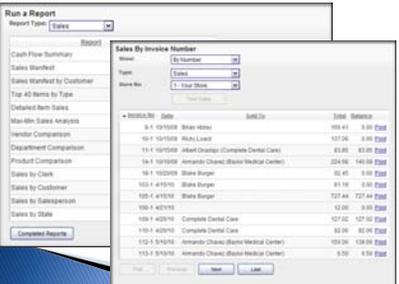



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Employee Features



- 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
 - Item Lookup




Invoice No.	Date	Store	Sales	Balance
8-1 101900	8/1/10	Shaw-Wesco	195.41	9.90 2053
10-8 101900	10/8/10	Wells-Land	107.00	6.94 2061
11-1 101900	11/1/10	Wells-Land	83.00	83.00 2068
14-1 101900	1/4/11	Amendo-Chow (Wash Medical Center)	224.60	143.99 2068
16-1 102000	1/16/11	Shaw-Burger	42.40	9.90 2068
18-1 411610	1/18/11	Shaw-Burger	81.90	6.90 2068
105-1 411610	1/10/11	Shaw-Burger	727.44	727.44 2068
108-1 421910			12.00	9.90 2068
109-1 421910		Compendia Dental Care	107.00	107.00 2068
110-1 421910		Compendia Dental Care	82.00	82.00 2068
112-1 411610		Amendo-Chow (Wash Medical Center)	189.20	138.99 2068
113-1 411610		Amendo-Chow (Wash Medical Center)	8.50	8.50 2068

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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



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WebStore Walk-Through

Shopping, Sign-in Options, Shopping Cart, Adding Embroidery, Payment Options

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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)

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WebStore Design and Options

Pre-Designed Framework

- ▶ Header Area, Menu Bar, Left Menu, Footer



Customizable Options

- ▶ Header Graphic, Title & Sub-Title, Menu, Content Page



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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.



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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)

Define

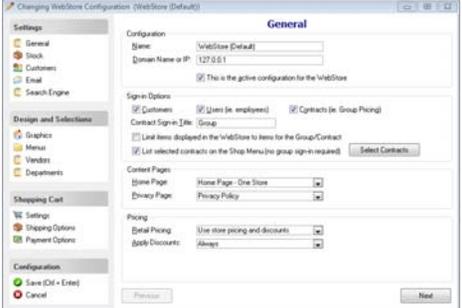


Result



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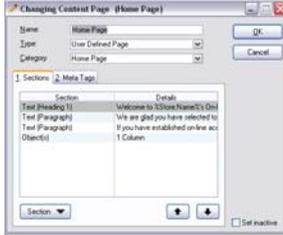
WebStore Configurations Walk-Through

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Content Pages Walk-Through







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WebStore Options

Contracts, Customers, & Users

Contracts



Customers



Users

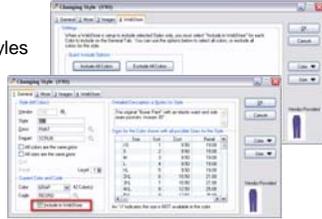


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WebStore Options

Inventory Items, Vendors, Departments

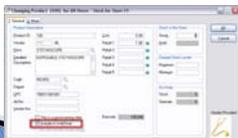
Styles



Colors, Departments, Vendors



Products



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Personalize Your WebStore

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Personalized Content

- ▶ User defined header images
- ▶ User defined header and sidebar menu options
- ▶ User defined image placement with link capability
- ▶ Seasonal images provided and updated via URL by vendors
- ▶ .htm and .html content pages

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User Defined Header Images





800 Pixels
150 Pixels

- ▶ Display your own corporate brand logo
- ▶ Image can be added to your WebStore in seconds through the Graphics tab in the WebStore configuration



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User Defined Menus



Home My Account Shop Best Sellers Contact Us New Products Clearance Items

- ▶ Create custom header menu options which can link to pre-defined content pages or user defined content pages.
- ▶ Control visibility by requiring sign-in.



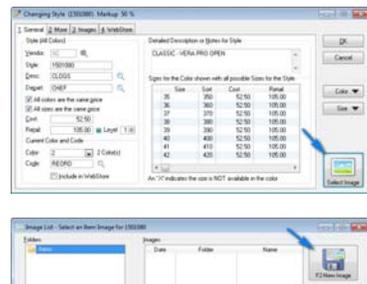
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User Images



Selling a style or product from a vendor that does not provide images is no problem. A style or product image can be added in a flash

- ▶ Obtain the image from a vendor approved source such as a website, CD-Rom or other electronic file
- ▶ Save the image to a folder on your computer. You may want to give it a name that is easy to recall
- ▶ From the Item list simply select the item and click on Select Image
- ▶ Select the F2-New Image button and use windows explorer to find the image that you saved in the previous step



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User Images



Custom images such as banners and buttons can be added with ease giving you the flexibility to add social networking links and more

- ▶ Save the Image to your computer
- ▶ Go to Setup > WebStore
- ▶ Click on the content page button
- ▶ Select the desired content page or start a new page
- ▶ Select the desired content section or start a new section
- ▶ Show: Object
- ▶ Select desired number of columns and click on setup
- ▶ Type: Graphic
- ▶ Link: URL (ie. Web Address)
- ▶ Enter URL (Note: If the desired URL is too long to fit in the URL field you can go to www.tinyurl.com, enter your URL on that site and the site will provide you with a shortened URL, use **Ctrl+C** to copy from www.tinyurl.com and **CTRL+V** to paste the shortened URL into the field)
- ▶ Use the "Open a new tab in the browser" button if you do not want your customers to be directed off of your website



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URL Graphic Images



- ▶ This is a great way to add vendor images that are seasonally maintained to a Content Page
 - Go to Setup > WebStore
 - Click the Content Page button
 - Select the desired Content Page or start a new page
 - Select the desired Content Section or start a new section
 - Show: Object
 - Select desired number of columns and click on setup
 - Type: Graphic from a URL
 - Click on the Select URL button and select a graphic from the list provided. You can hit the View Graphic button to see a preview of the image
 - Many of the images have "Shop Now" embedded. It may be a good idea to create a department and link the image to a department



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.Htm and .Html Pages



Create your own content page using your own text fonts, colors, graphics and more

- Create an .htm or .html page file and save it to the root of C:\usw\web. Any images associated with that page will need to be saved in the same location
- Go to Setup > WebStore
- Click on the content page button
- Start a new Content Page
- Name your page
- Type: .htm or .html File
- Enter your file name in the HTML File field.
- OK to save
- Go into your WebStore configuration and assign the Content Page to a menu option



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WebStore Deployment



- ▶ 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
 - Get Set up for X-Web
 - To process credit cards you will need an eCommerce Terminal ID or a separate Merchant Account

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Conclusion and Review



- ▶ The Uniform Solution WebStore
 - Easy to set up and maintain
 - Offers seamless integration and all the essential features you need in a solution that is dependable and affordable
 - Major vendors keep their products, pricing, and images up-to-date
 - Basic functionality is provided with your Software Subscription
 - Shopping Cart functionality is \$100/month and includes 2 hours of technical support
- ▶ In 2012, a WebStore is a critical extension of your retail business



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Questions



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Workshop Exercises



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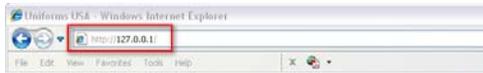
Accessing the WebStore



- ▶ 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 you Browser



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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?**

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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? _____



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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.

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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?

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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**

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Exploring Employee Features



- ▶ 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? _____

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

Modifying a Content Page



- ▶ 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