



The Uniform Solution

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



Welcome to Session III



The Uniform Solution – Session III 10/31/2010 2



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

The Uniform Solution – Session III 10/31/2010 3



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



The Uniform Solution – Session III 10/31/2010 4

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

The Uniform Solution - Session III 10/31/2010 5

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)

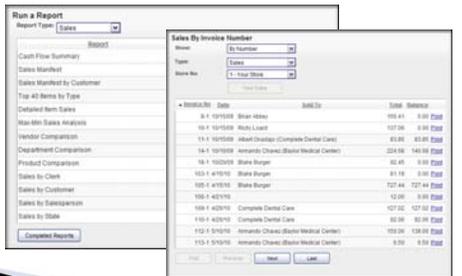


The Uniform Solution - Session III 10/31/2010 6

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



The Uniform Solution - Session III 10/31/2010 7

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

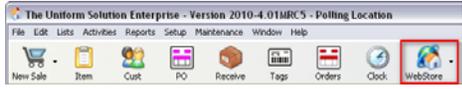


The Uniform Solution - Session III 10/31/2010 8

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



The Uniform Solution - Session III 10/31/2010 9

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? _____

The Uniform Solution - Session III 10/31/2010 10

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? _____



The Uniform Solution - Session III 10/31/2010 11

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.

The Uniform Solution - Session III 10/31/2010 12

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**

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? -----

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)

The Uniform Solution - Session III 10/31/2010 17

WebStore Design and Options

Pre-Designed Framework

Customizable Options

- ▶ Header Area, Menu Bar, Left Menu, Footer
- ▶ Header Graphic, Title & Sub-Title, Menu, Content Page




The Uniform Solution - Session III 10/31/2010 18

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.



The Uniform Solution - Session III 10/31/2010 19

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

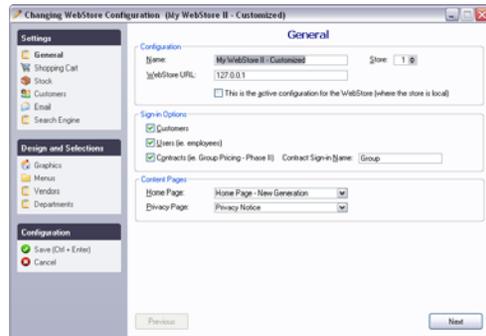


Result

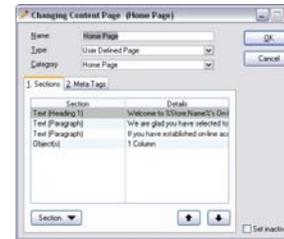


The Uniform Solution - Session III 10/31/2010 20

WebStore Configurations Walk-Through



Content Pages Walk-Through



WebStore Options Contracts, Customers, & Users



Contracts

Customers



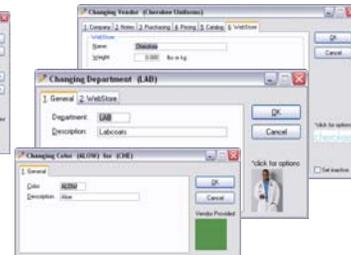
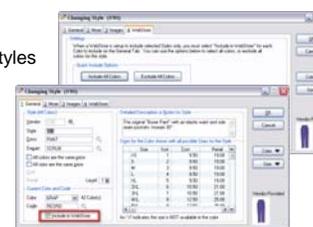
Users



WebStore Options Inventory Items, Vendors, Departments



Styles



Colors, Departments, Vendors

Products



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

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

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

