WebStore Guide

The Uniform Solution

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1. WebStore Overview

THE ULTIMATE SOLUTION

The Uniform Solution completely changes the typical eCommerce paradigm by enabling the retailer to establish a WebStore that operates seamlessly and in real-time with their point-of-sale system.
With just a few clicks of the mouse, an entire WebStore can be created by setting a few configuration options in **The Uniform Solution**. Creating, deploying, and maintaining the WebStore with **The Uniform Solution** could not be any easier.
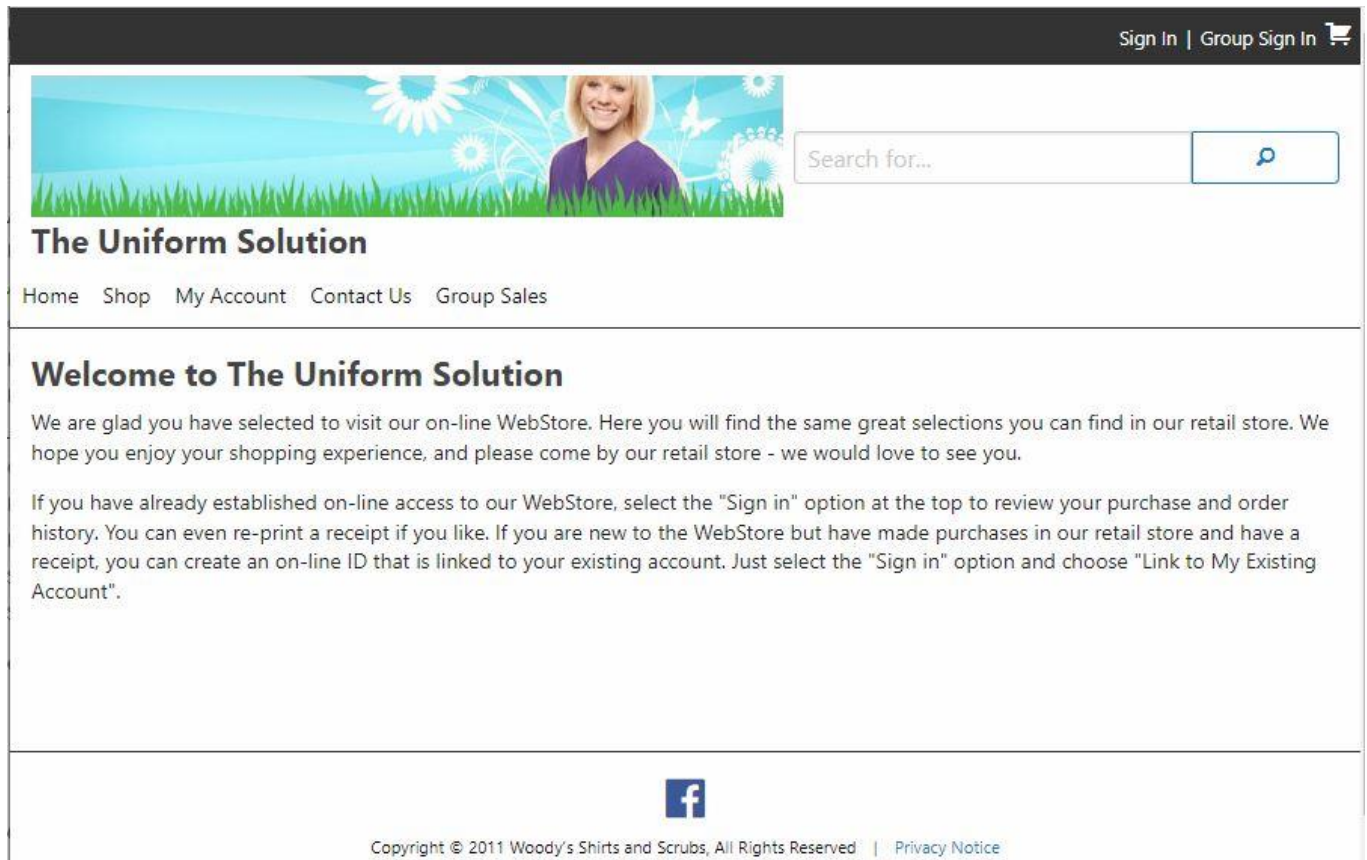
THE WEB SERVER

Overview

Anyone that deploys a website uses a Web Server whether they know it or not. The Web Server receives requests from a Browser like Internet Explorer, Safari, or Firefox and returns the information used to create a "page" in the Browser. Most Web Servers are difficult to install and maintain, so most people use a "hosted" solution through ISP's like Yahoo, GoDaddy, and others. The problem with "hosted" solutions is that (1) the WebStore doesn't have access to the current information in a retailers' point-of-sale system, and (2) the information has to be set up twice, once for the POS system and once for the Website, or it has to be "pushed" and "pulled" back and forth from the POS System and the Website.

The Uniform Solution's WebStore uses a proprietary Web Server installed on the computer that is acting as your "Server". Installation is very simple and is part of the normal installation and update process. To

install the Web Server, all you need to do is to install **The Uniform Solution**. By installing a Web Server that operates on the same Server as **The Uniform Solution**, the WebStore will always have information that is up-to-date and accurate.

Once a WebStore Configuration has been created in **The Uniform Solution**, the Web Server will be able to create a WebStore that is accessible from any computer on the LAN. To enable the WebStore to be accessible from any computer on the Internet, you will need to configure your router to forward incoming traffic to the Web Server computer.   See Section 5, Deploying your WebStore to the Internet, for more details.

Performance

The WebStore Web Server is designed to handle as many connections as we need. Increasing the bandwidth of the broadband internet access and the speed of the computer where the Web Server is installed will have a positive impact on performance. In installations with 3 or more computers, it is often ideal to have a dedicated computer acting as the "Server".

Security Concerns

The WebStore Web Server used by **The Uniform Solution** to deploy your WebStore does not use IIS (Internet Information Services). IIS creates a much greater security risk than the stand-alone Web Server used by **The Uniform Solution**. Our Web Server uses proprietary technology and great care has been taken to make the product reliable and secure. We strongly recommend using SSL to create a secure connection for each session that accesses the WebStore.

TECHNICAL REQUIREMENTS

1. The WebStore Web Server is installed as a "Service" on the computer where the "Single Computer" or "Server" installation of **The Uniform Solution** was performed. The WebStore Web Server application requires a computer running Windows 8 or higher.

2. Broadband Internet. The WebStore Web Server application requires broadband internet access with both port 80 (and port 443 for SSL) open to incoming and outgoing internet traffic. The LAN's router will need to be configured to route incoming port 80 (and port 443) traffic to the IP address of computer where the Web Server is installed.

3. Static IP Address. A static IP address should be obtained so the IP address to the WebStore Web Server can be easily assigned to a Domain or Sub Domain Name. Dynamic IP addresses can be used but require additional configuration and some annual costs.

4. Domain or Sub-Domain Name. A Domain or Sub Domain Name should be used to make access to the WebStore Web Server easy. Typically the Domain Name will be the name of the business, but may require a city or state extension to be unique (i.e. mystoreconroe.com).

5. Credit Card Processing. A Uniformpay account is needed to be able to process credit cards on the webtore, you can also choose to use Paypal if you do not have Uniformpay setup. This account is separate from the retail location's merchant account.

6. SSL Certificate. A SSL (Secure Sockets Layer) Certificate must be obtained to provide secure access to the WebStore. You can also use the free Letsencrypt SSL certificate to secure your site. The certificate can be assigned to a Domain Name or a Sub-Domain Name.

TYPICAL WEBSTORE DEPLOYMENT COSTS

Once the webstore is setup through the configuration in the program there are typically a few costs associated with setting the webstore as live for your customers to see. Such as a $35 webstore fee along with any fees associated with purchasing a domain name or SSL certificate, as stated above we do provide a free SSL for our customers that setup a webstore.
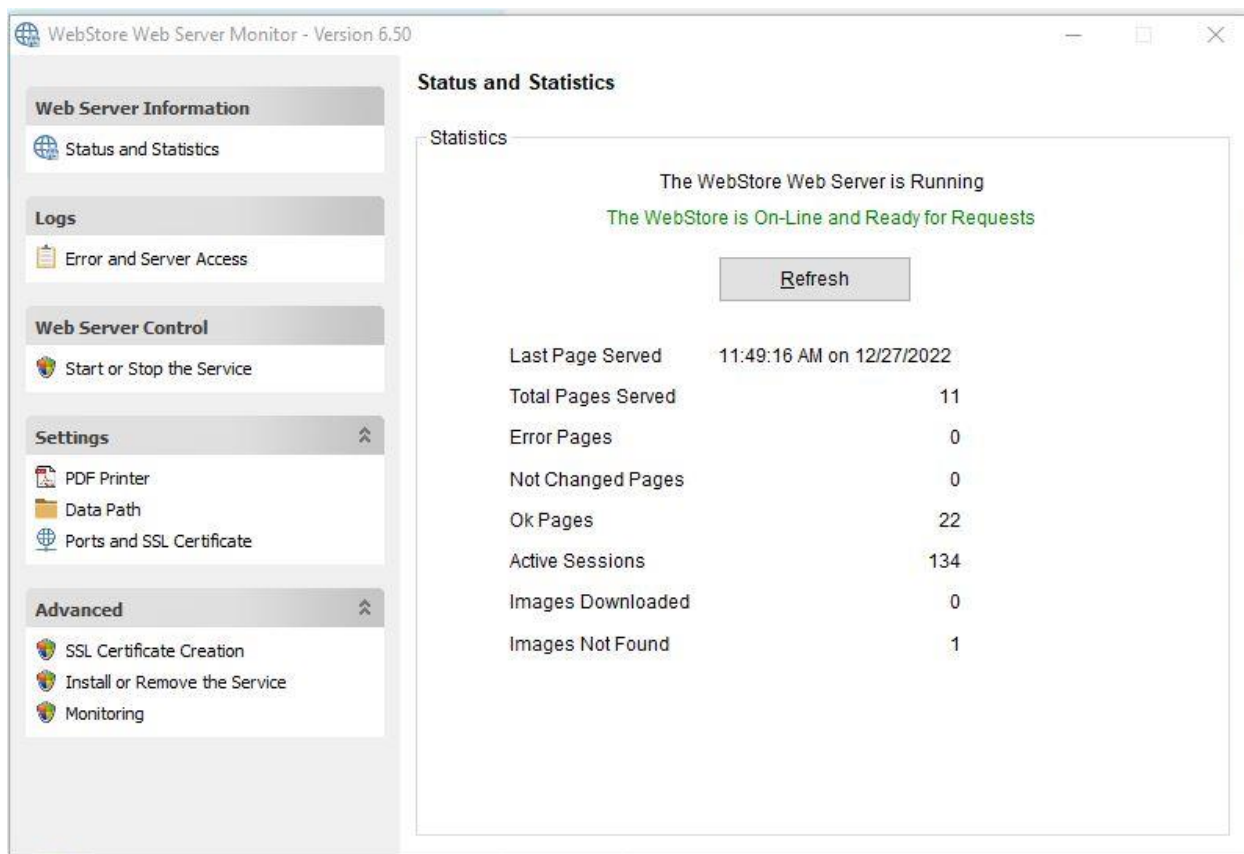
2. The WebStore Web Server Monitor

OVERVIEW

The WebStore Web Server Monitor is an application that runs in the "system tray" of the Windows operating system. It is used to view the status of the Web Server, to start or stop the Web Server, to set configuration options, and to easily create a SSL certificate for the Web Server.

The WebStore Web Server Monitor is installed on the computer where **The Uniform Solution** was first installed, or on the computer acting as the "Server" for **The Uniform Solution**.

In most cases, you will use this application to check the status of the Web Server and ensure the Web Server is operational. To view the WebStore Web Server Monitor, RIGHT-CLICK the icon in the system tray, and select **Show WebStore Web Server Monitor User Interface**.

SETTINGS

The Setting Menu on the Web Server Monitor has options to set the PDF printer used by the Web Server to create PDF files, to select the data path to **The Uniform Solution** data files, and to set the computer Ports and SSL certificate used by the Web Server.

ADVANCED

The Advanced Menu on the Web Server Monitor has options to help you create a SSL certificate for your WebStore, and Install or Remove the Web Server from the Windows Service Manager.

3. Setting Up the WebStore

Setting up a WebStore in **The Uniform Solution** is simple and straight-forward. From the main application menu, select **Setup > WebStore**. If you have not defined a WebStore Configuration, you will be taken to the WebStore Configuration Form.
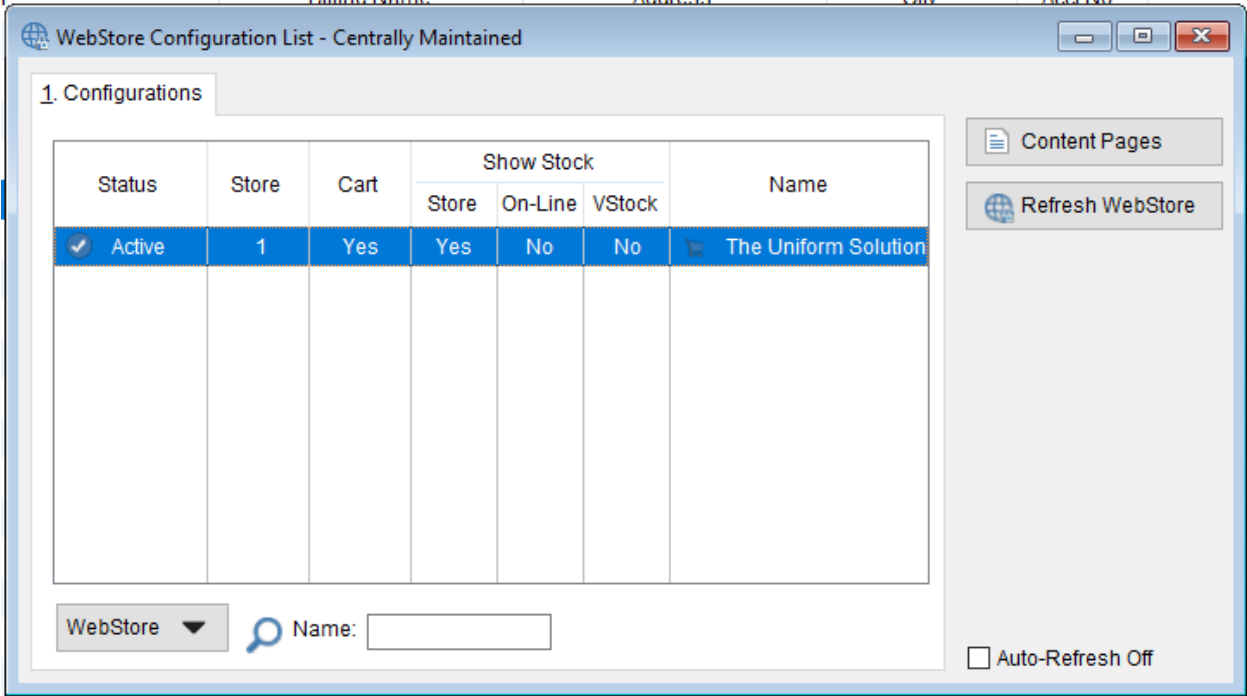

If you have already set up a WebStore Configuration, you will be taken to the WebStore Configuration Table. This table allows you to add a **New** WebStore Configuration, **Edit** an existing WebStore Configuration, **Delete** a WebStore Configuration, or set the "Active" WebStore configuration. One really nice feature is the option to **Copy** a WebStore Configuration. Just select the **WebStore** button for the available options.

The **Content Pages** button displays a List of user customizable pages used in a WebStore configuration. Every WebStore configuration has a Home Page, a Privacy Page, and a Contact Us Page.

WebStore Configuration Form

The WebStore Configuration Form is used to define all of the major components of your WebStore. The Menu items in the left pane of the Form are used to navigate to each section of the WebStore Configuration.
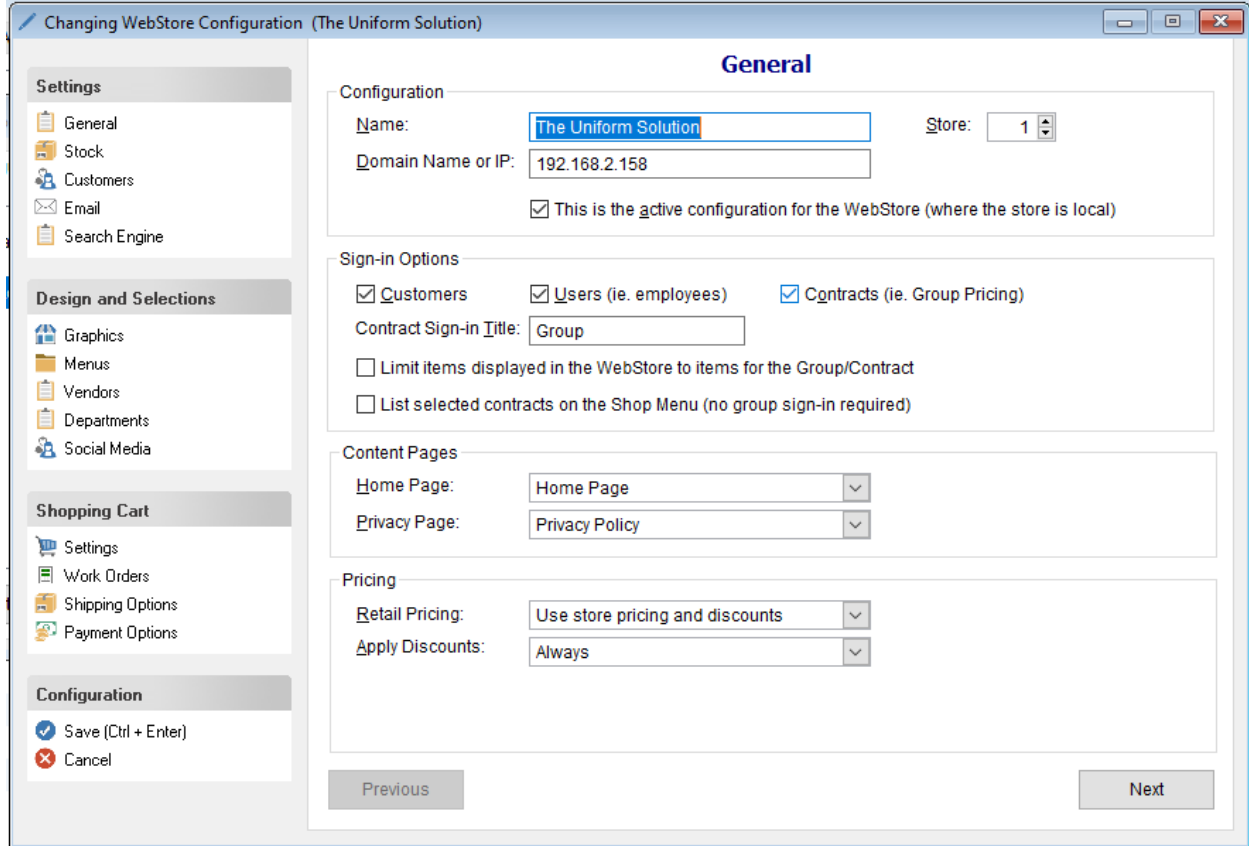
Settings

The Settings section of the WebStore Configuration Form is used to define the settings that control how the WebStore functions.

General

The General section lets you name the WebStore configuration, set the URL for the WebStore, choose Sign-in options, choose the pricing for the webstore and define the Home and Privacy Page Content Page (see the section on Content Pages) to use for the WebStore, and set a configuration as "Active".
Note: In a multi-store configuration, the Polling location is the only location that can set up a WebStore configuration, and only one configuration can be "Active" for a store number. The first configuration that is active for a "Local" store is the configuration used by the Web Server.

Shopping Cart

If you have registered **The Uniform Solution** to enable the WebStore shopping cart functionality, selecting to include a Shopping Cart in the WebStore will enable your WebStore customers to create orders while visiting your WebStore. You can also choose whether or not WebStore customers have the

option to pick up their purchase in the retail store. If you have more than one location, you can specify which retail location will offer this option.

Stock

The Stock Options will allow you to choose how your stock will show on the webstore, whether you want to report your stock down to the number or just give a general overview of your stock is up to you. Also will be able to determine what kind of items are available for customers to order (i.e Discontinued, back order items)

Customers

The Customer section will allow you to choose addresses that are allowed for address entry along with any permissions you would like to setup for billing on the webstore.

Email

The Email section will let you choose what email is used as the outgoing email, along with adjusting any templates that will be sent out upon certain actions.
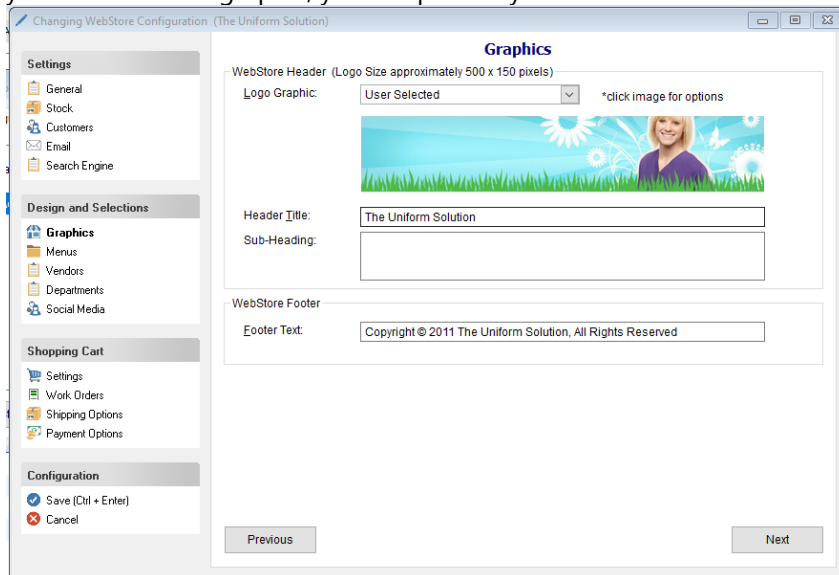
Search Engine

Use the Search engine section to include a title and keywords for each page generated by the WebStore. Using the right keywords is critical to helping search engines rank your website according to search criteria used. There is also an option to register and use the Google Analytics features.

Design and Selections

The Design and Selections section of the WebStore Configuration Form is used to define the look, menu selections, and items included in the WebStore.

Graphics

The Graphics section is used select the graphic and enter the text that will be displayed at the top of the WebStore. You can select from a list of pre-designed graphics, or select a header graphic that you have had professionally done for your WebStore. The graphic should be 800 pixels wide and 150 pixels tall. If you use a custom graphic, you will probably remove the **Header Title** and **Sub-Heading**.

Menus

The Menus section allows you to define the menus, menu items, and the Content that is displayed when a menu item is selected in the WebStore. When a new WebStore Configuration is added, a default Menu structure is created and the menu items select "content" that is typical for most WebStores.
A menu item can be set up to show a menu, call pre-defined content, show a user defined Content Page, or show the Home Page.

Editing the Menu Structure

To add or delete menu items from the Menu structure, use the Menu button. To change the order of a menu item, highlight the item and use the arrow buttons. To change the Content or action when a menu item is selected, highlight the menu item and set the options in the right-hand portion of the screen. You can also choose to not display the Description search or the Pricing search facet here.
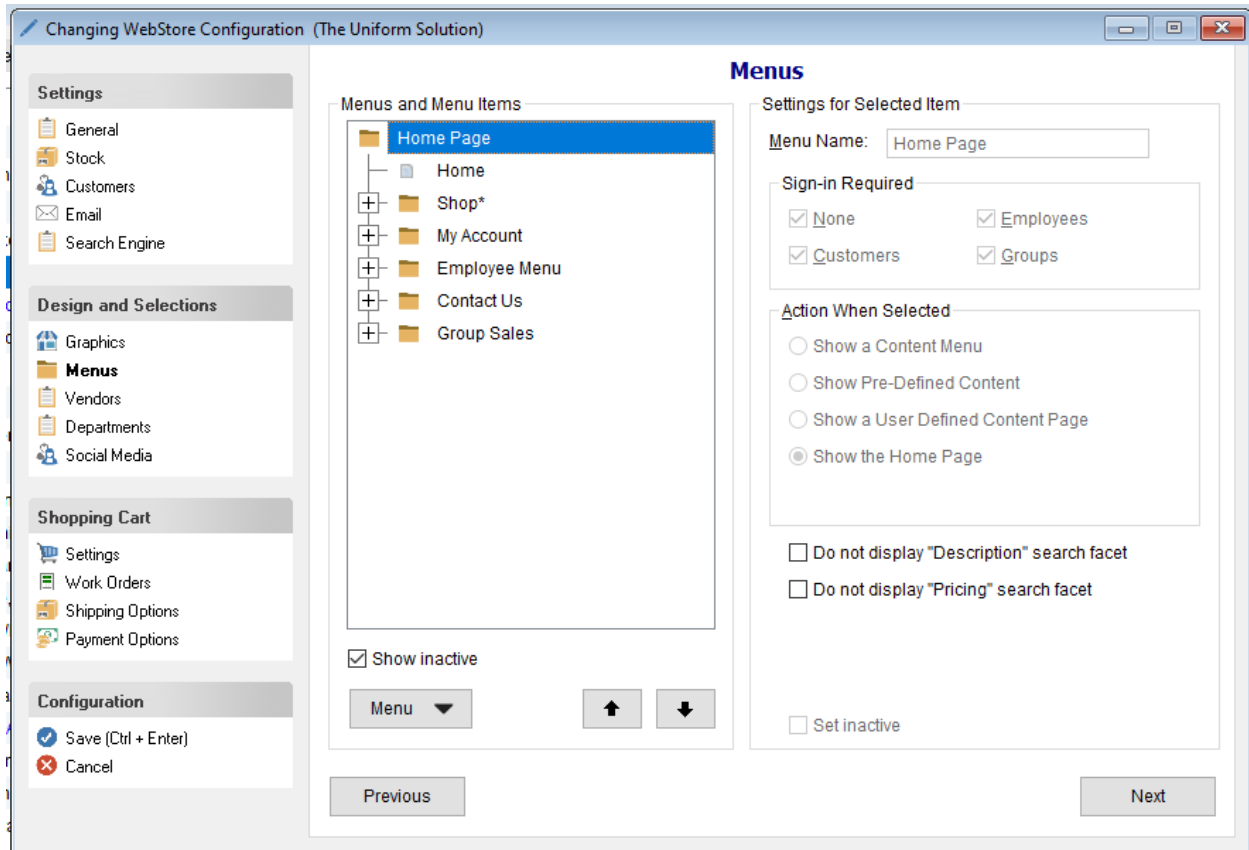
Vendors

The Vendors section allows you to select items that will be included in the WebStore by selecting the Vendors to include. Once you select a Vendor, you can choose to include **All** items for the Vendor, or **Selected** items. You can change the Vendor selection by clicking the **Include** column with your mouse.
Note: If you select to include **Selected** Vendor items, then you will need to select the individuals Styles and Products to include in the WebStore by updating the inventory item in the Inventory List. To do this, *Select Home>Item>Inventory List*, select an item to update, and select the **Include in WebStore** checkbox.

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Departments

The Departments section allows you to select the departments that will be included in the WebStore menu "Shop by Department".
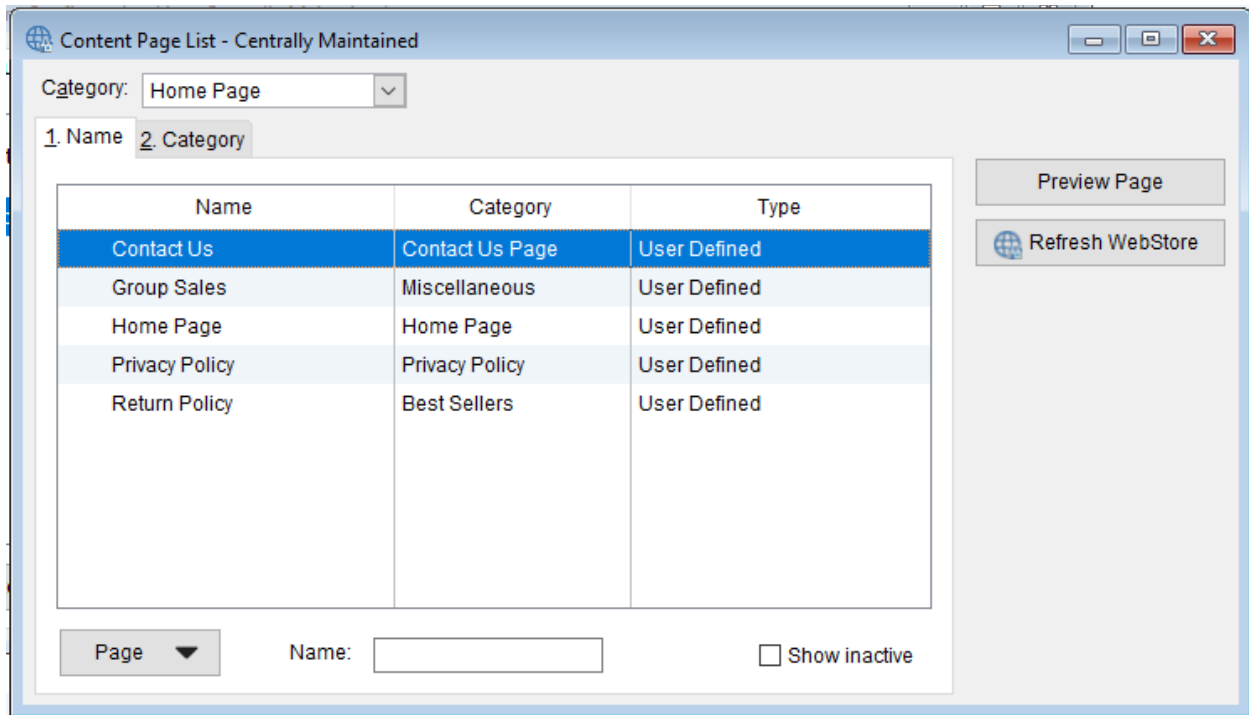
CONTENT PAGES

Content Pages are web pages that are used by a WebStore configuration to display "content" (text and graphics) in the lower right portion of the Browser for a WebStore. A Content Page can be used to display a *.htm or *.html file, or can be user defined.

When you set up a WebStore Configuration for the first time, three user defined Content Pages are created for you automatically - a Home page, a Privacy page, and a Contact Us page. You can use the Content Page List to select and modify these pages, or create new pages that are used by a WebStore Configuration.

Content Page List

The Content Page List enables you to add a **New** Content Page, **Edit** an existing Content Page, **Delete** a Content Page, **Copy** a Content Page, Preview Content Pages and Refreshing the webstore. Just select the **Page** button for the available options.

Understanding Content Pages

*.HTM and *.HTML Content Pages
A Content Page that references a *.html or *.html file will simply display the text and graphics referenced by the file. You can choose this file by changing the Type to HTM. Or HTML. File.

User Defined Content Pages
A user defined Content Page is made up of horizontal "Sections". Sections are displayed in the order they appear and each Content Page can have as many Sections as you like. Each Section can be made up of

"Text" or 1-4 "Objects".

Changing Content Page (Contact Us)

Name: Contact Us

Type: User Defined Page

Category: Contact Us Page

OK

Cancel

1. Sections | 2. Meta Tags

Section	Details
Text (Heading 1)	Contact Us
Text (Paragraph)	We enjoy hearing from our cust
Text (Heading 2)	Locations
Text (Heading 3)	Statesboro
Text (Heading 2)	Return Policy
Text (Paragraph)	Items in original condition, with
Text (Heading 2)	Shipping Policy

Section ▼

⬆ ⬇

☐ Set inactive

Text Sections

A "Text" Section is very simple. You simply enter the text to display and specify the "Style" of the text (i.e. Heading 1, Heading 2, Heading 3, or Paragraph).

Object Sections

An "Object" section is comprised of 1-4 objects. The number of "Objects" controls how many columns are created in the Section. Each object can be a graphic, plain text, or a pre-defined item such as an inventory item, department, or vendor. The Object Setup Form is used to define each object. Below is an example of a single "Graphic" object defined for the last section on a Content Page.

4. Accessing the WebStore Locally

Once a WebStore configuration has been created, the WebStore can be accessed from any computer on the LAN running **The Uniform Solution** by selecting the drop down menu under Home>Webstore>View Webstore.

5. Deploying Your WebStore to the Internet

Once we have made all the necessary adjustments to your webstore through the webstore configuration, we will now need to make your webstore accessible

ACCESSING THE WEBSTORE FROM ANYWHERE

Step 1 - Forward HTTP & HTTPS Traffic to the WebStore Web Server

In order to access the WebStore from any computer with internet access, you will need to set the LAN's router to send all website traffic to the internal IPv4 address of your server computer. This usually involves: (1) setting a static IP address for the server and (2) sending all Port 80 and Port 443 traffic going to the router to that IP address. You will need to either Forward ports 80 and 443 to the internal IP address of the router or contact support at support@ddsus.net so that we can assist you in forwarding those ports.

Step 2 – Verify the WebStore Web Server Can be Reached

Once you have the router forwarding website traffic to the WebStore Web Server computer, you should verify the WebStore can be accessed outside the LAN. First you will need to know Public IP address for the router. To find the public IP address you can open a web browser on any computer on your network and go to IPchicken.com. Once you know the internet IP address of the Router, type the IP address into any browser *outside the WebStore's LAN* and see if the WebStore can be reached.
If the WebStore cannot be reached and the router is properly forwarding Port 80 and Port 443, you should check and see if the ISP is blocking incoming port 80 traffic. You can do this by changing the WebStore Web Server to listen on another port, forwarding this port to the WebStore Web Server with the router, and telling the browser to go to the internet IP address for the router and use a different port.

ACCESSING THE WEBSTORE WITH A DOMAIN NAME

The best way to access a WebStore from anywhere on the internet is to assign a Domain Name (i.e. mystore.com) to the IP address of your router. This seemingly simple concept has several steps to make this happen.

Step 1 - Get a Static IP Address

In most configurations, it's best to get a Static IP address for the router (i.e. physical location) where the WebStore Web Server is installed. The Internet Service Provider (ISP) will be able to provide a static IP address for the router used to access the Internet. Static IP addresses typically cost about $10/month and allow you to set up a Domain Name to find your WebStore. Once you have a static IP address working, you can see about getting a Doman Name (i.e. theunifromsolution.com) to make it easy for people to access the WebStore with a browser.
Note: If you cannot get a static IP address whether it be for price or other reasons, you can still host a webstore, however it is subject to go down if you IP address changes after a power outage or unexpected network outages.

Step 2 – Get a Domain Name

Get a Domain Name from an internet registrar like Network Solutions, GoDaddy.com, or DynDNS.com. This can be any name with any extension. Domain name registration cost ranges depending on the host. Once you have your Domain Name registered, typically you will want to use the Domain Name Server (DNS) provided by the registrar to assign your Domain Name to your fixed IP address. You will do this in Step 3.

Note: If you already have a Domain Name, you will want to either (1) use this Domain Name for the WebStore, or create a Sub Domain for your Domain Name (i.e. shop.mystore.com). You can use www.mxtoolbox.com to determine your registrar if you do not remember.

Step 3 – Set Up the Domain Name Server (DNS) and Email

To setup our domain name we will want to go to the DNS setting for our domain, once in the DNS settings we will be setting up or editing the A record for the site and point it to our Public IP address.

SECURING YOUR WEBSTORE WITH A SSL CERTIFICATE

Most consumers using the internet expect for the websites they visit to be secure. A secure website transmits all data using encryption that ensures hackers cannot read the information being sent back and forth between the Web Server and the Browser. A secure website provides authentication details to confirm the site is being hosted by a reputable company. In order to secure your WebStore, you will need to obtain a SSL (Secure Sockets Layer) certificate.
SSL Certificates are assigned to a Domain Name or a Sub Domain. If you change your Domain Name or Sub Domain name after a certificate is issued, you will need to purchase another certificate.

Step 1 – Verify Your WebStore works without a SSL Certificate

Ensure that your WebStore is working properly without a SSL Certificate by visiting your Public IP address or use your domain name in a web browser.

Step 2 – Create a Certificate Signing Request

Open the Web Server Monitor application from the tool tray. In the **Advanced** section, select the **SSL Certificate Creation** option to create two files based on the Domain or Sub-Domain Name you will be using. The first file is a Private Encryption Key. Make sure you back this file up. If you lose it, your SSL certificate will not work and will have to be reissued. The second is a Certificate Signing Request and is based on the Private Encryption Key. You will need these files to apply for a SSL Certificate.

Step 3 – Apply for a SSL Certificate

Apply for a SSL Certificate from a reputable authority like GoDaddy.com. When you purchase a SSL certificate, you will need to provide the issuer with the Certificate Signing Request (CSR) you generated with the Web Server Monitor application. In most cases the CSR will be copied/pasted from the Web Server Monitor into the browser interface for the reputable authority such as GoDaddy.com.

Certificates vary greatly in price and the scrutiny used to verify the ownership of a Domain or Sub Domain. In most cases, it is recommended to purchase an entry level certificate.   The entry level certificate will provide the same level of security to WebStore users, but won't provide advanced features like the "greenbar" address found in newer browsers. Most WebStore users will find this acceptable. It is recommended to purchase the certificate for a minimum of 2 years, but you should consider purchasing one for 5 years. Domain Names and SSL Certificates being renewed on an annual basis just require more effort to maintain.

When the SSL certificate is issued by the company you selected, they will often ask you what type of Web Server you will be using such as Apache, IIS, etc. Don't worry about the directions they provide, just download the file and follow the next step. If you are required to select an option you can typically select "other" as an option.

Step 4 – Install the SSL Certificate

After Receiving the SSL certificate from your ssl provider, you will unzip the file and copy both file into the USW>SSL>Certificate folder, once their we can open our webstore monitor and apply the ssl certificate. It is recommended to call into the support line to get your ssl applied.

Step 5 – Backup the SSL Certificate

Backup Your Private Encryption Key File and the SSL Certificate file and keep it in a safe place.

Alternate SSL option:

If you do not have a existing SSL certificate, you can always save money by choosing to use our free SSL certificate we provide through LetsEncrypt. If you are interested in getting your free SSL setup, please contact support at support@ddsus.net.

6. Deploying Multiple WebStores

In many cases, creating a single WebStore to serve as the on-line presence for all retail locations is sufficient for a group of stores. However, it is possible to create a separate WebStore for each physical location. This may be ideal when the stores are located in different towns, sell different products, or you just want to tie your retail and WebStore operations more closely together.

You also may want to create a WebStore for internal use at each physical location. Features found on the WebStore Employee Menu provide reporting capabilities and much more. Having both internal and remote access to a physical location using a Browser could be ideal.

So how do you set up Multiple WebStores? The WebStore Configuration Form enables you to enter the local store number for a WebStore. When the Web Server starts up, it locates the first WebStore Configuration it can find for a store defined as "local".

7. Glossary

The Domain Name Registrar

This is the company that maintains your Domain Name (i.e. mystore.com) registration and the internet IP address for the Domain Name Server for your Domain Name. Originally Network Solutions maintained all internet registrations, but now there are many registrars like DynDNS.com and GoDaddy.com.
At a minimum, the registrar will point a Domain Name to a Domain Name Server (DNS). Domain names typically cost around $10/year and most registrars allow the Domain Name to use their Domain Name Server. For example, the Domain Name **mystore.com** is being directed to the Yahoo Domain Name Server *yn1.yahoo.com*.

Domain Name Server (DNS)

The Domain Name Server is responsible for directing the internet traffic that goes to a domain name like mystore.com. Typically a Domain name server will be set up to send website traffic to your website and emails to an MX Record or Email Server address.

A Record

The A Record is the IP address for domain name (example: mystore.com). The A Record is the IP address for the domain. If the WebStore will be hosted at a location with a fixed IP address, set the A Record to this fixed IP address.

CName Record

A CName (canonical) record contains the address of a "sub" domain for the domain name. A CName record contains the name of the sub domain (example: shop.mystore.com), and the address to the sub domain. The address to the sub domain can be a fixed IP address or another hostname (example: premierdata.dyndns.org).