

XSE.Net Shopping Cart

Store Features:

- Dynamic Horizontal Category Menu - Shows your store categories across the top.
- Dynamic Vertical Category Menu - Shows your store categories in the traditional left-hand location.
- Product Search - Enhanced keyword search and advanced search by SKU, ISBN, Product Name, Manufacturer and more.
- Special Listing Menu - Links to special store pages like; Closeouts, New Releases, Best Sellers. Personalized pages for; Bargain List (customers can select products and be automatically notified when they go on sale), Wish List (customers can add their favorite products to a list so they can return to the store and easily buy) and Reorder List (for consumables and other items your customers are likely to reorder).
- Customer Service Pages - Allow your customers to easily find out all they need to know about your store and procedures. Handy templates can be customized to provide your store's specific information.
- Product Info Fields - Tell your customers everything they could possibly want to know about your products. Standard Package, Manufacturer, Dimensions, Normal Shipping Info and more.
- Multiple Product Images - Links to large images and links to an unlimited number of other views of your products in popup windows.
- Cross Sell to Increase Sales - Our convenient Cross Sell links tell you customers of other products that may interest them.
- Email to a Friend - Let's your customers send friends links to product pages or the complete page!
- Personalized Customer Lists - Let's customers create their own product lists (Wish List, Bargain List and ReOrder List).

Administration Features:

- **Property Manager**
 - **Main Settings Control** - This allows you to configure the business settings of your Web store.
 - Define Store name, title tag, description, etc. used in various locations along with the dynamic generation of meta tags for great search engine positioning.
 - Store Open/Closed - This allows you to display a custom store is closed message to disable ordering during database management so as not to lose orders, etc.
 - Search Re-indexing - Powerful feature to run after new products are added which maximizes the search capability of XSE.NET.
 - Customer Service and Email settings - Settings of various email accounts and to generate the dynamic customer service information.

- Email Verify Web Service settings - An optional verification of the legitimacy of email addresses used in ordering to help prevent fraudulent orders.
 - Affiliate Referral System settings - Enter the details for the affiliate referral system provided with XSE.NET.
- **Store Layout Control** - These properties allow you to customize the "Look and Feel" of your Web store.
 - Font settings - Set the general font to be used for the text throughout the store
 - Color settings - Set the background colors for pages, table cells, etc.
 - Width and Alignment settings - Define the width and alignment of the pages.
 - Dynamic Menu Control settings - Enable/Disable menus for categories and manufacturers, enable/disable use of image icons for menu display, defined alignments and widths of the dynamic menus.
 - Image Control settings - Define the sizes of product images and auto-generated thumbnail images.
 - Field Label settings - Define the wording of text labels for various fields and table headings.
 - Saved Lists Control settings - Enable/Disable Wish List, Bargain List, Re-Order List use.
- **Template Control** - The powerful presentation layer templates allow for complete customization all presentation pages used in XSE.NET. Creating custom presentation pages is simple and foolproof. The following example gives the steps require to easily create your own custom template for your store's homepage content.
 - Open file called HomePageContent_default.ascx
 - Modify the code to create your own custom look.
 - Save the new file as HomePageContent_custom.ascx
 - Upload the new file to your "Templates" folder on your web.
 - Navigate to the Template Control page in the Property Manager.
 - Select your new template from the dropdown menu and save it.
 - The new homepage content page is now displayed
- **Admin Layout Control**- Allows you to set the way your Administrative Control Panel for looks and behaves.
 - **Messages Control** - Allows you to custom define the messages displayed or sent for various store functions.
 - Store is Closed - Create custom content that your customers see when you have set the store status to closed.
 - Order Confirmation Page - Create custom content to be displayed on the confirmation page after an order is completed.

- Email to Friend - Create custom default message sent when a customer uses the Email to a Friend feature.
 - System Email Messages control - Completely customize email invoices, email notifications, and other auto-emails sent by the system.
 - Affiliate Message control - Define all messages sent to affiliates. Define the link codes that affiliates use to send customer from their sites to yours.
 - **Custom Properties** - Create your own properties to imbed in your dynamic pages.
- **Supplier Manager:**
 - Manufacturers can be assigned to products and then be listed on a dynamic menu so customers can shop by "brand".
 - Publishers can be assigned to products and listed on the product detail pages and, when clicked, customer can see a list of all products by the particular publisher.
- **Author Manager:**
 - Authors/artists, etc. can be assigned to products and listed on the product detail pages and, when clicked, customer can see a list of all products by the particular author/artist. Each product can be assigned an unlimited number of authors.
- **Promotion Manager:** You can create an unlimited number of promotions with this module. These promotions are date sensitive, meaning that they will only be in effect during the period that they are active. For example, you can:
 - Create a promotion "After Christmas Sale" that begins on December 26th.
 - Assign the "After Christmas Sale" promotion to your line of Christmas products.
 - On December 26th, the price will begin to show the promotion price without any input from you.
- **Discount Manager:** You can create special discount codes to provide to individuals or groups. When the customer reaches the checkout page, he simply enters his code to receive his discount. Codes can have a beginning/ending date, can be in an amount off or a percentage off. A threshold can also be set for each code (Code only valid if order exceeds \$50).
- **Tax Rate Manager:** The tax rate manager allows you to assign sales tax rates to multiple states.
- **Availability Manager:** Availability manager allows you to create standard product availabilities that are then assigned to each product (Example; Normally Ships in 5 Days, Allow 2 weeks for delivery, etc.)

- **Shipping Manager:** Create shipping methods, price calculations, geographical areas you ship to, etc.
- **Payment Manager:** Select and configure payment methods you accept.
- **Affiliate Manager:** List, edit or create affiliates for affiliate referral system.
- **Diagnostic and Support:** Powerful feature that allows you to review the application setup details, test your Email configuration and contact support in the event of problems. Support contact allows you to send the configuration file to our Tech Support Department to aid in resolution of problems.
- **Product Manager:**
 - **Product Listing** - Provides a complete listing of all existing products.
 - Product List - List all existing products. Main list shows; Product Name, SKU, Stock ID, ISBN, Status, Last Date Modified, Bargain Count (Note; Bargain count give you the total number of customers that have added the product to their "Bargain List").
 - Product List Search - The product list has a powerful search filter. You can filter the list by category, name, sku, stock id or isbn.
 - **Product Editor** - Product editor is used to create and edit product items.
 - **Main Product Data**
 - SKU - Unique identifier
 - Stock ID - Non-unique identifier to use for bin location, etc.
 - Name - Product name or title.
 - Our Price - Selling price of product.
 - Retail Price - Optional retail price of product. When used, system will display retail price, our price and show the savings between the two prices.
 - Dimensions - Optional field to display dimensions of a product.
 - Date Added - Date the product is setup or edited.
 - Weight - Shipping weight of item used in shipping cost calculations.
 - Unit - Unit of sale.
 - Manufacturer - Manufacturer of item. When enabled, shoppers can shop by brand.
 - Status - Determines how and where product item is displayed. Choices are; Active, New (always), Best Seller, Close Outs, Display Only, Discontinued, Disabled.
 - Availability - Displays the normal lead time on delivery.

- Ship Exempt - Products coded as ship exempt do not add shipping/handling charges to order total.
- Tax Exempt - Products coded as tax exempt do not add tax to order.
- Categories - Assigns products to store categories. Products may be in multiple categories.
- Description - Product description. Unlimited field size.

- **Product Attributes:**

- Product Main Image - The primary product image. Select the product image from your local computer and upload to your store. Image is automatically resized to the thumbnail size as defined in the Store Layout properties.
- Thumbnail Image - Optional thumbnail image. Select the product thumbnail image from your local computer and upload to your store. When no thumbnail is uploaded, system defaults to thumbnail regenerated from the main product image. This field is necessary only when greater detail is necessary.
- Additional Product Images - Additional product images may be added to show different views of a product item. Select the additional image from your local computer, enter a text description (Back view, front view, etc.) and upload to your store. Number of additional images is unlimited.
- Image Attributes - You may create an unlimited number of image attributes. Image attributes are used to give the customer a visual selection of product attributes for things such as color, fabric, etc. Select the attribute image from your local computer, enter a text description (Herringbone, flannel, etc.) and upload to your store. Number of image attributes is unlimited.
- Text Attributes - You may create an unlimited number of text attributes. To implement, enter a name for the attribute (Size) then enter the options for the attribute (S,M,L,XL, XXL) and click the Add button to create them.
- User Input Attributes - Create attributes that require user input (Engraving, Initials).
- Bullet List Attributes - Enter items to display with the product description in pre-formatted "Bullet Lists".
- Influence Price by Attribute - Additional product attribute that affect the cost of the product. Enter the description of the attribute, enter the price of the attribute, click the Add button. (Example; Sweatshirt Size S,M,L,XL - \$14.50 | Sweatshirt Size XXL. XXXL - \$16.50.)
- Influence Price by Quantity - Used to offer quantity discounts for products. Discounts can be an amount off or a percentage off when certain quantity levels are purchased.

- **Product Promotion**

- Store Promotion - Assign the product to one of the promotions setup in the Promotion Manager. If the promotion is not currently active, the promotion will not be offered but will be during the date range that the promotion is active.
- Store Promotion Send Email - When you assign a product to a promotion, you can click the Send Email button to send an Email notification to any customers who have added that item to their Bargain Hunter list.
- Cross Sell - Select a product by SKU or ISBN and enter a link description. Product detail page will provide link to this product.

- **Book Spec** - XSE.NET has powerful feature for book sellers and other merchants selling similar media.

- ISBN - Unique book identifier field. Available then in the advanced search and displays on the product display.
- Subtitle - Field will display below the product name.
- Publisher - Select the publisher from the dropdown list. Customers can click the publisher name to see other releases by that publisher.
- Publisher Date - Enter the date the item was published. Displays on product pages.
- Authors - Select author, editor, illustrator, etc. from dropdown list to assign to the product. Click on the author name and see listing of all items by that author on the product pages.

- **Category Manager**

- **Category Listing** - Lists all existing categories. List ordering enable control over the order in which the categories are displayed.

- **Creating Categories**

- Parent Category - Select the Parent category from the dropdown list or leave blank to create new parent.
- Category Name - Enter the category name.
- Description - Enter a description of the category (optional).
- Category Link - You can enter a url to create a link from the dynamic menu to another section of your Website or a site outside of your own (such as your Ebay auction or Amazon store).
- Content Template - By default, XSE.NET displays random products in the content area of the Parent category pages. This field allows you to create a custom display override the random product display by simply entering the content template file in this field.

- Status - Checkbox to enable the category. Categories can be disabled and will, thus not show on the dynamic menus.
 - Icon - You can have an image icon display in place of the text description of the category. Select the icon image from your local computer and upload to your store.
- **Product List Order:** Change the order in which products display in their category easily.
 - Select the category from the dropdown list,
 - Click the "Filter" button.
 - Enter a numeric value in the order field.
 - Click the "Re-Order" button.
- **Customer Manager:** Allows you to list, review and edit customer records.
- **Email Broadcast:** Send email broadcast to all subscribed customers. Email can be sent as plain text or html.
- **Order Manager:** The Order Manager provides a listing of orders by order status. Order statuses are update within this module as the order flows through the process. Search function allows orders to be filtered by; Order Status, Payment Method, Beginning Date, Ending Date, Order Number, Customer Name and/or Customer Email.
 - New Orders - This is a listing of all orders with the "New" status. New orders are those that have been received but not processed. When the settlement report is available, the admin can then reconcile the orders and reclassify them to the paid status.
 - Orders to Process - This is a listing of all orders that have been paid but not processed. Order statuses can be set to; To Ship, Partial, Backorder, Completed or Delete.
 - Completed Orders - Listing of all orders with a completed status.
- **Sales Report:** Sales report is a listing of all completed orders. Search function allows orders to be filtered by; Order Status, Payment Method, Beginning Date, Ending Date, Order Number, Customer Name and/or Customer Email.
- **Taxable Sales Report:** Reporting of all sales subject to sales tax. Reports can be filtered by tax state and to and from dates. Multi-State tax rates are supported.
- **Affiliates Report:** A complete listing of a affiliate referral sales for the purpose of calculating referral commissions due.