



## Product Overview

ShopKeeper is Connect's online store system supporting retailers venturing into e-commerce through online web-based stores.

It offers straightforward procedures for store management, fast access to store pages for website visitors and the ability to promote your store efficiently through search engines and directories.

The service is based upon industry standard Oracle database technology. This enables greater flexibility, heavy-duty robustness of performance and support for secure online credit card authorisation.

## Features

### Design

ShopKeeper offers a number of advanced design features that will enable you to quickly and easily design your store layout.

- Configurable look and feel.

Whether you want to change the colour of your store, how your products are listed or the images used – you are in control of how your store looks.

- NEW: Seamless integration of your website and online store.

Both your online store and website are fully integrated to maximise search engine submission of your store pages, ensuring product information can be fully searched.

- Multiple page templates to assist with store layout.

You don't require any knowledge of programming, HTML or website design – just select your preferred layout from our range of templates to create your own personalised store.

- Upload facility allows you to add images and logos.

To add pictures or images to your product descriptions simply upload from your own PC.

- Replace default navigation icons with your own - easily and simply.

Personalise navigation icons, for example the 'add to your shopping basket button' can be changed to whichever image you choose.

## Security

You can rest assured that ShopKeeper provides built in security at all levels of the ordering process.

- SSL (Secure Sockets Layer) provides industry standard encryption.

All transaction details are encrypted, guaranteeing you the same security as a normal credit card payment. ShopKeeper uses Secure Sockets Layer (SSL) encryption technology to protect credit card information.

- Encrypted email or fax order to merchant (additional email order notification with faxed orders).

All orders are confirmed to your business by encrypted email or fax.

- Encrypted email order notification to customers.

Your customers are sent an encrypted email to confirm the details of their order.

- Password protected access for B2B sites.

Allow your trade customers exclusive access to your business-to-business site by password entry.

## Trading

ShopKeeper provides full shopping cart facilities plus additional features that assist product promotion.

- Offer an unlimited number of products.

Unlike some other e-commerce packages currently available, ShopKeeper does not limit the number of products you can sell in your store.

- Offer variables of products – e.g. size, colour etc.

Each product in your store can have variables that you choose, from size and colour to weight and material type.

- Group your products into relevant categories.

Ensure your customers can easily find other products that are related to the product they are searching for.

- Add/delete and update the text and images of products and product categories.

At the touch of a button you can change text, images and product categories – this can be changed as many times as you wish.

## Trading

- Product search facility.

Give your customers the facility to easily search your whole product list by entering the product name they are looking for.

- NEW: Discount facility for multiple purchases.

Offer your customers a range of discount rates when purchasing more than one of the same product.

- NEW: Facility to update many product prices at once.

Quickly update the prices of several products by viewing a table and updating with one simple click.

- NEW: Flag any product as out of stock.

By flagging a symbol against the appropriate products you can ensure out of stock items cannot be added to the customer's shopping basket.

- NEW: Edit product price information offline.

By using spreadsheet software you can download price data, which then allows you to edit offline and upload later.

- NEW: Special offers function with facility to set time limits.

Select which products you would like to offer at a special price and the length of time the price is valid.

- Comprehensive shipping charge calculator.

Choose from a wide range of postage charge calculations that suits your business. For example choose postage to be calculated by item, total number of items or total weight.

- Facility to determine your own geographical marketplace.

Regional shipping charges give you control over your sales policy and the ability to exclude online orders from specific countries.

- Invoice facility for B2B accounts.

## Support

ShopKeeper has additional support facilities that will assist you and your client in the management and development process.

- NEW: Online back office function including order information and store trends.

View comprehensive information in easy to view tables and graphs about quantities ordered, the location where the order originated, and customer details displayed by date and customer ID.

- Fully illustrated user guide.

Get the most out of your ShopKeeper store with our easy to follow, step-by-step guide.

## Technical specification

The ShopKeeper server runs on HP-UX 11 and is written in PHP 3 and Pro-C. The underlying database is Oracle 8. The server uses Secure Sockets Layer (SSL) encryption and authorises credit card payments through Barclays ePDQ. The server is hosted at Connect and is accessible over the Internet 24 hours.

## User requirements

Clients managing their shop and customers buying from the shop require either Netscape 3 or above or Internet Explorer 4 or above. The browser should support cookies and JavaScript.

<http://www.connectshopkeeper.co.uk>