

Merchant Manager™ version 4.0

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Introducing Hostway Merchant Manager™ Version 4.0

Merchant Manager is Hostway's Web-based online store creation and management tool.

With Merchant Manager you can quickly and easily create an online catalogue and get your store up and running. Merchant Manager provides:

- **Unlimited Categories and Products** Because there are no limits to how many categories, subcategories or products you can create, you can easily organise your store just as you want it.
- **Banner Manager** Post customised HTML or image banners in your store.
- **Who's Online** See who's visiting your store at any moment in time.
- **Look and Feel Customisation** Customise colours, fonts, images and the organisation of your store to complement your Web site.
- **Detailed Reporting** See at a glance your most popular items and best customers.
- **Flexible Shipping and Tax Options** Define your own shipping methods and configure tax zones for your store's service areas.
- **Special Promotions and Discounts** Run special promotions and offer special product discounts.
- **Customer Manager** Decide what information you want to collect from your customers and track customer details.
- **User Preferences** Enable your customers to set up an individual account that tracks their preferences and account information, including their order history, preferred payment and shipping method.

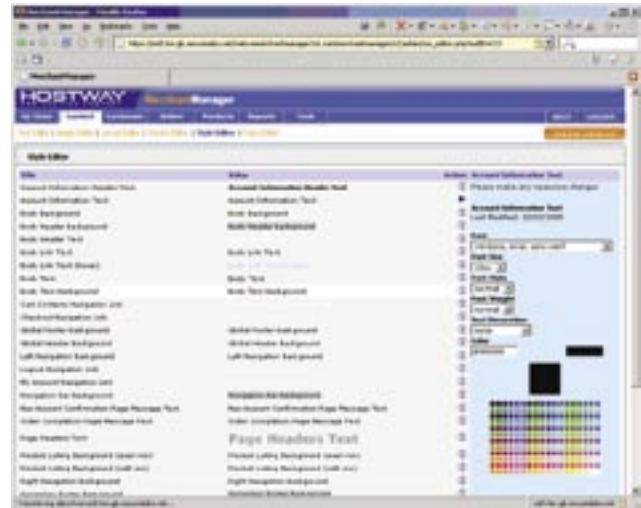
Platform Compatibility

Whether your site is hosted on a Microsoft® Windows® or Linux platform, you can use Merchant Manager to create and manage your online store. Merchant Manager is available with all of Hostway's Ecommerce Plans.

Security

Your Merchant Manager transactions are secured by SSL (Secure Sockets Layer) encryption. SSL is a method of ensuring that information submitted through your Web site is secure and cannot be accessed by unauthorised users.

When a site offers an SSL-secured form, the information submitted via that form (typically credit card information) is encrypted using a special "certificate key" and then decrypted with another key after it has been transmitted. An SSL Certificate, or a digital certificate, is an electronic document that contains the information necessary to



establish a secure SSL connection. When used in credit card transactions, the Web site collecting the credit card information and the site to which the information is being transmitted must both have an SSL Certificate.

A shared SSL certificate is included automatically with Merchant Manager. You can, however, order your own SSL certificate. If you have your own SSL certificate, it will be in your business name. When you order your own SSL certificate, you can select from a number of different certificate types and have it installed on your domain.

Currently, Hostway provides the following certificate types:

Certificate Types	For more information
GeoTrust QuickSSL	www.geotrust.com
GeoTrust QuickSSL Premium	www.geotrust.com
Thawte 128-bit	www.thawte.com
Thawte 128-bit SuperCert	www.thawte.com

Shipping Modules

Merchant Manager includes a number of different shipping options that enable you to integrate your store with commercial shipping companies, and offer different rates. Currently, Merchant Manager integrates with both Royal Mail and UPS (United Parcel Service) shipping. The Shipping Administration component enables you to define and configure your own custom shipping methods. Merchant Manager supports weight- and quantity-based, flat rate and base-plus-weight shipping as well as zone- and destination-based shipping methods. You can specify whether to tax shipping, add special handling fees and set minimum and maximum shipping weights and sizes.

Shipping	For more information
Royal Mail	www.royalmail.co.uk
UPS	www.ups.com
FedEx	www.fedex.com
Free Shipping, Flat-, Zone-, Table-, Per Item Rates	

Merchant Accounts and Payment Gateways

A merchant account and payment gateway enable you to accept credit cards as payment for the purchase of goods and services. If you want your online store to be able to accept credit cards, you need a specialised type of merchant account known as an "Internet-ready" merchant account.

Internet-ready merchant accounts enable you to handle internet transactions in "real time" without any human intervention. Because the risk of credit card fraud is greater when you are accepting credit cards over the Internet, these specialised merchant accounts also provide additional checks that can significantly reduce the chance of credit card fraud. Once the transactions are processed, the merchant account provider transfers the funds received from the credit card transactions from your merchant account to your bank account.

A payment gateway is a service that connects your online store with your merchant account provider. This service reads the information from the order forms and translates that information for the merchant account. The payment gateway also verifies that the customer's credit card account has the necessary credit available for the purchase. You can obtain a payment gateway separately from your merchant account however you may find it simpler to choose a merchant account provider that also offers a payment gateway.

A number of companies offer Internet-ready merchant accounts. Merchant Manager provides a number of payment modules that enable you to integrate your store with your merchant account. Currently, Merchant Manager supports the following payment modules:

Supported Gateways	For more information
WorldPay	www.worldpay.com
PayPal®	www.paypal.com
SecureTrading	www.securetrading.com
Protx	www.protx.com
Barclays EPDQ	www.epdq.co.uk

Once you have your merchant account information, you can easily configure the payment modules within Merchant Manager. You can also set up cheque and money order payment methods as necessary.

Product and Transaction Limits

There are no limits to the number of products or product categories you can create with Merchant Manager.

There are also no transaction limits, so you can process an unlimited amount of orders.

Performance and Reliability

Hostway's Merchant Manager has been built and implemented to provide high performance, stability and reliability. Merchant Manager harnesses the power of the PHP Web scripting language and integrates with a MySQL database for optimal speed. The Merchant Manager software resides on a dedicated Apache Web server for optimal performance and reliability.

Your Store's URL

By default, the URL for your Merchant Manager store is <https://secureurl/yourdomain.com/merchantmanager/>. If you have an existing site, you can link to your store using this URL. You can also set up a redirect so that visitors typing www.<yourdomain.com>/store in their browser will automatically be redirected to your Merchant Manager storefront.

Because your Merchant Manager store resides on a separate ecommerce server dedicated for just this purpose, you will not see a /merchantmanager directory in your /www directory on your Web server.

Documentation and Support

Merchant Manager includes a comprehensive online Help system that provides detailed but easily-understandable instructions for all the tasks related to setting up and administering your store.

The Help system includes a traditional table of contents and index, as well as a full-text search feature that enables you to specify your search criteria and quickly locate all relevant topics.

Hostway Technical Support staff are available 24-hours a day, 7 days a week, to provide additional support as necessary.



Feature List

The following table provides an overview of the features available in the current version of Merchant Manager. If you have questions about specific features not included here, please contact our Sales staff.

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Email: sales@hostway.co.uk

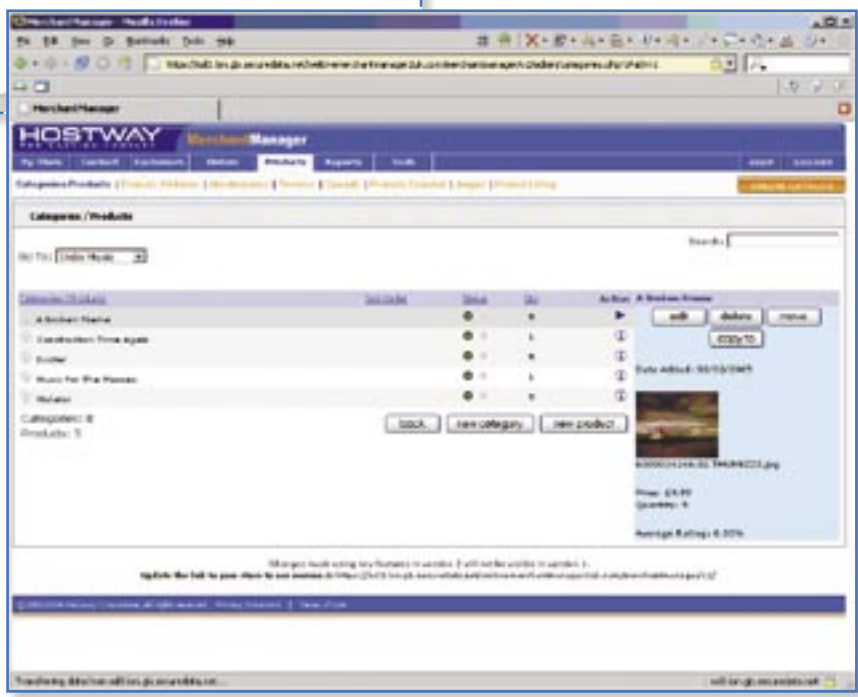
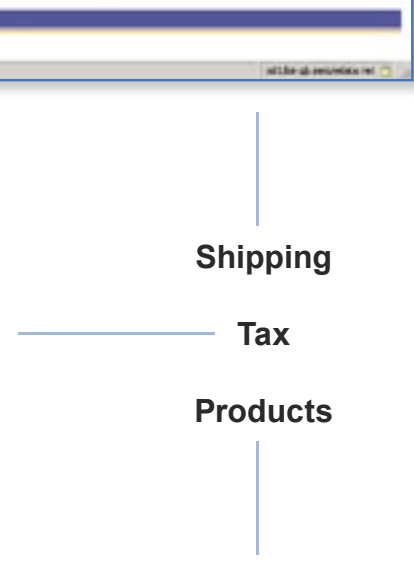
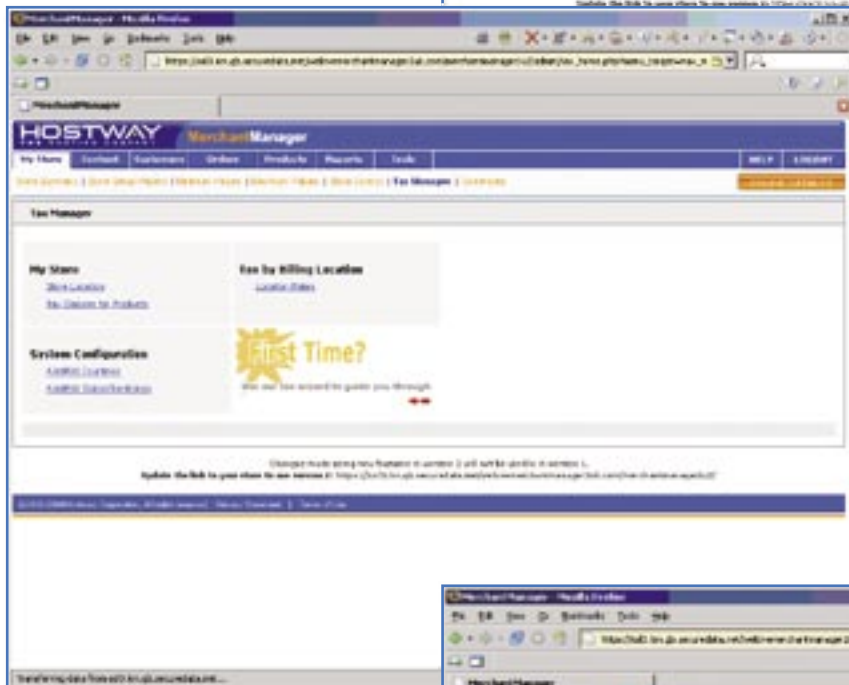
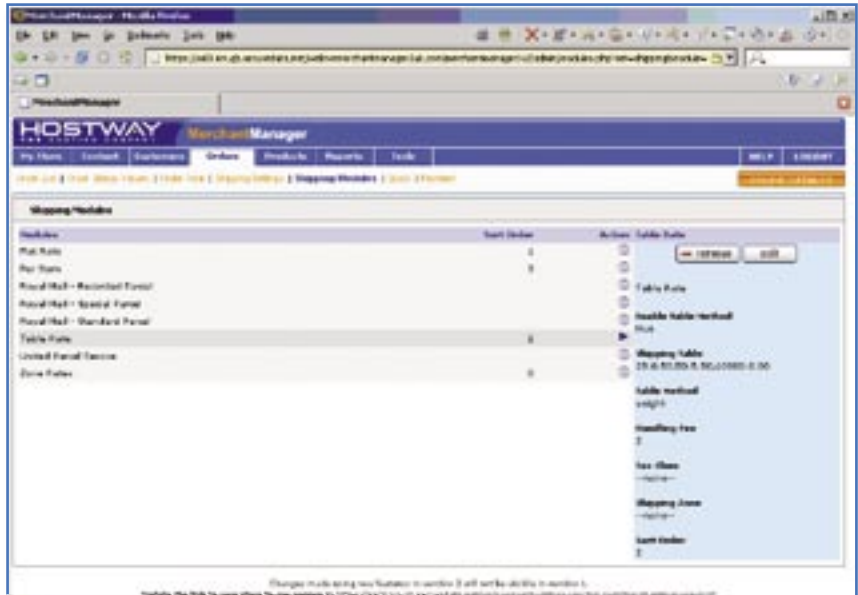
Phone: 0808 180 1880 or for International callers: +44 (0)207 538 8000

Features	
Store Options	Order Management
Store details	Customers can checkout without creating an account
Store name, owner and contact information	View all incoming orders and order details
Store layout and design (fonts, colours, look, feel)	Print order
Store Summary (called 'Dashboard')	Create, view and print invoices
Multiple button types	Create, view and print packaging slips
Upload own images	Create custom order statuses
Header and footers	Track and change order status
Store text	Set low order fee
Store sections	Set minimum order quantity
Category displays	Set minimum order price
Product displays	Customise can change orders prior to shipment
Required fields	Customer can cancel orders prior to delivery
Shipping options	Custom credit card images in Payment Gateways
Payment methods	Pay By Chaque option added
Currencies	Product Attributes
New 9 step interface for easy setup	Yes/no check box
Store Modes; Maintenance, Normal and Down	Free form text area
Theme Gallery	Radio buttons
Save style changes to template	Assign an image to different attributes
Products and Categories	Ability to make attribute required
Add multiple categories	Specials and Sales
Display images for categories	Discounts by product
Add multiple subcategories	Discounts by category
List all categories with products and subcategories	Discounts by manufacturer
Add multiple products	Set discount as a percentage of retail price
Include a single product in multiple categories	Set discount price
View list of products	Set expiration date for sale
Sort products by ascending/descending product name	Shipping
Activate and deactivate products	Charge by zone/destination
Specify product code and model	Weight-based
Specify product name	Quantity-based
Set product as in-stock or out-of-stock	Price table
Set minimum and maximum purchase levels per product	Set price Flat rate
Free delivery on individual items	Set weight
Specify tax type per product	Base plus weight
Set product availability date	Add handling fee
Add product description, review and image	Specify whether to tax shipping
Visual representation of image measurements	FedEx shipping option
Choose image alignment	Import/Export
Customise product displays (rows, products per page)	Import email addresses

Features (continued)	
Tax	Payments
Revamped Tax Manager	UK-Specific Payment Methods
Tax Manager Wizard	Specify available payment methods
Specify quantity	Protx payment module
Generic VAT/Tax per product	SecureTrading payment module
Country-based tax	PayPal payment module
Create tax zones	WorldPay payment module
Specify tax decimal places	Reporting
Customer Management	View number of logins and failed login attempts
Store customer accounts	Best customers based on order totals
View customer list	View number of reviews written
Store first and last name	Bestselling products
Store email address	Create and save newsletters
Store phone and fax numbers	Most viewed products
Store company	Distribute newsletters via email
Store address, city, county, postcode, country	Sorting of reports
Store gender and date of birth	Delivery time accuracy
Create custom fields/data	Stock list
Enable subscribing and unsubscribing to newsletter	Stock list sorting (category, products or stock level)
Email customer	Extensive Quick Stats
View date customer account created	Features
View last modification date	Banner Management
Provide customer log in	Track banner views and clicks
View last login	Add new banners
Modify customer records	Set banner title
Delete customer records	Specify banner URL
Inventory Management	Use image for banner
Out-of-stock indicators	Use HTML for banner
Tracking of inventory levels	Schedule activation date
Specify re-order criteria	Automatically deactivate based on number of impressions
Sort products expected by quantity, date and product	Schedule deactivation date
Manufacturers	Product Management
Define manufacturers	Store-wide promotions (on all or single products)
Search by manufacturer	Promotion codes for discount pricing
Display image for manufacturers	Multiple images for one product
Link to manufacturer's site	Store-wide promotion on products using attributes
Informational Displays	Setup coupon codes for discount
Who is currently online	Set discount for individual customer by percentage
Number of orders	Individual Customer Discount
Number of products sold	Customer Group Management
Revenue	Create customised customer groups
Bestsellers	Specific pricing/discounts for groups or individuals

Screenshots

Administrative Section Samples



Screenshots

Catalogue/Store Samples

