

smartstore 2000 EXPRESS

User's manual

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Table of contents

Introduction

About this program	9
Features	9
Web services	10
The manual	11
About this manual	11
Contents of the manual	12
Symbols used	12
Meaning of boldface, italics, and other conventions	13
Backing up your data	14

Installing the program

System requirements	15
Requirements for store operator	15
Requirements for store customers	15
Requirements for the ISP	16
Installation procedure	16
The installation program	16

Using the program

Starting the program	19
The program interface	20
Links to folders	21
Folder list	22
Main window	24
Toolbars	27
Upper toolbar	27
Navigation buttons	27
Buttons for store layout, display and design	27

Lower toolbar	28
Context-sensitive menus	29
The different working areas	30
List editor	30
Data editor	32
Adding a new product (quick-entry method)	32
Sorting the items in a list	32
Finding a particular item	33
Rearranging the columns	34
Sorting your inventory	34
Exiting the program	35

Setting up your virtual store

Preliminary tasks	37
Basic store information	38
General store data	38
Entering your company name	39
Choosing your company logo	41
Choosing line thickness for logo border	42
Entering long texts	43
Finance settings	45
Working with tax regions	45
Editing existing tax region	46
Defining new tax area	47
Deleting tax area	47
Administering foreign currencies	48
Displaying prices in foreign currencies	48
Domestic customers	48
Foreign customers	48
Internal store currency and different groups of customers	49
Business registered inside EMU	49
Domestic sales	49
Sales within EMU.	50
Sales between EMU and non-EMU store/client	50
Sales outside EMU zone	50
Defining key currency	51

Editing currency table	52
Changing conversion rate	52
Editing conversion rate	53
Deleting conversion rate	54
Methods of payment	55
Credit card shorthand symbols and validation	55
Adding method of payment	56
Editing mode of payment	57
Deleting mode of payment	57
Shipping methods	58
Fixed amount shipping charges	59
Linear shipping charges	60
Weight-based shipping charges	60
Price-based shipping charges	61
Entering product data	62
Defining product category	62
Entering products in quick-entry mode	65
Using global product folders	68
Using the "All Products" folder	68
Using the "Unassigned Products" folder	68
Entering detailed product information	69
Entering general product information	70
Defining Quantity discounts	72
Defining variants	73
Defining new variants	74
Long description of products	79
Product graphics	81
Managing product illustrations	83
Configuring your store	86
Meta tags	86
Entering store description	87
Entering key words	87
Entering target group	87
Configuration	88
Selecting primary currency	89
Selecting and displaying secondary currency	89
Selecting default tax area	90
Selecting default mode of payment	90
Designing customer forms	91

Editing Descriptive store texts	93
Designing store layout	94
Selecting predefined page layout	94
Creating a new design template file	95
Adjusting language of design template to store language	97
Preview of design templates	98
Exporting design templates	99
Importing design templates	99
Elements of the web page	100
Customising layout	101
Design tools	102
Browser compatibility	104
Previewing one or more pages	105
Comparing different versions of your store	106
Generating your store	107
Exploring your store	108
Navigating through the store	108
Shortcut bar	109
Your store's links	109
Promotional products	110
Making an order	111
Order form	111
Customer information form	112
Choosing shipping method	112
Choosing mode of payment	113
Checking the order	114
Searching the store	115
Quick search	115
Power search	115
Contacting the store	116
Putting your store on the internet	117

Other important program features

Backing up and restoring store data	123
Performing a backup	124
Restoring your data from a backup	125
Importing store data	126
Further settings	134
Changing views of the working interface	134
Basic program settings	135
General settings	135
Converting graphics	136
Database maintenance	138
Automatic numbering	139
Specify store target hosts	140
Changing catalogue language	141
Registering your software	142
Upgrading your program registration	142
User-defined program installation	143
Uninstalling the program	145
Glossar	147
Index	149

Introduction

This chapter contains a brief description of the SmartStore 2000 Express software and tells you how to use this manual, explaining its buildup and the meaning of the symbols employed.

About this program

SmartStore 2000 Express is an e-commerce application that you can use to set up a virtual store on the internet, rapidly and easily, and without requiring that you know HTML. We have designed the program to be highly intuitive, allowing you to start designing your store in uncomplicated fashion with just a minimum of practice.

SmartStore 2000 Express allows you to display and sell a wide range of products and services. Up to 500 different products may be offered, and if your virtual store offers 20 or less, you don't even need a license to use the software.

You create your virtual store off-line, on your computer. When you are satisfied with it, your store configuration is transferred to your provider's server, and at this point you are open for business. Any interested customer can then enter your store to start browsing and shopping.

Build up your store on your own computer. When you're done, the store gets transferred to the internet, and is then ready for service.

Features

To create your own store, simply follow the steps described for programming your information, in a straightforward top-down sequence. At various steps, accompanying instructions tell you what to do. This intuitive approach lets you set up your store in a very short time, check it out and launch it on the web. Special folders give instructions for recurring tasks and procedures.

Special functions make it easy to enter and administer your inventory data. They include:

- Quick-entry mode, for letting you enter just the minimum amount of article information needed for the catalogue.
- Centralised, easy to use administrative functions for bulk discounts, article options, detailed article descriptions, illustrations and so on.
- A powerful assistant for importing existing data, updating the inventory through the legacy system, etc.

SmartStore 2000 Express uses non-dynamic HTML files which will run on any platform, allowing you even to run the entire store from a CD ROM. A large number of prepared, easy to use templates and sample layouts is available for your use, which you can customise and adapt as needed.

Web services

Your customers can send their orders to you through the internet, using a SmartStore web service; the same holds for messages from you to your customers. This is a free service that does not require any change of your computer's configuration. Additional useful services (requiring no registration) will be made available in the future.

If you decide to register your copy of SmartStore 2000 Express, you will be able to access more advanced services. They will allow you to handle all of your on-line business on your computer, without requiring any special business software. After registering, you simply log on to web services with your user profile, using SmartStore 2000 Express. You can then work on your orders on-line on a special web page. Other web services available include: complete order administration (including order handling, address verification, shipping, digital payment, order printout, invoicing and shipping form (web services under development)).

All your order data is available to you in XML format on the SmartStore company server. If you are already using an XML-compatible product management system, you can import and work on the data at your leisure.

The manual

About this manual

The manual describes the most current version of the software at the time of printing. When the software is updated or changed, the help documentation available on line will be updated at the same time. You can download the most recent documentation from the SmartStore company web site.

If you have questions about using SmartStore 2000 Express to which you cannot find the answers in this manual, please visit the SmartStore company web site at:

<http://www.smartstore.com>

You will find a list of frequently asked questions and answers (FAQ list), information on recent releases, and help documentation, which you can download for off-line use (in PDF). You can also address your questions to SmartStore company's support staff via e-mail.

Contents of the manual

This manual describes how to install and use the SmartStore 2000 Express software package. It consists of the following chapters:

- The chapter *Installing the program* describes how to install the program using the CD ROM.
- The chapter *Using the program* tells you about the program's user interface.
- The chapter *Setting up your virtual store* explains how to create your own virtual store, step by step, taking you right up to the point at which it goes on the web.
- The chapter *Other important program features* shows how to perform important special functions such as performing data backups, importing data, and customising your software installation.
- The *Glossary* introduces important technical terms and explains commonly used abbreviations.
- Use the *Index* to quickly find information on a specific detailed topic.

Symbols used

The following two symbols are used throughout this manual to draw your attention to particularly important information.



Caution!

Conveys information important for protecting the security of your data.



Note!

Indicates convenient short-cuts or other tips designed to simplify using the software.

Meaning of boldface, italics, and other conventions

Boldface

Whenever menus, menu items, keys and menu buttons are mentioned, their names are printed in boldface.

Italics

References to individual chapters or different parts of the manual are printed in *italics*.

Menus and sub-menus

Sequences of menus, sub-menus and menu items are separated with a diagonal slash. If you see Tools/Template folder, for example, this refers to the menu item Template folder in the Tools menu.

Step-by-step instructions

Detailed step-by-step instructions are given in this manual in the following manner:

- Open the Tools/Template folder menu.
- Select the template folder you want.
- Confirm your selection by clicking on OK.

Lists of alternative possibilities

Wherever there are several alternatives available to the user, they will be indicated like this:

- Option A
- Option B
- Option C

Prerequisites

This manual is written for users who understand the basic principles of using a personal computer with a mouse and graphic interface. For this reason we omit detailed explanations of many simple operations (e.g. what double-clicking something means, how to se-

lect an item or a menu point, or how to click on a button). If you want to find out more about the fundamentals of using a computer, consult your Windows manual.

Backing up your data



Caution!

Danger of loss of data!

Perform regular backups of your store to external media, such as CD-ROM. This is to prevent total or partial loss of data in the event of a computer disk crash.

Read the section entitled *Backing up and restoring store data* beginning on page 123 and follow the instructions there.

Installing the program

This chapter will tell you how to go about installing your program. You will also find information on the requirements for your computer and its system environment.

System requirements

Requirements for store operator

In order to install and use the program, your computer system should meet the following requirements as a minimum:

- IBM-compatible PC with a Pentium CPU of at least 166 MHz
- 64 MB of RAM (recommended: 128 MB)
- 50 MB free disk space
- Internet connection and web space with an Internet Services Provider (ISP) (as a rough guideline, a store with 100 products requires around 1.7 MB of space)
- E-mail address
- Microsoft Internet Explorer 5.0
- Microsoft Windows 95/98, Windows 2000 or Windows NT 4.0 Workstation/Server (SP-4) operating system
- 15" monitor with 800 x 600 pixel resolution (minimum)
- Keyboard and mouse

Requirements for store customers

- IBM-compatible PC, access to internet and an e-mail address
- Netscape 3 or higher browser, or Microsoft Internet Explorer 4.0 or higher
- 15" monitor with 800 x 600 pixel resolution (minimum)
- Keyboard and mouse

Requirements for the ISP

- Any web server
- At least 5 MB web space
- Long file names supported

Installation procedure



Caution!

Before you install SmartStore 2000 Express, you should ensure that Microsoft Internet Explorer 5.0 has been installed on your computer.

- If necessary, install Microsoft Internet Explorer 5.0 using the CD ROM provided.
- In the CD ROM, go to the "Msie5" folder and start the program "ie5setup.exe".
- Follow the instructions given by the setup assistant.

When you are done, restart your computer and proceed with installation of SmartStore 2000 Express.

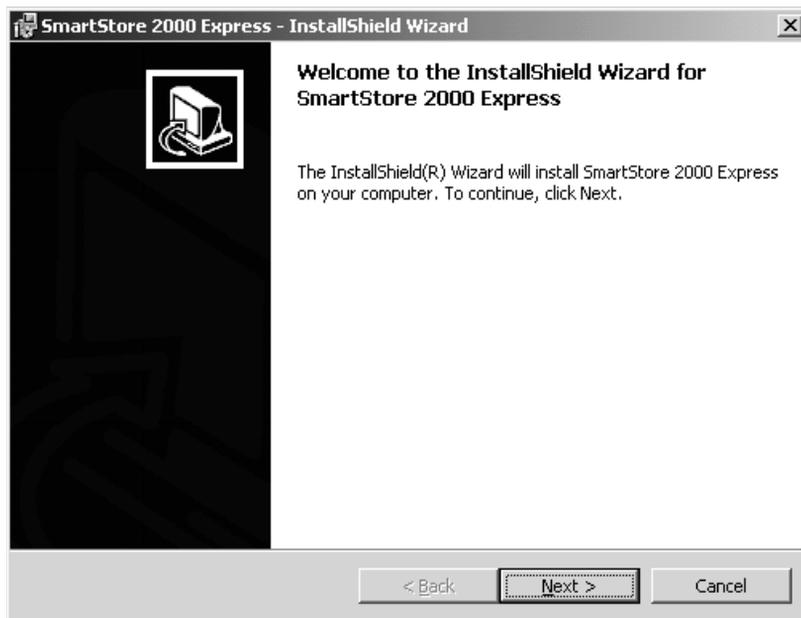
The installation program

The program for SmartStore 2000 Express is located on the CD ROM. To install the program on your hard disk, follow these steps:

Depending on your system, installation should take between three and five minutes.

- Insert the CD ROM into the appropriate drive.
If your system does not automatically start the setup program after a few seconds, go to the CD ROM root directory and start the program Setup.exe.
- Choose the desired language from the list box in the displayed dialog box.
- Save your setting by clicking on **OK**.

The following dialog window will look like this:



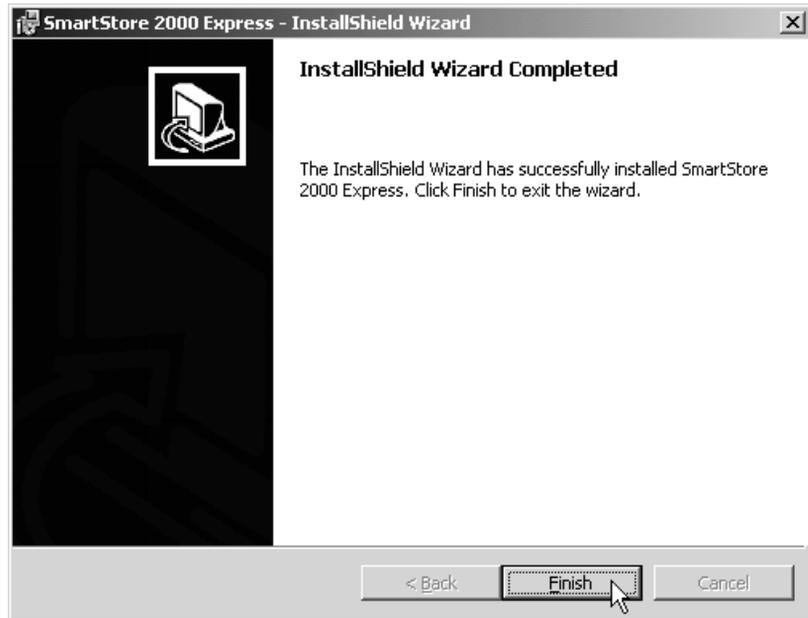
- Click on Next to proceed with installation.
- Follow the instructions you will be given, clicking on the appropriate buttons to proceed or go back.



Note!

For information on custom installation, see the chapter on *User-defined program installation* beginning on page 143.

When you are finished installing, you will see this window:



- Click on Finish to finish installation.

You will now find the program icon for SmartStore 2000 Express on your windows desktop, looking like this:



- Double click on the icon to start the program.

Using the program

In this chapter you will learn about the program interface and some of the main tools available for you as a user of SmartStore 2000 Express. If you have already had experience using other Windows-based programs, you will probably find much of the program self-explanatory, and should be able to start using it with minimal time spent learning the functions.

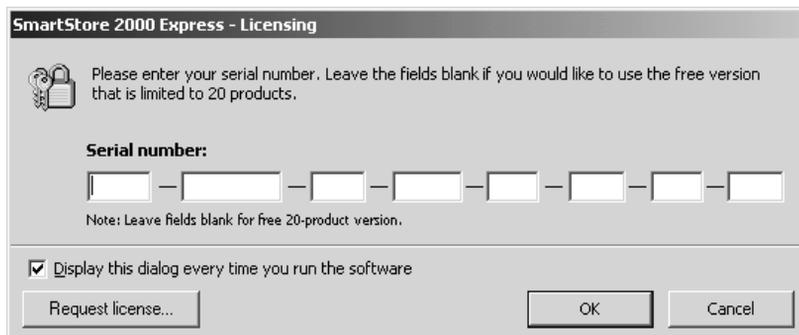
Starting the program

Once you have successfully installed SmartStore 2000 Express, you must re-start your computer before you can start using the program.

- Double-click on the program icon to start the program.



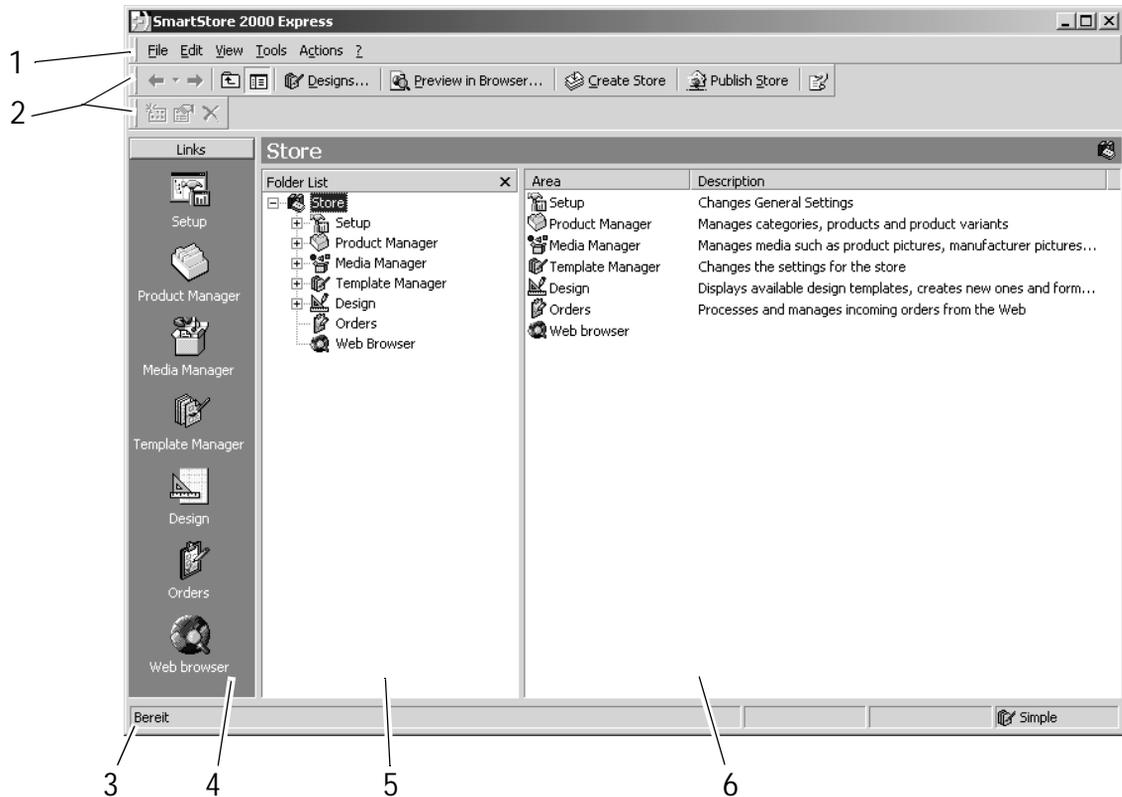
The application's starting window will appear on the screen briefly, followed by the dialog box for querying your software license number:



- Type your serial number and click on OK.
- To avoid displaying the license query in the future, click once in the box for that option.
- If you do not have a serial number yet, click on Close.

The program interface

After you start the program, the program interface will come onto the screen. It looks like this:



The displayed program interface has several parts.

1. Menu bar
The context-sensitive menu bar contains the commands that are available for the part of the program you are currently using, or for specific data elements, if you have selected any.
2. Toolbars
The upper of the two toolbars is the standard toolbar, it contains standard commands that may be easily accessed at any time. The lower one is a context-sensitive toolbar, featuring various additional buttons.

3. Status line

The status line contains information about the ongoing program status.

4. Links to folders

These links allow you to go directly to a particular area of store administration by clicking on the corresponding icon. The administration folders contain the information required for your virtual store to operate. All the different folders are also shown sequentially in the folder list.

5. Folder list

The folder list is a "tree directory"-type repository for all your store administration folders and files. It is organised by subject matter, with each folder further sub-divided into more detailed subjects, organised sequentially.

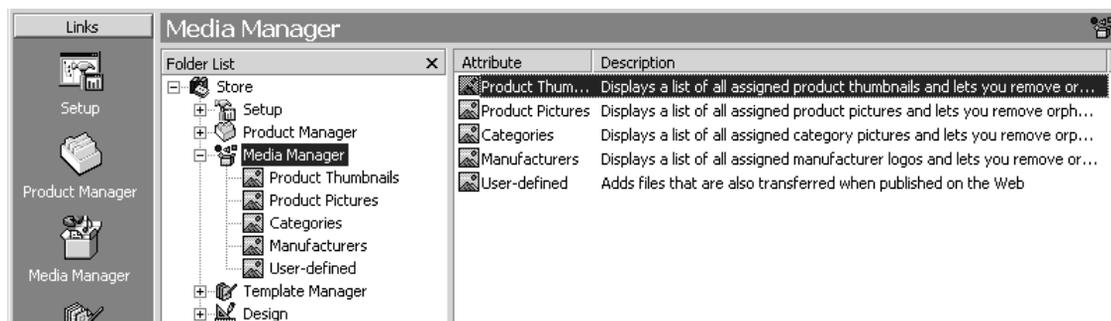
6. Main window

The contents of the main window will vary between folders. Typically, it allows you to specify company information, administer product lines and design your store layout.

The next section describes the most important parts of the window in detail.

Links to folders

Use these links to directly access a folder dealing with a particular subject, along with all its sub-folders. Click once on the Media Manager link, for example, and the corresponding subject will be displayed in the folder list window, along with its sub-folders, like this:



Folder list

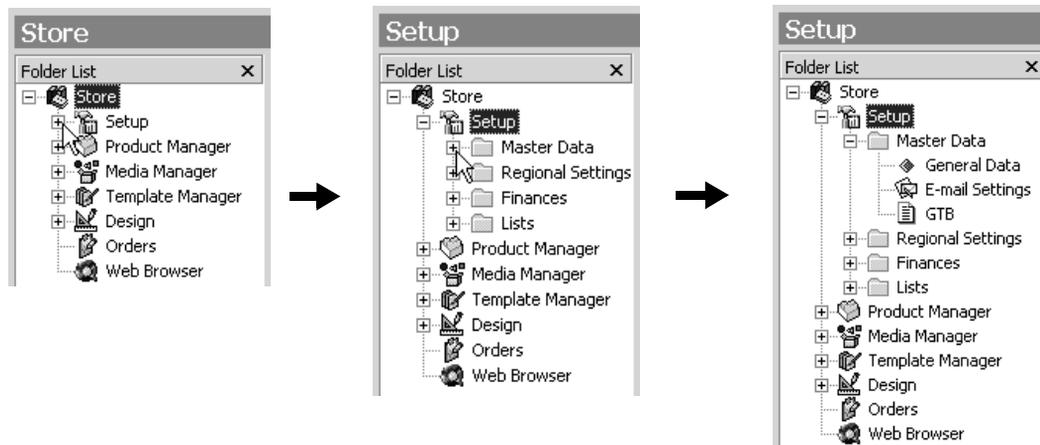
Store management made easy with a list of administration folders

The information needed for setting up an internet store is organised into administration folders. The folders are broken down in turn into more detailed individual subjects, which are organised for sequential work steps. The folders are shown in this illustration:



- Setup folder
Used to specify company information, country-specific options, and details on taxes, methods of payment and foreign currency conversions.
- Product manager
Contains an itemised list of store products, organised by groups. The folder is subdivided into price structures, bulk discounts, model information, detailed product descriptions and media types.
- Media manager
Contains multimedia data for your store, such as product illustrations and manufacturer logos.
- Template manager
Used for specifying details of payment and shipping procedures, design customer forms, and edit descriptive texts for the store site.
- Design folder
Used to design the layout of the store's pages.
- Order folder
Used to log on to the web server for processing customer orders.
- Web browser
For starting the integrated web browser.

To view all the detailed subjects listed under a given folder, simply click once on the 'plus' symbol (+) in front of that administration folder, like this:



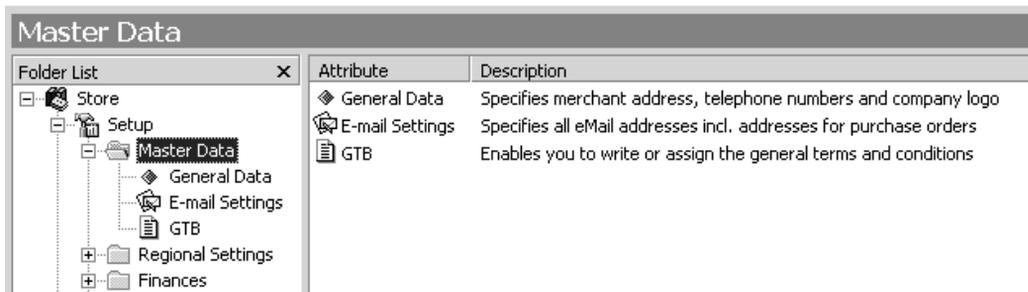
Note!

Click on the folder icon or folder name to have a short summary of the subjects it contains displayed in the main window.

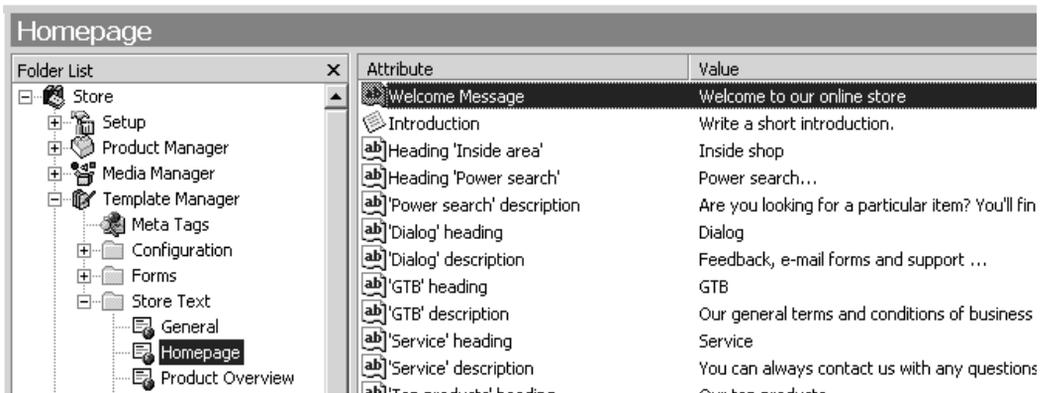
Main window

When you open an administration folder or sub-folder, you will generally find a short description of the contents. This makes it easy to set up your store for the first time, and helps you find the necessary data later, in administering the store. The exact appearance of the main window depends on the subject, as shown in the examples below:

Example 1: Open folder, showing detailed subjects treated in the sub-folders



Example 2: List editor view of descriptive store text



Example 3: Foreign currencies in the data editor

Base	Currency S...	Description	Exchange rate ...	Decimal ...	Symbol for...
EUR	PTE	Portuguese Escudos	200.482000	,	.
EUR	LUF	Lux Franc	40.339900	,	.
EUR	BEF	Belgium Francs	40.339900	,	.
EUR	ESP	Spanish Pesetas	166.386000	,	.
EUR	CHF	Swiss Francs	1.580000	.	'
EUR	GRD	Greek Drachmas	334.840000	,	.
EUR	FIM	Finnish Markkas	5.945730	,	.
EUR	IEP	Irish Pounds	0.787564	.	,
EUR	FRF	French Francs	6.559570	.	.
EUR	DEM	German Marks	1.955830	,	.
EUR	USD	US Dollars	1.084560	.	,
EUR	NLG	Dutch Guilders	2.203710	.	.
EUR	ITL	Italian Liras	1936.270000	,	.
EUR	ATS	Austrian Shillings	13.760300	,	.
EUR (K...)	EUR	Euros	1.000000	,	.

Example 4: Administering your inventory in the data editor

Find elements in All Products

Enter wildcards (* or ?) for extended search range.

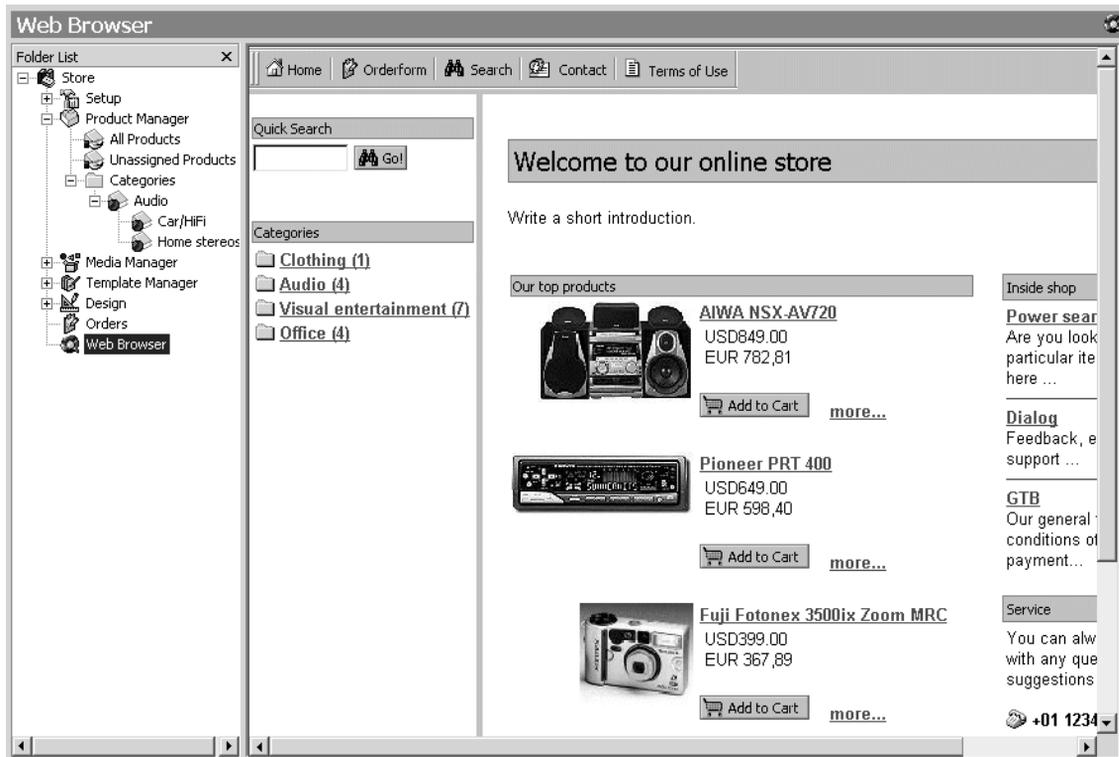
Item no.:

Description 1 and 2:

Drag a column header here to group by that column.

Item No.	Description 1	Sales Price	Manufact...	Display on ...	Top...
C004612	EtherLink III ISA TPO (RJ-45) 100er Pack	39.00		<input checked="" type="checkbox"/>	<input type="checkbox"/>
C004705	EtherLink III ISA TP (RJ-45 & AU) 100...	24.00		<input checked="" type="checkbox"/>	<input type="checkbox"/>
C017791	Fast EtherLink EISA 10/100 TX (RJ-45)	89.00		<input checked="" type="checkbox"/>	<input type="checkbox"/>
C018117	Fast EtherLink EISA 10/100 TX (RJ-45) ...	30.00		<input checked="" type="checkbox"/>	<input type="checkbox"/>
C02140G	EtherLink III ISA Combo - Bulkware (Nu...	97.00		<input checked="" type="checkbox"/>	<input type="checkbox"/>
C023044	EtherLink III ISA Combo (RJ-45, BNC &...	39.00		<input checked="" type="checkbox"/>	<input type="checkbox"/>
C03164G	EtherLink III ISA TPC - Bulkware (Nur K...	26.00		<input checked="" type="checkbox"/>	<input type="checkbox"/>

Example 5: Previewing a new page in your store site, using the integrated browser



Toolbars

Upper toolbar

The upper toolbar allows you to carry out any of a number of frequently used standard commands with just one mouse-click.



Navigation buttons

The first three buttons are grouped together; they are used to help you navigate around the folder list.

- Click on the  button to go back to the folder you worked on previously.
- Click on the  button to go forward, i.e. in the direction of the current folder.
- Click on the  button for a drop-down list of all the folders you have worked on, in chronological order. Select the one you want to go to by clicking on it once.



This button is only active when you are on one of the detailed subjects in a sub-folder. Clicking here takes you up one level to the next higher folder.



To gain screen space for the main window, click on this button; the folder list will disappear.

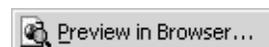


Buttons for store layout, display and design

This button opens the "Designs" dialog window, allowing you to choose from a range of standard layouts for your virtual store.



If you want to see a preview of what a new store area will look like, without re-generating the entire store, click on this button. You can then "test-drive" your new inventory section, with just a few products entered, without having to generate and load the entire store.



When you are ready to convert your complete virtual store into a functioning web site, click on this button.



Once you have completed and tested your store, click here to send it onto the internet.





This button opens the on-line help, with a table of contents and index to help you rapidly find the needed information.

Lower toolbar

The lower, extended toolbar allows you to access a context-sensitive range of specialised commands, depending on the administration folder you are working on.

For example, if you are working on the store inventory, the toolbar will look like this:



The first group of three buttons on the left is the same for all folders, although they may be enabled or disabled, depending on your current procedure:

	Create new unit
	Edit current unit
	Delete current unit

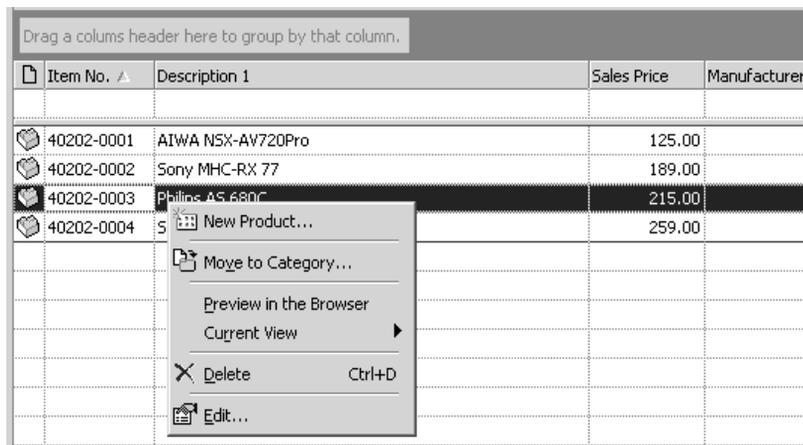


Note!

If you rest your mouse pointer over a button for a short while, a tip with an explanatory text will be displayed.

Context-sensitive menus

While you are working on data in the main window, you can right-click at any time for a context-sensitive menu that gives you the main commands needed for that part of your work.



The screenshot shows a table with four columns: Item No., Description 1, Sales Price, and Manufacturer. The row for item 40202-0003 (Philips AS 680C) is selected. A context-sensitive menu is open over this row, listing several actions: New Product..., Move to Category..., Preview in the Browser (with a sub-menu arrow), Current View, Delete (with keyboard shortcut Ctrl+D), and Edit... The table data is as follows:

Item No.	Description 1	Sales Price	Manufacturer
40202-0001	AIWA NSX-AV720Pro	125.00	
40202-0002	Sony MHC-RX 77	189.00	
40202-0003	Philips AS 680C	215.00	
40202-0004	S New Product...	259.00	

Note that the commands in context-sensitive menus always refer to the elements currently selected.

The different working areas

The main window is the core of the program interface: this is where you do the actual work of creating and administering your store. All the main tasks that you will need to create the store can be called up with a right-click within the main window.

Depending on what you want to do, the main window in SmartStore 2000 Express offers different types of working area:

- list editor, for selecting and defining parameters in a predefined format, and
- the data editor, for entering parameters and other data of any form desired.

List editor

The list editor is used to work on different fields, which are shown as symbols in the main window display:

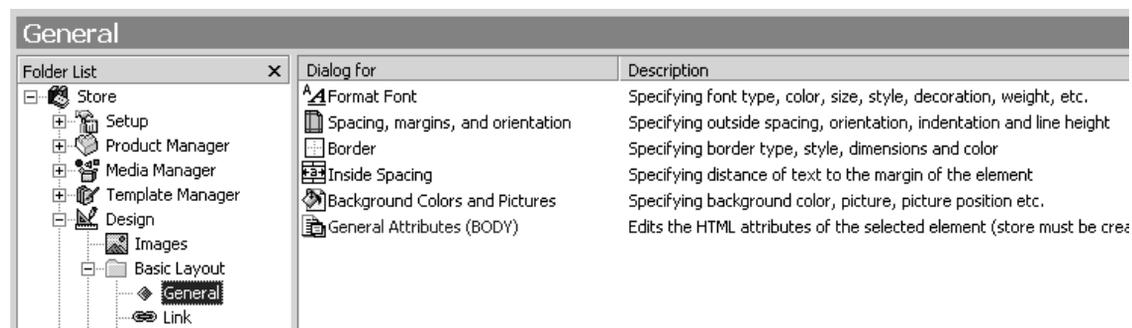
Attribute	Value	Description
 Weight Unit	kg	The weight unit becomes a fixed value in the Prod
 Default Quantity Unit	un.	
 Default Tax Rate	1	
 Key currency in the Product manager	EUR	
<input checked="" type="checkbox"/> Gross Prices	Yes	Specifies that prices entered in the product mana

Different icons indicate different types of information: in some cases you choose among pre-defined labels, in others you select a numerical value out of a list. Click once on the symbol to open a dialog window in which you can make your selection.

The most common symbols used are the following:

	enter a short text
	enter a numerical value
	enter an e-mail address
	enter a long text
	select a numerical value or text label from a list
	enable or disable an option
	open an image file with the "Open..." dialog window
	open a text file with the "Open..." dialog window
	formula type

The Design folder contains more symbols, which have to do with the formal presentation of your store.



Double click on the symbol next to a list item to get a dialog window displayed allowing you to design that item.

Data editor

The data editor is used to edit the information displayed in a table directly. It also allows you to: enter new information using the quick-entry bar at the top of the screen; sort the information in a column by clicking on the column header, or group the information by column values. If the tables are very large, you can use the box at the top of each column to look for a specific entry.

Adding a new product (quick-entry method)

To create a new product item, just click in the bar at the top of the screen and enter the item information.

Drag a column header here to group by that column.				
Item No. ▲	Description 1	Sales Price	Manufacturer	Display on the Web
40202				<input type="checkbox"/>
40202-0001	AIWA NSX-AV720Pro	125.00		<input checked="" type="checkbox"/>
40202-0002	Sony MHC-RX 77	189.00		<input checked="" type="checkbox"/>
40202-0003	Philips AS 680C	215.00		<input checked="" type="checkbox"/>
40202-0004	Sanyo DC-F 430	259.00		<input checked="" type="checkbox"/>

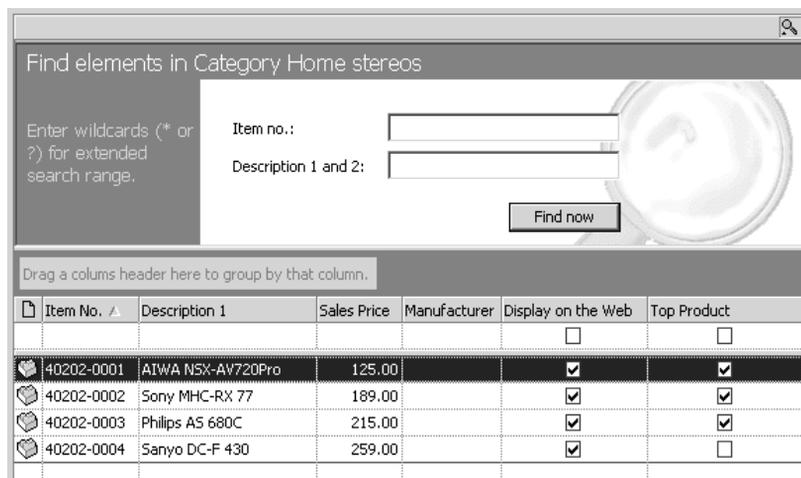
Sorting the items in a list

To sort the items in a list, click at the head of the respective column.

Drag a column header here to group by that column.				
Item No. ▲	Description 1	Sales Price	Manufacturer	Display on the Web
				<input type="checkbox"/>
40202-0001	AIWA NSX-AV720Pro	125.00		<input checked="" type="checkbox"/>
40202-0002	Sony MHC-RX 77	189.00		<input checked="" type="checkbox"/>
40202-0003	Philips AS 680C	215.00		<input checked="" type="checkbox"/>
40202-0004	Sanyo DC-F 430	259.00		<input checked="" type="checkbox"/>

Finding a particular item

If your inventory is very large, you may need help finding a specific item. It is possible to search for a particular item number or for an item name (Description 1 or 2).



Find elements in Category Home stereos

Enter wildcards (* or ?) for extended search range.

Item no.:

Description 1 and 2:

Drag a column header here to group by that column.

Item No. ▲	Description 1	Sales Price	Manufacturer	Display on the Web	Top Product
				<input type="checkbox"/>	<input type="checkbox"/>
40202-0001	AIWA NSX-AV720Pro	125.00		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
40202-0002	Sony MHC-RX 77	189.00		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
40202-0003	Philips AS 680C	215.00		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
40202-0004	Sanyo DC-F 430	259.00		<input checked="" type="checkbox"/>	<input type="checkbox"/>

When entering the description you want to find, you can use the wild card characters * and ?, like this:

- tele* will return any of these items: telephone, television, etc. (* stands for character strings of any length)
- Sony R? will return any of these: Sony RX, Sony RY, etc. (? stands for exactly one character)

You can use wild card characters inside an expression, too.

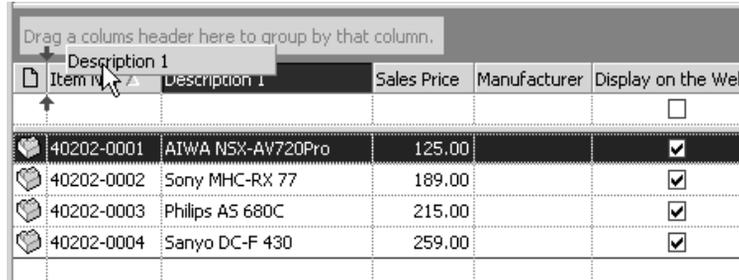


Note!

Shrink the search tool to gain more space for your inventory table. Just click on the magnifying lens icon.

Rearranging the columns

You can rearrange the way the columns are lined up. To do this, click on the column header and drag it to its new position, like this:



Drag a column header here to group by that column.				
Description 1	Item No.	Sales Price	Manufacturer	Display on the Web
40202-0001	AIWA NSX-AV720Pro	125.00		<input checked="" type="checkbox"/>
40202-0002	Sony MHC-RX 77	189.00		<input checked="" type="checkbox"/>
40202-0003	Philips A5 680C	215.00		<input checked="" type="checkbox"/>
40202-0004	Sanyo DC-F 430	259.00		<input checked="" type="checkbox"/>

Sorting your inventory

You can arrange even very large inventories into easy-to-read groups, using the sort tool. Just choose the columns and values by which you want to sort your inventory.

For example, suppose you want the inventory grouped by 'Display on the Web', in descending order, and within the 'Display on the Web' groups, you want to separate items which you are promoting as 'Top Products' from the rest. To do this, click on the desired column header and drag it into the dark-grey area at the top of the screen. Change the sort order (ascending or descending) by clicking on the column header.



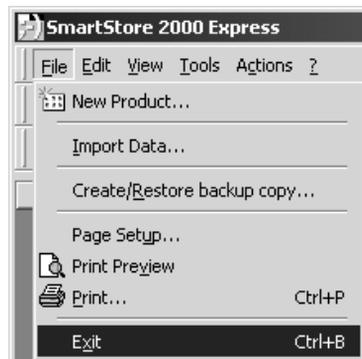
Drag a column header here to group by that column.				
Description 1	Item No.	Sales Price	Manufacturer	Display on the Web
				<input type="checkbox"/>
				<input type="checkbox"/>

Here is what the screen display will look like in this example:

Display on the Web ▾		Top Product ▾				
Description 1	Sales Price	Item No.	Display on the Web	Manufact...	Top Product ▾	
- Display on the Web: Yes (13 Products)						
- Top Product: True (3 Products)						
AIWA NSX-AV720Pro	125.00	40202-0001	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Philips AS 680C	215.00	40202-0003	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Sony MHC-RX 77	189.00	40202-0002	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
- Top Product: False (10 Products)						
EtherLink III ISA TP...	0.00	C054444	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
EtherLink III ISA TP...	65.00	C054418	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
Sanyo DC-F 430	259.00	40202-0004	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
OfficeConnect ISDN ...	0.00	C085168	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
EtherLink III ISA TP ...	24.00	C004705	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
EtherLink III ISA TP...	26.00	C03164G	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
EtherLink III ISA TP...	25.00	C054396	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
Fast EtherLink EISA ...	30.00	C018117	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
EtherLink III ISA TP...	0.00	C058114	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
EtherLink III ISA TP...	39.00	C004612	<input checked="" type="checkbox"/>		<input type="checkbox"/>	
- Display on the Web: No (11 Products)						
- Top Product: False (11 Products)						
EtherLink III ISA Co...	39.00	C023044	<input type="checkbox"/>		<input type="checkbox"/>	
EtherLink III ISA Co...	0.00	C060423	<input type="checkbox"/>		<input type="checkbox"/>	

Exiting the program

To leave SmartStore 2000 Express, choose File/Exit from the menu or use the shortcut Ctrl+B.



Setting up your virtual store

In this section, you will learn how to set up your virtual store. Once you have acquainted yourself with the main procedures, you can proceed through the individual steps and set up your virtual store so that it is ready for business on the internet.

Preliminary tasks

Before creating your new store with SmartStore 2000 Express, you must do a number of things:

- Decide what currency you want to use for your products (see page 48).
- Make sure that you have all necessary product illustrations, in JPEG, JPG or GIF format and as good quality as possible. Save the illustrations in a central location on your computer, sorted into folders by product type.
- If you are offering brandname products, make sure you have the appropriate manufacturer's logos ready.
- Make sure you have collected all the detailed product documentation you want to offer your prospective customers.

Well-prepared information material is important for your store's sales performance!

You should also be aware of the following:

- Once you have launched the program, you can immediately start entering your store data. You do not need to first create a new file.
- The folder list gives all the administration folders and the detailed sub-folders in sequence; it is recommended to work your way through them in this order, from top to bottom.
- In the examples below, you will see how some of the commonly used procedures work. The same techniques are used when you get to the other tasks; for this reason they are not described for every task.

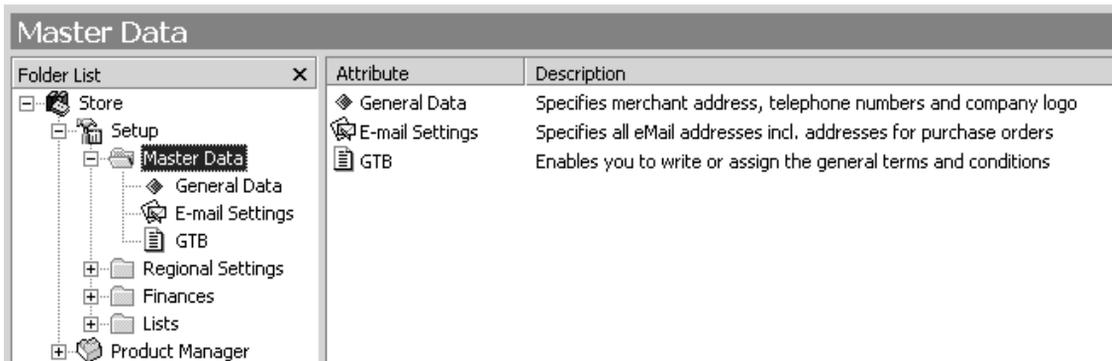
Basic store information

In this section, you will use the list editor and different dialog windows to enter basic store information and select your main options.

General store data

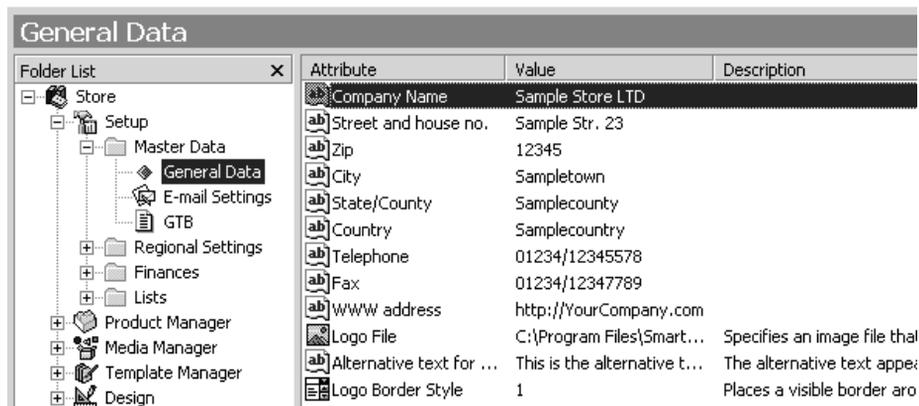
Launch the program and go the first administration folder, "Setup".

- Double click on the "Setup" folder. The folder will be displayed with all its sub-folders.
- Double click on the "Master Data" folder. The corresponding sub-folders will be displayed:



- In the folder list, click on the "General Data" entry.

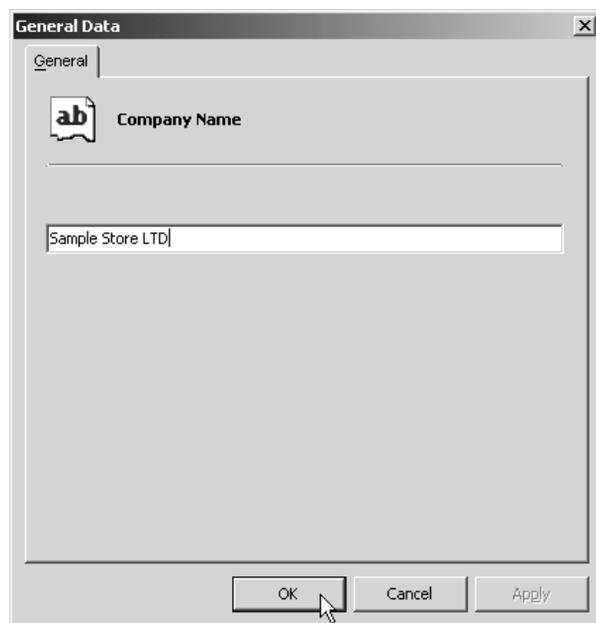
The main window will display the following list editor:



Entering your company name

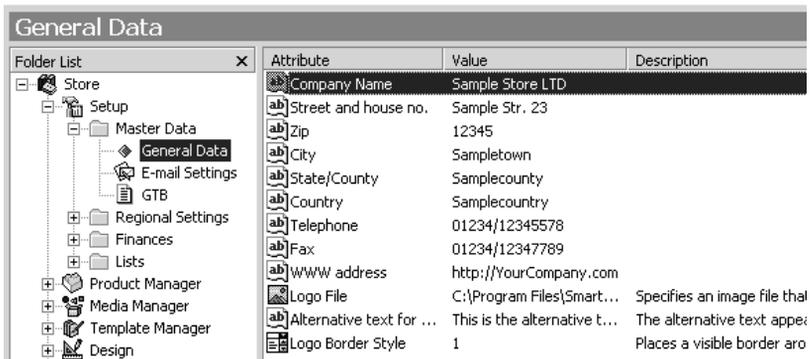
- In the main window, double click on the symbol of the first item in the list.

The following dialog box will be displayed:



- Enter your company name and click on OK to finish.

The dialog box will disappear, and you will see the new information displayed in the list.



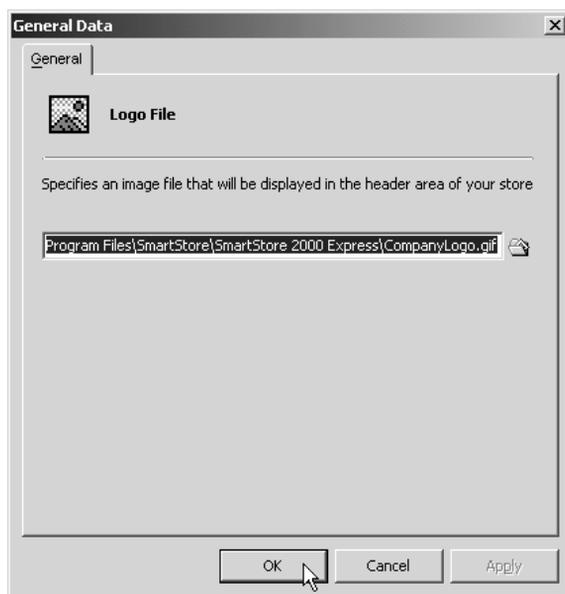
- Continue with the remaining items in the list in the same way.

Choosing your company logo

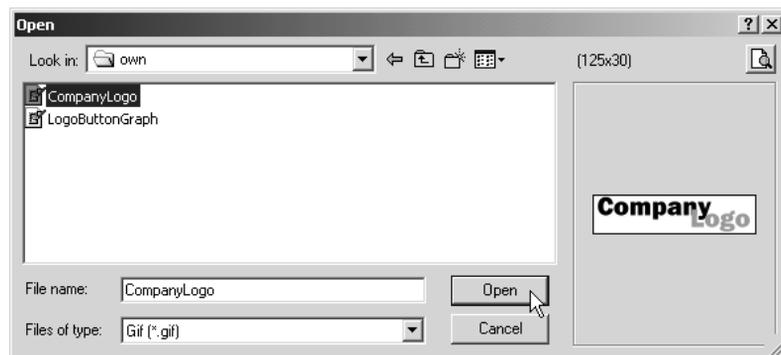
To assign a company logo, follow these instructions:

- In the main window, double click on the  symbol of the "Logo file" item in the list.

The following dialog box will be displayed:



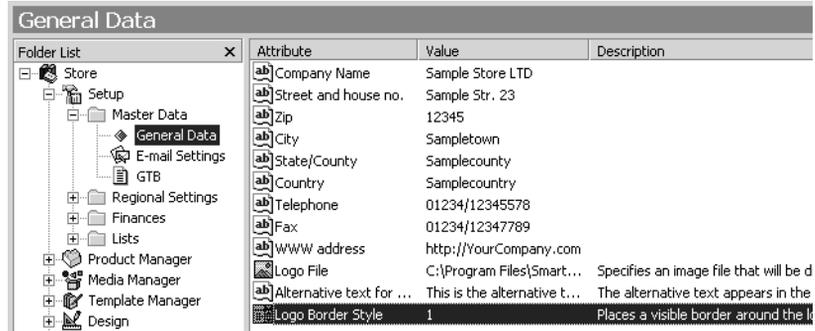
- Enter the complete file name and location for the desired logo, or select a file by clicking on , as shown here:



- Click on OK to confirm your selection.

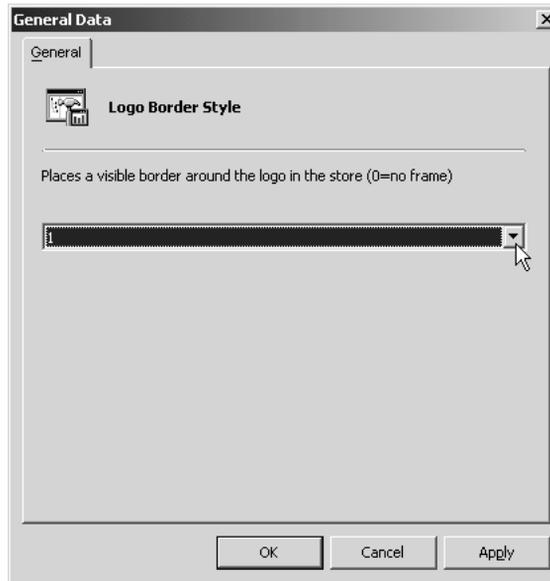
Choosing line thickness for logo border

You can choose the thickness of the line that encases your company logo. Proceed like this:



- In the main window, double click on the  symbol in front of the list item "Logo Border Style".

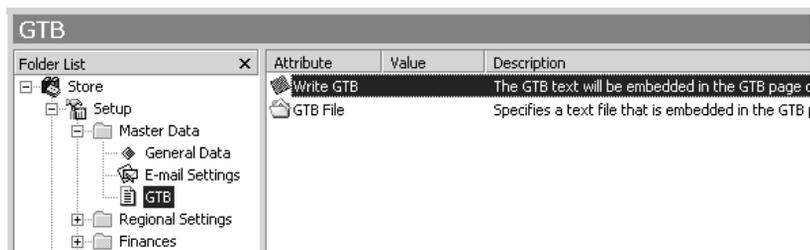
The following dialog box will be displayed:



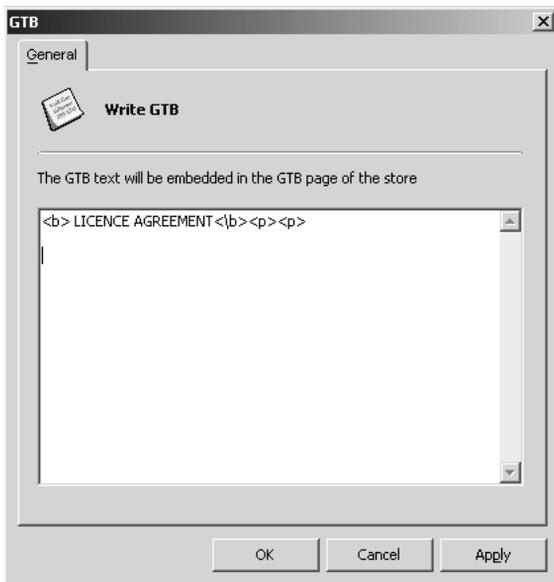
- Click on the  button to get the drop-down box showing the available options, and choose the desired thickness of the line by clicking on it.
- Click on OK to confirm your selection.

Entering long texts

To enter long texts, proceed like this:



- In the main window, click on the  symbol next to the list item "Write GTB".
- The following dialog box will be displayed:



- In the edit window that is now on the screen, enter the desired text. When you are done, click on OK to save the text.



Notes!

- If you enter a text in "Write GTB", but then specify a file location "GTB File" in the next line, your store will appear with the terms of business specified in the file. In other words, the file, if one is given, will always have priority.
- When you are entering long texts manually, remember that formatting of paragraphs, etc. must be done using HTML tags, not in the usual way with line breaks, the Enter key or the Tab key.

When you are done, continue working through the "Master Data" and the "Regional settings" folders, using the procedures you have just learned. You will see that the only thing that changes within the dialog windows is the method for entering the data or choosing an option. Where necessary, explanatory texts are given.

Finance settings

In this section you will be working on tables, using the same procedures you probably have already used with standard database software.

Working with tax regions

Tax regions are countries or states in which different rates of tax apply for various types of products. For example, in Germany sales tax 1 is currently 16%, while sales tax 2, which applies to books and periodicals, is 7%. In other countries, other taxes may apply. Once you have determined the taxation details for your potential customers' countries, SmartStore 2000 Express allows you to define a separate tax region for each case, giving the rate of tax that applies within that region. You can then show customers the amount of tax that applies to the products they have selected.

Order form						
n no.	Description	Options	Discount	Unit price	Amount	Total
2-0001	AIWA NSX-AV720Pro	No Variants:	0.00	125.00	1	125.00
2-0002	Sony MHC-RX 77		0.00	189.00	1	189.00
2-0003	Philips AS 680C		0.00	215.00	1	215.00
Subtotal USD						529.00
Shipping costs USD						10.00
Mode of payment fees USD						10.00
Included VAT USD						35.91
Final amount USD						549.00
Alternative EUR						506,20



Caution!

If you intend to sell to foreign customers, make sure you are fully informed about the tax legislation applying in each of the countries or states.

Editing existing tax region

- Double click on the "Finances" folder. The folder's structure will be displayed.
- Double click on the "Tax areas" folder. A table will be shown, with "Your country" already defined; this is the country in which your business is registered. The tax rates given here are those which you will be able to assign to the individual products in your inventory.

Tax Areas					
Folder List	Tax Area ▲	Description	Tax Rate 1 (%)	Tax Rate 2 (%)	Tax Rate 3 (%)
Store	AB	Alberta (Canada)	7	8	0
Setup	AK	Alaska	7	0	0
Master Data	AL	Alabama	7	0	0
Regional Settings	AR	Arkansas	7	0	0
Finances	AZ	Arizona	7	0	0
Tax Areas	BC	British Columbia...	7	8	0
Currencies	CA	California	7	0	0
Modes of Payr					
Shipping Meth					
Lists					

To change any of the tax rates displayed, you can either

- click inside that cell and type the new rate, or
- double click on the  symbol to have this dialog window displayed:

Taxes	
Tax Area:	<input type="text" value="AB"/>
Label:	<input type="text" value="Alberta (Canada)"/>
Tax Rate 1 (%):	<input type="text" value="7"/>
Tax Rate 2 (%):	<input type="text" value="8"/>
Tax Rate 3 (%):	<input type="text" value="0"/>
Tax Rate 4 (%):	<input type="text" value="0"/>
<input type="button" value="Help"/> <input type="button" value="OK"/> <input type="button" value="Cancel"/> <input type="button" value="Apply"/>	

- Then enter the new official tax rate and, when you are done, click on OK.

Defining new tax area

To define a new tax area, just click in the quick-entry bar just underneath the table header, or right-click to get the context-sensitive menu, then select New tax area for a blank version of the dialog window mentioned earlier.

 Tax Area ▲	Description	Tax Rate 1 (%)	Tax Rate 2 (%)	Tax
IN	Indiana			
 AB	Alberta (Canada)	7	8	0
 AK	Alaska	7	0	0
 AL	Alabama	7	0	0

Deleting tax area

To delete a tax area, proceed like this:

- Select the line in the table in which that tax area is listed.
- Right-click to get the context-sensitive menu, then select the command Delete.
- You will be asked to confirm your selection. Click on Yes to finish.

Administering foreign currencies

The next step is to define the currencies that will be used and accepted in your virtual store. The currency table performs two important functions:

- it allows you to display prices in foreign customer's native currency, and
- it allows you to specify your store currency, which will be used for conversion purposes in transactions with various groups of foreign customers.

Displaying prices in foreign currencies

Once your virtual store is set up on the World Wide Web, you can of course offer your products just as easily to foreign customers.

Domestic customers

If all your customers are located in your own country, you can handle all transactions in the domestic currency, from price displays to keeping track of payments.

Foreign customers

You can offer your products to customers around the world in their local currency.

If you have customers from a foreign country, you should give them your price information in their local currency. If your price information is available only in Australian dollars, say, then a customer from Belgium or from Argentina may decide to look elsewhere.

To do this, you can use the currency table contained in SmartStore 2000 Express. It allows you to maintain conversion rates so that all of your store prices can be displayed in a different currency at the click of a button. The conversion rates are based on your internal store currency, which is described below.

Internal store currency and different groups of customers

The euro has already become the de facto basis currency for the European countries which have joined the Economic and Monetary Union or EMU. During the euro transition period, which ends on 1 January 2002, there are a few important guidelines you should note.

Business registered inside EMU

If you are operating your store inside the EMU or if you have customers from the EMU, it is recommended to enter price information in euros. Otherwise, if you use the national European currency, you will find that you have to re-enter all of the prices, in euros, as of 1 January 2002. The currency table already has the correct conversion rates for the currencies that will go into the euro; these rates will not change between now and 2002, when the national currencies will be fully phased out.



Caution!

It is strongly recommended to make the euro your internal store currency, and not to wait for the end of the transition period. Prices can continue to be displayed in whatever currency you prefer, or the customer chooses.



Caution!

Note that price information will be saved in the currency which you have defined as your store's internal currency (prior to entering the product information). There is *no* automatic conversion of prices if you change your internal currency at a later time.

Domestic sales

If your business is registered in the same country as your customers, and you do not intend to sell to any foreign customers, then you should simply choose your national currency as the store's internal currency. You will not need the currency table at all in this case.

Sales within EMU

You are required by law to make all conversions between EMU member currencies via the euro, and not by direct conversion from one member currency to the other.

Suppose that your business is registered within the common European currency zone (the EMU), and all of your sales will be to customers who are within the EMU zone, but outside your home country. In this case, you have to use the euro, and not your national currency, as the store's internal currency. It would be against the rules to use direct conversion rates between your national currency and that of your customer's countries (e.g. between German marks and British pounds). All currency calculations have to be done against the euro reference. The currency table contained in your software package is already configured for sales of this kind.

Sales between EMU and non-EMU store/client

If your business is registered within the EMU and you intend to make sales world-wide, for example, then again you are obliged to use the euro as your internal currency. All conversions between EMU-member currencies and non-member currencies must be done via the euro. You will have to add entries to your currency table for conversions between the euro and your customers' currencies.

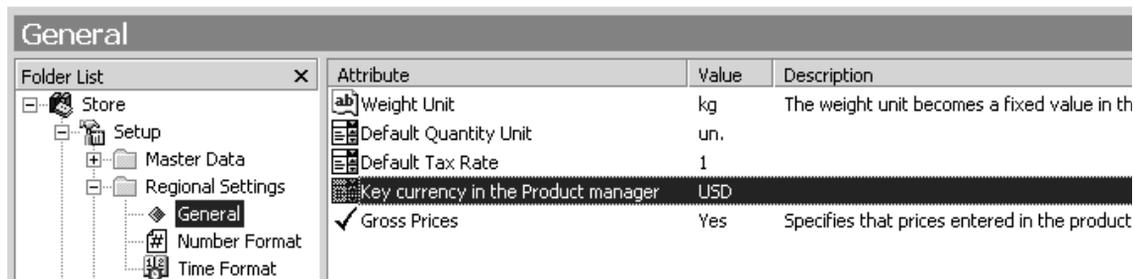
If your business is registered outside the EMU and you want to sell your products within the EMU, you should declare your national currency as your store's internal currency. Remember that your currency table should not contain direct conversion rates between your store currency and the EMU-member currencies, only between your store currency and the euro.

Sales outside EMU zone

Suppose that your store is based in the USA, and you are dealing exclusively with South American customers. In this case the euro is irrelevant and you should use direct conversion rates. It is recommended that you use the US dollar as your store's internal currency, and enter the conversion rates for the desired South American countries' national currencies in your currency table.

Defining key currency

- Open the Setup/Regional settings/General sub-folder and double-click on the  symbol next to "Key currency in the Product manager".



A dialog window will open with a drop-down list of the available currencies.

- Choose the desired key currency for the Product manager.

Editing currency table

Changing conversion rate

- Open the folder Setup/Finances/Currencies.



Base	Currency Symbol	Description	Exchange rate for the base curr...	Decima
EUR	IEP	Irish Pounds	0.787564	.
USD (Key Currency)	EUR	Euros	1.000000	,
EUR	USD	US Dollars	1.084560	.
EUR	CHF	Swiss Francs	1.580000	.
EUR	DEM	German Marks	1.955830	,
EUR	ATS	Austrian Shillings	13.760300	,
EUR	ESP	Spanish Pesetas	166.386000	,
EUR	ITL	Italian Liras	1936.270000	,
EUR	NLG	Dutch Guilders	2.203710	.
EUR	PTE	Portuguese Escudos	200.482000	,
EUR	GRD	Greek Drachmas	334.840000	,
EUR	BEF	Belgium Francs	40.339900	,
EUR	LUF	Lux Franc	40.339900	,
EUR	FIM	Finnish Markkas	5.945730	,
EUR	FRF	French Francs	6.559570	.

- Click in the entry line for Base and select a currency from the list.
- Fill in the remaining cells with the currency's abbreviation, its complete name and its conversion rate with respect to the "base" currency.



Note!

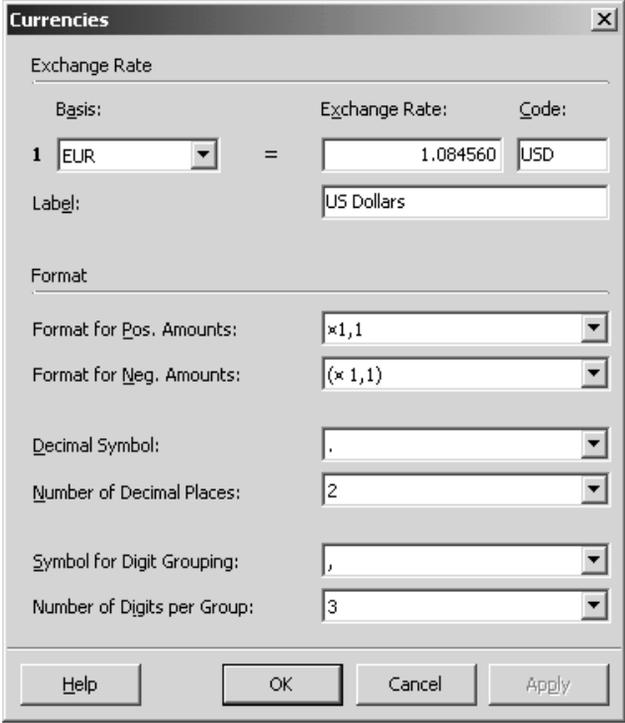
If you have selected the euro as your basic currency, then you must enter "Euro (internal currency)" in the currency table for the euro-to-euro "conversion rate" (see illustration above).

- Use the last two cells to select, from the available options, the symbol to be used for the decimal separator and for the thousands' number group separator.

Editing conversion rate

- Click in the cells you wish to modify and enter the desired new information. Or:
- Double click on the  symbol to open a dialog window in which you can change the currency information.

The screen will look like this:



The image shows a dialog box titled "Currencies" with a close button (X) in the top right corner. The dialog is divided into two main sections: "Exchange Rate" and "Format".

Exchange Rate section:

- Basis:** A dropdown menu showing "1 EUR".
- Exchange Rate:** A text input field containing "1.084560".
- Code:** A dropdown menu showing "USD".
- Label:** A text input field containing "US Dollars".

Format section:

- Format for Pos. Amounts:** A dropdown menu showing "×1,1".
- Format for Neg. Amounts:** A dropdown menu showing "(× 1,1)".
- Decimal Symbol:** A dropdown menu showing ".".
- Number of Decimal Places:** A dropdown menu showing "2".
- Symbol for Digit Grouping:** A dropdown menu showing ",".
- Number of Digits per Group:** A dropdown menu showing "3".

At the bottom of the dialog, there are four buttons: "Help", "OK", "Cancel", and "Apply".

In this dialog window, you can select the desired options for the selected currency by clicking on the  button for the drop-down list.

- Select the basic currency.
- Enter the present conversion rate, the conversion abbreviation and its full name.

In some countries, prices may be displayed differently. Choose the desired display options for your prices from the remaining lists.

- Confirm your settings by clicking on OK.

Deleting conversion rate

If you wish to delete a conversion rate you no longer need, proceed like this.

- Select the line in your currency table corresponding to that currency.
- Right-click to get the context-sensitive menu and select the command Delete.
- Confirm your selection by clicking on Yes.

Methods of payment

The "Modes of Payment" folder allows you to define various modes by which a customer may pay for an order.

- Open the folder Setup/Finances/Modes of Payment.

Mode of payment no.	Description	Description	Mode of payment type	Active in th
AMER	American Express		Credit Card	
BANK	Bankcard		Credit Card	
C.O.D	Collect on delivery		Normal	
DC	DC		Credit Card	
DINE	Diners Club		Credit Card	
DISC	Discover		Credit Card	
INW	Invoice		Normal	
JCB	JCB		Credit Card	

Credit card shorthand symbols and validation

If a customer has entered his credit card number in the store, SmartStore 2000 Express validates this number on the base of the ISO credit card shorthand symbols. If you change a shorthand symbol, this validation cannot take place anymore. The following table lists all used credit card shorthand symbols:

Shorthand symbol	Description	Mode of payment type
AMER	American Express	Credit Card
BANK	Bankcard	Credit Card
DC	DC	Credit Card
DINE	Diners Club	Credit Card
DISC	Discover	Credit Card
JCB	JCB	Credit Card
MAST	Mastercard	Credit Card
NIKO	Nicos	Credit Card
NN	cash on delivery	Normal
RE	payment by invoice	Normal
SAIS	Saison	Credit Card
UC	UC	Credit Card
UCAR	Ucard	Credit Card
VISA	VISA	Credit Card

Adding method of payment

- In the entry line at the top, click in the cell for Mode of payment no. and enter a brief description of the new mode of payment.

This description is intended for internal use only.

- In both cells Description, enter the information you want your customer to be shown on this mode of payment when deciding which method to use.
- From the list window, select the appropriate Mode of payment type:

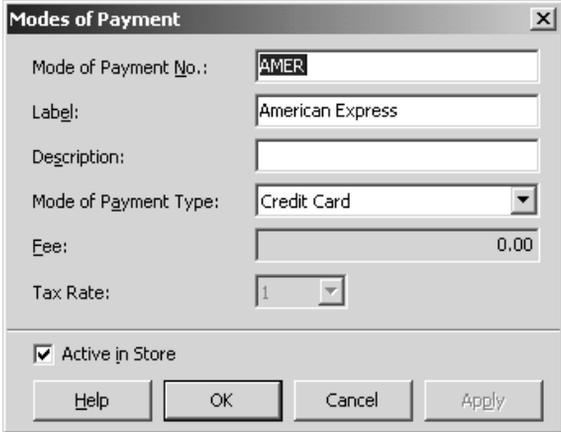
Normal	The store operator may authorise several different methods of payment under "Normal"; for example, payment by invoice, cash on delivery, etc. The customer does not need to give any additional information here.
Direct debit	Here the customer will be asked to give the details of his or her bank account. You should only define this type of method once, to avoid the customer being asked to enter the same information several times over.
Credit card	Define a separate type of method for each type of credit card you wish to accept. The customer can then select the desired card from a list.
Telephone	The customer may choose to pay for the order off-line, calling and giving his or her credit card information by telephone.

- Put a check in the Active in Store box if you want this method of payment to be authorised for use in your store.

Editing mode of payment

You can edit an existing mode of payment by either clicking inside the corresponding line of the table, or by double-clicking on the  symbol.

You will see the following dialog window:



Modes of Payment [X]

Mode of Payment No.: AMER

Label: American Express

Description:

Mode of Payment Type: Credit Card

Fee: 0.00

Tax Rate: 1

Active in Store

Help OK Cancel Apply

- Make the desired changes and click on OK to save your changes.

Deleting mode of payment

To delete a mode of payment you no longer need, proceed like this.

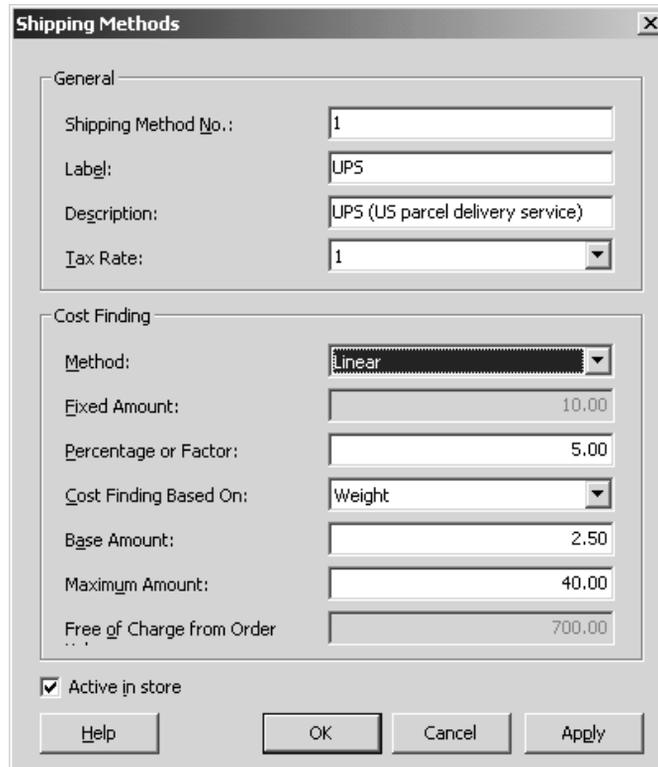
- Select the appropriate line in the table of modes of payment.
- Right-click to get the context-sensitive menu and select the command Delete.
- Confirm your selection by clicking on Yes.

Shipping methods

In the folder "Shipping Methods" you can select various delivery services and determine the customer charges. When the customer places an order, a list of the available shipping methods will be displayed, along with the shipping charges.

- Go to the "Shipping Methods" folder and double-click on the  symbol next to one of the entries in the list.

The dialog window shown below will appear:



Shipping Methods

General

Shipping Method No.: 1

Label: UPS

Description: UPS (US parcel delivery service)

Tax Rate: 1

Cost Finding

Method: Linear

Fixed Amount: 10.00

Percentage or Factor: 5.00

Cost Finding Based On: Weight

Base Amount: 2.50

Maximum Amount: 40.00

Free of Charge from Order: 700.00

Active in store

Help OK Cancel Apply

In the "General" part of the window, make the following settings:

- Enter the Shipping Method No. (if you have not specified automatic numbering).
- Enter a Label and Description for the shipping method.

**Note!**

The Label entry is for internal store use only, while the Description is used in the store to inform the customer about the shipping method in question.

- Select the Tax Rate that applies to this method of shipment.

For the shipping charges, you can choose between Fixed amount and Linear.

Fixed amount shipping charges

You can charge your customer for shipping using a fixed amount. In this case, the only variables you specify are the amount of the Fixed amount and Free of Charge from Order.

The screenshot shows a dialog box titled "Cost Finding". It contains several input fields and a checkbox. The "Method" dropdown is set to "Fixed amount". The "Fixed Amount" field contains "10.00". The "Percentage or Factor" field contains "5.00". The "Cost Finding Based On" dropdown is set to "Weight". The "Base Amount" field contains "2.50". The "Maximum Amount" field contains "40.00". The "Free of Charge from Order" field contains "700.00". At the bottom, there is a checked checkbox labeled "Active in store" and four buttons: "Help", "OK", "Cancel", and "Apply".

- In the Fixed amount field, enter the amount which you want to charge your customers for shipment of an order.
- In the Free of Charge from Order field, enter the minimum size of order for which you want to offer the customer free shipping.
- Put a check in the Active in Store box to authorise fixed amount shipping charges for use in your store.

Linear shipping charges

You can charge your customer for shipping according to a linear cost calculation based on Weight or Price.

Weight-based shipping charges

- Choose Linear from the list that is offered in Method.
- In the Percentage or Factor field, enter the factor by which you want to multiply the weight of the order.
- Specify the Base Amount that will be applied to every order.
- Enter the Maximum Amount, beyond which you want to ship goods free of charge.
- Put a check in the Active in Store box to authorise this method of calculating shipping charges for use in your store.

Shipping charges are calculated by this formula:

Total shipping charge = Weight x Factor + Base amount

Example:

Suppose that an order weighs 35 kg, the factor programmed is 2 and the basic shipping charge is EUR 2.50. Then the formula yields a total of EUR 72.50. Because this is over the maximum charge of EUR 40.00, the customer ends up paying only EUR 40.00 in shipping charges..

Cost Finding

Method: Linear

Fixed Amount: 10.00

Percentage or Factor: 2.00

Cost Finding Based On: Weight

Base Amount: 2.50

Maximum Amount: 40.00

Free of Charge from Order: 700.00

Active in store

Help OK Cancel Apply

Price-based shipping charges

- Choose Linear from the list that is offered in Method.
- In the Percentage or Factor field, enter the percentage which you want to apply to the total value of the order.
- Specify the Base Amount that will be applied to every order.
- Enter the Maximum Amount, beyond which you want to ship goods free of charge.
- If you want to offer free shipping for orders that are over a certain size, specify the Free of Charge from Order size for free shipping.
- Put a check in the Active in Store box to authorise this method of calculating shipping charges for use in your store.

Shipping charges are calculated by this formula:

Total shipping charge = Price x Percentage/100 + Base amount

Example:

Suppose that a customer places an order for EUR 1 200.00, the percentage programmed is 2% and the basic shipping charge is EUR 5.00. Then the formula yields a total of EUR 24.00 + 5.00 or EUR 29.00. Total shipping charges for the customer are EUR 29.00.

Cost Finding

Method: Linear

Fixed Amount: 10.00

Percentage or Factor: 2.00

Cost Finding Based On: Price

Base Amount: 5.00

Maximum Amount: 40.00

Free of Charge from Order: 700.00

Active in store

Help OK Cancel Apply

Entering product data

Sort your store's inventory into convenient product groups.

If the inventory that your store carries can be divided into types or groups of products, you should start by defining such groups. This has two major advantages: it makes it easier for customers to find what they are looking for, and it simplifies your work in managing the inventory. Two levels of product groups are possible, i.e. groups and sub-groups. Within one group, it is recommended not to have more than seven sub-groups, to make it easier for your customers.

Defining product category

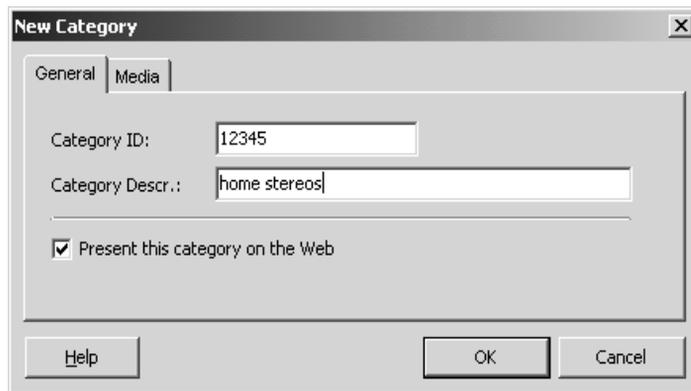
Proceed like this:

- Click on the folder "Product manager", then on the sub-folder "Categories".

The main window will show a message about the new product category to be created.

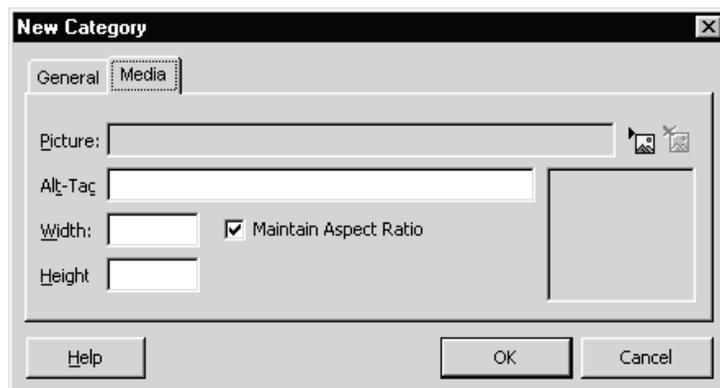
- Right-click to get the context-sensitive menu and select the command New category.

You will see this dialog window:



- Enter the Category ID (unless automatic numbering has been enabled) and Category Description.
- Put a check in the box to authorise the category for use in your store.
- Click on the Media tab card to assign a graphic image to this category.

You will see the following dialog window:



- To the right of the text field for Picture, click on the  button to browse your computer's folders.
- Change to the folder ...\SmartStore 2000 Express\temp\cat and select the desired graphic file.
- To discard a graphic file that has already been selected, click on the  button, then again on the  button to select a new one.

SmartStore 2000 Express allows you to select automatic conversion into one of the standard web formats such as JPG, JPEG and GIF.

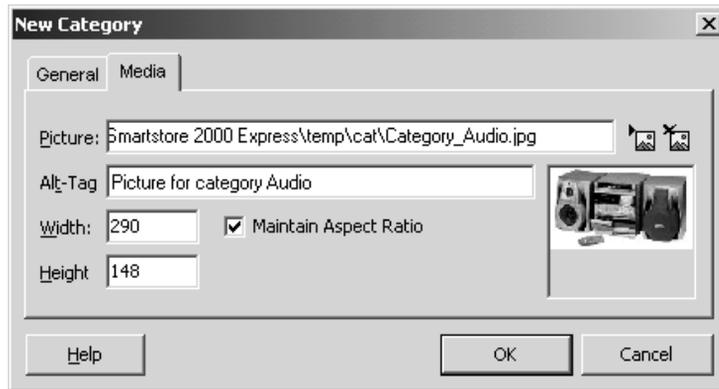


Note!

Any graphics that have the wrong format will be automatically converted into an accepted format, depending on the settings you have made in the Tools/Settings menu.

For more information, see the section entitled *Basic program settings* on page 135.

The dialog window will now look something like this:



- In the Alt-Tag field, type an alternative text tag that should appear if the graphic picture from your store's cannot be displayed for some reason (for example, if the customer has disabled graphics on the browser).



Note!

Choose some clear and evocative name for the alternative text tag, to make sure the customer gets the information even without the graphics.

- Click on OK to finish.

That completes definition of the new product category. The graphic image you have chosen will be displayed on this product category's page. A new folder will appear in the folder list. If you have a large number of different product items in the new category, you may wish to define sub-categories within it, for example under the category "Hi-fi equipment" you may want to distinguish between "Car audio", "Home stereos" and so on.



Note!

If you have defined sub-categories, it is best to have all the store products entered under those sub-categories, and not directly under the category itself, to avoid possible customer confusion.

Entering products in quick-entry mode

Once you have set up all your product groups, you can start entering information on the individual products. You can do so in "quick-entry mode" with the table shown in the working area of the screen, which allows you to rapidly set up your store on the internet by entering just the minimum information required. Later on, you can complete your inventory with detailed information.

Quick-entry mode is an easy way to enter inventory data quickly.

- In your folder list, go to the lowest level of your product group or sub-group.
- Go to the main window, and in the second cell in the table, click on Item No. and enter the product number.



Note!

If you have enabled automatic numbering, you won't have to do this step; it will be done for you. To customise product numbering, go to the Tools/Settings menu and click on the Number Ranges tab card to specify what kind of automatic numbering you want. (For more information, see the section entitled *Basic program settings* on page 135.)

- Use the tab key to move to the next cell, Description 1, and enter the description of the product.

- Use the tab key to move to the next cell, Sales Price, and enter the price you want to charge for the product.
- Go to the cell called Manufacturer and click to select the correct information from the drop-down lists provided.
- in the next two cells, mark the control boxes for Display on the Web and Top Product, if desired.

**Note!**

For greater convenience, you can enter frequently used manufacturer names in drop-down lists. Also, use the space bar to toggle the Display on the Web and Top Product settings.

- Once you have selected your settings, press Enter to save the information on that product.

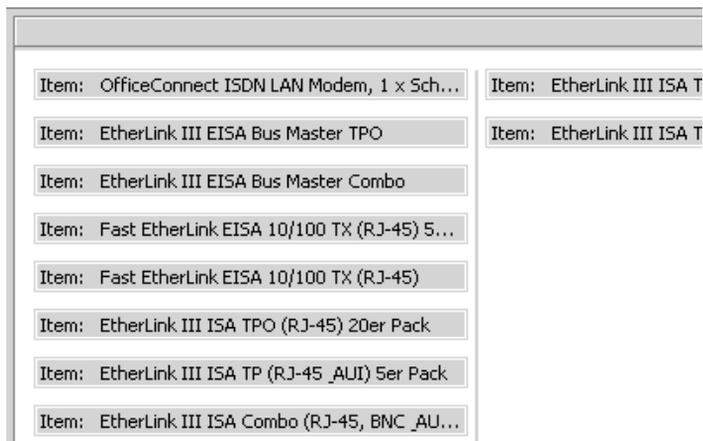
You are now finished with that product, and can carry on entering the basic information on the remaining products in the same way.

**Note!**

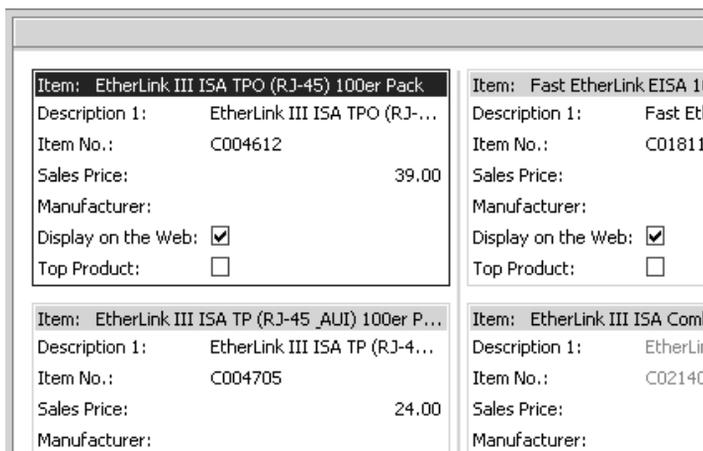
You can also have product information displayed in the form of a flip-card register or a detailed card register. Select the desired display format in the drop-down list in the lower toolbar, like this:



Example of a Card Headers display:



Example of display in Product Cards with Details format:



Note that in this display format, you select and edit individual cards.

Using global product folders

For your product inventory administration needs, two special folder views are available: "All Products" and "Unassigned Products".

Using the "All Products" folder

This folder contains a complete list of the products in all your product categories. If you are looking for a particular item and you don't know in which category it is located, you don't have to look in each of the categories individually. Just look once in this folder!

Using the "Unassigned Products" folder

Suppose you want to rapidly enter a large number of new products, and decide later about exactly how you want to catalogue them by categories. This folder allows you to do that; later on, to properly catalogue them in the right categories simply expand the folder list, then drag and drop the new products to the appropriate category.



Notes!

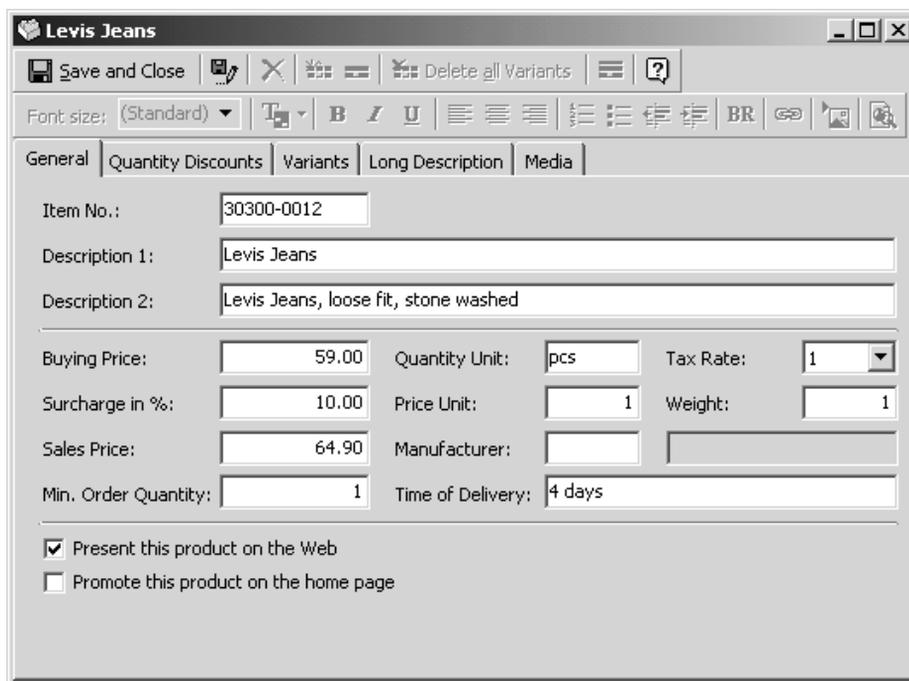
- The "All Products" folder is intended only as a way of displaying the entire inventory in one view, so it does not allow you to move products into other categories by means of drag and drop.
- Products from the "Unassigned Products" folder are not shown in your store catalogue.
- To select a number of different products, hold the Ctrl key down while clicking on each individual product. You can then work with the entire group of selected products, to move them to a different folder, for example. Hold the Shift key down to select a continuous range of products from the list.

Entering detailed product information

Once you have entered your basic inventory information using quick-entry mode, you can start to enter the product details in a separate dialog window.

- In the main window, click on the  symbol in the line for the desired product.

You will see the following dialog window displayed:



The dialog window has five tab cards, which you can work on individually. You will find the quick-entry details on the General card, along with some other information.



Note!

You can open and work on several products in different dialog windows at the same time. If you have one window already opened, double-click on a new product's  symbol to open it separately.

Entering general product information

- Type the product number in the Item No. field.



Note!

If you have selected automatic numbering, a product number will already be showing; you will not be able to change it.

- Type a short name for the product in Description 1.
- Enter a more detailed descriptive name in Description 2.
- Type in the product's purchase price (in units of the defined currency) in Buying Price. (This is the price paid for a full Purchase lot, see below.)
- If applicable, specify the Surcharge in %.



Note!

If you use Surcharge in %, then the sales price will be calculated automatically and you will not need to worry about calculating it in the future, as long as the buying price is up to date.

- If you are not using automatic markup, enter the product's Sales Price.
- Specify the Min. Order Quantity that may be ordered, in Minimum order size. Orders for a smaller number of this product will not be accepted.
- Specify the units for ordering this product. Click once in the Quantity Unit field, then on the **...** button.

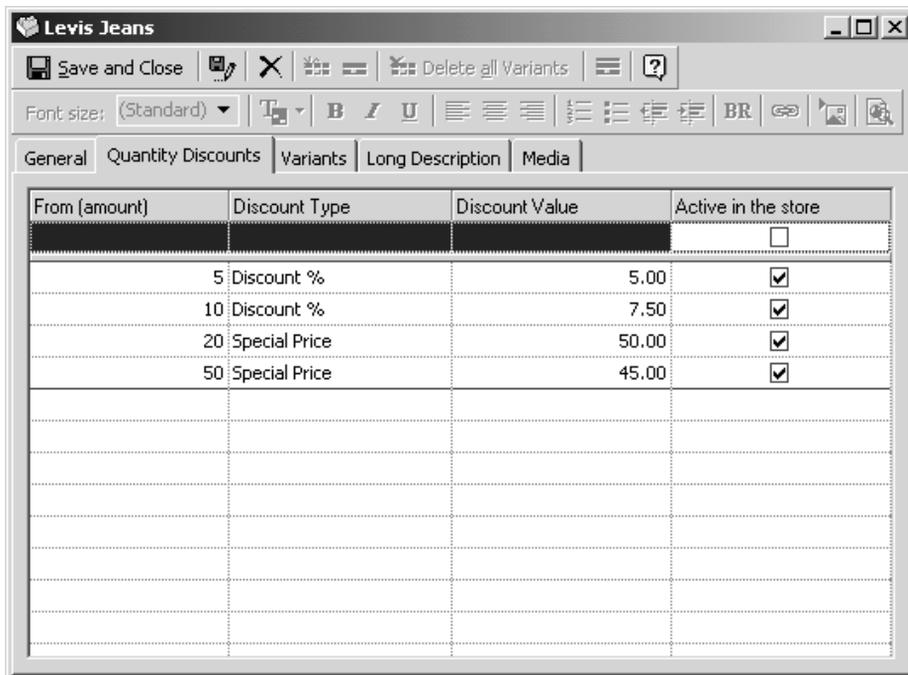
A dialog window will open. Select one of the existing suggestions for units, or enter your own in the entry line. This allows you to specify the units without having to leave the detailed product information window and opening a separate folder.

- In Price Unit, enter the number of items which corresponds to the Buying price above. This information is used to calculate the unit retail price, as opposed to the lot buying price.
- Under Manufacturer, select the number of the manufacturer. The name will be displayed automatically to the right of the number.

- In Time of Delivery enter the expected delivery time in days.
- Select the applicable Tax Rate from the Tax rate drop-down list.
- Enter the product's unit weight under Weight. This will be used to calculate weight-based shipping charges.
- Put a check in Present this product on the Web to have this product go into the on-line inventory.
- Check in Promote this product on the home page to have this product go into your entry page promotions.
- Click on the tab for the next card: Quantity Discounts.

Defining Quantity discounts

Use this card to define what type of quantity discounts you want to offer.



- In the entry line, enter the minimum volume of a customer's order to qualify for the quantity discount in From (amount).
- Make your selection in Discount Type and enter the Discount value in Reduction.
- Check the Active in the store box to activate this discount for store use.
- Click on the tab for the next card: Variants.

Defining variants

You can define various variants for a single product, such as colour, size or alternative designs, without having to define a new product for each variant. With SmartStore 2000 Express, once you have defined one product, you can simply define what variants are available for that product, making it much easier to keep track of your inventory.

Example:

Let us suppose that you want to sell a jacket in three different colours and sizes. If you had to carry them each as a separate product, you would have to make nine different entries. Using product variants, you simply define the two types of variants and the program will take care of the rest. When your customers visit the store, they will be able to select the desired "size" and "colour" from two drop-down lists. This is an important time-saver for you, especially for products that exist in many variations.

Notice that the toolbar now features a new group of buttons. Their functions are as follows:

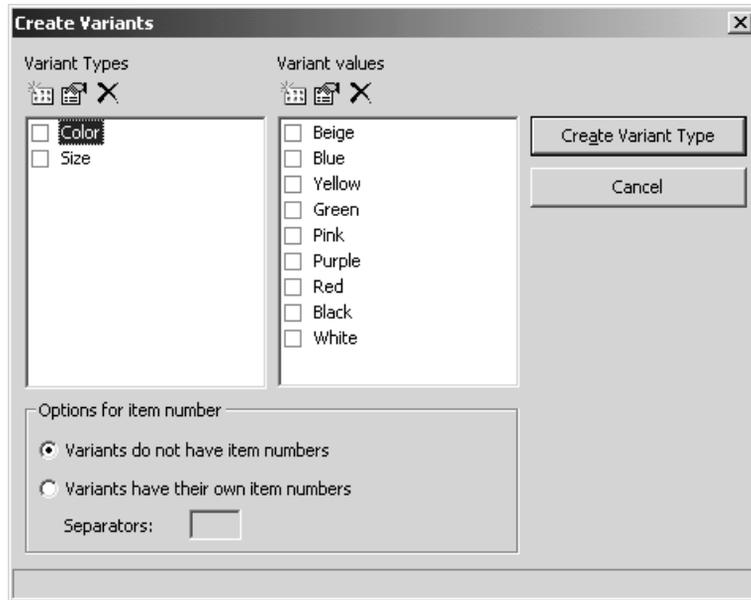
	Define a new variant
	Edit an existing variant
	Delete all variant
	Define standard

Defining new variants

New variants are defined in the Variants tab card. When you first click on this card, it will be blank. You must first define the variant type (e.g. colour, size) and then specify the available variants (e.g. green, blue, M, L, XL and so on).

- On the toolbar, click on the  button.

The following dialog window will appear:

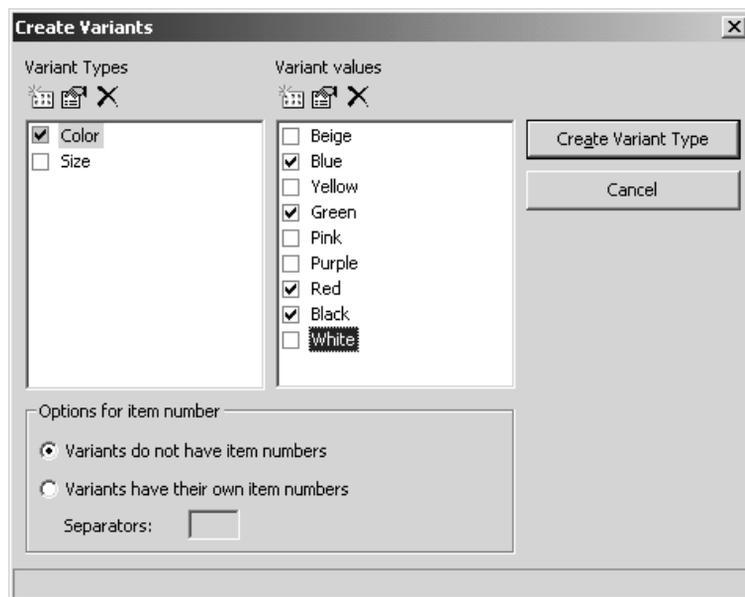


The symbols appearing above the two windows have the following meanings:

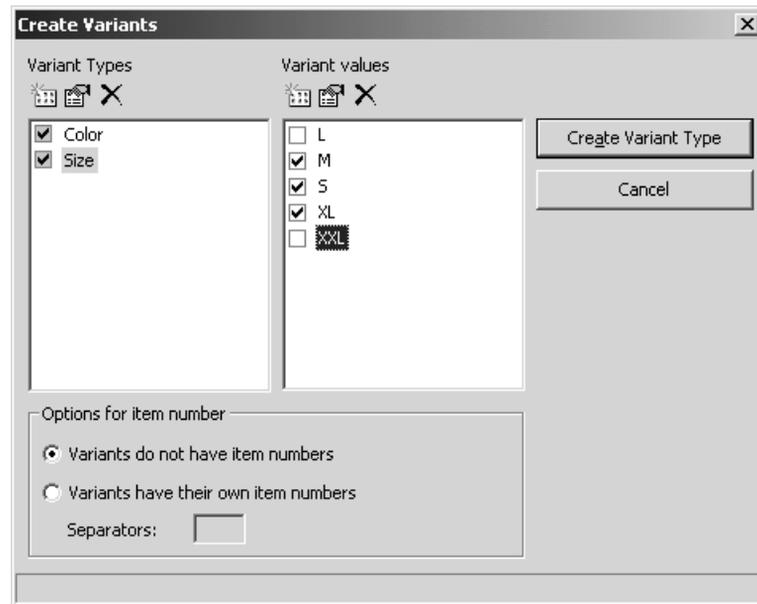
	Create a new variant type and variant values respectively
	Edit an existing variant type and variant values respectively
	Delete an existing variant type and variant values respectively

Some of the more commonly used variant types (such as "colour") already have some available variant pre-defined (e.g. "blue", "yellow", "green").

- In the left window, click on the desired Variant Types, then select the Variant values from those available in the right window.



- Continue in the same way to define a new Variant type.



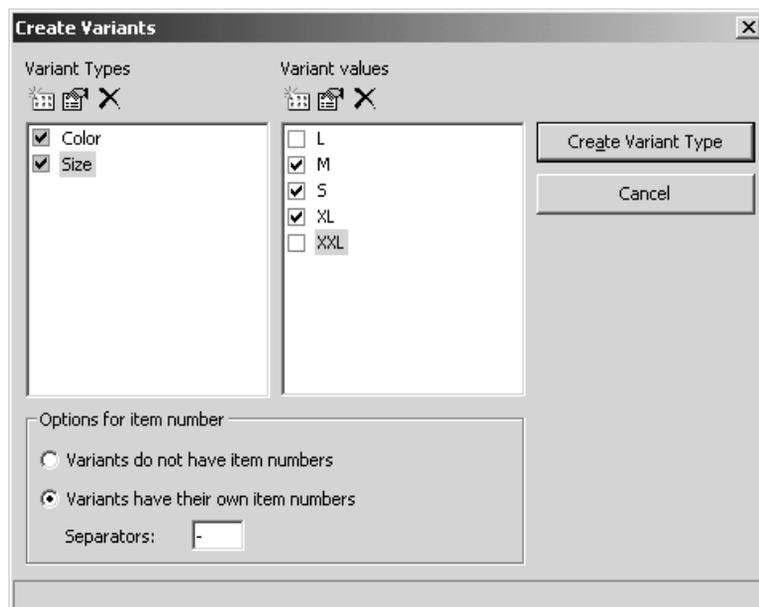
You can have a separate product number assigned automatically for each new variant.



Caution!

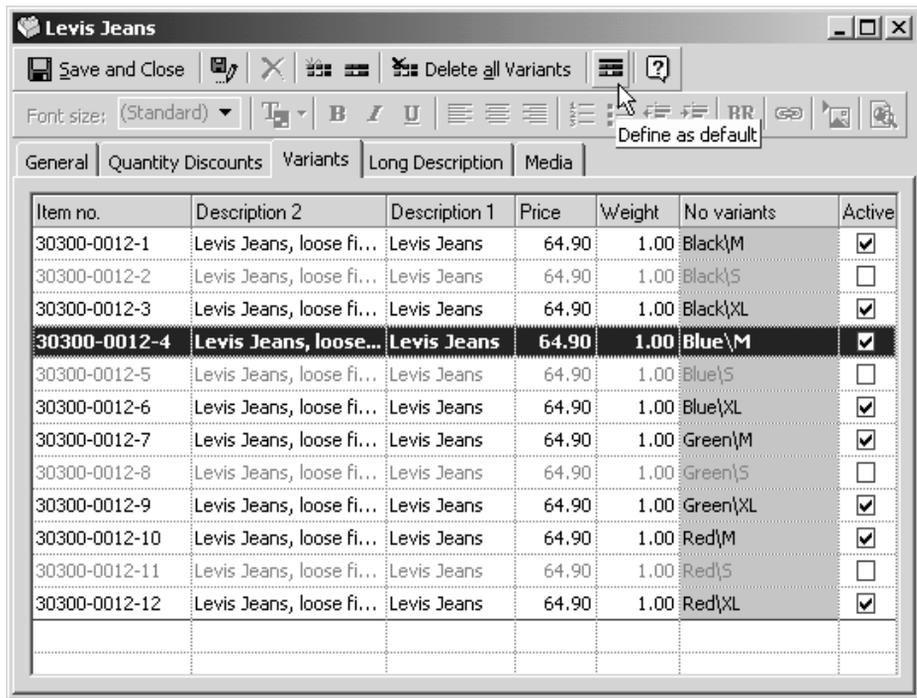
If you define the variants without assigning separate product numbers, this may have unexpected results. Thus, if a customer orders two items of the same product but with different variants, the first item will be overwritten by the second!

- Select the Separator character in the bottom part of the screen.



- Click on the Create Variant Type button to create the new variant.

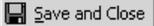
When you have done this, you will see the variants displayed on the card, something like this:



Item no.	Description 2	Description 1	Price	Weight	No variants	Active
30300-0012-1	Levis Jeans, loose fi...	Levis Jeans	64.90	1.00	Black\M	<input checked="" type="checkbox"/>
30300-0012-2	Levis Jeans, loose fi...	Levis Jeans	64.90	1.00	Black\S	<input type="checkbox"/>
30300-0012-3	Levis Jeans, loose fi...	Levis Jeans	64.90	1.00	Black\XL	<input checked="" type="checkbox"/>
30300-0012-4	Levis Jeans, loose...	Levis Jeans	64.90	1.00	Blue\M	<input checked="" type="checkbox"/>
30300-0012-5	Levis Jeans, loose fi...	Levis Jeans	64.90	1.00	Blue\S	<input type="checkbox"/>
30300-0012-6	Levis Jeans, loose fi...	Levis Jeans	64.90	1.00	Blue\XL	<input checked="" type="checkbox"/>
30300-0012-7	Levis Jeans, loose fi...	Levis Jeans	64.90	1.00	Green\M	<input checked="" type="checkbox"/>
30300-0012-8	Levis Jeans, loose fi...	Levis Jeans	64.90	1.00	Green\S	<input type="checkbox"/>
30300-0012-9	Levis Jeans, loose fi...	Levis Jeans	64.90	1.00	Green\XL	<input checked="" type="checkbox"/>
30300-0012-10	Levis Jeans, loose fi...	Levis Jeans	64.90	1.00	Red\M	<input checked="" type="checkbox"/>
30300-0012-11	Levis Jeans, loose fi...	Levis Jeans	64.90	1.00	Red\S	<input type="checkbox"/>
30300-0012-12	Levis Jeans, loose fi...	Levis Jeans	64.90	1.00	Red\XL	<input checked="" type="checkbox"/>

This card allows you to manage your product options in a number of ways. You can:

- change the Item no. (if you have selected automatic numbering, you will be able to change only the part after the separator character),
- change the text information in Description 1 and Description 2,
- change the Price for each separate variant,
- remove the check in the Active box if a given variant is temporarily unavailable, and
- click on the  button to define a particular combination of variants as the standard, which will be offered by default in your store.

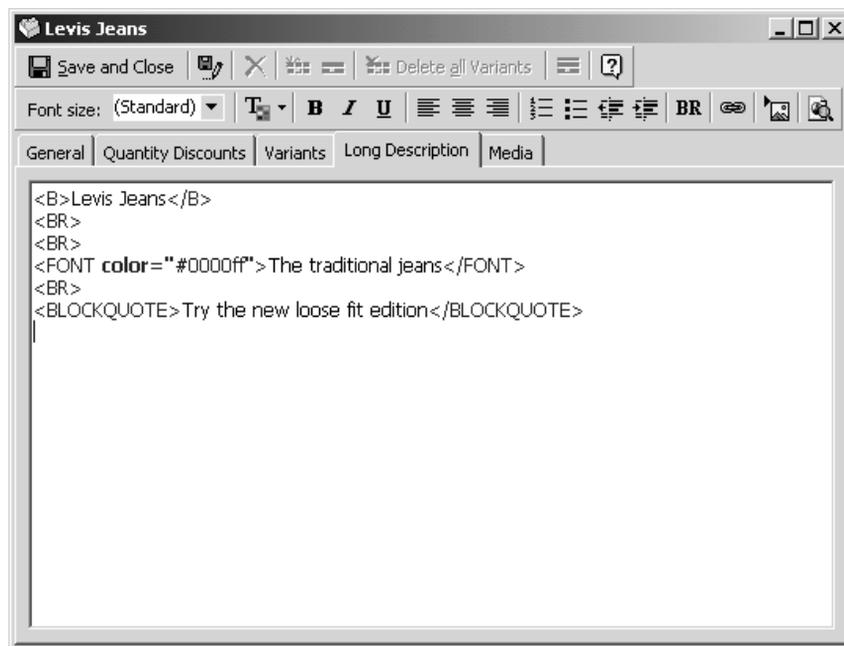
When you are finished editing the variants and product details, save your changes by clicking on the  button. Click on the  button if you want to continue working with the other tab cards.

- Click on the tab for the next card: Long Description.

Long description of products

You may want to offer your customers detailed information about your products, especially products of a technical nature. The Long Description tab card allows you to create as long a text as you like, formatted for depiction in your store by means of the included HTML editor.

Here is what a typical long description might look like:



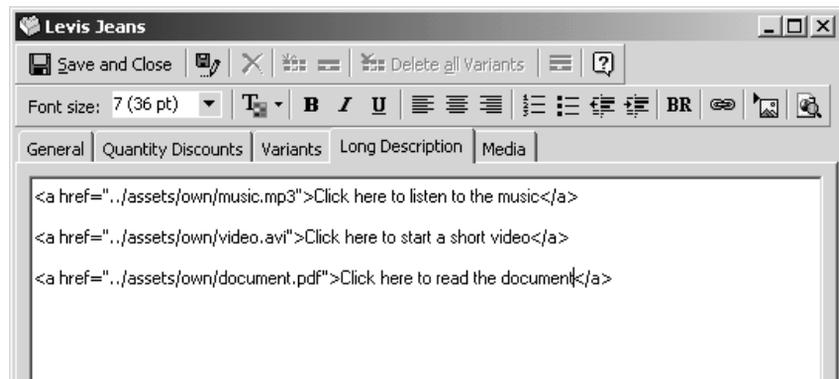
The lower toolbar provides you with basic HTML tags, the most important of which are explained in the table below.

	Change colour text
BR	Insert line break
	Insert hyperlink
	Insert picture
	Preview using integrated browser

The remaining buttons on this toolbar should be familiar to you from your work with standard word processor software. If in doubt, just poise the mouse pointer on a button, and a tip will be displayed. You are of course free to use other HTML tags in addition to these standard tags. To preview it, click on the  button. The preview will always be in the page layout which you have selected in the template folder.

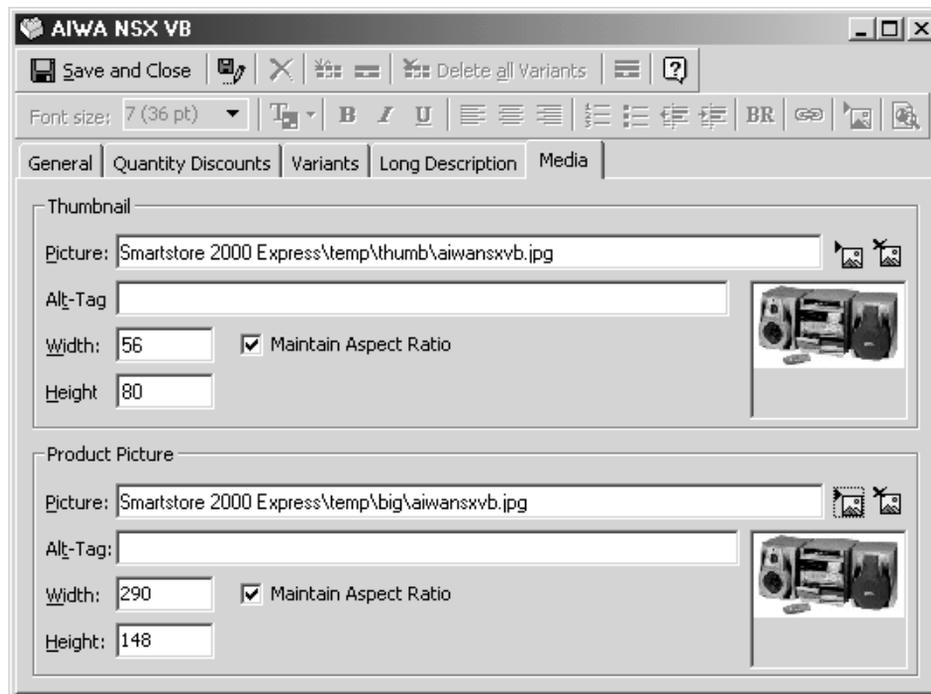
You can also use HTML code to enter audio or video files, or PDF files in your detailed description. Your customers will be able to consult these files when they look at this product.

Here is a typical example:



Product graphics

The last card, Media, is used to assign graphics that will be displayed next to the product in the catalogue.



- In the upper part, select the graphics file you want to use for the Thumbnail picture next to the product.
- Click on the  button to the right of the Picture line to browse for the file.
- Go to the directory ... \SmartStore 2000 Express \temp \thumb and select the desired thumbnail graphics file.
- You can reject the graphics file again, by clicking on the  button, and click on the  button to select a new one.
- Type an alternative name (or 'tag') in the Alt-Tag field. It will be displayed if the graphics file cannot be displayed for some reason (e.g. if the customer has disabled graphics for his or her browser).

- In the lower half, Product Picture, specify the detailed picture you want displayed when a customer double-clicks on the thumbnail.
- To do this, first click on the  button to the right of the Picture line to browse for the file.
- Go to the directory ...*SmartStore 2000 Express*\temp\big and select the desired graphics file.
- You can reject the graphics file again, by clicking on the  button, and click on the  button to select a new one.

**Note!**

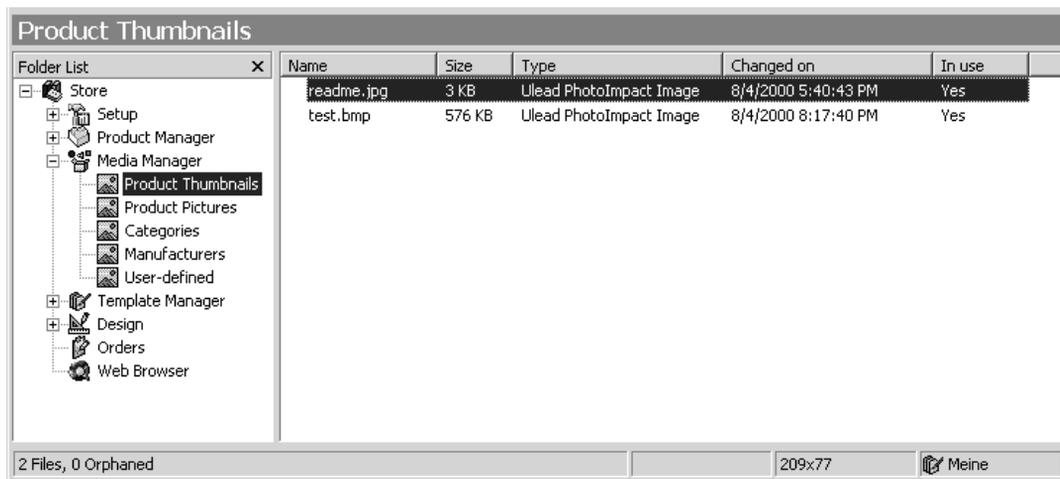
You should choose suitable graphics for the thumbnail and the detailed view of the individual products.

For example, if you create a thumbnail based on a full view of a pointer, even though the detailed picture is very good, in the thumbnail the details will be lost and the picture will be meaningless. In such a case it may be better to base the thumbnail on a partial view of the product. Remember that high-quality pictures can contribute a lot to the success of your store.

- When you have finished working on the detailed product information, click on the  button to save your changes and close the dialog window.

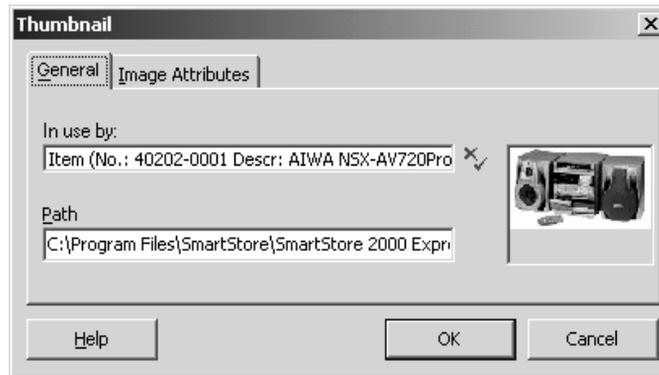
Managing product illustrations

The "Media Manager" is a useful tool for managing graphics for the illustrations in your catalogue. The graphics can be stored by subject in sub-folders. The main window shows the complete list of graphics files in the folder currently selected.



- 'Orphaned' graphics files which are not currently assigned are displayed in blue for easy identification, in case you want to delete them. They are also marked with a "No" in the In use column.
- The "User-defined" folder is intended for your own media files. Use it to store all media files you want to use in the store, such as audio or video files, PDF files and so on.
- You can find out which product a graphics file is currently assigned to, and change this assignment if desired. Proceed as follows:

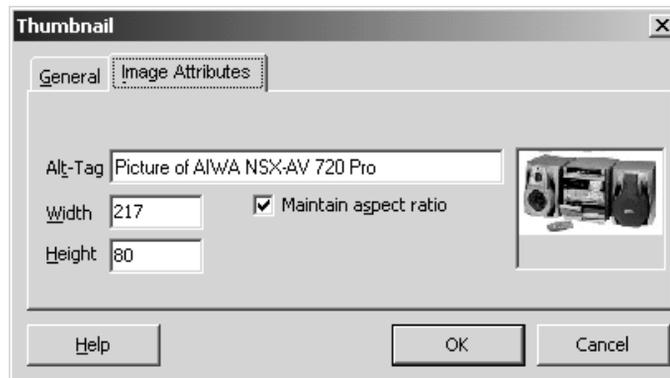
- Double click on the  button to find out what product is associated with:



The In use by field will tell you which product is currently using the thumbnail, and the Path field will show the complete path for the thumbnail.

- To remove the graphics file from the product's description, click on the  button.

The Image attributes card allows you to type an alternative text tag in case the picture cannot be displayed for some reason (e.g. browser graphics disabled).



You can also change the size of the thumbnail, if desired.

- To avoid distorting the image proportions, check the box for Maintain aspect ratio.

In this way, if you change the Width of a picture, for example, the Height will be automatically adjusted.



Note!

You should keep the same size for all pictures of one category (i.e. thumbnails or detailed pictures) to give your catalogue an attractive and organised look. This can be easily done in the Tools/Settings menu, by clicking on the tab card Convert Graphics and selecting the option to automatically convert all thumbnails to the same size (see also page 136).

Configuring your store

Once you have set up the inventory of your store, you can set up the configuration of your store. To do this, you must go to the folder entitled "Template manager".

The template manager in turn contains four sub-folders:



The subjects contained here are displayed using the folder list and the main window, as you have already seen for the "Setup" folder.

Meta tags

Meta tags contain information and key words that will make it easier for search machines on the Internet to find and classify your store.



Caution!

This information should be very carefully selected, because it can play a vital role in helping potential customers find your store.

- Click on the "Meta tags" folder.

The main window will show three subjects:

- Store description,
- Key words, and
- Target group

Entering store description

If you are selling office supplies, you might write

"A full range of office supplies, from paper clips to office furniture"

- In the main window, double-click on the  button next to the first subject and enter your description.

The next subject is for key words that describe your product range.

Entering key words

Suppose a potential customer is looking for copy holders. Typically, search machines will turn up your store if you have entered "copy holders" among the key words for your store's site. The customer then only needs to click on that search machine result to find your store.

Enter the names of the products you are selling as key words.

- Go to the "Key words" subject and type in all the appropriate key words.

Entering target group

Although not all search machines use this meta tag, it can nonetheless be an important criterion to help find your store, especially if the search result shows a large number of entries.

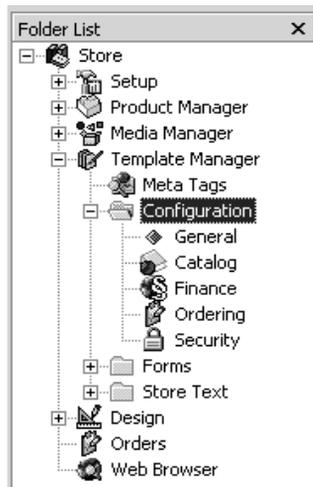
For example, if you are a dealer specialised in gardening books, you can enter "For hobby gardeners", "For gardeners".

- Go to the "Target group" subject and type in your customer target group.

Configuration

This folder is for the actual configuration of your store. It contains five sub-folders:

- options
- catalogue features
- secondary currency, price ticketing, tax region, ordering and payment methods
- security protocol option



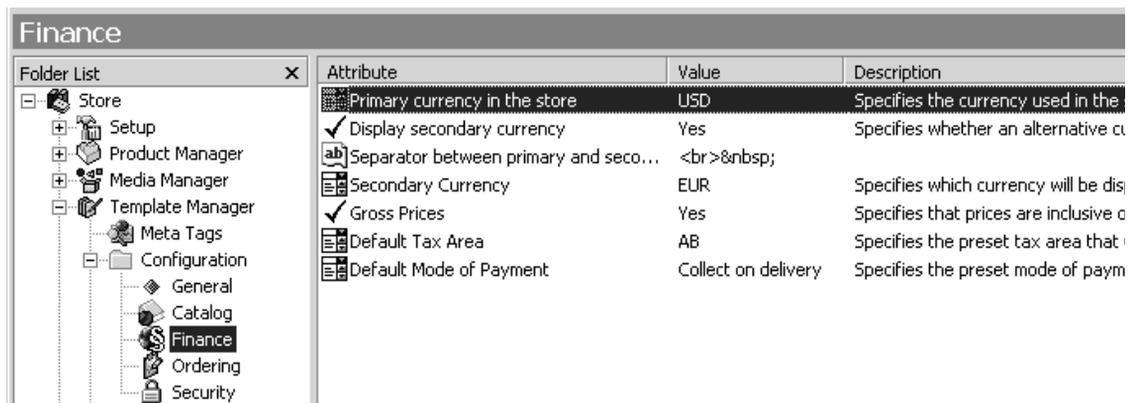
Proceed in the same way as you have done for earlier folders:

- Click to open a subject sub-folder.
- Double-click to open a subject in the main window, then make your changes.

The dialog windows provide short explanatory texts to help you in configuring the store.

Selecting primary currency

In the "Finance" folder you can specify the currency in which you want your store prices to be displayed on-line. This is independent of the internal store currency you specified earlier, which you used when entering the product prices. The primary currency can be any one of the currencies you have in your currency table.



- Double-click on the button next to "Primary currency in the store".
- In the dialog window that will be displayed, select the desired national currency.

Selecting and displaying secondary currency

In addition to the primary currency, you may wish to have prices displayed in a second currency as well. This should be one of the more widely used global currencies, which will help the customer to make a price comparison.

- Double-click on the "Secondary Currency" subject and select the desired currency.
- Double-click on the button next to "Display secondary currency" and put a check in the box.

Selecting default tax area

You can specify a default tax area which will be automatically suggested to your on-line customers. Customers who belong to that area will not have to search through the list.

For more information on tax areas, refer to the section beginning on page 45.

- Double click on the  button next to "Default Tax Area".
- From the dialog window that will be displayed, select the tax area which you believe will apply to most of your customers.

Selecting default mode of payment

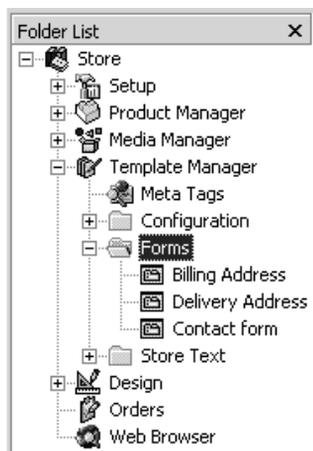
You can select from the list of modes of payment one which will be automatically suggested to your customers as the default.

- Double-click on the  button next to "Default Mode of Payment".
- From the dialog window, select the mode of payment which you want to suggest by default.

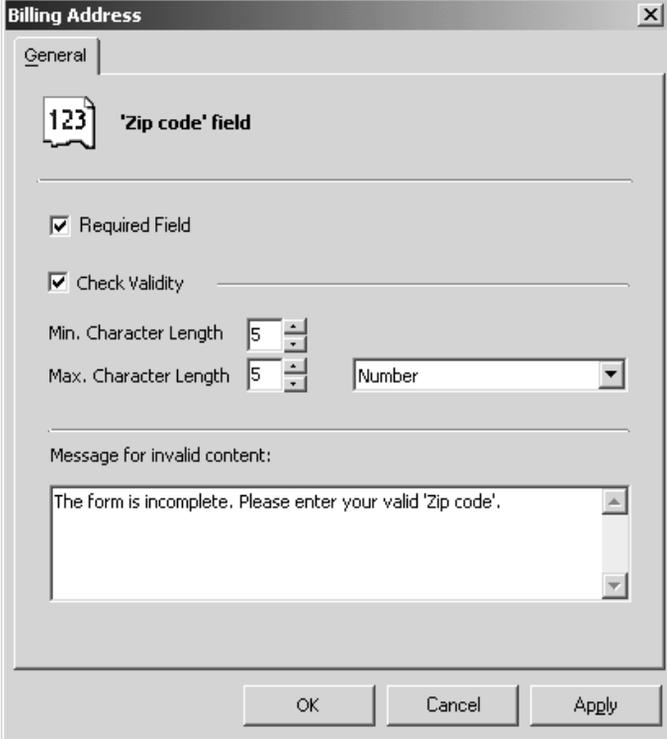
Designing customer forms

Use the administration sub-folder "Forms" to customise three forms which you will ask your customers to fill out. You can designate

- mandatory form fields,
- types of field (text, numbers, e-mail address), and
- minimum and maximum field length.



For example, in the "Billing Address" form you may wish to make the "Zip code" field mandatory; if you know that your customers are always from the USA or Germany, you can also specify that the postal code should be a five-digit number. In addition, you can define error messages which will be displayed to the customer if the form information supplied is wrong. Here is an example:



The screenshot shows a window titled "Billing Address" with a "General" tab. The "Zip code" field is highlighted with a callout box containing "123". The field is configured with the following settings:

- Required Field
- Check Validity
- Min. Character Length: 5
- Max. Character Length: 5
- Field Type: Number

Message for invalid content:

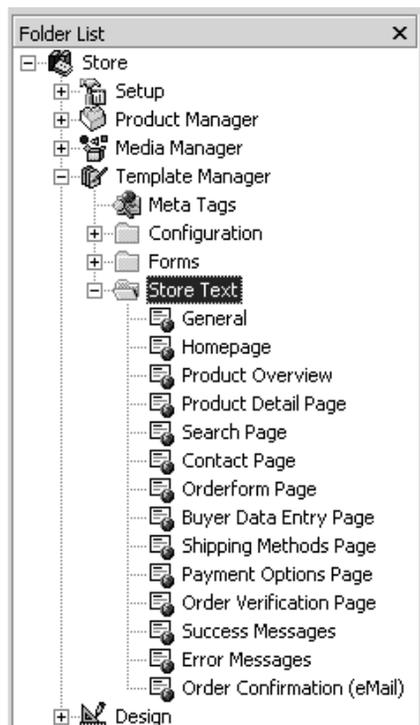
The form is incomplete. Please enter your valid 'Zip code'.

Buttons: OK, Cancel, Apply

- Open each of the three customer forms in turn and specify the information you want the customer to supply.

Editing Descriptive store texts

Use this sub-folder to view and edit all of the texts which are displayed in your virtual store. You can produce your own texts, in the desired style and language, to communicate with your target group of customers.



Proceed in the normal way to edit the texts:

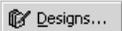
- Double click on the entry and edit the text when it is displayed.

Designing store layout

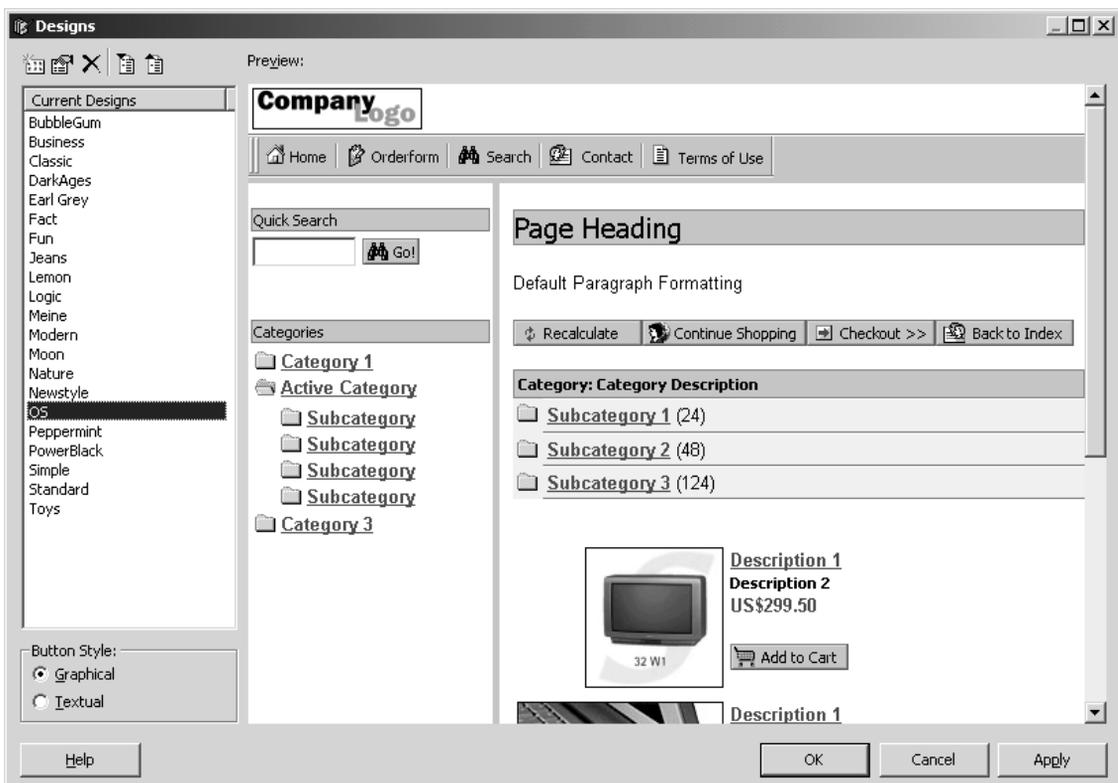
Now that you have entered all the content, you can determine the appearance and layout of your store. The choice of a store layout should, once again, reflect your desired target group.

Selecting predefined page layout

SmartStore 2000 Express includes a "design" folder that contains different types of page layout, designed and ready for use. It is also possible to modify the existing design templates to meet your own needs.

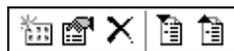
- In the upper toolbar, click on the  button.

You will see this dialog window:



- Select a design file from the list presented. Note the Preview in the right part of the window.
- In the Button style section, select the desired button style (Graphical or Textual).

The group of buttons located above the design template list has the following functions:



	Create new design template You can create a new design template on the basis of an existing one. This allows you to experiment with different styles without changing the original.
	Rename the selected design template file
	Delete the selected design template file
	Import a design template file (*.stf file)
	Export a design template file (*.stf file)



Caution!
Danger of data loss!
 If you want to work on a design template file, always first make a copy of it, saved under a different name. Use the  button to create a new design template.

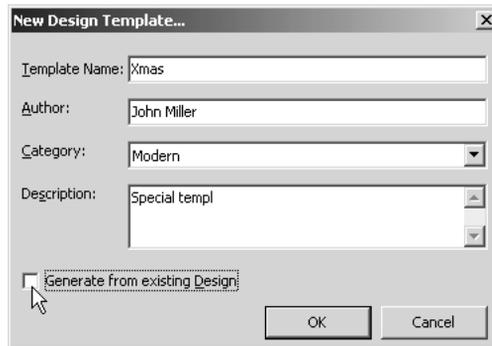
- Click on OK to confirm.

Creating a new design template file

Before you start changing a design template, you must first create the new file on the basis of the existing one:

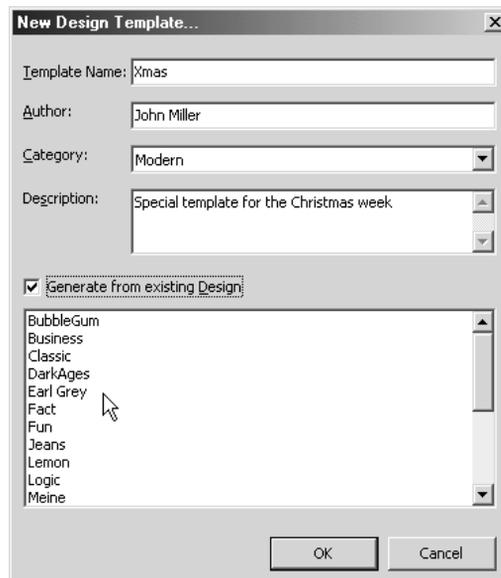
- Click on the  button to create a new design template file.

You will see this dialog window:



- Type in the file name for the new design template and put a check in the box.

The dialog window will be expanded, like this:



- Select the template on which you want to base your new design template and click on OK.

You can now make any changes you like in the new design template file, while leaving the original template untouched.

Adjusting language of design template to store language

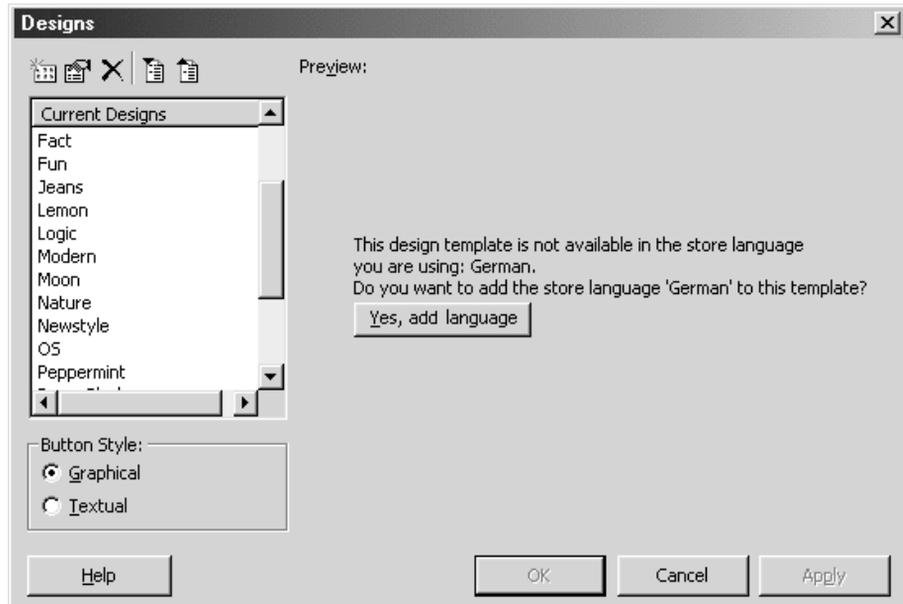
The language of a design template may differ from the current used language in your store. If you want to create a new design template based on an existing one, which language differs from the current store language, you will see the following dialog window:



- Check the first option field to create the new template based on the language of the existing template, or
- check the second option field to create the new template in the currently used store language.
- Save your setting by clicking on OK.

Preview of design templates

The preview of design templates is only available in the currently used store language. Otherwise the button language will differ from the language of the store site. If the template is not available in the currently used store language, you will see the following dialog window:

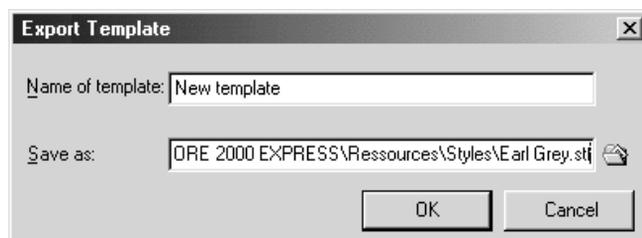


- Click on Yes, add language to add the displayed language to the design template.

Exporting design templates

- Click on the  button to export a template.

You will see this dialog window:



- Enter the target path and name of the design template you want to export (type in the *.stf suffix) or
- click on  to set the target path for the template you want to save.
- Confirm your settings by clicking on OK.

Importing design templates

- Click on the  button to import a template.
- Choose the file path and template file (suffix *.stf) from the dialog window.



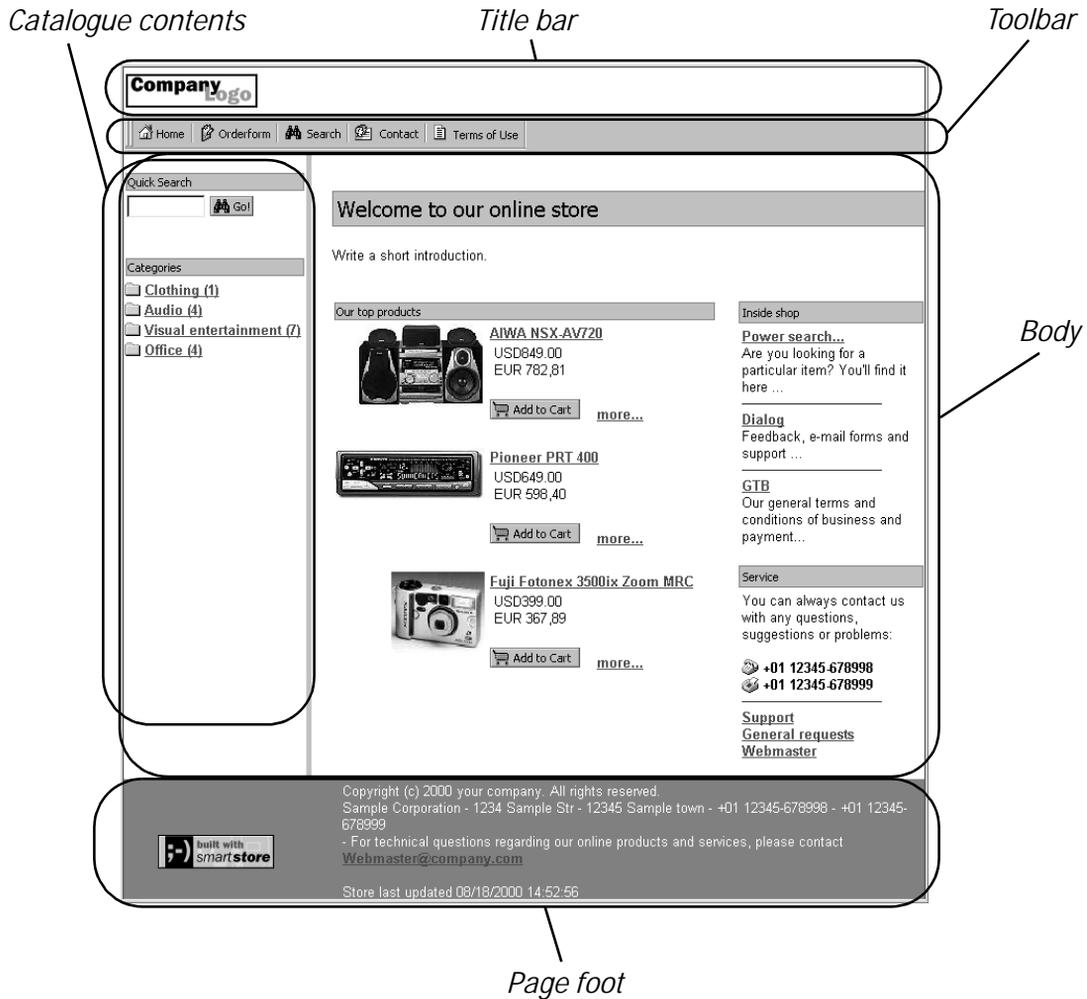
Note!

You can only import design templates if the corresponding store language is available. Install the required language if necessary.

- Mark the filename and click on OK.

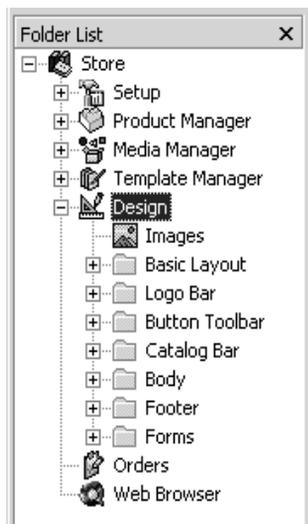
Elements of the web page

In the "Design" folder, you can make your own detailed design of a web page. The sub-folders, from "Title bar" to "Status line", refer to different parts of a web page, as shown below:



Customising layout

You can customise any template file found in the "Design" folder.



Note!

The template files provided are professionally designed and are sufficient to cover a wide range of possibilities for your store's design.

The subjects you will find in the "Design" folder concern all aspects of your virtual store, such as button design, input fields, links, drop-down lists, and all texts and headings. You can customise the design of each individual element of every page for your own purposes.

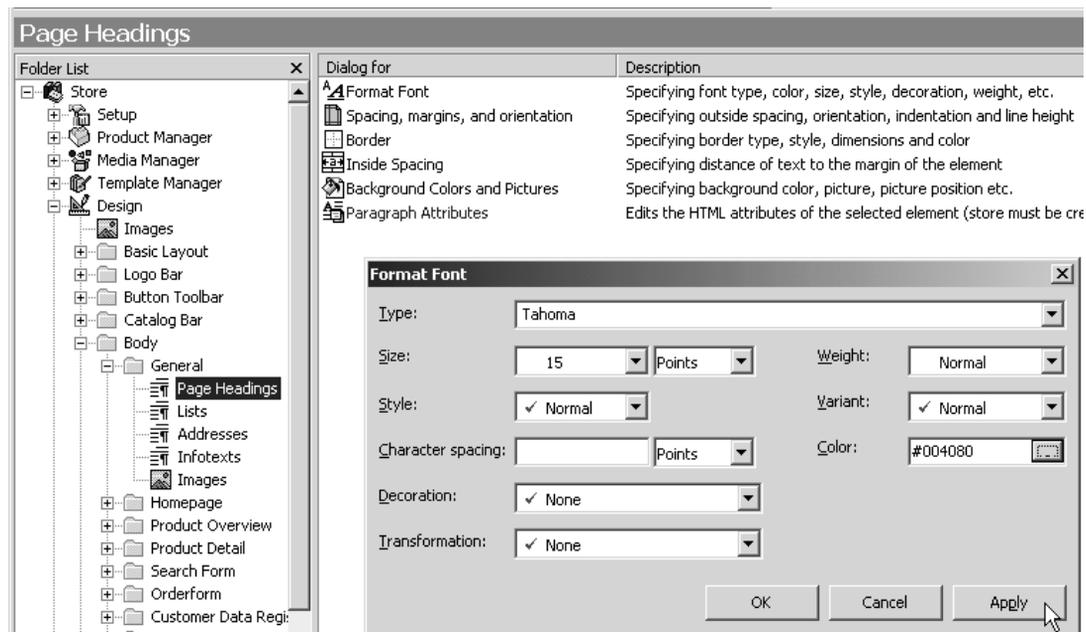
To change any design element in the current template file, simply double click on its entry in the list. The folders contain recurring list elements that use the same dialog windows. Instructions and tips are provided to explain each part of the list.

Design tools

The table below explains the symbols you will see in the "Design" folder:

	Select buttons and symbols, spacing and borders
	Define general properties of web page element
	Design link entries
	Define cell properties for table
	Define properties for selected text or numerical information
	Define paragraph properties
	Design page navigation elements
	Design input fields for forms
	Design long text fields in forms
	Design drop-down lists in forms
	Design buttons in forms

Example: font formats



- To format the page header, go to "Design/Body/General/Page Headings".
- In the working area, double-click on the **A** button next to "Format Font".

You will see the dialog window "Format Font" displayed.

- Specify your desired format and click on OK to finish.

The dialog window consists mainly of options you can select from drop-down lists, by clicking on the  button. The "Images" folder allows you to replace graphics elements used in the current template with new ones. "Basic Layout" refers to general layout options such as background colour, standard font, link depiction etc., which apply to all parts of the store.



Caution!
Remember that any changes you make in the folder "Basic Layout" will affect every page of your store.

Browser compatibility

When you are designing your store's layout, remember that your customers will be using different web browsers. SmartStore 2000 Express allows you to specify the desired browser capability in a drop-down list on the lower toolbar when you are in the "Design" folder.



Note!

While designing your store, you probably previewed it using one particular browser. It is strongly recommended to preview it with more than one browser before making it accessible on the web. Typically you will discover that the layout needs to be adapted to make it work properly.

If you select Netscape 3, you will see that most of the options in the layout design folders are no longer available: only the ones that are displayed in blue can still be used. This is because Netscape 3 does not cascade style sheets (CSS), but only simplified formatting with HTML attributes. The advantage of this is that it will work on any browser, giving you the widest possible compatibility.



Note!

If you modify any of the settings or graphics displayed in blue, you will have to generate the complete store again in order to make the changes visible. Changes to settings displayed in black may be saved by clicking on the  button, and inspected by previewing just the pages in question. If you wish to view the CSS source code of the format template, click on the  button.

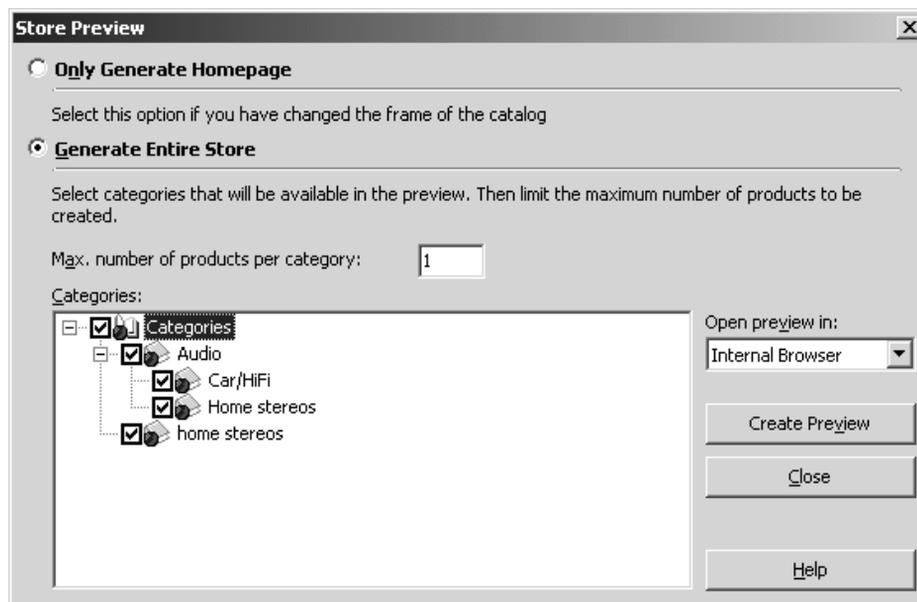
If the majority of your potential customers is likely to be using more up to date browsers, you can select an appropriately advanced browser from the capability list. This will allow you more scope in designing your store.

Previewing one or more pages

SmartStore 2000 Express allows you to preview one or more pages, allowing you to inspect the results of your work as you are designing or modifying parts of your store.

Suppose that you have just changed part of the template on which your store is based, and want to see what the effect will be on the finished web page. In that case you can select a group of products with a few articles, with which a preview will be generated. In this way you can verify that the changes you have made are what you intended, without having to generate the store from scratch.

- Click on the  button in the upper toolbar.
- You will see the following dialog window:



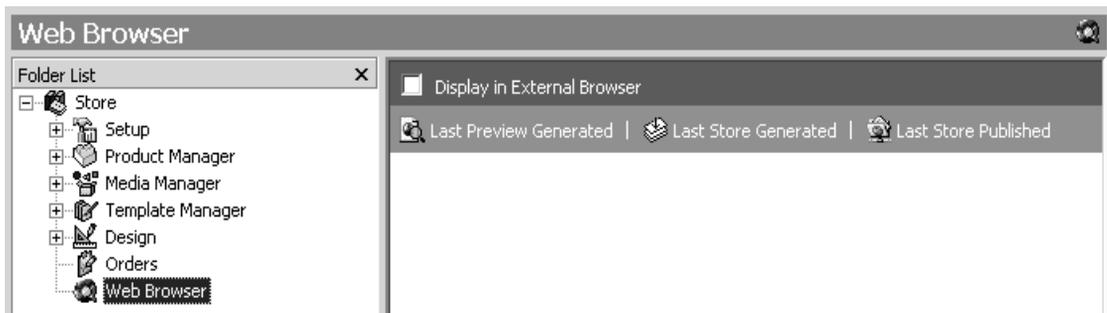
- Select one of the options Only Generate Homepage only or Generate Entire Store.
- Specify the maximum number of products to be displayed and the browser type to be used.
- Check the pages for which you wish to generate a preview.

- Click on Create Preview.

The preview will now be displayed using the desired browser type. To compare it with the existing store, change to your internal preview browser and click on the button Last Store Generated. You will see the existing store as it appears, without the new changes you have made.

Comparing different versions of your store

In the "Web Browser" folder, you can display different versions of your store for comparison.



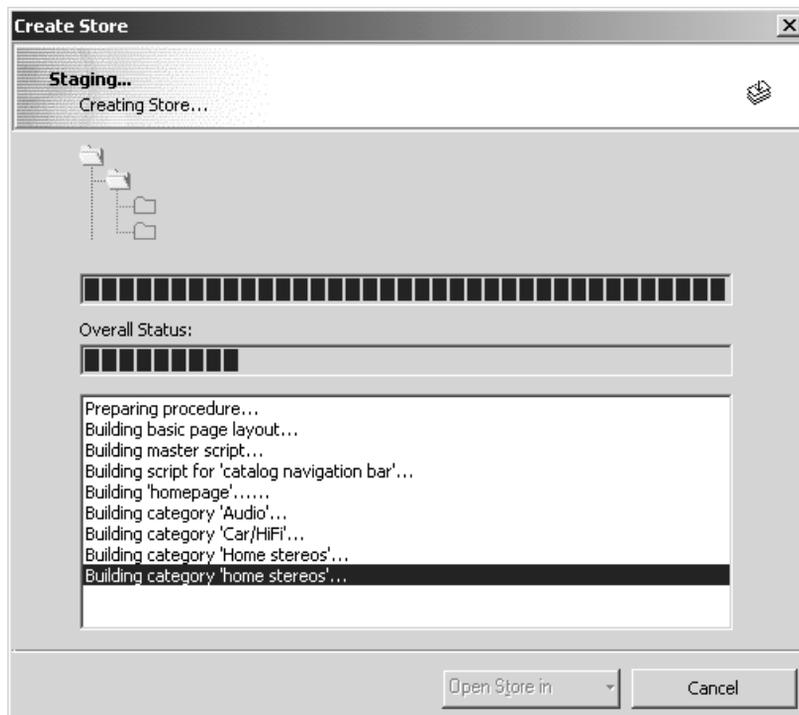
- Put a check in the control box to display the store in an external browser.
- Click on one of the blue buttons to display that store version using the preselected browser.

Generating your store

Having completed the steps described in this chapter, you are now ready to preview your entire store. This will allow you to "test-drive" it off-line using a browser of your choice.

- Click on the  button in the top toolbar.

You will see the following dialog window:



Progress in generating the store is indicated as the blue bar fills in on the screen.

Once the store has been generated, click on the Open store in button to enter it with the desired browser. You can now view your store and test its functions to verify that it looks and operates as you intended.

Exploring your store

When a potential customer enters your store through the browser, he or she will typically land on the home page, which is your "front door".

Navigating through the store

Customers can browse through your store using the shortcut bar and the embedded links.

Company Logo

[Home](#) | [Orderform](#) | [Search](#) | [Contact](#) | [Terms of Use](#)

Quick Search
 [Go!](#)

Categories

- [Clothing \(1\)](#)
- [Audio \(4\)](#)
- [Visual entertainment \(7\)](#)
- [Office \(4\)](#)

Welcome to our online store

Write a short introduction.

Our top products



AIWA NSX-AV720
 USD849.00
 EUR 782,81

[Add to Cart](#) [more...](#)



Pioneer PRT 400
 USD649.00
 EUR 598,40

[Add to Cart](#) [more...](#)



Fuji Fotonex 3500ix Zoom MRC
 USD399.00
 EUR 367,89

[Add to Cart](#) [more...](#)

Inside shop

Power search...
 Are you looking for a particular item? You'll find it here ...

Dialog
 Feedback, e-mail forms and support ...

GTB
 Our general terms and conditions of business and payment...

Service

You can always contact us with any questions, suggestions or problems:

+01 12345-678998
+01 12345-678999

Support
General requests
Webmaster

Copyright (c) 2000 your company. All rights reserved.
 Sample Corporation - 1234 Sample Str - 12345 Sample town - +01 12345-678998 - +01 12345-678999

- For technical questions regarding our online products and services, please contact Webmaster@company.com

Store last updated 08/18/2000 14:52:56

smartstore2000
EXPRESS

Shortcut bar

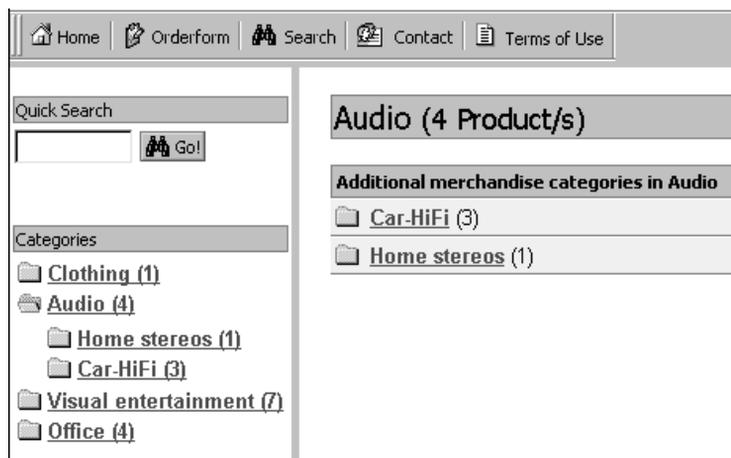
The shortcut bar is always positioned in the same place, regardless of the page on which the visitor is located. There are also specific function buttons on each page, all designed along similar lines. The Home button always returns the visitor to the home page.

Your store's links

Links are depicted in dark blue and underlined, and you should not change this, as it is universal practice. The most important links are gathered under "Complete catalogue" in the catalogue bar. Depending on the configuration, this will show all of the product groups or only the main product groups.

Clicking on a product group opens the catalogue for that group, showing the visitor any sub-groups within that group, along with an indication of the number of products it contains. Here is an example:

To help your store visitors browse in comfort, you should respect standard practice for web page design.



Clicking again, on one of the sub-groups, allows the visitor to see all of the products it contains. For more information on a product, the visitor clicks on the thumbnail or on the product name.

Promotional products

At the heart of your home page are located the promotional products you defined in the product manager ("Top Product").



To get additional information on one of the products, the visitor can click on any of these:

- the picture of the product,
- the name of the product, or
- the link shown as more...

When a visitor decides to buy a product, he or she clicks on Add to Cart.

Making an order

After deciding on one or more articles to buy, the visitor can make an order.

Order form

The customer goes to "Order form", where the articles previously selected are listed.

Home Orderform Search Contact Terms of Use

Continue Shopping

Order form

Your order form shows all the items you marked while you were 'strolling' through our shop. You can change the kind and amount of an item here at any time, or delete items or even the entire order form. Use the **Checkout** button to submit your order now.

Checkout >>

Item no.	Description	Options	Discount USD	Unit price USD	Amount	Total USD
40101-0001	AIWA NSX-AV720	No Variants:	0.00	849.00	<input type="text" value="1"/>	849.00
40101-0005	Pioneer PRT 400	No Variants:	0.00	649.00	<input type="text" value="1"/>	649.00
40103-0002	Fuji Fotonex 3500ix Zoom MRC	No Variants:	0.00	399.00	<input type="text" value="1"/>	399.00

Subtotal USD 1,897.00
Alternative EUR 1,749.10

Recalculate Delete Cart Checkout >>

The customer can then

- change the quantity of a product,
- remove a product from the order by clicking on the recycle bin symbol,
- review the product information by clicking on the name of the product,
- verify prices and the order total, or
- return to the catalogue to continue shopping.

Customer information form

When ready to place the complete order, the customer clicks on the button labelled Checkout. This takes him or her to the page where customer details are required. The customer should fill in as much as possible of the information requested, so that the order can be filled without the need to ask for additional information. Mandatory information is specially indicated; if any of this is missing, it will not be possible to fill the order.

Choosing shipping method

When the customer has given the shipping address, a click on Next takes him or her to the page where a choice of shipping method must be indicated.



Select the desired shipping method

Select the desired shipping method here. Click the corresponding button on the left.

Shipping method	Description	Price
<input type="radio"/> Hermes	Hermes Parcel Service	USD 2.00
<input checked="" type="radio"/> UPS	United Parcel Service	USD 0.00

[< Back](#) [Next >](#)

In the column on the right-hand side you will find the price of the shipping method.

- Click on Next to select the mode of payment.

Choosing mode of payment

On this page you have to choose a mode of payment. If "Credit card" is selected, additional information will have to be supplied. The fees for the different modes of payment are displayed in the column on the right-hand side. When finished, click on Next again.



Select the mode of payment

Select the desired mode of payment. Click the corresponding button on the left.

Description	Description	Fee
<input checked="" type="radio"/> American Express		USD 3.00
<input type="radio"/> Cash on delivery		USD 10.00
<input type="radio"/> Payment by invoice		USD 0.00
<input type="radio"/> Credit card		USD 0.00

Credit card

American Ex ▼

Card number

Valid until

▼ ▼

Cardholder

< Back

Next >

Checking the order

The customer can review all of the order data and personal information on the page "Please check your order". After this, he or she only needs to click on Process order - and you have got a new customer!

Home | Orderform | Search | Contact | Terms of Use

Please check your order...

Here you can see your entire order. Check final amount and billing and delivery addresses.

- If everything is OK, click the **Process order** button
- To make corrections, click the **Back** button

← Back
Process Order

Order form						
Item no.	Description	Options	Discount	Unit price	Amount	Total
40202-0001	AIWA NSX-AV720Pro	No Variants:	0.00	125.00	1	125.00
40202-0002	Sony MHC-RX 77		0.00	189.00	1	189.00
40202-0003	Philips AS 680C		0.00	215.00	1	215.00
Subtotal USD						529.00
Shipping costs USD						10.00
Mode of payment fees USD						10.00
Included VAT USD						35.91
Final amount USD						549.00
Alternative EUR						506,20



Note!

Depending on the tax region, the order total may be different from the sales price information given in the catalogue.

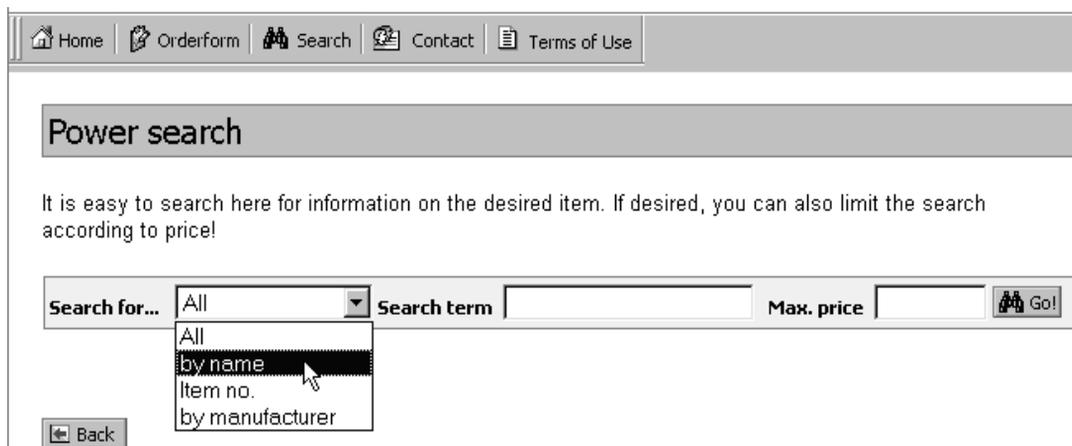
When the customer clicks on Process order, SmartStore 2000 Express sets up an internet connection to send the order off by e-mail. When the message is successfully sent, the order has been placed.

Searching the store

The home page of your store includes two powerful search functions for customers' use.

Quick search

A store visitor can enter a search term in the Quick Search box above the catalogue bar. This will search the entire catalogue for the term, which may be an article name, a manufacturer's name, etc. The results are then shown on the "Power search" page.



The screenshot shows the top navigation bar with links for Home, Orderform, Search, Contact, and Terms of Use. Below this is a grey header for "Power search". The main content area contains the text: "It is easy to search here for information on the desired item. If desired, you can also limit the search according to price!". Below the text is a search form with a "Search for..." dropdown menu (currently set to "All"), a "Search term" input field, a "Max. price" input field, and a "Go!" button. A "Back" button is located to the left of the search form. The dropdown menu is open, showing options: "All", "by name", "Item no.", and "by manufacturer".

Power search

For a more refined search, a store visitor can click on the Power search link in the column "Inside shop". The "Power search" page offers a number of categories in a drop-down list (Search for...), in which the specified Search term will be sought. It is possible also to specify a Max. price for the desired product. A click on Go! starts the search, whose results are displayed in a list that the customer can choose from.

Contacting the store

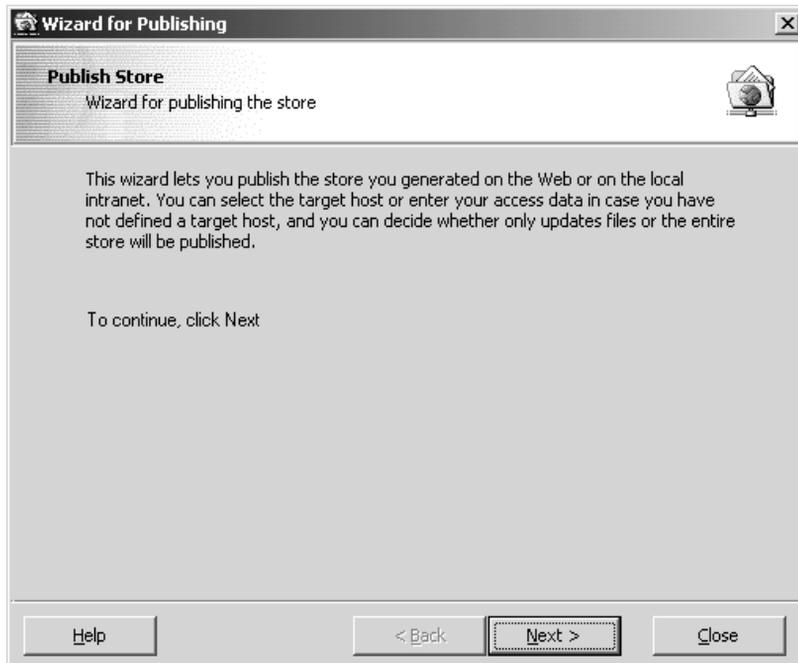
A store visitor who wishes to contact you needs to click on the Dialog link in the "Inside shop" column. The dialog page allows him or her to write to various contacts in your store by e-mail or by filling in a form. In the same column the store's "general terms and conditions of business" GTB are made public. Finally, at the bottom of the column are located three "mail to:" links that call up the customer's own e-mail program to write to the appropriate address.

Putting your store on the internet

Once you have finished your "test drive" of your store using an off-line browser and are happy with its appearance and operation, you are ready to put it on the internet.

- Click on the  button in the upper toolbar.

The appropriate assistant window will come up, looking like this:



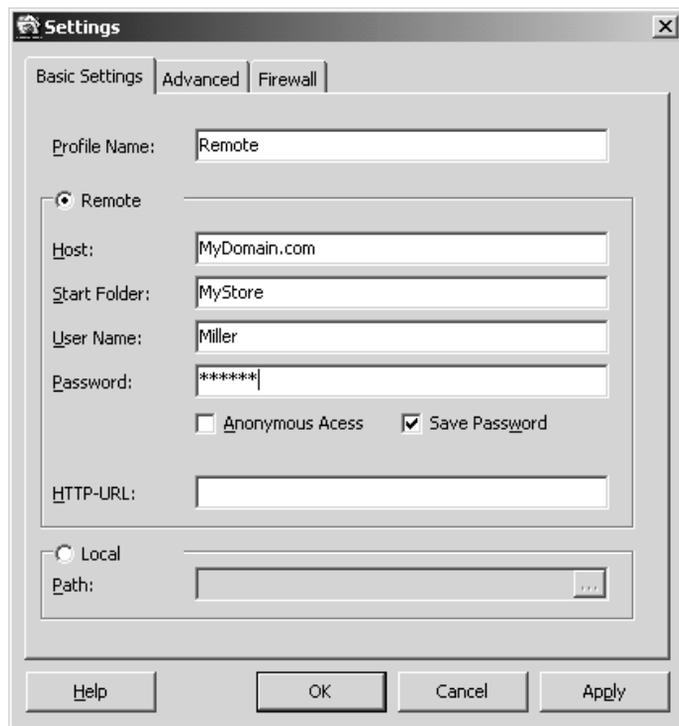
- Click on Next to proceed.

The next assistant window will be displayed:



- Click on Add.

The next assistant window will be displayed, with three tab cards:



The screenshot shows a 'Settings' dialog box with three tabs: 'Basic Settings', 'Advanced', and 'Firewall'. The 'Basic Settings' tab is active. It contains the following fields and options:

- Profile Name: Remote
- Remote (selected radio button)
- Host: MyDomain.com
- Start Folder: MyStore
- User Name: Miller
- Password: *****
- Anonymous Access
- Save Password
- HTTP-URL: (empty field)
- Local (unselected radio button)
- Path: (empty field with a browse button)

Buttons at the bottom: Help, OK, Cancel, Apply.

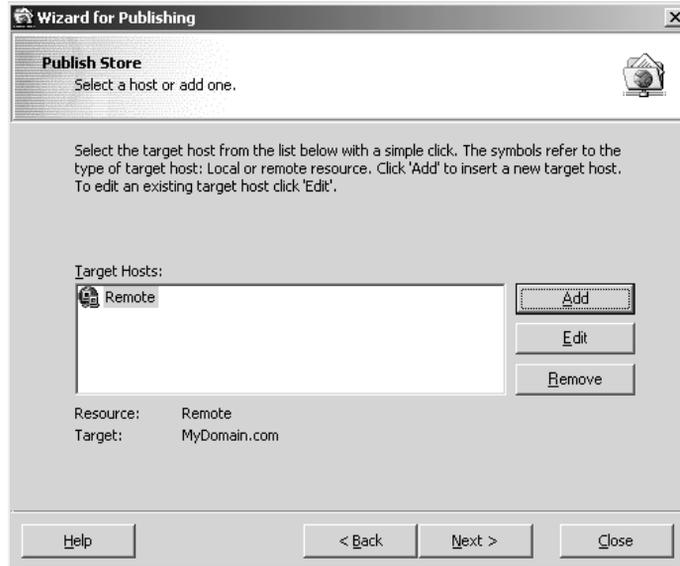


Note!

You will need to contact your ISP to get the information that is needed to fill in these forms, because the information depends on the ISP's system configuration.

- After entering the necessary information, click on OK.

You will be returned to the assistant, with this window:



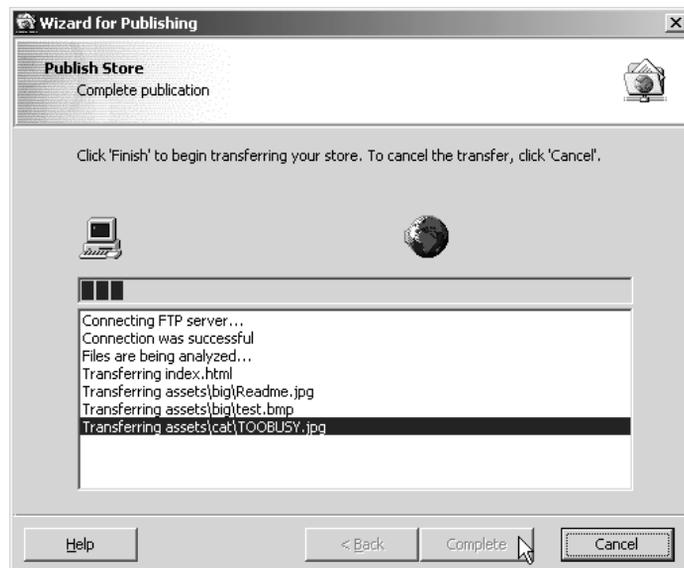
- Select the Target Host and click on Next.



- Select the option desired and click on Next.

- In the final window, click on Complete.

The connection will now be established, after which your store data will be transferred to the server of your ISP.



When this step is completed, your completed store is on the internet and open for business.

Other important program features

This chapter describes a few other important features of SmartStore 2000 Express, such as performing store data backups, importing store data, and customising the program interface with a number of options.

Backing up and restoring store data

Whenever you have entered a significant amount of new data (e.g. upon generating the store anew) you should perform a backup.



Caution!

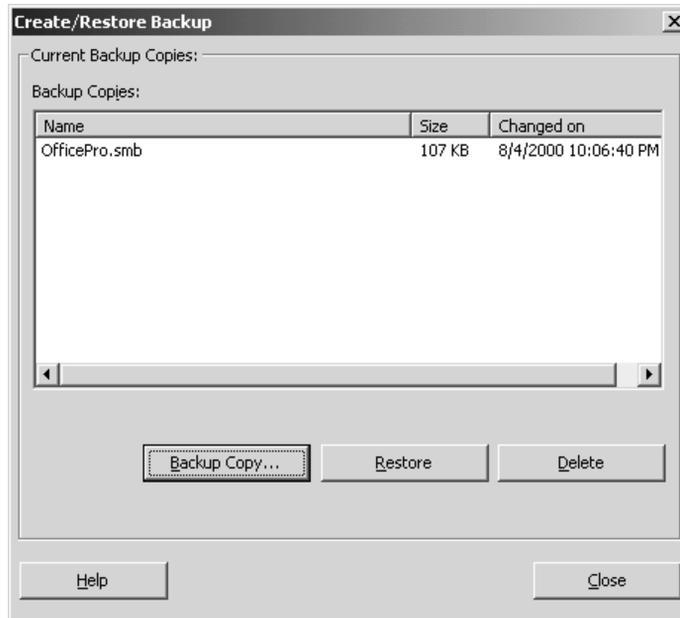
Danger of loss of data! Perform regular backups of your store to external media, such as CD-ROM. This is to prevent total or partial loss of data in the event of a computer disk crash. A hardware fault or electrical power cut can wipe out all modifications and new data entered during that session.

SmartStore 2000 Express contains its own backup feature, which you can call up under File/Create/Restore backup copy. The backup data is stored in the folder called "Backup", in the program's system folder. This is the file you should copy to an external disk, and store in a secure place.

The backup file contains the complete information you have entered into your store, including both general store and inventory information, as well as all illustrations and forms. In the event of a data loss, you can use the restore function to generate your store on the basis of the latest backup available.

Performing a backup

When you execute File/Create/Restore backup copy, the following dialog window appears:



A list of past backups will be displayed. To create a new backup based on the latest store configuration, proceed as follows:

- Click on Backup Copy.

A small dialog window will appear.

- Enter the name for the new backup file and click on OK.

The file will be saved with the extension .smb automatically added to the name.



Note!

It is recommended to use a different name for each new backup, to avoid overwriting previous backups.

The new backup file will be created and saved, and you will see its entry added to the list.

- Click on Close to finish.

Restoring your data from a backup



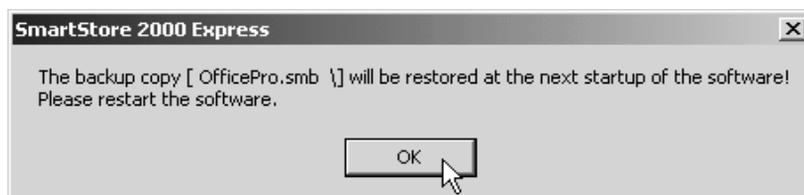
Caution!

When you restore your virtual store's data, the backup will overwrite the version of the store currently loaded. It is strongly recommended to save the current version under a different name first.

To restore your store to the condition it was at when a particular backup was performed, proceed as follows.

- Enter File/Create/Restore backup copy.
- In the dialog window, select the backup file you want to use and click on Restore.

You will see the following dialog window:



- Click on OK to proceed. The program will be shut down and re-started.

When the program restarts, a message will appear confirming the successful restore procedure. You can continue to use or edit the store.

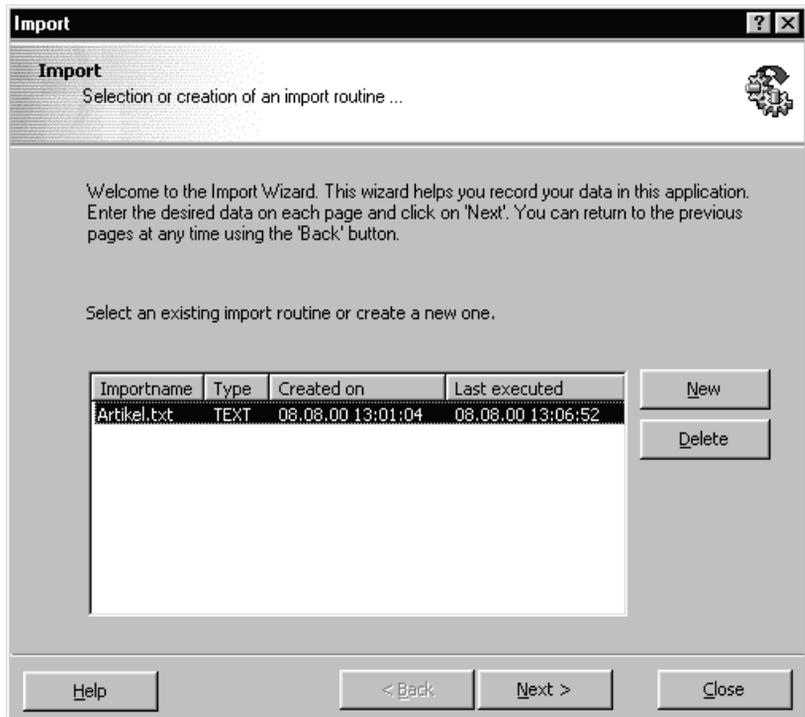
Importing store data

You can easily import existing data for your store from other sources.

The program contains a powerful import filter for text-format data saved in other applications. For example, if you possess a complete inventory of articles that was created with another program, you can import the entire inventory at once using the import assistant of SmartStore 2000 Express. In this way you avoid having to manually re-type all of that information.

- Enter File/Import Data.

You will see the following dialog window:

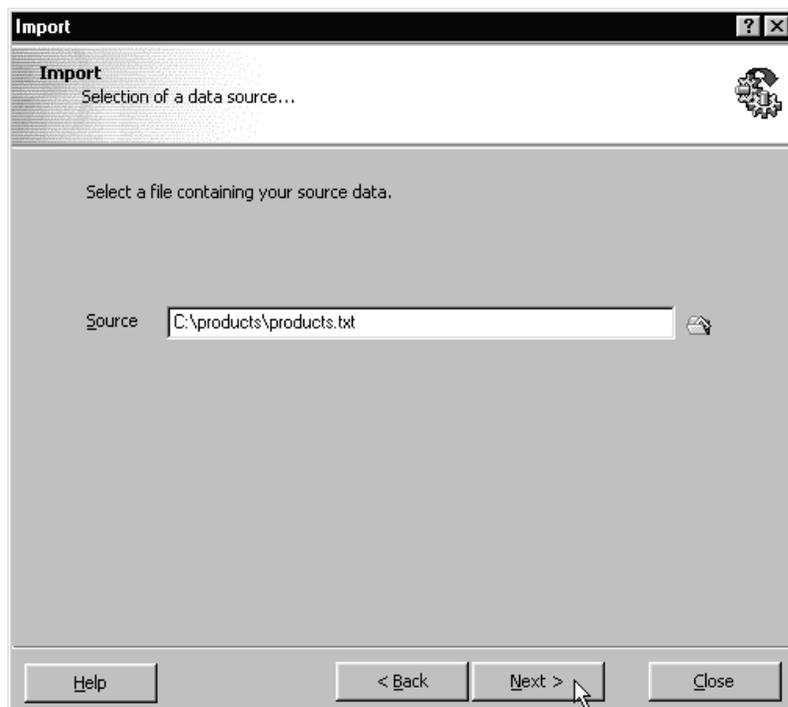


You can either use an existing import profile to import a certain range of data, or define a new import profile.

- Click on New to enter a name for the import profile.

- Click on Next.

You will see the following dialog window:



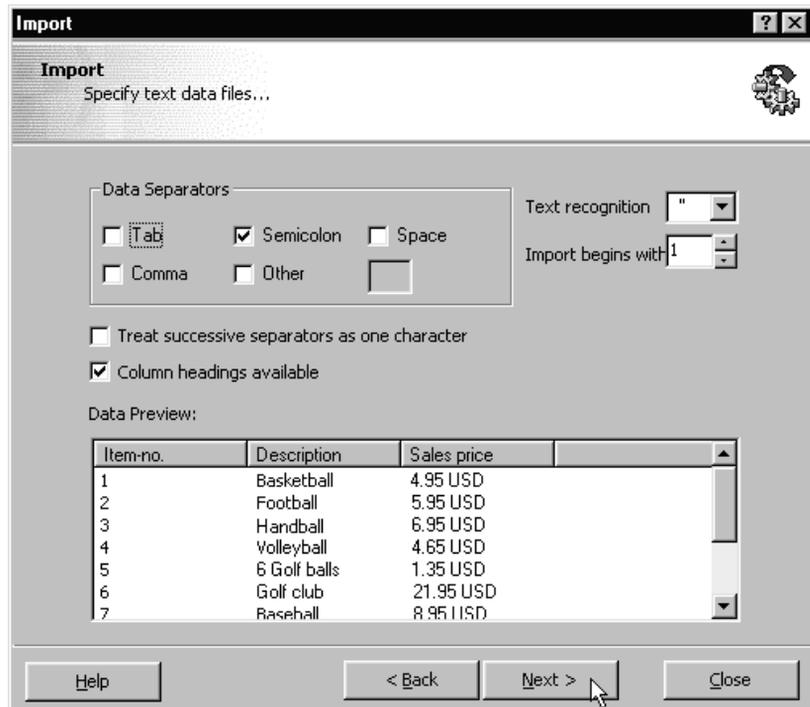
- Specify the path to use for the import files in the Source field or click on the  button to browse for the path.



Notes!

- The current program version only supports text-only import files. Future versions are being prepared that will recognise other formats.
 - If the sum of existing data records and records to be imported exceeds 20 (or 500), the import process will be aborted.
- Click on Next.

You will see the following dialog window:



- In the "Data separators" window, indicate the character that was used to separate data elements when the data was exported.

The "Data Preview" shows you the data, organised in columns.

- Select the Text recognition delimiter.
- In the drop-down list Import begins with, correct the line from which you want the import to begin, if necessary.
- Check the option Column headings available if the data to be imported was saved complete with column headings.

The data preview should then display the appropriate column headings.

- Click on Next.

You will see the following dialog window:

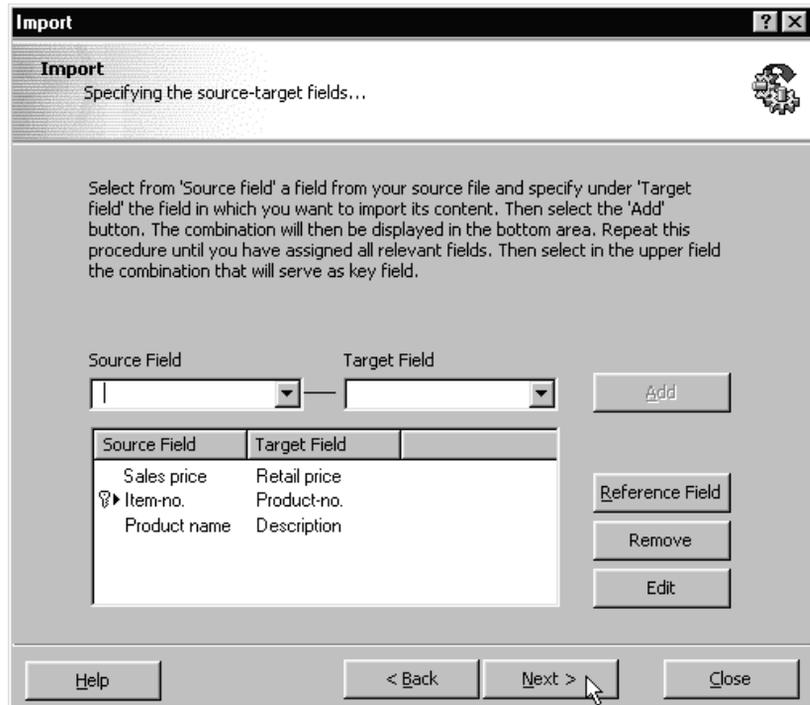


- Select the appropriate option Products or Categories to be imported.
- Define filters if necessary for the data range to be imported, using the criteria provided.
- If you know that a particular field of the source data is numerical only, put a check next to Numerical.

In the example above, all data records will be imported with a product number in the range 1 to 1256, inclusive.

- Click on Next.

You will see the following dialog window:

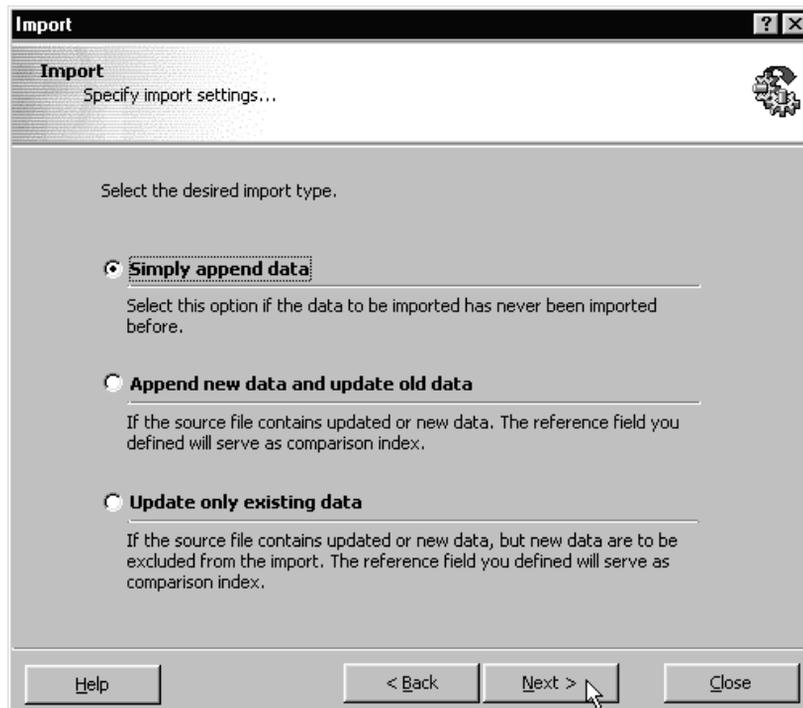


- Select a field name from Source Field, then select the Target Field into which you want to map that category of data, and click on Add.

The two fields will appear in the table in the lower half.

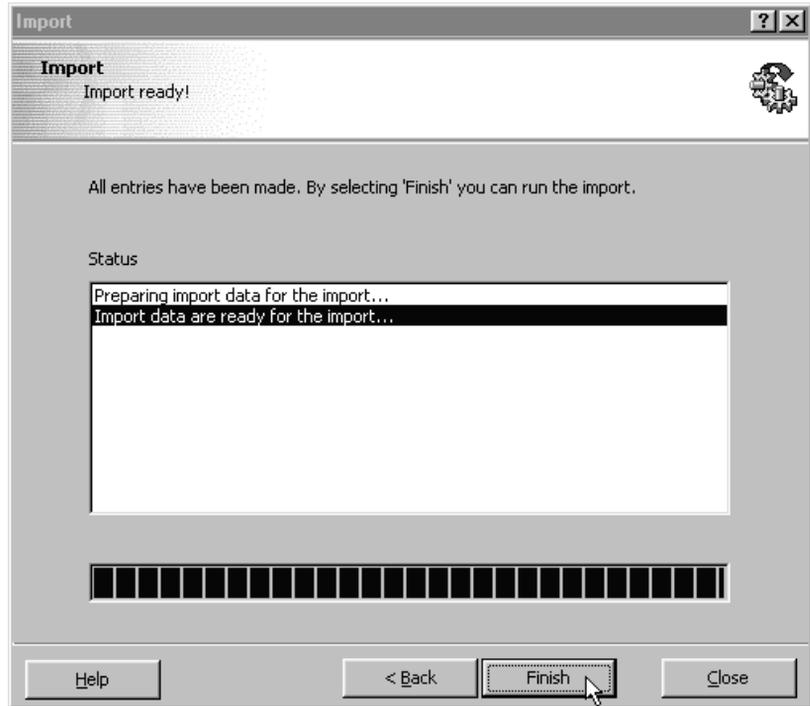
- Continue mapping the remainder of the data fields in the same way.
- Select the line containing the index field and click on the Reference field button to define it.
- Click on Next.

You will see the following dialog window:



- Determine the type of import you want, and click on Next.

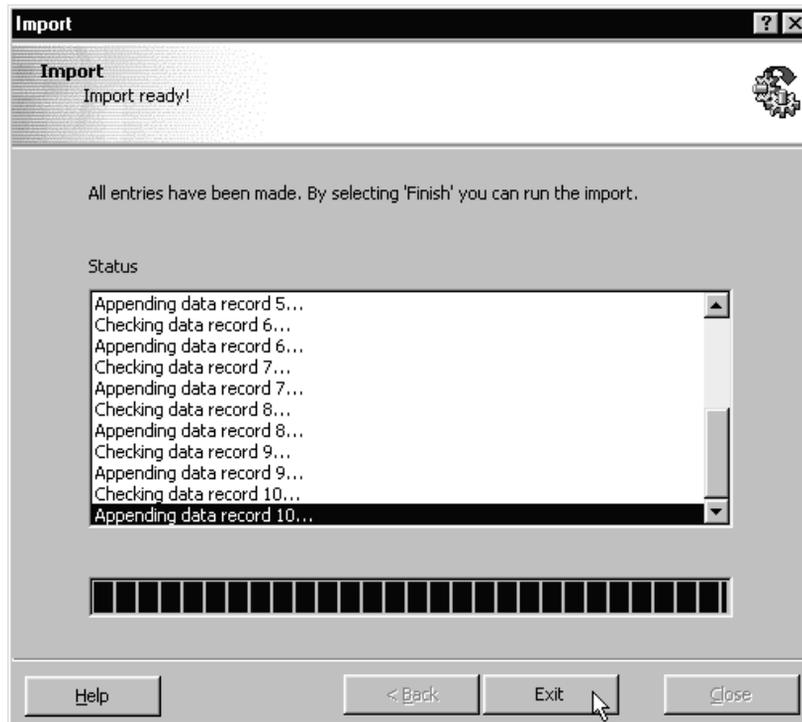
You will see the following dialog window:



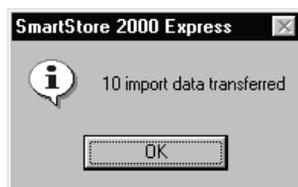
- Click on Finish to finish importing the data.

You will be able to follow progress of the import process through a status window.

You will see status reports like this:



Once the import process is finished, the number of data records imported will be displayed.



Further settings

The menu of SmartStore 2000 Express contains two other important groups of commands: View and Tools. These are commands that allow you to customise the program's working environment and specify some important user preferences.

Changing views of the working interface

The View menu, like many others, is a context-sensitive one. Depending on your current location within the folder hierarchy, you will be able to select different options for viewing.

Suppose you are in the product manager, working on a product group:



- Click on the desired view or grouping option.

The changes will immediately be displayed on the screen.

Basic program settings

The Tools menu allows you to specify some basic user preferences to simplify your work.

- Select Tools/Settings.

General settings

The dialog window shown here will be displayed, with the tab card General:



The Store Folder section is used to specify the folder (path) in which all your store data will be saved.

- Click on the  button to select the path.

- In the Name of the home page section, enter the name of your store's home page.



Note!

The name of the home page will depend on the system configuration of your ISP. Contact your ISP to ensure the information you enter here is correct. Otherwise, customers may be unable to enter your store via your domain.

Converting graphics

This card lets you select the option of automatically converting all product graphics into JPEG format. This saves you the time-intensive work of converting your store graphics, which may be from many different sources and in various formats.

Settings

Catalog language

General **Convert Graphics** Database Services Number Ranges Publish

You can specify whether and how the graphic files are converted to the Web-compatible JPEG format during the assignment procedure.

Convert graphics automatically into JPEG format

Compression Rate: 85 % Compression Type: Default

Picture Attributes:

Product picture:

Max. Height (pixel) 0

Max. Width (pixel) 250

Thumbnail:

Max. Height (pixel) 80

Max. Width (pixel) 0

Do not scale JPEG files

Help OK Cancel Apply

- Put a check in the first box, if you want all selected graphics files automatically converted to JPG files.

You can specify the Compression Rate and Compression Type. In making your choice, you should remember that this will be a compromise between keeping file sizes reasonably small and maintaining a good quality of image. These settings will apply to all your store graphics files.

- Select the desired compression rate and type of compression.

Remember, with increased compression, the image quality will deteriorate. Use the preview function to test the effect of your settings.

You can exempt GIF and JPEG files from automatic conversion. Otherwise, you can check the next two boxes to have files in these formats converted, too. This may be useful if you wish to increase the compression rate, for example.

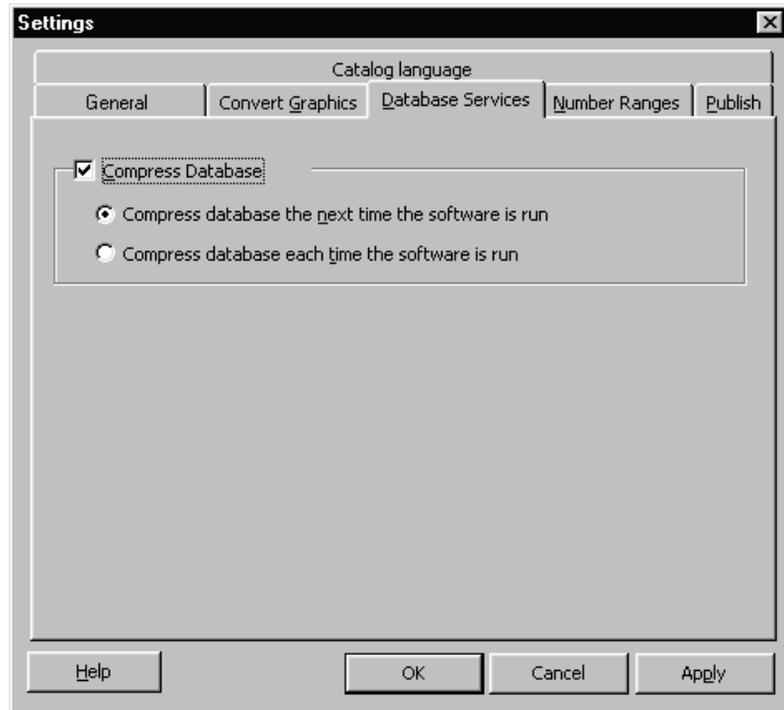
- Check the boxes, as desired.

In the Picture Attributes section, you can specify a single uniform maximum height and width for the JPG file images. This makes it easier to standardise your store's visual layout. Depending on the basic layout you have chosen, you can specify the width or height of the images, to ensure that all article thumbnails and detailed images have the same size in your store.

- Select the desired options for Product picture and Thumbnail, and specify the maximum number of pixels.
- Put a check in the bottom box if you want to activate the dialog for automatic conversion of graphic files (you may have disabled this option when you were importing graphics earlier).

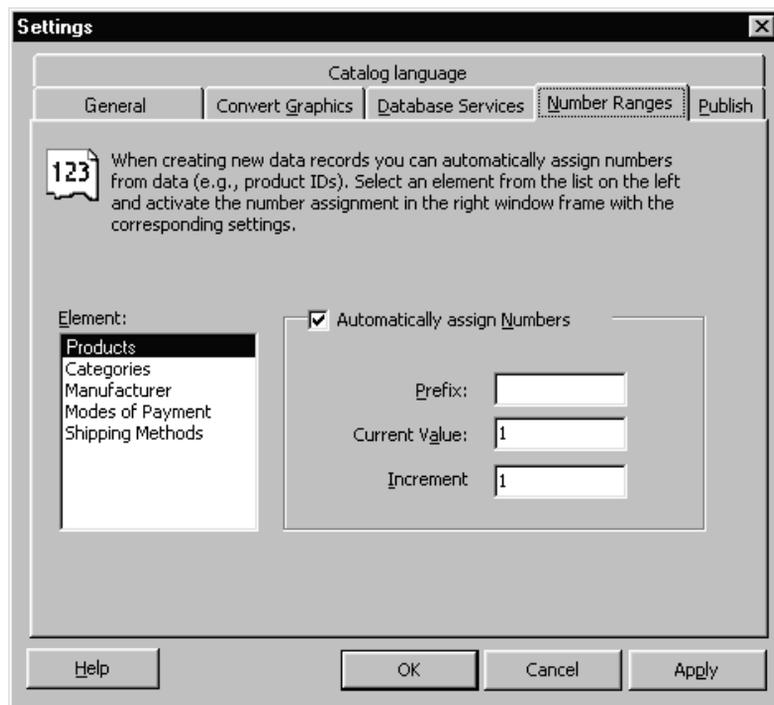
Database maintenance

Database maintenance is needed to Compress Database. There are two possibilities for the frequency of this procedure, choose the one desired in this menu.



Automatic numbering

To simplify data entry for your inventory database, you can have the program automatically number entries in certain element categories. You can separately enable or disable automatic numbering for each category.



- Click once on the Element for which you want to define automatic numbering.
- Check the box for the element category.
- Type in the standard Prefix with which the numbers should begin (if applicable).
- Specify the Current Value from which you want automatic numbering to begin (for example, if some of the numbers have already been assigned).
- Specify the Increment by which you want the numbers to increase.
- Click on OK to finish.

Specify store target hosts

Use this card for the transfer of your store data. A "target host" consists of a complete set of transfer settings; it can be saved, edited or deleted.



- Click on Add to add a new target host.
- Select existing target host and click on Edit to change the present configuration.



Note!

The settings in these dialog windows will depend on your ISP, so you should contact your provider to discuss what settings to make on these three cards.

- Select existing target host and click on Remove to delete it.

Changing catalogue language

This card lets you select the language of your product catalogue when SmartStore 2000 Express is already running.



- Open the list box Catalogue language and choose the desired language.

In addition to that you can choose a corresponding character set from the list box Font. Depending on your choice you have to install the appropriate keyboard layout using the Windows Control panel and your Windows CD-ROM.

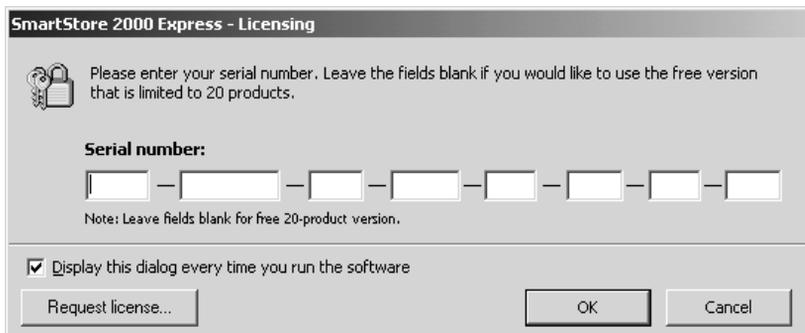


Note!

You can download other languages from the SmartStore web site free of charge.

Registering your software

To register your copy of the program with SmartStore 2000 Express, go to the menu item ?/Licence. You will see the following dialog window displayed:



The dialog box is titled "SmartStore 2000 Express - Licensing". It contains a key icon and the text: "Please enter your serial number. Leave the fields blank if you would like to use the free version that is limited to 20 products." Below this is a label "Serial number:" followed by a series of eight input fields separated by dashes. A note below the fields says "Note: Leave fields blank for free 20-product version." At the bottom, there is a checked checkbox labeled "Display this dialog every time you run the software", a "Request license..." button, and "OK" and "Cancel" buttons.

- Type in your serial number and click on OK to save.
- To disable this dialog window being shown every time the program starts, remove the check from the box.

Upgrading your program registration

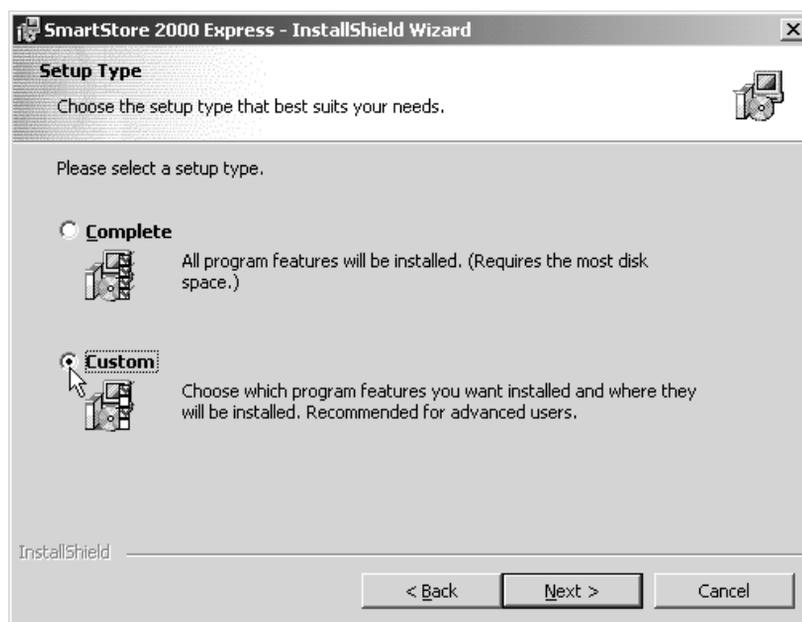
If you are using the freeware version and wish to upgrade to a full license, just select menu item ?/Register. A mouse click on the Registering SmartStore button will take you to the SmartStore company web site where you can purchase a full license by giving your details and making payment arrangements. You will be given your own serial number; once you have entered it, the full-version SmartStore 2000 Express software package is yours.

User-defined program installation

Although the standard installation is useful for installing the complete version of the software, you may wish to perform a custom installation because it allows you to select the portions of the program you want installed and specify the location where it is installed.

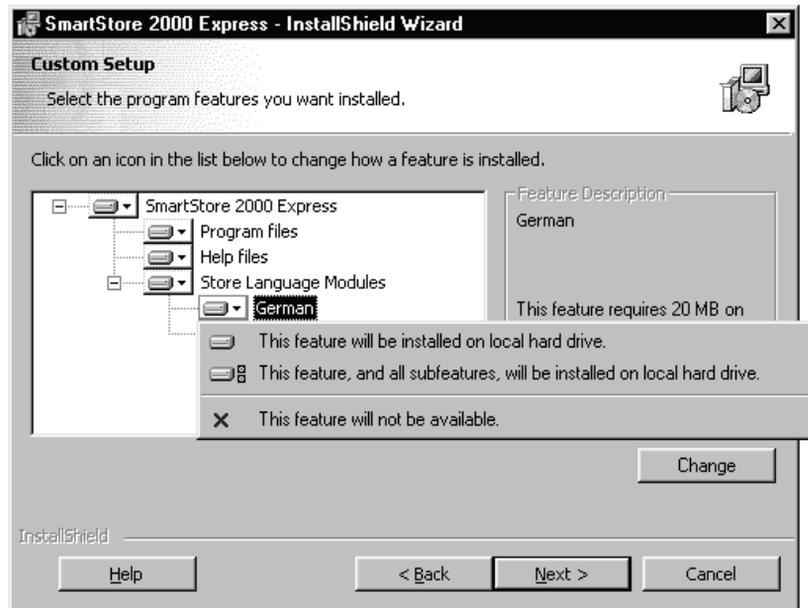
After starting the Setup.exe file from the CD-ROM and answered the questions in the first window, proceed as follows:

- In the next dialog window of the setup assistant, check the option Custom.



- Click on Continue.

The next dialog window will be displayed:



- Click on one of the program modules to the left of Program files.

The menu shown here will appear on your screen.

- Click on the desired installation option.
- To change the drive or folder in which the selected program module will be installed, click on Change.
- When you are done, click on Next to finish.

Uninstalling the program



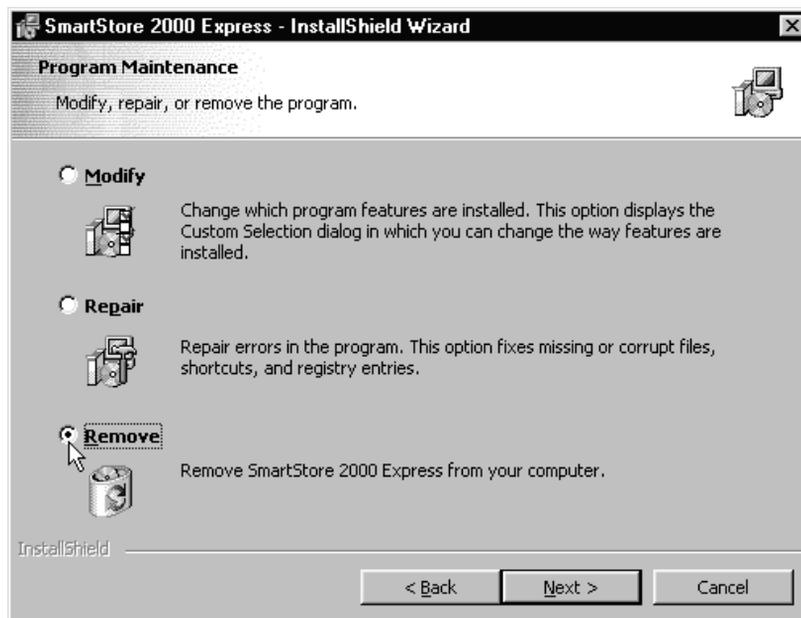
Note!

Do not manually remove the program files from your computer's drives, as this can cause problems with your software registration under Windows.

To uninstall SmartStore 2000 Express, proceed as follows:

- From the Windows Start menu, select Settings/Control Panel.
- Click on Software in the Control panel window.
- From the list of installed software that will now be displayed, select SmartStore 2000 Express and then click on Add/Remove.

This will take you to the Setup Assistant window.



- Click on Remove.
- Click on Next.
- In the next window, click on Remove again.

The various modules that make up SmartStore 2000 Express will now be uninstalled.

- When the next window is displayed, click on Finish.

That completes the process of uninstalling the program. You can now close the Windows utility "Add/Remove program properties" by clicking on OK.

Glossar

Client	A computer within a network or on the internet which makes use of resources that are provided on a server for the benefit of multiple users.
Context-sensitive menu	A menu of commands, where the number and nature of the commands varies depending on the task being performed.
CSS	Cascading Style Sheets. This is an HTML specification under which page designers and users can associate style sheets to their pages.
Domain name	The main part of an internet 'address' or URL, like <i>nutsandbolts.com</i> .
Drag and Drop	To move an item from one folder or location to another, in many cases you can point to it, hold the left mouse button down, then move the mouse to the new location, where you release the mouse button. This is known as 'drag and drop'.
Host name	Your Internet Services Provider (ISP) assigns a name to that portion of server space which is going to hold your data. This will usually be the same as your domain name.
HTML	HyperText Markup Language. A computer language for designing documents for the web.
HTTP	HyperText Transfer Protocol. The client/server protocol designed for accessing information via the web.
Index field	You can define a field in a database or relational spreadsheet as an index field. This is done to improve or simplify operations such as queries, updates etc.
Link	A link takes the user to a different HTML document, or to a different part of the same HTML document.

Mapping	Name given to the process of assigning the contents of fields in one database to those in another.
PDF	Portable Document Format. This is a widely compatible, platform-independent document format from Adobe Systems Inc.
Server	A central administrative computer in a network or on the internet, responding to commands or requests from a client.
Site	A complete set of HTML pages, along with associated files, scripts and databases, administered on the web by an HTTP server.
SSL	Secure Socket Layer. A secure data protocol that uses 128-bit enciphering to protect data travelling between browsers and a web server. Used for secure payment transactions on the web.
Tags	Tags are used in HTML to give special formatting instructions.
Thumbnail	A 'thumbnail sketch', as the name suggests, gives a rough idea of an article for which a more detailed picture is also available.
Web forum	Forums on the web offer different groups of users an opportunity to exchange information and experiences.
Web space	The space a provider reserves for use by a particular customer. Measured in megabytes.
XML	eXtensible Markup Language. A flexible data format that may be useful if you want to import order data into XML-compatible product management systems, for example.

Index

A

adding a new product 32
alternative text 64
automatic numbering 139

B

backing up store data 123
basic store information 38
basis currency 49
body 100
browser compatibility 104

C

catalogue contents 100
catalogue language, changing 141
checking the order 114
client 147
comparing versions 106
compatibility of used browser type 104
compression rate 137
compression type 137
configuring the store 86
contacting the store 116
context-sensitive menu 29, 147
conversion rate 53
converting graphics 136
credit card 56
CSS 147
customer forms 91
customer information form 112
customising layout 101

D

data editor 32
database maintenance 138
default method of payment 90

default tax region 90
descriptive store texts, editing 93
design folder 22
design tools 102
detailed product information 69
direct debit 56
domain name 147
domestic customers 48
Drag and Drop 147

E

EMU 49
euro 49

F

finance settings 45
folder configuration 88
folder list 21
folders 22
foreign currencies 48
foreign customers 48
forms for customers 91

G

general product information 70
global product folders 68
graphics, converting 136

H

home page, name of 136
host name 147
HTML 147
HTML tags 79
HTTP 147

I

importing store data 126
index field 147

installation options, choosing **144**
installing the program **15**

J

JPEG format **136**

K

key words **87**

L

language, changing in catalogue **141**
license query **19**
link **147**
link colour **109**
list editor **30, 39**
long description of products **79**

M

main window **24**
making an order **111**
mapping **148**
media manager **22**
menu bar **20**
meta tags **86**
method of payment, choosing **113**
methods of payment **55**

N

navigation buttons **27**
new design template **96**
numbering, automatic **139**

O

order **111**
order folder **22**
order form **111**
order, checking the **114**

orphaned graphics **83**

P

page foot **100**
page layout **94**
payment, default method of **90**
payment, methods **55**
PDF **148**
power search **115**
predefined page layout **94**
preview **105**
prices in foreign currencies **48**
primary currency, selecting **89**
product data, entering **62**
product groups, defining **62**
product illustrations, managing **83**
product manager **22**
product options, managing **78**
products, long description of **79**
program installation, user-defined **143**
program interface **20**
program settings **135**
program, leaving the **35**
program, starting the **19**
program, uninstalling **145**
promotional products, locating **110**
publishing your store **117**

Q

quantity discounts **72**
quick search **115**
quick-entry method **32**
quick-entry mode **65**

R

rates of tax **45**
registering the software **142**
registration, upgrade **142**
restoring store data **123**

S

- sales tax 45
- search functions 115
- secondary currency, selecting 89
- serial number 19
- server 148
- settings, general 135
- setup folder 22
- shipping charge, fixed amount 59
- shipping charge, price-based 61
- shipping charge, weight-based 60
- shipping charge. free of charge from order 60
- shipping method, choosing 112
- shipping methods 58
- site 148
- software license number 19
- sorting the items in a list 32
- SSL 148
- starting 19
- starting the program 19
- status line 21
- stf-file 95
- store data, importing 126
- store description 87
- store layout, designing 94
- store texts, editing 93
- store, cnfiguring 86
- store, generating 107
- store, links 109
- store, navigating through 108
- store, publishing the 117
- store, search functions 115
- store, shortcut bar 109
- system requirements 15

T

- tags 148
- target group 87
- target host 140
- template manager 22

- thumbnail 148
- title bar 100
- toolbar, web site 100
- toolbars 20, 27

U

- uninstalling the program 145

V

- variants, defining 73
- view your store 107
- views of the working interface 134

W

- web browser 22
- web forum 148
- web page 100
- web page, elements of a 100
- web services 10
- web space 148
- wild card characters 33

X

- XML 11, 148

