


STORE MANAGER MANUAL

Version 1.2
4 December 2007



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1 Version History of this Manual

The latest version of this manual can be downloaded from:

<http://www.ebuttonz.com/downloads/storemanager/download.htm>

Version 1.2 06/12/07

Remove: Re-sequence alt images

Addition:

Payment Schedule

No. of Payments

Availability

Testimonials/Reviews

Online Purchasing

Allow Free Sample

Promote this Product

File > Import

Web Page Literals > Labels 2/2 > 1 Product Auto Forward

Web Page Literals > Labels 2/2 > Web Page Extension

Web Page Literals > Labels 2/2 > Product Page Name

Web Page Literals > CSS Themes

Version 1.1 06/01/06

Addition of Duplicate Product Feature

Version 1.1 05/11/05

Addition of Network Feature

Version 1.1 21/06/05

Removed incorrect reference to downloading product data from eButtonz server.

Version 1.0 18/05/05

First public release.



2 Introduction

2.1 What is StoreManager?

eButtonz StoreManager is a Microsoft Windows® database application that organises your product data and image files and generates a shopping cart enabled web site.

StoreManager enables you to create a structured database of all your products (product codes, prices, descriptions, weights etc) and gives you to have complete control over the allocation, naming and sizing of the product images for your web site.

The software generates your web pages to provide you with complete, independent control of your web site. This means that any updates you make to prices, descriptions or images in StoreManager can be easily transferred from your computer to your web site and become live on the Internet. New and deleted products are automatically added and removed from your web pages when using the “Generate & Upload” function. StoreManager also automatically manages your product-related navigation and hierarchy for you.

A noteworthy advantage of StoreManager is that it generates standard HTML pages that are uploaded to your own web site using the file transfer protocol (FTP) system built into the software. This means your web pages are in the most favoured format for those all-important search engines to index.

StoreManager enables you to recommend other products in the web page specific to the product being viewed: “Customers who bought this item also bought:”

StoreManager helps you allocate products to Categories, Sub-Categories and Product Lists and seamlessly synchronizes your product data with the central eButtonz catalogue server.

The web pages that are automatically generated by StoreManager are constructed using templates. These can be standard ones supplied by us or others or can be designed to your precise needs with great flexibility. Please contact us at design@eButtonz.com to discuss our bespoke design services.

3 Installation

3.1 System Requirements

- IBM-compatible PC with 300 MHz or higher processor clock speed recommended: 233 MHz minimum required. Intel Pentium/Celeron family, AMD K6/Athlon/Duron family, or compatible processor recommended.
- 128 MB of RAM or higher recommended (64MB minimum supported; may limit performance and some features)
- 100MB application install plus 50MB+ store files (depends on size of your store)
- Super VGA (800 x 600) or higher-resolution video adapter and monitor (1024 X 768 recommended)
- CD-ROM or DVD drive
- Keyboard and Microsoft Mouse or compatible pointing device
- Microsoft Internet Explorer version 5.0 or above
- Windows 98 or above
- Internet access. Broadband recommended.
- Sufficient web space to upload your site and the relevant FTP details (supplied by a web hosting company)

3.2 Download StoreManager

Download URL: <http://www.ebuttonz.com/downloads/storemanager/download.htm>

Double click on the downloaded file:

| | | |
|---|------------|------------------------|
|  | Windows XP | StoreManager_SETUP.exe |
|---|------------|------------------------|

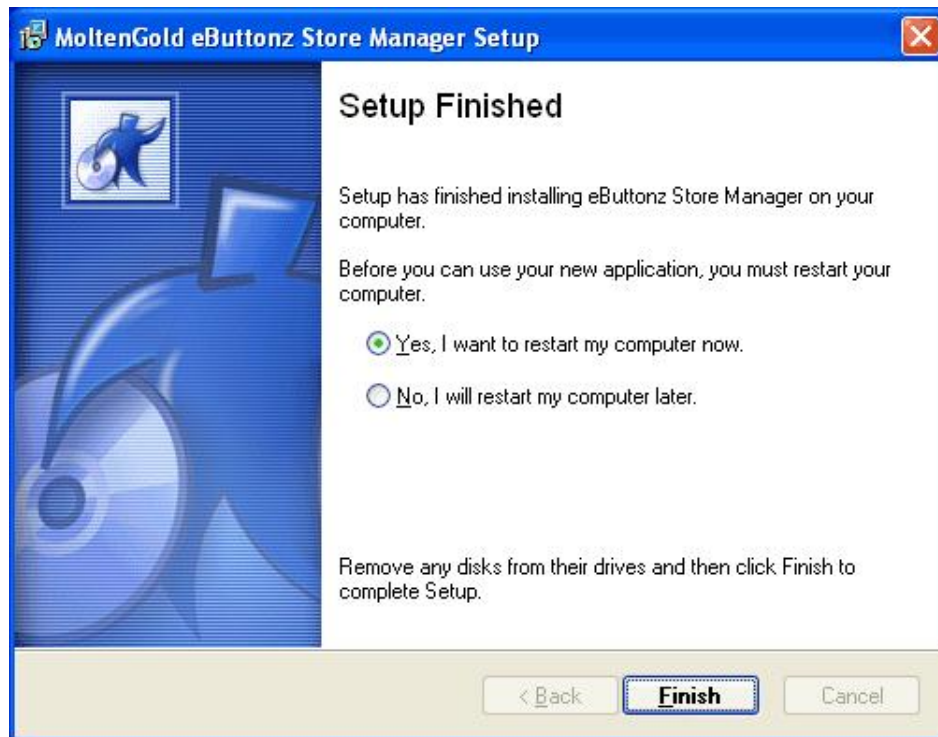
3.3 Privacy Statement

No information or data outside of the StoreManager application is transferred during your use of eButtonz StoreManager synchronization and upload. The software includes no Spyware, advertising or any other intrusive or hidden operations so you can be sure that your privacy is 100% safe when using StoreManager.

3.4 Installation

Run the SETUP program and follow the installation instructions provided on screen.

After a successful installation you will be prompted to re-start your computer. You must do so before launching StoreManager.



4 Launching StoreManager

4.1 Locating the Application File

Standard installation places StoreManager in the following location:

C:\Program Files\eButtonz Store Manager\Store Manager.exe

4.2 Recommended Launch Path

Click the Windows Start Button:



Select: All Programs > eButtonz StoreManager > eButtonz StoreManager

5 Purchasing Store Manager

5.1 Trial Period

A StoreManager licence applies to the use of StoreManager with a specific eButtonz account.

StoreManager is offered free for a 14-day evaluation period. During that time you will have full access to all features except those requiring an eButtonz upgrade. The 14 days will start from registration. Upon the completion of 14 days, synchronization and upload features will be disabled for the relevant store. StoreManager will continue to function fully with stores still under trial or with purchased licences.

Should you wish to purchase a StoreManager licence, please visit the upgrades section and then synchronise StoreManager with eButtonz. Your store data will remain intact after your 14 days should you purchase StoreManager at a later date.

To purchase the StoreManager upgrade do the following:

1. Go to: <https://secure.moltengold.com/eButtonz/login.html>

Enter your account ID and password.

Acc: 1234-5678

Pass: *****

2. Select: Upgrade eButtonz

3. Select: Store Manager Licence (£149) then click the “Upgrade Now – Pay Annually” button at the bottom of the page then follow the payment instructions.

6 Creating a Store

If you have not already created an eButtonz store (<http://www.ebuttonz.com/>) click the “Create online store” button.

If you have previously created an eButtonz store, either through StoreManager or online at www.ebuttonz.com, click the “OK” button and enter your user ID and eButtonz password. Your user ID should be an eight-digit number with a hyphen in the middle, such as: 1111-2222. Note: This will connect StoreManager to the correct eButtonz account but will not enable the download of product records.

6.1 Create Online Store

Clicking the “Create online store” button will launch the online eButtonz account creation web page located at:

<https://secure.moltengold.com/eButtonz/registration.html?stm>

6.1.1 Account Creation Process

Select a version of eButtonz appropriate for where your business is located. Scroll to the bottom of the page and click “Continue” button.

Provide your business & contact details together with you currency, administration and payment requirements.

6.1.2 Account Confirmation Page

The confirmation page will provide the following information:

Online registration complete


Please make a note of your user id: 3326-6114 (example)



Note: We strongly recommend you print this page for your records and make a note of your password.

Close the browser window, return to StoreManager and enter your new user id and the password you selected in the Open Store menu.

7 Quick Start

StoreManager is split into eight sections, all accessible from the  Home Page:

1. Create & Edit Products in Your Catalogue
2. Categorize Your Products
3. Synchronize: Update Your Catalogue with eButtonz
4. Content Management System
5. Generate and Upload Your Website
6. Accounts: Edit Your Online Account
7. eButtonz Features & Upgrades
8. Help Pages

Follow this sequence to get started as quickly as possible – each step is required to build your online store:

- 1) Add some products to your new store using Create & Edit Products
- 2) Categorize Your Products so they can be found by your shoppers
- 3) Update the eButtonz e-commerce server with your product details using Synchronize so your products are added correctly to your online shopping cart
- 4) Create a home page and add some non-product web pages such as “Order Info” using StoreManager’s Content Management System feature
- 5) Build your web pages and put them on the web using Generate and Upload Your Website
- 6) Preview your web site and start selling

8 Create and Edit Products in your Catalogue

On selecting this option for the first time you will be presented with a blank product record.

8.1 Create a Simple Product Record

Create your first product by entering in the following **required** data:


- 1) Product Name
- 2) Code (Please enter a unique code for each product. **Important** : Letters, numbers and underline ("_") characters only. **No spaces** or other punctuation.)
- 3) Price (Select Tax & Postage Tab in lower half of window to set VAT/Tax options – more detail below)
- 4) Description



Note: Once saved Product Codes **may not** be changed.

8.2 Save Product Record


To save a record choose from the following:

- Click the Save button 
- Keyboard: "Ctrl + S" (not active with cursor in Description input field)
- Select from the top menu: File > Save Product

When exiting a modified record you will be prompted to save any changes.

8.3 Create A New Product Record


To create a new record choose from the following:

- Click the New Product button 
- Keyboard: "Ctrl + N"
- Select from the top menu: File > New Product



8.4 View Product List

When you have created more than one record they can be viewed in a list. To access the list chose from the following:

- Click the List View button 
- Keyboard: “Ctrl + L” (not active with cursor in Description input field)
- Select from the top menu: View > List

9 Advanced Product Record Options

The advanced product options enable you to add a large number of features to the product record:

- Images Options
- Product Description
- Categorize
- Classification
- Tax/VAT & Postage options
- Promotional
- Variants
- Search Words
- Advanced
- Alternative Images

Each of the items are described in the following sections.

10 Images Options

Store Manager will organise and, if required, re-size your product images. Each product has one master image and up to six alternative images (images that display different views of your product accessed via a thumbnail image on your product web page – see example below).



10.1 Image Formats

Only JPEG and GIF file formats are supported. StoreManager will convert them all to JPEGs.

10.2 Image Sizes

Ideally, you should upload images that have been professionally edited to conform exactly to the largest size required. Failing that, where possible, ensure that your original image exceeds 400px in width.

StoreManager will resize your image and create the necessary versions for your web site during site generation (see below)

10.3 Add Master Product Image

A "master product image" is the main image that will be displayed on the product page and in thumbnails where the product appears in lists.

- 1) Click the "Browse" button under the "No Image Selected" picture.
- 2) Browse to your image file and select "Open".





10.4 Add Alternative Images

To add an alternative product image:

- 1) Click the “Alt Images” Tab under “Additional Settings”
- 2) Click the Add Image button.

10.5 Delete Alternative Images

- 1) Click on the image and note the red selection border.
- 2) Click the “Clear Image” button to delete the selected image.


11 Product Description

11.1 Text Formatting

The description field provides limited text formatting options (**bold**, *italics* and underline) accessed via the following buttons respectively:




11.2 View Source Code

More advanced users may view and edit the source HTML code of the description field by clicking the “View Source” button: 

Click the “View Source” button to toggle between code and standard edit mode.

11.3 Add Hyperlink

To add a hyperlink to a specific word:

- 1) Highlight the chosen word(s) with the cursor
- 2) Click the “Insert Link” button: 
- 3) Select Hyperlink type*
- 4) Enter the URL (for http an example may be: <http://www.ebuttonz.com>)
- 5) Click OK

*Useful Types and Examples:

| Name | Type | Example |
|---------|---------------------|---|
| http: | world wide web link | http://www.ebuttonz.com |
| mailto: | email link | mailto:sales@ebuttonz.com |

You are advised to use absolute URLs (starting with http) even for pages on your own web site unless you are familiar with the way StoreManager organizes the web pages it creates.

12 Categorize Products

To organise your products for visitors to your web site StoreManager includes a categorization feature. Using this feature you can create categories, sub-categories and sub-sub-categories and allocate products to them. Categories may include such things as:

- Sale Items
- Recent Additions
- Men's
- Ladies'
- Kids'
- Shop By Brand
- Shop By Size

You can categorize either via the product record (only categorizes the current product) or via the "Categorize Your Products" link (categorizes any product) on the home page or by pressing the F2 key at anytime (see below).

In the product record click the Categorize button to open the Categorization Window:

12.1 Categorization Window

eButtonz Store Manager

Product Assignment for Brightside Polyurethane Paint, Code: 003001_M Done

| Category | Sub Category | Sub Sub Category | Products |
|--------------------------------|----------------------------|------------------|----------|
| Bags | Crewsaver Wet and Dry Bags | | 010003_M |
| Bic Rowing Tenders | Gill Wet and Dry Bags | | 010006 |
| Boat Care - Sail Accesories | Musto Luggage | | 020003_M |
| Boat Care - Tools, Fillers and | Plastimo Dry Bags | | 023003_M |
| Boat Care - General | Typhoon Wet and Dry Bags | | 024103_M |
| Boat Care - GRP Materials | Waterproof Containers | | 024105 |
| Boat Care - Paint, Varnish and | | | 030001 |
| Boat Care - Tape | | | 030003 |
| Boat Covers | | | 030006 |
| Books and Charts | | | 030101 |
| Bouyancy Aids, Lifejackets and | | | |
| Cleats | | | |
| Clothing | | | |
| Clothing Accessories | | | |
| Deck Hardware | | | |
| Flags | | | |
| Garment Care | | | |
| Laser Spares | | | |
| Navigational Aids | | | |
| Other | | | |
| Paddles | | | |

Product located in the following categories

Bags > Crewsaver Wet and Dry Bags

☒ View codes
☐ View product names

Copyright MoltenGold Ltd 2003

A product must be categorised in order to appear in your web site. StoreManager offers a minimum categorization depth of one and maximum categorization depth of three levels:

- Category (column 1 above)
- Sub-category (column 2 above)
- Sub-sub-category (column 3 above)
- Products assigned (column 4 above)

Examples:

(Shown in illustration)

- Bags (Category)
- Gill Wet and Dry Bags (Sub-category)
- *Not required (Sub-sub-category)*
- 01003_M + 010006 + 020003_M... (Product Codes shown in Product list)

- Men's Shoes (Category)
- Brand (Sub-category)
- Adidas (Sub-sub-category)
- ADD1234 + ADD1235 (Product Codes shown in Product list)

- Landscape Prints (Category)
- *Not required (Sub-category)*
- *Not required (Sub-sub-category)*
- LP_DAV34 + LP_HIB56... (Product Codes shown in Product list)

Your web site's navigation system will be generated by StoreManager to mirror the categorizations you create.

12.2 Create Category

- 1) Under the Category column click the "New" button
- 2) Enter a Category Name (example: Men's Shoes)
 - 1) Add a thumbnail image the represent this category as a whole (optional)
 - 2) Add some introductory text for this category (optional)
- 3) Click OK
- 4) A new category heading (example "Men's Shoes" should appear in column 1)
- 5) If no further categorization is required you may allocate the product using the green "Add Product to this category/list" button.



Note: Search engines will index the relevant descriptive text.

Category Edit

Category Name

Men's Shoes

Browse

Clear

Category Description

Editor

We offer a broad range of shoes for men with shoe sizes from 6 to 16. Categories are divided into brand, shoe type and accessories.

OK Cancel

12.3 Create Sub-Category

- 1) Click on and highlight a Category Heading
- 2) Under the Sub-Category column click the "New" button
- 3) Enter a Sub-Category Name (example: Brand)
- 4) Add a representative thumbnail image for this sub-category (optional)
- 5) Add some introductory text for this sub-category (optional)
- 6) Click OK
- 7) A new sub-category heading (example "Brand" should appear in column 2)
- 8) If no further categorization is required you may allocate the product using the green "Add Product to this category/list" button.

12.4 Create Sub-Sub-Category

- 1) Click on and highlight a Sub-Category Heading
- 2) Under the Sub-Sub-Category column click the "New" button
- 3) Enter a Sub-Sub-Category Name (example: Adidas)
- 4) Add a representative thumbnail image for this sub-sub-category (optional)
- 5) Add some introductory text for this sub-sub-category (optional)
- 6) Click OK
- 7) A new sub-sub-category heading (example "Adidas" should appear in column 3)
- 8) If no further categorization is required you may allocate the product using the green "Add Product to this category/list" button.

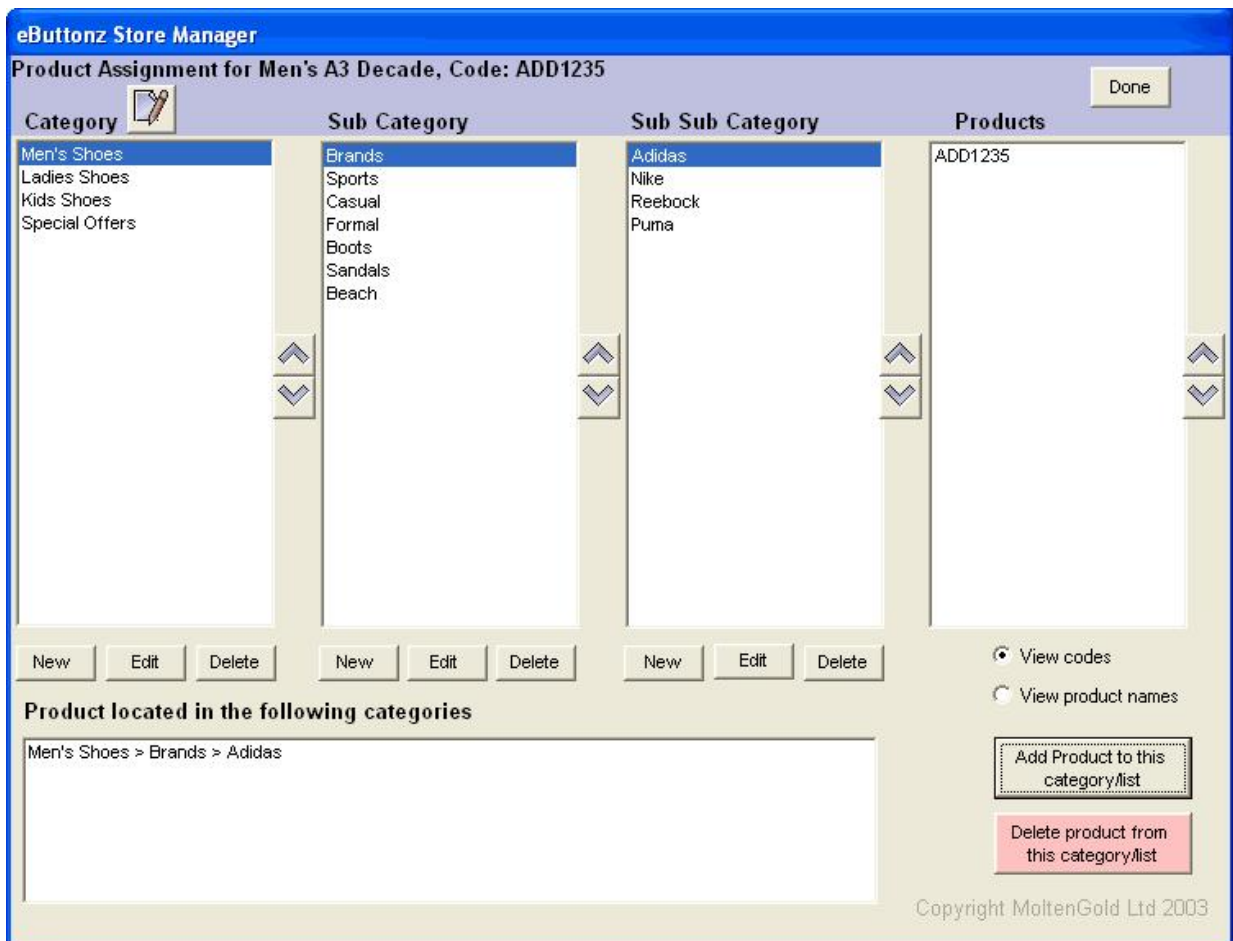
12.5 Add Product to this Category/List

Click on and highlight your desired categorization path and click the green “Add Product to this category/list” button.

In the example below the product (described at the top of the window as Men’s A3 Decade, Code: ADD1235) will be allocated as follows:

Men’s Shoes (Category) > Brands (Sub-category) > Adidas (Sub-sub-category) > ADD1234 (Product Codes shown in Product list)

If you have followed the instruction above correctly your categorization window should look like:



The screenshot shows the 'eButtonz Store Manager' window titled 'Product Assignment for Men's A3 Decade, Code: ADD1235'. The interface is divided into four main columns: 'Category', 'Sub Category', 'Sub Sub Category', and 'Products'. The 'Category' column lists 'Men's Shoes', 'Ladies Shoes', 'Kids Shoes', and 'Special Offers'. The 'Sub Category' column lists 'Brands', 'Sports', 'Casual', 'Formal', 'Boots', 'Sandals', and 'Beach'. The 'Sub Sub Category' column lists 'Adidas', 'Nike', 'Reebok', and 'Puma'. The 'Products' column shows 'ADD1235'. Below these columns are three sets of 'New', 'Edit', and 'Delete' buttons. At the bottom left, a text box labeled 'Product located in the following categories' contains the path 'Men's Shoes > Brands > Adidas'. At the bottom right, there are two buttons: 'Add Product to this category/list' and 'Delete product from this category/list'. A 'Done' button is located in the top right corner. The bottom right corner of the window displays 'Copyright MoltenGold Ltd 2003'.

When complete click the green “Done” button.

12.6 Delete Product from this Category/List


Click on and highlight your desired categorization path and click the red “Delete Product from this category/list” button.

In the example above the product (described at the top of the window as Men’s A3 Decade, Code: ADD1235) will be removed from this categorization.

When complete click the green “Done” button.

12.7 Adding Introductory Text to the Categories Page

Above we have described how to add introductory text to each category and sub-category but you may also want to add introductory text to the web page that lists your

categories. To add and edit this text click the edit icon  next to the Category heading in column 1.

13 Sales Units

These three settings allow you to control how your products are priced and sold in greater detail. Most products require no special settings here; most products are priced per each item sold, with a minimum purchase of 1 item and in multiples of 1. This section comes into its own when you have exceptions to the rule. For example, you are selling material priced by the metre, cut to customers' specifications to the nearest cm, with a minimum purchase of 2m. The settings in the case would be:

- Sold per: Metre
- Sold in multiples of: 0.1
- Minimum quantity sold: 2

13.1 Sold Per

Select how your product is priced, for example:

- Each
- Metre
- Litre
- Kg
- Hour
- Inch
- Foot
- Yard
- Sq. Foot
- Pint
- Copy
- Dozen
- Box
- Unit

These words will appear in your summary and transaction pages, correctly pluralised and, where appropriate, translated for you in you have a non-English version of eButtonz or the multilingual upgrade.

13.2 Sold in Multiples of

For most products this number will be 1. Some exceptions might include:

- You are selling eggs. They are priced at 25p each but can only be sold by the dozen. Enter 12. The shopper will be allowed to buy 12, 24, 36 etc but will be given an error message if they try to buy 1, 5 or 10.
- You are selling material. It is priced by the metre but you will cut it to the nearest cm. Enter 0.1 because 1cm is 0.1 metres. The shopper will be allowed to buy 2m, 2.1m, 2.2m etc but will be shown an error message if they try to buy 2.13m (because you have decided you cannot cut to the nearest millimetre).

Note that if you leave this value at 1, the shopper will not be able to buy fractional quantities of the product.

13.3 Min Qty Sold

Select the minimum quantity of this product that can be sold in a single transaction. The shopper will be shown an error message if they try to buy less than this quantity. This value will also become the default value in the quantity input field on the product web page.

14 Tax/VAT & Postage options

Note: Options will be greyed out if Variants exist.

14.1 Tax/VAT Applicable

Select "yes" if Tax/VAT is applicable to all or part of the product.

eButtonz calculates:

- Sales tax for US merchants
- VAT for merchants in the European Union and Channel Islands and
- GST for Australian merchants

Others are advised to include any necessary tax in the price or contact bespoke@eButtonz.com to discuss developing a taxation package for your country.

14.2 Price Tax/VAT

Select whether the value entered into the Price field at the top of the window is inclusive or exclusive of tax/VAT.

14.3 Show Tax/VAT

Select whether the price should be displayed inclusive or exclusive of Tax/VAT in your product web pages.

14.4 Net Value (mixed VAT supplies)

This applies only to products that contain some item(s) that are subject to VAT and others that are not.

Enter the net value of the taxable elements.

For example, as a UK trader, you are selling a pack that consists of a book and a CD. The pack costs £20.75 inclusive of VAT. This is made up of the book @ £9 (zero-rated for VAT) and the CD @ £10 + £1.75 VAT. The value to enter in this field is £10, being the net value of the CD.

This information is used to calculate how much of the order is VAT and also to calculate how to apply VAT to the postage costs. In the above example, if this were the only item in the order, 10/19ths of the postage would be subject to VAT (net value of items subject to VAT divided by net value of total order). Note that EU law requires VAT-registered merchants to charge VAT on postage even if you do not pay VAT on it yourself (e.g. if using Royal Mail). eButtonz does all these calculations for you.



14.5 Payment Schedule

This feature requires an eButtonz Upgrade and a FuturePay enabled WorldPay account.

The payment schedule feature allows the merchant to charge recurring payments for products or services. Use the edit menu to set the frequency of these payments (select: Edit > Store Settings > Subscription Frequency).

14.5.1 Subscription

Charge the customer at the set frequency for the number of payments specified or until merchant or customer cancels the subscription.

14.5.2 Unlimited

Charge the customer at the set frequency until merchant or customer cancels the subscription.

14.5.3 One Off Payment


charge the customer only once and is suitable for all non-subscription products.

14.6 Availability

Display in your page the expected delivery period for the product. Add an “In Stock” or “Available in 2 weeks” type message to your product pages.

14.7 Weight & Unit

By default, for US and UK merchants, eButtonz uses weight and destination to calculate postage costs. If you are keeping to this default setting, you can set weight at 0 (zero) to make postage free for a particular product. Always remember to include packaging when calculating the weight of your product.

eButtonz can also calculate postage in a variety of other ways. To explore and edit these settings, log in to your eButtonz account (www.ebuttonz.com) and select "Postage Options".  **Note:** If you are not based in the UK or USA, you **must** do this, or contact bespoke@ebuttonz.com to discuss developing postal calculations according to the system and prices used in your country.

Our Postage Calculation Facility allows you to adjust postage calculations to match your specific requirements.

If you choose an option other than "weight and destination" there is no need to record a weight here.

14.7.1 Postage models

- Weight and destination (US and UK only)
- % of net order value
- Fixed price per item ordered
- Fixed price per shipment

14.7.2 Overrides

- Postage is free when order is free
- Packaging cost. Fixed amount to add to every order
- Minimum postage cost (inc. packaging)
- Maximum postage cost (inc. packaging)
- Net value of order above which postage is free

14.7.3 Insurance

- Do not offer
- Make it compulsory
- Include, customer can remove
- Exclude, customer can add



14.7.4 Geographical Scope

The above set of rules can be defined differently for:

- your country
- your continent
- the rest of the World

14.8 Special Delivery


Some items cannot be sent by mail e.g. because they are too large or volatile. Indicate here if this product requires special delivery. The assumption is that if you are sending one item by special delivery, you will send the whole order that way, hence the single special delivery price will override all other postage calculations whenever an order contains a special delivery item.

15 Promotional

StoreManager offers a number of promotional features that help you sell your products as efficiently as possible.

15.1 Sale Category

 **Note:** This feature requires an eButtonz Upgrade. To purchase this upgrade visit www.eButtonz.com, log in and select “Purchase Upgrades”.

Offer specified products at a discount for a period that is specified in advance. Automatically show the old and new prices on the site. Define several sales covering different periods and/or different products. The discounts will be offered automatically between the dates you specify.  **Note:** This feature requires the clock on your web server to be set correctly.


The sale category feature enables the creation of up to 20 different sale categories, for example:

- 10% Off
- 20% Off
- New Year Sale
- Easter Special
- Christmas Sale
- Valentines Special

To create a sale category:

- 1) Click the sale category “Edit” Button
- 2) Create a sale category Name (Example: Easter Special)
- 3) Enter a % discount (Example: 10)
- 4) Enter a Start Date if required*
- 5) Enter an End Date if required*
- 6) Click “Save Changes”

*Select “Insert” to add date to the selected sale category only
Select “Insert to all” to add date to ALL sale categories

 **Note:** Sales categories must be synchronized with eButtonz after clicking Save Changes.

15.2 Old Price Label & Sale Price Label

When displaying products applied to a sale category your product pages will include the old and new price. Adjust the labels as required to update the wording in your web pages.

15.3 Applying a Sale Category to a Product

Within a Product Record select the Promotional Tab then select a Sale Category from the drop-list.



Additional Settings


Tax & Postage **Promotional** Variants

Sale Category 10% Off ▼ Edit

15.4 Side Sell

 **Note:** This feature requires an eButtonz Upgrade. To purchase this upgrade visit www.eButtonz.com, log in and select “Purchase Upgrades”.

Recommend another product at order summary / checkout based on the contents of a customer’s basket.

 **Note:** If you create variants of a product (e.g. Small, Medium and Large) you must add side sells to the variants, not the master product.

15.5 Testimonials / Reviews

Add testimonials / reviews of your products to be displayed in product pages.

- Click the New button
- Enter the Review’s / Testimonial Author’s Name
- Provide a Review Title
- Type or Paste the Review
- Add a date
- Click OK

15.6 Side Sells at Order Summary

Create a list of products to display at checkout in response to the current product record being added to the basket.

To edit the list:

- Click Add button
- Select then click green “Allow” button or double-click on the product name, or
- Select then click red “Deny” button to prevent the current product record from appearing as a side sell at checkout if the red, denied product has already been added to basket by the shopper.



Note: Side Sells must be synchronized with the eButtonz e-commerce server. To ensure the eButtonz server is up-to-date, select Home > Synchronize.

15.6.1 When Recommending “Product Name”, Add a Side Sell Message

Each product that is included as a side sell can have a sales message added that is displayed at checkout.

For example if an electric torch is added to the basket a set of batteries could be defined as a side sell at checkout. In this example:

- Torch Product Record: Add batteries to side sell list.
- Batteries Product Record: Add a recommendation message such as “Don’t forget to buy your batteries”.

15.7 In-Page Recommendations

StoreManager enables you to recommend other products in the web page specific to the product being viewed, for example “Customers who bought this item also bought:”

To create in-page recommendations:

- 1) Click the Add button
- 2) Choose a product from the list then click the “Select” button or double click on the product name

To delete an in-page recommendation:

- 1) Select the product and click “Delete”

15.8 In-Page Recommendations Heading

Update the default “Customers who bought this item also bought:” message in the product’s web page.

16 Variants

Products are split into two types:

- Master Product
- Variant Product

A master product is sold as is e.g. no variety of size or colour is available. A variant product is sold in a number of variations such as small, medium and large in red, blue or green (a two level variant; **Size** & **colour**).



eButtonz Store Manager supports two kinds of variation for each product (e.g. size and colour). Shoppers select the variants from a drop-down menu. It is possible to price each variation separately. Search results can be tuned to return every variation or only "main" products.

Please note we do not currently plan to enable Store Manager to support more than two levels of variant.

If prices vary across the range of variants for a product, the price displayed on the page is shown as a range. On selecting a specific variant, the display changes to show the actual price. These displays also handle "old" and "new" prices during seasonal sales.



16.1 Creating a Level 1 Variant

To create a level 1 variant:

- 1) Enter the Variant title (Example Size)
- 2) Click the Create / Modify button (note the background changes to **light blue** to signify variant mode)
- 3) Enter an Option Label (Example: Small)
- 4) Enter a Product Code (Example: ADD1235_S)
- 5) Edit Price as necessary
- 6) Edit the Product Name as necessary. Note the original Master Product name has automatically had the Option label appended.
- 7) Complete Tax, Postage, Promotional edits as required
- 8) To add additional variants select the New  button or File > New Variant
- 9) When complete click the "Back Up" button  to return to the main product record

16.2 Creating a Level 2 Variant

To create a level 2 variant:

1. From the main product record select the Variant Tab and click the “Create / Modify” button
2. Select the level 1 variant for the list displayed
3. Select the Sub Variants Tab
4. Enter the Sub Variant title (Example: Colour)
5. Click the Create / Modify button (note the background changes to **aqua** to signify sub-variant mode)
6. Enter an Option Label (Example: Red)
7. Enter a Product Code (Example: ADD1235-S-R)
8. Edit Price as necessary
9. Edit the Product Name as necessary. Note the original Master Product name has automatically had both Variant level Option Labels appended.
10. Complete Tax, Postage, Promotional edits as required
11. To add additional sub-variants select the New  button or File > New Variant
12. When complete click the “Back Up” button  to return to the Variant 1 level.

16.3 Variant List

You can adjust the order of variants displayed in your web page list by selecting from the variant and sub-variant list and utilising the up-down buttons to the right

16.4 Current Variants

This list displays all variants added for the current product record. Double-click an item to jump to its record.



17 Search Engines

Search words are phrases and words added to the Meta Tag keyword section of your web page's HTML during site generation. Meta Tags can be indexed by external search engines and searched for with the eButtonz internal search engine upgrade. This means your customers can locate your products more quickly. To purchase this upgrade log on to your eButtonz account (www.ebuttonz.com) and select "Upgrade eButtonz". Note, the upgrade is not required to take advantage of the keyword indexing for external search engines.

When a shopper finds a product by using the internal search engine, she will be directed to the category page selected in the dropdown shown below on the Product Definition screen. By default this is the first category to which the product was added.

18 Advanced

18.1 Supplier Code

Enter the product's supplier code for display in the product's web page.

18.2 Online Purchasing

18.2.1 Allow online purchase

Allow the product to be added to the shopping cart and purchased via the checkout.

18.2.2 Show price only

Display only the price with no "add to basket" button. Customers will have to email or telephone enquires.

18.2.3 Disallow online purchase

18.3 Allow Free Sample

This option requires special templates. Please contact MoltenGold if you require this. To allow a free sample click in the checkbox and enter the sample's weight and unit.

18.4 Promote this Product



Click in the checkbox to add a "new" icon such as the one above to the product name in your website.

18.5 Personalization

eButtonz StoreManager allows products to be selected for personalization. A free form text field is added to the product's web page that is labelled appropriately (e.g. "Embroidered text" or "Name to be engraved").

The text added will be included in all emails and reports along with the details of the item purchased.

Click the "Personalization" checkbox to activate this feature for this product.

To change the default personalization message "Enter your personalisation" enter your replacement in the Text field.



Note: This feature requires an eButtonz Upgrade. To purchase this upgrade visit www.eButtonz.com, log in and select "Purchase Upgrades".



18.6 User Defined Extra Heading

You may want to use an additional heading such as Author / Star / Artist / Finish within a product web page. For example:

- Label: **Author** - Content: **J. K. Rowling**.
- Label: **Starring** – Content: **Tom Hanks**.



19 Top Menu

The Product Record includes the following menus:

- File Menu
- Store Menu
- Edit Menu
- View Menu
- Admin Menu
- Help Menu

Each of these is described in the following sections.



20 File Menu

20.1 New Product

Create a new product record.

20.2 Save Product

Save changes to the current product record.

20.3 Duplicate Product

Duplicates top level product information retaining In-Page Recommendations & Side Sells to create a new product record. Variant data is NOT duplicated during this process.

20.4 Delete Product

Permanently delete the current record and all variants associated with it.

20.4.1 Import > Import Price Update

This gives you the option to update prices in your catalogue in bulk, using a comma-separated or tab-delimited ASCII file. The file can only update records for existing products; it cannot create new records. The file must contain a row for each product with products codes in one column and the price in the other. The columns can be in either order: you will have a chance to specify which as you upload the file.

Whether the price is interpreted as inclusive or exclusive of VAT depends on the setting for each individual product.

20.5 Import

Enables a site-wide update to product prices. Please contact MoltenGold if you wish to utilise this feature.

20.6 Exit

Exit StoreManager application.



21 Store Menu

21.1 New Store

Launches the Open Store menu where you can create a new online store or download an existing store.

See Create Store > Open Store above.

21.2 Open Store

Launches the Open Store menu where you can select which store to open if you are managing multiple stores on your computer.

21.3 Delete Store

Deletes the currently active store.



CAUTION: If you select to delete, **all** local product data will be permanently lost.

22 Edit Menu

22.1 Categorize

Accesses the categorization window as detailed above but instead of categorizing a specific product offers the ability to categorize any unallocated product, as listed under the Unallocated Products heading under the Category Column.

Categories and sub-categories etc can be added, edited and deleted as detailed above.

22.1.1 Move Product

To move a product from one product list to another:

- 1) Navigate to the product using the Category / Sub-Category columns
- 2) Click on and highlight the chosen product in the Products column
- 3) Click the green “Move Product” button – the button text changes to “Move to”
- 4) Select the destination category / sub-category
- 5) Click the green “Move To” button

22.2 Web Page Literals

When generating your web site StoreManager uses a combination of design templates (different designs) and labels. Labels are converted into headings in your web pages. These headings relate to and identify data entered into your product records. Use these to customise your site or to translate text into the language of your site if it is not English.

22.2.1 Product Code Label

Update the text displayed in your web page to replace the default setting.

22.2.2 Page Address Label

Update the text displayed in your web page to replace the default setting.

22.2.3 Availability Label

Update the text displayed in your web page to replace the default setting.

22.2.4 Special Delivery Label

Update the text displayed in your web page to replace the default setting.

22.2.5 Magnify Image Label

Update the text displayed in your web page to replace the default setting.

22.2.6 Personalization Label

Update the text displayed in your web page to replace the default setting.

22.2.7 Supplier Code Label

Update the text displayed in your web page to replace the default setting.

22.2.8 Price Label

Update the text displayed in your web page to replace the default setting.

22.2.9 Plural "Each"

Update the text displayed in your web page to replace the default setting.

22.2.10 Back Link Text

Update the text displayed in your web page to replace the default setting.



22.2.11 Home Link Text

Update the text displayed in your web page to replace the default setting.

22.2.12 Home Page Ref

Update the text displayed in your web page to replace the default setting.

22.2.13 Page Character Set

Advanced Users Only: Change the default character set from ISO-8859-1 here. You need to change this only if you are entering text for display in a non-Roman script.

22.2.14 Button Text

For web sites using form buttons as “Buy Buttons” change the form button text here.

22.2.15 1 Product Auto Forward

If a sub-category exists with only 1 product assigned to it then do not display the sub-category page and go straight from category to the product page. Same principal for sub-sub category.

22.2.16 Web Page Extension

Click in the checkbox if SHTML is required

22.2.17 Product Page Name

Click in the checkbox to name a products' webpage just with the product name and not include the product code.

22.3 Mailto Setup

For web sites using a mailto recommendation link.

22.3.1 Mailto Recommendation Label

Update the text displayed in your web page to replace the default setting.

22.3.2 Mailto Recommendation Subject

Update the default email subject line. EBZproductname automatically populates the current product's name in the subject line.

22.3.3 Mailto Recommendation Body

Update the default email message.

22.3.4 Dynamic email Tags

You can add dynamic tags to the Mailto Recommendation Subject and Mailto Recommendation Body. This is so you can make a generic email that will work for every product.

| Tag | Value | Example |
|----------------|--------------------|--|
| EBZproductname | Name of product | This will insert the product name that they are sending to a friend into the e-mail. |
| EBZurl | Product Page's URL | This will insert the URL to which the friend should be directed to buy the product. |

22.4 CSS Themes

This feature allows the site administrator to set up multiple stylesheets for the website. For example you may want to change the colour of headings, background colours and trims in different categories of the website.

To add a stylesheets select: Edit > Web Page Literals > CSS Themes tab

To assign a stylesheet select: Edit > Categorize > Select a Category / Sub-Category or Sub-Sub-Category > Click Edit > Select the CSS Theme from the options lits.

22.5 Sale Categories

See above



22.6 Generate Site

See below



23 View Menu

23.1 Home

Navigates to the Home Page.

23.2 Find

Enters Find mode. To perform a Find:

- 1) Select: View > Find (or Ctrl+F when not in description field)
- 2) Enter one or multiple values into the record fields you wish to find
- 3) Press Enter on your keyboard or click the Find button 
- 4) Products are listed accordingly
- 5) Click on a list item to view the record
- 6) When complete select View > Show All Products or the "list all" button  as required

23.3 List

Lists the products in your store. Same action as the "list all" button 

23.4 Show All Products

Lists the products in your store.



24 Admin Menu

24.1 Network Administration

See main Network section below.

24.2 Synchronize

See main synchronize section below.

24.3 Log onto eButtonz

Log onto your online eButtonz account to check for orders, purchase upgrades and perform a host of other actions.

24.4 Report Bug

Selecting this link automatically launches your email software. Please provide as much information as possible to help us address the issue you have raised.



25 Help Menu

25.1 Help

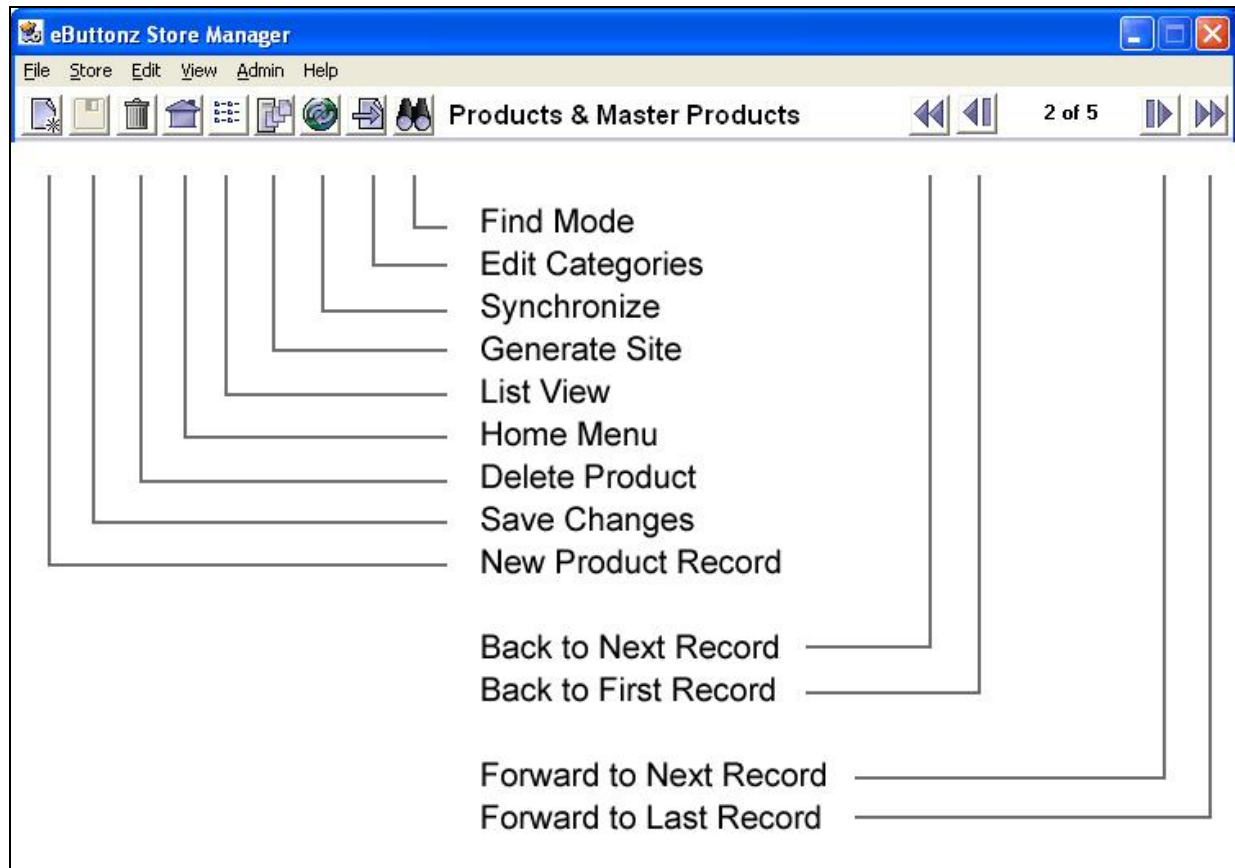
Launches the StoreManager download page web page that includes a link to the latest user manual: <http://www.ebuttonz.com/downloads/storemanager/download.htm>

25.2 About

Launches a window providing the following information:

- StoreManager Version Number
- Store Version
- Currently Selected Shop Code
- Account ID
- Licence Agreement

26 Product Record Icons



27 Network Administration

StoreManager Networking is available as an eButtonz upgrade and supports up to 4 concurrent network users.

27.1 Host Machine Set Up

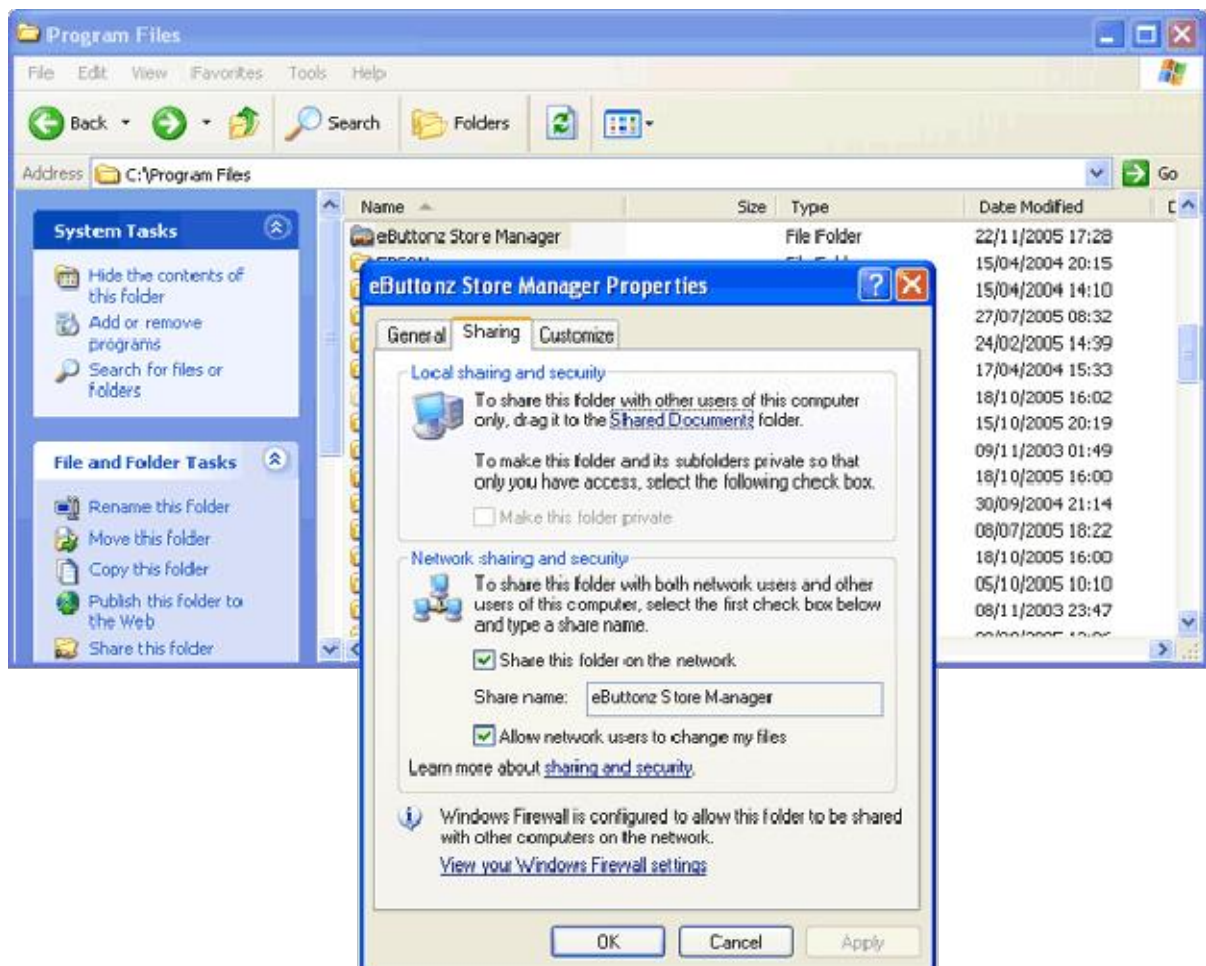
27.1.1 Enable Sharing

Locate your eButtonz Store manager folder on the host PC (usually located at: C:\Program Files\)

Highlight the eButtonz Store manager folder and right click your mouse. Select the “Properties” option.

In this window select the Sharing tab at the top.

Under the heading “Network sharing and security” tick in the checkbox “Share this folder on the network” and “ Allow network users to change my files” as shown in the image below and click “Apply”.

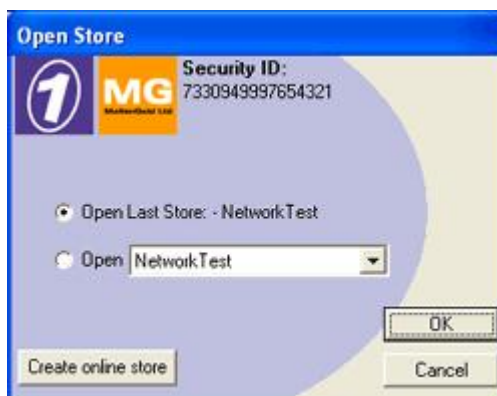


27.2 Network Connection

Follow these instructions in order:

Client PC: Download the networked store. To do this:

- 1) Launch StoreManager
- 2) Click the “Create online store” button and close the web page that automatically launches
- 3) In the Open Store Menu enter the Account ID and Password ID of the networked store.



Host PC:

- 1) Launch StoreManager and Select Admin > Network Administration.
- 2) Create a new user by entering a friendly name then enter the client PC's Security ID as shown in the above diagram
- 3) Tick the “Enabled” checkbox
- 4) Click “Save Changes”

Client PC:

- 1) Once the store is downloaded a new menu is displayed asking what kind of store to create. Select the second “Browse” button after “Join a network store”
- 2) After clicking “Browse” click the “My Network Places” button on the left of the Windows menu.
- 3) The Network store folder should be visible in the list of network places. It may appear something like: “My Store Name on Admin PC”.
- 4) Double click on the folder to locate the “store.ebz” file

27.3 Versions Compatibility

Host and network computers must have the same version of StoreManager installed.



27.4 Common Problems

Client PC:

Problem:

When I double click on the folder to locate the “store.ebz” file I get the following warning message “StoreManager could not be located”

Solution:

Check you have selected sharing on the host at the correct level. See 27.1.1. No files or folder inside the eButtonz Store manager folder should be shared.

28 Synchronize: Update Your Catalogue with eButtonz

eButtonz is a remotely served e-commerce catalogue system. This means that whilst your product web pages and the rest of your web site reside on your own server, your product pages connect to the eButtonz server each time they are accessed to check your eButtonz catalogue.

As such it is important to ensure that your locally installed StoreManager data is synchronized with the remote eButtonz online server.

28.1 Synchronize

Step 1:

In the login window:

- 1) Click the Synchronize link
- 2) Your account ID will be pre-filled
- 3) Enter your Password
- 4) Click OK

Step 2:

In the Product Synchronization Window:

- 1) Select to synchronize all products (by default StoreManager will only synchronize products that have been modified).
- 2) Click the “Start” Button
- 3) Following completion of Stage 4 click the “Done” button



Diagram shows StoreManager Synchronizing

29 Content Management System ("CMS")

StoreManager includes a simple content management system to enable non-web designers to create a home page and up to six non-product pages.

29.1 Home Page

To create a simple homepage using StoreManager:

- 1) Click in the "Create Homepage" checkbox under the intro Text field
- 2) Enter Your Company / Business / Store Name
- 3) Enter a Homepage Name (appears as the title of the page in the web browser)
- 4) Enter Your Address, Telephone, Fax and Email Address as required
- 5) Add a Strapline if required (a one line description of your business)
- 6) Add your company logo using the browse button (this will be resized depending on the design template chosen during Page Generation)
- 7) Add some introductory text for your store

29.2 Home Page Meta Tags

29.2.1 Keywords

Keywords are used by some search engines to index your web site. When choosing keywords try to imagine words and phrases that you may use to search for such a page. Try not to make them too general such as: England, products, services etc. and limit the number to 25 to 30 keywords per web page with the most important keywords coming first.

Keywords should be separated by commas.

29.2.2 Description

Writing good description tags is an important part of optimising a site to rank well in search engines and entice people to click on the listing. Search engines typically display 150 characters from the description tag, give or take a few dozen.

Descriptions should include very specific, keyword-rich writing. Do not use any keyword excessively, as search engines may perceive this as spamming. If possible, specific terms should be used early in the description to help search engines and visitors identify the main subject of the page, and also to avoid getting left out of the visible area.



29.3 Adding Special Offers

You can highlight up to four products on your home page. To do this:

- 1) Select the product from the drop-down list. This list is automatically populated by the product records you have created.
- 2) Add an offer description (such as “Special Offer” or “10% Off This Month”). Note: You do not have to use this feature for special offers – instead you can include you four best-selling products.

29.4 Store Title

Change the text in this field to update the text link from your home page to your product catalogue. For example: “View Catalogue”.

29.5 Edit Additional Pages

You may add up to six additional non-product pages using the “Edit Additional Pages” feature. Ensure you click the “Include this page in your website” checkbox to make StoreManager create the page.

feedback@shapelyshoes.com and we'll do our best.' At the bottom, a red text line reads: '* Changing these values will require the regeneration of all the web pages'." data-bbox="153 232 851 612"/>

To move from one page to the next use the tabs under the heading Additional CMS Pages

Examples of non-product pages may be:

- Contact
- Order Information
- About Us
- Links
- Sizes
- News

Once you have added your content click the “CMS Settings” button to return to the CMS home page.

30 Generate and Upload Your Website

This feature of StoreManager enables you to generate your product web pages (and non-product pages if you have created them using the Content Management System feature) and put them on the web.

30.1 Page Generation

Choose a web site layout from the list of available templates.

Under the page generation options select from the following:

- Update modified web pages and images (Fast)
- Update all web pages and modified images (Full Check)
- Update all web pages and modified images
- Recreate whole site

30.1.1 Image Settings

Use the options list to find the best resize settings for your image setup.

30.1.2 Generate Site

Once you have made your selection click the “Start” button. Once your web site has been generated select to:

- View Created Site (launches your web browser so you can view your web site offline)
- Show location. This opens the folder on you computer where your shop resides. For example: C:\Program Files\leButtonz Store Manager\MyShop\lebuttonz. Here you will see all the folders, pages and images that constitute your StoreManager store.

30.1.3 Pull down navigation

This generates two pull-down menus used by some design templates to provide a quick means for your shoppers to navigate your products. The first menu is a list of categories. If there are no subcategories, selecting a category will take the shopper to the list of products. If there are subcategories in the selected category, the second menu will be populated with them. Selecting a subcategory will take the shopper either to the list of products or the list of sub-sub-categories, depending which exists.

30.2 FTP/Upload

FTP stands for **file transfer protocol** which is the process of transferring the web pages located on your computer to your web site making them available to the internet.

To set up your FTP select the right-hand FTP/Upload tab of Generate and Upload Your Website window (above the template image).

You will need to have your web site FTP details available. These details should have been provided to you by your web host.

30.2.1 FTP Configuration Settings

| Setting | Description | Examples |
|-----------------------|--|---|
| Server (host) | The location of your web site on the net. | www.mydomain.com or ftp.mydomain.com |
| Host Directory | The location on your web host where your web pages should be uploaded to | /public_html/www/shop/ (often left blank) |
| Username | The username provided by your web host (case sensitive) | 639hfe9y98 |
| Password | The password provided by your web host (case sensitive) | ***** |

30.2.2 Uploading

- 1) Ensure you have an internet connection
- 2) Click in the "Upload Whole Site" checkbox if you want to overwrite the entire contents of your remote web site.
- 3) Click the "Start" button (see below if you get a Windows security warning)
- 4) Once complete check your online web site using the "View Web Site" button.
- 5) Click "Done" when complete

30.3 Firewalls

In the event that the security alert below is activated select the second option:
“Unblock” to enable StoreManager to upload your web site.



31 Accounts: Edit Your Online Account

31.1 Updating Your Details & Settings

Use this function to change your contact details or basic information about your web site:

- Your name
- Shop/Store name as it will appear on your e-commerce pages
- Business name as it appears on your customers' credit card statements
- Email address
- Telephone number
- Address
- Country
- Your web site's UR
- Email address for orders (This is where we will notify you of your sales)
- Email address for enquiries (This is where your customers can enquire about the progress of their order)
- VAT Registration no. (EU) / ABN (Australia) (if you have one)
- Are your customers mostly VAT registered businesses?*
- Choose a language for your site. This translates the "fixed" text in the basket details and checkout pages. Contact us at translations@moltengold.com if you wish to contribute or commission another translation
- Contact Details
- Select Currency**

*This allows you discount the VAT from exports to other VAT-registered businesses in other EU countries. This adds an extra step asking customers for their VAT registration no. so you should answer "no" unless this is a significant part of your business.

**This is the base currency in which all prices are calculated. It is also the currency in which prices are shown on your site unless you have the multicurrency upgrade. Note that changing currencies will NOT convert your prices. e.g. if you change from US\$ to Yen, \$25 will become ¥25. UK and US customers should note that you cannot use the "weight and destination" postage model unless you also choose £ or \$ respectively as your currency.

32 eButtonz Upgrades

32.1 Seasonal Sales

Hold seasonal sales across your entire product range or selected items. Set them up in advance to switch on and off on the right dates. Show the old and new prices on your site so your customers can see the savings they are making. Set up as many sales as you like, starting and ending on the same or different dates. Customise the discount for different product ranges.

32.2 Upsell (aka Sidesell)

When your customers buy one item, encourage them to buy related items when they go to the checkout. For example, when they buy electrical goods, remind them to buy the batteries too.

32.3 Personalization

Do you sell embroidered or engraved items - or anything else that requires your customer to specify text? This upgrade allows you to collect the information at the same time as they click on "buy" and keeps the information always with the order item. Customers are given a chance to correct spelling errors during checkout.

32.4 Marketing Upgrades

32.4.1 Discount Vouchers

Create promotional vouchers, either single codes you can publish in advertisements or batches of up to 100,000 individually numbered vouchers to give to clients. Offer flat rate or percentage discounts. Set minimum spends and maximum discount values. Make it obligatory to purchase certain products to qualify and/or restrict the discount to specified products. Discount purchases, postage or both.

32.4.2 Newsletter/ Mailing List

Turn your customers into repeat buyers with unlimited bulk email facilities.

- Personalization of each email with your customer's name and/or the item they last purchased.
- Bulk upload of email addresses from other sources. (Note. This is intended to allow you to input existing customer data from other systems. It is not intended to be a means of sending spam and we reserve the right to remove the facility in the event of misuse)
- Bulk deletion of email addresses.

Note. This upgrade requires you to install a Perl script on your web server. There is no fee for downloading the software and attempting the installation. You should make sure it is successful before purchasing the upgrade. You may also need you web host's permission to send bulk email.

32.4.3 Affiliates

Recruit an army of salespeople to sell your site for you. Use our system to build and manage your own affiliate network. Pay affiliates by click-throughs, resulting sales or both, based on fixed referral fees or percentages of sales.

Affiliates can promote your site with banners on their sites or by email. They can refer prospects to your front page or to specific products.

You can manage an unlimited number of affiliates and choose between moderated or automatic subscriptions and modifications.

Your affiliates can log into the system, check statistics and payment status as well as modify their accounts. You can customise the affiliate interface to match the look and feel of your site.

Summary and payment history reports are available for the administrator.

32.5 Marketing Pack (Vouchers + Newsletter + Affiliate System)

Buy all three marketing upgrades for a substantial saving.

The upgrades in the Marketing Pack work alone but extra features are available when you use them together.

- Use the **Newsletter** upgrade to deliver personalized **Voucher** codes to your customers.
- Use the **Affiliate** upgrade to track the success of **Newsletters** or **Voucher** campaigns.
- Use the **Voucher** upgrade to create incentive tools for your **Affiliates**.

32.6 Multicurrency Upgrade

Allow your customers to see your prices in all the world's major currencies. A drop-down selector allows shoppers to choose their currency and the prices shown on your site are immediately recalculated at today's exchange rate.

If you have a WorldPay multicurrency account and you choose the same set of currencies, you can eliminate exchange risk entirely. What the shopper sees in her basket, in her own currency, is what will be charged to her account.

You will always receive what you were expecting in your base currency regardless of the currency chosen by the shopper.

The currencies available are

- Argentinian Pesos (Arg\$)
- Australian Dollars (Aus\$)
- Brazilian Real (R\$)
- Canadian Dollars (Can\$)
- Chinese Yuan Renminby (CnY)
- Danish Kroner (Dkr)
- Euros (€)
- Hong Kong Dollars (HK\$)
- Indian Rupees (InRs)
- New Israeli Shekels (NIS)
- Japanese Yen (¥)
- Malaysian Ringgits (RM\$)
- Mexican Pesos (Mex\$)
- New Zealand Dollars (NZ\$)
- Norwegian Krone (Nkr)
- Philippine Pesos (PhP)
- Russian Rubles (RuR)
- Singapore Dollars (S\$)
- Saudi Arabian Riyals (SAR)
- South African Rand (ZAR)
- Swedish Kronor (Sk)
- Swiss Francs (SFr)
- Thai Baht (Bt)
- UK Pounds (UK£)
- US Dollars (US\$)

32.7 Stock Control Upgrade

Automatically (and politely) adjusts shoppers' baskets if they buy more of a product than you have in stock. Saves you from credit card chargebacks and angry customers. Requires you to maintain stock levels through an online interface.

32.8 Password Delivery

The eButtonz Password Upgrade enables the automated delivery of passwords to your customers following a successful purchase by credit card only. Suitable for users who require immediate delivery of:

- Passwords for password-protected documents such as e-books and PDFs
- Registration keys for software
- Passwords to gain access to restricted areas of your web site
- URLs of secret areas of your web site etc...

This facility allows you to set up to 2,000 passwords per product in your eButtonz catalogue. If you enter more than one, they will be issued in sequence until there is only one left. After that, the last one will be issued repeatedly. You can add passwords to your list at any time and will be reminded to do so when the number remaining drops to 500, 250, 100, 50, 25, 10, 5 and 2. You may create a new email message for each password rule you create to make sure your customers receive clear instructions on how to use the password / key you send.

Note: This upgrade does NOT password-protect your products, it simply delivers passwords you have already created elsewhere.

32.9 Delivery Upgrades

32.9.1 Delivery Exclusion

Select countries which you do not wish to ship to. Customers are prevented from selecting the specified countries and are notified in your own words. If you wish, you may ask them to contact you for a quote.

32.9.2 Delivery Boxes

By default, the postage calculations assume each entire shipment will be sent in a single box and priced accordingly. If you sell bulky items or smaller items in large quantities, this upgrade allows you to define how much of a box, or how many boxes, are taken up by each product.

32.10 Delivery Pack (Exclusions + Boxes)

Buy both Delivery Upgrades for a big discount.



33 Licence

eButtonz StoreManager is offered under an annual, non-refundable licence.

Should you decide not to renew your annual license fee the StoreManager / eButtonz server synchronization and page generation features will become unavailable. You will still be able to update your catalogue online via the eButtonz account log-in at www.eButtonz.com and your web site will continue to operate as normal.

The terms of the licence agreement are as follows:

33.1 End-User Licence Agreement for eButtonz StoreManager Software

This End-User licence Agreement ("EULA") is a legal agreement between you (either an individual or a single entity) and MoltenGold Ltd ("MoltenGold") for the use of MoltenGold StoreManager ("StoreManager"), which includes computer software and may include associated media, printed materials, and "online" or electronic documentation. By installing, copying, or otherwise using StoreManager, you agree to be bound by the terms of this EULA. If you do not agree to the terms of this EULA, you may not use StoreManager.

33.2 StoreManager Licence

StoreManager is protected by copyright laws and international copyright treaties, as well as other intellectual property laws and treaties. StoreManager is licensed, not sold.

1. Grant of licence. This EULA grants you the following rights:

- Use. You may install and use StoreManager on any number of computers and use it in connection with one eButtonz account. Use with additional accounts requires additional licences.

2. Description of Other Rights and Limitations

- Support Services. MoltenGold may provide you with support services related to StoreManager ("Support Services"). Use of Support Services is governed by your support contract with MoltenGold and its policies and programs described in the user manual, and/or in "on line" documentation and/or other MoltenGold provided materials. Any supplemental software code provided to you as part of the Support Services shall be considered part of StoreManager and subject to the terms and conditions of this EULA. With respect to technical information you provide to MoltenGold as part of the Support Services, MoltenGold may use such information for its business purposes, including for product support and development. MoltenGold will not utilise such technical information in a form that personally identifies you.

- Limitations on Reverse Engineering, Decompilation, and Disassembly. You may not reverse engineer, decompile, or disassemble StoreManager, except and only to the extent that such activity is expressly permitted by applicable law notwithstanding this limitation.

- Rental. You may not rent, lease or resell StoreManager except under a separate reseller agreement.

- Software Transfer. You may freely duplicate and distribute StoreManager as long as such distribution includes all component parts, the media and printed materials, any upgrades, and this EULA, and the recipient(s) expressly agree to the terms of this EULA.

3. All rights not expressly granted herein are reserved by MoltenGold.

4. Termination. Without prejudice to any other rights, MoltenGold may terminate this EULA if you fail to comply with the terms and conditions of this EULA or if you fail to pay recurring licence fees when they fall due.

5. Copyright. All title and copyrights in and to StoreManager (including but not limited to any images, photographs, animations, video, audio, music, text, and "applets" incorporated into StoreManager), the accompanying printed materials, and any copies of StoreManager are owned by MoltenGold or its suppliers. StoreManager is protected by copyright laws and international treaty provisions.



MISCELLANEOUS

This EULA is made under the jurisdiction of the courts and legal system of England and Wales.

Should you have any questions concerning this EULA, or if you desire to contact MoltenGold for any reason, please visit the MoltenGold website
<http://www.MoltenGold.com>.

LIMITED WARRANTY

To the maximum extent permitted by statute, MoltenGold and its suppliers disclaim all warranties and conditions, either express or implied, including, but not limited to, implied warranties of merchantability, fitness for a particular purpose, title and non-infringement, with regard to StoreManager, and the provision of or failure to provide support services.

To the maximum extent permitted by applicable law, neither MoltenGold nor its suppliers shall be liable for any special, incidental, indirect, or consequential damages whatsoever (including, without limitation, damages for loss of business profits, business interruption, loss of business information, or any other pecuniary loss) arising out of the use of or inability to use StoreManager or the provision of or failure to provide support services, even if MoltenGold has been advised of the possibility of such damages. In any case, MoltenGold's entire liability under any provision of this EULA shall be limited to the amount actually paid by you for StoreManager.



34 Help Pages

Launches the StoreManager download web page including a link to the latest version of the User Manual: <http://www.ebuttonz.com/downloads/storemanager/download.htm>