



FEATURES IN TRIMIT

B2C WEBSHOP

This document describes the features available in the TRIMIT B2C Webshop, released with TRIMIT 2016.

The TRIMIT B2C Webshop is built to enable end users to order directly into the company's NAV/TRIMIT database via the web.

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ABBREVIATIONS

NAV/TRIMIT; is referring to Microsoft Dynamics NAV 2016, with TRIMIT 2016.

CPO; is referring to the TRIMIT Connect Portal.

Company; is the owner of TRIMIT Supplier Portal.

Customer; is referring to another company registered as a Customer of the Company.

User; is referring to a Portal user.

Registered User; is the employee of the supplier.

Basket; is referring to the sales order in the shop, also called "Shopping Cart".

Product; is in TRIMIT defined as the Master. The Fashion Industry often uses the word "Style".

PDM; is a general term for Product Data Management.

TRIMIT PDM; is the TRIMIT functionality for Product Data Management.

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THE SHOP FEATURES

BEST PRACTICE LAY-OUT

The purpose of the shop layout is for the user to feel at home and be able to make orders.

In market investigations of B2C Webshops the trend is that, the shops become more and more alike. An obvious reason is the habits of user – the user simply prefer when they can recognize their way around the shop. TRIMIT B2C Webshop comes with a layout that matches the best practice of B2C Webshops.

Even if the B2C Webshops are more and more alike, there is still the need for customizing. The features of TRIMIT B2C Webshop are built as modules, to ease the customization challenge and to reduce the need for “re-inventing the wheel”.

TRIMIT B2C Webshop supports Bootstrap version 3, making it possible to change the theme by the click of a button. The B2C administrator can purchase and implement Bootstrap themes from 3-party suppliers. E.g., see more at <http://bootswatch.com/>.

The default layout in TRIMIT B2C Webshop is built as a responsive design. Responsive design means that layout automatically adjusts for viewing on mobile phones, tablets and computers.

THE ORDER FLOW

The purpose of the order flow is for the customer to be able to place an order.

The order flow in TRIMIT B2C Webshop for the user is:

- Exploring the shop, finding desired items and putting them it into the basket.
- Opening the Basket and get an overview of selected Items and their prices.
- Add gift card or voucher code.
- Select gift wrapping.
- Enter invoice and delivery address.
- Select freight option.
- Accept terms and conditions.
- Make Payment or use points.
- Get a receipt by e-mail.

The order flow is open for any user, so registration is not required.

Orders from the B2C Webshop are automatically created in NAV and the in-house procedures for accepting the order and making delivery is handled in NAV as any other order. For any order that is invoiced, the user is created as a customer in NAV.

DYNAMIC HANDLING OF ITEMS

The purpose of the Dynamic handling of items is to select the items to be shown in the B2C Webshop.

The job of maintaining what can be sold in the B2C Webshop is typically in-house and by a person that is using NAV on a daily basis.

With TRIMIT B2C Webshop the selection of Items to the shop is done in NAV. The setup offers great flexibility on how and what Items is to be shown. In example it is possible to select by categories (pants, dresses, shirts, spring collection, etc.) and then by Masters it is possible to select colors and sizes.

DETAILED PRODUCT DESCRIPTION

It is possible to make or edit Product description directly on the product page in the TRIMIT B2C Webshop in a build-in HTML editor. This requires the administrator privileges. It is also possible to upload pictures for the items and set them into description.

There is no synchronization of product description between the front and back end that is if the description text has been changed on TRIMIT B2C Webshop then it will not have an effect on the product description in the TRIMIT NAV.

It is possible to upload up to 4 pictures for the same item. It is also possible to drag and drop pictures one by one to the product(s) page in administrating mode.

MULTIPLE AVAILABILITY CHECK METHODS

The purpose of the availability check is to only show items that are available at the time of purchase. This to avoid orders on items that are not available. By setup it is defined whether or not sold out items are to be displayed or not. Dedicated inventory locations can be assigned to the shop.

TRIMIT B2C Webshop offers the following methods that can be used for different order types.

- Inventory
- Inventory minus sold (from sales orders in NAV)

MULTIPLE LANGUAGES

The purpose of multiple languages is for the shop to be shown in the user's language.

The Company may decide on which countries they want to focus on and by that also make sure that their B2C Webshop is translated and shown in the local language.

TRIMIT B2C Webshop registers the language of the user's browser settings and displays the shop in the same language or falls back English if the local language is not provided. The basic item related language texts are created and edited in NAV, advanced texts can be added in the B2C.

All the shop related language texts are edited in the shop administration module. This release includes the languages of English and Danish.

B2C WEBSHOP PRICING

The purpose of B2C Webshop pricing is to define the item price when sold in the B2C Webshop.

With TRIMIT B2C Webshop it is possible to define two types of pricelists specifically for the B2C Webshop. The types are "recommended retail price" and "offers".

Furthermore, TRIMIT B2C Webshop uses a pricing model that allows differentiation of prices for items under the same master item.

Behind the scene, we apply an advanced price synchronization model from NAV + TRIMIT to shop. The model insures a quick update of prices on the shop.

MULTIPLE CURRENCIES

The purpose of multiple currencies is that the user can pay in the user's currency.

The Company will decide on what currencies they accept and define this in the B2C Webshop Pricing.

TRIMIT B2C Webshop registers the language of the user's browser settings and if a currency code/B2C Webshop pricing that matches the language is available, this is selected, and if not the default currency code/B2C Webshop pricing is selected.

PAYMENT GATEWAY INTEGRATION

The purpose of the payment gateway integration is to allow on-line payments.

TRIMIT B2C Webshop comes with three payment integrations ready to run. The integration is made towards the providers DIBS, E-pay and Altapay. The integration includes automated e-mail notification on payment transactions (order confirmation) and an auto capture framework that enables the company to capture payments e.g. by posting the order. Captures can be handled by schedule or as instant capture – depending to the NAV routines in the company.

SEARCH ENGINE OPTIMIZATION

The purpose of Search Engine Optimization (SEO) is for the shop pages to be easily found when customers use search terms relating to you company and the products you sell.

With TRIMIT B2C Webshop we follow guidelines from e.g. Google (find them here.)

URL's are "nice" and descriptive which means that instead of unreadable URL's like `http://TRIMIT b2c.dk/shop/details.html/DA59B2F9/10919/000/` the end customer and search engines will see the following "`http://TRIMIT b2c.dk/shop/women/shirts/ladies-top-2170/green/`"

FILTERING

The purpose of filtering is for the user to find items of interest by simply selecting criteria's.

With TRIMIT B2C Webshop it is possible to select filters in different areas like category, size, and color. The filtering will appear in the top of the screen in the shop.

RELATED ITEMS

The purpose of the related items feature is to inspire the user to buy more by showing alternative items that relates to the selected one.

With TRIMIT B2C Webshop this feature shows alternative items from the same category as the selected. I.e. the user looks at a pair of pants, the bottom of the page will now display some alternative pants. TRIMIT B2C Webshop makes sure that the list of alternative pants varies, so that it is not just the same for each selected Item.

It is also possible to set up "Also purchased" and "Recently viewed" items as well as "Alternatives".

PROMOTED ITEMS

As a web shop owner it is important to push focus items and the TRIMIT B2C offers an intuitive and easy way of promoting items. Find focus items via the filtering system, sort the order of display by simple drag'n drop. The standard shop comes with different areas in which focus items can be promoted. The promoted items can be managed within the Soft Admin. This also embraces the following features: creation of the promoted items groups, set the time up to hours for the promoted groups, define placement and display type on the website as well as drag and drop items between the groups.

CAMPAIGN HANDLING

The purpose of Campaign handling is to enable sales campaigns with campaign prices in the B2C Webshop.

With TRIMIT B2C Webshop it is possible to manage campaigns in the shop. When an item is included in a campaign the Item will have a "before" and "now" price, where the before price has a strikethrough.

VOUCHERS (DISCOUNT CODES)

The Purpose of the Vouchers (discount code) is for the company to create vouchers to be used in direct marketing giving the user a discount.

With TRIMIT B2C Webshop it is possible to create the voucher in NAV. The voucher is a code that will give a percentage discount within a certain period. The voucher can then be distributed by the Company. In the shop basket there is a field "Vouchers & gift cards". When the code is entered the user gets a percentage discount on the order. The voucher has no user name and can be shared publically. The Voucher setup can be made in such a way that it can only be used once per user or cannot be used on Campaign items.

GIFT CARDS

The Purpose of the gift card is for one person to make prepayment that another person can use as payment method in the B2C Webshop.

With TRIMIT B2C Webshop it is possible to create the gift card in NAV. The gift card is a code that contains an amount that the user can use as payment in the shop. In the shop basket there is a field "Vouchers & gift cards". When the code is entered the user gets the available amount and this is deducted in the order total. If the total gift card amount is not used, the remaining amount will be available on next shopping session. If the order total is more than the gift card amount, the remaining amount will be for the user to pay directly. It is also possible to use several gift cards on same sales order as well as combine usage of the gift card with a voucher.

GIFT WRAPPING

The purpose of gift wrapping is to get the items in the basket gift wrapped. This is often used when the order is a gift from the user to the gift receiver and shipped to the gift receiver directly.

With TRIMIT B2C Webshop the gift wrapping feature can be enabled and disabled in certain periods (i.e. Christmas, mother's day etc.). The feature is shown in the shop basket as "Wrapping" checkbox that also

shows the price for the gift wrap in the same currency as the order. When selected the gift wrapping is added as an order line and all items in the order will be gift wrapped.

FREIGHT HANDLING

The Purposes of the freight handling are allowing the user to choose between different shipping companies, calculate price and cost for the freight and set limits for free freight.

With TRIMIT B2C Webshop it is possible to register multiple shipping companies in NAV and handle their pricing as the company's cost. It is also possible to setup the freight price from Order size, shipping areas and define limits free freight based on the order size.

Default integration to GLS and Post Denmark parcel shop web service. In the store, locator setup it is possible to assign individual shops at "pickup locations", which means the customer can choose to pick up online purchase there.

CUSTOMER CLUB

TRIMIT B2C Webshop has a built in Customer Club with a points system and customer club levels. Registered users can join the club and start obtaining points and also be promoted to a higher customer level. The points can be used as payment in the B2C Webshop. It is also possible to define products that only the Customer Club members can see (different customer level – different products). The Customer Club comes with detailed settings on the earning and usage of points towards multiple currencies, customer club levels and specific setting for the posting within NAV.

SOCIAL MEDIA SHARING

TRIMIT B2C Webshop has the direct links to Facebook, Google, Myspace and Twitter and a built in link to the AddThis, that enables sharing for more than 300 most popular Social Medias.

STORE LOCATOR

The purpose of the store locator is for the customer to find a physical store to try or buy the product. In TRIMIT B2C Webshop footer there is a link "Store locator". The link opens a search page, where data like Country, Post Code, City, and Region can be entered. The result is a simple list over stores. Each result can include address, opening hours etc. and a link to Google Earth / Google Maps. The results can be filtered on City or Post code.

We have added a store promotion page, where you can write a text about the Store and insert pictures.

WISH LIST

The purpose of the wish list is to save items in order to buy them later or to save and send items in the wish list to other people and have it as a shopping guide. TRIMIT B2C Webshop wish list has among others the following features: can be created without user authentication (login), can store unlimited amount of records, single user can create unlimited amount on with lists, and a wish list can be edited or deleted.

GOOGLE ANALYTICS

Trimit B2C Webshop has integration to Gogle analytics. This allows to generate online statistical and analytical reports on website's traffic. To find out more go here.

EXTENDED TEXTS FOR PRODUCTS

B2C Webshop has a possibility to show extended product description on a product (masters and flat items) and category overview pages. It is possible to set a specific text for a product and then only choose which portals should show this text.

Furthermore, the extended text is HTML aware, so that it is possible to use basic HTML tags (e.g. type in NAV "... Text in bold..." and the text within the tags appears in bold font on portal) inside NAV and have it rendered accordingly on the portal.

IMAGE REPOSITORY

Having multiple portals on the same instance allows sharing images across portals. There is no need to upload image to all portals. The B2B shop and SA portal are sharing images uploaded on the B2C Webshop. If you create a look book, it should be possible to reuse the same look book with same images on other portals also.

The concept involves the definition and creation of a common repository, in which you can upload and align content for items and reuse it on several portals.

LOOK BOOK

The Look Book functionality in TRIMIT Portals is a way to combine different garment items in a single look and show this look to the customer in order to stimulate customer to consider buying multiple items.

The Looks are grouped into Look Books. TRIMIT Portals can have multiple Look Books.

USER FEATURES

DEFAULT USER

TRIMIT B2C Webshop has a default User/Customer (Dummy Customer) setup to handle anonymous shoppers. The data from the default customer is used to cover a general non registered user and provide some basic data for the back end system in order to accept and post a sales order which is made from the TRIMIT B2C Webshop.

CREATE USER PAGE

TRIMIT B2C Webshop has a standard create (register) user page that includes the normal user data (name, address, e-mail, accept newsletter). The user will then be created in the B2C Webshop.

USER VALIDATION

There are two purposes of the user validation, first is to avoid duplicates, and second is to attach the user to the shopping history prior to the user creation.

The user creation in TRIMIT B2C Webshop has the following two steps:

Step one: When a user is created the e-mail is checked for duplicates in the user list, if so, the user gets a message and a new user will not be created.

Step two: Once passed step one, the e-mail is checked in the Debtor list in NAV, if so, the user will get a message to enter phone number, if the phone number matches the phone number of the debtor, the user will be created with a link to the debtor, if the phone number does not match, the user will be created as a new user.

USER DATA TO ORDER

When a user is logged in, the name and address will automatically be copied to the order.

MY PAGE

When the registered user logs in to the B2C Webshop a “My page” is available.

In the “My page” the user can see own data, previous invoices (shopping history) and open orders.

Here the user also gets access to the Customer club pages and can see points and level.

WEB ADMIN FEATURES

TRIMIT B2C Webshop comes with a web Admin interface that is shown directly in the shop pages. In the web admin it is possible to make the daily needed adjustments to the shop like:

- Image drag and drop
- Missing images
- Simple text maintenance
- Appearance of products
- Bootstrap selection
- SEO optimization
- E-mail templates
- Promoted Items
- Customer Club settings

PLATFORM FEATURES

The following features concern the web platform and the integration to NAV.

CMS PLATFORM

The CMS platform for TRIMIT B2C Webshop is the TRIMIT ConnectPortal (CPO). CPO is a highly advanced CMS product, built on the latest .NET coding and built for the purpose of making portals and shops with integration to NAV. The CPO comes with an Admin interface aimed for internet developers.

The CPO includes the CMS features like:

- Multiple sites
- User handling with user groups.
- Menus pages and menu structure.
- Content pages with layout editor and HTML editor and a long range of available controls.
- Different types of content pages like document pages, list pages, content pages etc.

- Site appearance managed in style sheets.

ONLINE DATA FROM NAV

The ConnectPortal integrator manages the online communication between the CPO and the NAV database. This is both the online communication like availability check and the synchronization of data like prices, items etc.

In NAV, the ConnectPortal integrator holds XML definitions, which describe the data that is exchanged with the B2C Webshop. Setups regarding data and user abilities are defined in the ConnectPortal integrator.

DATA CACHE

The purpose of Caching Data is to improve the performance of the site.

In TRIMIT B2C Webshop most data comes from the NAV database, this ensures correct data, but the data transfer is time consuming and could result in a few seconds of delay for the user. Caching data means that the data is transferred from NAV and stored in the CPO for a certain time resulting in close to zero delay.

TRIMIT B2C Webshop has enabled Cached data in areas like Currencies, Categories, Product data, Product Prices and more. It is possible to select what areas to cache and the cache will automatically be refreshed often, so that the user will not experience poor performance. I.e. the Filtering functionality is all cached data.

CACHE MANAGEMENT

The purpose of the cache management is to clear cached data in the portal in order to get new data from the NAV database.

With TRIMIT B2C Webshop it is possible for the administrator to setup caching for categories and products areas on the portal. The caching data in memory will depend on how popular one of the areas is and if the web page is targeted often, then it is cached for a longer period and thus it is faster displayed to the customer.

It is also possible for the administrator to force an update of the NAV information ahead of the scheduled time, by clearing cache manually. The clear cache buttons are placed in an area (admin helper menu) on the top of the page – only visible for administrators.

PRE-GENERATED DATA

The communication between the B2C Webshop and NAV is the most performance critical part in the Shop experience. Some data are complex to get and takes more time. In order to increase performance TRIMIT B2C Webshop works with pre-generated data. This means that selected data, like the most commonly used item information, can be created before the user starts clicking in the shop. The data is stored in persisted data on CPO side and appears instant for the user. This persisted data is synchronized with NAV using CPO schedules.

E-MAIL QUEUE

TRIMIT B2C Webshop has an E-mail queue functionality, which is responsible for sending of emails from the TRIMIT B2C Webshop. The back end (NAV TRIMIT) has some basic setup, i.e. the Portals E-mail Queue List allowing to log and resend order confirmation e-mails manually and clean up the log whereas the front end (TRIMIT B2C Webshop) is responsible for formatting the e-mails and handling the SMTP as well as logging password request and registration confirmation e-mails.

CONNECTPORTAL INSTANCES

B2C Webshop can have several instances, which are connected to a single NAV company. This allows sharing the data and synchronizing users for all instances without any problems.