

Product Features: The Basics

Q. What makes eSource II unique?

A. eSource II is unique in many ways including:

- **Tight integration with Microsoft Dynamics GP:** eSource II is integrated to Microsoft Dynamics GP and orders are created in GP in real time. One-time entry of settings, products and other information.
- **Easy-to-Maintain Catalogs:** You can manage your entire Microsoft Dynamics GP inventory from a spreadsheet view and set filters to create subsets of inventory for specific audience.
- **Flexible Branding:** Every web store has a different look, function and feel, based on customer needs.
- **Hosted Architecture:** You can run eSource II on a different server than Microsoft Dynamics GP without impeding performance.
- **Custom Development:** We provide custom solutions for Microsoft Dynamics GP.
- **Web Parts:** The location of any particular element on a web page plays a big role in user navigational speed and thus contributes to the likeability of a website. To help with the ease of design and layout as well as navigation, eSource II allows you to drag and drop web parts into any zone on a web page.
- **ePayment System:** Seamless integration into Microsoft Dynamics GP allowing customers to accept credit card payments over the phone or on their webstore.
- **Skinnable Technology:** Every website requires a unique look and feel. Often the effort and cost to meet the requirement for a new look and feel of a website is substantial. eSource II uses skinnable technology to enable businesses to quickly build and deploy a feature-rich, e-commerce storefront. An intuitive, easy-to-use interface allows users to easily create or update sites. Branding can easily be done by applying “skins” to the site. There are hundreds of template skins available in the public domain and these skins can be purchased at low cost and applied to an eSource II site with minor modifications.
- **Extendable Platform:** eSource II has a rich set of features and functionalities available for immediate deployment and are packaged as modules through Azox. Each module consists of one or more web parts. Additional modules that meet the needs of a business can be built quickly by Azox or a trained developer.
- **Configurable Application:** eSource II provides a single point of login for e-commerce users, B2B administrators, salespeople, and site administrators, so there is not a separate URL to remember or bookmark. eSource II is configurable to meet a variety of different applications. A webstore can be configured as any combination of B2C, B2B, Sales Portal, Online Bill Pay, or Online Catalog.

Q. What type of portals do you support?

A.

- **B2C:** This solution provides a web store that sells directly to consumers.
<http://www.azox.com/PRODUCTS/ECommerce/eSourceB2C/tabid/447/Default.aspx>
- **B2B:** This helps your employees manage your webstore.
<http://www.azox.com/PRODUCTS/ECommerce/eSourceB2B/tabid/446/Default.aspx>
- **Sales portal:** Employees can place orders, update customer info, and send out invoices all from a webstore.
<http://www.azox.com/PRODUCTS/ECommerce/eSourceSalesPortal/tabid/448/Default.aspx>
- **Online Bill Pay:** Customers can login to a B2B site can pay their bills online 24/7.
<http://www.azox.com/PRODUCTS/EPayment/OnlineBillPayBundle/tabid/454/Default.aspx>
- **Online Catalog:** This is a non buying environment, typically used to display product information without buying capabilities.
<http://www.azox.com/PRODUCTS/ECommerce/eCatalog/tabid/449/Default.aspx>

Product Features: Customization

Q. How customized can I make my webstore? I want it to match my brand and meet certain requirements.

A. With eSource II, every web store has a different look, function and feel, based on customer needs. Instead of being locked into a template, you can brand and customize your site based on your requirements. You can drag and drop items on a page or use customizable templates, which makes branding extremely flexible. Your webstore can even be built using the same look and feel of your existing website by replicating your existing branding elements.

Q. Can eSource II help me to configure a personalized Item for each customer?

A. With eSource II, you can provide a custom experience for each customer. You have the option to present the user a series of windows, portrayed in a logical sequence, with the available options to create a unique product. For instance, customers can order bowling shirts with a patch that is unique to each bowling team. You can restrict the patches so they are only available to team members. <http://www.azox.com/Portals/5/datasheets/salesConfig.pdf>

Q. Does eSource II support product customization?

A. Yes, with eSource II you can offer customization services on your website for customers to insert text or upload graphic files for product customization. <http://www.azox.com/Portals/5/datasheets/productCustomizer.pdf>

Q. Can eSource II help me up-sell and cross-sell products?

A. eSource II provides the ability to link items together for cross-sell and up-sell. You can show similar products, accessories, replacement or substitution products with any product listing. This gives your customer easy access to the additional products they should consider. <http://www.azox.com/Portals/5/datasheets/relatedProduct.pdf>

Q. I have multiple customer types, and there is a different product offering for each. Can eSource II limit or provide exclusive access to specific items or item classes?

A. With eSource II, you can configure User Specific Catalogs at the site level, customer level or user level. With this feature, you can:

- Control what products can be seen by a user on the webstore
- Show products individually by catalog
- Merge products together so it is transparent to the user that separate catalogs are shown

<http://www.azox.com/Portals/5/datasheets/userSpecCatalog.pdf>

Product Features: Shopping Experience for Customers

Q. Does eSource II support the immediate download of products?

A. Yes. If you have products that customers can download, such as MP3, WAV, PDF and HTML files, the products can be downloaded after payment is received. You can also set the maximum number of times a file can be downloaded and a download expiration.

<http://www.azox.com/Portals/5/datasheets/Download.pdf>

Q. I have products that I want to group together in one listing (e.g. the same style of shirt in multiple colors and sizes). Does eSource II support this?

A. With eSource II Option Family module, you can group similar inventory items together. Rather than seeing the same product listed individually with just minor variations (e.g. size, color, series, etc), the entire “family” of products will be shown together for easier shopping.

<http://www.azox.com/Portals/5/datasheets/optionFamily.pdf>

Q. Does eSource II provide customers the ability to save items in their shopping carts?

A. Yes. The Saved Cart (or Wish List module), Users can save items in their shopping carts for a later time, and they can use this functionality to reorder products. There is no limit to the number of shopping carts a user can save.

<http://www.azox.com/Portals/5/datasheets/savedCarts.pdf>

Q. How do you streamline online ordering?

A. Azox has multiple ways to help streamline online order processing including:

- **Express Lane:** this allows users to enter SKU numbers into text box, after validating they are correct, all the items can be added to the shopping cart in one click. Customers can also order by their own part number.
- **Saved Cart:** Saving items to a shopping cart will allow users to logout, when they login again they can either checkout, add more items, remove items, or resume shopping.
- **Item History:** Item history allows users to see previously bought items. With one click they can add that same item back to the cart. This is great for B2B users.
- **Document History:** Similar to Item History, the Document History allows users to view all previous orders and gives the user an option to make add all of those item to the cart in one click.

Q. What type of search functionality does eSource II have?

A. eSource II allows customers to search for items on the site. Searches can be done by: Item number, Item Description, Additional Info, Filter by attributes, and some user defined fields.

Product Features: Shipping and Payment

Q. Does eSource II support promo/exception pricing and coupons?

- A. Yes. eSource II supports coupons and promotions such as markdowns, buy one-get one free and free shipping. Promotions are quite flexible depending on your needs:
- Promotions can be offered to all customers or can be coupon-driven.
 - Customer Groups and Item Groups can be combined to provide pricing flexibility for your promotions.
 - Item Groups allow you to easily select a group of items to place on promotion. You do not have to select each item individually when defining the promotion.
 - Limits can be set for item quantities that can be purchased under a particular promotion.
 - If you are using a sales portal, employees can override prices or select another price from the established price list for an item.
- <http://www.azox.com/Portals/5/datasheets/promoPricing.pdf>

Q. Can you calculate shipping rates directly from the item page in eSource II?

- A. eSource II has the ability to calculate the appropriate freight charges for an order using a real-time interface to UPS, Fed-Ex or USPS web services. Shipping Rates can be uplifted to include additional charges or markups to cover over pack, etc.
- <http://www.azox.com/Portals/5/datasheets/ShippingCalculator.pdf>

Q. How does eSource II handle sales tax?

- A. Azox uses Microsoft Dynamics GP tax tables and can work with anyone with an available API for tax.

Q. What shipping carriers do you integrate with?

- A. UPS, FedEx, USPS, Purolator

Q. How does eSource II handle customer returns?

- A. Customers can manage seamless online returns with the Azox Returns Management module. Once the customer submits the return request from the website, the return information is readily available in the Microsoft Dynamics GP Returns Management Module. The customer service representative will immediately have the customer information, the product requested for return, the quantity requested for return, as well as a reason code – all of the information necessary to begin the return process. <http://www.azox.com/Portals/5/datasheets/RMA.pdf>

Q. What type of account information can customers view?

- A. Users have the ability to view detailed information about their account information including: Invoices, Orders, Quotes, Credits, Debits, Payments, Returns, and Backorders.

Product Features: Other Questions

Q. Can eSource II help improve the SEO of my webstore?

- A. To help improve SEO, eSource II has a built-in utility built to configure the page title, keywords, and the meta-data of your website's dynamic HTML pages.
- <http://www.azox.com/Portals/5/datasheets/SEO.pdf>

Q. How do you help with product catalogs?

- A. All e-commerce solutions support product catalogs, but they differ in how complex the process is. eSource II includes eCatalog, which greatly simplifies catalog maintenance in two key ways:
- Item maintenance via a spreadsheet view: You can manage your entire Microsoft Dynamics GP inventory from a spreadsheet view. Simply export your Microsoft Dynamics GP inventory to Excel, make changes and then import it back to the database. Those changes are immediately written back to Microsoft Dynamics GP, which in turn updates your webstore. You can also you can easily make mass edits to records on the spot without opening a separate window.
 - Ability to set filters and export subsets of data for catalogs: Oftentimes, you need to create subsets of inventory you can feature in online catalogs, paper catalogs or customer-specific price sheets. While this can be a time-consuming, manual task, with eCatalog, you can set up filters to select the items you need and export this information in many formats including text, Excel, and eSource II, which saves a substantial amount of time. Like eSource II, eCatalog is tightly integrated with Microsoft Dynamics, which means you can access and update Microsoft Dynamics data tables directly.
- Learn more:
<http://www.azox.com/PRODUCTS/ECommerce/eCatalog/tabid/449/Default.aspx>

Q. What happens if an item becomes unavailable?

- A. eSource II can show/hide Inventory details, this can be the number of items in stock, on hand, or not displayed. An out of stock option or a custom message such as “item will ship 10 days after purchase” is an alternative to just showing a number. eSource II has one final option for discontinued items, this will allow the item to continue selling until sold out, once all items are sold for this it is discontinued and the item will not be published in the next Catalog.

Credit Card Processing and Billing

Q. What forms of payment does eSource II support?

- A. eSource II supports the following methods of payment:
- Major credit cards: Visa, MasterCard, American Express.
 - PayPal integration interface with eSource II.
 - ACH functionality (which includes eChecks and direct bank transfers)
 - COD is an option to set if customers would like to accept cash payments

Q. Can customers pay their bills online?

- A. Yes. Companies with the Online Bill Pay module can accept payments via cash, check or credit card. <http://www.azox.com/Portals/5/datasheets/onlineBillpay.pdf>

Q. Can sales representatives accept payment through the sales portal?

- A. Yes. Sales reps can accept cash, credit card and check through the sales portal. <http://www.azox.com/Portals/5/datasheets/onlineBillpay.pdf>

Q. How do you secure the customer's credit card information?

A. There are three parties in a credit card transaction: a merchant, a gateway and a processor. A merchant initiates a credit card transaction through a gateway to reach a processor, using secured internet connections. The Azox Credit Card Extension integrates with the 5 secure gateways (out of the box) to provide reliable services and industry-standard fraud prevention capabilities. Credit card numbers are encrypted and stored in secure SQL tables. This allows Azox to save customer information and still be PA-DSS / PCI compliant.

Q. Can eSource II help deter credit card fraud?

A. Yes, there are a number of features that eSource II has to prevent credit card fraud:

- Supports AVS (Address Verification Service) to obtain better credit card processing rates.
- Supports CVV2 (Card Verification Value) to reduce risk of fraud.
- Supports Level 2 and Level 3 verification.
- Provides industry leading fraud prevention options.
- Allows the use of a fraud prevention module, provided by the Gateway, thus allowing discounted processing rates.
- Auto-hold sales documents option.
- Real-time verification.
- Encryption of Credit Cards Numbers
- Credit Card Extension is PCI Compliant

Q. What payment gateways do you support?

A. Azox supports 5 gateways as well as Paypal integration. Gateways include:

- Authorize.net
- VeriSign, (Payflow Pro)
- PPI Paymover
- Moneris
- Sage

Q. How does eSource II help Merchants become PCI compliant?

A. eSource II Credit Card Extension is PA-DSS compliant, this is a sign for the merchant that we have passed the requirements to be seen as a safe and secured payment processing solution provider. As eSource II integrates with multiple gateways, each one provides reliable service and a PCI compliant solution for credit card processing within Microsoft Dynamics GP.
<http://azox.com/CREDITCARD/PCICompliance/tabid/450/Default.aspx>

Integration with Microsoft Dynamics GP

Q. How is eSource II integrated with Microsoft Dynamics GP?

A. eSource II is very tightly integrated with Microsoft Dynamics GP. Many traditional webstores work with Microsoft Dynamics, but they are architected on a separate database; eSource II is built and architected on top of Microsoft Dynamics GP. This means you can make changes to Microsoft Dynamics and all changes are dynamically reflected in the various environments. The result: This architecture greatly simplifies the management and maintenance of your webstore and does not require duplications of efforts.

Q. I don't want to run eSource II on the same server as Microsoft Dynamics GP. Will this impede my performance?

A. eSource II provides a hosted model so you can run eSource II on a different server without impacting performance while getting real-time updates. This model uses SQL server replication—in particular transactional replication—and Microsoft Message Queuing (MSMQ) to remotely update the SQL databases serving Microsoft Dynamics GP. <http://azox.com/Portals/5/datasheets/hostedConnector.pdf>

Q. Do I need to run batch jobs to keep my web store in sync with Microsoft Dynamics GP?

A. No. Other e-commerce solutions require you to sync information between Microsoft Dynamics and your webstore, the sales portal and the back office via periodic or batch updates, but eSource II is architected so all changes made to any of these environments are automatically made in Microsoft Dynamics.

Q. Can I have more than one webstore hosted on the same server?

A. Each of the sites provided by Azox can have multiple webstores based on one GP company.

Q. Will my eCommerce website site work if my accounting system is down?

A. Yes. Even if using a Hosted model, SQL message queuing will push the messages through without a problem.

Technical Requirements:

Q. What database does eSource II run on?

A. SQL server is needed to run eSource II.

Q. I am going to need some customization for my e-commerce environment. Can Azox help me with that?

A. Absolutely, Azox supports custom development.
<http://www.azox.com/SERVICES/CustomProgramming/tabid/442/Default.aspx>

Implementation and Training

Q. How long does it take to deploy eSource II?

A. The deployment process may take 2 months to 16 weeks.
<http://www.azox.com/SERVICES/DeploymentProcess/tabid/436/Default.aspx>

Q. What type of support does Azox offer?

A. Azox provides one year support for every software purchase. This plan includes the following services:

- Phone Support
- Email Support
- GoToMeeting Support
- Free New Software Product Releases
- Ongoing product update communication materials

Q. How does Azox help with training?

A. We believe in training the customer, so key people at your organization have the necessary skills to make simple or repetitive changes to your websites without requiring the services of professional Web developer or architects.
<http://www.azox.com/SERVICES/ImplementationTraining/tabid/439/Default.aspx>

Q. Do you have people who can help me design and install my web store?

A. Yes. We have staff to help both design your webstore and install it.
<http://www.azox.com/SERVICES/ImplementationTraining/tabid/439/Default.aspx>

Q. How do I get product upgrades?

A. Product updates can be found on our website as well as through or newsletter sent via Email.

Pricing

Q. How much does eSource II cost?

A. Cost of an ecommerce environment depends upon:

- How much functionality the end user is looking for?
- What type of web site (B2B, B2C, sales portal, or all 3)?
- Will you be taking payments online?
- Since our sites come with a core set-up, our add-on modules are priced ala carte

Q. Do I need a license for each user using the sales portal?

A. No. Sales portal is designed to have unlimited sales reps taking orders via Azox Sales portal. In many cases this allows for less Microsoft GP users and thus less cost for the end users

Additional Information

Q. I have a question. How can I contact you?

A. You can call us at 1-866-882-2969 or email us at sales@azox.com.

Q. Can I see a demo of the product?

A. Absolutely. Please complete the form on this page or call 1-866-882-2969.
<http://www.azox.com/ScheduleaDemo/tabid/465/Default.aspx>

Q. I want to learn more about eSource II. What would you suggest?

A. You can always call us at 1-866-882-2969 or email us at sales@azox.com with any questions. If you prefer to find information online, check out our eSource II center where you can read case studies, white papers and more.
<http://www.azox.com/RESOURCECENTER/tabid/394/Default.aspx>



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