

EasyStoreMaker Pro™ 2.2 Frequently Asked Questions (FAQ)

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1. What is EasyStoreMaker Pro 2.2?

EasyStoreMaker Pro 2.2 is a robust solution developed specifically for the medium to large sized business that wants a quick e-commerce solution.

EasyStoreMaker Pro 2.2 will allow you to create a fully secure on-line store in just a few simple steps so you can be selling your products on the World Wide Web in just minutes. This powerful e-commerce tool allows you to sell an unlimited number of products and create an unlimited number of self-defined SKU's for easy product tracking.

The Cataloguing and Search functionalities provide your customers with the ability to find the product they want to order, quickly and easily.

EasyStoreMaker Pro 2.2 is more reliable because it operates on a clustered server environment that is both fully redundant and monitored 24X365. Most e-store applications today are optimized for a single server environment that can dramatically impair operational continuity.

2. Do I need to install any special software?

No, you do not need to install any special software. EasyStoreMaker Pro 2.2 can be found in your WebsiteOS control panel under the E-commerce tool set.

3. What is the maximum amount of products I will be able to offer?

With EasyStoreMaker Pro 2.2 you will be able to offer your customers an unlimited number of products.

4. How do I integrate this on-line store into my website?

If you are using Hostopia's EasySiteWizard 5.0, you can simply attach your online store to your website in the Navigation Setup. If you are not using EasySiteWizard you may create a link on your website to [http://\(yourdomain\)/cgi-bin/online/storepro.php](http://(yourdomain)/cgi-bin/online/storepro.php)

5. Does EasyStoreMaker Pro 2.2 allow for real-time online credit card transactions?

Yes, EasyStoreMaker Pro 2.2 will allow for real-time credit card transactions.

6. Will my customer transactions be secure?

Yes, your customer's credit card transactions will be completely secure. We provide you with a generic 128-bit Secure Socket Layer (SSL) to ensure secure exchange of information.

7. Which payment gateways does EasyStoreMaker Pro 2.2 support?

EasyStoreMaker Pro 2.2 supports E-xact, WorldPay and Payflow Pro.

8. Do I need to install any Database software to use EasyStoreMaker Pro 2.2?

No 3rd party database software is needed when installing EasyStoreMaker Pro 2.2.

9. Will I be able to track my inventory in real-time?

Yes, you will be able to track your inventory in real-time. In addition to the automatic stock counter, EasyStoreMaker Pro 2.2 allows you to manually adjust stock levels. EasyStoreMaker Pro 2.2 gives you the option to set a stock level warning, where you will receive a stock warning by email when stock of a product reaches a specified number.

10. Will I be able to provide a discount schedule to my products?

Yes, you will be able to provide a discount schedule to your products, as well as global discounts. Product discounts can be set in terms of quantity, which receives a percentage of sales or a static currency amount. Global discounts can be based on quantity or currency amount, which can receive a discount, defined by percentage of sale, static currency amount or free shipping. The product discount is always applied before the global discount.

11. Will I be able to catalog my products in EasyStoreMaker Pro 2.2?

Yes, you will be able to catalog products in EasyStoreMaker Pro 2.2. This application allows you to create catalog sections and to assign products to any catalog section you create.

12. Will visitors to my site be able to find products through a search?

Yes, visitors will be able to find your products through a search. Search criteria include words and numbers.

13. Does EasyStoreMaker Pro 2.2 have any integration with a 3rd party affiliate shipping service?

EasyStoreMaker Pro 2.2 does not have any 3rd party integration with an affiliate shipping service. You may however define rate range shipping costs to cover charges you incur when using the 3rd party shipping service of your choice.

14. What sort of shipping fees will I be able to set?

You may charge shipping fees by flat range or by a range rate. Flat range shipping may be set from zero to any maximum order setting you wish, assigned to a static currency amount. Rate range shipping can be based on quantity or weight. Weight can be measured in pounds (lbs), kilograms (kg), ounces (oz), or grams (g). Three intervals can be assigned to static currency amounts. Additional charges can be charged to international orders and out of state/province orders. These charges are static currency amounts. Any shipping instructions/messages can also be defined.

15. Can I assign Tax rates?

Yes, you can assign names and percentage amounts to both State/Provincial tax, as well as Federal Tax. Two tax calculations are also available. You may Apply State/Provincial tax plus Federal tax to subtotal i.e. Subtotal x (State/Prov tax + Federal tax) or Apply State/Provincial tax to subtotal after applying the Federal tax i.e. (Subtotal x Federal tax) x State/Prov tax.

16. What types of payment options will I be able to offer?

Payment options include credit card, check and COD. Credit cards include Visa, MasterCard, American Express, and a card of your choice. You also have the option to make your customers enter in a Credit Card verification number. Check options include Personal and Certified/Money order including instructions you define. You may also define instructions for COD purchases.

17. Will I be able to track orders that have been placed?

You will be able to track orders that have been placed through a secure Order Processing page. EasyStoreMaker Pro 2.2 allows you to track how many orders have been placed and how many have been filled. You may sort your orders by received date and card type. The Order Processing page will also allow you to view Card Type, Card Holder, Card Number, Expiry, Amount, and Method Paid for all orders. Details of each order can also be viewed for information such as shipping address, order information, customer comments, and a break down of charges.

18. Is EasyStoreMaker Pro 2.2 Brandable?

EasyStoreMaker Pro 2.2 allows you to customize your store to fit the look and feel of your website. A store image, table border color, table shading color, background color, header color, text color, link color, active link color, and visited link color.

19. How do I check the number of orders currently placed?

To check the number of orders currently placed, we provide you with the EasyStoreMaker Pro 2.2 Order Processing page. A link to this page is located in the welcome screen in the EasyStoreMaker Pro 2.2 application. This page can also be found at:

[https://www.securewebexchange.com/\(yourdomain\)/cgi-bin/online/orderspro.php](https://www.securewebexchange.com/(yourdomain)/cgi-bin/online/orderspro.php).

20. Will I receive an order notification?

Yes, you will receive an order notification when EasyStoreMaker Pro 2.2 processes a new order. This notification will be sent to the email address you have specified in the security section.

21. Will I be able to keep track of customers that make orders on my site?

Yes, you will be able to keep track of customers that make orders on your site. EasyStoreMaker Pro 2.2 allows your customers to create an account, which will allow them to save items in their Shopping Cart. Once saved, customers can return at any time to continue shopping or checkout. Customers can store their shipping information, so when they return to your store, they won't be required to re-enter this information.

22. Can I create and display my site in a language other than English?

Yes, you can. EasyStoreMaker Pro 2.2 will allow users to create an online store entirely in French, Spanish, or English. The online order pickup website can also be set to display in French, Spanish or English. These new language settings will be accessible in WebsiteOS as follows:

1. Under "E-commerce", open the ESM Pro control panel
2. Click on the "Preferences" tab
3. Select the "Languages" category