# 1. Introduction

Thank you for choosing iNETstore 2003 as your preferred e-commerce solution. It is an important step forward that many others, like you, have also taken. We at iNETstore Corporation are committed to your online success. This reference manual is a valuable resource that will assist you developing your e-commerce application. Rest assured that the personnel at our technical support and services divisions are also committed to your success. Details of how to access utilise our support services should have arrived separately with this manual.

## About iNETstore 2003

iNETstore 2003 makes creating your online store easy whilst giving the most experienced users the flexibility to customise every aspect of their e-commerce web site. This combination of ease of use and flexibility has made iNETstore the solution of choice for thousands of merchants and professional web developers around the world.

iNETstore 2003 is a suite of software applications designed to help you build and maintain an online store.

The main components of iNETstore 2003 are:

- iNETstore Server - A web server optimised for serving database driven web sites. Use this to preview your site locally before uploading changes to the Internet.
- iNETstore Maintenance - A database and online catalogue management tool. Includes utilities to create and upload your store.

# Key Features of iNETstore 2003

**True database driven solution**

A key feature of iNETstore 2003 is that it connects to a Microsoft Access database file by default. You can also connect it to Microsoft SQL Server.

Why is this important? Only with a true database driven solution can you do all of the following:

- browse through tens of thousands of product categories and items

- search via keywords, price ranges, product codes and more

- customize the information presented to each customer (such as custom price lists)

- create user authenticated areas (requires a username/password login)

- customers can login in and review their past transaction history or the status of their latest order

- the administrator of the web site can login and in real time update any of the content or inventory on the site

- the administrator can obtain real time transaction and customer reports from the web site

And because iNETstore 2003 connects to a standard Microsoft Access database file you can perform custom database import routines for your inventory from your Excel, CSV or ODBC compliant data sources.

You don't even need Access to use iNETstore 2003 as the product ships with an application called iNETstore Maintenance that creates a simple point and click tree view of your data.

**Several different template structures supporting B2B and B2C applications**

iNETstore 2003 ships with many templates. Importantly these templates are different structures and layouts. This enables you to choose a template that closely resembles the way your business operates or the way you'd like your store displayed.

There are templates that have all the functions pre-built to support:

- public retail sites

- public retail site + restricted member area (member area displayed different price)

- public catalogue only (ability to browse and search catalogue but no ecommerce functions)

- public catalogue site + restricted member area (as above but member area includes ecommerce functions)

- public info site + restricted member area (public site includes informational pages only and has no catalogue or ecommerce functions. Member area includes ecommerce functions)

- member only site (Entire site access requires username/password. Includes default support for 2 different member based price levels. Add further price levels by duplicating the existing user groups)

**Add an extra web page to your site at the click of a button**

All content in your store including web page content and inventory is entirely database driven. This enables you to add or modify a web page to your site by editing it within the browser based maintenance system. There is no need to edit or maintain links to your pages. The system does it all for you. Just give the page a name, specify it to appear in the toolbar and add the page content.

**Modular custom design**

iNETstore 2003 uses code snippets called Includes extensively. These code snippets make custom designing the features of your store as simple as changing a file name.

Each store ships with many Includes that control different page layout and search functions. So if, for example, you don't like the search function or the layout of a product page then there are several ready built alternatives that can be used by simply changing the file name of the Include file.

**Affiliate tracking**

Create and manage your own affiliates. The affiliate tracking and management system enables you to give commissions for sales generated as a direct result of referrers to your web site. Real time reports are available for both the administrator of the site and the affiliates themselves.

**User profiles**

Authorised users can log into the system with a unique login id and password.

The system keeps record of vital information such as user particulars and privileges. If required, the store can be set up so users can register online and receive their passwords instantly.

**Different pricing levels and templates**

Different user groups can be presented with different pricing information.

For example, it is possible to set up different pricing structures for wholesale and retail customers. Access can be controlled with passwords. In fact, a totally different look and feel and be presented to different user groups.

**Multiple tax system support**

iNETstore supports both a GST/VAT/Retail sales tax style system as well as an over-ride tax which can be specified for each delivery destination. Here is how it works:

1. Each product includes an Inc. and Ex. tax price. This is for any retail sales tax (or GST/VAT). If you don't have a retail sales tax then you can enter the same price in both fields.

2. You can also setup zones to which different tax rates will apply. For example a delivery to your home state may incur a 10% sales tax but delivery to other states/countries do not incur any tax. We call this tax an over-ride tax. It applies to a specific delivery zone.

3. Over-ride taxes can be applied to either the Inc. or Ex. tax product fields. This enables support for tax regimes where the government effectively taxes you on your tax . i.e. you can nominate a system that includes VAT within the product price + an over-ride tax to applied on the VAT inclusive amount.

The end result is a very flexible tax system which accommodates most countries / states requirements.

**Four sophisticated freight options**
1. Flat rate
2. Weight based
3. Based on total value of goods in shopping cart
4. Based on total items in shopping cart

Each method supports multiple methods of freight (e.g. Post, Courier) per destination. Freight methods and destinations are also definable for different customers groups.

**Search engine optimisation**

iNETstore 2003 now includes pages that are optimised for search engines to index your entire product catalogue.

**Microsoft SQL Server support**

Optionally connect to Microsoft SQL Server. In fact, although iNETstore 2003 connects to an Access database on your own machine by default, your web site is probably being hosted in a high end Microsoft SQL Server when you upload it to your ISP. iNETstore 2003 takes care of the transfer for you.

If you prefer you can change the default Access connection on your own machine to a SQL Server connection. High end merchants use this to have real time access to inventory and transaction systems.

**Dedicated server hosting** *(Server Edition only)*

Host your store on your own machine rather than with an ISP. Have complete control over your web site.

The Server Edition is ideal for merchants with ADSL, Cable, ISDN, or T1 connections.