

**ePages**  
**Business Administration**  
**Guide**

**- Version 6 –**



# Table of Contents

<b>1.</b>	<b>Introduction .....</b>	<b>5</b>
	General information.....	5
	Overview.....	5
	Contents of this guide.....	5
	ePages 6 in context .....	5
	Technical administrator.....	6
	Business administrator .....	7
	Administrator.....	7
	Requirements.....	8
<b>2.</b>	<b>Basic principles.....</b>	<b>9</b>
	Tables.....	9
	Working with entries .....	9
	Deleting entries .....	9
	Sorting in columns .....	10
	Batch processes in tables.....	10
	Search .....	10
	Working with text fields .....	11
	Using HTML commands in text fields.....	11
	WYSIWYG editor .....	12
	Language dependency .....	12
<b>3.</b>	<b>Signing in .....</b>	<b>15</b>
	Forgotten password .....	15
<b>4.</b>	<b>Administration page .....</b>	<b>17</b>
	Administration navigation.....	17
	User settings .....	18
	Deletion confirmation.....	18
<b>5.</b>	<b>Shops .....</b>	<b>19</b>
	Shop Details – General .....	20
	Shop details – Features .....	21
	Shop details - Feature packages.....	22
	Shop details – History .....	22
	Shop search.....	22
<b>6.</b>	<b>Shop types.....</b>	<b>23</b>
	Shop Type Details - General .....	23
	Initial shop contents .....	24
	Shop type details - Features.....	24
	Shop type details - Feature packages .....	25
	Shop type details - Texts.....	25
<b>7.</b>	<b>Feature packages .....</b>	<b>27</b>
	Feature package details - General.....	27
	Feature package details - Features .....	28
<b>8.</b>	<b>Databases.....</b>	<b>29</b>
	Database details - General.....	29
	Databases – Features .....	29
	Databases - Cartridges.....	29

- 9. Settings .....31
  - Licensing ..... 31
  - Security settings..... 32
  - eBay ..... 32
    - General technical functions ..... 32
    - Preparation..... 33
    - eBay settings - General..... 33
    - eBay settings - Authentication ..... 34
    - eBay settings - Sales platforms..... 35
    - eBay settings - Statistics ..... 36
- 10. Marketing .....37
  - Newsletter campaigns..... 37
    - Newsletter campaign details: General ..... 37
    - Newsletter campaign details: Newsletter..... 37
  - Newsletter details - General..... 38
    - Creating the newsletter content ..... 39
    - Sending a newsletter ..... 40
  - Newsletter details – Recipients..... 41
    - Newsletter campaign details: Addressees ..... 41
- 11. Glossary.....43
- 12. Index .....47

# 1. Introduction

## General information

ePages 6 is a standardized technological platform. It is flexible and easily extendable, allowing it to be customized to fit the needs of specific customers quickly.

The many functions of our standard software provide the foundation for quick implementation of varied business models with low operating costs.

ePages' strength is its scalability. The focus of the software is on security, modular architecture, scalability, high availability, and on a user-friendly interface, in addition to the large collection of features.

ePages 6 allows you to reach your customers on the Internet without specialized technical knowledge or excessive hardware costs.

The application has been designed to allow you to define specific tasks and assign these to specific areas of responsibility. This means that technical tasks and business tasks can be worked on separately without the specialist knowledge needed for the other tasks.

## Overview

As the business administrator, you perform the following tasks:

- Checking and defining shop types, which form the basis of Web sites
- Checking existing Web sites and their current parameters
- Managing available cartridges and features
- Confirming connection parameters for the databases assigned to you
- Monitoring resources and ordering necessary licenses

## Contents of this guide

The chapter entitled *ePages 6 in context* gives you a brief overview of the structure of an ePages 6 installation and the division into roles.

Chapters 2 to 10 describe how to use the various functions. Here you find detailed explanations of ePages functions and the effects of each parameter. Use this chapter to familiarize yourself with the application or as a reference work to answer questions later.

Special terms that are important for understanding the guide are explained in the *Glossary*.

## ePages 6 in context

This chapter provides you with a quick overview of the functions of the solution and how they work together.

The solution can be divided into three areas. Although these areas interact, they can be regarded separately.

These separate areas can be seen in *Figure 1*.

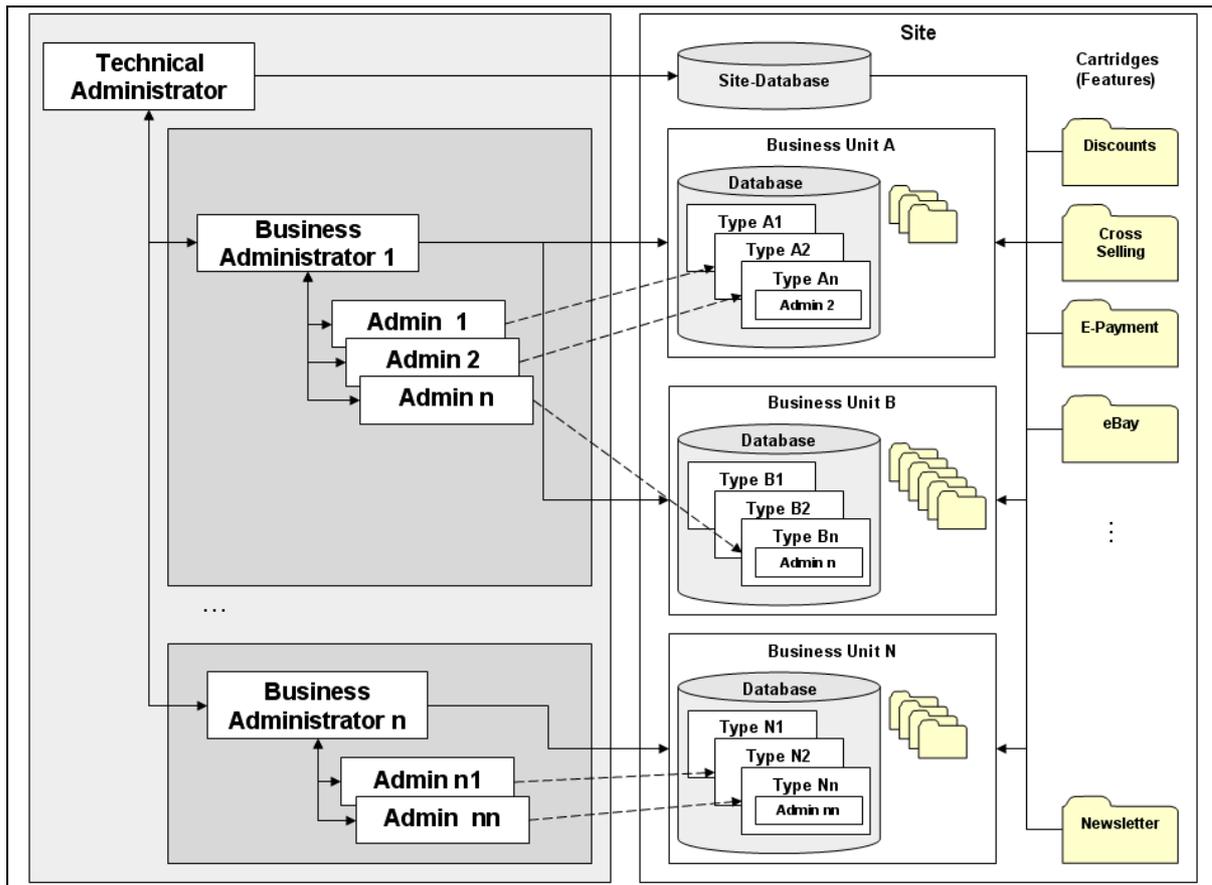


Figure 1: ePages structure (simplified)

An ePages 6 installation is called a site and provides all shop features.

**Note:** Site does not mean an installation on a physical server. The site as an ePages installation can be on a single server, or it can be distributed across multiple servers.

A site contains databases and cartridges. Cartridges are modules which provide certain features (for example, shipping methods or methods of checking authorization). Cartridges can be assigned to various databases so that units with various functional levels can be defined. This is then referred to as a *Business Unit*.

Business units provide the foundation for creating various shop types that can then be offered to merchants. These shop types offer varying amounts and types of functions.

Shop types are the basis for the Web sites. Administrators offer content and products to users through these Web sites.

The *site*, *business unit*, and *Web site* areas each have their own administration functions by means of which each area can be controlled. These three administrative levels are connected as seen in *Figure 1*.

## Technical administrator

The job of the technical administrator consists of fulfilling the requirements of hardware and software and installing ePages 6. He is the only person who has the permissions necessary to create the required databases and install the desired cartridges.

According to defined business models, he creates the necessary database/cartridge combinations for the business units. Each business unit has its own database.

Furthermore, the technical administrator allocates the business units to distributors he has created. A distributor can be thought of as a service provider – the company which offers and sells the Web sites. The *business administrator* manages shop types and shops for the distributor. See *Business administrator, below*.

In addition, the technical administrator is responsible for:

- Database maintenance
- Organizing access to the database (rights management)
- Installing new cartridges
- Communicating with ePages support
- Updating the installation and administering patches and updates on an ongoing basis
- Managing licenses

For further information, see the *ePages 6 Technical Administration Guide*.

## Business administrator

Using the assigned cartridges, the business administrator creates various shop types with different function packages in his business unit. He can choose to use standard business models or implement his own, more specific ideas.

This allows him to create shop types with different maximum numbers of products, design possibilities or export possibilities, for example.

A business administrator can manage multiple business units.

In addition, the business administrator is responsible for:

- Sales and invoicing for the Web site (self-provisioning or site-on-demand)
- Communicating with the technical administrator for questions regarding an increase in functionality or memory
- Sending various support queries to the technical administrator
- Monitoring resources and ordering necessary licenses

## Administrator

The administrator selects the Web site that is the closest match to his requirements from the set of shop types provided by the distributor. The Web site can be purchased or rented.

The functionality provided allows the administrator to design and structure the Web site according to his needs. Alternatively it is possible for him to request "his" Web site, with a special range of functions, from the distributor (known as "site on demand"). The distributor then creates the shop with the help of the technical administrator, and makes it available to the administrator.

In addition, the administrator is responsible for:

- Configuring the Web site
- Creating his shop design
- Communicating with the user
- Sending support queries to the distributor
- Organizing business processes (invoices, shipment)

For further information, see *ePages - Handbook for Creating and Managing Web Sites and Shops*.

## Requirements

The business administrator should be proficient in the following areas:

- Using Internet applications
- Using a Web browser
- Basic knowledge of the external product portals which he wishes to configure
- Basic knowledge of merchant administration. The *ePages - Handbook for Creating and Managing Web Sites and Shops* must be available.

In addition, the technical administrator must have configured a system which meets the following requirements:

- Databases and cartridges are installed
- Necessary business units are configured
- An account for the business administrator has been created. The details will have been sent to you.

## 2. Basic principles

This chapter explains the basic structures, functions and procedures that are used throughout the entire application. This knowledge will be required to use the application effectively.

### Tables

A table contains a list of objects. Objects can be added to a table, modified, or deleted. In some tables, you can filter the contents using a search box.

An entry in a table shown as a link can be opened by clicking this link.

In some tables, the information is augmented with symbols. These symbols are often links with varying meaning and functionality. If necessary, the function of the symbol will be described in the relevant chapter.

To allow new entries to be added to a table, the last line contains empty entry fields and drop-down menus. This line is highlighted. Enter the information in the fields and save by clicking **Save**.

### Working with entries

You can modify entries in the following ways:

- Manual modification in the table

If multiple or individual entries are shown in entry fields, their value can be modified here directly. Save your entries by clicking **Save**.

- Open the detail view and modify the entries in the detail view

If the ID is shown as a link in the entry, click this link to open the detail view. Modify the information in the detail view. Save your entries by clicking **Save**.

- Modify entries in groups by batch processing

If multiple entries are to be processed in one action, use the corresponding batch processing command. For more information, see batch processing, *below*.

### Deleting entries

Entries can be deleted in the following ways:

- Button **Delete**

In some tables there is a button marked **Delete** below the table. Select the relevant entries and click **Delete**.

- The batch processing command *Delete*

In some tables *Delete* can be selected from the batch processing commands. Select the relevant entries and start the *Delete* process.

For more on batch processing, see *Batch processes in tables, on page 10*.

## Sorting in columns

In some tables, it is possible to sort the contents in columns. This is the case when the column titles are links and two arrows are shown next to them.

Clicking a link sorts the table according to the value in this column. The small arrows to the right of the column heading indicate the sort direction of the currently active column. The left arrow pointing upwards indicates ascending sort order. The right arrow pointing downwards indicates descending sort order.

Clicking the column heading or the arrow reverses the current sort direction as indicated by the filled arrow.

In multi-page lists, the first page is displayed after sorting.

## Batch processes in tables

Batch processes in tables are actions that apply to a number of selected table entries at one time. The available batch processing commands are located in a drop-down menu underneath the corresponding table. See *Figure 2*.

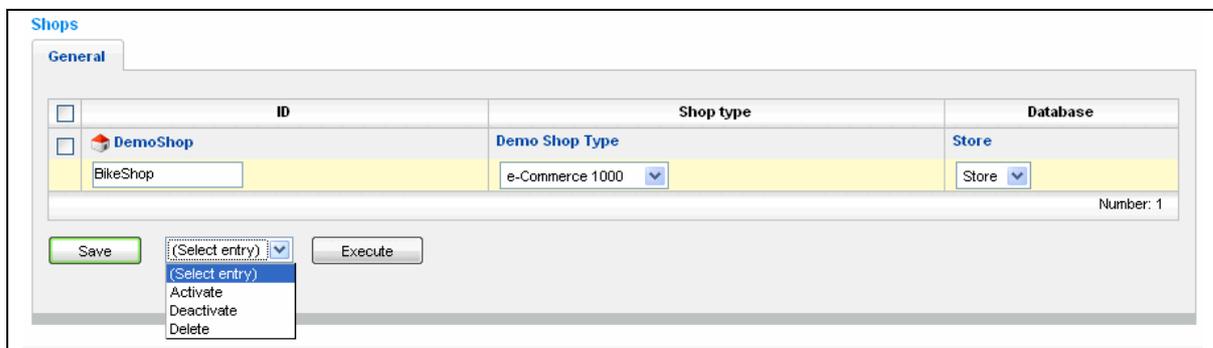


Figure 2: Table with batch processing

First select the target objects for batch processing. Then choose the action from the drop-down menu. Finally, start the action by clicking the **Execute** button.

The individual chapters only explain specific batch processing actions or describe particular features relating to the general actions.

## Search

Searching is used to filter and group objects. The results are shown in a table. If searching is possible on the page, a search box is displayed in the upper part of the working area. An example of this can be seen in *Figure 3*.



Figure 3: Search box

The search box consists of entry fields and drop-down menus. Enter the term you want to search for in the entry field. The entry fields adjust to the type of objects to be filtered.

You can use the placeholder \* in the text fields for portions of the search text you do not wish to enter or cannot enter. Capitalization is not considered. The system searches for character strings in which the search text appears, regardless of where it is in the target text.

When searching for certain information, you can also use time and date as a search criterion. Time and date information is formatted according to the administration language. Use the function to enter the date by clicking the  symbol.

The search fields are AND searched by default. In other words, a data set must meet all the criteria defined by the entries in the search fields and not just one of them.

Using the drop-down menu *Display per Page* you can set how many rows are displayed on each page in the table.

You can press the button for various functions. The standard buttons are as follows:

Button	Description
	Start the search according to the entries in the search fields; After entering the search terms in the fields, click the symbol to start the search. The results will appear in the table.
	Reset the search. All entries are deleted from the search fields. A search started with these settings will return all entries.
	Switch between simple and advanced search; If you select the advanced search option, additional fields relevant to the object are added to the search box. Using this you can refine the search further.

Specific search details will be discussed in the relevant chapters.

## Working with text fields

Text fields are entry fields where longer texts can be entered. For example, they may contain descriptions of the various shop types or texts of newsletters. You can format these texts to make the layout more attractive. This can be done in the following ways:

- Using HTML formatting commands in the text directly
- Using the integrated WYSIWYG editor

The symbol  **Edit text** above a text field identifies the field as allowing formatting.

## Using HTML commands in text fields

You can use HTML tags for designing and formatting text directly. For simple formatting, the functions *Bold*, *Italics*, or *Underline* are the most useful. The tags listed in *Table 1* will cover most if not all of your requirements.

Table 1: Selection of HTML formatting tags

Tag	Description	Usage	Effect
<b>	The following text is shown in <b>bold</b> .	<b>Bold</b>	<b>Bold</b>
<i>	The following text is shown in <i>italics</i> .	<i>italics</i>	<i>italics</i>
<u>	The following text is shown <u>underlined</u> .	<u>underlined</u>	<u>underlined</u>
<s>	The following text is shown <del>struck out</del>	<s>struck out</s>	<del>struck out</del>
 	A carriage return is inserted at this point in the text.	at  this point	The text is continued on the next line.

You can also use any other HTML tag.

**Note:** For additional information about design options, we recommend consulting publications about HTML or the site <http://www.selfhtml.org/> (only partially in English).

## WYSIWYG editor

Instead of using HTML tags directly, the program offers a second comfortable solution for designing text fields - a WYSIWYG editor. WYSIWYG (What You See Is What You Get) means that during editing text is displayed exactly as your customers will see it in the shop. You format the text not with HTML tags directly but using buttons with formatting functions. This has the advantage that you can simply and professionally design texts without knowing formatting commands. At the same time you, can easily import images, links, and tables.

This editor can be used for all text fields that are indicated by the  **Edit text** symbol. Start the editor by clicking the button. The text in the corresponding field is moved into the editor.

The editor opens in a separate browser window.

The individual functions are started by clicking buttons. If you hold the cursor over a button, a tag appears explaining the button.

The function is applied to the current cursor position. Elements such as bookmarks or placeholders are inserted to the current position. To format text, you can also select the relevant text before clicking a button.

Finish editing the text by clicking **Apply**. This copies the formatted text in HTML form to the text field and closes the editor.

You can find additional explanations in the relevant chapter of the *ePages - Handbook for Creating and Managing Web Sites and Shops*.

## Language dependency

Certain object properties are shown differently depending upon the current language. These include names and descriptions.

If you use the administration area in English, for example, the English content is displayed. This assumes that English versions of the content exist. The system offers you the necessary entry fields in places where language-dependent content is entered.

When you create a shop type, you enter a name and a description as well as the other settings; see *Figure 4*.

The screenshot shows a web-based configuration interface for 'Shop types + e-Commerce 1000'. It has four tabs: 'General', 'Features', 'Feature packages', and 'Texts'. The 'Texts' tab is active. On the left side, under 'Import files for new shops', there is a text input field containing 'Shop.xml' and a note: 'Click the files in the selection in order to add these here.' Below this is a 'Source directory for files of a new shop (for example, images)' input field. Further down are 'Name' and 'Description' fields, both containing 'e-Commerce 1000' and 'Catalog with up to 1000 products and shopping cart' respectively, with 'Edit text' buttons next to them. On the right side, there is a 'Selection' list box containing several XML files: DemoShop.xml, Empty.xml, Shop.xml, Translation.DemoShop.de.xml, Translation.DemoShop.en.xml, and Website.xml. Below the list is a 'Translation' dropdown menu set to 'Deutsch', with a corresponding text input field containing 'e-Commerce 1000' and another 'Edit text' button. A 'Save' button is located at the bottom left of the interface.

Figure 4: Translating language-dependent content

On the left side, you save content in the current language - in the example, English. On the right side, select the language into which you wish to translate the contents and enter the translation into the relevant fields. In the example, this is German.

If you now select English as the administrative language, the English contents for *Name*, *Description*, and *Message for Merchants* will be displayed.

**Note:** Save your entries before changing the language on the right side of the page, otherwise all changes will be lost.



### 3. Signing in

To open your business administration account you will have received a URL from your technical administrator of the following form:

```
https://<server>/epages/Site.admin/?ObjectPath=/Providers/<distributor>&ViewAction=PBO-ViewPBO
```

*Server* is here the name of the server which the software is running on, and *distributor* is the name of the distributor for whom you are working as business administrator.

Use the user name and password the technical administrator assigned to you. If you did not receive any specific information, the default login information after installation is: Username: *admin*, password: *admin*.

Observe capitalization when entering your user name and password. If you are sure you have entered all the characters correctly and you still receive an error message, check whether the CAPS LOCK key is activated.

**Note:** If you cannot log in although you have entered the information correctly, check to see if cookies are enabled in your browser. Session cookies must be enabled to use the application.

In Internet Explorer, activate session cookies as follows:

Click *Tools* in the menu bar. From there, select *Internet Options* » *Privacy* » *Edit*. In this window, you can select how cookies from specific Internet sites are treated. Here, you must select the check box *Allow Session Cookies* and save this setting by clicking **OK**.

### Forgotten password

If you forget your password, click the **Request Password** link on the sign-in page. On the page displayed after this, you can request your password.

Enter the user name you use when you sign in in the *User Name* field. In the *E-mail* field, enter the e-mail address where the new password should be sent. This address must correspond to the address indicated in your user data; see *User settings, on page 18*. The new, automatically generated password will only be sent to that address if both addresses are the same.

**Note:** If you have forgotten your user name, contact the technical administrator.

**Caution:** We recommend that you change your password from the default value after signing in for the first time. This will help to prevent others from accessing your administration area; see *User settings, on page 18*.



## 4. Administration page

The administration page is displayed after you sign in. Here, you have access to all functions required to manage your business unit. You can create new shop types and manage information and allocations. You also have an overview of the shops, databases, cartridges and features and their utilisation.

All Administration pages have the same basic structure as shown in *Figure 1*.

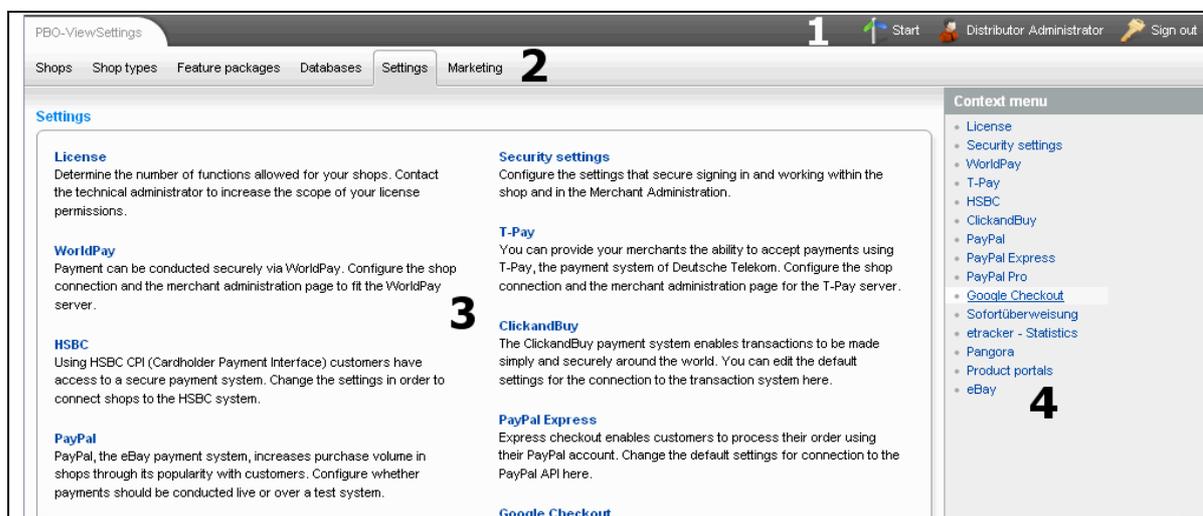


Figure 5: Administration Page

The page is divided into the following sections:

- Administration navigation (1); see *Administration navigation, on page 5*
- Menu bar (2)
- Working area (3)
- Sidebar (4)

The contents of the working area change depending upon the function you select.

The side bar contains the following functions:

- Link to context-related help for the current page; If help text is available for a page, the link **Display help for this page** is shown. Click the link to open the relevant help page in a new window.
- For some functions in the menu bar, a context menu is displayed. This contains the main functions for the corresponding menu item.

## Administration navigation

The Administration Navigation menu is available on every page. Its contents always remain the same.

Click the **Start** link to launch the Technical Administration homepage; see *Figure 5*.

By clicking the link with your administrator name, you can open the page containing your user settings; see *User settings, on page 18*.

Click the **Sign out** link to leave the Administration pages. Sign out to make sure that the connection to the system is correctly and securely ended, and that no unauthorized user can access the administration area of your site. After you sign out, the sign-in page will appear again.

## User settings

Here you can manage your administrator details. The various fields have the following meanings:

Table 2: User settings

Field name	Description	Field type	Example
Display Name		Entry field, alphanumeric	Distributor-Administrator
User Name	User name used when signing in	Entry field, alphanumeric	tboadmin
E-mail	If you forget your current password for signing in to the administration area, a new password will be sent to the address entered here. Due to the importance of this field, you cannot save any user data until an e-mail address has been entered.	Entry field, alphanumeric	badmin@providerxyz.com
Old Password	Enter the currently valid password here.	Entry field, alphanumeric	admin
New Password		Entry field, alphanumeric	administrator
Password Confirmation		Entry field, alphanumeric	administrator
Administration Language	Display language for administration. The languages listed are part of the installation. If you require another language, contact the technical administrator.	Drop-down menu	
Deletion confirmation	See <i>Deletion confirmation, below</i>	Check box	

Save your entries by clicking **Save**.

To change the password and create a new one, you must enter the current password in the *Old password* field. If you do not enter the current password, the password change will not take effect.

**Note:** Enter the password and the password confirmation separately. Do not copy from one field to the other. This prevents changing to an undesired password because of a typing error.

### Deletion confirmation

Before data is deleted, you will be asked whether you are sure you want to delete the data. This is a standard method to prevent you from accidentally losing data. Only after you confirm the deletion is the data deleted.

**Caution:** If you clear the *Deletion Confirmation* check box, every deletion is executed immediately and without deletion confirmation. You will not be able to cancel the action later.

## 5. Shops

The *Shops* section shows you an overview of all shops. This area is used to create and manage shops. In addition, you can also search for shops there.

The table shows a list of all shops that have been created. The symbols have the following meanings:

Table 3: Status for shops

Status	Description
	The shop is activated, meaning it can be used by the merchant
	The shop is not activated. This means it is inaccessible for merchants and customers
	The shop has been deleted. All data has been deleted

To edit the details of a shop, click the shop ID.

You can run batch processing actions to process the table entries. For an introduction to this, see *Batch processes in tables, on page 10*. The following actions can be performed:

Table 4: Batch processing actions for shops

Command	Comment
Activate	Activate closed (inactive) shops. These will now be accessible for the merchants and customers.
Deactivate	Merchants and customers can no longer access this shop. You can use this function while performing maintenance work or to remind delinquent merchants of their obligations.
Delete	All shop data is deleted from the database. Only limited information about the shop remains. This data is necessary to show the shop in the table and show its history. After clicking delete, the shop will be displayed in the table as inactive and without a database. This shop cannot be activated again. You can however still see the details of the shop.

**Note:** Inform the merchants affected by the deactivation of a shop beforehand so that they can prepare.

**Caution:** Deletion cannot be undone. This means that after you have deleted a shop, you cannot reverse this action!

To create new shops, follow the instructions in *Tables, on page 9*. The field for selecting shop types only displays active shop types. Save your entries by clicking **Save**. Open the detail view and enter the information according to *Shop Details – General, on page 20* and following.

The shop will be created in the language for new shops you have specified in the database; see *Database details - General, on page 29*.

**Note:** In some cases, when you try to create a new shop you may be informed that the new shop cannot be created because your license does not permit it. If this happens, contact the technical administrator. See also *Licensing, on page 31*.

To find information about a single shop or a group of shops, use the shop search. For more about searches, see *Search, on page 10*.

## Shop Details – General

The various fields have the following meanings:

Table 5: Fields for Shop Details - General

Field name	Description	Field type	Example
ID	The ID must be unique for each provider.	Display	DemoShop
Shop Type	Here, you can assign the shop to a different shop type. Observe possible license limitations when doing this.	Drop-down menu	
Database		Display	
Object Path	Part of the URL to the shop	Display	
Domain name	If the merchant uses a separate domain for the shop, you can enter it here; see <i>Domain name, on page 21</i> . The domain name may not necessarily be the same as the name of the Web server. In case of uncertainty, check with your technical administrator.	Entry field, alphanumeric	www.testshop.com
SSL Certificate	Usage of a separate SSL certificate for the given domain; see <i>SSL certificate, on page 21</i> .	Option button	
Name for short URL	If you enter a name here, the object path is removed from the shop URL. The database name is replaced by the specified name. The resulting URLs for the shop and administrative areas are displayed after saving. The name must be unique for each Web server. In case of uncertainty, check with your technical administrator.	Entry field, alphanumeric	MyShop
Shop	URL to open the online shop	Link	
Administration	URL to open the shop administration	Link	
Merchant Information	These are imported from the shop address the merchant entered in his shop administration page.	Display	
Created on	Date on which the Web site or shop was created	Display	
Shop status, set by the distributor	The distributor can deactivate the shop for merchants (administration), and customers. The status set by the distributor has priority over the status set by the merchant.	Option button	
Shop status, set by the merchant	Information for the distributor, telling him if the merchant has opened the shop to customers.	Option button	

Trial shop	Trial shops are identified separately in the shops table. The merchant sees a corresponding note in his MBO; See also <i>Trial shops, on page 26</i> .	Option button	
Internal test shop	Internal test shops are identified separately in the shops table.	Option button	
Internal note		Text field, alphanumeric	

Save your entries by clicking **Save**.

**Note:** Trial shops and internal test shops are included in the shop counts for licensing purposes.

### Domain name

If the merchant wishes to operate his shop at a separate domain, he should apply to you for this service, as you are his provider. The technical administrator must allow access to this domain via the Web server running the ePages software. As soon as this registration has been completed, you can enter the domain name in the *Domain name* field. After saving, the URL will be updated and it will be possible to visit the online shop at this domain. It is possible for users to reach the same Web site both with and without prefixing the domain name with *www* (*testshop.com* and *www.testshop.com* both lead to the same Web site). If the Web site operator wishes this to be configured, the technical administrator must configure the system settings accordingly.

### SSL certificate

If the *SSL Certificate* option has been set to *Yes*, SSL connections to this domain will also be enabled. To do this, the technical administrator must install a new SSL certificate for this domain on the Web server. If a certificate has not been installed, it will not be possible to connect via SSL. If you change this to no, the standard certificate for the provider will be used for all SSL connections. In this case, the SSL connection cannot be made using the merchants own domain name.

## Shop details – Features

Functions for shops are provided through cartridges. These can be divided into the areas of standard functions and features. Standard functions are used to provide the basic shop functions.

The cartridges which provide features can be activated, deactivated, or restricted by the business administrator.

In the overview, you can see all the features applicable to the current shop with their specified limits and current level of utilization. The symbols have the following meanings:

Table 6: Symbols for features: Overview

Icon	Description
	Short description of the feature
	The function has been activated for the shop.
	The function has not been activated for the shop.
Status bar	The status bar shows how much of a limited function is being used. A red bar indicates that the limit has been reached.

The maximum limits are defined during shop type definition; see *Shop type details - Features, on page 24*.

## Shop details - Feature packages

The functionality and limits of a shop can be extended with feature packages. You can define feature packages using the *Feature Packages* link; see *Feature packages, on page 27*.

The table lists all the feature packages you have made available for the shop.

Click the ID to access the details of the feature package.

The selection field beneath the table lists all active feature packages available for the shop. If you want to add a package to the shop, select one from the selection field and confirm by clicking **Assign**. Some packages can be added more than once; see *Feature package details - General, on page 27*.

You can observe the effects caused by adding the package by going to the **Features** tab and checking the changes made to the individual features.

To remove a feature package from a shop, select the package and click **Remove**.

## Shop details – History

In the table you can see an overview of the changes made to the shop parameters in the business administration.

These consist of information about the start date, activation/deactivation of feature packages, changes of shop type, deletion date, etc.

## Shop search

For basic information on using the search function, see *Search, on page 10*. The advanced search allows you to search for prepared, empty shops.

Prepared, empty shops are those of each type that are created automatically. These shops do not contain any merchant data, but can be prepared very quickly for use by a merchant. If you have any questions about creating empty shops, contact your technical administrator.

## 6. Shop types

Shop types are the templates for shops that you offer to your merchants. You can define various shop types that vary in functionality, data volume, and convenience. In this way, you can fulfill the varied requirements and goals your customers have. Merchants can select the one that fits their needs from all shop types.

In the table, you can see all available shop types. The symbols have the following meanings:

Table 7: Symbol for shop types

Status	Description
	Shop type is active. Shops of this type can be created.
	Shop type is inactive. Shops of this type cannot be created. Inactive shop types are not listed in the selection field for new shops.

To modify the details of a shop type, click the ID.

To create a new shop type, follow the instructions found in *Tables, on page 9*. Save your entries by clicking **Save**. Open the detail view to edit the information as described in *Shop Type Details - General, below*.

To delete a shop type, follow the steps described in *Deleting entries, on page 9*.

## Shop Type Details - General

The various fields have the following meanings:

Table 8: Fields for general details of the shop type

Field name	Description	Field type	Example
ID		Entry field, alphanumeric	ECommerce1000
Active	Shop type means creating shops is available	Option button	
Import file for new shops	Selection of the file for the initial shop contents. For more information, see <i>Initial shop contents, on page 24</i> .	Drop-down menu	Empty.xml
Source directory ...	The initial content can also provide files. These include image files for product or category images, or PDF files in attachment format. These files can be provided in a source directory in a corresponding path. When a Web site or shop is created, the files are copied from the source directory into the directory that has been made available for the Web server. Enter the corresponding source directory in this field.	Entry field, alphanumeric	<code>\$_ENV{EPAGES_STORES}/Site/ShopPublicFiles/DemoShop</code>
Name	This name is language-dependent	Entry field, alphanumeric	e-Commerce 1000

Field name	Description	Field type	Example
Description	Informational text shown for this shop type. For more on formatting, see <i>Working with text fields, on page 11</i> .	Text field	Catalogue with up to 1000 products and shopping basket

Save your entries by clicking **Save**.

## Initial shop contents

You have the possibility of setting contents for a shop which are automatically loaded when the shop is created. This could include example products, default texts for terms and conditions, customer information, or a prepared category structure, for example.

A number of files with different initial contents can be prepared. The available files are listed in the selection field *Import file for new shops*.

Select an appropriate file. After saving, the information is imported to all new shop based on this shops type.

Contents can only be imported for features which are activated in the selected shop type.

This method also allows you to import different initial content for different languages.

If you want to create new files, consult your technical administrator. Feel free to use the existing files as prototypes when creating your own. It is a good idea to name the files after the shop type to make them easier to identify. The files must be written in XML format. If they are not in XML format, they will not be listed in the *Import file for new shops* selection field.

During installation, a number of import files are already created. These correspond to the shop types and are named as such.

If you want a shop of a particular type to be empty after creation, assign the file *Empty.xml* to it.

## Shop type details - Features

Using features, (see also *Shop details – Features, on page 21*) you can configure individual shop types which then form the basis for shops offering different functions and fulfilling differing requirements.

In the table, you can see a list of all the features available from all the installed cartridges. For every feature, you can see the name and a short description as well as an activation button.

In the column marked *Max. number*, you can select whether the option is activated or deactivated or assign limits to numerical values of the feature. This limit must be within the range listed behind the entry field. If you enter a 0, this function will not be active and will not be available for the shop.

Use the check box in the *Visible* column to control whether or not the deactivated features remain visible in the Web sites/shop administration. Such deactivated features are shown in grey in the Administration area. Using this you can offer your customers features that can be accessed or used after upgrading to a higher value shop type. If features are not to be displayed, because you do not want to offer them at all, you should set them as invisible.

Save your entries by clicking **Save**.

If shops of this type have already been created, you can implement a change in the feature settings of these shops immediately. To do this, click **Apply to all shops**. This function also saves the modified option.

## Shop type details - Feature packages

In the table, you can see all the feature packages which have been assigned to the current shop type. The symbols have the following meanings:

Table 9: Status of feature packages

Status	Description
	The feature package is active. This means it is available to be assigned to shops.
	The feature package is not active. This means it will not be visible in the the selection field for feature packages in shop details and cannot be assigned to a shop.

Click the ID to access the details of the feature package.

The number in the *Shops* column shows how often a feature package has been assigned.

You can apply every feature package in the table to all shops of this type. Select one or more packages and click **Assign**. The packages will be added to the shops and the functional extensions will be applied. This function is advantageous when you intend to add packages to all shops.

If you want to remove a feature package from all shops of this type, select the shops and click **Remove Assignment**.

To remove a feature package from the table, remove the shop type assignment in the details of the feature package; see *Feature package details - General, on page 27*.

## Shop type details - Texts

You can use these texts to distribute various information and notes to your Web site operators. The texts are displayed to Web site operators **in their Administration areas**, at various points.

When editing these texts, please remember the following:

- The texts can be formatted directly or using the WYSIWYG editor. See *Working with text fields, on page 11*.
- If a *Hyperlink* field exists for the text field and you enter a URL into it, the entire text will be displayed as a link.
- Texts and links are language dependent. See also *Language dependency, on page 12*.
- Save your entries by clicking **Save**.

The following texts are available:

### Home page

This text is displayed on the administrator's Home page after he signs in. You can use it to draw attention to innovations or changes.

### Info box

This text is displayed at the top of the right side bar. This means it is always visible. The text is useful for important messages that Web site administrators should always be able to see.

### Up-Selling

This text appears as soon as the threshold for a feature is exceeded. It is displayed on the page on which the Web site operator exceeded the corresponding threshold/limit. In addition, the text is displayed on the shop usage page. You can use the text to indicate to Web site operators what options are available to enhance the functionality of their shops. If you enter a URL in the *Hyperlink* field, the entire text will be displayed as a link.

### Trial shops

Trial shops are shops that you provide to the merchant for a limited period of time. During this time period, the merchant can test the functionality and capabilities of the shop. When the period is over, the merchant must decide whether or not to continue operating the shop in accordance with your billing conditions. The end of the test phase is not monitored by the shop system. You can set the *Trial shop* status in the shop details; see *Shop Details – General, on page 20*. The Web site is flagged accordingly for as long as it is in test mode.

The text appears while a shop is operated as a test shop. It is displayed in the top of the right side bar. This means it is always visible. You can use this text to inform the Web site operator of the duration or expiry of the test phase. You should also describe the process for converting the shop from test mode into live mode.

## 7. Feature packages

In a feature package, you can define one or more features or the availability of features in a certain scope. In this way, you make function packages available which the merchants can add to the standard functions of their shops. This creates the possibility for your merchants to increase the functionality of their shops without having to change to the next largest shop type.

The packages are created by you, assigned to certain shop types and distributed to the shops.

The table shows all the feature packages you have created. The symbols have the following meanings:

Table 10: Status of feature packages

Status	Description
	The feature package is active. It can be assigned to shops.
	The feature package is not active. It cannot be assigned to shops.

Click the ID to access the details of a feature package.

To create new feature packages, follow the instructions in *Tables, on page 9*. Save your entries by clicking **Save**. Open the detail view and enter the information according to *Feature package details - General, below* and following.

**Note:** As long as a feature package is being used in a shop, it cannot be deleted. You will receive notification of this when you try to delete it.

To delete the package, you must first remove the assignment for all shops; see *Shop details - Feature packages, on page 22*.

## Feature package details - General

The various fields have the following meanings:

Table 11: General parameters for feature packages

Field name	Description	Field type	Example
ID		Entry field, alphanumeric	1000Products
Active	See <i>Table 10, above</i>	Option button	
Assignments per shop	Possible application of the package per shop	Entry field, numeric	3
Name	This name is language-dependent	Entry field, alphanumeric	1000 Products
Description	Informational text for the feature package displayed according to the language settings. For more on formatting, see <i>Working with text fields, on page 11</i>	Text field	Catalogue with up to 1000 products and shopping basket

Field name	Description	Field type	Example
Shop Types	In this table, you see the shop types which have been created. Feature packages must be added to a shop type before being assigned to a shop of this type. Click the check box for all the shop types where you wish the packet to be available.		

Save your entries by clicking **Save**.

## Feature package details - Features

On this page, you define which functions will be made available through the feature package and in what scope.

In the table, you can see all available features. Select the relevant function and enter a maximum amount if necessary.

Save your entries by clicking **Save**.

You can apply the feature package to all shops which already have access to this package immediately. To do this, click **Apply to all shops**. This function also saves the modified option.

### **Notes:**

1. If the maximum values in a feature package are less than the maximum values in a shop, the maximum values in the shop are kept. When applying a feature package, existing functions are not restricted or deactivated.
2. All features are displayed irrespective of which business unit the relevant cartridges are installed in. A shop can only be assigned features of cartridges which belong to the same database as the shop. When assigning feature packages, make sure that the shops also have the relevant cartridges installed.

## 8. Databases

In the ePages structure, (see *Figure 1, on page 6*) you as a business administrator have access to multiple databases.

To find out which databases you can access, look in the table. To see more detailed information about individual databases, click the name of the database.

### Database details - General

On this page, you can see the most important details to page database connection. This data can be used in case of a problem to display all the current values for the database connection.

Using the drop-down menu *Language for new shops* you can set the standard language for new shops. The setting effects the Merchant Administration page and the corresponding online shop. The merchant can change this setting at any time.

The *Time zone for all shops* drop-down menu allows each Web site/shop in the database to have its own time zone setting. This setting forms the basis for all times shown in the administration site and the corresponding Web sites. It allows customers and administrators to work using their local time, if the Web server and Web sites operate in different time zones.

Save your entries by clicking **Save**.

### Databases – Features

On this page, all features are listed which are available to you in this business unit on the basis of the installed cartridges.

In case you wish to offer functions in your shop which are available but not listed, contact your technical administrator. He will install the relevant cartridge.

### Databases - Cartridges

On this page, you can see all cartridges that are installed in the business unit.

If you would like to offer functions in your shops that are not included in the installed cartridges, first find out whether a cartridge for this function exists. If it does, contact your technical administrator so that he can install the cartridge for you.

If a cartridge for this function does not exist, contact your ePages partner to have this function implemented.



## 9. Settings

In *Settings*, you can manage the basic settings of your business units. This includes the settings for the connection to external systems as well as security settings. In addition, you can monitor the utilization of your license permissions here.

You can open the individual functions either via the links on the page or via the context menu in the side bar.

A similar method applies if you wish to modify the security settings and the settings for external systems:

1. Open the desired function.
2. All relevant databases will be listed in a table.
3. Click the name of the database of which you wish to edit the settings.
4. Edit the information of the relevant detail page.

The *Licensing* function is an exception, since no database is selected; see *Licensing, below*.

## Licensing

The functions available in your license form the basis of the features which you provide to your shop types. These will be used by Web site/shop owner and his customers. These functions will either be available or limited to a certain value. The combination of type and scope of the individual features defines the individual shop types. See also *Shop details – Features, on page 21* and *Feature packages, on page 27*.

It is necessary for you to have an overview of the functions which have been made available and to what extent they are currently being used. This allows you to react and apply for an increase in functionality before the limit is reached.

In the table, you can see all the functions which are available to you with your license. If the feature has a maximum value, a status bar shows the current utilization. If the status bar is red, this means the utilization has reached the maximum value.

Functions which do not have a status bar display are functions which have been made available in the license. For these functions, there are no restrictions. They can either be activated or not.

**Caution:** The maximum values are checked in the shops. The total value of a feature in all shops must not exceed the limit set in the license. The total maximum values for the individual shops are added, not the current utilization.

The following example demonstrates this:

The license permits up to 5000 products. You define shop types with different values for the maximum number of products: Type A maximum 3000 products, type B maximum 1000 products, and type C with maximum 500 products.

10 merchants wish to operate a type C shop. That means, that every merchant can offer a maximum of 500 products in his shop. This reaches the maximum total number of products at 5000. It is not important how many products the merchants are offering in their shops at the moment. To make more shops, you have to apply for a license which allows for more products.

Based on the maximum values, it would be impossible in this example to create two type A shops.

As soon as a maximum value is exceeded when creating a shop, an error message is displayed.

**Note:** If you wish to increase the availability of a function or offer functions for which you do not have a license, consult your technical administrator. He will apply for a new license by ePages and install this in the system when he receives it.

**Caution:** Make sure to check if features already present will be limited by a new license. If this is the case, there may be problems with shops which use these features.

## Security settings

For reasons of security, you can configure the session length for merchants and customers as well as the maximum number of sign-in attempts. The various fields have the following meanings:

Table 12: Security settings fields

Field name	Description	Field type	Example
Session Expires After	Here, you set how long a session can last before being automatically ended by the system. The clock starts when the user signs in. For users without a login, the clock starts the moment they add something to the shopping basket.	Entry field, numeric	720
Possible Login Attempts	Number of attempts to sign in the system permits.	Entry field, numeric	3
Timed Login Block	Length of time for which the system is inaccessible after the maximum number of sign-in attempts has been exceeded.	Entry field, numeric	15

This reduces the probability that unauthorized persons gain access to the system through repeated sign-in attempts. For effective protection, the values in both fields must be in a useful relation. For example, you could set up the system to deny access for 15 minutes for a particular user name after 3 unsuccessful sign-in attempts.

**Note:** If the field does not contain a value, the safety feature is not active.

## eBay

eBay ([www.eBay.com](http://www.eBay.com)) has become one of the largest sales platforms on the Internet. To provide merchants with the possibility of using the popularity and customer acceptance of eBay, ePages created the eBay Cartridge. Merchants can now use eBay to sell their products and services as well as in their online shops.

Merchants are assisted when uploading their products to eBay in order to make this process as quick and easy as possible. Information that is already available in the shop is used for the eBay offers. The merchant can view all relevant information during and after the auction. This allows him to control and edit the complete sales process from the shop administration area.

## General technical functions

eBay offers an application programming interface (API) for its platform. This makes it possible for other applications to elegantly work together with eBay. The ePages eBay cartridge uses this API for communication with eBay.

The connection between ePages and eBay is managed through API calls. With these calls, for example, functions are activated in eBay and data is sent. An example of a call is entering an article for sale on eBay. A large amount of data is transferred and displayed at eBay.

Other prerequisites include the provision of an SSL certificate the configuration of the appropriate SSL settings on the Web server. Contact the technical administrator for more information.

## Preparation

As the business administrator, you must perform eBay settings for each business unit. This includes checking the parameters which were set during installation and also the availability of the parameters governing access to eBay.

Since knowledge of the functions and rules of the eBay platform is necessary to use the cartridge, we recommend that you acquaint yourself with these. eBay offers relevant information for buyers and sellers on their Web page and also offers training online.

To offer your merchants eBay functionality, it is necessary to register as a seller at eBay.

After you register at eBay you will have a valid login, consisting of a user name and password. All information you did not receive during installation that is necessary to connect your ePages system to eBay successfully is given to you based upon your own contract with eBay at the end of the certification process. At the end of the certification process, the *Developer ID*, *Application ID*, and *Certificate ID* parameters will be sent to you.

## eBay settings - General

The information on this page forms the basis for the connection to the eBay platform. You will receive most of the information when you close your usage contract for the APIs directly with eBay. If required, you can offer two eBay systems in case you would like to offer a live and a test system, for instance.

The various fields have the following meanings:

Table 13: Parameters for eBay settings

Field name	Description	Field type	Example
API Version	The eBay API contains various compatibility levels. This value shows the level at which the cartridge is compatible	Display	v.539
Logging	Log file record of all requests made by the ePages system to the eBay system. To access this file, contact your technical administrator	Option button	
Developer ID	Provided by eBay; Prerequisite in order to use the interface	Entry field, alphanumeric	xnbvbx
Application ID	Provided by eBay; Prerequisite in order to use the interface	Entry field, alphanumeric	13213336464277G1 1SDXD55FS3Q24E
Certificate ID	Provided by eBay; Prerequisite in order to use the interface	Entry field, alphanumeric	MMNVBBK1324DNC SA12345678912345
eBay member's name	The user name that you use to sign in to eBay	Entry field, alphanumeric	xyz
eBay Password	Your eBay password. For security reasons passwords are not displayed in the field after being entered	Entry field, alphanumeric	Po8zjh

After entering all parameters, you can immediately test whether the parameters are correct and have been entered correctly. Click for the corresponding system on **Test connection** and wait for the test results to be displayed.

Save your entries by clicking **Save**.

## eBay settings - Authentication

To improve security, eBay has introduced a new authorization mechanism. After using your eBay user name and password to register with the eBay API once, you will receive a so-called token from eBay which is saved in the system. This token provides authorization for all additional API calls that are performed by the application, such as uploading products, querying the offer status, or downloading sales data. Your login details are not transferred and are therefore much more secure.

Without this token, you cannot exchange any data with eBay. The token has a time limit and must be periodically renewed. Generally, the token is valid for approximately 1.5 years.

**Note:** You should renew this token before it expires to ensure the continuity of data transfer with eBay. The system does not automatically renew the token.

To receive a token for your eBay login, click the **Authentication** tab.

This page shows you whether a valid authentication is present or whether you need a new token. To request a new token, click **Request Authentication**. The first step involves testing the connection to eBay:

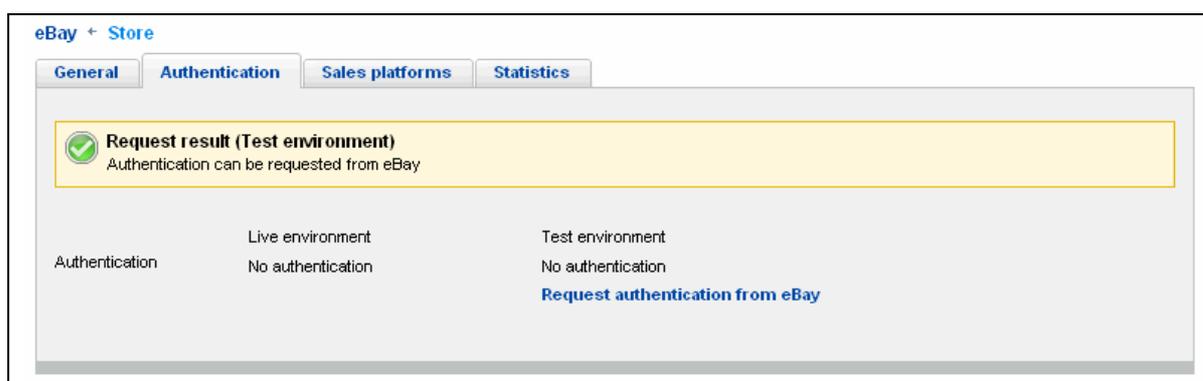


Figure 6: The connection is established. A token can be downloaded

If the connection cannot be established, the link is not visible. In this is the case, verify the general settings.

To continue, click **Request Authentication from eBay**. This will forward you to the eBay sign-in page. Sign in using the user name and the password that you are registered with at eBay. eBay will check the information and provide a token. You must agree to the action. The token is then sent to the ePages system and you are returned to the initial page. Here you can now see that the system is authenticated and the length of time that the token is valid; see *Figure 7*.

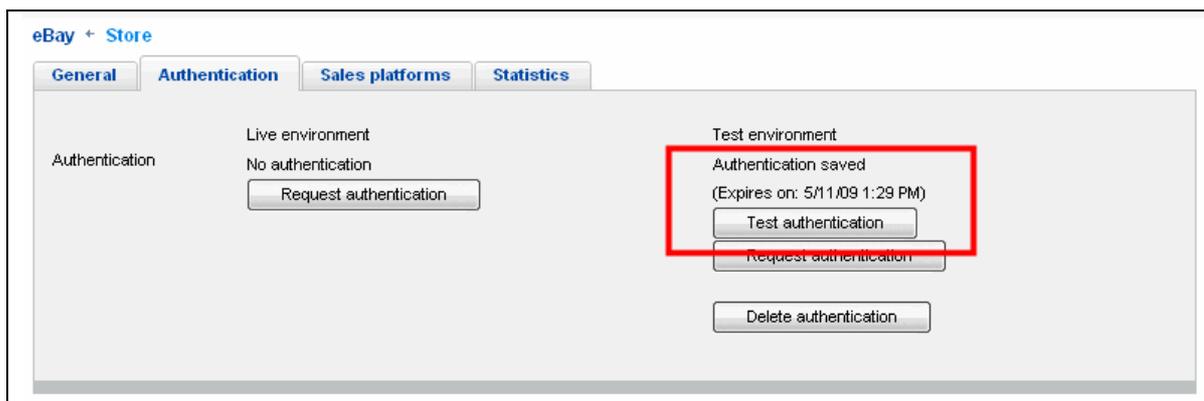


Figure 7: Valid token

**Note:** Tokens for the live and for the test environment must be requested separately.

If your sign-in data has changed, or you require a new authentication for another reason, you can delete the current details. To do this, click *Delete authentication*. The authentication details are then reset and you can request new ones. You can initiate the same action on the **General** page. The action is contained in the information box.

## eBay settings - Sales platforms

You can select which eBay platforms your merchants can use to offer their products. Each country platform is displayed on the corresponding eBay country page. For example, the German eBay page can be reached at [www.eBay.de](http://www.eBay.de) and the page for the United Kingdom is at [www.eBay.co.uk](http://www.eBay.co.uk).

You can see the list of available platforms in the **Sales Platforms** tab. All supported eBay pages with their language and currency requirements are listed in the table. Next to that, you have an overview of the visible pages and to what degree individual countries have current catalogues.

If the flag for the country's name is in colour, the platform has been made visible and the merchants can create eBay accounts for it. If the symbol is grey, the page is not available for merchants.

**Note:** The sandbox is a test system that you can work with to test functions or get to know the system. You can also allow your merchants access to your test system. Let the merchants know, however, that it is only a test system.

You can run batch processing actions to process the table entries. For an introduction to this, see *Batch processes in tables, on page 10*. The following actions can be performed:

Table 14: Batch processing commands for sales platforms

Command	Comment
Set visible	The platform is available to merchants on the ePages administration page
Set not Visible	The platform is not available to merchants on their ePages administration page. Current auctions cannot be accessed directly
Download Categories	You must provide a current eBay catalogue with its categories for each country so that merchants can enter their products in the correct locations.

With respect to downloading categories for the individual platforms, note the following:

- When you first download the categories list for an eBay platform, the list is stored in a separate, system-wide eBay category database. This database then contains the categories lists for all activated eBay platforms.
- All shop databases can access this categories database. Therefore, the categories for eBay platforms can be uploaded to other shop databases very quickly.
- The categories lists in the categories database are updated automatically. You do not need to refresh or update the categories manually.
- The first time it loads, you do not need to wait for the page to download fully. Begin downloading the category and continue working as usual. You can also sign off. The download will continue.
- Do not make the platform visible before you have downloaded the corresponding category list.
- As soon as a category list has been downloaded, the number of categories available will be displayed in the *Categories* column. In parentheses you can see the version of the list.

## eBay settings - Statistics

Using the statistics you can analyse the transactions between your system and the eBay system. All API calls (see *General technical functions, on page 32*) are listed according to date and can be evaluated by you.

To display a list of the eBay transactions, you must first enter a time frame into the search box to set a filter for the date which can then be displayed. For more about searches, see *Search, on page 10*.

Using the fields for *Interval*, you can set how the transactions are to be grouped in time. Using the drop-down menu you can set if the dates should be displayed according to day, week, or month. The number in the entry field determines the unit used for grouping. For example, if you enter a *5* and select *Days*, the transactions will be totalled and displayed in 5 day periods.

## 10. Marketing

The *Marketing* menu item contains functions to allow you to contact your customers, send them information or notices, or also offer services. You can access these functions either over the context menu or on the home page of the *Marketing* module.

### Newsletter campaigns

A newsletter campaign is a collective name for the information relevant to a newsletter or a group of newsletters. It can be thought of as a container for newsletters with all relevant information. This includes the general description of the campaign, such as name, default e-mail addresses, the newsletter itself, and the recipients for the newsletter.

In the table, you can see all newsletter campaigns. To access the details of a campaign, click the name.

To create a new campaign, follow the instructions found in *Tables, on page 9*. Save your entries by clicking **Save**. Open the detail view to edit the information as described in *Newsletter campaign details: General, below*.

### Newsletter campaign details: General

The general details contain parameters which describe the campaign and also default settings for the newsletter.

The various fields have the following meanings:

Table 15: Parameters for general details

Field name	Description	Field type	Example
ID		Entry field, alphanumeric	NewFeatures
Name		Entry field, alphanumeric	New features
Sender Name	Together with the sender's e-mail address, this comprises an extended e-mail address: e.g. Admin <bbo@providerxyz.com>	Entry field, alphanumeric	Admin
Sender e-mail	Sender default setting for all newsletter campaigns	Entry field, alphanumeric	bbo@providerxyz.com
Test e-mail	Recipient e-mail address for a test newsletter for this campaign	Entry field, alphanumeric	test@providerxyz.com
Subject	Default setting for the subject field for all newsletters of this campaign	Entry field, alphanumeric	New features for your shop

Save your entries by clicking **Save**.

**Note:** The *Subject*, *Sender Name*, and *Sender E-mail* fields serve as the default values for the individual newsletters in the campaign. When a new newsletter is created, the values are automatically entered into the corresponding fields, these can be overwritten.

### Newsletter campaign details: Newsletter

In the table you can see all the newsletters of the current campaign. The symbols have the following meanings:

Table 16: Newsletter status

Icon	Description
	Newsletter not yet sent
	Newsletter not yet sent, sending scheduled, send date has been entered.
	Newsletter has been sent, modifications are no longer possible. You can however still duplicate the newsletter.

The following symbols supplement the status symbols and apply to the send date:

Table 17: Send date symbols

Icon	Description
	No send date has been entered. The newsletter has not yet been sent.
	The planned send date has been entered.
	The date when the newsletter was sent is displayed.

Click the ID to access the details of the newsletter.

This table can also be sorted by column. For more details, see *Sorting in column, on page 10*.

You can run batch processing actions to process the table entries. For an introduction to this, see *Batch processes in tables, on page 10*. The following actions can be performed:

Table 18: Batch processing commands for newsletters

Command	Comment
Duplicate	Make a copy of the specified newsletter with all settings and information under a new name, with the exception of send date and the list of recipients
Delete	

To create a new newsletter, follow the instructions found in *Tables, on page 9*. Save your entries by clicking **Save**. Open the detail view to edit the information as described in *Newsletter details - General, below*.

## Newsletter details - General

Here you can enter the content for the newsletter, and lay out the text. You can also enter all the other information required for distribution.

The various fields have the following meanings:

Table 19: Parameters for newsletter details

Field name	Description	Field type	Example
ID		Entry field, alphanumeric	CategoryImport
Name		Entry field, alphanumeric	Category Import

Field name	Description	Field type	Example
Use HTML	The newsletter will be sent to the recipients in HTML format. <i>Yes</i> - all formatting information will be included <i>No</i> - the newsletter will be sent as an unformatted text. In the text format, all HTML commands will appear as text.	Option button	
Subject	The default setting is the standard subject for the campaign	Entry field, alphanumeric	Category import available
Text	Newsletter content For more on formatting, see <i>Working with text fields, on page 11</i> . For more information, see <i>Creating the newsletter content, below</i> .	Text field	
Sender Name	Together with the sender's e-mail address, this comprises an extended e-mail address: e.g. Admin <bbo@providerxyz.com>; The default setting is the standard entry for the campaign	Entry field, alphanumeric	Admin
Sender e-mail	The default setting is the standard entry for the campaign	Entry field, alphanumeric	bbo@providerxyz.com
Mailing date	Planned date for the newsletter to be mailed automatically; Use the calendar function  to enter the date in the correct format.	Date/Time field	10.04.2005 08:30
Date sent	Displays when the newsletter was sent. This does not apply to the test e-mail.	Display	
Test e-mail	Recipient e-mail address for a test newsletter. The addresses themselves are entered in the general details for the corresponding newsletter campaign; see <i>Newsletter campaign details: General, on page 37</i> Start sending the test e-mail by clicking the button <b>Send test e-mail</b>		test@providerxyz.com

Save your entries by clicking **Save**.

### Creating the newsletter content

The contents of the newsletter are edited in the *Text* field. For more on formatting, see *Working with text fields, on page 11*. After creating a newsletter, you will have the following basic settings for the contents. See *Figure 8*.

Newsletter campaigns + Shop news + Category import

**General** **Recipient**

ID: CategoryImport Use HTML:  Yes  No

Name: Category import Subject:

Text: `<html>  
<head>  
</head>  
<body>  
</body>  
</html>`

Placeholder: **E-mail**, **Display name**

Sender name: Admin Sender e-mail: admin@provider.com

Send date: Date sent: Not yet sent

Test e-mail: Not specified for this campaign

Buttons: Save, Send now (0)

Figure 8: Basic settings for newsletter contents

Using the placeholder to the right of the *Text* field, you can personalize your newsletter and address the recipients directly. This accesses the information stored in the table of addressees; see *Newsletter campaign details: Addressees*, on page 41.

To insert a placeholder into the text, position the cursor on the place in question and click the placeholder you wish to use. The placeholder will be inserted at the cursor position and replaced with the required information when the newsletter is sent.

Save your entries by clicking **Save**.

### Sending a newsletter

The newsletter can be sent in two ways:

- You can enter a send date and finish with **Save**. The system will then automatically send the newsletter at the set date.
- Or you can use the **Send Now** function. Before the newsletter is sent you will be asked to confirm this. This should prevent accidental mailing of newsletters. At this point it is still possible to cancel mailing. After confirming, the newsletter will be immediately sent to the addressees. Any mailing date entered will be ignored.

After the newsletter has been sent with either method, the corresponding data can no longer be changed and the newsletter cannot be sent again.

## Newsletter details – Recipients

This overview lists all the recipients to whom the newsletter was sent. This includes all customers who are entered as addressees for the campaign and who have the *subscribed* status.

This table can also be sorted by column. For more details, see *Sorting in column, on page 10*.

## Newsletter campaign details: Addressees

Addressees for the newsletter are managed by campaign. This means that they receive all newsletters for this campaign. Newsletters are not assigned directly to addressees. Instead campaigns are assigned to addressees.

In the table, all addressees and the state of their subscription is listed. The symbols have the following meanings:

Table 20: Status symbols for the list of addressees

Icon	Description
	The addressee has subscribed to these newsletters. This means that he will be sent all newsletters of this campaign.
	The addressee has not subscribed to this newsletter. He will not receive the newsletters of this campaign.

This table can also be sorted by column. For more details, see *Sorting in column, on page 10*.

You can run batch processing actions to process the table entries. For an introduction to this, see *Batch processes in tables, on page 10*. The following actions can be performed:

Table 21: Batch processing commands for managing addressees

Command	Comment
Subscribe	Set the <i>Subscribed</i> status. The addressee will receive the newsletters of this campaign
Unsubscribe	Set the <i>Unsubscribed</i> status. The addressee will not receive the newsletters of this campaign
Delete	

New addressees can be added in the following way:

- Enter a customer name and an e-mail address directly.

See also *Tables, on page 9*. The customer automatically is set to *Subscribed*. Save your entries by clicking **Save**.



## 11. Glossary

<b>Administration area</b>	All the Web pages that the technical administrator can use after login to fulfill his responsibilities. Each role in the system works in a separate area within the hierarchy in order to clearly separate responsibilities.
<b>Administration page</b>	The Web page that appears after signing in where all functions are performed. You can access all the functions you need from this page. The Administration navigation, menu bar, sidebar, and the working area are displayed here.
<b>Administrator</b>	A role in the ePages structure. The administrator selects an appropriate shop type from those made available by the business administrator/provider, and uses this to offer his content or products to customers. He can define structure and design of the Web site.
<b>Application server</b>	<p>In this context, this is an instance of the ePages program. One computer can contain several application server instances. This is done by starting the ePages Windows service.</p> <p>An application server can also be a server that provides a number of services or programs within a network. In our case, this is the server on which the ePages application runs.</p>
<b>Business Administrator</b>	A role in the ePages structure. The business administrator creates shop types on the basis of the business units made available by the technical administrator, and offers these to administrators. He is responsible for designing and implementing the business model.
<b>Business Unit</b>	Unit consisting of a database and its assigned cartridges. The functions in the cartridges provide the functionality of the business unit.
<b>Cache</b>	Data storage cache in the application server. Data that are repeatedly needed are stored here. This prevents repeated database queries and significantly reduces response times.
<b>Cartridge</b>	Software module written in PERL. Each cartridge has defined functions that can be combined to allow creation of business units with various functions.
<b>Command prompt</b>	Entry area for commands for an operating system or a program. The commands are written as a list of characters (words, etc.).
<b>Cookie</b>	A small file containing text information that is sent from a Web server to a Web browser. This information is saved on the hard drive and can be retrieved later. Cookies are often necessary for Internet applications. See also <i>Session Cookies</i>
<b>Demo shop</b>	Initial Web shop installed with the application in the ePages system. Contains all functions and serves demonstration and testing purposes. Products, catalogs, shipping methods, and so forth are already created.
<b>Features</b>	Features are functions which are made available by installing cartridges. They can be activated or deactivated for different shop types. One can differentiate between features which can either be activated or deactivated, that means that a function is either available or not, and features where the scope is limited to a certain maximum value, for example the number of products in a shop.

<b>Menu bar</b>	Active area with a structure of links for selecting specific functions (manager). In the program, it is shown on the top section of the administration page.
<b>Navigation history</b>	Navigation bar that shows how you arrived at your current location in the program. The individual hierarchy levels are shown as links so that you can go backwards one step at a time.
<b>PERL</b>	Practical Extraction and Reporting Language. ePages works with this programming language and the application server is programmed in PERL.
<b>Self-provisioning</b>	Process whereby a merchant 1) uses an Internet browser to select a shop type that fits his business model from a predefined collection of shop types and 2) activates and runs this shop. Login, activation, and selection of payment methods occur "automatically", meaning without direct intervention by the business administrator.
<b>Session cookies</b>	A session cookie is a piece of text that is written to the browser's memory when specific Web pages are opened (at the beginning of a session). This session cookie provides the authorization details needed for you to use all the functions on the Web site. After signing out or closing your browser (to end a session), the session cookie is deleted.
<b>Shop types</b>	Products the business administrator sells or leases to merchants or shop operators. Each shop type is offered with specific functions and usually also in various price classes. Merchants create their own shops by selecting from among these shop types.
<b>Site</b>	ePages 6 installation with database, cartridges, and demo shop.
<b>SMTP server</b>	SMTP is the abbreviation for "Simple Mail Transfer Protocol", a common protocol to send e-mail messages. An SMTP service is used to send e-mail messages to any valid e-mail address. The SMTP server (which the SMTP service offers), performs two important tasks: First, it verifies (authenticates) the identity of persons or systems that try to access an SMTP account through login and password. It also enables sending e-mail messages after verification is performed. If the e-mail cannot be sent, it is returned to the sender with an error message.
<b>Standard Password</b>	Password which is used to log into the system the first time after installation. This should be changed directly after signing in for the first time.
<b>Technical Administrator</b>	A role in the ePages structure. The technical administrator installs the application and is responsible for updates and communication with support. If necessary, he defines business units as well.
<b>Web services</b>	Web services provide communication between various Internet applications. They offer the ability to link applications that run on various platforms and are implemented in different programming languages, and also to transfer data between various applications. Web services use standard Internet protocols to transfer data such as HTTP, SMTP, and FTP. HTTP is used most often because a direct reaction to the query is possible, while SMTP and FTP only allow asynchronous data transfer.

<b>Web shop</b>	An Internet program that contains all the functions necessary for selling products or services. In ePages 6, the shop is created based upon a shop type that the ePages business administrator has defined. The merchant generates a shop online, modifies the structure and design, and enters his products and services into the system to open his Internet sales channel.
<b>Web site on demand</b>	The administrator needs a shop with very specific functions for his business model, which are not offered by any of the predefined shop types. The business administrator prepares this configuration together with the technical administrator and creates this Web site especially for this customer.
<b>Working area</b>	The portion of the administration page in which data and tables are displayed and managed. The content is dependent upon the function selected in the navigation.



## 12. Index

### A

Administration navigation .....	17
Administration page.....	17
administrative levels .....	6
Administrator.....	7

### B

Business administrator .....	7
Business unit .....	6

### C

Cartridges .....	6
Cookies.....	15

### D

Databases .....	29
<i>Cartridges</i> .....	29
<i>Details</i> .....	29
<i>Features</i> .....	29
Default password .....	15
Deletion	
<i>confirmation</i> .....	18

### E

eBay .....	32
<i>Authentication</i> .....	34
<i>Preparation</i> .....	33
<i>Sales platforms</i> .....	35
<i>Settings</i> .....	33
<i>Statistics</i> .....	36

### F

Feature packages .....	27
<i>Details - Features</i> .....	28
<i>Details - General</i> .....	27
Forgot password.....	15

### H

Help.....	17
-----------	----

### L

Language .....	12
Licensing .....	31

### M

Marketing .....	37
-----------------	----

### N

Newsletter .....	37
<i>Create content</i> .....	39
<i>Create content</i> .....	39
<i>Distribution</i> .....	40
<i>General details</i> .....	38
<i>Recipients</i> .....	41
Newsletter campaigns.....	37
<i>Addressees</i> .....	41
<i>General details</i> .....	37

### S

Search .....	10
Security settings .....	32
Settings .....	31
Shop types .....	6, 23
<i>Feature packages</i> .....	25
<i>Features</i> .....	24
<i>Initial shop contents</i> .....	24
<i>Texts</i> .....	25
Shops.....	19
<i>Feature packages</i> .....	22
<i>Features</i> .....	21
<i>History</i> .....	22
<i>Search</i> .....	22
Signing in .....	15
Site.....	6
Support queries .....	7

### T

Tables.....	9
<i>Batch Processes in Tables</i> .....	10
<i>Deleting entries</i> .....	9
<i>Sorting in columns</i> .....	10
<i>Working with Entries</i> .....	9
Technical administrator .....	6
Text fields .....	11
<i>HTML</i> .....	11
<i>WYSIWYG editor</i> .....	12

### U

User data settings.....	18
-------------------------	----

### W

Web site .....	7
WYSIWYG editor.....	12

The information contained in this document is subject to change without notice at any time.

This document and all of its parts are protected by copyright. All rights, including copying, reproduction, translation, storage on microfilm and all forms of archiving and processing in electronic form are expressly reserved.

All corporations, products, and trade names are trademarks or registered trademarks of the respective owners.

Copyright © 2011 ePages GmbH. All rights reserved.