

WebStore Guide

The Uniform Solution

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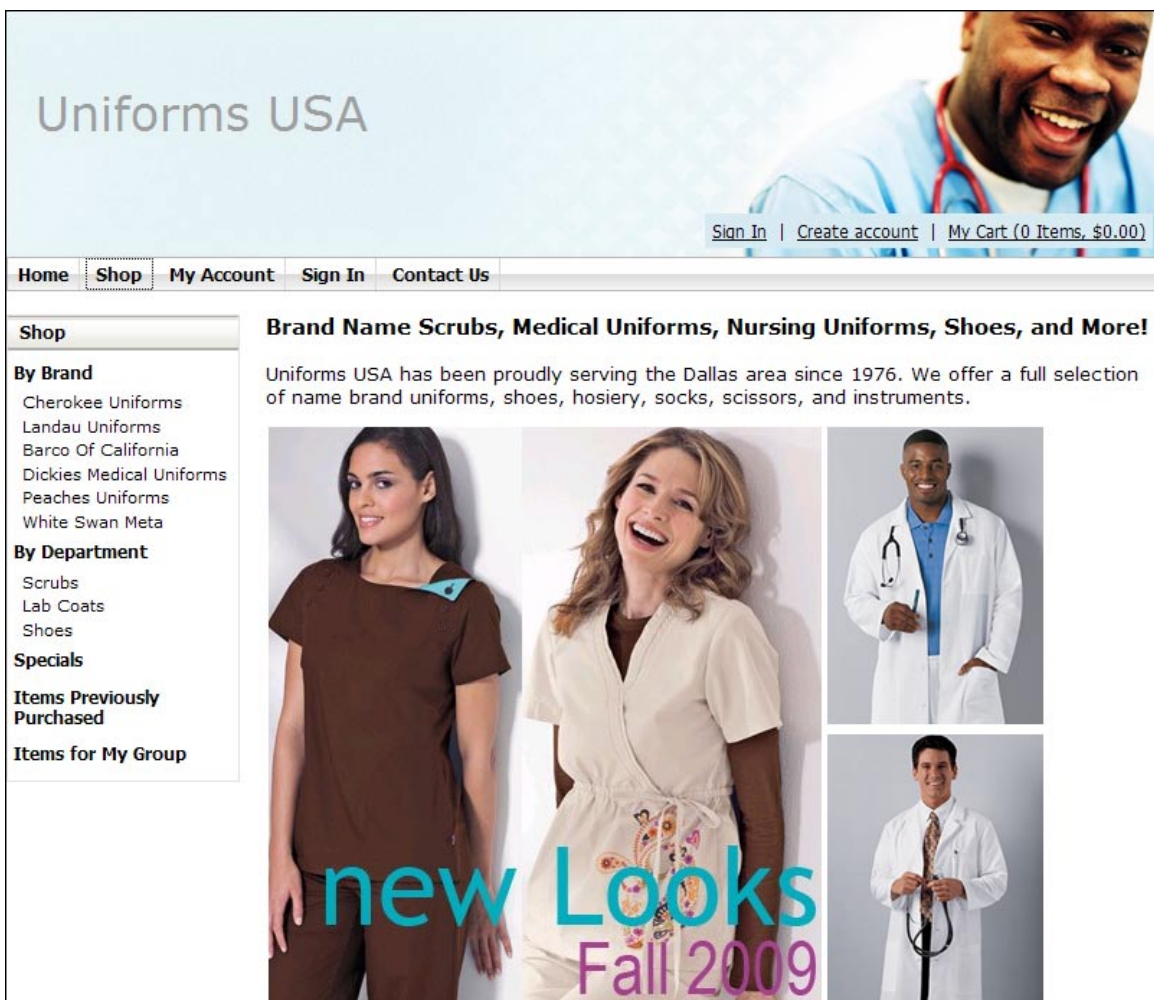
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1. Overview

During the past several years, the need for eCommerce with on-line shopping has gone from being an optional way to increase sales and broaden a retailer's reach, to a requirement that is as essential to opening the doors for business. eCommerce sites give customers the ability to shop 24-hours a day, and when the eCommerce site has real-time access to the retailer's point-of-sale system, it can also provide the customer with purchase history, order status, account balance information, reports, and much more.

With eCommerce becoming a required extension of a retailers business, the need for the independent retailer to quickly and easily establish a WebStore that works seamlessly with their point-of-sale system is paramount. In most cases today, a retailers' WebStore is totally independent from their point-of-sale system. This independence means the retailer must expend a great deal of time, effort, and money to establish and maintain their WebStore.



The Uniform Solution completely changes the typical eCommerce paradigm by enabling the retailer to establish a WebStore that operates seamlessly and in real-time with their point-of-sale system.

With just a few clicks of the mouse, an entire WebStore can be created by setting a few configuration options, and installing The Uniform Solution's Web Server application on the "Server" where The Uniform Solution is installed. Creating, deploying, and maintaining the WebStore for The Uniform Solution could not be any easier.

TECHNICAL REQUIREMENTS

1. The WebStore Web Server (WebStoreWS.exe). The WebStoreWS application can be installed on any computer running Windows XP, Vista, or Windows 7 and runs as a Service. The computer should be located where it has 1Gbps wired network access to The Uniform Solution through a mapped drive letter.
2. Broadband Internet. The WebStoreWS requires broadband internet access with both port 80 (and port 443 for SSL) open to incoming and outgoing internet traffic. The LAN's router will need to be configured to route incoming port 80 (and port 443) traffic to the IP address of computer where the Web Server is installed.
3. Fixed IP Address. A fixed IP address should be obtained so the IP address to the WebStoreWS can be easily assigned to a Domain or Sub Domain Name. Dynamic IP addresses can be used but require additional configuration and some annual costs.
4. Domain or Sub-Domain Name. A Domain or Sub Domain Name should be used to make access to the WebStoreWS easy. Typically the Domain Name will be the name of the business, but may require a city or state extension to be unique (i.e. uniformshopconroe.com).
5. Credit Card Processing. An X-Charge internet merchant account is required to process credit card payments. This account is separate from the retail location's merchant account.
6. SSL Certificate. A SSL (Secure Sockets Layer) Certificate must be obtained to provide secure access to the WebStore. The certificate can be assigned to a Domain Name or a Sub-Domain Name.

TYPICAL WEBSTORE DEPLOYMENT COSTS

Once the WebStoreWS is installed and operational, the WebStore you create in The Uniform Solution can be viewed anywhere on your LAN by selecting the WebStore button found on The Uniform Solution Toolbar. Making you WebStore available to the public may have some additional costs depending on your current ISP services and security preferences.

1. Fixed IP Address - \$10/month. Check with your ISP.
2. Domain Name Registration - \$10/year (see GoDaddy.com)
3. Email Hosting for the Domain - \$25/year (see GoDaddy.com)
4. Standard SSL Certificate - \$30/year (see GoDaddy.com)

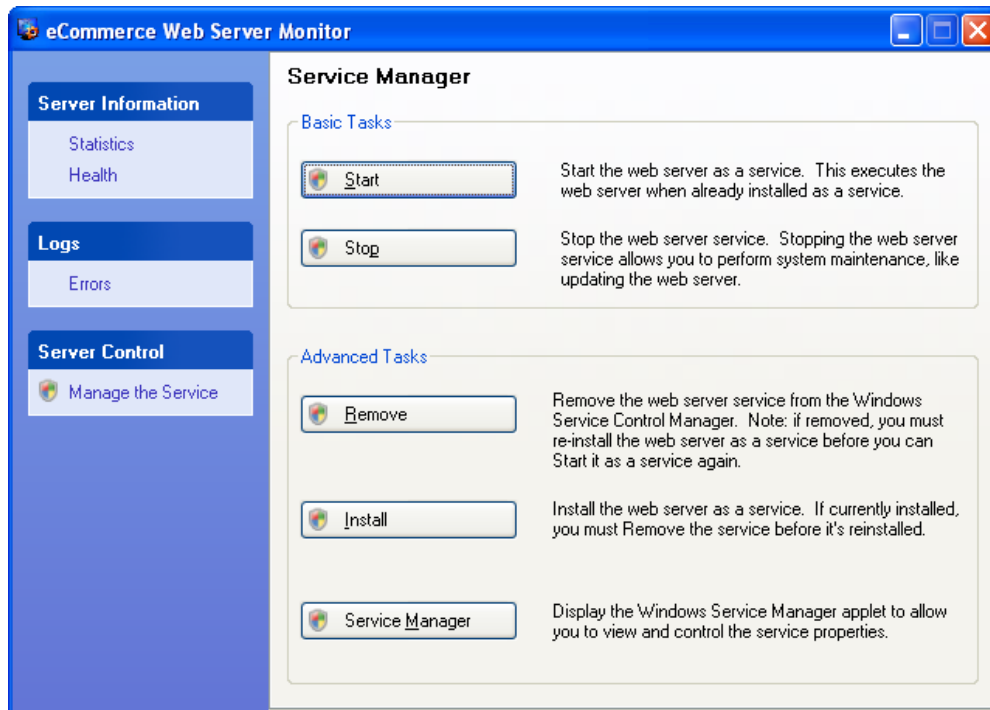
2. Web Server Installation (WebStoreWS.exe)

To host a WebStore with The Uniform Solution, you will need to install the WebStore Server program on the computer you are using as your **Server**. This program acts as a Web Server and is the program that generates the page views for users accessing the WebStore on the internet.

WEBSTOREWS INSTALLATION

To install the WebStoreWS, run the **SetupWebStoreWS.exe** program found in the installation directory of The Uniform Solution. This installation program will install the WebStoreWS program on the computer and set it up to run as a Service. With the WebStoreWS installed as a Service, the WebStoreWS will start every time the computer is started.

When the WebStoreWS program is installed, a WebStoreWS Monitor application is also installed. This application is set to start up after logging into the operating system and will run in the application tray. The WebStoreWS Monitor is used to: (1) set the path to The Uniform Solution data files, (2) set the port number to monitor (usually port 80), (3) start and stop the WebStoreWS if needed, and (4) provides other details about the WebStoreWS.



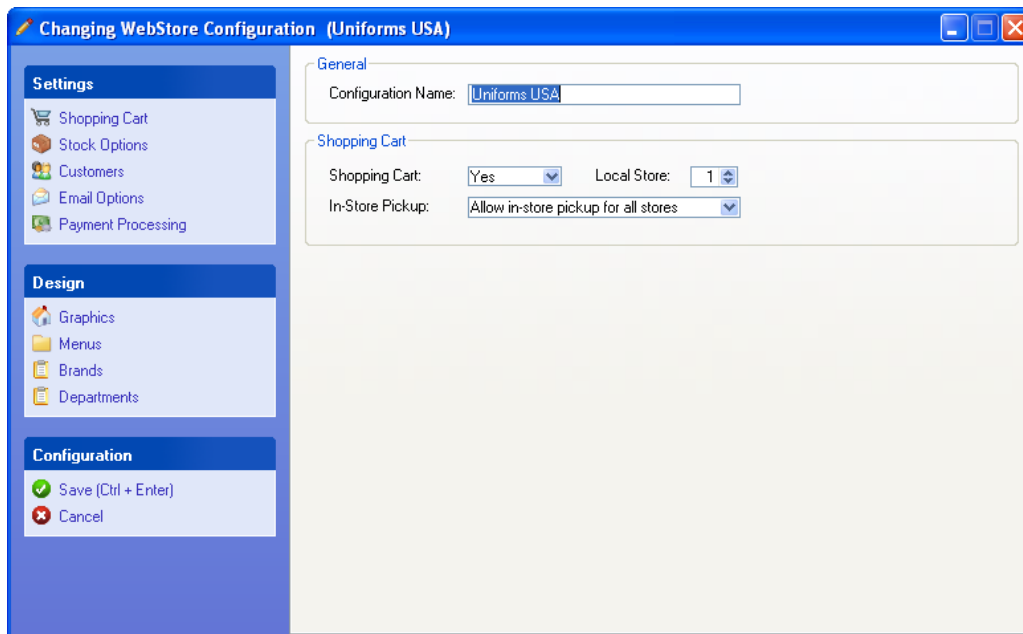
3. Setting Up the WebStore

Setting up a WebStore in The Uniform Solution is simple and straight-forward. From the application menu, select **Setup > WebStore**. If you have not defined a WebStore Configuration, you will be taken to the WebStore Configuration Form.

If you have already set up a WebStore Configuration, you will be taken to the WebStore Configuration Table. This table allows you to add a **New** WebStore Configuration, **Edit** an existing WebStore Configuration, **Delete** a WebStore Configuration, or set the “Active” WebStore configuration. One really nice feature is the option to **Copy** a WebStore Configuration. Just select the **WebStore** button for the available options.

WEBSTORE CONFIGURATION FORM

The WebStore Configuration Form is used to define all of the major components of your WebStore. The Menu items in the left pane of the Form are used to navigate to each setup section of the WebStore Configuration.



SETTINGS

The Settings section of the WebStore Configuration Form is used to define the settings that control how the WebStore functions, and the Design section is used to define the graphics, menus, and items that are included in the WebStore.

Shopping Cart

If you have registered The Uniform Solution to enable the WebStore shopping cart functionality, selecting to include a Shopping Cart in the WebStore will enable your WebStore customers to create orders while visiting your WebStore. You can also choose whether or not WebStore customers have the option to pick up their purchase in the retail store. If you have more than one location, you can specify which retail location will offer this option.

Stock Options

The Stock Options section lets you decide what stock information will be displayed to your WebStore customers. You can choose to show the actual stock levels of items and whether or not those items are available “On-line” – meaning you will order those items from the vendor. If you have more than one location, you can specify which retail locations will show their stock levels.

Customers

The Customers section lets you make selections about your customers such as whether or not a new WebStore customer can be linked to an existing retail customer record.

Email

The Email section lets you make selections about how email is used by the WebStore.

Payment Processing

The Payment Processing section lets you make selections about the types of payments will be accepted during the checkout process.

DESIGN

The Design section of the WebStore Configuration Form is used to define the look, operation, and items included in the WebStore.

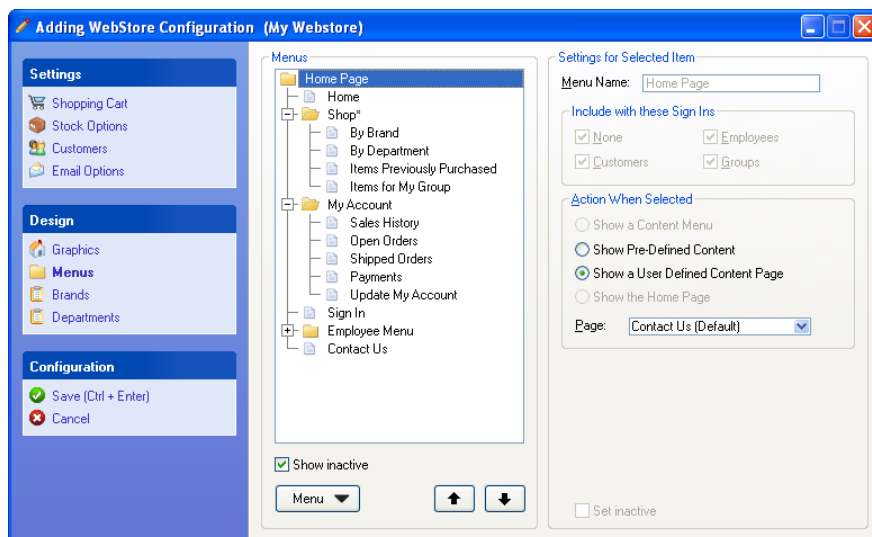
Graphics

The Graphics section is used select the graphic that will be displayed at the top of the WebStore. You can select from a list of pre-designed graphics, or select a header graphic that you have had professionally done for your WebStore. The graphic can be any height, but must be 800 pixels wide.



Menus

The Menus section allows you to define the menus, menu items, and the Content that is displayed when a menu item is selected in the WebStore. When a new WebStore Configuration is added, a default Menu structure is created and the menu items select Content that



is typical for most WebStores.

Editing the Menu Structure

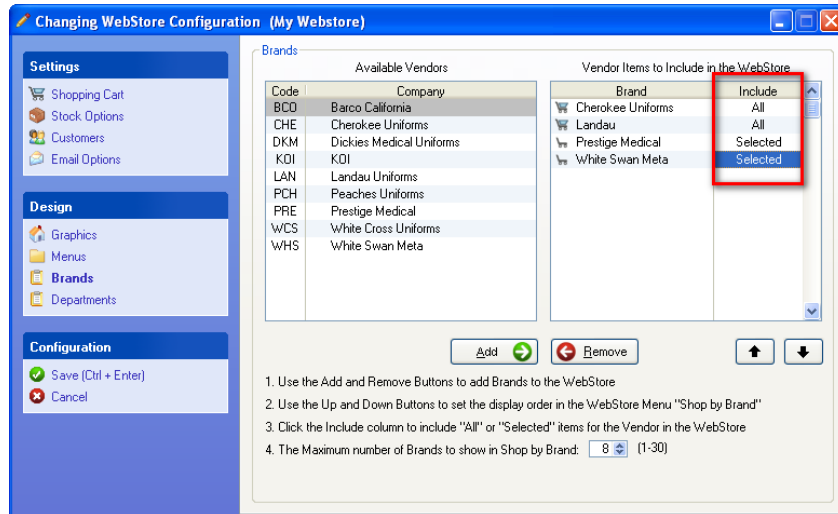
To add or delete menu items from the Menu structure, use the Menu button. To change the order of a menu item, highlight the item and use the arrow buttons. To change the Content or action when a menu item is selected, highlight the menu item and set the options in the right-hand portion of the screen.

Brands

The Brands section allows you to select items that will be included in the WebStore by selecting the Vendors to include. Once you select a Vendor, you can choose to include **All** items for the Vendor, or **Selected** items. You can change the Vendor selection by clicking the **Include** column with your mouse.

Note: If you select to include **Selected** Vendor items, then you will need to select the individuals Styles and Products to include in the

WebStore by updating the inventory item in the Inventory List. To do this, *Select Lists > Inventory*, select an item to update, go to the **WebStore Tab** and select to include the item in the WebStore.

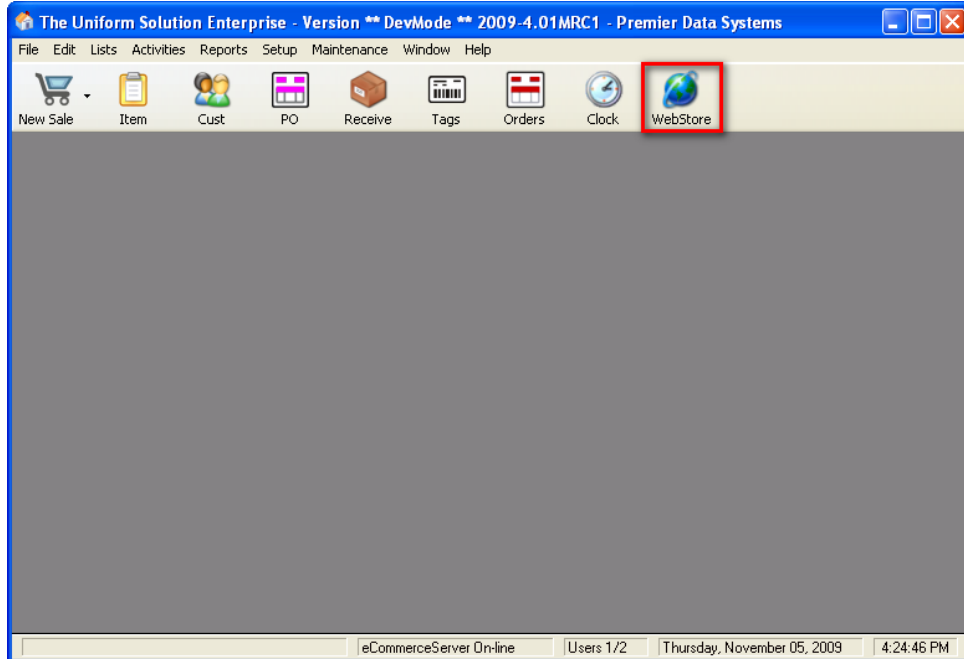


Departments

The Departments section allows you to select the departments that will be included in the WebStore menu "Shop by Department".

4. Accessing the WebStore Locally

Once the WebStoreWS has been properly installed and configured, the WebStore can be accessed from any computer on the LAN running The Uniform Solution by selecting the **WebStore** button on the toolbar.



5. Deploying Your WebStore to the Internet

After the WebStore is working on a LAN, there are additional steps required to make it available to anyone with internet access. First, the router on the LAN will need to forward internet traffic to the WebStoreWS. Once the router has been forwarded and the WebStore is accessible, you will need to assign a name to the internet address of the LAN to make it easy for users to find the WebStore.

ACCESSING THE WEBSTORE FROM ANYWHERE

Step 1 - Forward HTTP & HTTPS Traffic to the WebStoreWS

In order to access the WebStore from any computer with internet access, you will need to set the LAN's router to send all website traffic to the IP address of the computer where the WebStoreWS is installed. This usually involves: (1) setting a fixed IP address of the NIC where the WebStoreWS is installed, and (2) sending all Port 80 and Port 443 traffic going to the router to that IP address. You will need to use the routers setup screens to forward the Port 80 and Port 443 traffic to the computer hosting the WebStoreWS. In most router setup screens, this is handled in the port forwarding section. If you need help configuring your router to use port forwarding, please visit www.portforward.com for help and a list of user guides for the most popular routers.

Step 2 – Verify the WebStoreWS Can be Reached

Once you have the router forwarding website traffic to the WebStoreWS computer, you should verify the WebStore can be accessed outside the LAN. First you will need to know internet IP address for router. To find the IP address for the router on a LAN, go to the website www.whatismyip.com using a computer

on the LAN. Once you know the internet IP address of the Router, type the IP address into any browser *outside the WebStore's LAN* and see if the WebStore can be reached.

If the WebStore cannot be reached and the router is properly forwarding Port 80 and Port 443, you should check and see if the ISP is blocking incoming port 80 traffic. You can do this by changing the WebStoreWS to listen on another port, forwarding this port to the WebStoreWS with the router, and telling the browser to go to the internet IP address for the router and use a different port (example: if you are forwarding port 88 to the WebStoreWS the syntax for the browser is `xxxx.xxx.xxx.xxx:Port` (i.e. 70.128.87.114:88).

ACCESSING THE WEBSTORE WITH AN INTERNET NAME

The best way to access a WebStore from anywhere on the internet is to assign a Domain Name (i.e. theuniformsolution.com) to the IP address of your router. This seemingly simple concept has several steps to make this happen.

Step 1 - Get a Fixed IP Address

In most configurations, it's best to get a fixed IP address for the router (i.e. physical location) where the WebStoreWS is installed. The Internet Service Provider (ISP) will be able to provide a fixed IP address for the router used to access the Internet. Fixed IP addresses typically cost about \$10/month and allow you to set up a Domain Name to find your WebStore. Once you have a fixed IP address working, you can see about getting a Domain Name (i.e. theuniformsolution.com) to make it easy for people to access the WebStore with a browser.

Note: If you find it too expensive to get a fixed IP address from your ISP, there are some options, but they require extra work and set up. DynDNS.com can provide the tools and services you need to keep a Domain Name or Sub-Domain updated with an IP address that is always changed by the ISP. The "Dynamic DNS" service from DynDNS.com will keep a Sub-Domain of dyndns.org (i.e. theuniformsolution.dyndns.org) updated with the current IP address, and the "Custom DNS" service from DynDNS.com will allow a Domain Name (i.e. theuniformsolution.com) to stay updated with the current IP address - provided that DynDNS.com maintains the Domain Name registration. If needed, you can transfer your Domain Name to a new registrar like DynDNS.org or GoDaddy.com.

Step 2 – Get a Domain Name

Get a Domain Name from an internet registrar like Network Solutions, GoDaddy.com, or DynDNS.com. This can be any name with any extension. Domain name registration typically costs about \$10/year. Once you have your Domain Name registered, typically you will want to use the Domain Name Server (DNS) provided by the registrar to assign your Domain Name to your fixed IP address. You will do this in Step 3.

Note: If you already have a Domain Name, you will want to either (1) use this Domain Name for the WebStore, or create a Sub Domain for your Domain Name (i.e. shop.theuniformsolution.com). You can use www.whois.org to determine your registrar if you do not remember.

Step 3 – Set Up the Domain Name Server (DNS) and Email

Using the Advanced DNS tools provided by the Domain Name Server, you will specify the fixed IP address of your Domain Name (or Sub Domain). You will also specify the address or MX Record for any email sent to your Domain Name (example john@theuniformsolution.com).

If you do not have an Email Server (which most small businesses do not), you will need to establish an email hosting account to receive email sent to your Domain Name, and enter the address for the email server in the MX Record. GoDaddy.com provides email hosting for less than \$5/month.

SECURING YOUR WEBSTORE WITH AN SSL CERTIFICATE

Most consumers using the internet expect for the websites they visit to be secure. A secure website transmits all data using encryption that ensures hackers cannot read the information being sent back and forth between the Web Server and the Browser. A secure website provides authentication details to confirm the site is being hosted by a reputable company. In order to secure your WebStore, you will need to obtain an SSL (Secure Sockets Layer) certificate.

SSL Certificates are assigned to a Domain Name or a Sub Domain. If you change your Domain Name or Sub Domain name after a certificate is issued, you will need to purchase another certificate.

Step 1 – Verify Your WebStore works without an SSL Certificate

Ensure that your WebStore is working properly without a SSL Certificate.

Step 2 – Create a Certificate Signing Request

Open the Web Server Monitor application from the tool tray. Select the **Generate SSL Certificate** option to generate two files: (1) a Private Encryption Key, and (2) a Certificate Signing Request.

Step 3 – Apply for an SSL Certificate

Apply for an SSL Certificate from a reputable authority like Network Solutions, GoDaddy.com, or DynDNS.com. When you purchase an SSL certificate, you will need to provide the issuer with the Certificate Signing Request you generated with the Web Server Monitor application.

Certificates vary greatly in price and the scrutiny used to verify the ownership of a Domain or Sub Domain. In most cases, it is recommended to purchase an entry level certificate. The entry level certificate will provide the same level of security to WebStore users, but won't provide advanced features like the "greenbar" address found in newer browsers. Most WebStore users will find this acceptable. GoDaddy.com currently offers Standard SSL certificates for \$30/year. It is recommended to purchase the certificate for a minimum of 2 years, but you should consider purchasing one for 5 years. Domain Names and SSL Certificates being renewed on an annual basis just require more effort to maintain.

Step 4 – Install the SSL Certificate

After receiving the SSL Certificate from the issuing authority, you will need to copy the certificate file to the `..\usw\web\certificates` folder. You then need to open the Web Server Monitor and select the option **Install SSL Certificate**. You will then need to select the SSL Certificate file provided by the SSL issuer and the Private Encryption Key file you generated in Step 1.

Step 5 – Backup the SSL Certificate

Backup Your Private Encryption Key File and the SSL Certificate file to a CD or DVD and keep it in a safe place.

GLOSSARY

The Domain Name Registrar

This is the company that maintains your Domain Name (i.e. theuniformsolution.com) registration and the internet IP address for the Domain Name Server for your Domain Name. Originally Network Solutions maintained all internet registrations, but now there are many registrars like DynDNS.com and GoDaddy.com.

At a minimum, the registrar will point a Domain Name to a Domain Name Server (DNS). Domain names typically cost around \$10/year and most registrars allow the Domain Name to use their Domain Name Server. For example, the Domain Name **theuniformsolution.com** is being directed to the Yahoo Domain Name Server *yn1.yahoo.com*.

Domain Name Server (DNS)

The Domain Name Server is responsible for directing the internet traffic that goes to a domain name like *theuniformsolution.com*. Typically a Domain name server will be set up to send website traffic to your website and emails to an MX Record or Email Server address.

A Record

The A Record is the IP address for domain name (example: *theuniformsolution.com*). The A Record is the IP address for the domain. If the WebStore will be hosted at a location with a fixed IP address, set the A Record to this fixed IP address.

CName Record

A CName (canonical) record contains the address of a “sub” domain for the domain name. A CName record contains the name of the sub domain (example: *shop.theuniformsolution.com*), and the address to the sub domain. The address to the sub domain can be a fixed IP address or another hostname (example: *premierdata.dyndns.org*).