

# RAPID DEPLOYMENT

eCommerce Websites



featuring:

**Real-time Sage MAS 90 and MAS 200 ERP Integration**

Is your current website the governor for your business? Our Rapid Deployment website offering can help you get rid of your limitations...**FAST!**

It includes a turn-key, hosted B2B / B2C eCommerce website that is search-engine optimized; is fully integrated with Sage MAS 90 and MAS 200 ERP; includes a web-based, non-technical content management system; runs on a MS SQL Server database; can be deployed in less than 30 days; and sells for under \$20k.

# RAPID DEPLOYMENT WEBSITE

websitepipeline™ builds, hosts and supports custom websites. Our website and ERP integration services can be completed in two easy steps.

## Step #1 - A Complete eCommerce Solution

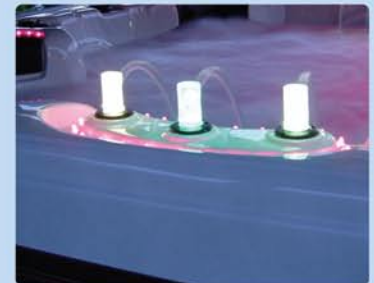
An eCommerce website is built and integrated with MAS 90 / 200 ERP in less than 30 days for under \$20,000.



- Base Offering
- Shipping Method
- Sales Tax
- Credit Card Processing
- Product Catalog
- Misc Modules



## Step #2 - Complete Customization Available! (Optional)



- Custom Design
- Hundreds of Additional Modules
- Custom Upgrades

Think of the Rapid Deployment website as akin to buying a car from the dealer. You have your choice of color, stereo package, leather seats, etc. Once you have the car, you can choose to have a custom paint job, top of the line wheels, a hot tub in the trunk or practically anything you can think of.

# RAPID DEPLOYMENT WEBSITE OFFERING

## BASE OFFERING - REQUIRED

Base Offering - Includes Product Catalog up to 10,000 items, Shopping Cart, Orders, Customers up to 10,000, Users, Addresses, Web Page Catalog, Search Engine Friendly Pages, Image Upload, File Upload, Content Management System / Control Panel, Website Turnover and Training, Standard Design Template, Staging Tables, MAS 90 or MAS 200 Integration using Sync Tool, Sync Tool with Install.

## SHIPPING METHOD OPTIONS - Choose One

- A:** No Methods - No shipping method choices are displayed in the website. The ship via code is fixed to a specified value for all orders placed online.
- B:** Methods w/ No Prices - Shipping method choices are available in the website, but no prices are displayed.
- C:** Methods w/ Internal Rates - Shipping method choices are available in the website with prices calculated from internal tables managed in the website control panel.
- D:** Methods w/ Internal, UPS, or FedEx Rates - Shipping method choices are available in the website with prices calculated from internal tables or real-time UPS or FedEx calls.

## SALES TAX OPTIONS - Choose One

- A:** No Tax - Sales tax is NOT calculated in the website. The tax schedule is fixed to a specified value for all orders placed online.
- B:** MAS Tax Tables – Sales tax is calculated from MAS sales tax schedules and codes. This also calculates tax on anonymous customers using country, state, county, or zip code matching. Tax exempt support is included.
- C:** Avalara – Sales tax is calculated using real-time web service calls to Avalara. Avalara software and service is sold separately.

## CREDIT CARD PROCESSING OPTIONS - Choose One

- A:** No Credit Card Processing – Credit cards are NOT collected or processed in the website (assumes all orders are invoiced).
- B:** Real-time Authorization and Capture – Authorizes and captures credit card charges real-time in the website when the order is placed. This uses your existing merchant account and a compatible gateway account. The charge is passed into MAS as a deposit on the sales order.
- C:** Real-Time Authorization, Capture Later in ERP – Authorizes the credit card real-time in the website when the order is placed. This uses your existing merchant account and a compatible gateway account. The charge is passed into MAS as a deposit on the sale order and must be captured later in the gateway control panel (it is a manual step to capture the charges)
- D:** Real-time Collection, Authorize and Capture Later in MAS – Securely collects the credit card number in the website, but does not perform a real-time authorization or capture. The encrypted credit card number is passed into MAS with the order. All credit card processing is handled external to the website using your current workflow.
- E:** Real-time Authorization, Capture Later in MAS with Sage Payment Services – Authorizes real-time in the website when the order is placed using the Sage Payment Services Gateway. The credit card number is encrypted and passed into MAS with the Sage authorization key. The capture (at time of invoice) and all other workflow is handled with standard Sage Payment Services functionality in MAS.

## PRODUCT CATALOG MODULES - Optional, A La Carte

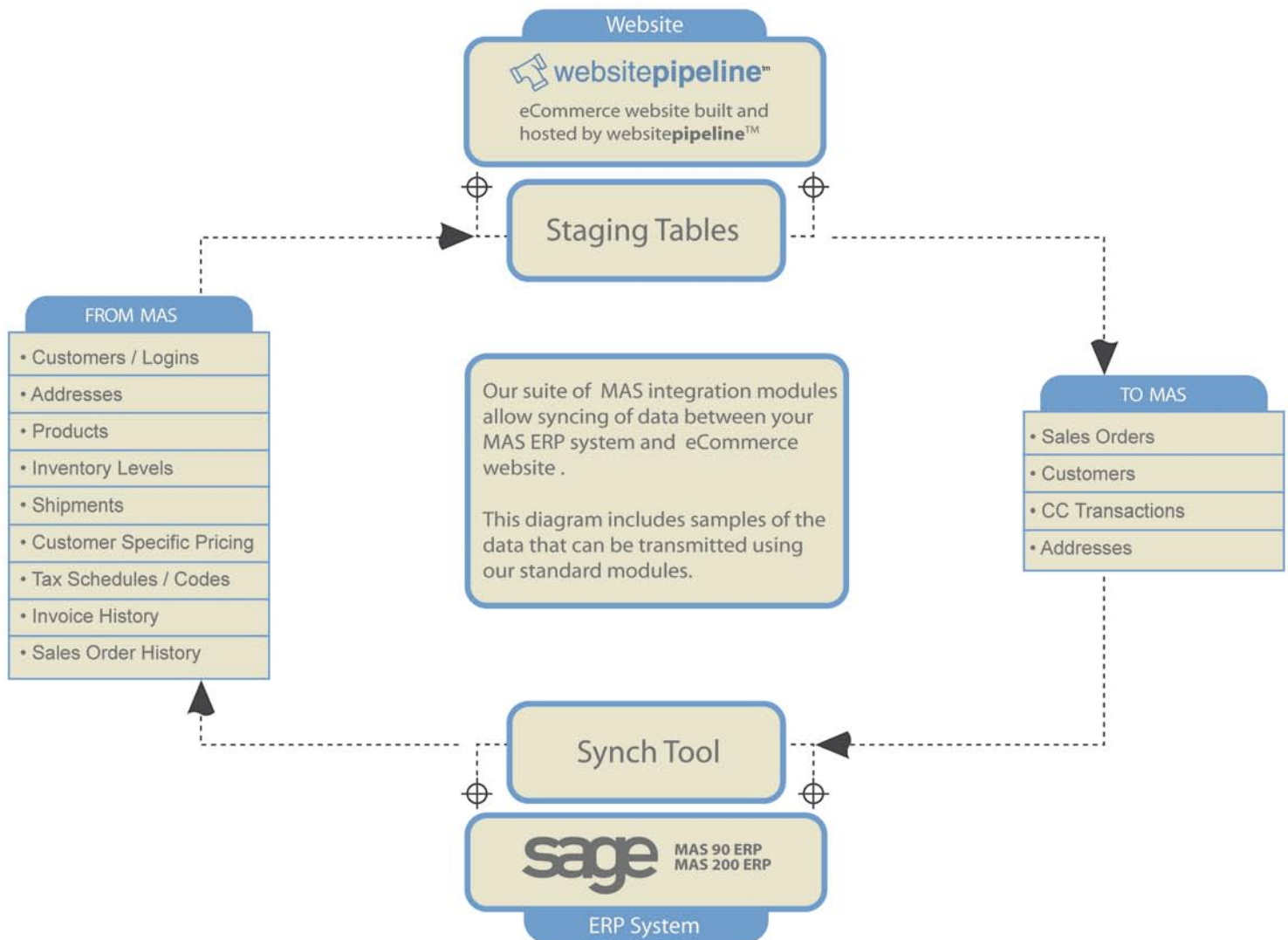
- **Product Categories** - Enables products to be organized through a multi-level category hierarchy. The category hierarchy and the assignment of products to categories is handled in the website control panel. Categories can have multiple products, and products can be in multiple categories.
- **Advanced Features** - This is a bundle of advanced product catalog features. It includes the ability to hide pricing and/or the add to cart button for anonymous users; email-a-friend; additional product images; and a document download link (can be used for sales flyer, MSDS sheets, specs, etc). The options are purchased as a bundle, but can be turned on independently.
- **Suggested/Related Products** - This is used for cross-marketing of related products, suggested products, accessories, etc. The related products are administered in the website control panel, and are displayed on the product detail page in the website.
- **Parent-Child Products** - Parent products allow inventory items in MAS to be grouped on the website. This makes it easier for the customer to find and purchase the items. This is typically used for apparel styles (where the items in MAS represent each size-color) and products that have multiple options (where each option is an item in MAS). Parent products are administered in the website control panel. The child products are administered in MAS.
- **Sales Pricing** - This provides pricing support in the website for sales prices administered in MAS.
- **Inventory Levels** - This pushes inventory levels from MAS to the website. This allows the website to show the inventory status ("in stock" or "out of stock") on each product and can optionally show the qty available. It can also be configured to prevent ordering if the item is out of stock. This uses the sum of one or more warehouses to determine the stock status and qty.

## MISC MODULES - Optional, A La Carte

- **Customer Specific Pricing** - This replicates the MAS pricing logic in the website. This is needed for MAS pricing adjustments applied to 1) product price code to customer price level, 2) item number to customer price level, and 3) item number to customer number. The applicable pricing changes occur automatically when the customer logs into the website.
- **Order / Invoice / Shipment History** - This automatically pushes all website and non-website order information from MAS to the website. This allows customers to log in and view/print sales order history, open invoices, invoice history, and shipments.
- **10 Extra Content Pages Loaded and Installed** - The base offering includes the web page catalog that stores up to 75 content pages. It also includes services to load and format the first 5 web pages. This upgrade includes services for WSP to load and format 10 additional content pages (for a total of 15) when the site is built. You are responsible for copywriting and content preparation. All content must be provided in electronic format with the website order.
- **Remove "powered by websitepipeline™"** - A small "powered by websitepipeline™" icon is included in the footer of all websites. The inclusion of this icon has been factored into the base website pricing. This option allows the icon to be removed from the website for a fee.
- **Designated Database File** - The base offering assumes that the website will run on a shared MS SQL Server database. This option includes a designated MS SQL Server database file. This option is available for any website, and is required if the website exceeds ONE or more of the following limits:
  - 1) 10,000 customers, 2) 10,000 products, 3) 10,000 pricing overrides in MAS, 4) 100 orders per peak day, or 5) 50,000 page views per peak day.

# REAL-TIME MAS 90 & 200 INTEGRATION

The rapid deployment websites include real-time, bidirectional integration with Sage MAS 90 and MAS 200 ERP. The following diagram provides an overview of how the integration works. The integration requires an internet connection on the server running MAS, but it does not require any additional hardware or equipment.



## HOW TO ORDER:

For more information or to place an order, please contact your Sage MAS 90 and MAS 200 ERP reseller.

or



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