

CPOne

Functions and Features




CPOne

ECOMMERCE SOFTWARE FROM SYNCHRONICS



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Dear Prospective CPOne User:

Thank you for your interest in CPOne. This booklet gives you detailed information about CPOne's features and benefits. For additional information, visit our website at www.CounterPointOnline.com.

Whether you run a single-location business or manage hundreds of stores, Synchronics has the business software solution for you. We have been developing business software since 1980 and are well acquainted with what it takes to help you run a successful business. We continually strive to improve our product and service offerings to satisfy our customers.

To more fully appreciate the capabilities of the product and how it can benefit your business, please ask your Authorized Synchronics Dealer for an in-person demonstration of the software. Your Dealer will put together the solution that's right for you — the best combination of software, equipment, services, and ongoing support.

Please let us know what you would like to see in CPOne. We get our best design ideas from you, our customers. We encourage you to email us at cponline@synchronics.com with your software design ideas. We are committed to your success and look forward to your using CPOne!

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Goldstein".

Jeff Goldstein
President

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Introduction

At Synchronics, we attribute our longevity and success to our emphasis on customer service, our strong dealer relationships, and our dedication to product quality.

The Company

Synchronics is a software development, support, and distribution company located in Memphis, Tennessee. Founded in 1980 by Jeff Goldstein, Synchronics is staffed by a remarkable team of talented, knowledgeable, and customer-focused professionals.

Thanks to its constant attention to customer needs and changing technology, Synchronics has grown steadily and significantly throughout the years. Yet, the company has demonstrated an unwavering commitment to its customers' success.

Synchronics software and services are used in more than 10,000 businesses – including retailers with hundreds of stores, “mom and pop” retailers, wholesalers, multi-channel retailers, mail-order companies, and ecommerce businesses.

CPOnline

CPOnline is an ecommerce and web-hosting service designed especially for CounterPoint V7 and CounterPoint SQL merchants. You can easily create your ecommerce store from your existing CounterPoint data and start reaching new customers. Integrated retail and ecommerce doesn't get any easier than this!

Integrated Ecommerce Made Easy

An online store is a great way to reach customers or to keep in touch with your existing ones. But how do you set up shop on the Internet without getting tangled up in a web of technical issues? CPOne works with your CounterPoint system to let you expand your business to the Web with a minimum of effort and expense. Powerful enough to accommodate all of your ecommerce demands, but simple enough for anyone to operate, CPOne makes opening your online store easy and affordable.

It's not about how well you understand the Internet. It's about how easy we've made our software for you to use.

Set Up Shop with One Stop

CPOnline is fully integrated with CounterPoint V7 and CounterPoint SQL, which means you can maintain your brick-and-mortar and online stores at the same time. Update your inventory in CounterPoint and publish your changes to CPOne instantly. Upload customer records from CounterPoint V7 and invite your existing customers into your online store. Deliver online orders from CPOne to CounterPoint for easy fulfillment. CPOne and your CounterPoint system work together seamlessly, allowing you to open your doors to the world.

Get Up and Running in No Time

With CPOne, setting up your online store couldn't be easier. Choose one of our professionally-designed templates to give your store its overall look and feel, then use point-and-click layout editors to tailor the template to suit your tastes. Modify your store's content and behavior using CPOne's Store Administration tools and apply your changes with the click of a button. Add your own images, create a custom contact form, choose featured and special items, set up search options, and much more – all without editing a single line of HTML.

Power Up Your Sales

CPOnline gives your online store more than just a pretty face. It's packed with features that are designed to make your online business more successful. Features like member pricing and member items, instant Froogle submissions, affiliate links, comprehensive reports, and much more.

Automated email notification lets you keep in touch with your online customers and keep them informed about new items or promotions. Online credit card authorization with advanced CVV2/CVC2 verification means every online transaction is secure. Support for CPGateway, standard CounterPoint pay codes, PayPal, and A/R accounts (for A/R customers uploaded from CounterPoint V7) gives your online shoppers the widest range of payment options. Automatic FedEx[®], UPS[®], and USPS[®] shipping calculation means no more rate charts and manual updates, and your online customers can track their packages right from your storefront.

Marketing tools like email newsletters, affiliate programs, promotional discounts, and optional Premium Features – like **Automated Data Transfer, CounterPoint Ticket History, Restricted Store Access, and Tax Rate Lookup by ZIP Code** – bring even more power to your online store.

Add Up the Savings

For all of its capabilities, CPOne is incredibly affordable. In fact, if you compare it to other ecommerce solutions feature for feature, you'll find that CPOne is one of the most cost-effective ways for you to open your own online store. And when you consider all the time you'll save by using your existing CounterPoint data instead of having to re-enter all your inventory and customer records, using anything else just doesn't add up.

Get Up to Speed

Give us a call at (800) 932-1075 or (800) 852-5852 to find out more about how CPOne will help you put it all online.

CPOne Base System

The CPOne Base System offers countless ecommerce tools to help your online store run efficiently and profitably.

General

Overview

Opening an online store is easier than you think. With CPOne, you use your existing CounterPoint inventory information and connect your point-of-sale system to your online store. CPOne works with CounterPoint V7 and CounterPoint SQL. Integrated retail and ecommerce doesn't get any easier than this!

You don't need any additional software to use CPOne, and you don't even need to know anything about creating a Web site. All you need is Internet access and you're ready to upload your CounterPoint inventory.

Web Site Hosting

Your Web site is hosted on the CPOne web servers – high-bandwidth, reliable systems that are monitored around the clock.

If you already have an existing Web site hosted elsewhere, you may choose to move all of your existing content to your CPOne Web site. Or, you can simply include a link from it to your CPOne store.

Retail or Wholesale

CPOne is a completely integrated solution for both retailers and wholesalers. Regardless of whether your business is B2C (Business to Consumer) or B2B (Business to Business), CPOne can help you set up shop on the Web.

Catalog Only (Non-Ecommerce)

What if you want a Web site that shows all you have to offer – a complete online catalog that is always up-to-date and synchronized with your CounterPoint data – but you don't want to take online orders? CPOne fits the bill!

You can optionally turn your entire CPOne storefront into a complete online catalog without any purchasing capabilities. You can even choose whether or not to display prices and quantities while in catalog-only mode – you decide how much information you want to appear in your online catalog.

Domain Name Registration

Choose your very own Web site address to point to your online store. Or you can use one provided by Synchronics. If you have already registered a domain name and want to use it for your online store, you can optionally move that domain name to Synchronics. Or, you can choose a new prefix (other than www) for your CPOne storefront.

SSL Certificate

With CPOne, you can get your own SSL Certificate. An SSL (Secure Sockets Layer) Certificate is an added measure of security that identifies you as a trusted Web site.

SSL protects all communications to your CPOne store, such as credit card transactions and other confidential information.

Email Forwarding

If you host a domain name and SSL certificate with Synchronics, we will forward emails addressed to your domain to existing email accounts elsewhere.

Items

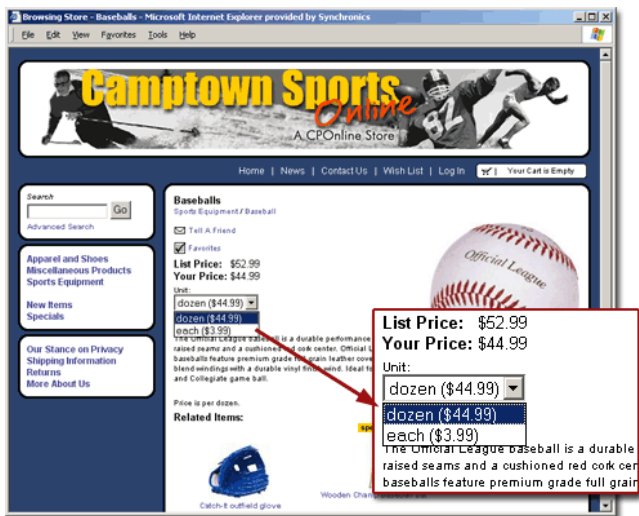
Overview

Select some or all of your CounterPoint items to sell in your online store. All your pricing, quantities, and item descriptions come directly from CounterPoint.

First, select the items to sell in your online store. Second, upload your items to CPOne. Third, import your orders from CPOne into CounterPoint. It's as easy as 1-2-3.

Alternate Units

Do you sell your items by the case, by the 6-pack, and as a single item? CPOne supports your user-defined alternate selling units.



Categories

Define up to eight levels of categories and sub-categories for your online store. The category information comes directly from CounterPoint, but your online store category names and structure can be different from your CounterPoint store. You can list a single item in up to 14 different categories in your online store.

Assign images and descriptions for some or all CPOne categories. You can sort the items within a category alphabetically by the item number, description, or price, and you can optionally group New or Special items at the top. For more precise control, assign a sort sequence number to each item or category so you have complete control over the sort order.

Discounts

Give a discount to all online shoppers for limited-time promotions, minimum order amounts, and dollar or percentage amounts – or use promotional codes so you can give discounts to selected customers.

CPOne's flexible promotional codes let you customize your discounts for different types of customers (first-time shoppers, return shoppers, etc.). Use promotional codes to offer your shoppers discounts, free shipping, or a free item. For example, you can offer free shipping on all orders totaling \$100 or more or a free widget with every order placed by a new customer during the month of December.

Discounts can be based on the customer's state, ZIP code, and/or country. Or they can be based on weight so you can offer (for example) free shipping on orders that weigh 50 pounds or less. Discount rules allow you to choose from many different criteria to tailor your promotional codes the way you want.

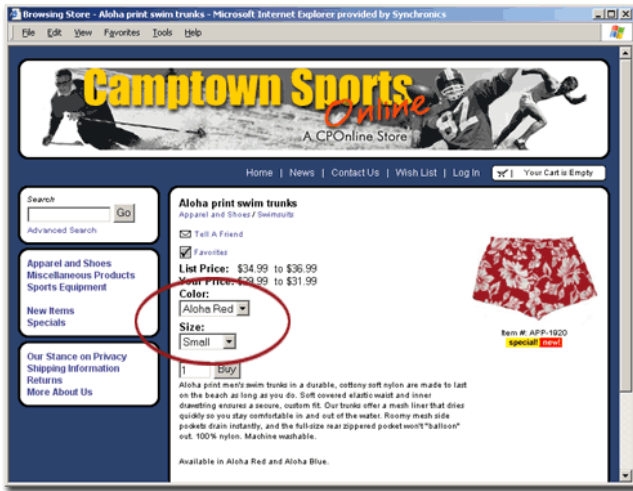
Featured Items

Display up to ten featured items on your Home page, Search page, and/or Shopping Cart page. In addition, you can feature items in each of your categories (up to ten items per category).



Gridded Items

CPOne supports two-dimensional grids (length/width, color/size, etc.) for your gridded (apparel) items. Specify whether the colors and sizes appear as radio buttons or as dropdown lists – you can even customize the grid layout on an item-by-item basis.



Want more choices? For your gridded items, you can use cell-specific images, so that when a shopper selects a different color or style, the image changes accordingly. And, CPOne supports oversize pricing for gridded items.

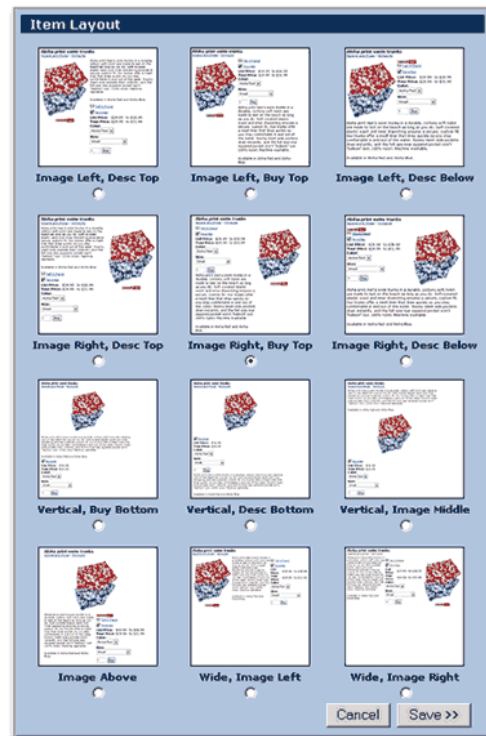
Images

CPOne displays item, category, and other miscellaneous images in GIF or JPG format. When you're uploading a large group of images, just zip up the files and upload the single zip file. CPOne will automatically unzip the images and put them where they need to go. It's that easy! Advanced users can even include PDF files that can be viewed or downloaded from the storefront.

Layout

Categories can be displayed with an image, a description, or just the category name. Item images can display above, below, or beside the item description. You can define a global layout for all items or categories, or you can define layouts specific to just certain items and categories.

Your pages of items can display with or without thumbnails (smaller versions of your item images). Specify how many items appear on each page and whether those items display in columns or tiled across the page.



Prices

All pricing information comes directly from CounterPoint. Display item prices for all or some of your items, or suppress item prices until the shopper adds the item to their shopping cart. Prices can be suppressed on an item-by-item or category-by-category basis.

CPOne uses many of the same flexible pricing options you have with CounterPoint, including alternate unit pricing, flexible discounts, limited-time sale prices, and oversize pricing for gridded items. When you import orders into CounterPoint for processing, you can optionally recalculate the item price based on CounterPoint's pricing rules.

Quantity

All quantity information comes directly from CounterPoint. You can optionally display your item quantities in your online store so shoppers know exactly how many units you have in stock for each item, and you can optionally choose a default order quantity to appear with each item.

When an item is out-of-stock (zero-quantity available), you can choose to display an out-of-stock message, suppress the Buy button, hide the item so shoppers don't see it, or do nothing (the shopper won't know the item is out-of-stock).

Related Items

Encourage shoppers to purchase related items with links on your item pages. Publish CounterPoint's substitute items as the related items, or specify up to 25 related items for each item in your storefront. Related items can appear as item names that serve as links to the item description. Or, you can display the item description and even the price and a Buy button for each related item.



Reference Text

Shoppers can type in additional information (reference text) when ordering certain items – perfect for entering monogram initials, adding text for gift cards that will ship with the item, and more.

Searches

Shoppers can search your storefront for items by keyword, price, item number, category, color/size information, and vendor. When the search results are displayed, shoppers can sort the results.

Include supplemental information for some or all of your items. Supplemental information can be used to enter item-specific search keywords (without those words actually displaying in the storefront).



Sorting

You can sort the items within a category alphabetically by the item number, description, or price, and you can optionally group New or Special items at the top. For more precise control, assign a sort sequence number to each item or category so you have complete control over the sort order.

Thumbnails

CPOne automatically creates and displays thumbnails (smaller versions) of your item images. You can also create and upload your own custom thumbnails. Use custom thumbnails if you want your thumbnail image to differ from your main item image, or if you want more control over the thumbnail image.

Vendors

You can optionally display the vendor name for each item. Shoppers can browse your store by vendor or manufacturer, and you can even define discount rules based on vendor criteria.

Customers

Overview

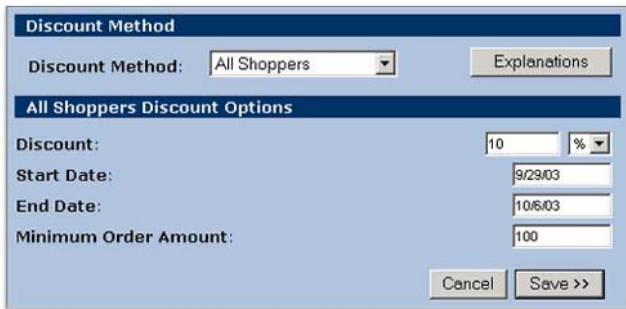
For years, CounterPoint has helped you improve your customer service. Now CPOne can help you provide the same great customer service through your own online store.

A/R Charges

Now your A/R charge customers can shop with you online – using the same restrictions, credit limits, and account holds that you use in your brick-and-mortar stores! They can even see their available credit and account status online. (Currently available only with CounterPoint V7.)

Discounts

Give a discount to all online shoppers for limited-time promotions, minimum order amounts, and dollar or percentage amounts – or use promotional codes so you can give discounts to selected customers.



CPOne's flexible promotional codes let you customize your discounts for different types of customers (first-time shoppers, return shoppers, etc.). Use promotional codes to offer your shoppers discounts, free shipping, or a free item, so you can offer (for example) free shipping on all orders totaling \$100 or more or a free widget with every order placed by a new customer during the month of December.

Discounts can be based on the customer's state, ZIP code, and/or country. Or they can be based on weight so you can offer (for example) free shipping on orders that weigh 50 pounds or less. Discount rules allow you to choose from many different criteria to tailor your promotional codes the way you want.

Emails

Automatically send welcome messages and order or backorder statuses, and keep your customers coming back for more with newsletters and special offer emails.

You can even export your online customers' email addresses into a file so you can easily import those addresses into external list services.

Order History

Shoppers can view their online account history with detailed order history. And with the **CounterPoint Ticket History** Premium Feature, your shoppers can see their entire purchase history, including both purchases made through CPOne and those made at your brick-and-mortar CounterPoint V7 store.

Repeat Orders

Customers can repeat any previous order simply by clicking a button while viewing their previous orders.



Restricted Store Access

You get to control which shoppers have access to your storefront.

When you sign up for the **Restricted Store Access** Premium Feature, you will have three Store Access options in Store Administration:

- **Unrestricted** – This option allows all visitors to browse your store anonymously and create a new customer account if they choose.
- **Require Account** – This option requires visitors to log in or create an account before they can browse your store.
- **Existing Customers Only** – Only customers with existing accounts will be allowed to browse the store. This option allows you to restrict access to your storefront to only those customers that you upload from CounterPoint. New visitors to your online store will not be allowed to create an account or browse your store.

Payments

Overview

Shoppers can pay for their orders with American Express, Carte Blanche, Diners Club, Discover, JCB, MasterCard, Visa, On Account (for A/R charge customers), COD, and/or PayPal.

You define the payment methods you accept in your online store (they can be the same as or different from your brick-and-mortar store).

Online Credit Card Authorizations

CPOnline allows you to optionally enable real-time online credit card authorizations through CPGateway, so that charges are authorized at the time the order is placed, and the customer will instantly know whether the charge was approved or not. Charge approval codes are imported into CounterPoint along with your online orders, and you can then use CounterPoint to settle these transactions using the same procedures you use to settle credit card charges authorized through your CounterPoint system.

A/R Charge

Now your A/R charge customers can shop with you online – using the same restrictions, credit limits, and account holds that you use in your brick-and-mortar stores!

C.O.D.

Want to accept Cash On Delivery? You can with CPOne! You can even add surcharges for C.O.D. payment methods.

Credit Cards

Not only can customers shop your store using their favorite credit cards – American Express, Carte Blanche, Diners Club, Discover, JCB, MasterCard, and Visa – they can also optionally retain their credit card numbers in their account.

The screenshot shows a configuration window titled "Payment Options" and "Payment Methods".

Payment Options:

- Currency Name: American Dollars
- Currency Symbol (before amount): \$
- Currency Symbol (after amount):
- Notifications Sent To: cponline@synchronics.com
- CC Notifications To: none
- Check Credit Limits: Yes (selected) / No
- PayPal Account Email:
- Save Credit Card Numbers (with customer's account): Customer's Choice
- CVV2/CVC2 Support: Enabled

Payment Methods:

<input checked="" type="checkbox"/> American Express	<input checked="" type="checkbox"/> Mastercard
<input type="checkbox"/> Carte Blanche	<input checked="" type="checkbox"/> Visa
<input type="checkbox"/> Diners Club	<input checked="" type="checkbox"/> COD
<input checked="" type="checkbox"/> Discover	<input checked="" type="checkbox"/> On Account
<input type="checkbox"/> JCB	<input checked="" type="checkbox"/> PayPal

Allowing customers to retain their credit card numbers is an easy (and secure) way to encourage future purchases.

CVV2/CVC2

Optionally collect CVV2/CVC2 information from shoppers. CVV2/CVC2 is the additional 3- or 4-digit security code found on the back of credit cards used with AVS (Address Verification Service) to help prevent credit card fraud.

Taxes

Not only can you determine the tax percent on a state-by-state basis, you can also optionally charge tax on shipping on a state-by-state basis.

With the **Tax Rate Lookup by ZIP Code** Premium Feature, you can even calculate taxes based on the shopper's ZIP code.

And when you import orders into CounterPoint for processing, you can optionally recalculate the tax based on CounterPoint's tax rules.

Shipping

Overview

Configure CPOne to match the way you do business. Specify your shipping methods, rate calculations, and optional handling charges. Or automatically look up rates directly from third-party shipping companies (FedEx, UPS, and/or USPS).

FedEx Integration

Look up shipping rates and track FedEx packages. Shoppers can use tracking numbers from your storefront to locate packages on the FedEx Web site, and you can optionally store tracking numbers in invoice history (invoice history is only available in CounterPoint V7).

If you receive discounted shipping rates, those discounted rates are calculated using your FedEx account's drop-off/pickup method. And of course, you can customize the shipping method names that appear in your storefront.

UPS Integration

Look up shipping rates and track UPS packages. Shoppers can use tracking numbers from your storefront to locate packages on the UPS Web site, and you can optionally store tracking numbers in invoice history (invoice history is only available in CounterPoint V7). And of course, you can customize the shipping method names that appear in your storefront.

USPS Integration

Look up USPS shipping rates. Shoppers can use tracking numbers from your storefront to locate packages on the USPS Web site, and you can optionally store tracking numbers in invoice history (invoice history is only available in CounterPoint V7). And of course, you can customize the shipping method names that appear in your storefront.

3-Tier Rates

If the integrated third-party shipping options (FedEx, UPS, or USPS) aren't right for your business, you can define a generic 3-tier shipping rates for Standard, Express, or Overnight shipping.

Customer Pickups

You don't have to ship it! Your customers can order merchandise online and pick it up at your store or warehouse.

Free Shipping

With CPOne, you have the option to mark any shipping method as free.

With flexible discount codes, you can define a free-shipping customer discount, so you can offer (for example) free shipping on all orders totaling \$100 or more during the month of December.

International Orders

Do you have customers all over the world? With CPOne, international orders are just as easy to ship and track as your local orders.

Or, you can optionally limit the countries to which you ship your merchandise.

Tax

You can specify on a state-by-state basis whether to charge tax on shipping fees.

Site Design

Overview

We've done the work for you. You pick the template you want to use. Change the colors and fonts, and add your company logo. It's easy – and completely customizable. Any changes you make are instantly reflected in your storefront.

For some fine-tuning, change the layout of your items and categories. Limit the number of items that display on each page. Change the sort order of your items to sort by price, item number, or description. Or completely customize the text throughout your storefront.

It's not about how well you understand the Internet. It's about how easy we've made our software for you to use.

Templates

Choose from Standard templates to determine the basic look and feel of your CPOne store. Every pre-defined template can be customized with different colors, font styles, text, and your store logo.

And if you want a unique look and feel, work with our web design team to customize your site any way you want it and create your own custom template.



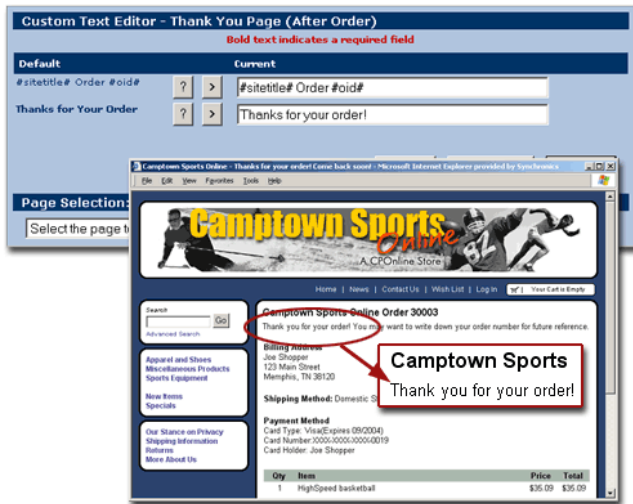
Graphical Buttons

You can customize your site to include graphical buttons anywhere in the storefront where standard browser buttons appear (e.g., Buy buttons, Tell-A-Friend buttons, etc.).



Customizable Text

It's easy to customize text everywhere in your storefront!



Layout

Categories can be displayed with an image, a description, or just the category name. Item images can display above, below, or beside the item description. You can define a global layout for all items or categories, or you can define layouts specific to just certain items and categories.

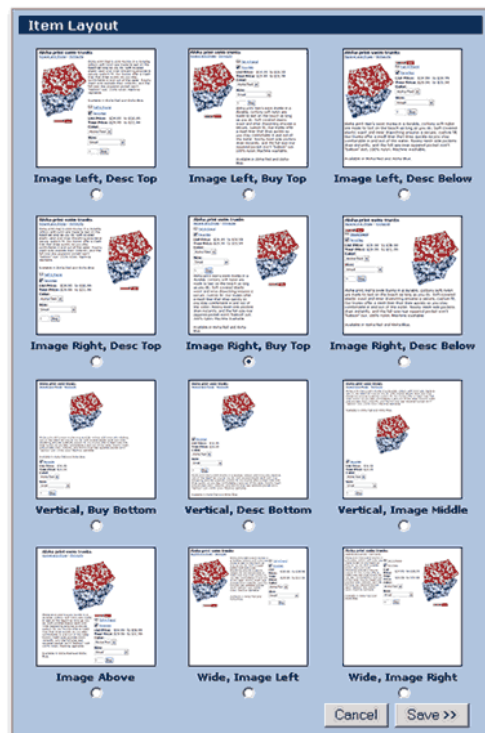
Your pages of items can display with or without thumbnails (smaller versions of your item images). Specify how many items appear on each page and whether those items display in columns or tiled across the page.

Use CPOnline's built-in WYSIWYG (What You See Is What You Get) Editor to format text using a familiar toolbar. You don't need to know HTML in order to format your web pages. Or, you can edit your web pages with the HTML/Text Editor to enter your own HTML code (including JavaScript).

Extra Pages

Define up to 25 extra pages in your storefront. Extra pages can be used for additional information about you and your products – or anything you want. Use text links or graphics as links to your extra pages. You can even determine whether shoppers open extra pages in the same web browser window or a new window.

Extra pages can also link to web pages that are hosted at an external web server (a non-CPOnline web server).



Flash Animations

Upload Macromedia Flash animation files to your storefront. Flash animations add movement to your site – great for product demonstrations (or to attract attention)!

Site Maps

CPOnline automatically generates a site map for your store. Site maps provide an overview of links and the organization of your store. You can optionally customize the text that appears for each link in your store's site map.

Style Sheets

Use style sheets to control the formatting of your entire Web site, including the item and category descriptions.

Style sheets are for advanced HTML users who want to insert a set of definitions that control the colors and fonts used across your Web site.

Security

Overview

CPOnline is hosted on reliable, high-bandwidth systems that are monitored around the clock. We make sure that your store stays up-and-running – it's one less thing for you to worry about.

SSL Security

The latest in SSL encryption technology ensures security for you and your shoppers.

SSL security is an industry standard that employs the latest 128-bit encryption to ensure that all transactions in the online store are safe and secure. SSL is employed for all aspects of CPOne including online orders, site administration, and site maintenance.

With CPOne, you can get your own SSL Certificate. An SSL (Secure Socks Layer) Certificate is an added measure of security that identifies you as a trusted Web site.

SSL protects all communications to your CPOne store, such as credit card transactions and other confidential information.

CVV2/CVC2

Optionally collect CVV2/CVC2 information from shoppers. CVV2/CVC2 is the additional 3- or 4-digit security code found on the back of credit cards used with AVS (Address Verification Service) to help prevent credit card fraud.

Promotional Tools

Overview

CPOnline is designed to help you get your online store noticed. Let friends refer other friends to your site. Send out email newsletters to your existing customers. Submit your site to Froogle™ so new customers can find you.

We want your online store to get noticed – and stay noticed. With the right tools and marketing, your online store can be a profitable endeavor – just like your brick-and-mortar store.

Search Engine Utilities

Use Froogle to quickly and easily submit all of the items in your online store as a data feed. Froogle is a service from Google™, one of the premiere search engines on the Web. Froogle applies Google's search technology to a very specific task – locating stores that sell the item a shopper wants and pointing the shopper directly to the place where they can make a purchase.

Product listings in Froogle are free! Froogle automatically crawls the Web to identify products for sale, but the best way for a merchant to include their products in Froogle is to submit a data feed.



Froogle Merchant Login Info		Data Transfer Technical Info		Data Transfer History
Date	Time	File Size (Text)	File Size (Zipped)	Number of Items
09/11/03	2:07 PM EST	109KB	19KB	465
08/25/03	3:59 PM EST	109KB	19KB	465
08/11/03	12:15 PM EST	109KB	19KB	465
07/28/03	2:30 PM EST	107KB	18KB	451
07/21/03	1:43 PM EST	107KB	18KB	451
07/15/03	2:52 PM EST	107KB	18KB	451
04/30/03	2:10 PM EST	108KB	18KB	457
04/23/03	3:25 PM EST	120KB	20KB	516

You can also increase your Web site traffic with pay-per-click services offered by Overture and Google.

And because CPOne uses item- or category-specific page titles, you can submit individual pages to help increase search engine placement.

Discount Codes

Use promotional discounts to drive traffic to your store.

With CPOne's discount codes, you can offer promotions like:

- 10% off any order totaling \$50 or more
- a free widget with every order placed by a new customer during the month of December
- free shipping on all orders during the month of January
- 15% "Thanks for your business!" discount on all second orders (valid only for each customer's 2nd order placed in your online store)
- free shipping for all customers whose total purchases in your online store equal \$100 or more

These are just a few examples – CPOne's flexible discount codes let you tailor your promotional offers just the way you want.

And, when you combine promotional discounts with the Email Newsletter utility, you can let all of your customers know about your special offers with the click of a mouse!

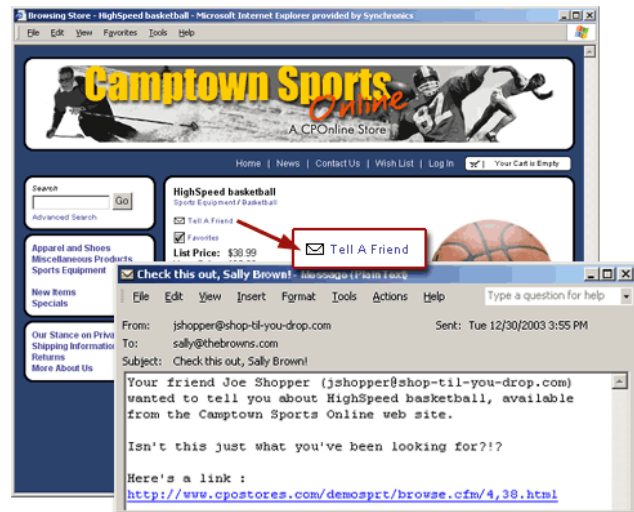
Email Newsletters

Send newsletters, sale notifications, special offers, new item updates, and more with CPOne's built-in bulk email capabilities. You can even include links from your newsletters to items in your storefront.

The screenshot shows the 'Email Options' configuration window. It includes a note about newsletter recipients, a section for selecting recipients (currently 'All customers subscribed to newsletter (1 customer)'), fields for 'WHERE' (Contact), '# Of Prior Orders', and 'Sum Of Prior Orders', a 'Subject' field with the value '#Company# News', an 'Introduction' field with the text 'Check out our latest specials and new additions!', 'Specials' and 'New Items' sections with 'Yes, Shown As:' selected, a 'Test Message' section with 'Test Only to cponline@synchronics.com' selected, and a 'Closing Text' field with the text 'Be sure to visit our store at #mercuri#'. 'Cancel' and 'Save & Send' buttons are at the bottom.

Tell-A-Friend

Let your shoppers easily email their friends about items they found on your storefront. You can customize the tell-a-friend email message and make sure it even includes a link right to the item on your Web site.

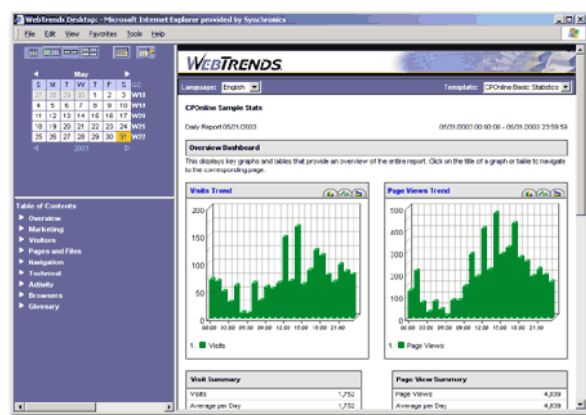


Affiliate Program

Reward affiliate Web sites for sending traffic to your online store.

Visitor Statistics

With your own SSL certificate, you can view complete, statistical reporting on all visitors to your online store. See how many visitors you had, what page brought them to your store, what search engines and keywords were used (if any), and much more.



Use this valuable information to increase traffic and sales in your CPOne store.

Meta Tags

Use meta tags to control the summary listing for your site for some search engines. Meta tags are keywords that are invisible to your shoppers. These keywords are used to help search engines find you and the items in your online store.

Reports

Overview

View and print ecommerce reports from CounterPoint and CPOne Store Administration so you can find the hottest sellers and the coolest customers.

Our reports are tailored to use while setting up your ecommerce inventory, managing your storefront, and increasing your sales.

Active Shoppers Report

View a list of shoppers currently browsing your storefront – this report displays all shoppers who have been active in the past five minutes.

Cart Contents Report

Quickly see what items are in both abandoned and currently active shopping carts.

Discount Codes Report

Find out how effective your discount code promotions have been. View a summary or detailed report showing discount code usage for a specific period of time.

Favorites Report

See what items your shoppers have included on their Favorites lists.

Items & Categories Report

View a summary report showing your existing active category structure, including how many active items appear in each category.

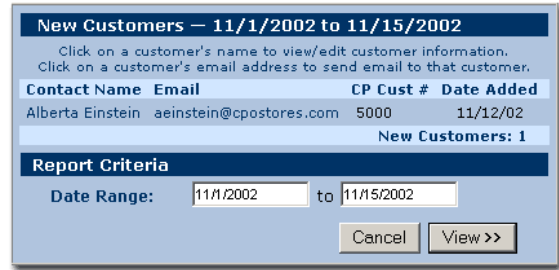


Item Images Report

Identify whether any of your items don't have images assigned to them and whether any item image files are missing and need to be uploaded to your CPOne store.

New Customers Report

View a summary report showing new customer accounts created during a specific period of time.



New Items Report

View a list of the items currently appearing on your New Items page.



Order Volume Report

Find out how your online store sales are going. View a summary or detailed report showing number of orders and order totals for a specific period of time.

Related Items Report

Quickly see which items in your store are displaying related items published from CounterPoint and which are displaying related items defined in CPOne Store Administration.




Specials Report

View a list of the items currently appearing on your Specials page.

Specials

This report includes active items that currently appear on your Specials page. Click on any item name or item number to view item information.

Item #	Item Name
APP-1920	Aloha print swim trunks
BAS-0300	Baseballs
BAS-0302	Wooden Champ ba
BKB-0400	HighSpeed basketb
BKB-0406	HighSpeed basketb



Store Size Report

Find out how many items, categories, and customers are currently in your CPOnline store.

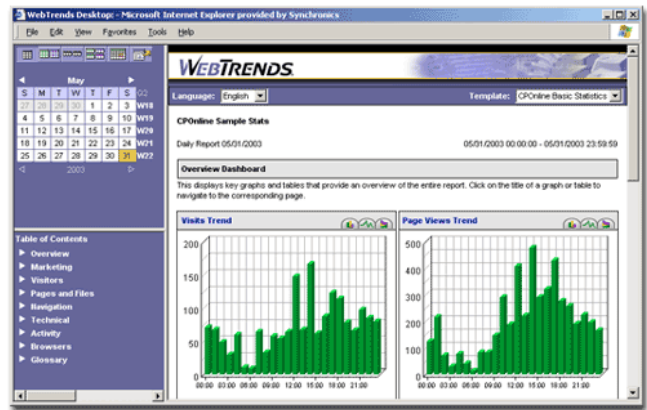
Store Size	
Current Active Items:	127
- Items with Color/Sizes:	18
- Items with Alternate Units:	8
Current Active Categories:	12
Number of Customers:	121

Site Statistics

Overview

CPOnline gives you online access to a Web site that provides complete statistical reporting on all visitors to your online store, whether they shop with you or not. You can see how many visits you had, where those visitors came from (what page they were visiting immediately prior to yours), what search engines they used to find you, what search engine keywords they used, etc.

With this valuable information at your fingertips, you can fine-tune your Web site promotional activities to effectively increase traffic and sales in your CPOnline store.



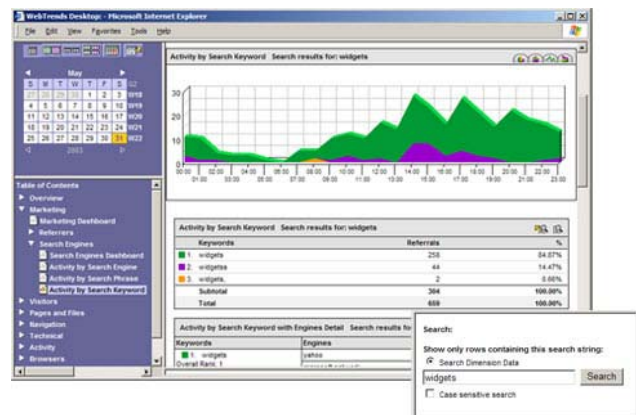
Customization

You can easily choose to view all of the various reports available to you by day, week, or month. The user-friendly interface will make it easy to find the information you want about your site. And, because your site statistics are updated overnight, every night, you will always have up-to-date information.

Reports

Here are just a few examples of the reports available to you:

- summary of your site's statistics
- how many visits your store had last week
- which pages shoppers are viewing the most
- how long people spend shopping in your store
- what Web sites have sent the most visitors to your store
- what search engines have sent the most visitors to your store
- detailed information on what keywords your shoppers used to find you
- what keywords your shoppers used for each search engine



Premium Features

CPOne Premium Features add specialized optional functions to your online store and can be added anytime your business needs change.

Automated Data Transfer

The **Automated Data Transfer** Premium Feature allows CPOne to exchange data with CounterPoint in unattended mode, so you can automatically download orders to CounterPoint and automatically upload items, customers, order status information, and ticket history to CPOne. You can schedule automated data transfers to occur at specific times or at regular intervals, as often as once every hour.

This Premium Feature is intended for high-volume merchants who want to combine the simplicity and power of CPOne with the automation of a real-time ecommerce system. You don't have to remember to download and import orders or publish price changes, because it all happens automatically.

The **Automated Data Transfer** Premium Feature requires CounterPoint V7.5.6 or later, and is not currently available for CounterPoint SQL.

Tax Rate Lookup by ZIP Code

The CPOne Base System allows you to specify whether to charge tax on a state-by-state basis, and to manually specify a single tax rate for each state.

The **Tax Rate Lookup by ZIP Code** Premium Feature provides tax rate lookups based on the shipping ZIP code of the order, so taxes can be calculated accurately. You don't have to maintain the different state tax rates. With this Premium Feature, simply indicate the states for which you charge sales tax, and let CPOne do the work for you.

CPOne looks up the exact tax rate for the shopper's shipping ZIP code. You don't have to CPOne looks up the exact tax rate for the shopper's shipping ZIP code. You don't have to worry about whether or not you should be collecting (for example) 9.25% for a shopper in Memphis, TN, or 9.75% for a shopper in Jackson, TN. CPOne calculates the correct tax for you!

Tax rate lookups are only available for US ZIP codes. If you activate this Premium Feature, taxes will not be calculated for shoppers located outside the United States.

CounterPoint Ticket History

The **CounterPoint Ticket History** Premium Feature allows you to send CounterPoint ticket history information to CPOne for purchases that did not originate online. This Premium Feature allows online shoppers to view their entire purchase history, including purchases made through CPOne and those made at your brick-and-mortar store.

This Premium Feature requires CounterPoint V7.5.6 or later, and is not currently available for CounterPoint SQL.

Restricted Store Access

The **Restricted Store Access** Premium Feature is for merchants who want to control which shoppers can access their online storefront. **Restricted Store Access** gives you three options for allowing access to your online store:

- **Unrestricted** – Allows all visitors to browse your store anonymously and create a new customer account if they choose. (Unrestricted is the default behavior for all CPOne stores. If this is the behavior you want your store to use, you do not need the **Restricted Access** Premium Feature.)
- **Require Account** – Requires visitors to log in or create an account before they can browse your store.
- **Existing Customers Only** – Only customers with existing accounts will be allowed to browse the store. This option allows you to restrict access to your storefront to only those customers that you upload from CounterPoint. New visitors to your online store will not be allowed to create an account or browse your store. (Works with CounterPoint V7 only.)

Additional Services

Synchronics offers a number of additional services to help you make the most of your CPOne store. Check out some of the additional services we can provide.

Web Design

The look and feel of your CPOne store depends on the template you choose. The colors, the navigation, and the overall look and feel of your site are all controlled by the underlying template, which means that changing templates can dramatically alter the layout, appearance, and behavior of your online store.

CPOne allows you to modify certain aspects of our standard, pre-defined templates (such as colors and fonts). But if none of our standard templates grab you, you can break the mold with a custom template.

Our CPOne team can work with you to create a truly unique look for your online store. We can give your custom template everything from mouse-over effects to a completely custom layout.

If a custom template sounds like the right choice for your CPOne store, you have several options:

If you already have a Web site and want to keep the same look for your CPOne store, contact Synchronics with the URL of your current site, and we'll provide a quote for turning that look into a CPOne template.

If you don't have a Web site and don't know where to start, let Synchronics help! Our graphic designers are experts at working with merchants to design just the right look for each unique store. Design services are available by the hour. Once you approve a final design, we'll provide a quote for turning that design into a CPOne template.

If you're already working with a 3rd-party web developer or graphic designer, no problem! We'll provide a Template Toolkit that will give you all the information your developer needs to create a design for your CPOne store. Once you've got a design you like, just submit that design to Synchronics using the guidelines outlined in our Template Toolkit, and we'll provide a quote for turning that design into a CPOne template.

Consult the Experts...

If you're looking for suggestions about how to spruce up your online store, look no further than our team of CPOne experts. Through our Web Design Consulting service, we can offer you advice on organizing your site, improving performance, updating your store's appearance, and everything in between. We can even design a custom template for you, tailoring your store's look and feel to the way you do business. Just tell us what you want and we'll make it happen.

An Animated Presentation...

Nothing makes a Web site stand out more than cool interactive animation. But you need the time, the tools, and the talent to bring your online store to life. Luckily, our graphic artists have all three. Let our artists spice up your online store with exciting Macromedia Flash animation and put your site in motion.

On-Site Setup Assistance

With CPOne, you have the power to change nearly any aspect of your site quickly and easily, which means you don't have to be a programmer or an HTML magician to have a great-looking online store.

But even though we designed CPOne to be easy to configure and maintain, we realize that setting up your online store can be a little overwhelming. And sometimes, telephone and email support isn't enough to get you over your particular hurdles. That's why we offer on-site setup assistance to our new CPOne merchants to help you get your online stores up and running.

For a nominal fee, a member of the CPOne team will come to your office to assist you in laying the foundation for your online store. From planning your online category structure to mapping your existing inventory to your online database, your personal CPOne expert will be with you every step of the way. We'll even help you configure CounterPoint for ecommerce. And when our expert leaves, you'll be able to take over and open the doors of your online store with confidence.

Domain Name

You've worked hard to establish your store's identity. You want to maintain that identity when you start doing business over the Web. CPOne lets you use your own domain name to preserve your store's identity online.

When you open a CPOne store, you automatically get a web address, like

www.cpostores.com/mystore, in the **cpostores.com** domain. If you already have your own domain name, such as **www.mystore.com**, you can direct it to your CPOne store, making it easy for your customers to locate your new virtual address.

If your domain name already points to your existing Web site, you can choose another prefix – such as **store**, **shop**, or anything you like – to replace the **www** in your domain name. This means you can send your online customers to **store.mystore.com** or **shop.mystore.com** and make your CPOne store an extension of your existing web presence.

And if you don't have a domain name of your own, Synchronics can help you obtain one. It's just one more way CPOne helps you personalize your customers' online shopping experience.

SSL Certificate

When it comes to shopping over the Web, nothing's more important than security. Your customers need to know that their personal information is safe with you. With CPOne, you and your customers can breathe easier.

Your CPOne store includes a built-in Secure Sockets Layer (SSL) certificate that encrypts sensitive information – like your customers' names and credit card numbers – for safe transfer over the Internet. This SSL certificate is provided by Synchronics and guarantees security from the moment your store goes online. For added security, as well as access to a wealth of store statistics, you can obtain your own SSL certificate to use with your CPOne store.

Worry-free Shopping...

Combined with your own domain name, your personalized SSL certificate provides even more peace of mind for your online customers. Having your own SSL certificate ensures that your domain name – instead of **www.cpostores.com** – is constantly displayed to shoppers as they browse your store, so they'll know they've never left your

site. And when they double-click the lock icon that appears on secure pages, your store's security certificate displays a name they know and trust – yours.

Traffic Reports

With your own SSL certificate, you'll also gain access to our CPOne Site Statistics Web site, where you can obtain detailed reports about your online store's traffic. Find out what search engines people are using to find you and which keywords are bringing you customers. Figure out which pages are cool and which products are hot. CPOne Site Statistics give you all the information you need to position your online store more effectively and keep your customers clicking.

Modifications

We created CPOne as a powerful ecommerce solution that makes it easy for you to operate your online store. We did our best to anticipate your needs, and we've included hundreds of features that make running your online business simple and hassle-free. And we provided the tools you need to customize, update, and maintain your online store without hiring your own IT department or even your own web developer.

But no matter how feature-packed CPOne already is or how many features we continue to add, there's no way we can anticipate every merchant's every need. That's why we offer custom development services to our CPOne merchants.

Chances are you'll think of something you'd like to see in your online store that we never anticipated. When you do, let us know, and our CPOne developers will be happy to send you a quote for adding that must-have feature.

Training

Comprehensive training courses cover all aspects and features of CounterPoint and provide discussion for the best way to integrate features with your business.

Visit www.synchronics.com for training schedules and course descriptions.