



HitParade Guide v1.1 to your eShop



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Choosing a provider for eShop consider the following:

1.0 Ask about eShop Security

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- 1.2 Do buyers get SSL encryption protection as standard?

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1.0 Ask about eShop Security

1.1 Where is your eShop Hosting Network?

We use a UK Web Hosting Network

HitParade Network operates in a 14,000 sq.ft raised floored state-of-the-art data centre in, London. The facility offers complete redundancy in protected power, HVAC, fire suppression, network connectivity and on-site manned security. The facility takes power feeds from multiple power grids, distributed via MGE UPS battery backup power and three 2.5 MVA Caterpillar diesel generators to backup primary power source with 48-hour on-site fuel storage supported by continuous refuelling contracts. Libert HVAC systems are configured to provide cooling redundancy in a temperature controlled environment.

Fire suppression includes a dry pipe pre-action system with VESDA (Very Early Smoke Detection Apparatus). The data centres have been engineered to avoid any single point of failure in our connectivity, power, or HVAC. And because the data centres are not open to the public, you can rest assured that only a handful of highly trained, level-three technicians will be allowed within close physical proximity to your server.

Physical Security:

This area is secure. The front door must be opened by the security guard who is on duty 24/7/365. Movement throughout the facility must be escorted at ALL times. There is no other entry door into the facility with the exception of the loading door which is protected by a roll down door and may only be operated with a security officer present.

Location:

London is an ideal location for the primary data center because of the absence of natural disasters and its central location to the Internet backbone connections from all across the United Kingdom

Network Infrastructure:

Our core network architecture is second to none utilising the highest quality equipment from Juniper, Foundry and Cisco. Setup in a fully redundant mesh it allows us to offer high availability and exceptional throughput to our end users.

The facility utilise Juniper M40 routers at the core/order, Foundry BigIron 8000 switches in our distribution layer and Cisco 3500 series switches in our aggregation layer. On our customer layer for dedicated services we currently utilize Cisco 3500/2900 and Foundry FastIron Workgroup series switches.

Multiple Redundancy:

Everything from the connections to the Internet backbone, to the Uninterrupted power supply (UPS) has at least one back up. Two additional generator units are in place to provide capacity for an expansion for another 30,000 sq. foot.

Web Servers:

The facility use the latest Dual Xeon Dell or Dual AMD Opteron servers, which enable us to offer the best performance that can be supplied.

Within the servers, SATA hard drives used, which offer even further speed, performance and most of all reliability, with each server having a minimum of 2 GB of ram.

1.2 SSL Encryption

Secure Sockets Layer (SSL): Why use it?

Secure Sockets Layer (SSL) technology protects your Web site and makes it easy for customers to trust you.

-
- **An SSL Certificate enables encryption of sensitive information during online transactions.**
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- **Each SSL Certificate contains unique, authenticated information about the certificate owner.**
-
- **Every SSL Certificate is issued by a Certificate Authority that verifies the identity of the certificate owner.**
-

You need SSL if...

- ...you have an online store or accept online orders and credit cards.
- ...your business partners log in to confidential information on an extranet.
- ...you have offices that share confidential information over an intranet.
- ...you process sensitive data such as address, birth date, license, or ID numbers.
- ...you need to comply with privacy and security requirements.
- ...you value privacy and expect others to trust you.**

Public and Private Keys to Privacy

An [SSL Certificate](#) consists of a public key and a private key. The public key is used to encrypt information and the private key is used to decipher it. When a Web browser points to a secured domain, a Secure Sockets Layer handshake authenticates the server (Web site) and the client (Web browser). An encryption method is established with a unique session key. They can begin a secure session that guarantees message privacy and message integrity.

Authentication Practices

Every SSL Certificate is created for a particular server in a specific domain for a verified business entity. Like a passport or a driver's license, an SSL Certificate is issued by a trusted authority, the Certificate Authority (CA). When the SSL handshake occurs, the browser requires authentication from the server. A customer sees the organization name when they click certain SSL trust marks (such as the

VeriSign Secured™ Seal) or use a browser that supports Extended Validation. If the information does not match or the certificate has expired, the browser displays an error message or warning.

Protect Your Customers' Trust

Without SSL encryption, packets of information travel through networks in full view. Imagine sending mail through the postal system in a clear envelope. Anyone with access to it can see the data. If it looks valuable, they might take it or change it. Without third-party verification, how do you know a Web site is really a business you trust? Imagine receiving an envelope with no return address and a form asking for your bank account number. An SSL Certificate helps Web site visitors protect sensitive information and get a better idea of who they are trusting with it.



2.0 What are the most popular Payment Options?

2.1 PayPal Gateway for Merchants

What is Website Payments Pro?

Website Payments Pro allows you to accept payment directly on your website or by phone, fax and mail. Customers can pay you with all major debit and credit cards as well as PayPal balance and bank transfers.

With this solution you get all the benefits of a merchant account and gateway in one solution. This package also includes PayPal Express Checkout which enables buyers to checkout in as little as three clicks.

So how does it work?



Useful Links:

https://www.paypal.com/uk/cgi-bin/webscr?cmd=_display-pro-fees-outside

https://www.paypal.com/en_GB/pdf/PP_WebsitePaymentsPro_Datasheet.pdf

Integrating payment Pro

https://www.paypal.com/IntegrationCenter/ic_uk-pro.html

<https://registration.paypal.com/welcomePage.do?partner=PayPalUK&bundleType=C2&country=UK>

What do I need to get started?

General business information

Primary business contact details

Bank information: bank name and address, account number, sort code and your name associated with this bank account.

Compare Payment Services

	Email Payments	WP Standard	Express Checkout	WP Pro	Virtual Terminal
What is It	Accept payments via the internet even if you do not have a website Learn More Email PDF Signup	Easy way to quickly accept payments on your website Learn More Standard PDF Signup	Creates a 3-click checkout for your customers Learn More Express Checkout PDF Signup	Merchant account and gateway plus PayPal Express Checkout and Virtual terminal in a single solution Learn More Pro PDF Signup	Accept phone, fax, mail, and in-person orders Learn More Virtual Terminal PDF Signup
Setup Fee	0	0	0	0	0
Cancellation Fee	0	0	0	0	0
Monthly Fee	0	0	0	£20	£20
Transaction Fee	1.4%-3.4%+20p	1.4%-3.4%+20p	1.4%-3.4%+20p	1.4%-3.4%+20p	1.9%-4.4%+20p
Functionality					
Accept Debit/Credit card	✓	✓	✓	✓	✓
Accept Bank Transfers	✓	✓	✓	✓	✓
Accept PayPal Balance	✓	✓	✓	✓	✓
Accept Payment by Phone/Fax/Mail				✓	✓
Three-Click Checkout			✓	✓	
No PayPal Account Required for Buyers		✓	✓(optional)	✓	✓
PCI DSS Compliant	✓	✓	✓	(EC flow only)	
Integration Options	No Integration required	HTML	via Hosted Carts; via Downloadable Carts; via Direct (NVP/SOAP)	via Hosted Carts; via Downloadable Carts; via Direct (NVP/SOAP)	No Integration required
How Quickly can I start to Accept Payments	immediately	immediately	Immediately if through a pre-integrated provider. If not, then immediately	As short as 3 days; normally 5 working days.	As short as 3 days; normally 5 working days

after integration
is complete



2.2 Google Checkout

Google Checkout allows you to process orders through either the Merchant Centre or your own order processing system.

Your new orders through Google Checkout will appear in your inbox, to view your inbox sign simply sign into Google Checkout, and click the Orders tab.

Processing orders in the Merchant Centre is simple:

1. Review the order:

Click the order number in your inbox to view the order details, including taxes and net revenue. You can also choose your delivery option and enter a tracking number as needed.

The screenshot shows the 'Order # 309618740285024 - New - Chargeable' page. It includes a 'Shipping Information' section with fields for 'Ship to' (John Doe, 1600 Amphitheatre Pkwy, Mountain View, CA 94043, United States, example@google.com), 'Method' (Super Saver), 'Carrier' (Other), and 'Tracking' (enter tracking number). The 'Order' section contains a table with columns 'Qty', 'Item', and 'Price'. The table lists one item: 'Copper Dessert Fondue Set - Ruffoni Copper Dessert Fondue Set (8 oz.)' with a price of 149.95. Below the table, it shows 'Shipping & Handling (Super Saver): 10.99', 'Estimated Taxes: 12.37', and a 'Total: 173.31'. A 'Charge this order >' button is visible at the bottom right.

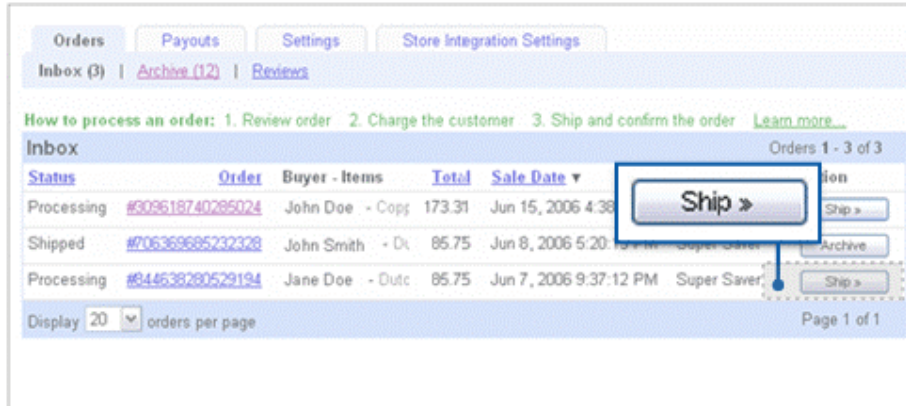
2. Charge the buyer's card:

Once you've determined you can fulfill the order, charge the buyer's card by clicking Charge beside the appropriate order in your inbox. You can also click Charge this order on the order details page. *

The screenshot shows the 'Inbox' page with a table of orders. The table has columns for 'Status', 'Order', 'Buyer - Items', 'Sale Date', 'Delivery', and 'Action'. The first row is highlighted, showing a 'New' order for 'John Doe' with a 'Charge >' button in the 'Action' column. A red box highlights the 'Charge >' button. The 'Action' column for other orders shows 'Archive' and 'Ship >' buttons. The page also includes a 'Display 20 orders per page' dropdown and 'Page 1 of 1'.

3. Post the order and notify the buyer:

Once you've posted the order, you must inform the buyer that the order is on its way. Simply click Ship beside the appropriate order in your inbox to send a system-generated email to the buyer. You can also do this on the order details page.



Courtesy of ©2007 Google

<https://checkout.google.com/seller/how.html?hl=en&gl=GB>

3.3 Many other Gateways

Ask about the many other gateways compatible with the current version of HitParade.

3.0 How about Accounts Integration?

3.1 Sage Line 50 integration.

Budget for £750 + vat for software + set-up cost.

Internetware's Connect*

Connect - The UK's leading Sage integration software for your web site, your database or any application - Compatible with Sage 50, Sage 200/Sage MMS and Sage Act!

<http://www.getconnect.co.uk/>

<http://shop.sage.co.uk/connectline50.aspx>

http://www.sage.co.uk/downloads/downloadcentre.aspx?DownloadShortcut=connect_for_sage_50

Holbi*

Full connection between Sage Line 50 and osCommerce is now possible. Benefit from fully automated time-saving technology. Download error-free customer accounts, orders, and invoices from osCommerce, and import them directly into Sage Line 50! Manage a single product catalogue in SAGE and have any pricing, stock, or other changes uploaded to your online shop automatically!

<http://www.holbi.co.uk/modules-for-oscommerce/product/item/oscommerce-connector-for-sage-line-50/>

* Please note these are third party products and as such are not guaranteed or endorsed by HML on the current release.

4.0 HitParade Specifications v1.1

Analytics and Reporting

- Integrated with Google Analytics
- [Admin Dashboard for Report Overview](#)
- Sales Report
- RSS feed for New Orders
- Tax Report
- Abandoned Shopping Cart Report
- Best Viewed Products Report
- Best Purchased Products Report
- Low Stock Report
- Search Terms Report
- Product Reviews Report
- RSS feed for New Reviews
- Tags Report
- RSS feed for New Tags
- Coupon Usage Report
- Total Sales Invoiced
- Total Sales Refunded
- Best Customers Report by Total and Number of Orders

Product Browsing

- [Multiple Images with Zoom](#)
- Product Reviews
- Related Products
- Stock Availability
- Multi-Tier Pricing Upsell
- Product Option Selection
- Grouped Products View
- Add to Wishlist
- Send to a Friend with Email

Catalog Browsing

- Layered / Faceted Navigation for filtering of products
- Static Block tool to create category landing pages
- Ability to assign designs on category and product level (unique design per product/category)
- Configurable search with auto-suggested terms
- Recently viewed products
- Product comparisons
- Recently compared products
- Cross-sells, Up-sells and Related Items
- Popular Search Terms Cloud
- Filter by Product Tags
- Product Reviews
- Product listing in grid or list format
- Breadcrumbs

Catalog Management

- Inventory Management with Backordered items, Minimum and Maximum quantities
- Batch Import and Export of catalog
- Batch Updates to products in admin panel
- Simple, Configurable (e.g. size, color, etc.) and Grouped Products
- Tax Rates per location, customer group and product type
- Attribute Sets for quick product creation of different item types
- Create Store-specific attributes on the fly
- Media Manager with automatic image resizing and watermarking
- Advanced Pricing Rules and support for Special Prices (see marketing tools)
- Search Results rewrites and redirects
- Approve, Edit and Delete Product Tags
- Approve, Edit and Delete Product Reviews
- RSS feed for Low Inventory Alerts

Customer Accounts

- Order status and history
- Re-orders from account
- Recently ordered items
- Address Book with unlimited addresses
- Default Billing and Shipping addresses
- Wishlist with ability to add comments
- Email or Send RSS feed of Wishlist
- Newsletter Subscription management
- Product Reviews submitted
- Product Tags submitted
- Account Dashboard for overview of: recent orders, personal information, newsletter subscription status, primary billing address, primary shipping address, shopping cart, wishlist, recently ordered items, recently reviews and recent tags

Customer Service

- Contact Us form
- Feature-rich Customer Accounts
- Order History with Status Updates
- Order Tracking from Account
- Forgot Password Email from front-end and administration panel
- Order and Account Update Emails
- Customizable Order Emails
- Create and Edit Orders from the Admin Panel

Order Management

- [View, edit, create and fulfill orders from admin panel.](#)
- Create one or multiple invoices, shipments and credit memos per order to allow for split fulfillment
- Print invoices and packing slips
- Call Center (phone) order creation
 - Includes ability to create new customer, or select existing customer and view shopping cart, wishlist, last ordered items, and compared products list, as well as select addresses, give discounts and assign custom prices
- Create re-orders for customers from administration panel.
- Email Notifications of Orders
- RSS feed of New Orders

Payment

- Configurable to authorize and charge, or authorize only and charge on creation of invoices
- Integrated with multiple PayPal gateways:
 - Website Payments Standard, Website Payments Pro (Express and Direct), Website Payments Pro UK (Express and Direct), and PayPal PayFlow Pro
- Integrated with Authorize.net
- Integrated with Google Checkout (Level 2)
- Saved Credit Card method for offline payments
- Accept Checks/Money Orders
- Accept Purchase Orders
- Payment Extensions Available through beta and above versions:
 - [Fontis Australia](#)
 - [Cybersource](#)
 - [Protx](#)
 - [Tweakmag Payment](#)
 - [SPPLUS](#)
 - [Fontis New Zealand](#)

- eWAY
- ChronoPay
- ePay
- Paybox
- iDEAL
- Flo2Cash Web Service
- Protx Direct Payment Module
- CyberMUT

Shipping

- Integrated for real-time shipping rates from:
 - UPS, UPS XML (account rates), FedEx (account rates), USPS and DHL
- Shipping to multiple addresses in one order
- On-site order tracking from customer accounts
- Multiple shipments per order
- Ability to specify allowed destination countries per method
- Flat rate shipping per order
- Flat rate shipping per item
- Free Shipping
- Table rates for weight and destination
- Table rates for product sub-totals and destination
- Table rates for number of items and destination

Checkout

- One-Page Checkout
- SSL security support for orders on both front-end and back-end
- Shipping to multiple addresses in one order
- Checkout without account/Guest Checkout
- Shopping Cart with tax and shipping estimates
- Checkout with account to use address book

- Option to create account at beginning of checkout
- Accept gift messages per order and per item
- Saved Shopping Carts with configurable expiration time

Search Engine Optimisation

- 100% Search Engine Friendly
- Google Site Map
- URL Rewrites give full control of URL's
- Meta-information for products and categories
- Auto-generated Site Map for display on site
- Auto-Generated Popular Search Terms Page

International Support

- Multi-Lingual
- Support for Multiple Currencies
- Tax rate support
- Localization
- Configurable List of Allowed Countries for:
 - Site Registration
 - Shipping Destination Addresses with ability to specify per shipping method
 - Billing Addresses with ability to specify per payment method

Marketing Promotions and Tools

- Flexible Coupons (pricing rules) with ability to restrict to stores, customer groups, time period, products, and categories. For example: Percent Discount | Fixed Amount Discount | Free Shipping |

Buy x, get y free. | Buy x, get y with percent or fixed amount discount | Buy x, get free shipping on order | Buy x, get percent discount | Buy x, get fixed amount discount.

- Catalog Promotional Pricing by percentage or fixed amount with ability to restrict to stores, categories, products
- Free Shipping Option
- Multi-Tier Pricing for quantity discounts
- Customer Group-specific pricing and group-specific tier pricing
- Landing Page Tool for Campaigns
- Search Engine Friendly URL's
- URL Rewrites
- Recently Viewed Products
- Recently Compared Items
- New Items Promotional Tool
- Up-sells in Shopping Cart
- Cross-sells on product pages
- Send to a Friend for all visitors, or registered users only
- Send Wishlist to a Friend by Email or RSS
- RSS Feeds for New Products, New Specials and New Tags
- Auto-generated Site Map
- Google Site Map
- Polls
- Newsletter Management

Site Management

- Control multiple websites and stores from one Administration Panel with ability to share as much or as little information as needed
- Multi-Lingual
- Support for localization
- Support for multiple currencies
- Administration Permission System Roles and Users
- Flexible tax rate management with support for US and International markets
- Fully 100% customizable design using templates
- Customer Groups

- One-Click Upgrades
- Content Management System for Informational Pages

5.0 Questions and Answers.

1. Can you set-up 30 day credit accounts?

There is a option for payment via '**cheque/money order**' which the text '30 day Credit Account' can be added. Then if a 30 day credit account was selected for payment, the shop could dispatch if correct or otherwise verify that a cheque enclosed or set one up new account at your discretion.

2. Can you setup Promotions?

There are promotional codes and rules that can be configured when setting up products or as general promotions or coupon codes. Here are some standard ones:

- a. Percentage product price discount.
- b. Fixed amount discount.
- c. Fixed amount discount on whole cart.
- d. Buy X get Y FREE, (discount is Y).

3. Can customer groups be set-up?

Customers groups as standard are for tax group purposes only. Currently, there is no current option for filtering for example **special group** of customers. Although if another shop, i.e. **special products** was set-up then main shop customers could be selected to allow access to the second shop also. This could be seamlessly linked from your main shop via a secure login.

4. Payment gateways and analytics?

Our preferred solution is Paypal UK Direct (website payment Pro UK) and Google Analytics. There may also be a need for a secure socket layer SSL certificate to be purchased to protect customer data online and this may also depend on the gateway used. Some useful information on link below for paypal payment option.

https://www.paypal.com/uk/cgi-bin/webscr?cmd=_wp-pro-overview-outside

5. What are the legal requirements?

We are not a law firm and do not provide legal advice or accept responsibility or liability for your shop content any fraud or legislative errors. However we may at our discretion close a shop down if we believe there is cause. An ecommerce shop owner is responsible as with any business for prevention of fraud*, data protection, accessibility, terms & conditions, privacy statement and confirming to consumer statutory rights in addition to conforming to European legislation governing internet selling. Always seek legal advice.

* European law requires that payments providers take steps to verify the identity of their customers, and that they do not continue to do business with their customers until those steps have been completed.