

How It Works

With the AAG Dealer Connect microsite from MeadWestvaco in ECinteractive® and is.D-Force® 2, you'll be your customers' first choice for dated goods.

But what's a microsite? First, picture a supermarket. It may have smaller shops inside, focused on a small subset of products and services like a pharmacy, a salon, a deli, a bakery café. But you're still buying your Café Mocha while you're shopping for Everything Else at that location.

Your Web storefront is like the supermarket, and the MeadWestvaco Microsite is like the smaller café inside, showcasing a smaller subset of products.

In your site's Shopping menu, the new Calendars & Planners button launches a new window, showcasing AT-A-GLANCE®, Day Runner®, DayMinder®, and Visual Organizer® brand calendars and planners. The microsite helps you upsell from basic, core planning products to a more feature-rich, value-add products. It also cross-sells to increase unit purchases — and profit — in the dated goods category.

Let's say your shoppers add a big 2010 wall calendar, a new At-A-Glance binder, filler pages, and accessories to their cart. When they close the microsite window, they are taken back to the My Shopping Cart page on ECinteractive or is.D-Force 2. They can then check out what they ordered through the microsite, or continue shopping.

How to Do It

Loading the MeadWestvaco Price File in your Back-End Business System

As with any item in your catalog, any microsite item must exist in your backend system in order to be orderable through your Web site.

If you load quarterly updates provided by major wholesalers (such as United Stationers and S.P. Richards) or buying groups (such as TriMega or is.group), Mead microsite product data may already be loaded into your back-end Item database. Orders for microsite items will be fulfilled using your standard purchase order logic and flow.

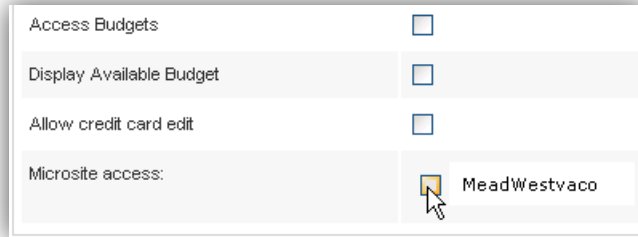
You have the option to load a MeadWestvaco price file into your back-end business system. It applies aggressive manufacturer-suggested pricing to the MWV direct-buy items in your Item database. It also allows your site's Checkout page and confirmation messages to display MWV item pricing and descriptions when your customers order via the MWV microsite.

- COPAS customers, contact ubc@ecisolutions.com.
- DDMS customers, see "Loading the MeadWestvaco Price File in DDMS" on the DDMS support site.
- La Crosse customers, contact lacrossesupport@ecisolutions.com.

Activating the Mead Microsite for Your Storefront

1. Log into your Admin Control Panel.
2. On the left-hand menu, click **CustomerSettings**, and then click **Feature**.
Or, from the top Training menu, click **Consumer Config**, and then click **Feature**.

3. Select your **Setting** group, or add and name a New Feature Setting that you will apply to your customer groups.
4. Scroll down to the **Microsite access** field, and click the **MeadWestvaco** checkbox to place a checkmark in it.



5. Click **Save**.
6. Repeat for each setting group where you wish to allow shopping the Mead microsite.

Applying the Feature Setting to Your Customer Groups

If you created a New Feature Setting, you must apply it to your customer groups:

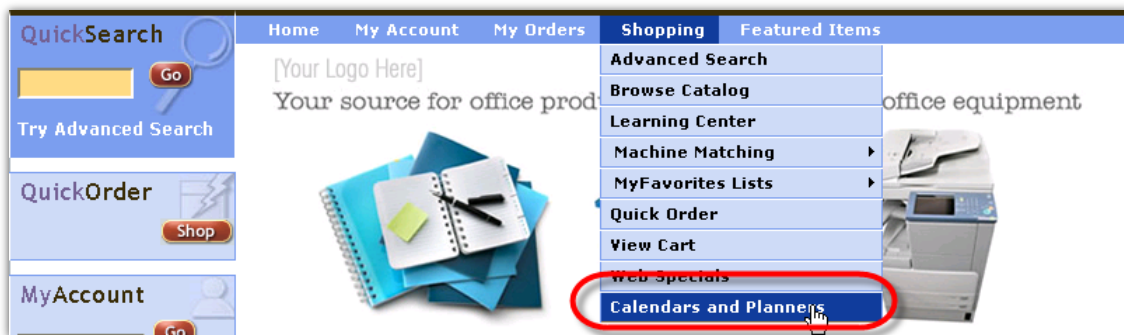
7. From the left-hand **CustomerSettings** menu, click **Mass Setting Management**. Or, from the top Training menu, click **Consumer Admin**, and select **Mass Setting Management**.
8. You may filter by Account code, Department code, GL location, Inventory location, or Attention, and click **Get Customer**.
9. Under **User Groupings**, click the **Feature** drop-down box, and select the feature setting you created.
10. Click **Save**.

The Microsite will display on the front-end for any customer belonging to that Feature Setting Group.

Note: There may be instances of connectivity problems where ECi may disable a microsite. If so, then the **Microsite access** option will remain hidden from dealers in the Admin Control Panel's Feature Settings page. In addition the **Calendars and Planners** option will be hidden from your end-user shopping site's Shopping menu, even if you initially enabled it for a customer or customer group.

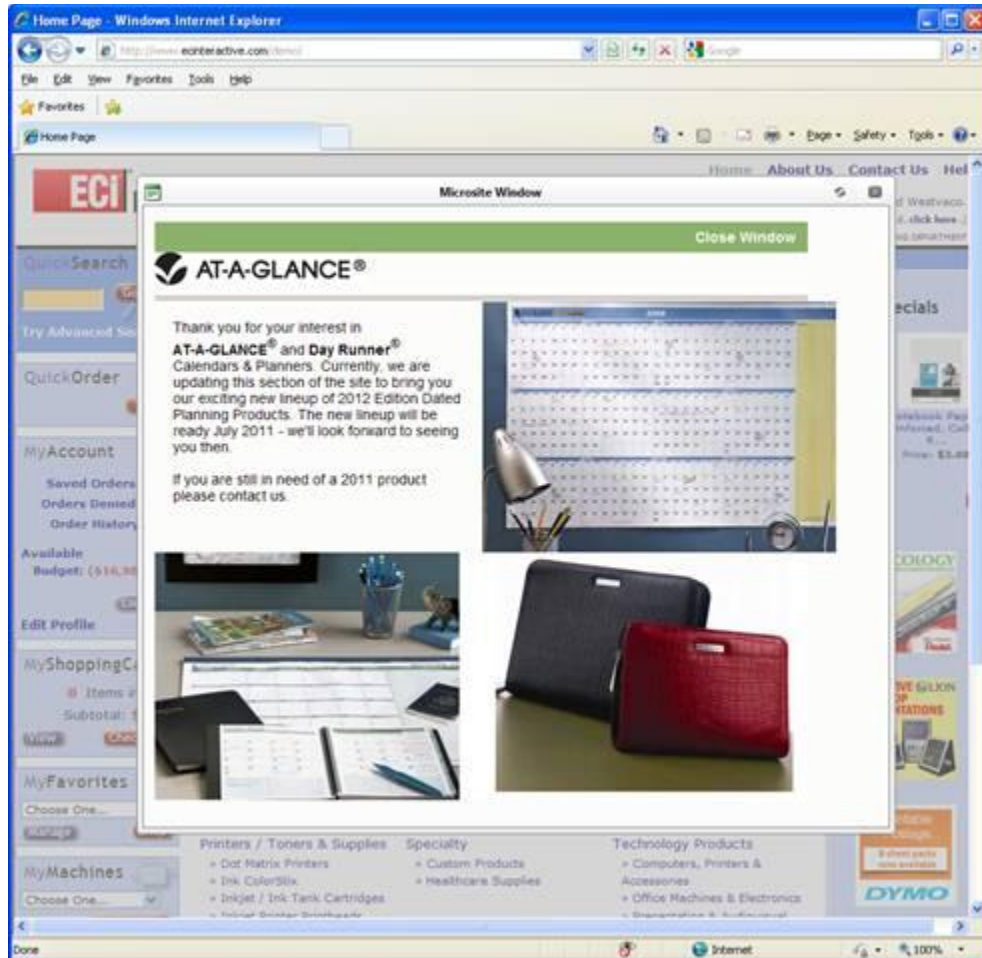
What Your Customers See

For users where the Microsite access for Mead has been granted, the end-user Shopping menu shows a new option, Calendars and Planners, as shown below. *This label is subject to change.*



Note: There may be instances of connectivity problems where ECi may disable a microsite. If so, the Calendars and Planners option will be hidden from your end-user shopping site's Shopping menu, even if you initially enabled it for a customer or customer group.

The Mead Microsite window will overlay your ECinteractive or is.D-Force shopping site, as shown below. (The layout is subject to change, as the site is hosted at MeadWestvaco.)



When your customer adds products to their cart and then closes the microsite window, they are taken to the My Shopping Cart page on ECinteractive or is.D-Force 2. They can then check out what they ordered through the microsite.

Note: ECi DDMS Dealer Station® and is.D-Force Web storefronts can also launch the AAG Microsite. See *Setting Up the MeadWestvaco Microsite in Dealer Station* on the DDMS support site.