

How It Works

With the AAG Dealer Connect microsite from MeadWestvaco in Dealer Station ® and the original is.D-Force®, 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, focused on a small 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 Shopping Cart page on Dealer Station or is.D-Force. They can then check out what they ordered through the microsite.

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. **Mead microsite product data will be loaded into your back-end Item database within the quarterly update** provided by your major wholesalers (such as United Stationers and S.P. Richards). 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.

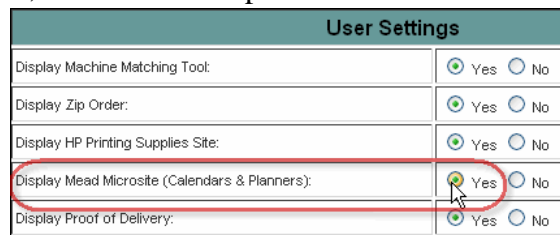
See *Loading the MeadWestvaco Price File in DDMS* on the DDMS support site.

Activating the Mead Microsite for Your Customers

Activate Mead Microsite (Calendars & Planners) Per User

To set up the Mead Microsite for individual users, follow these steps:

1. Log in to your Dealer Station or is.D-Force Admin Control Panel.
2. Click **User Accounts**.
3. Search for a User you wish to use the Calendars & Planners tool.
4. Scroll down to **User Settings**.

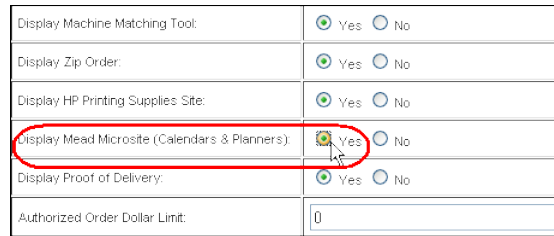


5. Set **Display Mead Microsite (Calendars & Planners)** to **Yes**, as shown below.
6. Click the **Save** button at the bottom of the page.

Activate Mead Microsite (Calendars & Planners) for Default Users

To set up the Mead Microsite for all default users, follow these steps:

1. Log in to your Dealer Station or is.D-Force Admin Control Panel.
2. Click **Default User Settings**.
3. You can add or select limits of User Type.
4. Set **Display Mead Microsite (Calendars & Planners)** to **Yes**, as shown below.
5. Click the **Update** button at the bottom of the page.



Activate Mead Microsite (Calendars & Planners) In Mass

To set up the Mead Microsite for a group or users, follow these steps:

1. Log in to your Dealer Station or is.D-Force Admin Control Panel.
2. Click **User Accounts**.
3. Click the **Update Users In Mass** link toward the bottom of the page.
4. You can select limits for Inventory, G/L Location, Accounts, Departments, and Active Status. Hold the Ctrl key to click multiple rows at once.
5. Scroll down to **User Settings**.
6. Set **Display Mead Microsite (Calendars & Planners)** to **Yes**.
7. Click the **Submit Changes** button at the bottom of the page.

What Your Customers See

For users where the Microsite access for Mead has been granted, the end-user navigation menu shows a new option, **Calendars and Planners**.

The Mead Microsite window will overlay your Dealer Station 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 Shopping Cart page on Dealer Station or is.D-Force. They can then check out what they ordered through the microsite.

Note: ECinteractive® and is.D-Force® 2 Web storefronts can also launch the AAG Microsite. For details, see *Setting Up the MeadWestvaco Microsite in ECinteractive* on the DDMS support site.

