

What It Does

Quality content is of vital importance when your end users online shop. They browse, search, and view product information to make buying decisions. ECi produces the leading e-commerce solutions for office products but, no matter how sophisticated the programming, there is only so much we can do to optimize searches and help customers locate products if the underlying content does not support those efforts. Enhanced Content is available as part of the ongoing joint marketing agreement between ECi and S.P. Richards to deliver better, more accurate content and competitive tools to the independent dealer community.

Dealer Station® and is.D-Force now leverages enhanced content from S.P. Richards, so that you and your customers benefit from a highly competitive online purchasing experience:

Quicker, More Intuitive Searches: Enhanced keyword search includes more terms familiar to industry outsiders, multiple spellings (and common misspellings) for various items and synonyms for common search terms.

Search Filters: SPR has added category specific attribute templates to its e-content, allowing customers to filter search results by product attribute. For example, a listing of copy paper could be filtered by brand, color, size, weight, brightness, or coating.

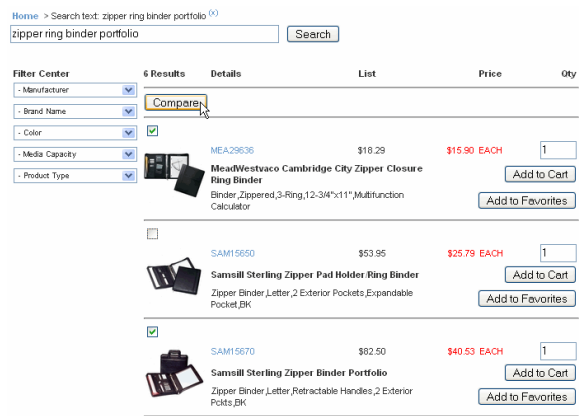
Enhanced Categorization: Improved organization, a new indexing structure, and clear, logical category labels make it easier to locate products when browsing the catalog.

Cross-selling of Accessories: Enhanced item information in SPR’s new E-Content includes links to consumable items such as print cartridges and cables to accompany a printer.

Up-Selling: Item information is also linked by package quantity and attributes to take advantage of up-sell opportunities. For example, a 25-count spindle of CDs might be linked to the 50- and 100-count spindles, encouraging customers to move up to the larger quantity.

Larger Images: Customers can view new extra-large images (500 x 500 pixels).

Product Comparison: Users compare attributes of selected items in a separate page.



Understanding Exclusions

S.P. Richards Enhanced Content tools **will not display** certain items hosted on our servers:

- S.P. Richards special-order Furniture items are *excluded*.
- If you are using other vendor catalogs (such as Lagasse, Supplies Network, United Stationers, and any others you load into your inventory database), they are *excluded*.
- If you have added your own items in Item Management, they are *initially excluded* from S.P. Richard’s enhanced catalog. With Version 8.5.4 and higher, you can add a list of custom items to synch with S.P. Richards as your Enhanced Catalog Provider. After Setting Up User Accounts to access Enhanced Content, you can request a Site ID and Manage Custom Items in Enhanced Content, according to the detailed instructions in this document.

As a result, excluded items that were previously listed in a customer’s Favorites and History may not appear as expected in the catalog categories, search results, QuickOrder, and so on.

How To Do It

There are three ways you can apply the feature to users:

- Option A. Setting Up Existing User Accounts
- Option B. Setting Up Default User Settings
- Option C. Mass Changing User Accounts

Detailed instructions are below.

Notes on Catalog Management

The Enhanced Catalog Searching will work no matter what is selected in Catalog Management. For descriptions and images to be consistent, we recommend Catalog Management to include the SPR General Line, but it is not required.

We also recommend assigning your user accounts to one of the SPR catalogs in Catalog Management, but this setting will not affect the new Enhanced Search page at this time.

The new Enhanced Search page will search over the larger SPR General Line catalog. A user may see items from the General Line catalog on the new Enhanced Search page even if they are locked to a smaller subset catalog.

OPTION A: Setting Up Existing User Accounts

1. In your Admin Control Panel, click **User Accounts**.
2. Enter a Account Number or User Name, and click **Submit Search**.
3. Click on the desired **User Name**.
4. For **Search Type**, select **Enhanced**.
(Hint: If you have trouble finding this field, press Ctrl+F and enter the word Enhanced.)

5. Click the **Save** button.

OPTION B: Setting Up Default User Settings

If you wish to all new users of a specific User Type to use SPR Enhanced Content by default, follow these steps:

1. In your Admin Control Panel, click **Default User Settings**.
2. To specify a User Type, you have two *options*:
 - Select an existing **User Type** from the drop-down menu, or
 - Enter a User Type Name such as SPR Enhanced and click Add New Type.
3. For **Search Type**, select **Enhanced**.
(Hint: If you have trouble finding this field, press Ctrl+F and enter the word Enhanced.)

4. Click the **Save** button.


OPTION C: Mass Change Users

If you wish to enable SPR Enhanced Content for a number of Dealer Station users who all belong to specific groups, follow these steps:

1. In your Admin Control Panel, click **User Accounts**.
2. At the bottom of the page, click **Update users in mass**.
3. Select appropriate Search Criteria that apply to the users you wish to use the content enhancements. To select multiple items in a given box, hold the Ctrl key down as you select each item.
 - Inventory
 - G/L Location
 - Accounts
 - Departments (This field is dependent upon the Accounts you have selected. Select at least one or more **Accounts**, click the **List Departments** button, and then select departments.)
 - Active Status

For detailed instructions on **Update Users in Mass**, see your online help or your **Dealer Station Admin Manual**, available on the DDMS Web site.

4. Click the **Select Users** button.
5. In the Mass User page, click the **Display these Users** button to verify the affected user names are the ones you wish to use the SPR Enhanced Content. When you are done, click **Close Window**.
6. For **Search Type**, select **Enhanced**.
(Hint: If you have trouble finding this field, press Ctrl+F and enter the word Enhanced.)



Search Type: Standard Category Enhanced

7. Click the **Submit Changes** button.

Site ID Required to Synchronize Dealer-Specific Items and Rankings

S.P. Richard's third-party content services provider, Etilize, released version 3.1, which allows dealer-specific items and rankings to be included in their Enhanced Content.

To take advantage of these features, you must obtain a Site ID from S.P. Richards.

If you do not have an S.P. Richards Site ID, your site will work as before. However, you will not be able to synchronize custom items and rankings with S.P. Richards Enhanced Content until you complete these steps:

1. To request your S.P. Richards Site ID, use the Web form at www.iteminfo.com/eci. S.P. Richards should email your Site ID within 24 hours.
2. When you receive your Site ID, log into your Dealer Station or is.D-Force Admin Control Panel.
3. Click the **Enhanced Content** button near the bottom of the left column navigation menu.
4. Enter your **Site ID**, and click **Save**.



Once you enter your Site ID, the **Enhanced Content Setup** page appears, with a menu of options: Products, Log Activity, Categories, and Manufacturers.

Do not change the Enhanced Content Settings shown on this page unless directed by ECi Technical Support. They are by default inherited from the global ECinteractive or is.D-Force server settings. Additional documentation will be published soon. Meanwhile, if you wish to override those settings for your site's Enhanced Content here, we recommend contacting your ECi Technical Support team for assistance.

Managing Custom Items

With the new Site ID in place, you can synchronize a list of custom items to be uploaded to S.P. Richards (during their daily sync and reindex at midnight PST) so that your items can be displayed S.P. Richards Enhanced Search Results.

In the new **Enhanced Content** page, you can Add Products, Delete Products, View Products, map Categories and Manufacturers, and view the ECP synchronization Activity Log.

Adding Custom Products to the ECP Catalog

There are two pages where you can add custom products to the ECP Catalog — in Item Management and in Enhanced Content page's Product menu.

Adding Individual Products in Item Management

To enter custom items from your backend DDMS system *for the first time*, use the **Item Management** page.

- Specify the descriptions, attributes, keywords, and images your customers expect to see in Item Detail on your shopping site.
- When you **Upload Images**, full-size images should be up to 225x225 pixels and thumbnails should be up to 75x75 pixels.

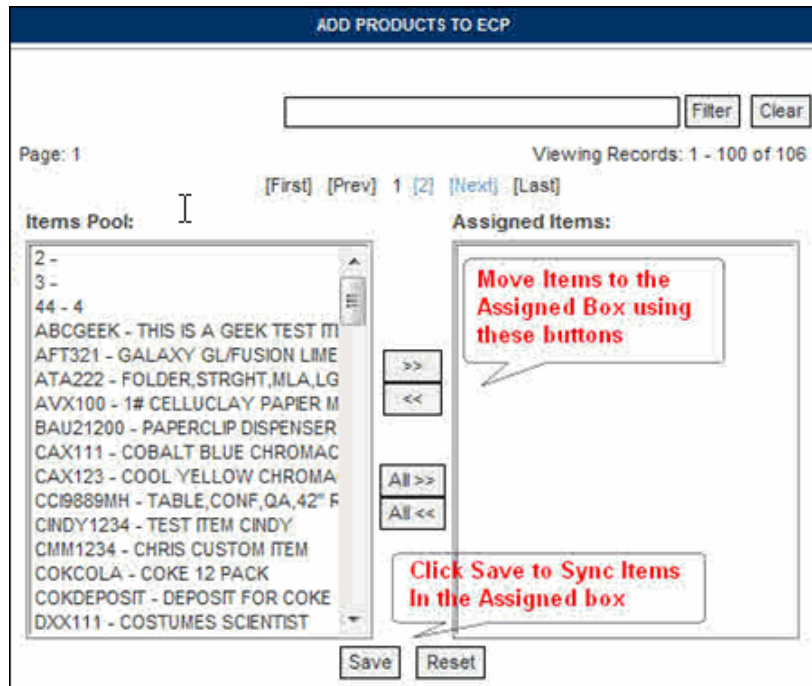
- For any items you wish to show in Enhanced Content, be sure to check the new **Sync to Content Provider** box at the top of the page, and **Submit Changes**.

Note: Manufacturers and Groups entered on the Item Management page will **not** be used by your Enhanced Content Provider. If you wish to use ECP-specific Manufacturers and Categories with your custom items, you must map them on the Enhanced Content pages.

Bulk Adding to Enhanced Content Products Menu

If you have previously populated your custom item details for a group of products, you can bulk sync them.

1. In the **Enhanced Content** main menu, click **Products**.
2. In the Product Menu that appears, click **Add Products**.
3. In the Add Products to ECP page, the **Items Pool** field shows up to 100 items that have not yet been synchronized. There, you can:
 - Enter a **Filter** (including a partial SKU or short description string) to limit the Items Pool, select individual items.
 - Use Shift+click to select a set of contiguous items.
 - Use Ctrl+click to select/unselect noncontiguous items.
 - Use the » arrow button to assign the selected items or simply move **All »**
4. **Save** your assignments. If you have more than 100 items, you must save your assignments between pages.



Deleting Custom Items from the ECP Catalog

There are two ways to delete ECP Catalog items:

- To delete a single item, use the existing **Item Management** page to *uncheck* the **Sync to Content Provider** box at the top of the page, and click **Submit Changes**.
- To delete a group of items, go to the **Enhanced Content** page, click **Products** from the main menu, and click **Delete Products** from the Product Menu. This page works just like the Add Products page, except that when you **Save**, it will cause the items to be removed from the ECP catalog.

Viewing Custom ECP Items

In the Enhanced Content page, the Products page shows all items currently synchronized in the ECP catalog. The grid shows the SKU, Description, any currently assigned Category and Manufacturer, and the last time it was synchronized with your ECP. Clicking the SKU will take you to the Item Management page. You can get to the ECP Product listing two ways:

- From the Enhanced Content page, click the **Products** menu link.
- From Item Management, click the **View ECP Synced Items** button next to the Manage Item Groupings button.

Mapping Custom Items to ECP Categories and Manufacturers.

Once you have items assigned to synchronize with your ECP, you can assign them to ECP-specific categories and manufacturers.

Note: Manufacturers and Groups entered on the Item Management page *will not be used by your Enhanced Content Provider*. If you wish to use ECP-specific Manufacturers and Categories with your custom items, you must map them on the Enhanced Content pages.

Mapping ECP Manufacturers

1. In the **Enhanced Content** main menu, click **Manufacturers**.
2. Select a manufacturer from the list of manufacturers provided by the ECP.
3. The **Assigned** box will show any items already assigned to the selected manufacturer.
4. You can select products from the **Items Pool** to assign to the selected Manufacturer.

Note: In the Items Pool, records marked with an asterisk (*) are already assigned to another manufacturer (this allows you to reassign an item from one manufacturer to another, which is helpful in case of error). If you hover your mouse over the asterisked items, some browsers will display a tooltip of the assigned manufacturer.

Mapping ECP Categories

Category mapping works the same way as Manufacturer mapping, pulling from categories provided by the ECP.

1. First you will select a category from the drop-down menu.
2. Drill down until you reach the end of the ECP's current category tree.
3. Once the entire tree has been selected, the Items Pool will display products available for ECP Category assignment.
4. The **Assigned** box will show any items already assigned to the selected category tree.

5. You can select products from the **Items Pool** to assign to the selected category tree.

Note: In the Items Pool, records marked with an asterisk (*) are already assigned to another category tree (this allows you to reassign an item from one category to another, which is helpful in case of error). If you hover your mouse over the asterisked items, some browsers will display a tooltip of the assigned manufacturer.

View Log Activity of your Enhanced Content Provider (ECP) synchronization.

In the Enhanced Content page, click **Log Activity**, which shows information that may help with troubleshooting:

- All Admin Control Panel changes that that caused an item to be added to the ECP Catalog for synchronization.
- What events have processed or are pending.
- Results requests made to SP Richards.

Rank Item Search Sort in S.P. Richards Enhanced Content

You may have used the existing **Search Sort** feature to prioritize certain items so that they display "First in Search."

The procedures for using Search Sort are unchanged. ECP Synchronization will automatically occur for affected items' Search Sort ranking. This applies to any items you have added to *both*:

- Your ECP catalog in the new Enhanced Content pages,
and
- Your Search Sort rankings.

For detailed instructions on Search Sort, see your online help or your **Dealer Station Admin Manual**, available on the DDMS Web site.