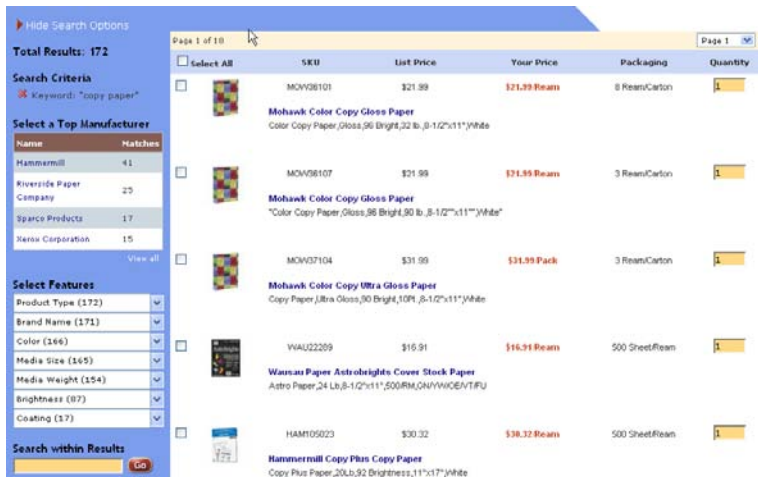


What It Does

Quality content is of vital importance when your end users shop online. They browse, search, and view product information to make buying decisions. ECi produces the leading e-commerce solutions for the office products industry 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. S.P. Richards, a leading wholesaler, has stepped up to meet this challenge with an intensive effort to develop better, more accurate content for the Web. The new features are part of the ongoing joint marketing agreement between ECi and S.P. Richards to deliver additional competitive tools to the independent dealer community.

Your ECinteractive site 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.



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

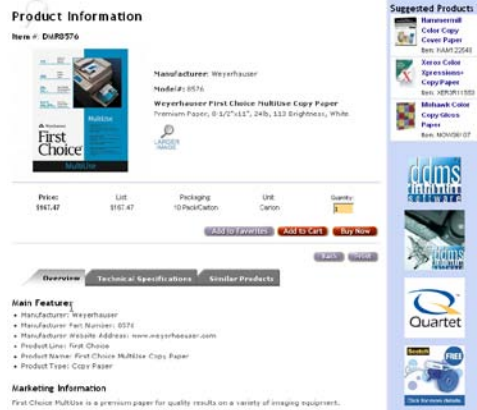
Cross-selling of Accessories: The enhanced item information in SPR's new E-Content includes links to consumable items such as print cartridges and cables.

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.

Additional Images: Additional image options will give customers better views of products, including new extra-large Plus images (500 x 500 pixels) and rich media content (360-degree revolving images, manufacturer rebates, warranties, users manuals, and more).

Product Comparison: End users will be able to compare items with selected attributes in a separate display window.

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.



How To Do It

Obtaining Your S.P. Richards Site ID

S.P. Richards Enhanced Content requires a Site ID. If you do not have a Site ID set up in your Site Preferences page, your site will default to the ECinteractive standard search.

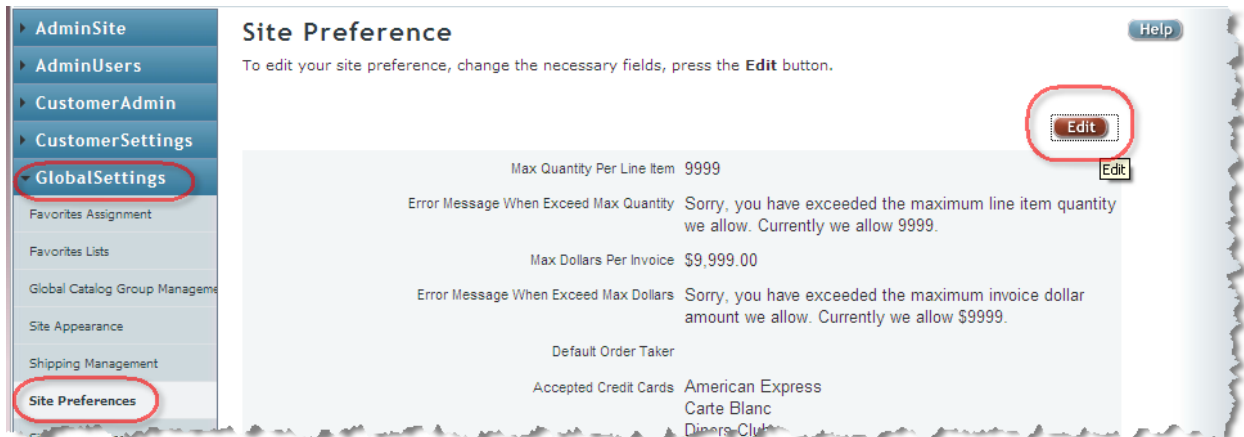
To obtain your Site ID for S.P. Richards Enhanced Content, follow these steps:

1. In your browser, go to iteminfo.com/eci
2. Enter your company name.
3. Select your storefront platform (DealerStation, Dforce, ECinteractive, or Dforce2).
4. Enter your email address.
5. Click **Submit**.

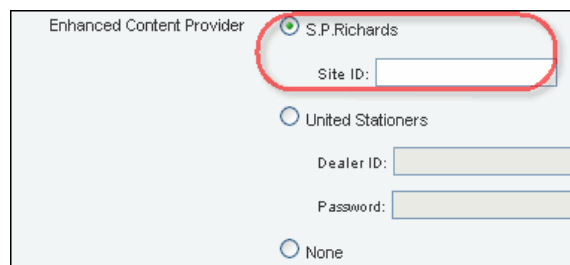
This will send your information to S.P. Richards' third party enhanced content provider, Etilize, who will respond within 24 business hours to the email address entered in the form.

Setting Up Site Preferences for Enhanced Content Provider

6. In your Admin Control Panel, click **GlobalSettings**.
7. Click **Site Preferences**.
8. Click **Edit**.



9. For **Enhanced Content Provider**, click **S.P. Richards**.
10. Enter the **SiteID** you obtained from S.P. Richards Enhanced Content Provider (Etilize).
11. Click **Update** at the top of the page.



Understanding Exclusions

In the first phases of release, the S.P. Richards enhanced catalog 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* from S.P. Richards' enhanced catalog tools.
- If you have added your own items, and assigned items to custom catalog categories, they are initially *excluded* from S.P. Richards' enhanced catalog. With Version 8.1 and higher, you can authorize your custom catalog to synch with S.P. Richards as Enhanced Catalog Provider. After completing the Enhanced Content setup described in this document, see *Setting Up Custom Items & Catalogs* on the ECinteractive support site.

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.

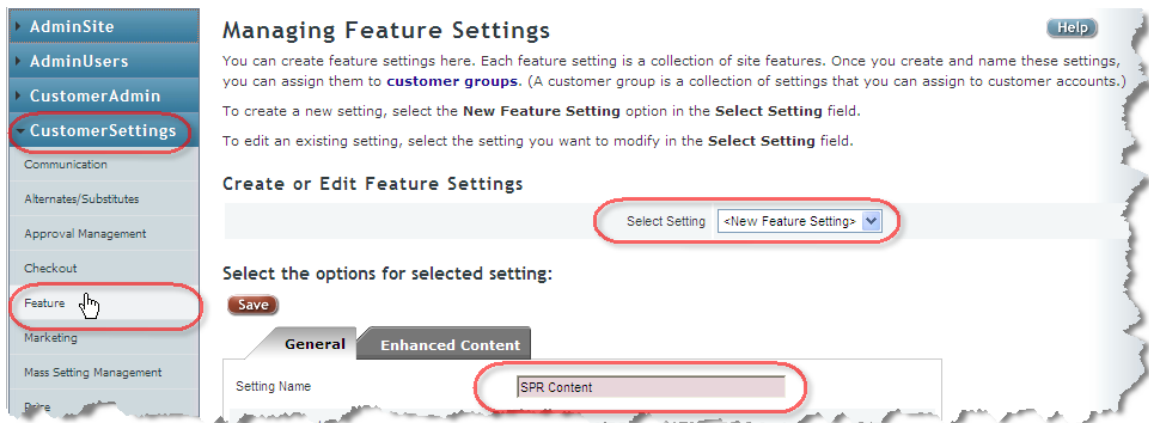
Meanwhile, we recommend that you initially release these features to customers likely to shop for items in the S.P. Richards Enhanced catalog.

Selecting the Customer Group Feature Settings

The S.P. Richards catalog must be enabled in two Feature Settings Groups: the General tab and the new SPR Enhanced Content tab. You can set these features for selected Customer Groups, according to the instructions below and on the following pages.

12. In your Admin Control Panel, click **Customer Settings**.
13. Click **Feature Settings**.
14. Under **Create or Edit Feature Settings**, select the setting group you intend to use to release the Enhanced Content tools to customers who shop from the S.P Richards catalog.

Note: For the purpose of illustrating these instructions, we are creating a new feature setting called "SPR Content" as shown below. However, you may wish to merely modify an existing setting. Your Setting Name may be different.

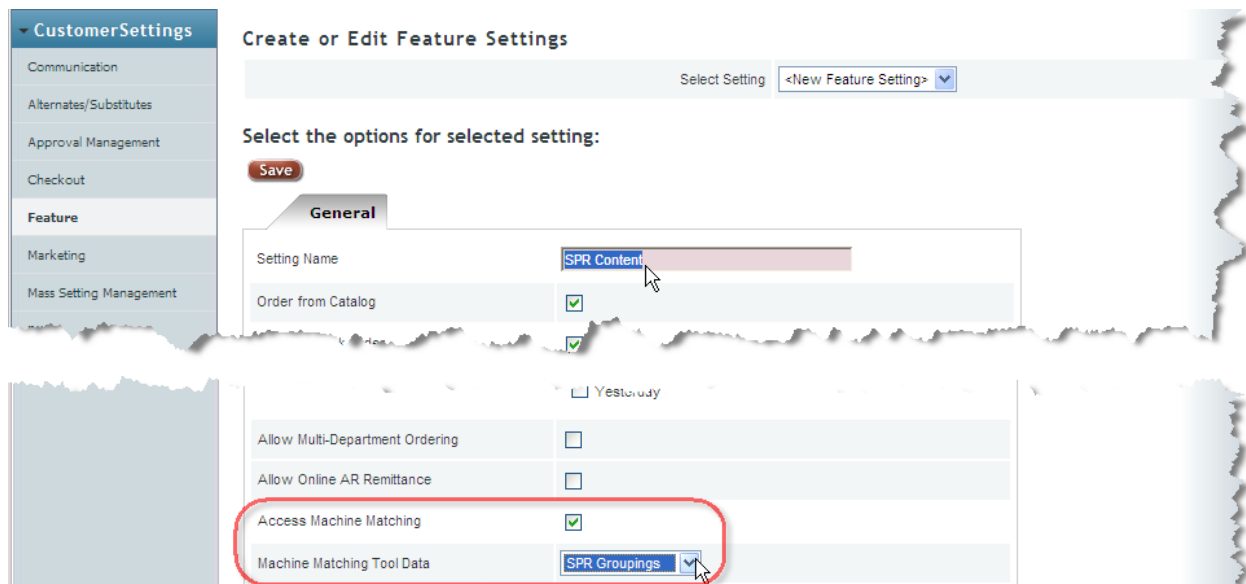


Setting Up the General Tab for Machine Matching

If you use Machine Matching (end users' MyMachines), you must select which Wholesaler Catalog to use when the system matches consumables (such as ink & toner cartridges and other supplies) for selected copiers, printers, and fax equipment.

Note: For the purpose of illustrating these instructions, we are creating a new feature setting called "SPR Enhanced" as shown below. However, you may wish to merely modify an existing setting. Your Setting Name may be different.

15. In the **General** tab of Feature Settings, scroll to the bottom of the list.
16. If you wish to enable the MyMachines tool for this Customer Group, click the checkbox for **Access Machine Matching**.
17. For Machine Matching Tool Data, select **SPR Groupings**.



Setting Up the Enhanced Content Tab

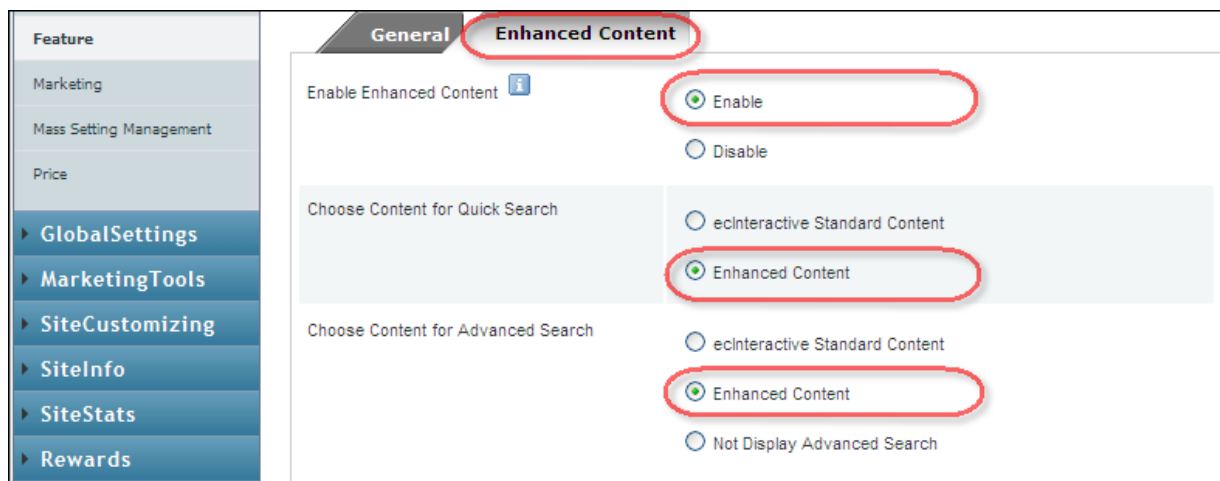
The Enhanced Content tab works with the enhanced content search feature. It lets your end users view enhanced content while browsing the catalog and in Quick Search and Enhanced Search results.

Note: By default, Enhanced Content is Disabled. All Search Results will display ECinteractive Standard Content (including custom catalogs and other wholesalers' catalogs) by default as well.

18. In **Feature Settings**, click the **Enhanced Content** tab.
19. Make sure you have selected the setting group you intend to use to release the Enhanced Content tools to customers who shop from the S.P Richards catalog.
20. For **Enhanced Content**, click **Enable**.
21. For **Choose Content for Quick Search**, click Enhanced Content.
22. For **Choose Content for Advanced Search**, choose the appropriate setting:
 - Click **ECinteractive Standard Content** to display regular limits and items (including items from custom or other wholesaler's catalogs) in Advanced Search pages.
 - Click **Enhanced Content** to replace the Advanced Search limits (standard manufacturer, brand, and attributes) and included item results with the enhanced item limits and catalog item results.
 - Click **Not Display Advanced Search** to *remove* the option to limit searches by manufacturer, brand, and other attributes (recycled, minority-owned, etc.).

Note: If you use custom items or other wholesaler catalogs, we recommend selecting **ECinteractive Standard Content** for Advanced Search.

23. Click the **Save** button.
24. Repeat steps 7-16 for any other Feature Settings where you want to use Enhanced Content.



Assigning the SPR Feature Group to Customer Groups

Once you have the Feature Settings in place to enable the SPR Enhanced Content, you may assign those settings to a customer group.

25. In your Admin Control Panel, click **CustomerAdmin**. Then click **Customer Groups**.
26. Under **Select Customer Group**, you can either select an existing **Customer Group**, or leave it set to <New Customer Group> as shown here.
27. Specify a description.
28. Under **User Groupings**, set **Feature** to the group you set up to enable the setting you saved to enable **SPR Content**. (*Your setting name may be different.*)
29. Click the **Save** button.
30. Repeat steps 19-21 as needed for other Customer Groups.

Customer Group Setup

Select Customer Group

Customer Group: <New Customer Group>

Description: SPR Customers

Dealerstation Conversion (optional)

Customers coming over from Dealerstation with the selected account & department v

Account: _____

Department: _____

User Groupings

Alt/Sub * Default

Checkout * Default

Marketing * Default

Price * Default

Feature * **SPR Content**

Communication * Default

Save

Mass Assigning Users to the SPR Group(s)

Once you have the Feature Settings assigned to your selected customer group(s), you may need to mass add users to those Customer Groups.

31. In your Admin Control Panel, click **CustomerSettings**, and then click **Mass Setting Management**.
32. Click the down arrow in the **Customer Filter** box and select the category by which to search. You can search by Account code, Department code, GL Location, Inventory location, or Attention.
33. In the corresponding box, enter the criteria by which to search. For example, if you select Department Code in the Customer Filer box, you could enter Acct for Accounting.
34. Click **Get Customer**. All customers who meet the limits you set appear in the Customer List.
35. Under **User Groupings**, set **Feature** to the customer group you set up to display **SPR Content**.
36. Repeat as needed for other customer groups.
37. Click the **Save** button.
38. Repeat steps 24-30 as needed, changing your Customer Filter to display other customers you wish to use SPR Enhanced Content.

Managing Customer Settings for Customers Help

Assign customer settings to a group of customers by Account, Department, GL Location, Inventory Location or Attention.

Customer Filter

Department Code

Customer List

- 100016 - ABC Company
- 10039 -
- TINA -

User Groupings

Alt/Sub * Default

Checkout * Default

Marketing * Default

Price * Default

Feature * **SPR Content**

Communication * Default