

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. eCommerce Industries, Inc. (ECi) produces the leading e-commerce solutions for the office products industry but, no matter how sophisticated the programming, there is only so much ECi can do to optimize searches and help shoppers locate items if the underlying content does not support the effort.

United Stationers, a leading wholesaler, has met this challenge with the release of its Smart Search Web service, in cooperation with leading industry technology providers, including ECi. The new features are part of the ongoing joint marketing agreement between ECi and United Stationers to deliver additional competitive tools to the independent dealer community.

The ECinteractive Enhanced Content features now leverage the United Smart Search Web service, 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: United Stationers 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.

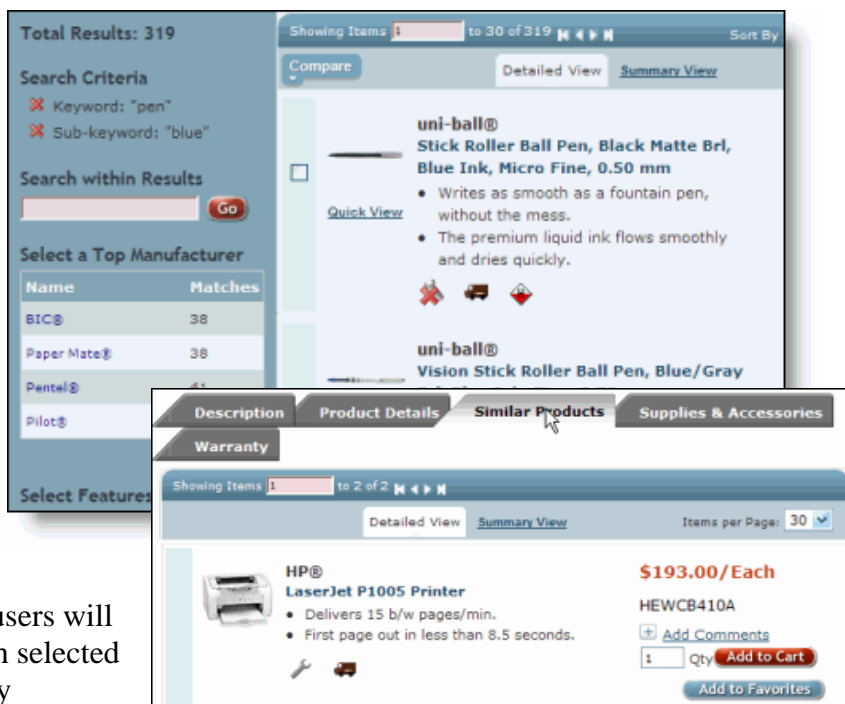
List Views: Shoppers can use Quick, Detail, Summary, & Comparison views in all Item Lists.

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

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

Additional Item Detail: Your customers can view new item detail — Selling Points, Additional Images, Supplies & Accessories, and Warranty (where available).

Cross-selling and Up-Selling: The enhanced item information in United’s Enhanced Content includes links to relevant similar products and featured items. Your customers can also use My Machines to find United Stationers Ink and Toner Content.



Understanding Default Enhanced Content vs. Dealer- or User-Specific Content

By default, United Smart Search is designed to display everything in the United Stationers catalog.

The ECinteractive system uses its Catalog Combination Indexing to display dealer-specific and user-specific content, so that your shoppers only see the items from catalogs or contracts/laundry lists assigned to them. We recommend that you *initially* release the United Stationers Enhanced Content features to customers likely to shop for items from that catalog.

If you are implementing United Smart Search, but many of your end users shop from wholesaler catalogs other than United Stationers, consider using ECinteractive Standard Content for Advanced Search on those Customer Groups.

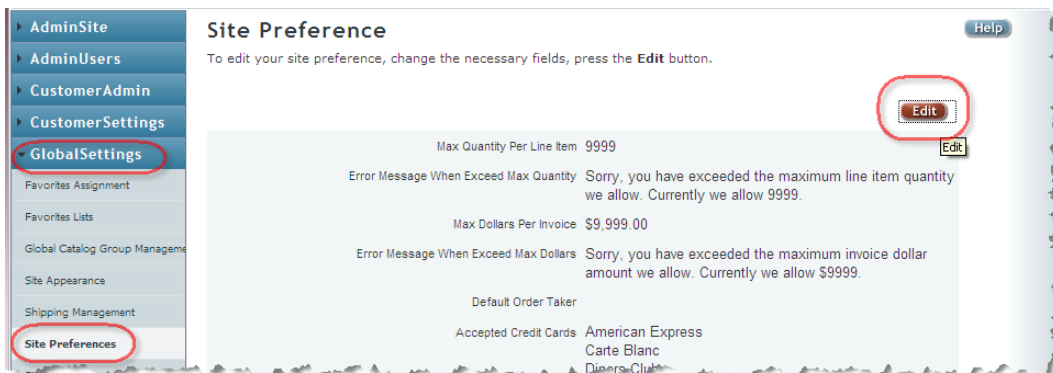
The Custom Product Management Dashboard page of your Admin Control Panel lets you add your own catalogs and items. The system automatically synchronizes your custom catalogs with your Enhanced Content Provider (ECP) Web service. Your custom items will then be displayed in Enhanced Search Results and related pages of your shopping site. See *Setting Up Custom Items & Catalogs* on the ECinteractive support site.

How To Do It

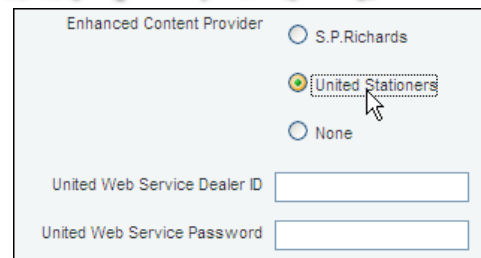
Setting Up Site Preferences for Enhanced Content Provider

Use of United’s Smart Search Web service requires a one-time entry of a unique Web Service Dealer ID and password.

1. Contact your United Stationers Account Manager to request your Smart Search Web Service Dealer ID and password. When you have it, continue these steps.
2. In your Admin Control Panel, click **GlobalSettings**, and click **Site Preferences**.
3. Click **Edit**.



4. For **Enhanced Content Provider**, click **United Stationers**.
5. Enter the **United Web Service Dealer ID** from your United Stationers Account manager.
6. Enter the **United Web Service Password**.
7. Click the **Update** button at the top of the page.

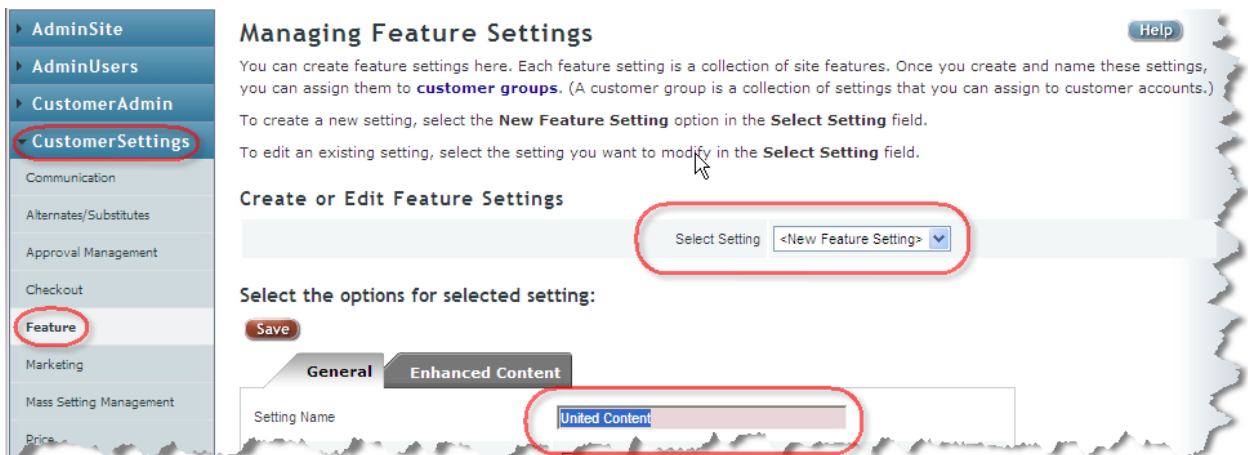


Selecting the Customer Group Feature Settings

The enhanced content requires that you have the United Stationers catalog enabled in two Feature Settings Groups: the General tab and the new Enhanced Content tab. You can set these features for selected Customer Groups, according to the following instructions.

8. In your Admin Control Panel, click **Customer Settings**.
9. Click **Feature Settings**.
10. 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 United Stationers catalog.

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

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

Managing Feature Settings Help

You can create feature settings here. Each feature setting is a collection of site features. Once you create and name these settings, you can assign them to **customer groups**. (A customer group is a collection of settings that you can assign to customer accounts.)

To create a new setting, select the **New Feature Setting** option in the **Select Setting** field.

To edit an existing setting, select the setting you want to modify in the **Select Setting** field.

Create or Edit Feature Settings

Select Setting: <New Feature Setting>

Select the options for selected setting:

Save

General **Enhanced Content**

Setting Name: United Content

Allow Multi-Department Ordering	<input checked="" type="checkbox"/>
Allow Online AR Remittance	<input checked="" type="checkbox"/>
Access Machine Matching	<input checked="" type="checkbox"/>
Machine Matching Tool Data	United Groupings
Access Budgets	<input checked="" type="checkbox"/>
Display Available Budget	<input checked="" type="checkbox"/>
Allow credit card edit	<input checked="" type="checkbox"/>

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.

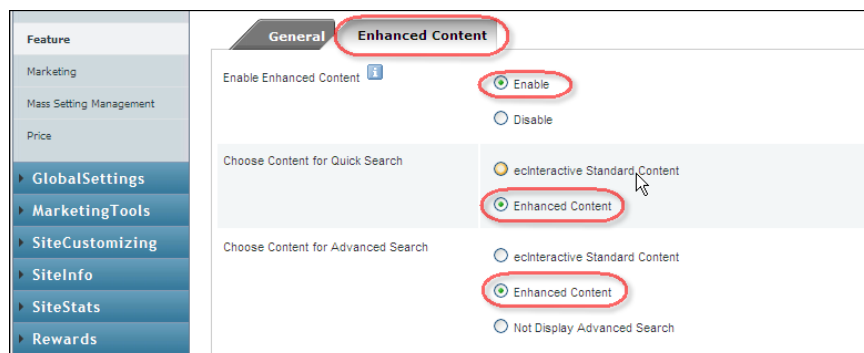
Note: By default, Enhanced Content is Disabled. All Search Results will display ECinteractive Standard Content (including custom catalogs and other wholesalers' catalogs) by default as well.

14. In **Feature Settings**, click the **Enhanced Content** tab.
15. Make sure you have selected the setting group you intend to use to release the Enhanced Content tools to customers who shop from the United Stationers catalog.
16. For **Enhanced Content**, click **Enable**.
17. For **Choose Content for Quick Search**, click Enhanced Content.
18. 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.

Note: If you are implementing United's Enhanced Content, but many of your end users shop from wholesaler catalogs other than United Stationers, consider selecting **ECinteractive Standard Content** for Advanced Search. Be advised that the Custom Product Management Dashboard page of your Admin Control Panel lets you add your own catalogs and items. The system automatically synchronizes your custom catalogs with your Enhanced Content Provider (ECP) Web service. Your custom items will then be displayed in Enhanced Search Results and related pages of your shopping site. See *Setting Up Custom Items & Catalogs* on the ECinteractive support site.

- Click **Not Display Advanced Search** to *remove* the option to limit searches by manufacturer, brand, and other attributes (recycled, minority-owned, etc.).

19. Click the **Save** or **Update** button.
20. Repeat steps 10-19 for any other Feature Settings where you want to use Enhanced Content.



Assigning the United Enhanced Content Feature Group to Customer Groups

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

21. In your Admin Control Panel, click **CustomerAdmin**. Then click **Customer Groups**.
22. Under **Select Customer Group**, you can either select an existing **Customer Group**, or leave it set to <New Customer Group> as shown here.
23. Specify a description.
24. Under **User Groupings**, set **Feature** to the group you set up to enable the setting you saved to enable **United Content**. *(Your setting name may be different.)*
25. Click the **Save** button.
26. Repeat steps 22-25 as needed for other Customer Groups.

Customer Group Setup

Select Customer Group

Customer Group: <New Customer Group> ▼

Description: United 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 * **United Content** ▼ ⓘ

Communication * Default ▼ ⓘ

Save

Mass Assigning Users to United Group

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

27. In your Admin Control Panel, click **CustomerSettings**, and then click **Mass Setting Management**.
28. 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.
29. 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.
30. Click **Get Customer**. All customers who meet the limits you set appear in the Customer List.
31. Under **User Groupings**, set **Feature** to the customer group you set up to display **United Stationers Content**.
32. Click the **Save** button.
33. Repeat steps 28-32 as needed, changing your Customer Filter to display other customers you wish to use 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 * United Content

Communication * Default