

ProspectSoft Web Solutions

Easy eCommerce Scoping Template

Almost every business could benefit from eCommerce, and most know they should but just don't know how best to get started. eCommerce is now a lot easier to deploy and less expensive to setup than you might imagine.

Step1: is *Easy eCommerce* right for you?

Easy eCommerce isn't a cut-down software product; it's a cut-down project. The software included in the Easy eCommerce package is a fully functioning Standard eCommerce Suite, Integration Suite (CRM or any of the standard accounts packages) plus CMS System Manager with a Single Site and Single Editor License. Depending on the options chosen, it can also optionally include the Website Marketing Suite.

The thing that makes the Easy eCommerce system "easy" (and hence inexpensive) is the lack of "consulting" during the project. So once the client has chosen a template and made a few other choices, these choices pre-define the project scope, workplan etc and hence significantly reduce the cost of the project.



Importantly, whilst a small degree of flexibility is possible, any significant variation from the pre-defined template sites will invalidate the "assumed scope" and require a proper project to ensure customer satisfaction and avoid project creep and overruns.



Once the Easy eCommerce project is complete, any number of sites, suites, users etc can be added as required at separate cost and as a separate project.

Visit <http://easy1.prospectsoft.com> and <http://easy2.prospectsoft.com> to see examples of the Easy eCommerce sites and to see if the features of these sites meet your requirements.

Step 2: Choose your layout

Choose from:

1. Basic Two-Column Template – Left hand column containing the product category browser (and optionally news etc), the right containing the main data.
2. Basic Three-Column Template - Left hand column containing the product category browser, the mid-section containing the main data and the right column containing a slightly more detailed mini-basket, plus optionally news etc.


Template Set	Cost	Selection
<p>Basic Two-Column Template</p> 	Included	
<p>Basic Three-Column Template</p> 	Included	

Visit <http://easy1.prospectsoft.com> and <http://easy2.prospectsoft.com> to see the two different templates in use.

Step 3: A private or public portal?

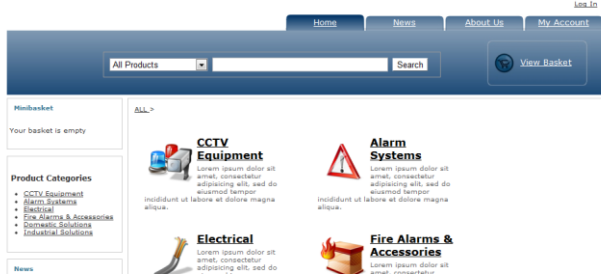

All the templates allow for a site where anyone can browse the products, add to basket etc. When checking out, users can either login or register before buying.

Alternatively each template can be selected with a front login screen that prevents anyone viewing the products or creating a basket until after logging in.

Access Type	Cost	Selection
Public Browsing with login or registration not required until checkout	Included	
<p>Private site where users must already have a login before they can browse the site or create a basket.</p> 	Included	

Step 4: Add a little CSS design

Although the Easy eCommerce solution uses templates (fixed HTML), there is no limitation on the CSS that can then be applied to re-style your site. CSS (Cascading Style Sheets) is a powerful and standardised way to style a website. You will be amazed how different two sites, with the same HTML but different styling can look. Getting the right branding and style for your site might be critical to success or just a nice-to-have. So we have a number of options, offering the flexibility to invest more or less in the design to suit your needs:

Choose a Starting Design	Additional Hours	Selection
Blue Boxes (http://easy1.prospectsoft.com) 	0	
Subtle Orange (http://easy2.prospectsoft.com) 	0	

Design Options	Additional Hours	Selection
New Design by 3 rd Party (or yourself) – to be uploaded and applied after delivery of a functioning site	0	
Take the Starting Design (above), then simply change the colours and logo	4	
Take the Starting Design (above), then alter the colours, logo and a few elements of the styling and design	14	
A new design and styling created from an existing (and suitable) website or product brochure	21	
Suggest design ideas, and develop into full site design	28+	

Step 5: Optional features

Easy eCommerce includes the Website Marketing Suite and each template has space pre-allocated for the Articles plug-in. This provides an easy way to manage and deliver news, adverts, information on promotions etc.

The system also allows for product variations. For example, hard hats that come in six different sizes (and even six different prices). This has no extra software cost and just requires you to define within the system which products should be grouped together.

Optional Features	Cost	Selection
Articles (News, Adverts etc)	Included	
Product Variations	Included	
Google Analytics Integration (note training or support for Google Analytics itself is <u>not</u> included).	Basic Integration Included	

Simple Delivery Charging Method	Cost	Selection
a) No delivery charges	Included	
b) £_____ charge for orders under £_____	Included	
c) £_____ for less than ___ items	Included	
d) Add ___% of the value for orders under £_____	Included	
e) By weight, by postcode, by customer type etc. is possible but potentially at extra cost. Define below:	POA	

Step 6: Payment methods

Although Credit Card payments are most common on a publically accessible site (see step 2), all templates allow for on-account and / or Credit Card payments when configured as either public or private portals. Standard Credit Card payment functionality is included. A VoicePay account is required but is free to setup and has no monthly fees – and we can even help you through the application process.



Sites may be configured with just On Account payments, just Credit Card or both.

Payment Types	Cost	Selection
On Account	Included	
Credit Card with VoicePay	Included	
See separate document for details on ProspectSoft Merchant Accounts with Voicepay.	(Standard Credit Card processing Fees Apply)	

Step 7: Integrate your back-office systems

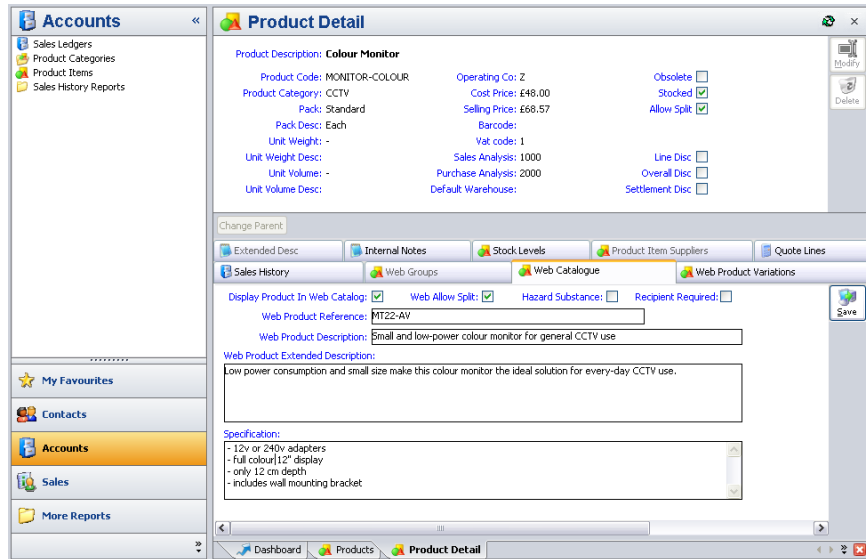
Integration software for CRM or any of the standard accounts systems is included in the easy eCommerce project. However, configuring with CRM takes less time due to being already installed, less training etc.

Integration Suite	Cost	Selection
ProspectSoft CRM Integration Suite	Included	
Access Dimensions Integration Suite	Included*	
IRIS Exchequer Integration Suite	Included*	
Pegasus Opera Integration Suite	Included*	
Sage 50 Integration Suite	Included*	
ODBC Integration Suite	Not Valid for Easy Projects	N/A

*May require Integration toolkit/API licenses and/or additional database licenses. Please refer to <http://www.prospectsoft.com/clientterms> for general guidance on PC, Server and integration requirements; or your accounts provider for a definitive pricing if applicable.

Step 8: Easily load Products and Customers

Once linked up with either an existing ProspectSoft CRM solution or with your back-office accounting system, your products and customers will be automatically loaded into the Easy eCommerce system. From there, you can further enhance your data with information specifically for online use.



Step 9: Enhance your data as needed

These facilities are included in the project, as is the necessary training, simply requiring you to configure the relevant data:

Planned Data Enhancement	Cost	Selection
Utilise existing accounting system product categories	Included	
Create additional product groups and tree structure	Included	
Basic enhancement of product data (descriptions, extended descriptions)	Included	
Product Specifications with Rich Text Formatting	Included	
Ability to upload product images* to the file cache	Included	

* 3 images per product item – and unless otherwise agreed during the site design, these should be small (140x140 pixels), medium (250x250) & large (500x500).

* a single image per product category/group – and unless otherwise agreed, these should be thumbnail images of 72x72 pixels.

Step 10: Promoting the site & taking orders

Launching the site:

Site Launch	Cost	Selection
Limiting access to the site while under construction and testing (IP Port will be opened when requested)	Included	
Assistance with marketing the site (can be provided separately if required)	Not part of easy eCommerce.	N/A

Site URL (e.g. shop.yourdomain.com)	
Network IP's requiring access to CMS editor	

Secure Certificates

All eCommerce sites require a secure certificate (for SSL encryption). The Easy eCommerce package includes a level 2 certificate providing a high encryption level for your site and peace of mind for your customers.

Secure Certificate Level	Cost	Selection
CMS Secure Certificate - Level 2 - Advanced SSL	Included	

Administering the site

Following the training and go-live meeting, you will need to finalise some site content in various parts of the site such as publishing “news” articles, adding some “welcome” text, updating the “footer” text, the “about us” text and perhaps the “contact us” form, and no doubt you will want to add more content to your site over time. We will provide training on the CMS (Content Management Software) to enable you to do this. The Easy eCommerce comes with a single user license, but more can be added if required at additional cost.

CMS Users	Cost	Users
Single CMS user	Included	1
Additional CMS users	Additional	

Easy eCommerce Projects

A typical Easy eCommerce project takes just 26 hours to complete (excluding styling):

Project Management

- General management: 5 hours

Analysis and Scoping

- N/A – this document defines the Project Scope.

Solution Design

- Review options, Plan & Assign resource: 2 hours

Configure and customise

- Data, Site and Account setup: 5 hours
- Site Styling: Variable additional time – see step 4 above.

Training and go-live

- Configure, Extract & Host DB: 4 hours
- SSL certificates: 1 hour
- Final testing: 2 hours
- Onsite Training: 5 hours

Review, handover & conclusion

- Post-training questions/review 2 hours

Site Delivery

Easy eCommerce sites are standardised – both in the layout of the site as well as the structure of the implementation project, ensuring maximum return for minimal investment.

An Easy eCommerce implementation project follows the following structure:

1. Confirmation of the selections (as above) before beginning the site build.
2. Configuration of the basic data – customers and products integrated with your ProspectSoft CRM or back-office accounting system.
3. Creation of your site, using this basic data (with access restricted to just you and our consultants) and your chosen template site.
4. Training for up to 5 managers/users/administrators on:
 - a. Overview of your new site from a “visitor” perspective
 - b. How to use your site and how to update the site content (Text, Images, Terms, Privacy Policy, News, Contact Details, etc.)
 - c. How to enhance the Product data and Product Groups on your site so that customers can easily navigate your product range and product details.
 - d. How to manage customers, orders and credit card/on account payments.
 - e. A go-live plan to take your “almost ready” site through to production.
5. Once the training is complete, our work is mostly done (for now), but you will still need to spend a little time reviewing and finalising the site content (e.g. your “about us” page, your returns policy etc) and finalising any product information (extra descriptions, images etc) before opening your site to public access.
6. If you have opted to style the site yourself or use a 3rd party designer the site will have been delivered with one of our pre-defined starting styles. Now that you have been trained, you can begin to style and re-style your site, replacing or editing the CSS as much or as little as you like, deploying and testing the styling against your site.
7. Following your go live, our support and account management teams will be on hand to help you get the most from your site.

Beyond Easy eCommerce

Easy eCommerce isn't right for everyone. Other ProspectSoft solutions provide further functionality, but also more flexibility in terms of both site configuration and what can be achieved within the scope of the project and the consultancy. However, a sensible compromise is often to start with Easy eCommerce and then, once the initial project is completed to review the site with one of our e-business specialists and to develop it step-by-step from its initial deployment. If you have further ambitions in mind it is often useful to state them at this stage in order that we can try (where possible) to set up your initial site with this future flexibility in mind.

Future potential plans
(beyond scope of the initial Easy eCommerce deployment)

Easy eCommerce Project Cost

	Quantity	Cost per item	Monthly Fees
CMS System Manager	1	£695	£14
CMS Editor User License	1	£0	£18
Single Site Hosting	1	£0	£22
FTP Replication Hosting	1	£0	£10
Time to complete project (before adding any optional items)	26 hours	£3,120	N/A
Website Design and Graphics	Not inclusive. See Step 4	£120 per hour	N/A
Standard eCommerce Suite	1	£1,990	£48
Website Marketing Suite	1	£995	£24
Integration Suite	1	£995	£24
Security Certificates (Level 2)	1	£165	£33
Support	1	N/A	£55
Total (fixed fee)		£7,960 (+ Design)	£248

Project Terms Outline

The standard ProspectSoft terms apply. However the Easy eCommerce project is provided for a Fixed Fee within the agreed scope (above), with simple payment terms:

- 50% Initial Payment with Order
- The remainder (less the retainer) as your site is created and hosted. WIP partial invoices may be issued. MLF, Hosting and support fees will also start from this date.
- 10% retainer becomes due upon completion of training

These percentages, refer to the order value, including any design and one month's hosting and support fees. For full terms and conditions, please visit www.prospectsoft.com/clientterms

Order Acceptance

ProspectSoft is dedicated to helping our clients grow their business. We hope that we will be able to welcome you as a ProspectSoft e-Commerce client very soon.

In order to proceed with this proposal please sign your acceptance below.

From: {division_divname}

To: ProspectSoft Ltd

Company Registration No:

Agreement Date:

Please accept this confirmation of our wish to proceed with the proposal for the ProspectSoft CRM Easy eCommerce Solution and our acceptance of the Easy eCommerce scope, fixed fee & payment terms.

I understand that the ProspectSoft implementation team will contact me shortly to confirm a project manager and a schedule for implementation.

Signed:

Signed:

Print:

Print:

For and on behalf of

For and on behalf of ProspectSoft Ltd
