

# .NET eCommerce Framework (ECF)

Version 4.0 for .NET 2.0

## Feature Guide



**The Freedom to Adapt. Create. Extend. and Integrate.**

# Agenda

- **General Overview**
- **Features Breakdown**
  - Customer/End User Experience (Frontend)
  - Administrative/Operational (Backend)
  - Technical/Architecture (Code Base)
  - 3<sup>rd</sup> Party Integration/EcoSystem (Adaptability)
  - Packaging/Licensing
- **Learning More...**

# General Feature Overview

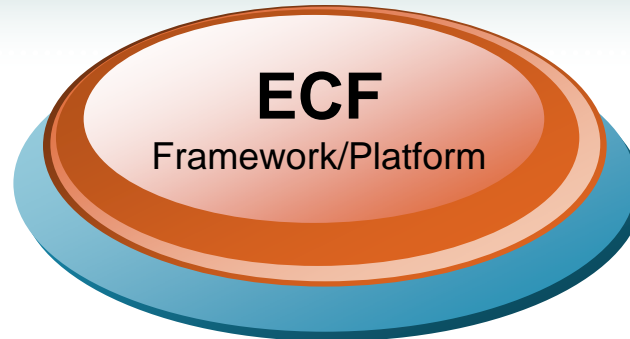
## The ECF is a Feature Rich Product

- **Depending on your perspective, the ECF has a wealth of features and capabilities designed to help you launch quality commerce solutions**
  - Technical/Developers
  - Business Users
  - IT Operations/Network
- **This guide will provide you with insight into what is available out of the box and also what is possible**
- **It is important to note that a key feature of the ECF is its ability to be adapted and customized to meet your own specific business needs.**
- **The ECF provides you with a very strong base that you can leverage to launch virtually any type of content and commerce solution in a variety of configurations.**

# ECF - A Customizable End-to-End Commerce Solution



Feature Rich  
Fully Extendable  
Easy to Integrate  
Smartly Architected



**1 Intelligent Packaging**  
Smart Wizard based installation gets you up and running and into position quickly

**2 Front End Public Site**  
Supports any Type of user experience, design, navigation, and branding.

**4 Powerful Developer APIs**  
Contains a powerful set of core developer API's and middleware targeted directly for ASP.NET

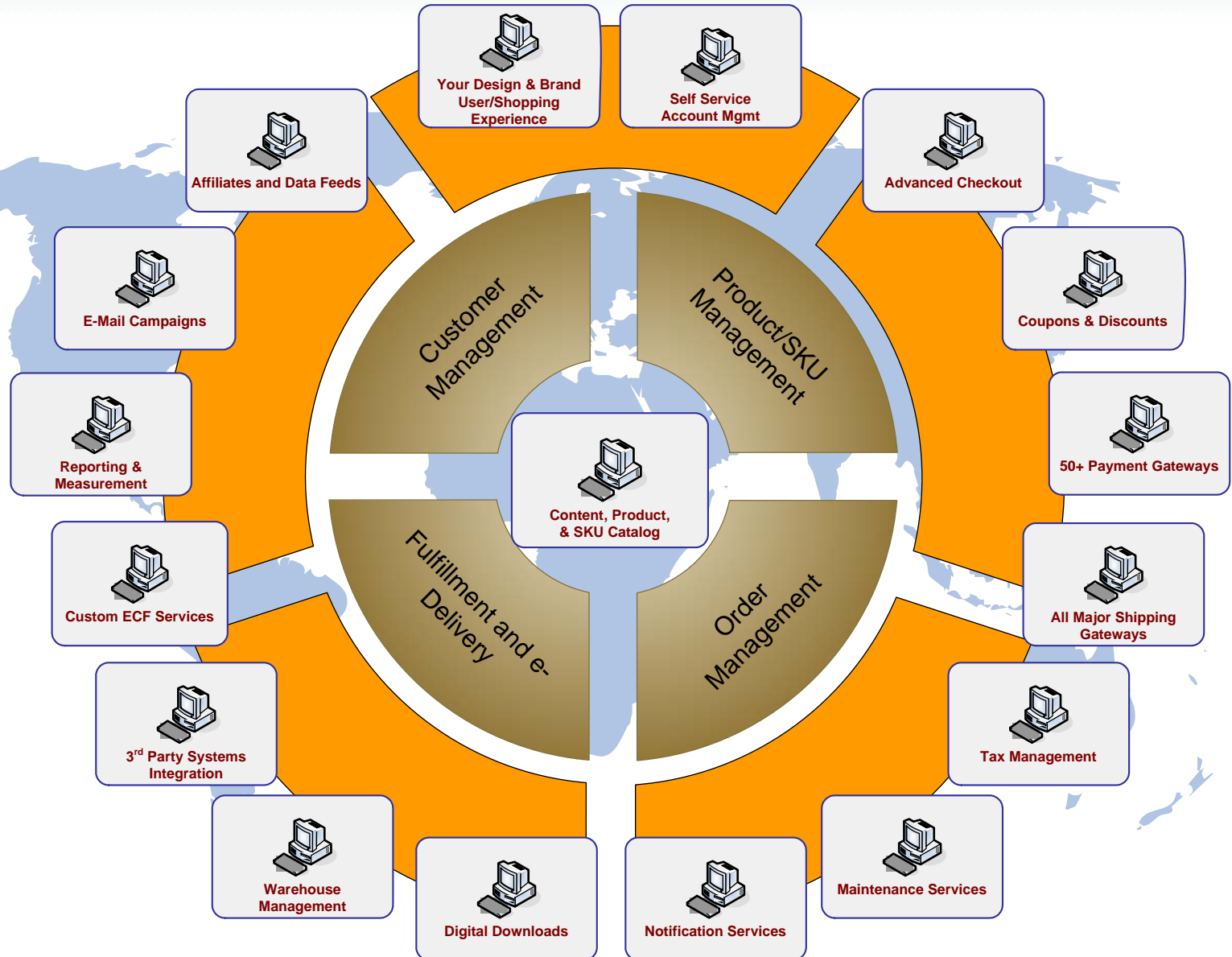
**3 Backend Admin Site**  
Offers a rich set of operational, content, catalog, and other operational administrative business functions.

**5 Well Designed Modular Architecture**  
**Customization, Integration, and Adaptations**  
Provides for a strong modular design to enable virtually any type of customization and integration.

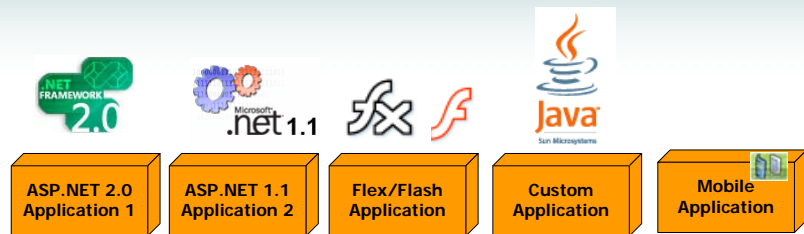
## The ECF Supports a Variety of Commerce Solution Types

- **Business to Consumer (B2C)**
- **Business to Business (B2B)**
- **Business to Employee (B2E)**
- **Business to Government (B2G)**
- **Enterprise Intranet/Extranet Sites**
  
- **And Other Types of Solutions that need to better combine content and commerce in unique ways**

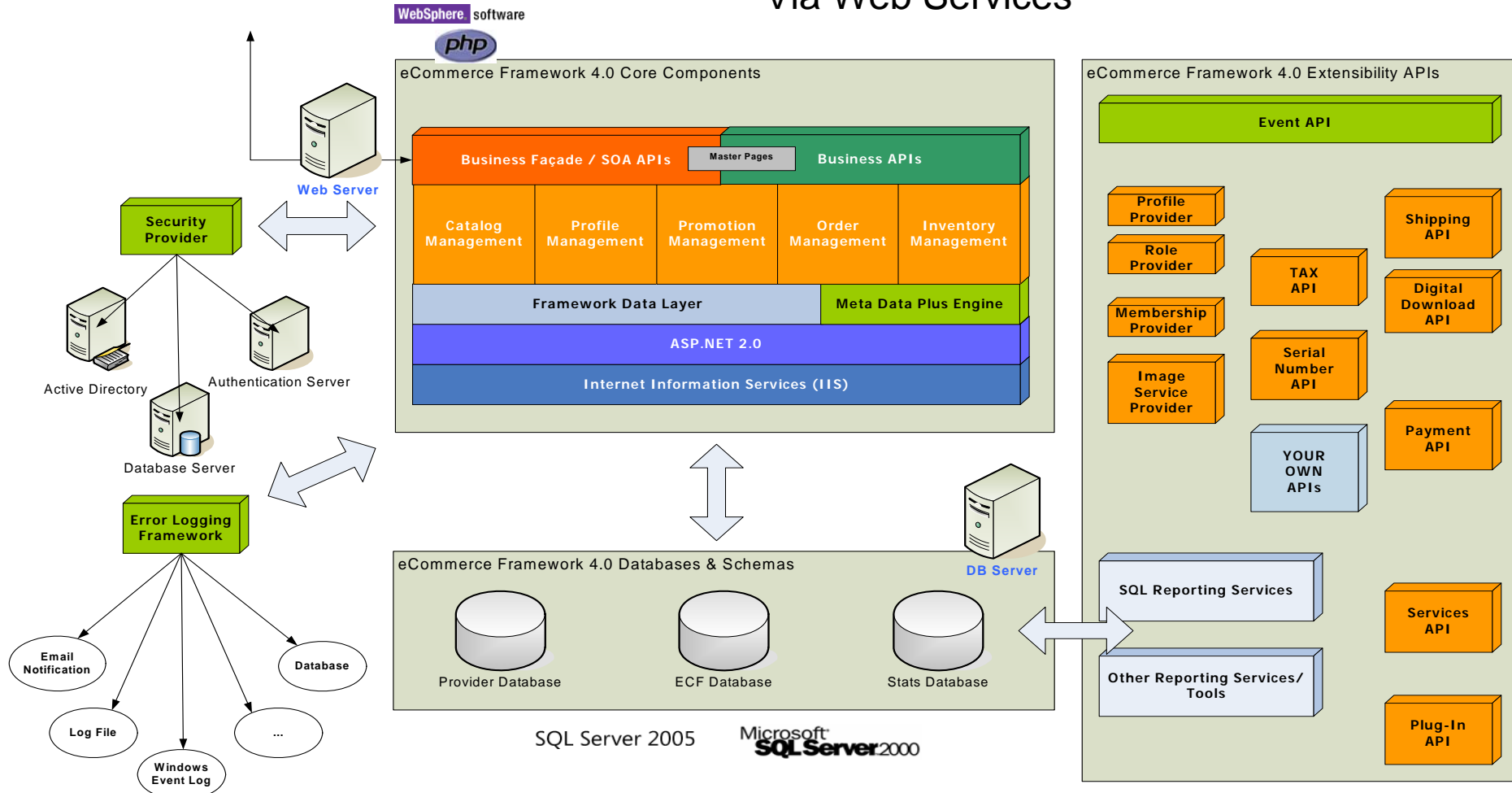
# The ECF Provides a Powerful Set of Business Features



# The ECF has a Strong Architecture/Extensibility Model



.NET All the Way... or Mix in Other Application Technology on the Front End Via Web Services





# Customer/End User Experience

The screenshot displays the MediaChase .NET eCommerce Framework (ECF) website. The top navigation bar includes the breadcrumb "Home > Consumer Electronics > Accessories", a language selector set to "English", and links for "Log In to Your Account", "View Account Info", and "Your Shopping Basket". The main header features the MediaChase logo, the text ".NET eCommerce Framework (ECF) High Performance End-to-End Commerce Solution", and a search bar with "All Products" selected and a "GO!" button.

A "DIRECTORIES" sidebar on the left lists various categories: Consumer Electronics, Televisions, Phones, Digital Cameras, Accessories (highlighted), Camera Accessories, TV Accessories, Phone Accessories, Software, Fashion & Apparel, Puppies, Filter by Brands, Filter by Price, Daily Specials, and Customer Support.

The main content area features a large banner for "Cool Accessories" with a background image of a man wearing a headset. To the right of the banner is a promotional text: "Kick it up a notch. Take it to the next level with any one of our awesome accessories. Enhance your television, phone, or camera. With several options to choose from you can't go wrong!". Below the banner are three smaller images with captions: "Camera Accessories", "TV Accessories", and "Phone Accessories".

The footer contains the text "About Everything | General Questions | Corporate Site" and "Mediachase LTD 1997-2006 | Privacy Policy | Terms Of Use".

# Design, Branding, and Localization Features

- Any Type of Design, Brand, Navigation, and Theme through Flexible Master Pages
- Flexible Template Based Model for Categories, Products, SKUs and more...
- Support Any Language on Front End as Well as Backend for Localization
- Multi-language, Multi-Currency Product Catalogs



# General Navigation and Shopping Experience Features

- **Single or Multi-Level Site Navigation of any Kind**
  - Includes Breadcrumb support
- **Multi-Level Catalog Browsing**
- **Find/Search Categories and products fast with easy to Search Meta Base**
- **1 Click Filters based on Criteria templates**
- **Type Based Product Template Display**
- **Recommended Products**
- **Cross/Selling and Similar Products**
- **Related Accessories**
- **Product/Customer Reviews**
- **Product Specifications**
- **Top Selling Products**
- **View Promotions, sales, and discounts**
- **View Shipping Estimates and Stock Availability**
- **Access any type of Additional Content Pages (Virtual Pages)**
  - Support, Terms, Privacy, Company etc...
- **Customer Registration**
- **Customer Address Book**
- **AJAX Enabled targeted Usability**
- **Note: Supports Cookie-less Shopping experience as well.**

# Shopping Cart/Checkout & Self-Service Features

## Customer Cart/Checkout

- Add/Remove/Modify Products and Quantity
- Promotions and e-Coupons
  - Supports a wide variety include volume, category, buy 1 get X, order etc...
- Ship to Multiple Addresses
- Expedited Checkout without Needing an Account
- Estimated Shipping
- Multiple Shipping Options
- Multiple Service Charges
  - For example - Gift Wrapping
- Multiple Payment Options
- Fast Registration with password encryption
- Order Confirmation with Web Receipt
- E-Mail Receipts and Notifications
- AJAX Enabled Targeted Usability

## Customer Self Service

- Customer Authentication
- Password Reminder
- View Order History and Details
- Modify Billing & Shipping Addresses
- View Digital Downloads & Updates
- Change E-mail, Password and Contact Info

Home > View Account Info > View Shopping Basket

Log In to Your Account | View Account Info | Your Shopping Basket

media chase .NET eCommerce Framework (ECF)  
High Performance End-to-End Commerce Solution

Search: All Products for [ ] GO

DIRECTORIES

### Shopping Basket

Coupon: [ ] Apply Coupon

Description	Price
<input type="checkbox"/> Remove 1 of: Widescreen Plasma EDTV Display Panel: 42" Plasma EDTV 1 ship(s) to: ME	\$2,999.00
<input type="checkbox"/> Remove 1 of: Home Theater System: Home Theater System BIG 1 ship(s) to: ME	\$598.99
<input type="checkbox"/> Remove 1 of: HDMI Audio Video Cables: HDMI Audio Video Cable 1 ship(s) to: ME	\$39.99

Estimated Shipping: specify address  
Subtotal: \$3,637.98

Update Basket

Continue Shopping Proceed to Checkout

Review Store Policies:

- Return and Exchange Policy
- Privacy Policy

About Everything | General Questions | Corporate Site

# Site Administration & Operations

The screenshot displays the 'Orders' management interface within the 'Mediachase eCommerce Framework 4.0: Commerce Manager'. The top navigation bar includes links for Home, Orders, Customers, Catalog, Affiliates, Promotions, Reports, Configuration, and Log off. The main content area is titled 'Orders' and includes a sub-header 'View/Search order history'. A left-hand sidebar provides navigation options under 'Select a View' (Home, Orders, Customers, Catalog, Affiliates, Promotions, Reports, Configuration, Log off) and 'Actions' (New Payment Plan, Submit Product Feedback). The main content area features a 'Search Form' and tabs for 'Unfulfilled', 'Partly filled', and 'Fulfilled'. A table lists order details, and a 'Perform batch order processing' section is visible at the bottom.

Mediachase eCommerce Framework 4.0: Commerce Manager

Home Orders Customers Catalog Affiliates Promotions Reports Configuration Log off

media chase Change to Your Company

## Orders

View/Search order history

Home > Orders

Search Form Unfulfilled Partly filled Fulfilled

<input type="checkbox"/>	OrderId	Total	Status	Name	
<input type="checkbox"/>	1	\$10,537.98	New Order / Not processed / Unfulfilled	3/28/2006 7:35:57 PM	X

Page Size: 10 Page: 1

Perform batch order processing on selected orders:

[Pick an action] Run batch

# ➔ Catalog, Category, & Content Management

- Full Site Structure Context
  - Content Management
  - Multiple Language Trees
  - Categories and Sub Categories Drill Down
  - Inherited Copy/Clone Functionality
  - Full Move| Copy | Delete Including Cross Tree
  - Security and Role Access For Categories/Sub categories
  - Category Display Template Association
  - Product Display Template Association
  - Import/Export Via XML
  - Image/Picture Library with Auto Sizing
    - Uses Meta Engine for Parametized Sizing/Compression
  - Meta Attributes and Discount Association to Categories
  - Primary and Catalog Images for Template Rendering
  - “Fast” Batch UI Updating Driven My Meta Data
- Control Items Per Page
  - Leverage “Page Link” Redirection
  - Search Engine Optimization (SEO)
    - Page Title
    - Meta Key Words
    - Meta Description
      - Note: You can add additional and associate with Templates
    - Automated URL Re-Writing based on Name of “Page” or Product

Category Info  
Modify category info

[Home](#) > [Catalog](#) > Edit Category


**Overview** Details Pictures

Page Title:   
Enter page title

Meta Description:   
Enter short description

Meta Keywords:   
Enter comma seperated list of keywords

Primary Image:    
Primary category image  
Image will be auto resized to 287x217 (width x height)



[Delete Picture](#)

Catalog Image:    
Image displayed in catalog  
Image will be auto resized to 200x150 (width x height)  
Thumbnail Image will be auto created with size of 123x141 (width x height)



# Product Management

- **Complete Product Detail Management**
  - Overview
  - Detailed Data/Images (Meta Data Driven)
  - Multiple Category Association
  - SKU's and Variations
  - Cross Selling
  - Accessories
  - Picture/Image Library
  - Download Association (For Digital Goods)
  - Product Reviews/Editorial
- **Template and Attribute Classes**
- **Unique Product Codes**
- **Primary and Catalog Images for Template Rendering**
- **“Fast” Batch UI Updating Driven My Meta Data**
- **Product “Filtering” Control**
  - Template/Meta Data Driven
  - Can be Associated within category Display Navigation
- **“Fast” Batch UI Updating Driven My Meta Data**

- **Search Engine Optimization (SEO)**
  - Page Title
  - Meta Key Words
  - Meta Description
    - Note: You can add additional and associate with Templates
  - Automated URL ReWriting based on Name of “Page” or Product

**Product Info**  
Edit product information

[Home](#) > [Catalog](#) > Edit Product

Overview	Details	Categories	Skus	Cross-Selling	Accessories	Pictures	Downloads	Reviews
Language	English							
Name	256MB Memory Card							
Attributes Class	Electronics <a href="#">add/edit classes</a> <small>Attribute classes allow you to specify additional attributes for the Product like description, images. You will need to create a new class or select the existing. After saving the Product you will see the attributes (if any) available for entry.</small>							
Product Template	Electronics Template <small>Pick a template that will be used to display this product. The template usually can only handle specific attribute class. Make sure they match.</small>							
Code	PRD79320685 <small>Each product must have a unique Code which can be useful in importing/exporting.</small>							
<input checked="" type="checkbox"/> Product Available								
<small>Last updated 3/28/2006 7:02:06 PM</small>								
<small>Created 3/28/2006 7:02:06 PM</small>								
<input checked="" type="checkbox"/> Return to catalog								
<input type="button" value="Save Changes"/> <input type="button" value="Delete"/>								

# SKU Management and Inventory

- Shipping/Non-Shipping
- Associate Packages
- Associate Additional Charges
- Associate Warehouse
- Stock Quantity
- Reserved Quantity
- Re-Order Minimum Quantity
- Out of Stock Visibility
- Availability
- Attribute Class Driven for additional attributes
  - Editing Screen and Batch Updates automatically adjust
- Unique SKU # Generation
- Tax Categorization
- Bill on Recurring
  - Time, Length
  - Stop After
- “Fast” Batch UI Updating Driven My Meta Data

- Licensing Attachments
  - Digital Goods/Subscriptions
  - Serial Number Sets
- Download Sets

Home > Catalog > Edit Sku

**Standard SKU Information**

Language:

Product: 256MB Memory Card [Change...](#)

Name:   
The full name of your sku as your customer will see it in shopping cart and product details page. The name should uniquely identify the sku. If sku comes in black color and small size name it "Black (small)".

Attributes Class:  [add/edit classes](#)  
Attribute classes allow you to specify additional attributes for the sku's like size and color. You will need to create a new class or select the existing one. After saving the SKU you will see the attributes (if any) available for entry.

SKU Available

Stock-keeping unit (SKU):   
Each Product must have a unique SKU. SKU can be used for integration with other software products.

Price (USD):   
Enter price in base currency. It will be converted to local customer currency automatically if rate is specified.

Tax Category:  [add/edit taxes](#)

Shipping:  Item can be Shipped

Weight:  lbs

Shipping Package:  [add/edit packages](#) | [additional charges](#)  
Select a package that will be used for shipping. Each package depends on shipping provider used and specified in Package table. You can add new package types. Consult documentation for further instructions.

Stock Quantity:  Total Stock Quantity: 1121

Reserved Quantity:  Total Reserved Quantity: 111

Reorder min. Quantity:

Warehouse:  [add/edit warehouses](#)

Out of Stock Visible

**SKU Attributes**

Availability:  [Pick availability for the item](#)



# Order Management

- **Find/Search Orders**
  - Name, e-mail, Order#, Order Status, Company etc..
- **Quick Filter Tabs**
  - View Partly Filled
  - View Unfulfilled Orders
  - View Fulfilled orders
- **Cancel Orders**
- **Resend Order Notifications**
- **View/Edit Order Details**
  - Complete Orders
  - View Payment and Delivery Status
  - Modify Shipping Information
  - Create/View Shipment Details
  - View/Process Payment Information
  - Edit Individual Shipments
  - View Tracking Numbers
  - View Products from Shipping Order
  - Modify Billing information
- **Order Batch Workflow Processing**



- **Create/View Payment Plans**
- **Real-Time Carts**
- **Export Order Data**

**Order Info**  
Order info

[Home](#) > [Orders](#) > View Order

[Resend Notifications](#) | [Complete Order](#) | [Create Shipment](#)

Order Number: 1

Order Date: 3/28/2006  

Payment Status: Not processed

Delivery Status:<sup>1</sup> Unfulfilled

Status :<sup>2</sup> [New Order](#) [edit list](#)

Order Email: steve@somehome.com

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**Shipments**

Shipment #1: completed as of March 28, 2006 [Edit Shipment](#)

1 package via PerWeightRate

Your Shipping Information:	Items Ordered	Price
<a href="#">[Modify]</a> Steve Miller Bobo Drive Los Angeles, CA 90046 United States	1 of: <a href="#">42" Plasma EDTV</a>	\$2,999.00
	1 of: <a href="#">Home Theater System BIG</a>	\$598.99
Shipping Speed: Standard	1 of: <a href="#">HDMI Audio Video Cable</a>	\$39.99
		Item(s) Subtotal: \$3,637.98
		Shipping & Handling: \$12.00
		Total Before Tax: \$3,649.98
		<b>Total for this Shipment: \$7,287.96</b>

Shipment #2: completed as of March 28, 2006 [Edit Shipment](#)

1 package via PerWeightRate

Your Shipping Information:	Items Ordered	Price
<a href="#">[Modify]</a> Chris Lovelace 123 Tree Lane Los Angeles, CA 90046 United States	1 of: <a href="#">Female Puppy</a>	\$2,400.00
	1 of: <a href="#">Heart Earrings</a>	\$4,500.00
Shipping Speed: Standard		
		Item(s) Subtotal: \$6,900.00
		Shipping & Handling: \$12.00

# Customer Management

- Find/Search Customers
  - First Name, Last Name, e-Mail, Company
- Create New Customers
- Enable/Disable Customers
- Create/Modify Customer Roles
- View Customer Details
- View Customer Order History
- View Order Details
- Change e-mail/Password
- Login "on Behalf" of customer
- Customer Roles/Groups
- Export Customer Data

**Customer Details**  
View customer info

[Home](#) > [Customers](#) > Customer Details

[New Customer](#) | [Edit Customer](#) | [Login as Customer](#)

**Login:** anonymous

**Email:** anonymous@yourcompany.com

**Status:** Account enabled

---

**Customer Addresses**  
[Add new address](#)

1. **Address:** [\[Modify\]](#)  
Chris Peterson  
123 Tree Lane  
Los Angeles, CA 90046  
United States  
323-555-1212

2. **Address:** [\[Modify\]](#)  
Slim Pickens  
Mortadello

---

**Payment Information**

Qty	Qty Shipped	Description	Price	Discount	Sub Total
1	1	42" Plasma EDTV (6)	\$2,999.00	\$0.00	\$2,999.00
1	1	Home Theater System BIG (269)	\$598.99	\$0.00	\$598.99
1	1	HDMI Audio Video Cable (268)	\$39.99	\$0.00	\$39.99
1	1	Female Puppy (223)	\$2,400.00	\$0.00	\$2,400.00
1	1	Heart Earrings (48)	\$4,500.00	\$0.00	\$4,500.00

Discount : \$0.00  
Subtotal : \$10,537.98  
Shipping & Handling : \$24.00  
Price Before Tax : \$10,561.98  
Taxes : \$0.00  
**TOTAL : \$10,561.98**

---

**Your Billing Information:** [\[Modify\]](#)  
Chris Lovelace  
123 Tree Lane  
Los Angeles, CA 90046  
United States

---

**Payment Type**

PayPal  
 Phone  
 Other  
 Authorize.Net  
 Versign Payflow Pro

---

**Attributes**

Cardholder's Name :   
(as it appears on the card)

Credit Card Number :

Expiration Date (MMYYYY) :

Card Code (CVV2, CVC2 or CID) :

Text Response :

Authorization Code :

Confirmation Code :

Return to orders list

**Complete Order** will mark the order as processed, adjust inventory, create payment plans  
**Cancel Order** will mark order as unprocessed, adjust inventory but won't delete previously created payment plans  
 1 - Delivery status is based on number of packages shipped, if no shipping required the status will be fulfilled  
 2 - Overall Order status, it will be set manually and should be used to track status of the order

# Promotions and Coupon Management

- **E-Mail Campaigns**
  - Can be Targeted by Customer Role
- **Discount Pricing Engine**
- **Electronic Coupon/Promo Codes**
- **Copy/Clone Promotions**
- **Requirement Options**
  - None
  - Discount must be assigned to customer
  - Must purchase all of these SKUs
  - Must purchase one of these SKUs
  - Had purchased all of these SKUs within n days
  - Had purchased one of these SKUs within n days
  - Had purchased all of these SKUs on or after x
  - Had purchased one of these SKUs on or after x
- **Discount Options**
  - Whole order
  - Whole order except these SKUs
  - Assigned category(s)
  - All of these SKUs
  - One of these SKUs (the most expensive purchased)
  - Free Shipping
- **Limitations**
  - Unlimited
  - One time only
  - One time per customer
  - First n customers
- **Volume, Percent, Fixed Price, and Timing Rules**

### Coupon Edit

Modify Discount Coupon

[Home](#) > [Promotions](#) > Create > New Coupon

---

Name

Description

Discount Available

**STEP 1. Requirements.**

Requirement

Select SKU's the Discount Coupon should be assigned to.  
(you will be able to assign sku's right after the item is created)

Shopping Cart  or more

Minimum Order Total

**STEP 2. Discounts (Volume Discount).**

Discount based on:

To activate Quantity Discounts enter 2 or more. If you enter 10, this discount will be applied to items when 10 or more (or until the other quantity discount found) are placed in the shopping cart.



Quantity  or more



Fixed Price   Percentage  %

**STEP 3. Limitations.**

Limitation

Require Coupon Code

Start Date   

Expiration Date   

# Payment & Shipping Management

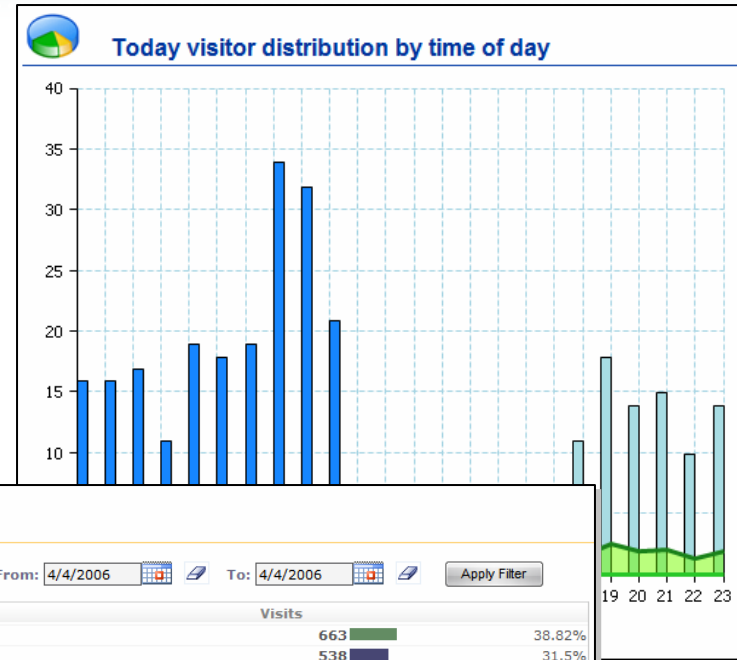
- **Payment Gateway Definition management**
  - Friendly Names
  - Customer Display Control
  - Tied to Recurring
  - Processing Configuration info
- **Pre-Built Payment Gateways**
  - PayPal
  - Authorize.NET
  - Verisign Payflow Pro
  - Other Payment – Phone, Purchase Order, Check, etc...
- **Certified 3rd Party Gateway's**
  - 50+ Payment Gateways via nSoftware Component
- **Build Custom Gateways**
  - Build or Connect ANY Payment Gateway you Need

- **Shipping Gateway Definition Management**
  - Restricted Countries and Regions
  - Shipping Provider/Type Control
- **Shipping Methods**
  - Online Download
  - Regular Shipping
  - Per Weight
  - Customize Your Own
- **Shipping Providers (Built in)**
  - Fixed Price
  - Percentage of Total Order Price
  - Cost per Unit Weight
  - US Postal Service Domestic
  - FedEx
  - US Postal Service International
- **Shipping Packages**
  - Collates Provider and Package and Package Types
  - Enables Additional Charges
  - Customize Your Own
- **Build Custom Gateways**
  - Build or Connect Any Gateway you Need

The screenshot displays two overlapping web application windows. The top window is titled 'New Payment Gateway' and shows a breadcrumb trail: 'Home > Configuration > Gateways > Payment Gateways'. It lists several pre-built payment gateway options: PayPal, Authorize.Net, and Verisign Payflow Pro. Below the list is a 'Page Size' dropdown menu set to 10. The bottom window is titled 'New Shipping Method' and shows a breadcrumb trail: 'Home > Configuration > Gateways > Shipping Gateways'. It has three tabs: 'Shipping Methods', 'Shipping Providers', and 'Shipping Packages'. The 'Shipping Methods' tab is active, showing a list of shipping methods: Fixed Price, Percentage of Total Order Price, Cost per Unit Weight, UPS Real-Time Shipping & Rate Selection, US Postal Service Domestic, FedEx, and US Postal Service International. A 'Page Size' dropdown menu is also visible at the bottom of this window, set to 10.

# Reporting and Data Export

- **Sales Reports**
  - Order Sales
  - SKU Sales
  - Affiliate Sales
- **Built in Statistics Engine**
  - Geographic Reports
  - Referring Sites
  - Page Group Stats
  - Product Stats
  - Category Stats
- **Operational Reports**
  - Event Logging
  - Error Logging
  - Transaction Logging
  - Message Queuing
- **Custom Reporting**
  - Do it your way with SQL Server Reporting Services or other 3<sup>rd</sup> Party Tools



**Stats by Country**  
Shows statistics by country

Date Range:  From:  To:

Page	Visits	Percentage
1. UNITED STATES (US)	663	38.82%
2. ()	538	31.5%
3. UNITED KINGDOM (GB)	133	7.79%
4. AUSTRALIA (AU)	91	5.33%
5. RUSSIAN FEDERATION (RU)	421	2.46%
6. CHINA (CN)	311	1.81%
7. GERMANY (DE)	311	1.81%
8. ROMANIA (RO)	241	1.41%
9. ISRAEL (IL)	221	1.29%
10. GREECE (GR)	221	1.29%
11. NEW ZEALAND (NZ)	15	0.88%
12. INDIA (IN)	131	0.76%
13. SAUDI ARABIA (SA)	101	0.59%
14. VIET NAM (VN)	81	0.47%
15. FINLAND (FI)	81	0.47%
16. TURKEY (TR)	61	0.35%
17. UKRAINE (UA)	61	0.35%
18. MALAYSIA (MY)	41	0.23%
19. FRANCE (FR)	41	0.23%
20. CANADA (CA)	41	0.23%

# Digital Downloads Management

- **Multiple Sets**
- **Download Policies**
  - Built In
  - Customizable Policies
- **Release Date**
- **Category Association**
- **Product Association**
- **Versioning**
- **Storage**
  - Internal Storage
  - External Services Url - .ie DRM
- **Related Versions Archive**

### Manage Downloads

Add/Edit/Delete download files

[Home](#) > [Catalog](#) > Edit Download

---

#### Download set



Set name is the name for the whole collection of different file versions.

Set Name:

Policy:

---

#### Download Version

Release Date:   

Release date will be used to determine who can download this release. It will be available to those customers who bought current license within a month or own a subscription license which period is not expired before the release date.

Name:

Category:

Type determines to whom the download is available to. Release is available based on type of license bought and time it is bought. Beta is only available to active subscription based licenses. Trial is available to any registered user.

Version:  (ex: 1.1.0.2)

File URL:

Please specify either url from where file can be downloaded or upload a new file to the server. If you do both, File URL will be auto populated by the url to the uploaded file. Direct link will be never available to the customer.

File:

Return to downloads list

---

#### Related Versions Archive

[Add version](#)

# Inventory and Warehouse Management

- Inventory by SKU
- Disable Inventory for Digital
- Reserve Quantities
- ReOrder Minimum
- Receive Inventory
- Out of Stock Visible
- Warehouse Association
- Warehouse Management
  - Address/Location
  - Active/Inactive

### Warehouse Edit

Create/Edit warehouse

[Home](#) > [Configuration](#) > Site Settings > Edit Warehouse

---

#### Warehouse Edit

Name:

Email:

---

#### Address

First Name:

Last Name:

Company:

Street Address:

City:

State/Province:  Zip:

Country:

Phone:

Fax:

Is Disabled

*Last Updated*

*Created*

Return to warehouses list



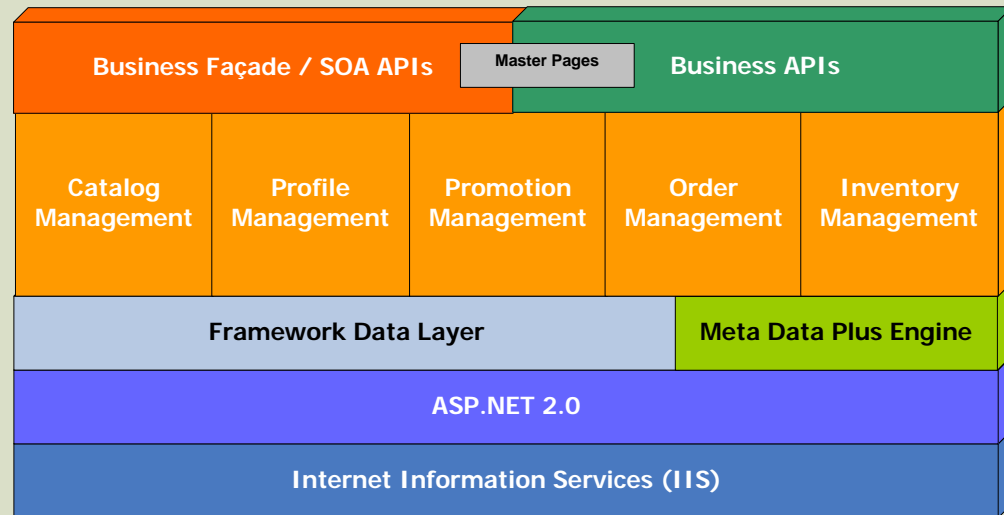


# Configuration & Operational Settings

- **Global Settings**
  - Store Closed Message
  - Global Name
  - Require e-Mail Validation
  - Web Services Setting
  - Default Currency/Language
  - Base Weight
  - HTML Editing Mode
  - Reporting Server Url
  - More...
- **Dictionaries**
  - Countries, Regions
  - License Agreements
  - Languages
  - Packages
  - Order Statuses
  - Serial Number Sets
- **User Interface/Data Control**
  - Master Templates
    - Tied to Master Pages Implementation
    - Uses Strong Manifest File
  - Built In Notification Templates
  - Meta Classes
  - Attributes
- **ECF Services Control/Scheduling**
  - Maintenance
  - Recurring Payments
  - E-Mail Notifications
  - Statistics Generation
  - Add Custom Services
  - View Service History
- **Site Administration/User Accounts**
- **Currency Rates**
  - Manual
  - Automatic
- **Affiliates Management**
  - Affiliates Setup
  - Unique Identifier
  - Commission Tracking
- **Tax Management**
  - Tax Categories and Regional Taxing
  - Tax Jurisdictions
  - Custom Tax Modules
- **Events Control Manager**
  - Categories
  - Identifiers
  - Programmable

# Technical/Architecture

eCommerce Framework 4.0 Core Components



# Key Technical Features

- **Architectural/Code Base**
  - Modular/Layered Architecture
  - Targeted to .NET 2.0 Framework
  - Framework Written in 100% Managed Code/C#
  - Strong use of Meta Data and Object Orientation
  - Advanced Meta Data Plus (MDP) Engine
- **Performance/High Availability and Tuning**
  - Optimized SQL Statements
  - Performance Tuned Caching
  - Web Farm Support
  - Follows Microsoft Best Practices
  - Error Handling and Logging
- **Flexibility/Adaptability**
  - Every Aspect of the Framework is Extensible
  - Web Services/SOA Front End Architecture
    - Use Any WS Consumer technology to Adapt to Commerce Services
  - Integration/Automation Interfaces
    - ECF Services Framework
    - ECF Plug-Ins Framework
    - ECF Master Templates
    - ECF Extensibility APIs
- **Database Server Support**
  - SQL Server 2005, SQL Server 2000
  - SQL Express (2005), MSDE (2000)
- **.NET Version Support**
  - Microsoft .NET Framework 2.0
- **Trust Level Support for Hosting**
  - Medium and Full
- Visit <http://www.mediachase.com> for More info

# 3<sup>rd</sup> Party Systems Integration/EcoSystem

salesforce.com®  
Success On Demand™

ORACLE®

Stone Edge Technologies, Inc.

Community Server  
Knowledge Management and Collaboration Platform

PayPal®

sage

VeriSign

YAHOO!®

WebTrends  
RELENTLESS ABOUT RESULTS

ACCPAC®

software

SAP

Windows  
Media

Google

LIVEperson

Microsoft Office  
SharePoint  
Portal Server 2003  
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Microsoft  
SQL Server 2005

Microsoft  
BizTalk Server 2006

DOTNETNUKE

telerik

ComponentArt

Intuit

Peachtree  
by Sage

## The ECF is Designed to Be Changed to Fit Your Needs

- **One MAJOR Feature of the ECF that deserves a small explanation is that the ECF product itself is designed for change and customization**
- **Right out of the Box, the ECF Provides a complete working foundation that if you made a small amount of changes you could launch a fully working site**
  - Change the Design to your Brand
  - Connect a Payment or Shipping Gateway
  - Add Content & Products
  - And Guess what – Your Selling Things...
- **BUT.... The True value in the ECF is that whether you are a small individual or a large organization, the framework can handle what you need to do.**



# The ECF as a Framework Fully Supports an Extended Ecosystem

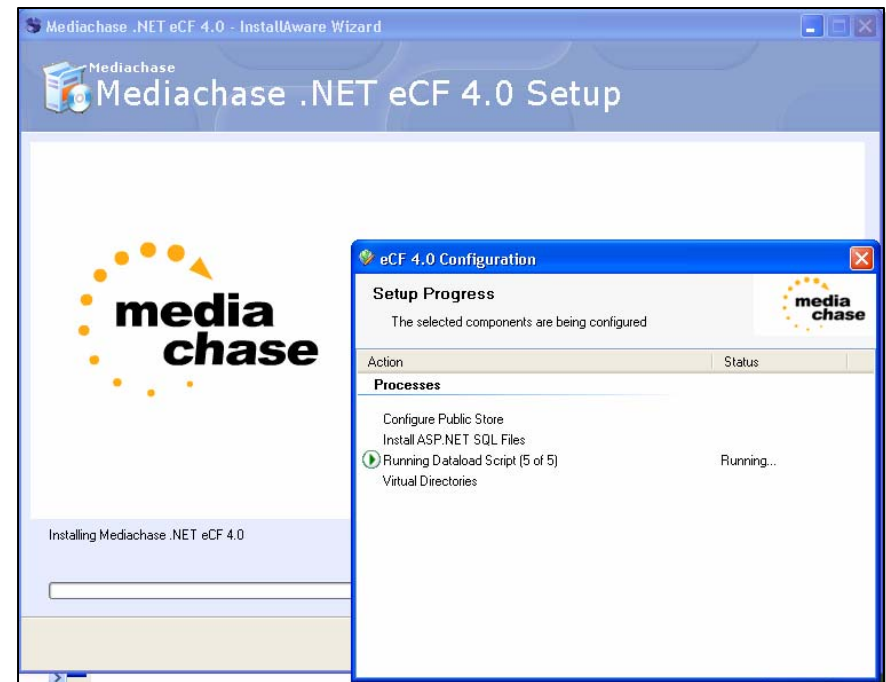
- **Every Day around the World, the ECF is being Adapted, Changed, and Integrated with Other Products and Systems including home grown and legacy systems.**
- **Active Effort Categories**
  - 3<sup>rd</sup> Party Plug-Ins and .NET Components
  - Contributions from Developers
  - ECF Solutions Provider Systems Integration
  - Product to Product Integration
  - Payment Gateways and Shipping Gateways
  - Order and Inventory Systems
  - Point of Sale Systems
  - CRM and Sales Force Automation
  - Call Center Applications
- **You can learn more about the ECF Ecosystem at <http://www.mediachase.com> as well as see some of the solution providers who specialize in ECF development**
- **Most Importantly – You can create your OWN features and Integrations as you, your customers, or your business needs dictate.**

# Packaging, Documentation, & Licensing

# Intelligent Packaging with All You Need to Succeed

- **Complete Distribution Package & Documentation**
  - Support Trial and Activation Mode for Developers
  - Intelligent Installation and Configuration Wizard
  - Complete Database Scripts
  - Full Example Catalog and Content to Learn From
  - Master Template Design Theme and Templates
  - RPS Developer Guide/Tutorial
  - Backend Operations and Administration Guide
  - Developer API Guide for Front End Web Services
  - Full Framework API Documentation
  - DB Schema
  - Application Architecture Guide
  - Mediachase Activator for Licensing
    - Note: Trial License provides full featured development access for 45 Days.

- **The ECF has 2 basic licensing concepts**
  - Licenses for the Development and Quality Assurance
  - Licenses for Deploying your final production solution
  - **Note:** Some of these licenses include different code bases including the availability of a “Full” source code license





## Learning More

- **Web Site/Contact Info**

- <http://www.mediachase.com>
- [sales@mediachase.com](mailto:sales@mediachase.com)
- U.S. +1 323-988-1071

- **Support and Assistance**

- <http://www.mediachase.com/forums/>
- <http://www.mediachase.com/community/>
- [support@mediachase.com](mailto:support@mediachase.com)

# Mediachase Software

