



ICINITI STORE

Product Features Guide

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Revision History

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Authors: Rick McNorgan, Cheryl Forrest, Laurence Tremblay

ICINITI Corporation
210 Dundas Street
Suite 201
London, Ontario
CANADA
N6G 4X8

Telephone: (519) 432-9599

Support: support@iciniti.com

Web: <http://www.iciniti.com>

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ICINITI STORE

Base Product Features

1.1 INTRODUCTION

Welcome to ICINITI Corporation's ECommSuite Base Product, "**ICINITI STORE**" Outline. This document was created with intention to familiarize a user with its versatile implementations and useful utilities.

1.2 A BRIEF DESCRIPTION

ICINITI Corporation's EcommSuite Solution software was designed to provide an easy-to-use vehicle to provide sellers, clients, account management, general web purchasers, and administrators with the facility to remotely make/offer web sales, supervise accounts, and automate the process of applying credit card payments to invoiced items via specific payment gateways and the resident accounting software system, ACCPAC.

Implementation of online sales facilities including payment processing and invoice generation are included in order to make the entire e-commerce procedure as easy as possible. In addition, customizations can be made to the standard product (for an additional fee), although many of our end users do employ the EcommSuite directly "out-of-the-box" suitably and comfortably.

For this particular document, the fictitious office furniture company "ACME Warehouse" will be used as an example to illustrate the many features and functions of ICINITI's EcommSuite Solution, **ICINITI Store**.

1.3 A DETAILED PRODUCT FEATURE OVERVIEW

Many features of an **ICINITI Store** Solution are personalized to the individual user or customer. For example, customers with credit terms and special pricing are able to view customer specific prices. Sales people and administrators are able to access functionality that is not available to customers. In order to provide this personalized experience, the **ICINITI Store** application distinguishes between different types of users and customers. Personalized views require the web visitor to enter a user name and password at the site login screen. The name and password is used to locate a record in the web server's USER table.

All orders entered into ACCPAC must reference an existing customer record. You can configure **ICINITI Store** order entry to automatically create a new A/R customer record, or to enter web customer orders under a common (configurable) customer number, as would normally be used to record retail sales to "walk-in" or "point-of-sale" customers in a physical store.

1.3.1 REGISTRATION FEATURES:

You can choose whether or not you will require web customers to register prior to viewing or ordering from your catalog. The default implementation does not require users to log in before placing an order. When a customer's identity is unknown, they are referred to as an anonymous web customer, or sometimes simply as a "Guest" user (See Section 4.5, "Anonymous Guest Mode", page 53). If User Cookies are enabled, the **ICINITI Store** application will save an encrypted cookie on the user's machine so that they are not required to log in on future visits to the site. The user must specifically select a checkout box on the address page to obtain this cookie.

This feature should not be used if your application requires a more positive identification of a user, and you suspect some of your users share the use of the same computer (hence possibly sharing the cookie as well).

1.3.2 CUSTOMER CONTACT INFORMATION:

Contact information for Account Customers is stored in core tables of the accounting system. Contact information for Web Customers is stored in MS-SQL or MySQL tables on the web server. The structure of the Web Customer tables is exactly the same as the accounting system table structures.

Contact information normally includes company name, billing contact name, address, phone, fax and email, and one or more shipping addresses. Shipping addresses are stored as multiple records in a shipping address table, associated with a customer using a unique customer code.

1.3.3 THE ICINITI STORE PRODUCT CATALOG:

The essential features of an **ICINITI Store** integrated catalog solution depend upon the information available in the **ICINITI Store** Catalog. The **ICINITI Store** Catalog consists of the core accounting system inventory and price tables, plus a set of related database tables containing additional information that is not stored in the accounting system. The additional related tables include those described below.

Product Images

Product images are not stored in a database. Rather, each item is associated with one or more image files stored on the web server. It is common practice to use the accounting system item code as part of the product image file name.

The product picture is a control that can be placed in any page.

Product pictures are linked to the product detail page. You can optionally choose to hide or show the following item information below the picture:

- Item Short Description
- Base Price
- Selling Price
- Stock Status (In Stock or Back Ordered)
- Stock Level (Quantity Available)



Fluorescent Desk Lamp
List Price: ~~US\$42.55~~
Your Price: US\$40.00
In Stock
Qty In Stock: 625

SPECIAL

Figure 1.1: A Product Image.

Price Hiding Feature

In some B2B (Business-to-Business) applications, **ICINITI Store** allows you to hide prices and the “Buy” button when the customer has not provided a user name and password. This still allows you to display the array of products available without disclosing confidential pricing information to anonymous users. You can display prices as \$CALL in this situation.

Regular: USD 1025.00
Your Price: USD 1025.00

Item Price Calculator

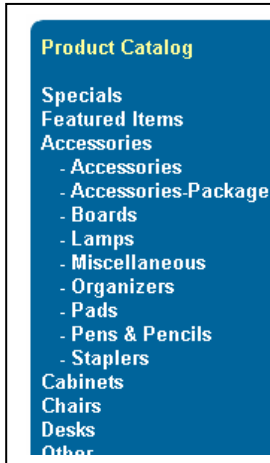
The **ICINITI Store** Item Price Calculator is a plug-in software component that implements the business rules for calculating discounted pricing for an ACCPAC customer. The component performs exactly the same calculation method as employed within the accounting system, using users’ customer information, item and price table data obtained directly from the core accounting system tables. The calculated price will include customer discount level, price list, volume discount level and contract pricing as well.

This eliminates pricing errors and the need to maintain duplicate price files for your web site. Price changes made in the accounting system are promptly reflected on your web site!

Custom Price Calculators

The price calculator is a plugin module, and allows custom price calculations to reflect your unique business requirement. For example, you may wish to override the customer's discount level when they have reached a specific dollar volume of purchase on the web within the previous 12 months, thereby extending an additional discount. This is an example of a customization that cannot be handled natively within the accounting system.

If your application requires this kind of customization, contact sales@icniti.com for more information and pricing.



Multi-level category structure

Accounting system inventory databases usually provide one, or at most two levels of categorization. The **ICINITI Store** Catalog allows you to create an unlimited number of categories and sub-categories. Items can also belong to more than one category.

The Administration Tools provide a convenient “drag-and-drop” interface that allows you to rearrange categories easily. You can query items in the inventory tables to add items to a category, and you can create a report of items that do not appear in any category at all (See Section 4.1.8, “Administrator Options”, page 37).

Product categories can be presented to your web customers using an expandable “tree” (like Windows File Explorer), pull-down menus, or clickable category icons.

Figure 1.2: Expandable Category Tree.

Featured Items

Featured items are displayed prominently on the home page and in the right margin of other pages in the site.

A collection of up to 4 items (configurable) is randomly selected from the complete list of featured items. An administration tool is used to mark a featured item, and to remove items from the Featured List (see Section 4.1.12, “Administrator Options”, page 38).

Specials

Many accounting systems allow inventory items to be marked with an “On Sale” price. In cases where this feature is not available in the accounting system, the SPECIALS table can be used. This table contains a record for each on-sale item, including the sale price, along with the start and end dates of the sale. Some accounting systems do not sort sale items by date, so that listing all on-sale items requires a complete scan of the database. This can be quite time consuming if the catalog has a large number of items. The SPECIALS table sorts items by date, so that a listing of all sale items can be obtained quickly.

Extended Item Descriptions

The accounting system inventory files normally include a very short item description. Extended descriptions including one or more paragraphs of text can be stored in the Extended Item Descriptions Table. This additional information is typically displayed when a user opens an item detail screen.



Figure 1.3: A Featured Item.

Related Items

The Related Items table contains one or more records associating an inventory item with other items such as accessories. The Related Items table supports cross selling opportunities.

Similar Purchases

The Product Detail page can include a list of items most frequently purchased along with the selected item. This feature is commonly used by web sites selling products such as books, movies or music: "Customers who purchased this item also purchased these..."

Item Features

The Item Features table contains optional feature records for items in the inventory file. A feature is a single line of text, and the bulleted feature list is normally only displayed on the item detail screen. The feature list is rarely used if extended item descriptions are available.

Customer Reviews

Selling opportunities for some products such as books or software benefit from the availability of testimonial reviews. The Item Reviews table contains short paragraph reviews that can be submitted by previous customers.

This feature is not part of the standard product configuration, but can be customized for any application.

Also Available...(Size/Color Grid)

Many products, especially in the apparel industry, can be purchased in a variety of sizes, colors and so forth. **ICINITI Store** features integrated components that can dynamically display all of the variations of an item, You can display the variations in any of three different ways:

- as a drop down list of all available size/color combinations
- as an array of pictures showing all size/color combinations
- as an order entry grid, allowing the user to quickly add several size/color selections to their shopping cart with a single mouse click.

ICINITI Store integrates with ACCPAC inventory item segment tables in order to enumerate item variations. For more information, see Section 4.1.7, "Product Detail Information", page 35.

1.3.4 CATALOG SEARCHING FEATURES

ICINITI Store solutions allow buyers to search a catalog by keyword, or by multi-level category drilldown. It is a simple matter to provide additional views of the catalog items – searching by manufacturer for example. Any combination of item attributes in the database can be used to create a view of the catalog.

Word Search

"Word Search" queries the ACCPAC inventory item table for item descriptions containing one or more keywords (See Section 3.1, "General User Features For Web Customers", page 23).

Keywords can be optionally combined with OR and AND.

The matching items are display in a list, on one or more pages. The word search component is a plugin module, allowing customized searches to be implemented easily.

Search by Category

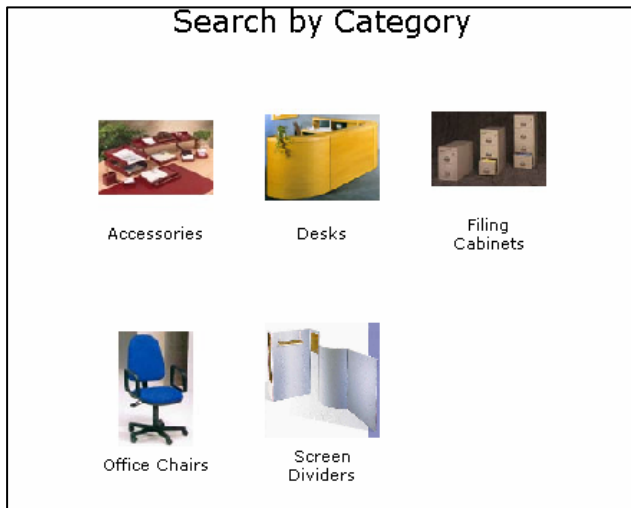


Figure 1.4: The "Search By Category" screen.

A drill down search is performed using a multi-level category table. For example, a computer catalog might contain categories like "Systems", "Printers", "Monitors". Categories can have sub-categories such as: "Printers->Laser Printers" or "Printers-Ink Jet Printers" and so forth. A drill search is a step by step process descending deeper into a category tree at each step. At the lowest level of the category, where no sub-categories are found, a list of items within the sub-category is automatically displayed.

As described earlier, one of the features of the drill search is the ability to associate Category Featured Items, as each new sub-category is opened. At

each step, the buyer can choose a new sub-category, or click any of the featured items to open a detail screen.

Personal Catalog

The personal catalog is a list of those items purchased by a customer within the last year. It provides a convenient way for customers to locate those items which they purchase on a regular basis.

No effort is required to set up and maintain the personal catalog. The Personal Catalog list is dynamically generated from the customer's order history.

On Sale Items

Most accounting systems provide a mechanism within the core inventory and price files to mark an item with a sale price. The mechanism varies from one system to another. If the accounting system does not provide its own mechanism, the catalog provides a sale item table that can be used for this purpose. In a typical application, sale items are presented on the home page of a site, or by a prominently featured link that is visible at any screen.

Restricted Item Searching

Typically, item search results are restricted so that a customer will only see items appearing in their default price list. Items that are marked as INACTIVE are excluded from catalog search results.

Optionally, you can choose to ignore items for which the "ALLOWONWEB" flag is not set in the ACCPAC item record. This feature must be specifically enabled otherwise the ALLOWONWEB value is ignored when searching the catalog.

1.3.5 ITEM VIEWS

The **ICINITI Store** application provides two fundamental views of items in the catalog: item lists, and item details.

Item List View

An item list is always the direct result of a catalog search operation as described above. Whether obtained by a drill search or a search by manufacturer or keyword, the resulting list is normally displayed as an array of product pictures.

Product Description

The item short description is obtained from the ACCPAC Item table. This can be easily customized to draw the description from the ACCPAC price table, thereby allowing product description to match the customer's price list.

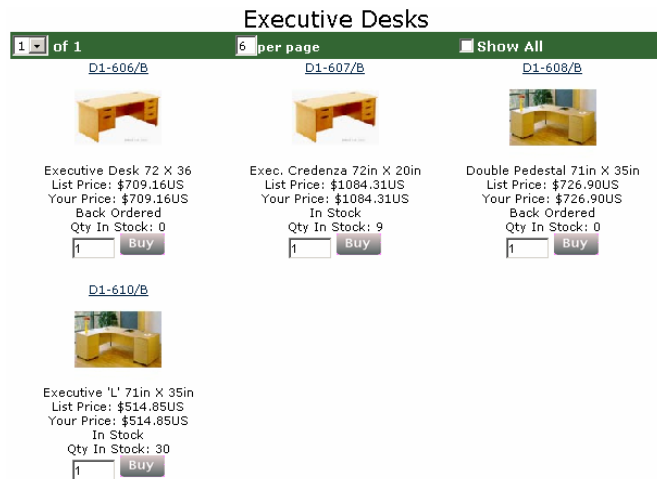


Figure 1.5: An Item List view.

Page Scrolling

A long list of items is divided into a number of pages. The customer can select the number of items per page (default is usually 6 items per page).

Product Detail View

The Product Detail screen provides in-depth information about a product of interest. This screen is normally accessed from the Item List as described in the previous section. The detail screen typically contains any of the following types of product information:

- Item Title (or brief description)
- Item Picture
- Extended Description
- Quantity Available
- Quantity Price Breaks
- Customer Specific Quantity Price
- Available variations (e.g. sizes and colors)
- Related Items
- Extended item features and specifications
- Customer reviews



Figure 1.6: The Product Detail View.

The detail screen always contains one or more action buttons. The most important of these is used to add the item to the “Shopping Cart”.

Multiple Units of Measure

The Item Unit of Measure List is a control that allows the user to select from any available unit of measure when ordering an item.

You can optionally restrict units of measure if some units that may exist in your inventory tables should not be visible on the web site. This option is available as a customization only. In the basic software package, all configured units of measure are available on the web site.



Figure 1.7: Item Unit Of Measure List.

Extended Description

An unlimited amount of descriptive text can be stored per item. The administration tools provides a WYSIWYG HTML (the “What you See Is What You Get” HyperText Markup Language standard) editor in a browser window that you can use to create or edit this information.

Quantity Price Breaks

If item price lists offer discounts based on volume, you can display a table showing the price breaks on the product detail page.

Available Variations

If a product is available in multiple sizes, colors etc, then each of these variations can be listed on the product detail page. You can choose to configure them in a drop down list, as an array of product pictures, or in a Grid (see below).

Size/Color List

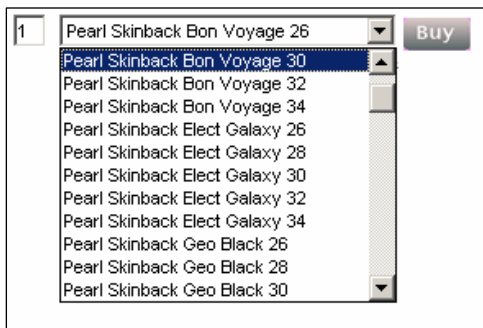
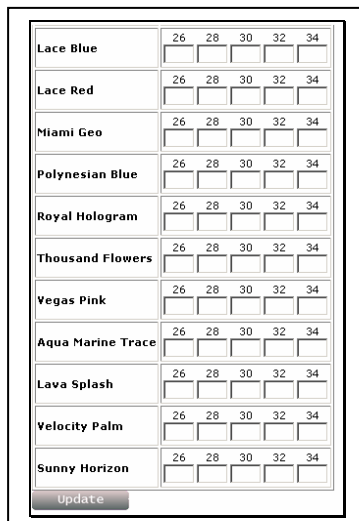


Figure 1.8: The Size/Color List .

Size/Color Grid



The Size/Color grid allows your customer to enter order quantities into any of the fields in the grid, and to update the order with a single button click.

Figure 1.9: The Size/Color Grid.

Customer Reviews and Ratings

You can add a “Rate this item” link to your product detail page, allowing your customers to comment on a product and/or to give it a 1 to 5 star rating.

You must use the administration tools to preview customer comments before they will appear on the web site.

Bill of Materials Integration Screen

An additional option which can be added upon request by the user for a customization fee is a feature which allows the viewing of the detailed contents listing of a Bill of Materials record (please inquire if interested).

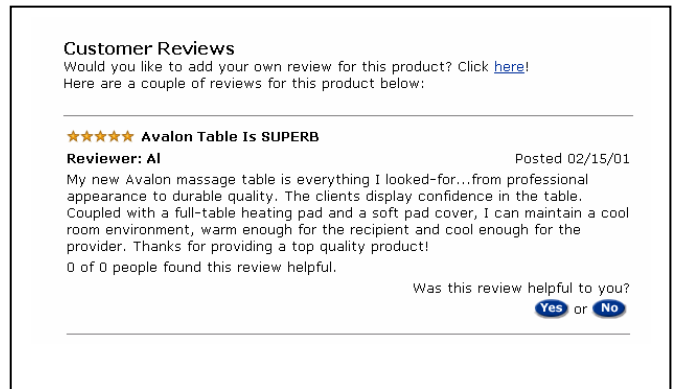


Figure 1.10: The Customer reviews Screen.

1.3.6 THE SHOPPING CART

The shopping cart is a container in which items are saved and subsequently purchased. As in a real shopping experience, you must fill your shopping cart with items then proceed to the checkout in order to complete a purchase. A shopping cart entry contains the following information:

- item catalog code and brief description
- a quantity
- a unit of sale (for example, “each”, or “box”, or “carton”)
- optional comment text per line
- optional comment text per order
- unlimited user defined fields per order and per line
- The shopping cart component implements functions to add, remove, or update entries in the collection.

The Drag and Drop Shopping Cart

When the Drag and Drop feature is enabled, customers can drag and drop item pictures on to the Drag/Drop shopping cart component.

When a customer drops an item picture on to the shopping cart component, it is added to the current order and the component view changes as shown.

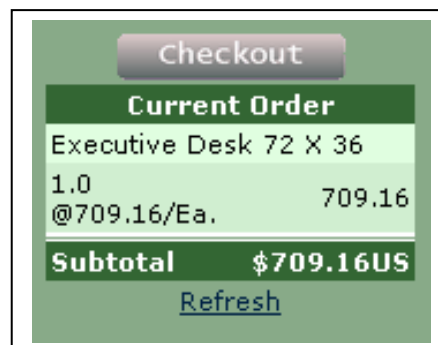


Figure 1.11: The Drag and Drop Shopping Cart Utility.

Shopping Cart Detail Screen

This screen is normally opened in response to clicking a “View Cart” button that is prominent on every screen. The detail screen displays all of the line items in the shopping cart, the quantity ordered, the unit price and extended price.

Code	Item	Unit of Measure	Price/Unit	Qty.	Price		
D1608B	Double Pedestal 71" X 35"	Ea. - 1.0 unit(s), \$ 1025.00	1025.00	1.0	1025.00	Change	Remove
					Order Subtotal	\$1025.00	

Empty Cart Continue Shopping Checkout

Figure 1.12: The Shopping Cart Details.

The buyer can remove items from the shopping cart, or adjust the quantity of any item.

Saving the Shopping Cart

You can optionally configure ICINITI Store to allow a customer to save the contents of their shopping cart, allowing them to continue their order at a later time.

By default, the contents of a customer’s shopping cart are discarded when they close their Internet browser (for additional information about the shopping cart, See Section 3.1, “General User Features for Web Customers”, page 25).

1.3.7 THE CHECKOUT PROCESS

When a buyer has added all items of interest into the shopping cart, the order process begins by clicking a “Checkout” button that is prominently displayed on every screen. The process involves a series of individual steps through which the buyer enters or confirms the following information:

- Billing name and address
- Shipping address and contact name (may be selected from a list of previously stored addresses)
- Payment method – may be credit card, or on account (purchase order number)
- This information can be entered on one comprehensive form, or it can be entered via a sequence of screens (similar to “Wizards” available in many popular desk top software applications).
- If the customer has been identified through a login name and password, or using a “Cookie” as described earlier, then the billing and shipping address information is preloaded into the forms. The customer can make corrections to this information, or simply click a button to confirm that it is correct.

Tax Calculations

Tax calculations are normally performed in calculating the order totals, after the customer has confirmed their shipping address.

The **ICINITI Store** Tax Calculator is a plug-in software component that implements the business rules for calculating tax. The tax calculator must perform calculations using the same method employed by the accounting system. The most commonly employed **ICINITI Store** Tax Calculator uses customer tax groups, item tax classes and supports up to five tax jurisdictions. The underlying data values are read directly from the accounting system tables.

Tax calculations are not performed until a customer has entered a shipping address for an order. Tax calculations for new customers are performed using the tax group and tax status values obtained from a “template” customer number selected from the A/R customer table based on the ship-to address. If you are required to collect taxes in multiple jurisdictions, simply set up an ACCPAC customer number with appropriate tax group code and tax status for each jurisdiction (e.g. state or province.)

Shipping Calculations

ICINITI Store supports any number of configurable shipping methods that may be defined in the accounting system.

The **ICINITI Store** Shipping Calculator is a plug-in component that implements the business rules for calculating shipping charges.

The shipping rate component is a selection list of available shipping methods, each showing the calculated shipping cost for all items in the shopping cart.

Zone and Rate Table Calculator

The most commonly employed Shipping Calculator uses a system of Zip Code based zone tables and shipping rate tables. The calculation is performed using a table lookup method, using the destination zone and the total weight of the order (the weight is calculated using data obtained directly from the accounting system inventory tables).

- A Zone number is derived using the destination address. The zone number and weight of the order are used to select a record from the shipping rate table for the selected carrier.

The **ICINITI Store** Shipping Calculator module is compatible with shipping rate and zone files that can be downloaded from UPS, Federal Express and the US Postal Service.

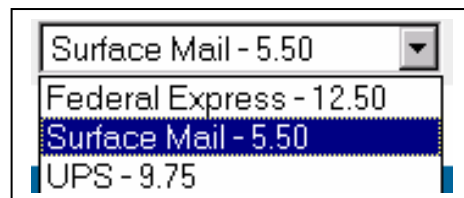


Figure 1.13: The Shipping Calculator.

Real-Time Shipping Quotes

UPS and US Postal Service offer real time shipping quotation services. ICINITI Store provides integration to these services so you need not worry about setting up and maintaining zone and rate tables. The only disadvantage is that if these services become temporarily unavailable, shipping charges cannot be quoted to your customers when they place their order.

Custom Shipping Calculators

Because the shipping calculator is a plugin module, it is relatively easy to customize to meet special business requirements. Contact sales@iciniti.com if you have special shipping requirements.

Online Credit Card Processing

ICINITI Store supports on-line credit card processing for orders placed by new customers and customers without account terms. Merchants in the UK can process debit card transactions as well, using the CyberSource Payment Gateway service.

Purchase Orders

Account Customers may provide a purchase order number, indicating that payment will be made by check or other means at a later time. Web Customers do not have the opportunity to purchase using a purchase order.

Credit Card Authorization

The **ICINITI Store** application supports on-line credit card authorization using one of the following payment gateway services:

- E-xact Transactions (Canada, USA)
- Verisign (USA, Australia)
- CyberSource (UK, USA, Canada)
- MWeb SafeShop (South Africa)
- Dialect (Australia and New Zealand)
- In order to use any of these services, the web merchant must establish a merchant account with their bank, and verify that their bank is part of the same network supported by the payment processor. If you are unfamiliar with on-line credit card processing, we recommend that you visit [any](#) of the payment gateway service web sites for helpful information.

ICINITI Store is fully integrated with Iciniti's Credit Card Payment Pro application for ACCPAC Advantage. Credit card orders authorized at the web site can be easily settled when the order is shipped and invoiced without the need to re-key credit card numbers. Credit Card Payment Pro will even make the A/R receipt entry marking the invoice as paid.

Redeem Coupons

ICINITI Store allows your customers to redeem coupons and to apply the coupon value as partial payment for an order. (Coupon value is applied after the tax calculation.) To redeem a coupon, the customer must enter a valid coupon number, which must be registered in a coupon table on the web server. Coupon numbers can be distributed to customers electronically via email, or through conventional direct mail and print ad campaigns. A customer can redeem a coupon number on a single purchase. Registered coupon numbers are assigned a value, an expiry date in the database. By default, a coupon may be applied against any purchase. The coupon may also be restricted to the purchase of a single item.

Saving the Order

Saving an order is a two step process in the **ICINITI Store** application. First, the order header and line item information are saved in local database tables. Once the order has been saved in the local tables, and the credit card authorization has been completed, another table is updated to indicate that this order should be copied into the accounting system. A separately running background process copies the orders into the accounting system.

1.3.8 NOTIFICATION MESSAGES

The **ICINITI Store** application sends email notification messages at various stages of order processing. The text of the email message is easily changed using a template file.

Order Confirmation

When an order is captured, the **ICINITI Store** application normally sends a confirmation email message to the purchaser. The format of this message is defined by in a template file that is easily customizable.

Shipping Confirmation

A separate background process can be configured to generate an email notification message when an order is shipped. The basic application supports a Shipping Log screen, from which a clerk within the vendor's shipping department can enter the carrier and waybill information when a shipment is complete. This screen then automatically triggers a shipping notification email message to the customer.

In a customized application, the function of the Shipping Log screen can be replaced by implementing a specific interface to the seller's existing logistics software by adding HTML attachments.

1.3.9 ORDER TRACKING

The **ICINITI Store** application can integrate with web tracking services offered by some carriers such as UPS and Federal Express.

1.3.10 CUSTOMER ACCOUNT FEATURES

Customer account features allow registered account customers to view account information, order history, unpaid invoices, and to make payments against open invoices using a credit card.

View Account Status Information

Account customers are able to view certain account status information read directly from the core accounting system tables. This information typically includes:

- Date and amount of last payment received
- Amount and due date of last invoice
- Total account balance outstanding
- Available credit limit

View Order History

Order history is a list of orders within a specified period of time (for example, the last 120 days) displayed most recent first. Account customers can view all of their orders, regardless of how the order was placed. Web customers can only view orders placed via the web interface.

Note: The application can be easily customized so that Web Customer order history is obtained from the local order tables described earlier under the heading "Saving the Order" (See Section 3.5, "The Orders Button", page 28).

View Order Details

The order history screen described above usually offers a link from any listed order to the Order Details screen. This screen shows all of the summary information as well as individual line item information as read from the core accounting system tables.

Review Your Order

Order Item	Unit of Measure	Price/Unit	Qty.	Price
A13100 Halogen Desk Light	Ea.	70.99	1.0	70.99

[Change My Order Items]

Billing Address	Shipment Address	Subtotal	Shipping	Taxes	Order Total
100 Collip Circle Suite 110A London, ON N6K-0P6	100 Collip Circle London, ON N6K-0P6	\$70.99	\$5.50	\$0.00	\$76.49

[Change My Billing and/or Shipment Addresses]

Shipment Method & Payment Information
Shipment Via: USPS Payment by: Credit Card

[Change My Shipment Method and/or Payment Information]

Figure 1.14: The Order Review Screen..

Account Status Screen

Account Status shows a summary of outstanding balance, credit limit and most recent transaction for Account Customers only.

Account Statistics	
Customer Number:	1100
Company Name:	Bargain Mart - San Diego
Contact Person:	Mr. Jose Grange
Credit Limit:	\$ 15000.00
Outstanding Balance:	\$ 1194.30
<hr/>	
Last Invoice Balance:	\$ 504.00
Last Invoice Date:	03/30/2010
Number of Open Invoices:	0

Figure 1.15: The Account Status Screen.

Pay Invoices On Line

ICINITI Store allows account customers to view open invoices and authorize payment by credit card (requires Credit Card Payment Pro). Customers enter their credit card number information on the web site and indicate the invoice(s) they wish to pay. ICINITI Store will then perform an authorization transaction for each invoice placing a hold on the credit card account for the invoice amount. Using Credit Card Payment Pro, you can download these authorizations from the web site, capture the authorized amounts and make A/R receipt entries automatically.

Transaction History Screen

The Transaction History screen shows a listing of invoices, payments, credit notes etc. including the document number, transaction amount and date, for Account Customers only. This allows a customer to quickly check whether a recent payment has been processed for example (a more detailed screen can be seen on page 26, figure 3.9).

Account Transactions							
Customer Number:		1100					
Company Name:		Bargain Mart - San Diego					
Contact Person:		Mr. Jose Grange					
Doc. Type	Doc. No.	P.O. No.	Doc. Date	Due Date	Disc. Date	Original Amount	Balance
Invoice	RC0014	PO1878	03/30/2010	04/29/2010	03/30/2010	\$ 504.00	\$ 504.00
Invoice	RC0015	PO1841	03/30/2010	04/29/2010	03/30/2010	\$ 504.00	\$ 504.00
Credit note	CN0012		05/30/2010	05/30/2010		\$ -78.60	\$ -78.60
Invoice	IN7867		06/10/2010	07/10/2010		\$ 264.90	\$ 264.90

Figure 1.16: The Transaction History Screen.

1.3.11 REMOTE HOSTING OPTIONS

You can choose to host your web site at a remote hosting location. In this case, you will need the remote hosting option which includes software that replicates core tables from your ACCPAC accounting system to the web site on a nightly schedule.

It is also possible to reduce the amount of data replicated by restricting order and invoice history to a limited number of days or months. Although replication is normally scheduled as a nightly process, more frequent schedules can be configured to meet your special business needs.