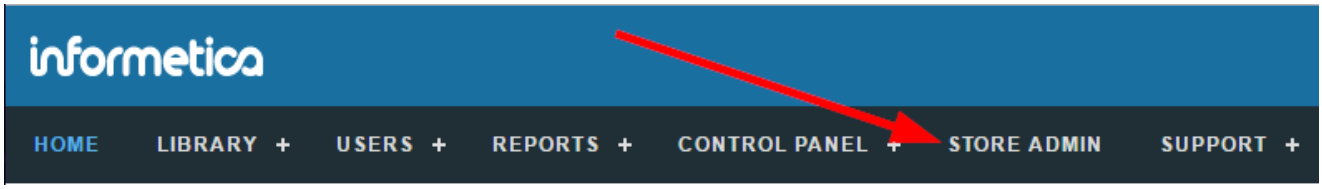
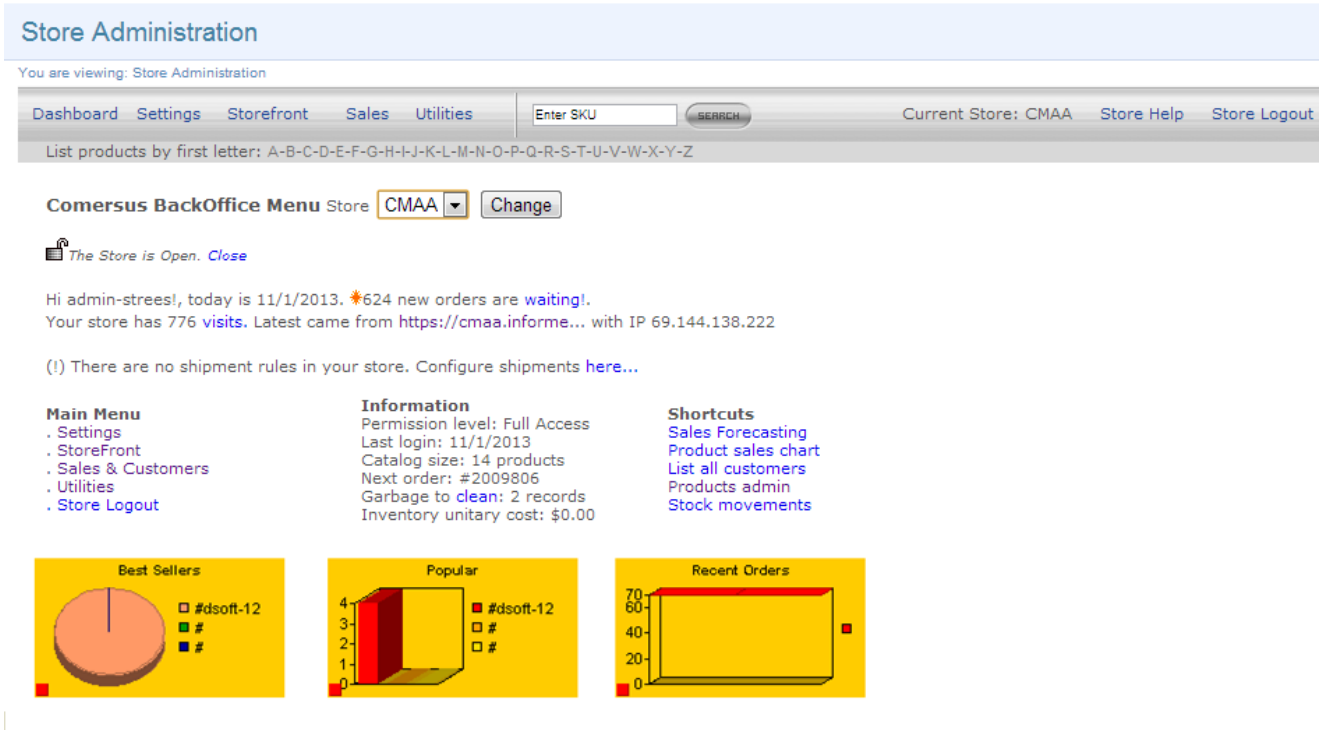
Storefront

Access the Storefront

1. Log in with a Site Manager account.
2. Select **Store Admin** from your home page.



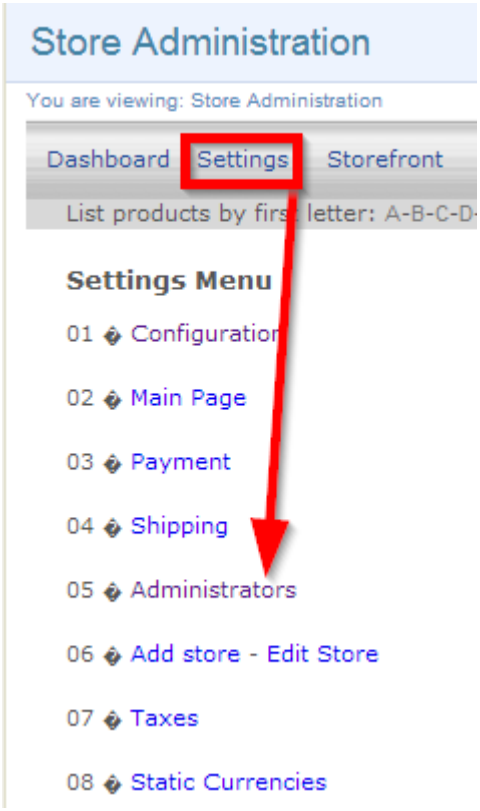
3. The storefront requires its own login. Your login information is generally the same as your Site Manager account until you change either password. After you log in, you will see the Store Administration dashboard.



Manage Storefront Accounts

New administrator accounts must be created directly within the storefront.

1. Log into the storefront (see Access the Storefront).
2. Select **Settings** from the main menu.
3. Select **05 Administrators**.



From here you can add or modify an administrator account. You can configure a Comersus administrator account to only be an administrator for the entire storefront or for one store.

If you would like a store administrator who is not a Site Manager, a direct link to the store can be provided, bypassing the learning management system. For example, you may have an employee within the accounting department that is not using the learning managment system but may need direct access to financial information.

Manage Storefront Items

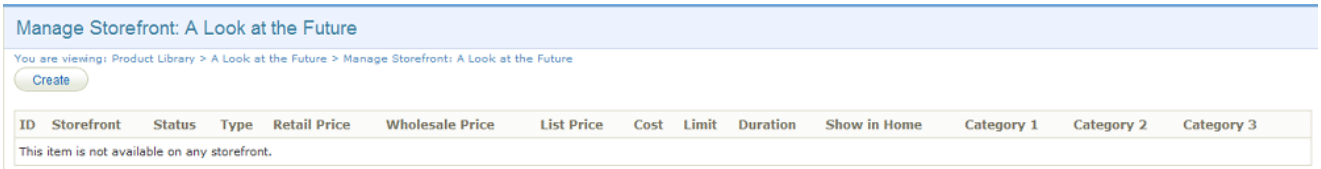
The storefront is automatically populated with product information within the system making the posting of new products to the storefront quick and easy. You can post anything in the product library to your storefront. Extensions and bundles of products may be placed on the storefront for purchase as well.

Add Products to Storefront

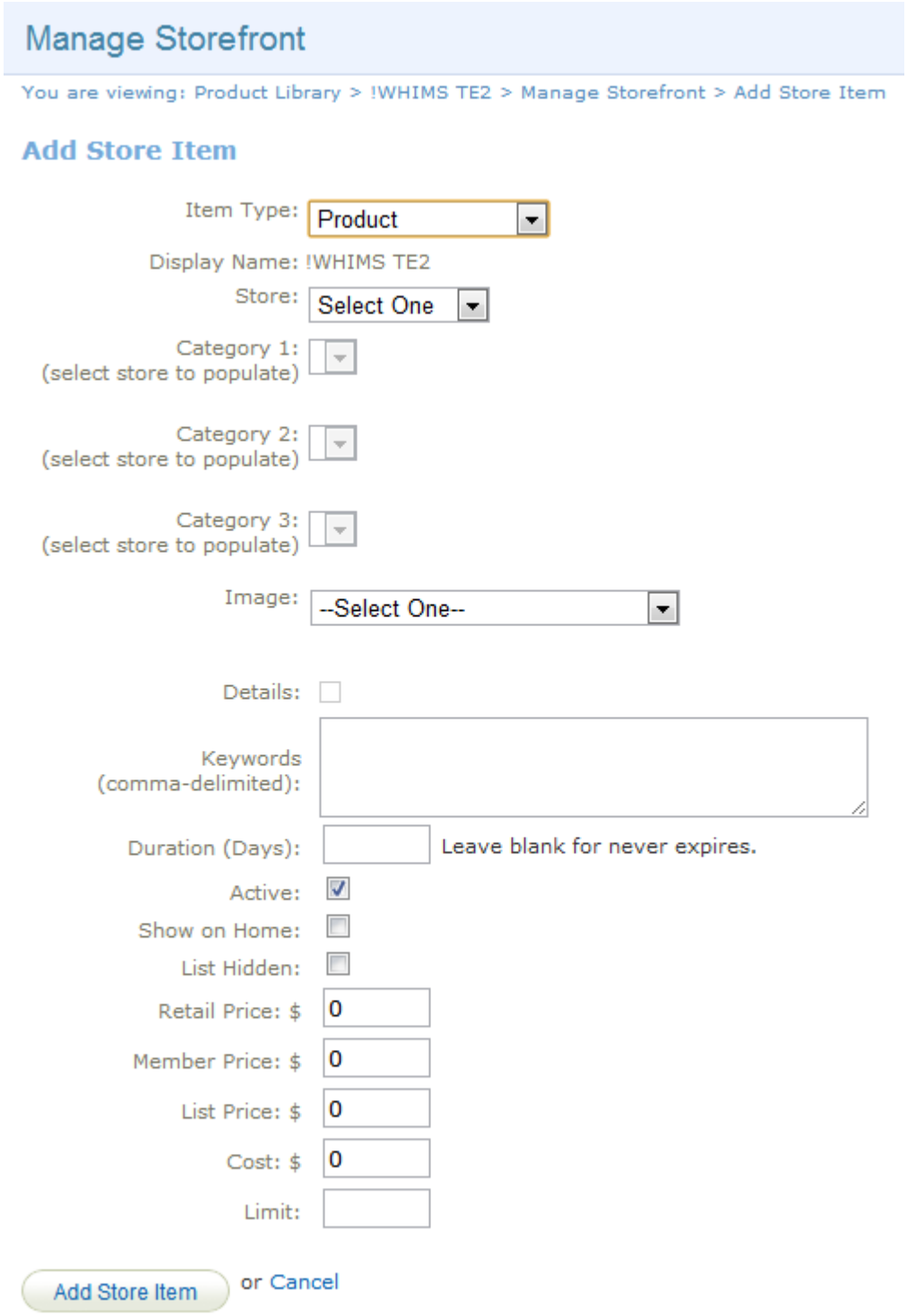
1. Select a product to open it.
2. Select **Storefront** from the properties menu to open the Manage Storefront page. If you cannot see the menu, show the **Tool Panel** .



3. Select **Create** to open the Add Store Item page.



4. Fill out the Add Store Item form. You must place a store item into at least one category and make it active for it to be seen on the storefront.



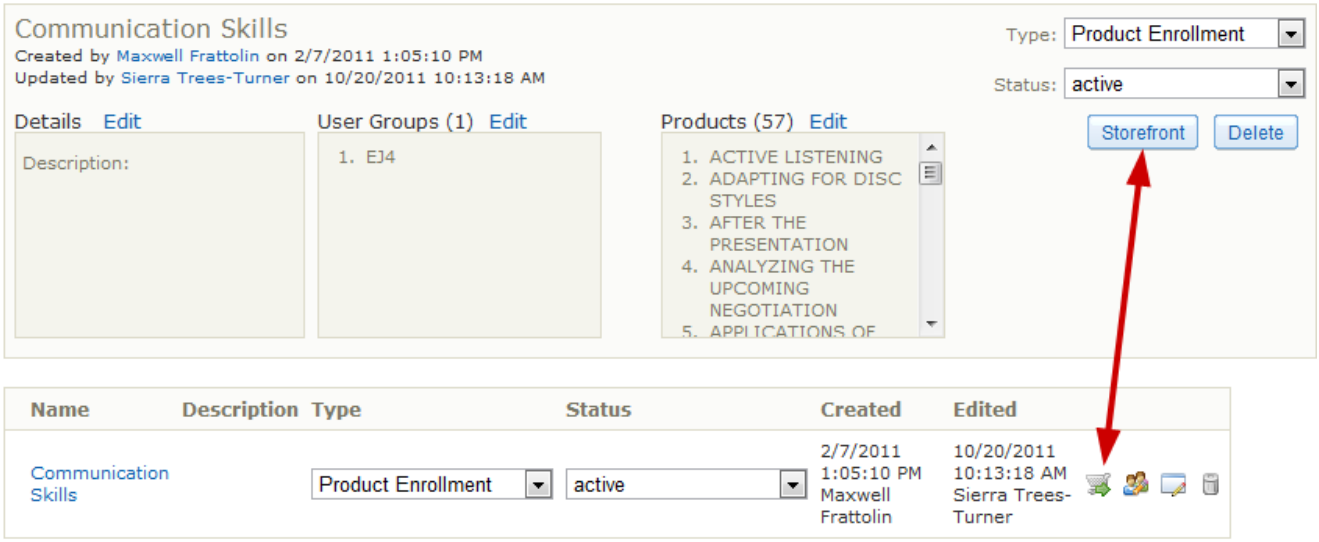
5. Select **Add Store Item**. The item will be added to the storefront and you will be returned to the Manage Storefront page where you can review the posted item.

Sell Multiple Versions of the Same Product

You can create another copy to sell or create an exception for the same product.

Add Bundles to Storefront

1. Log in with a Site Manager account.
2. Open the Bundles management page.
3. Select the **Storefront** button from detailed view or the **Edit Storefront** icon from list view .



4. Select **Add Storefront Item**.
5. From here the process is the same as it is for adding products to the store (see Add Products to Storefront).



Add Products to Existing Bundles

- When you add a new product to an existing bundle, it is automatically updated to the storefront items.
- If you add products to the bundle after an individual purchased it, the individual is not automatically given access to the newly added products.

Add Exceptions to Storefront

Site managers may choose to publish an exception to the storefront so that a customer can purchase extended access to a product that has expired for them. You can even set a limit as to how many times that exception may be purchased by each customer by using the Limit field. The process for adding exceptions to the store is exactly the same as adding products. Simply select “product exception” from the drop-down menu under the item type. Individuals must be on the enrolment list to purchase a product exception, i.e., they must have first purchased the product itself or have been registered manually within the system.

The process for adding exceptions to the store is exactly the same as adding products (see Add Products to Storefront). Individuals must be on the enrolment list to purchase a product exception, i.e., they must have first purchased the product itself or have been registered manually within the system.

Email Notifications for Exceptions

Email notification may be enabled to remind enroled individuals about an expiring product with a link to purchase an exception. Provided that the exception is available on the storefront to be purchased, the product expiration notice will include a link to purchase the related exception. This is done automatically based on the conditions below.

- An extension has to have been created in the storefront.
- The preset text [[Extension List]] is added to the body of the email.

The link is usually just a standard link to automatically add the product into the cart. When the user clicks the link, they are brought to the storefront with the extension added to their cart.



Product Exception Tips

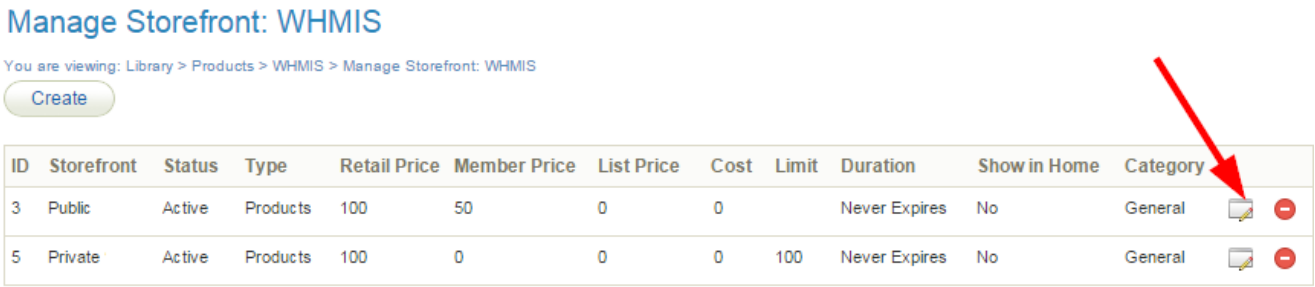
1. Exceptions are only applicable for storefront products that have a duration or expiry.
2. The product does not need to be on the storefront to publish an exception for it on

the storefront.

3. Extra time will be added to the original expiry, so only enter the duration days for the exception itself, not a total.

Edit Storefront Items

1. Select the product name to open it.
2. Select **Storefront** under the properties menu to open the Manage Storefront page.
3. Select the **Edit Icon** next to the item.



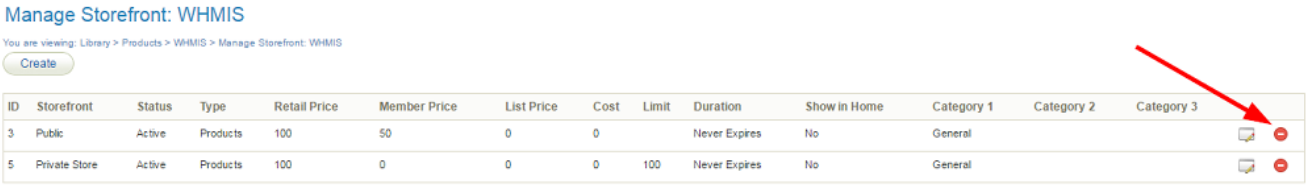
4. Make the necessary changes.
5. Select **Update Store Item** at the bottom.

Delete Storefront Items

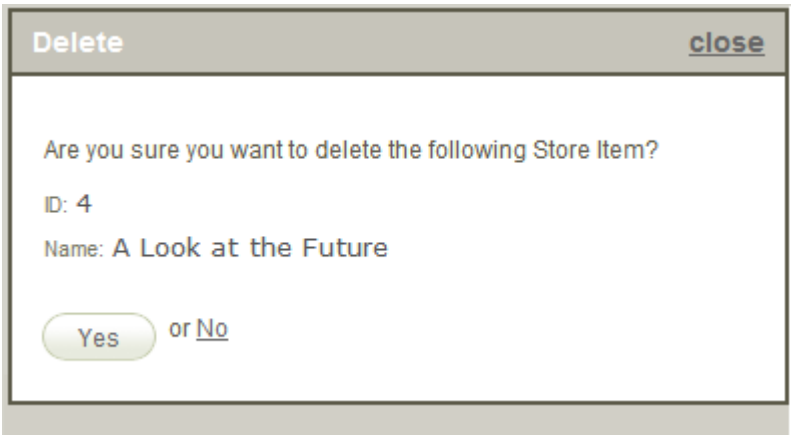
1. Select the product name to open it.
2. Select **Storefront** under the properties menu to open the Manage Storefront page.



3. Select the **Delete Icon** next to the item.

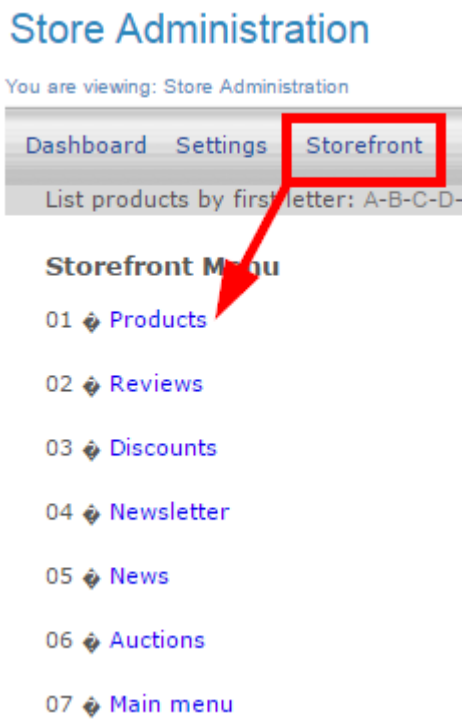


4. Select **Yes** in the confirmation window.

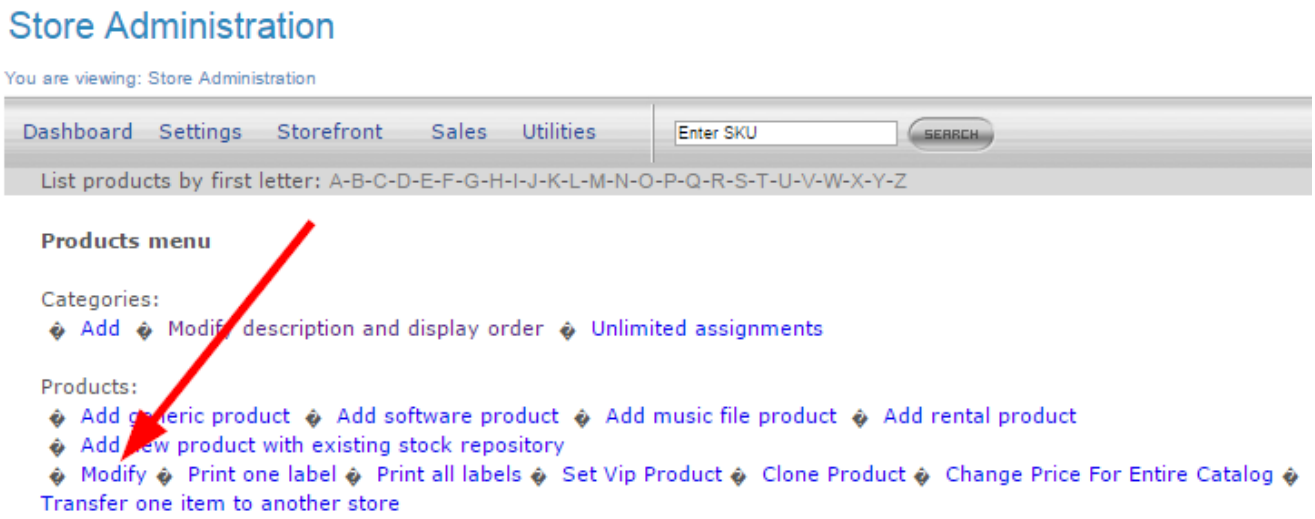


View Storefront Items

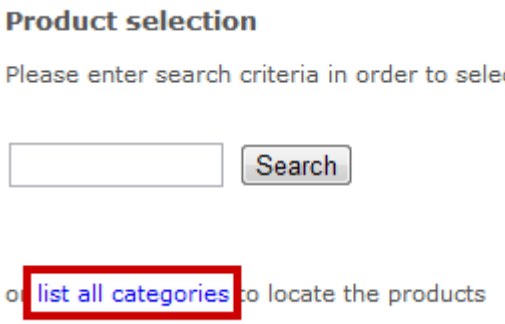
1. Log into the storefront (see Access the Storefront).
2. Select **01 Products** from the main menu to open the Product Menu.



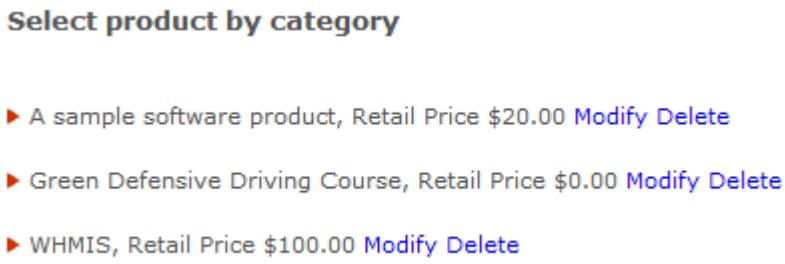
3. Select modify under Products.



4. To view any item added to the storefront, enter a search term, such as the name of the product and then select **Search**. To view an item that is not placed within a category, you need to use the search feature.



5. To view all items within a category select **List all Categories** and then select a category.



Manage Storefront Descriptions

Descriptions may be created by Site Managers, Campus Admins, and Publishers depending on system configuration.

You may add descriptions and images for any product in the system. The description display information about your product to individuals viewing your storefront.

The image below shows an example of a course description.

Transportation of Dangerous Goods

This online course teaches you what you need to know about the transportation of dangerous goods (TDG) in Canada. You will learn about related legislation and the hazard classification system. You will also learn how accidents can happen while transporting dangerous goods and what you should do if there is an accidental release.

There are nine classes of dangerous goods and at the end of this course you will be qualified to handle all of them except Classes 1, 6.2, and 7, which require additional training.



Keeping Your Storefront Neat & Tidy

Consider using short, simple descriptions to allow you to showcase more products on one page without requiring your users to do a lot of scrolling to view your offerings. It is best practice to use images either for all of your products or for none of your products so that store pages look uniform.

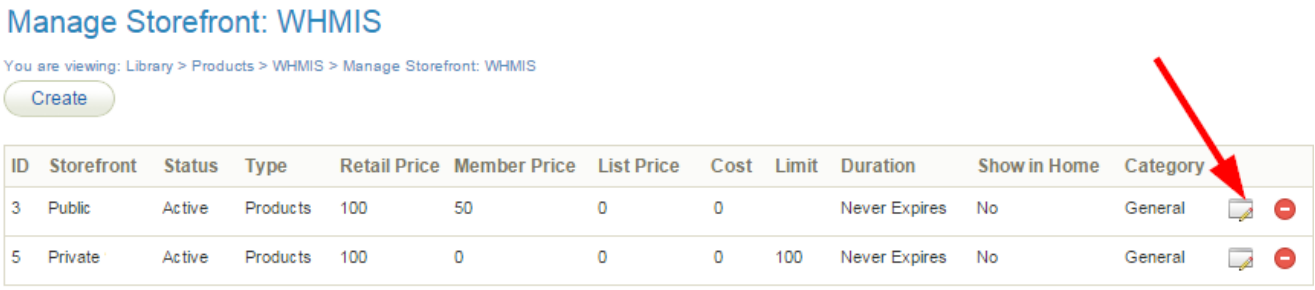
When including images, it is usually preferable to make them all a standard size. Thumbnails used on the category pages are automatically resized to 100 x 100 pixels. Larger images that show up after a customer clicks an item are only standard if you have uploaded them all as the same size. 300 x 300 pixels is a good starting point.

Product Descriptions

1. Log in with a Site Manager account.
2. Select a product to open it.
3. Ensure that the item is already posted to the storefront (see Add Products to Storefront).
4. Select **Storefront** under the properties menu to open the Manage Storefront page.

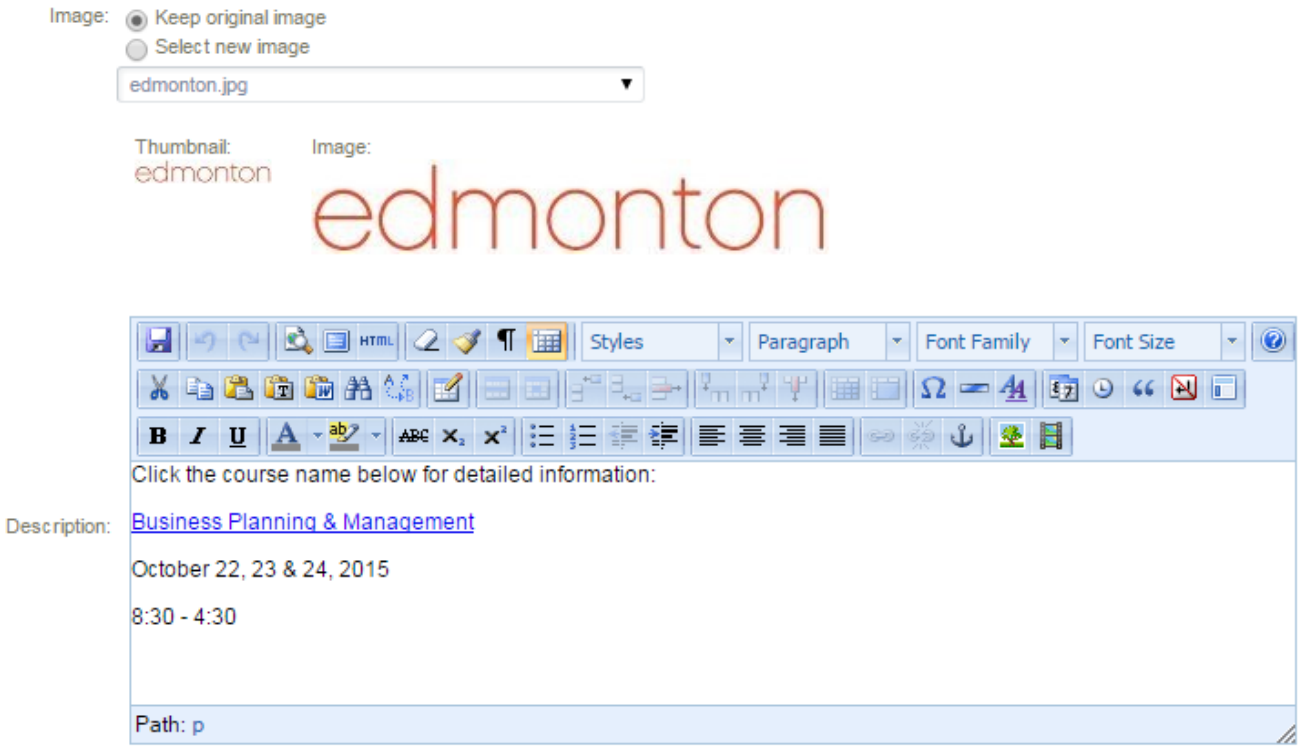


5. Select **Create** or the **Edit Icon** next to the item.



6. Optionally select an image using the drop-down menu to represent the product. You may select any image uploaded to the product's media library.

7. Create or modify the description using the content editor .



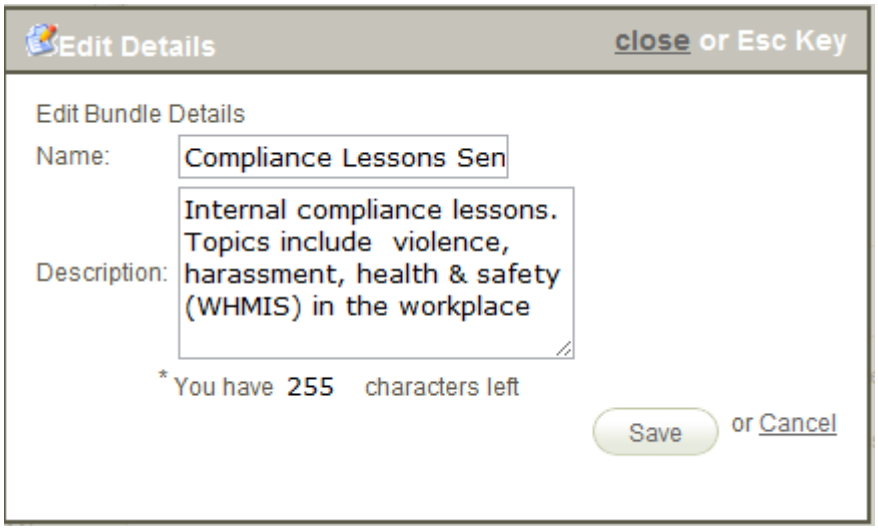
8. Select **Save** when finished.

Best Practises

Product descriptions that are updated directly in the storefront are not reflected within the system. Therefore, it is typically best practice to create and edit the description text within the learning management system itself rather than from the storefront.

Bundle Descriptions

1. Log in with a Site manager account.
2. Navigate to the Manage Bundles page ((see ///Bundles).
3. Select the name of the bundle or **Edit** to open it.
4. Enter a short description into the **Bundle Details**.



5. **Save** when finished.

Bundle Description Limits

Descriptions for bundled courses are more limited than for the individual products in the catalogue. Bundle descriptions are limited to 255 characters.

Manage Storefront Categories

You may find that you wish to add a category or change the name of a category on your storefront. Your storefront items must belong to one or more categories so your customers can easily find what they are looking for.

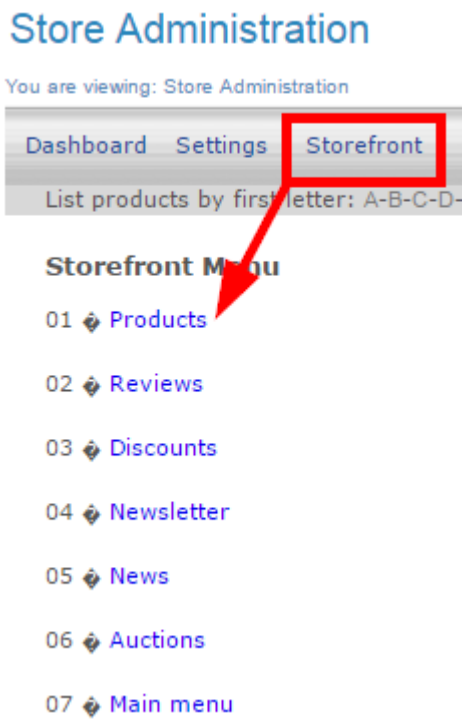


Category Tips

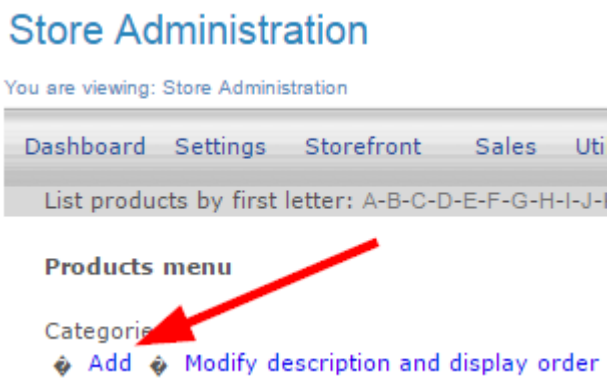
- Categories must be active to be seen on the storefront. Any products within inactive categories will not be seen.
- The storefront will not let you change the name of a category unless there are no products within it. Therefore, you will need to temporarily remove the products within the category or contact a support to change the name for you.

Add a Storefront Category

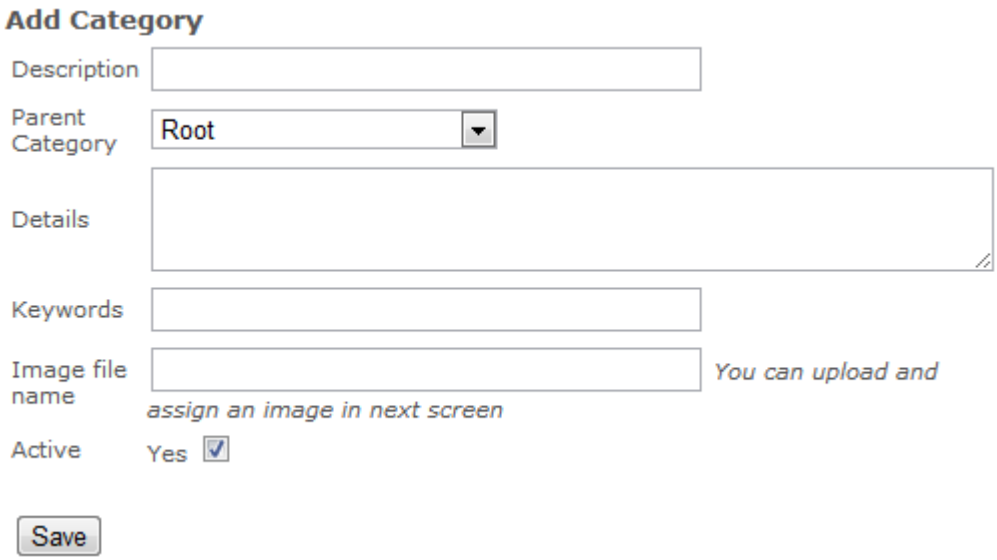
1. Access the Storefront .
2. Select **Storefront** from the main menu.
3. Select **01 Products** to open the Product Menu.



4. Select **Add** under Categories to create a new category.



5. Fill out the **Add Category** form. See the table below for an explanation of the fields on this form.



6. **Save**.

Add Category

Form Fields	**Explanation**
Description	This is the category name that will be displayed in your store when people browse the store by category, together with the category image.
Parent Category	Select root to create a brand new category. Select an available category from the drop-down menu to create a subcategory that belongs to the parent category you select.
Details	Add more information not available in the description field. The text you enter here will show as a detailed view when customers click on the category.
Keywords	Add as many simple terms as you like, each separated by a comma, to help customers using the search tool.
Image File Name	Enter the file name for the category's general image. Make sure that the image has been uploaded first.

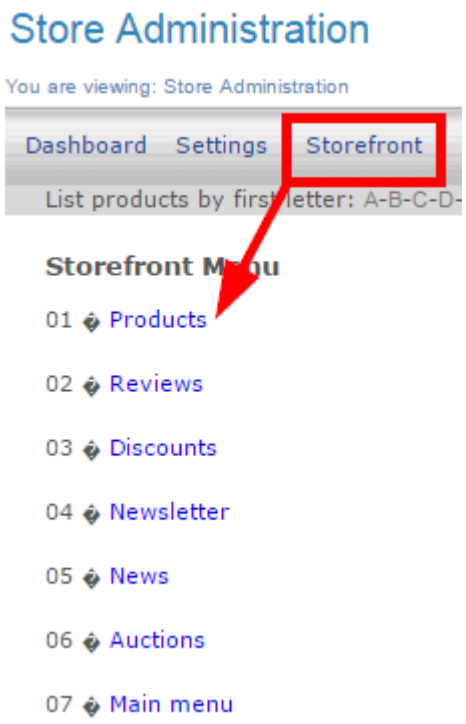
Add Category	
Form Fields	**Explanation**
Active	Select the checkbox to make this category active and visible on your storefront.



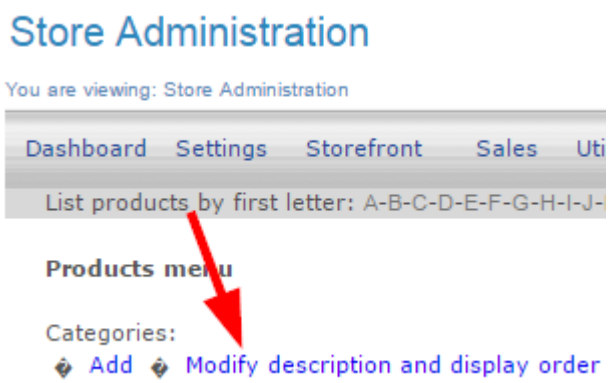
Newly added categories will automatically be populated and available as selections when you post new products to the storefront. The category options are based on the store you select (for clients who have more than one store set up).

Edit a Storefront Category

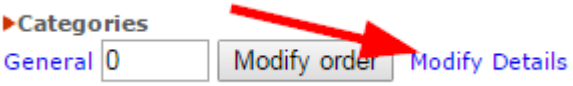
1. Log into the storefront (see Access the Storefront).
2. Select **Storefront** from the main menu.
3. Select **01 Products** from the main menu to open the Product Menu.



4. Select **Modify Description and Display Order** under Categories.

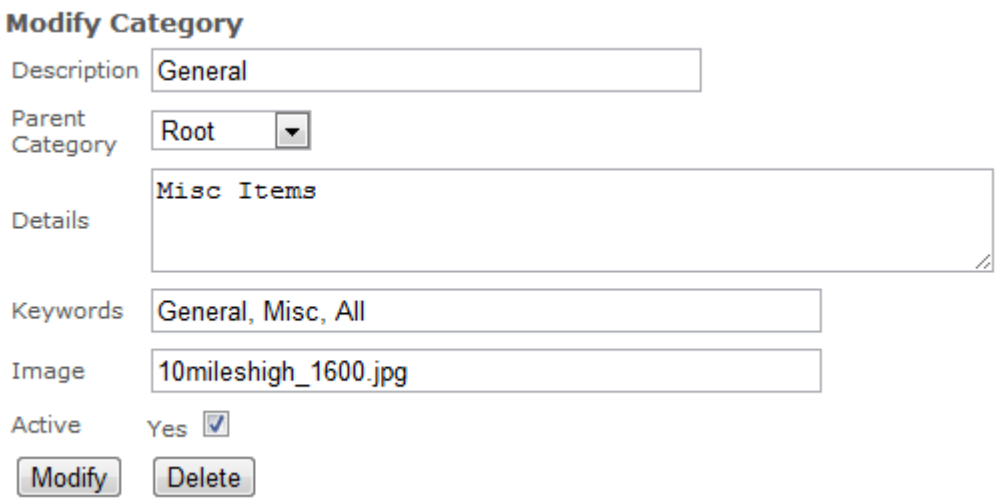


5. Select **Modify Details** next to the category you wish to make changes to.



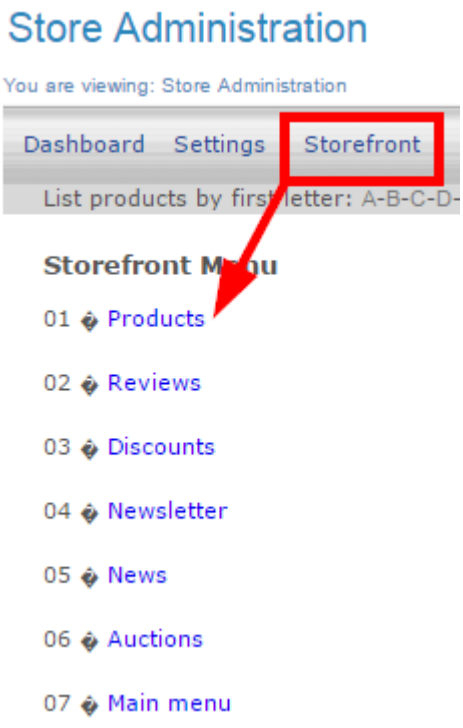
6. Make any changes to the category fields (see Add a Storefront Category).

7. Select **Modify** at the bottom.

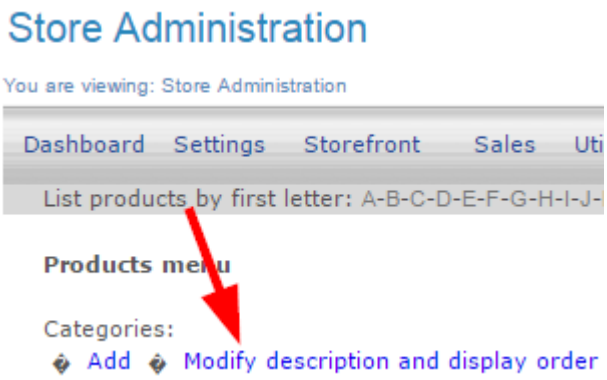


Change Category Display Order

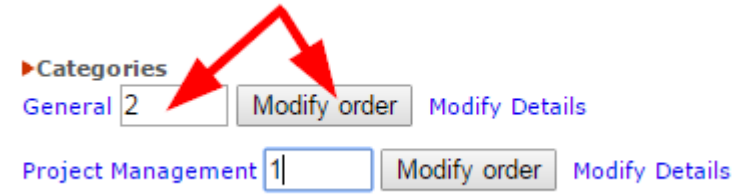
1. Log into the storefront (see Access the Storefront).
2. Select **Storefront** from the main menu.
3. Select **01 Products** from the main menu to open the Product Menu.



4. Select **Modify Description and Display Order** under Categories.

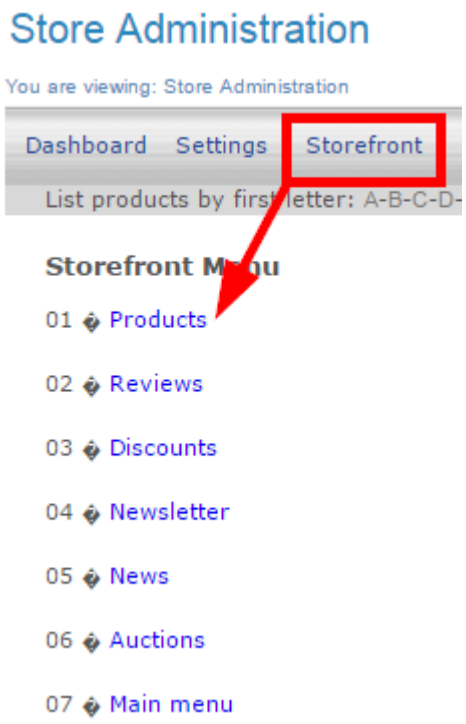


5. Enter a number next to each category. The categories will show on the storefront in numerical order.
6. Select **Modify Order**.

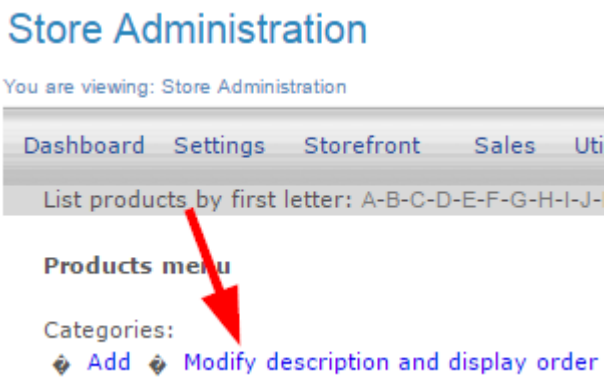


Delete a Storefront Category

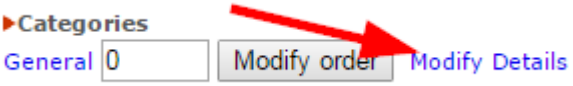
1. Log into the storefront (see Access the Storefront).
2. Select **Storefront** from the main menu.
3. Select **01 Products** from the main menu to open the Product Menu.



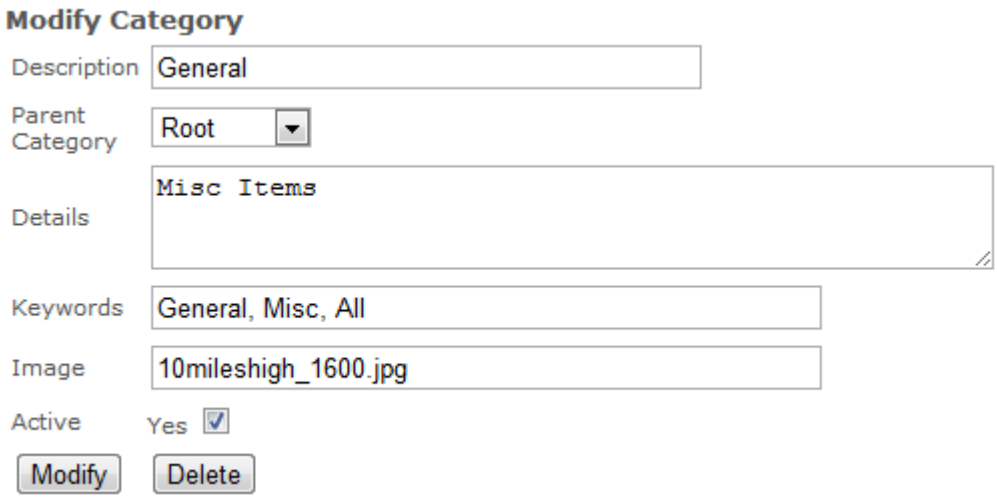
4. Select **Modify Description and Display Order** under Categories.



5. Select **Modify Details** next to the category you wish to delete.



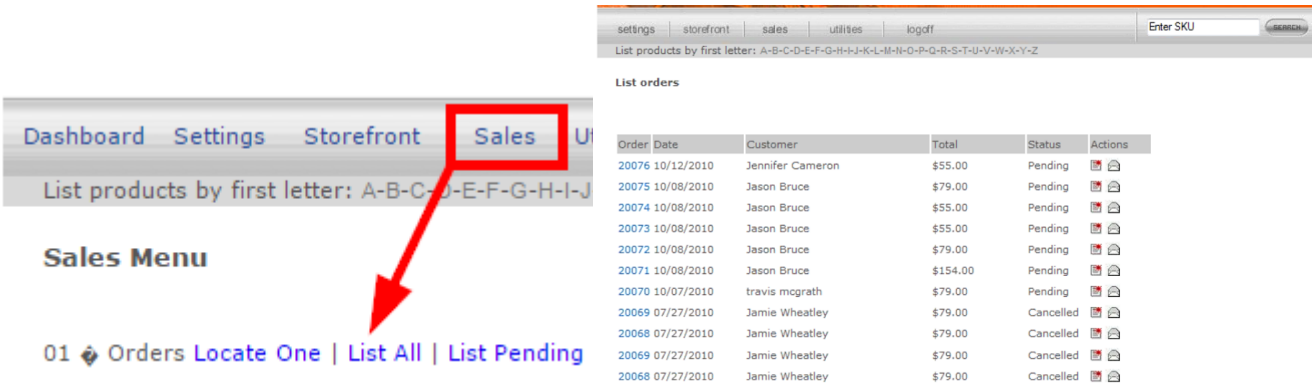
6. Select **Delete** at the bottom of the form.



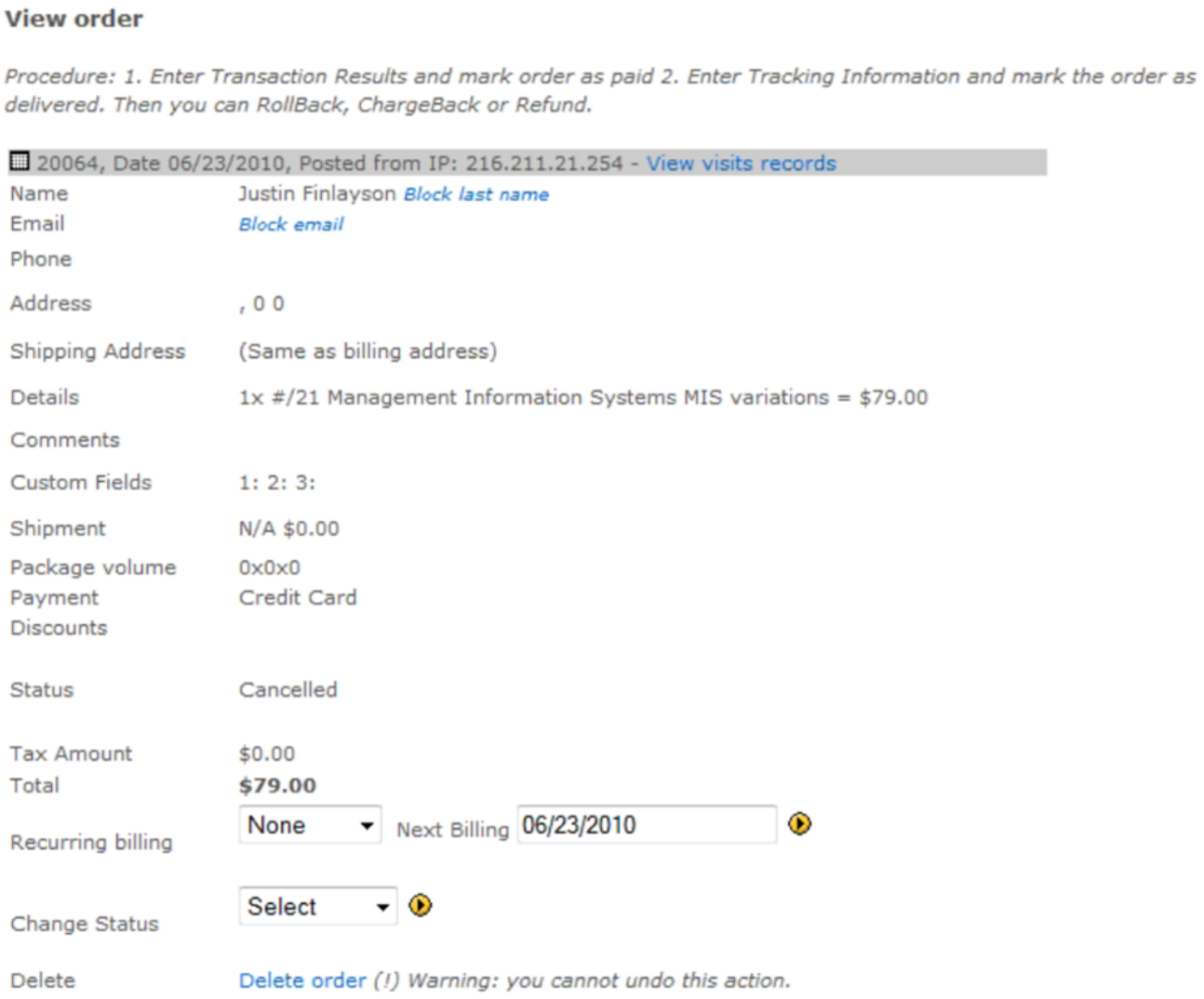
Review Storefront Orders

Your payment gateway (e.g. PayPal or Moneris) will have order information. You may occasionally want to match orders up against a customer's inquiry by comparing against the storefront.

1. Log into the storefront (see Access the Storefront).
2. Select **Sales** from the main menu.
3. Select **List All** to view order numbers, date of transactions, customer name, total purchase amount, and order status (canceled, pending or, paid).



4. Select any **Order** number to review details about the transaction.

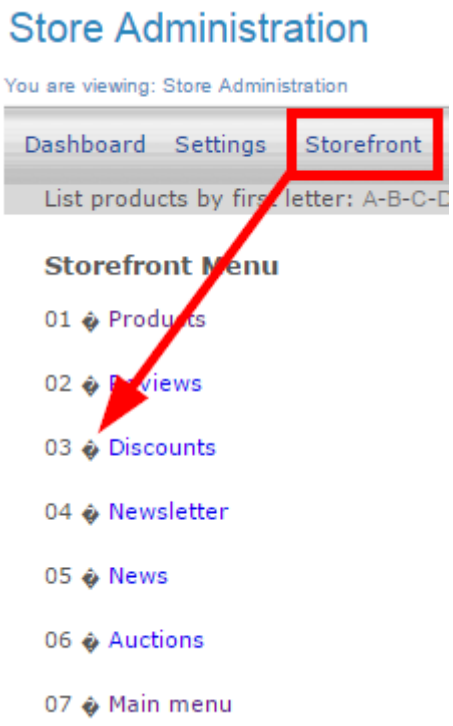


5. Select the **Invoice Icon** to view an invoice for this transaction.
6. Select **Shipping Label Icon** to create a printable shipping label.
7. Select the **Receipt Icon** to print a that can be mailed to the customer.

Storefront Discounts

Site Managers can create a variety of discounts including dollar amount, percentage off, and discounts based on a previous purchase. Creating a discount code allows you to implement a variety of scenarios, such as coupons, gift certificates, corporate discounts, etc. The storefront also supports bulk discounts and automatic discounts based on a user's prior purchase. A few of the more popular discount types are discussed in more detail in this manual. You can also visit the Discounts and Promotions chapter of the Comersus manual (select Store Help from the storefront).

1. Log into the storefront (see Access the Storefront).
2. Select **Storefront** from the main menu.
3. Select **03 Discounts**.



Discount Thresholds

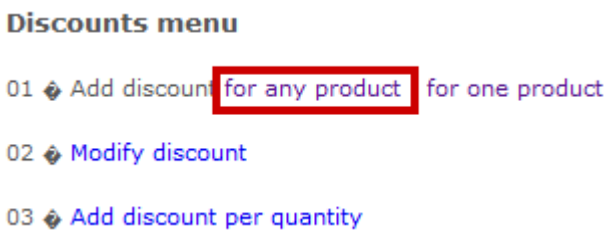
Discount caps may be a combination of one or more of the following options:

- setting the discount as a one-time use
- limiting to a maximum and minimum purchase quantity
- limiting to a maximum and minimum weight (applicable to shippable products)
- limiting to a maximum and minimum total shopping cart value/price

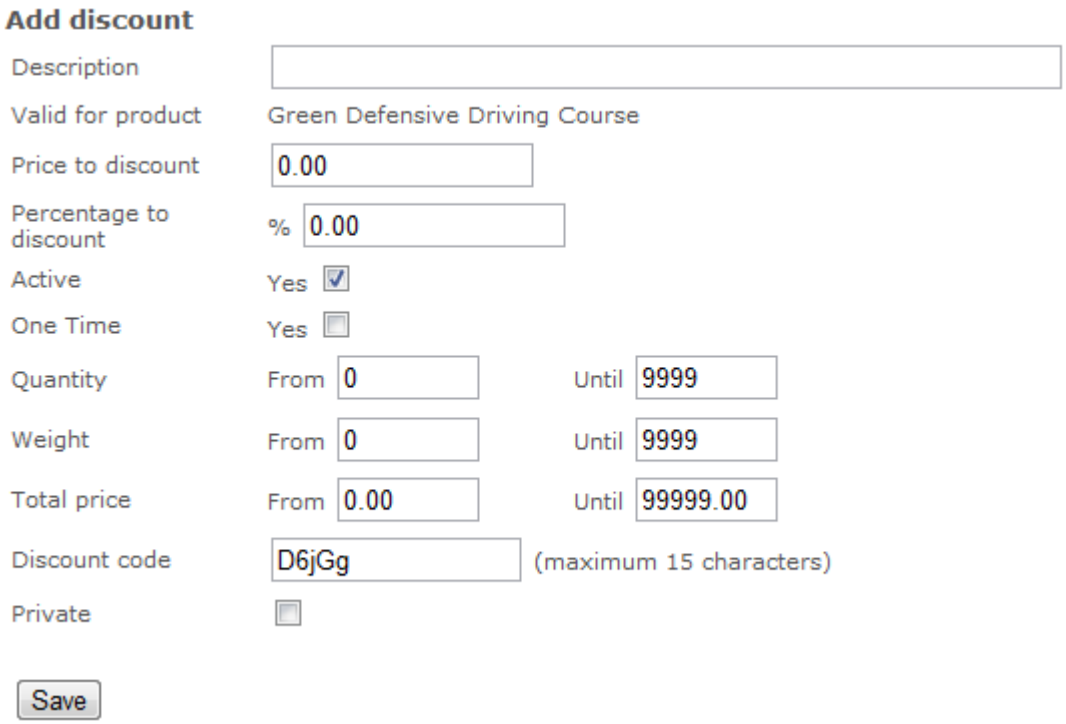
Discount Any Item

Create a discount code to that can be applied to any item in your store.

1. Navigate to Storefront Discounts (see Storefront Discounts).
2. Select **01 Add Discount for Any Product** from the Discounts menu.



3. Fill out the **Add Discount** form. See the table below for an explanation of the fields on this form.



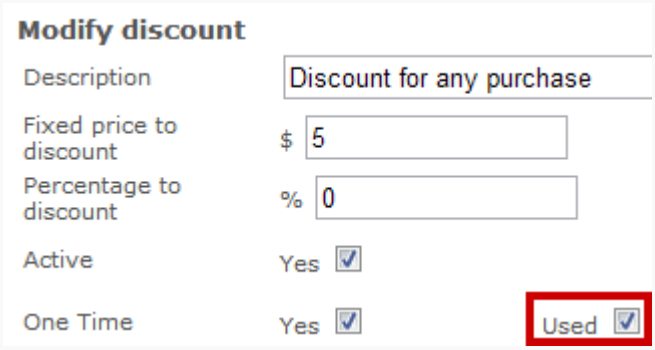
4. Select **Private** if you do not want the discount code to appear on credit card order receipts.
5. **Save**.

Add Discount

Form Fields	**Explanation**
Description	This is the category name that will be displayed in your store when people browse the store by category, together with the category image.
Valid for Product	Select root to create a brand new category. Select an available category from the drop-down menu to create a subcategory that belongs to the parent category you select.
Price to Discount	Add more information not available in the description field. The text you enter here will show as a detailed view when customers click on the category.
Percentage to	Add as many simple terms as you like, each separated by a comma, to help

Add Discount Form Fields	Explanation
Discount	customers using the search tool.
Active	This check box will make this category active and visible on your storefront.
Discount Parameters	The following parameters limit the applicability of the discount. You do not need to specify any of these parameters; they are optional.
• Quantity	You can limit the validity of the discount to orders that fall within a certain quantity range (e.g. between 5 and 10 copies, etc.)
• Weight	Some clients sell physical products which include a weight. The weight can be used to attach shipping fees to an order on checkout.
• Total Price	Here the parameter is the total order amount. Typically, you would set a minimum dollar amount for the purchase and any order under the minimum dollar amount would not receive the discount.
Discount Code	Enter the code that your customers must use to obtain the discount. The code is entered by customers on the checkout page.
Private	This check box allows admins to set certain discount codes as private within the system. A private code means that it will not appear on credit card order receipts.

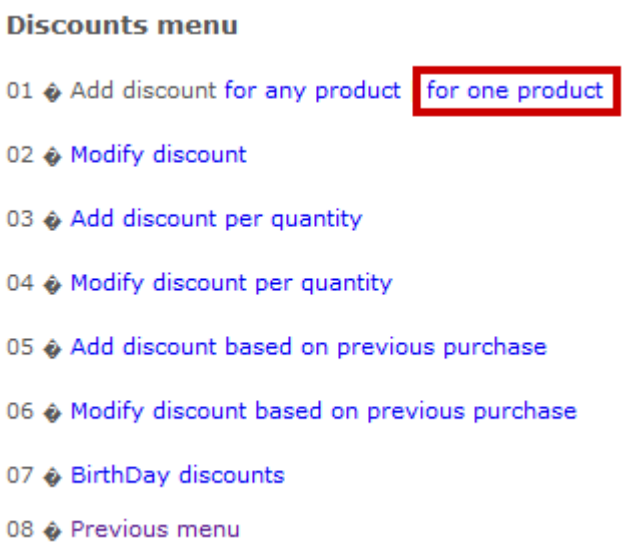
Add Discount	
Form Fields	**Explanation**



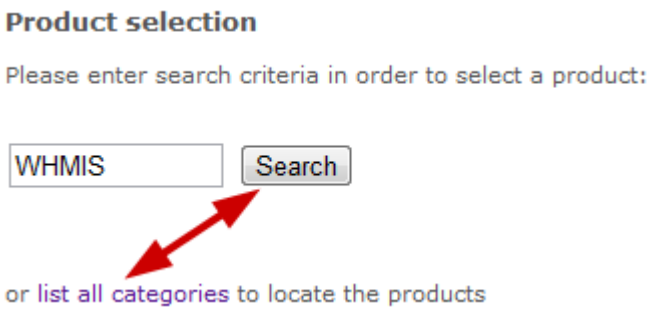
Discount a Specific Item

Create a discount code that can be applied to one specific item in your store.

1. Navigate to Storefront Discounts (see Storefront Discounts).
2. Select **01 Add Discount for One Product** from the Discounts menu.



3. Select the product that you would like to apply quantity the discount to. You can do this by typing the name into **Search** or selecting **List all Categories**.

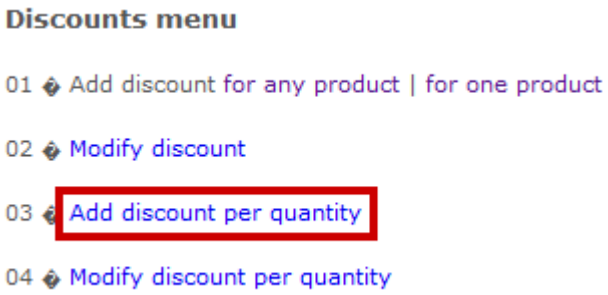


4. Fill out the **Add Discount** form (see step 5 of Discount Any Item).
5. **Save**.

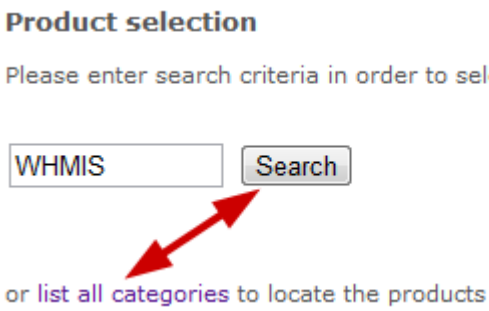
Bulk Discounts

Creating discounts based on quantity gives you the ability to charge a lower price as the quantities go up on specific items, both with your retail and wholesale customers. The correct price is automatically calculated when the item is added to the shopping cart.

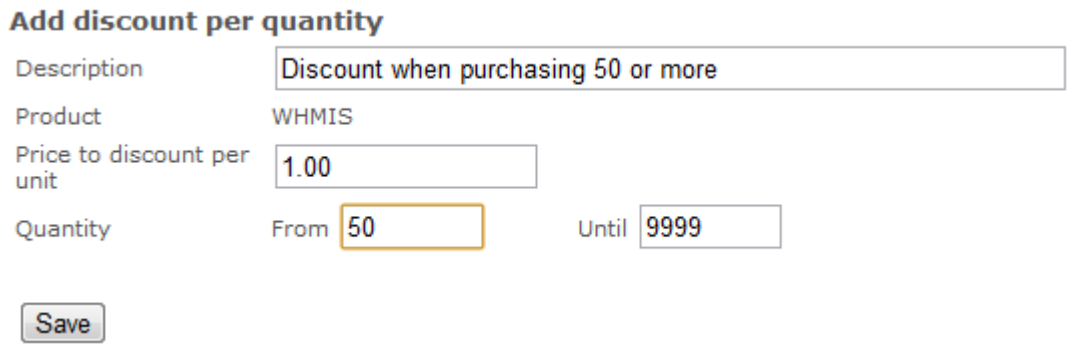
1. Navigate to Storefront Discounts (see Storefront Discounts).
2. Select **03 Add Discount per Quantity** from the Discounts menu.



3. Select the product that you would like to apply quantity the discount to. You can do this by typing the name into **Search** or selecting **List all Categories**.



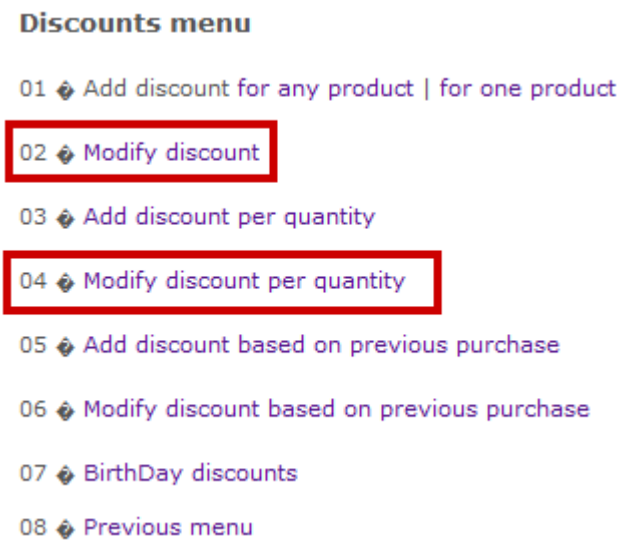
4. Fill out the **Add Discount per Quantity** form.



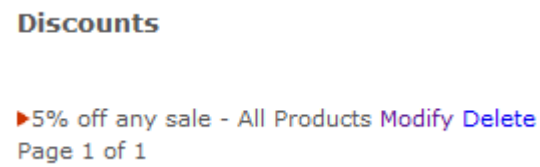
5. Use **Quantity** to define the minimum and the maximum number of items that must be purchased to obtain this discount.
6. **Save**.

Edit or Delete Discounts

1. Navigate to Storefront Discounts (see Storefront Discounts).
2. Select **02 Modify Discount** or **04 Modify Discount Per Quantity** as appropriate from the Discounts Menu.



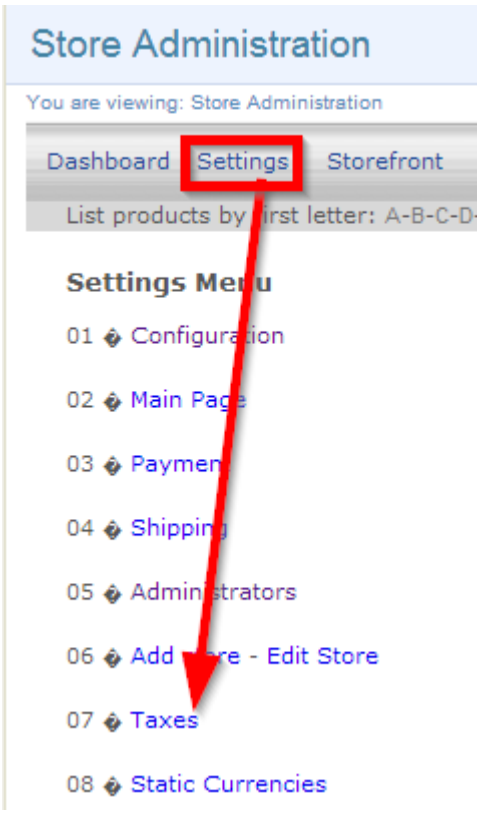
3. Locate the product that you would like to edit or delete from the list of Discounts shown.
4. Choose to Modify or Delete the discount.



Define Storefront Taxes

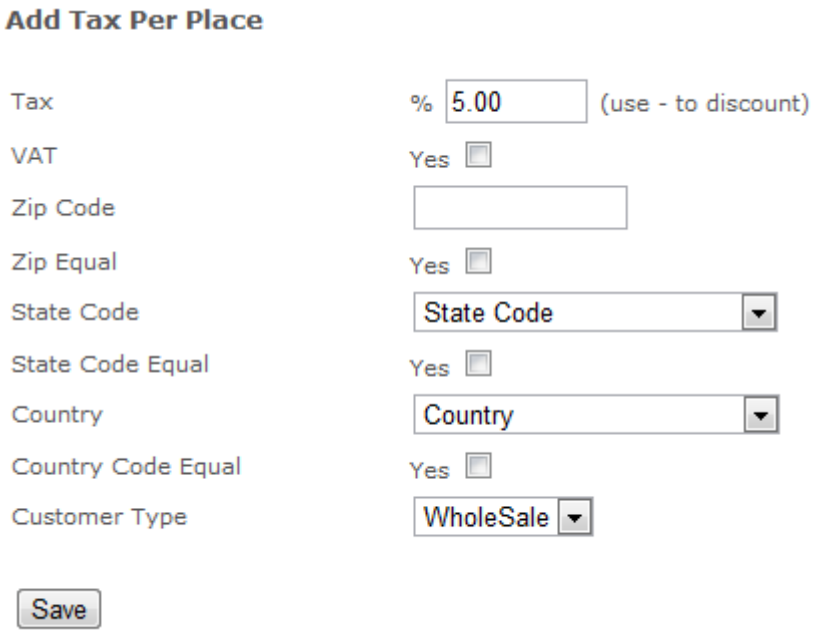
Each of our eCommerce clients will need to set up their taxes based on their business practices. Sencia does not set up taxes for our clients since a client's own accounts department knows best how to properly set taxes up. What follows are some directions for common set up situations, but you will need to contact your company's accounting department to determine what taxes you need to have set up to comply with your tax laws.

1. Log into the storefront (see Access the Storefront).
2. Select **Settings**.
3. Select **07 Taxes** from the Settings menu.



4. Select **Tax per Place** or **Tax per Product** from the taxes menu.
5. Complete the form. See the table below for an explanation of the fields on this form.

   You must set up a separate tax form for each country, province/state and customer type needed by your storefront. See the table below for an explanation of the fields on this form.





6. **Save**.

Tax Form Fields	Explanation
Product	The system automatically populates this field for the product that you have selected to tax.
Tax	Enter the percentage of the purchase to tax. 15.00 would be 15%. Make sure to check the VAT checkbox to activate it.
Zip Code	Define the geographic limitation of this tax by entering a zip code or postal code. Make sure to check the zip equal checkbox to activate it. Take care if you have already set up a zip code tax in another rule.
State Code	To apply a state-wide/province-tax, use the drop-down to select the state/province. Make sure to check the state code equal checkbox to activate it. Take care if you have already set up a state tax in another rule.
Country	To apply a country-wide tax, use the drop-down to select the country. Make sure to check the country code equal checkbox to activate it. Take care if you have already set up a country tax in another rule.
Customer Type	Many of our clients have more than one customer type (e.g., members and non-members). Use the drop-down menu only if you have more than one type. You will need to set up a separate tax for each, even if they are taxed exactly the same way.



Taxes are Based on Customer Location

The storefront applies taxes based on the customer's location, not based on where the products are being offered from (i.e. the physical location of your campus).

Combining Taxes

The various tax setup rules you create up will combine with each other and affect customers who meet the criteria of multiple tax rules. What follows are some examples of tax setups and their effects on customers.

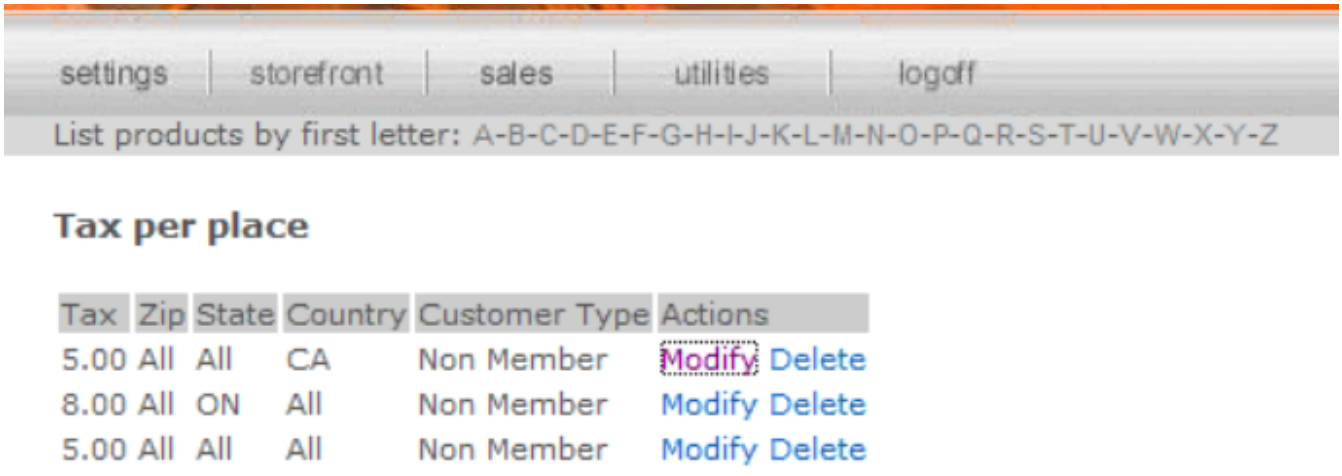
Blanket Tax

The example below shows that a 5% is applied, no matter where your wholesale member customer lives. There is no regional tax rule setup for the zip code, state or country.

Multiple Regional Tax Rules

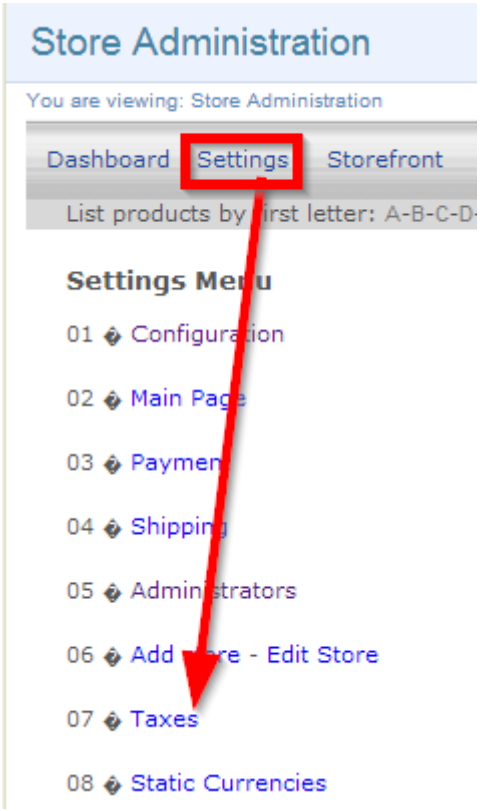
The example below shows all of the rules set up for Non-Member customers.

- A Non-Member customer living anywhere outside of Canada would pay 5% tax (line 3).
- A Non-Member customer living within Canada (country code CA) would pay 5% tax and an additional 5% for living anywhere (line 1).
- A non-member customer living in Ontario would pay 5% tax for being in Canada, an additional 8% for living in Ontario (state code ON) and an additional 5% for living anywhere (line 2).



Edit or Delete Taxes

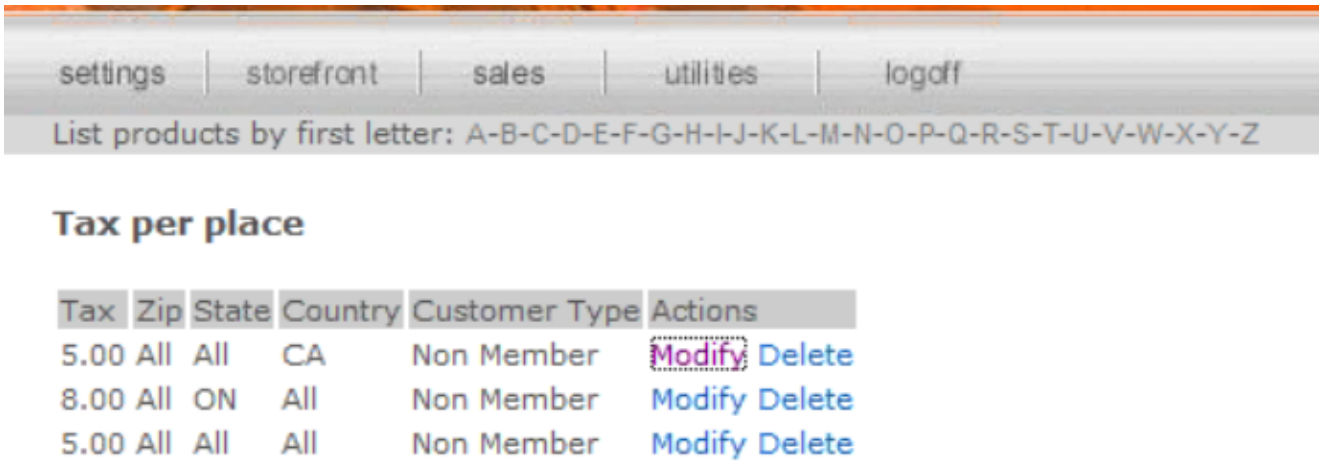
1. Log into the storefront (see Access the Storefront).
2. Select **Settings** from the main menu.
3. Select **07 Taxes** from the Settings menu.



4. Select **02 Modify Tax per Place** or **02 Modify Tax per Product**.



5. Next to the relevant tax, select **Modify** to make edits or **Delete** to remove the tax.

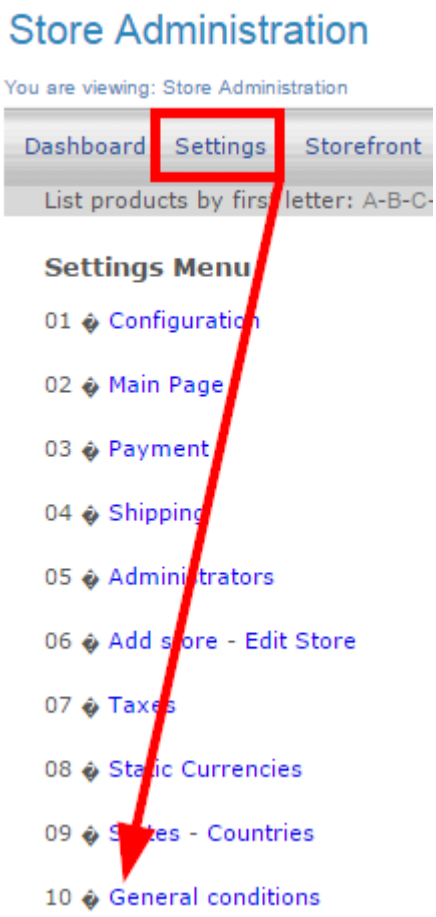


6. **Save.**

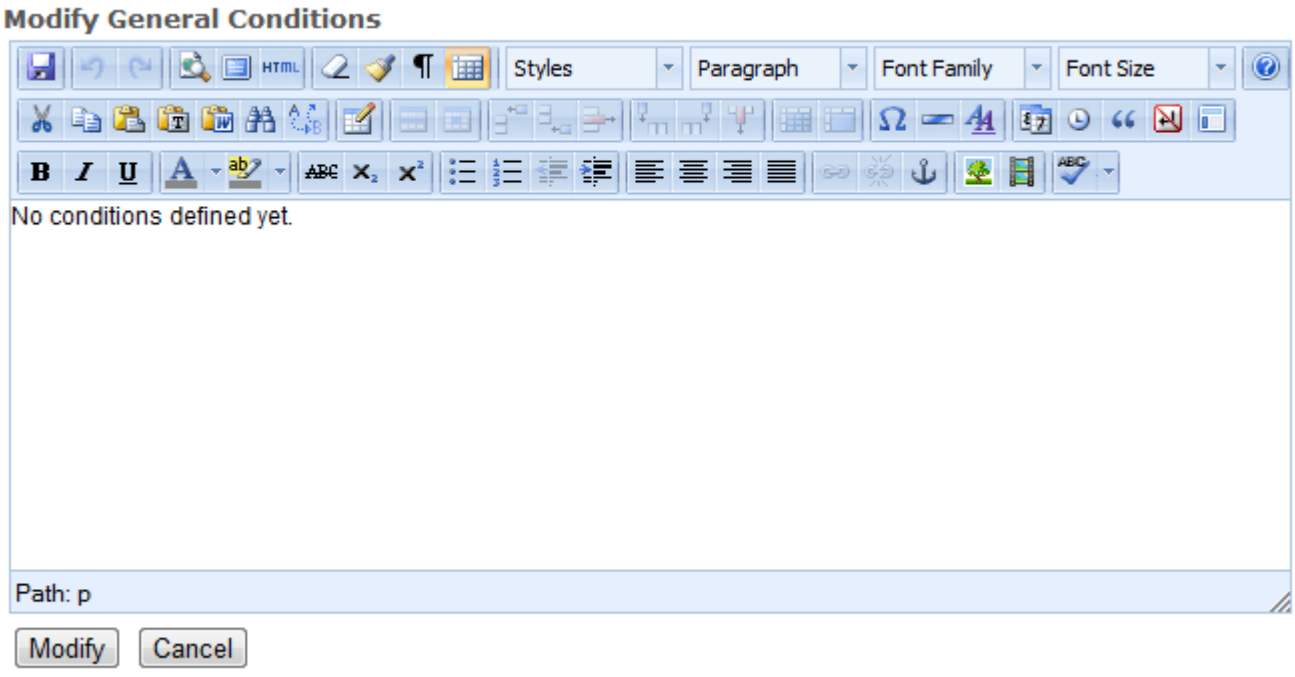
Sales Terms and Conditions

Sales terms and conditions are setup when your system goes live, however, you may find that you want to make updates over time. Clients may want to involve their accounting department or legal departments. Sales terms and conditions are presented to your customers on their final receipt screen during checkout. They will get a screen listing their purchases, taxes, payment option and pricing that they must confirm. This confirmation also agrees them to the terms and conditions.

1. Log into the storefront (see Access the Storefront).
2. Select **Settings** from the main menu.
3. Select **10 General Conditions** from the Settings menu.



4. Use the content editor to create your terms and conditions. You can use a bit of HTML on this screen when creating the content if desired.



5. **Save** or **Modify**.

Comersus Reports

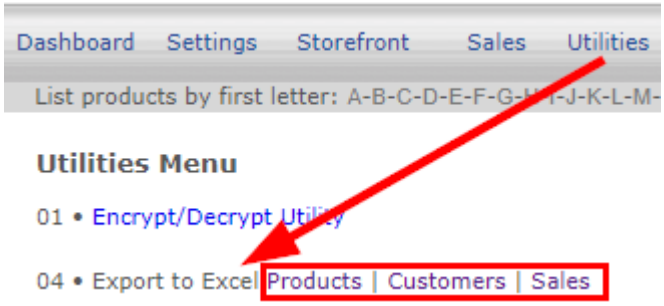
The Comersus storefront has several reports available. You can **filter** reports per date or per product depending on the report. Some reports will show charts that can be seen when using a modern web browser.

> **Report Errors**
>
> Some Comersus reports only get data from paid or delivered orders and that is why you can get an error message “not enough information to create reports."

Excel Reports

The following reports can be run from the Comersus storefront itself and can be exported to Excel format.

1. Log into the storefront (see Access the Storefront).
2. Select **Utilities** from the main menu.
3. Select the name of a report from **04 Export to Excel.**



4. You can **filter** reports per date or per product depending on the report.

Products Report

This report generates a list of storefront products with their retail and wholesale prices and stock quantities. Access this report via the storefront Utilities menu: Utilities > 04 Export to Excel > Products.

Customers Report

This report generates a list of all of the accounts created via the storefront registration page with their first name, phone, email, and address. Access this report via the storefront Utilities menu: Utilities > 04 Export to Excel > Customers.

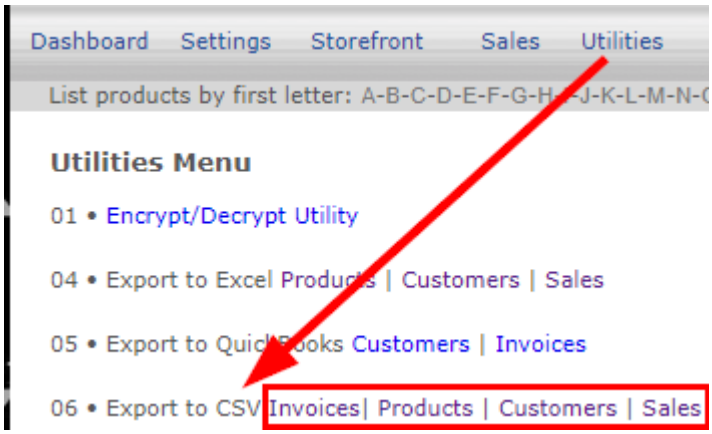
Sales Report

Access this report via the storefront Utilities menu: Utilities > 04 Export to Excel > Sales.

CSV Reports

The following reports can be run from the Comersus storefront itself and can be exported to Excel format.

1. Log into the storefront (see Access the Storefront).
2. Select **Utilities** from the main menu.
3. Select the name of a report from **06 Export to CSV.**



4. You can **filter** reports per date or per product depending on the report.

Invoices Report

This report generates an historical list of all purchases including contact information, location, prices paid, discount code used, and method of payment. Access this report via the storefront Utilities menu: Utilities > 06 Export to CSV > Invoices.

Products Report

This report is an ad hoc product report that lets you select which fields you want to report on. Access this report via the storefront Utilities menu: Utilities > 06 Export to CSV > Products.

Customers Report

This report generates a list of all of the accounts created via the storefront registration page with their first and last name, phone, email, address, and the company they indicated on their registration form. Access this report via the storefront Utilities menu: Utilities > 06 Export to CSV > Customers.

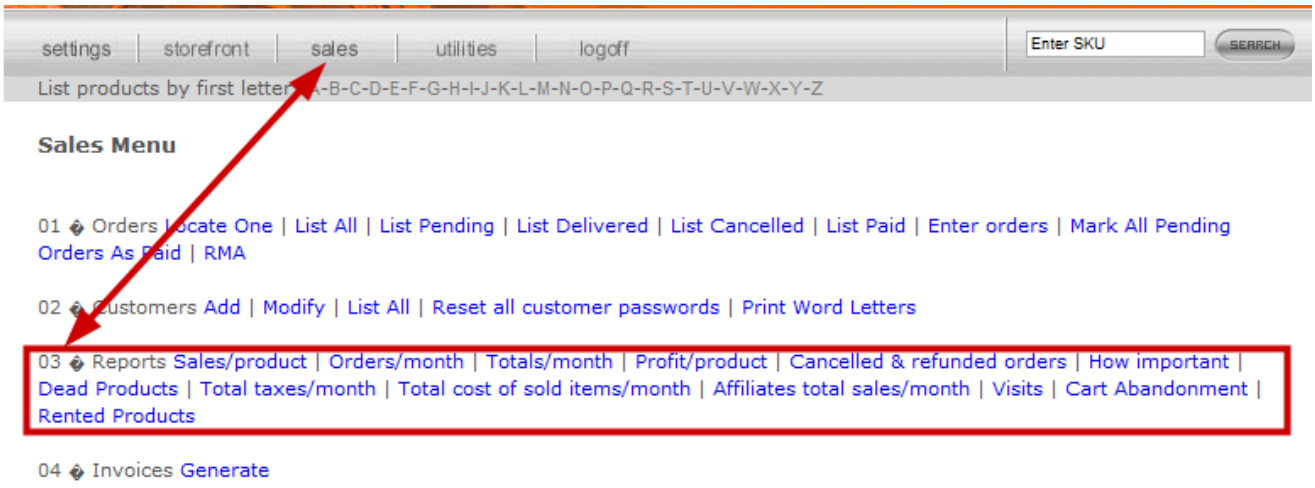
Sales Report

This report lists every product and the number of visits versus number of sales of each product. Access this report via the storefront Utilities menu: Utilities > 06 Export to CSV > Sales.

Sales Menu Reports

The following reports can be run from the Comersus storefront itself. These reports are on screen only and do not offer an export option.

1. Log into the storefront (see Access the Storefront).
2. Select **Sales** from the main menu.
3. Select the name of a report from **03 Reports.**



Sales/Product Report

This report lists every product and the number of visits versus number of sales of each product. It can be filtered to show results from specific categories.

- Access this report via the storefront Sales menu: Sales > 03 Reports > Sales/product.
- A similar unfilterable exportable version of this report can be found under Utilities > 06 Export to CSV > Sales.

Orders/Month Report

This report lists the number of orders received for a selected year broken down by month. Access this

report via the storefront Sales menu: Sales > 03 Reports > Orders/month.

Totals/Month Report

This report lists the total sales income for a selected year broken down by month. Access this report via the storefront Sales menu: Sales > 03 Reports > Totals/month.

Profit/Product

This report lists the historical profit for each product as well and a combined Total Profit. It can be filtered to show results from specific categories. Access this report via the storefront Sales menu: Sales > 03 Reports > Profit/product.

Cancelled and Refunded Orders

This report shows the total number of orders cancelled and refunded for a selected year. A specific month can also be selected. Access this report via the storefront Sales menu: Sales > 03 Reports > Cancelled and refunded orders

How Important

This report shows sales information for a selected product in order to illustrate how that product is performing on your storefront. Access this report via the storefront Sales menu: Sales > 03 Reports > How important. The details include:

- Total sold
- Quantity sold
- Total Sold - Total Cost (Profit)
- Product stock
- Percentage of the total sold

- Percentage of the quantity sold
- Percentage of the total sold-total cost (Revenue)
- Percentage of the total stock at this moment

Dead Products

This report indicates which products have no sales, which products have no visits, and which products have neither sales nor visits. Products without visits do indicate the number of sales and products without sales do indicate the number of visits. Access this report via the storefront Sales menu: Sales > 03 Reports > Dead products.

Total Taxes/Month

This report shows the total taxes collected for a selected year broken down by month. Access this report via the storefront Sales menu: Sales > 03 Reports > Total taxes/month.

Total Cost of Sold Items/Month

This report shows the total cost of sold items for a selected year broken down by month. Access this report via the storefront Sales menu: Sales > 03 Reports > Total cost of sold items/month.

Affiliates Total Sales/Month

This report shows the total sales and commissions of store front affiliates for a selected year broken down by month. Access this report via the storefront Sales menu: Sales > 03 Reports > Affiliates total sales/month.

Visits

This report shows the number page loads and unique visits for a selected date range. The report can

be run per day, month, or year Access this report via the storefront Sales menu: Sales > 03 Reports > Visits.

Cart Abandonment

This report shows products that were added to the shopping cart before leaving the webpage, but were not purchased. The report only shows this information for the current day. Access this report via the storefront Sales menu: Sales > 03 Reports > Cart abandonment.

Rented Products

This report lists any products that have been rented. Access this report via the storefront Sales menu: Sales > 03 Reports > Rented products