



axis vMerchant

ECOMMERCE SOFTWARE

Feature Guide



Welcome to the axis vMerchant Feature Guide

A comprehensive guide describing the range of facilities available with axis vMerchant.

Please note that some of the facilities described may:

- incur additional cost
- require additional axis diplomat modules
- be incorporated into a new website at the time of building at no additional cost but incur additional cost when adding to an existing site
- rely on 3rd party providers

All information contained within this guide is correct at the time of writing but all software is subject to change without notification. E & O E.

Contents

1. Overview	6	5. Product Catalogue	21
1.1. Trade (B2B) and Retail (B2C) Operation	7	5.1. eBusiness Catalogues	21
2. Website Design & Build Options	8	5.1. Grid View and List View	23
2.1. axis vMerchant Express	8	5.2. Product Filters	24
2.2. axis vMerchant Professional	9	5.3. Predictive Searching	25
2.3. Comparison	11	5.4. Search Dictionary	27
3. Web Design	12	5.5. Pricing	28
3.1. Responsive Design	13	5.5.1. Case Pricing	28
3.2. Brand Development	14	5.6. Images & Media	29
4. Search Engines & Marketing	15	5.6.1. Image Categories	29
4.1. Always Encrypted Operation	15	5.6.2. Image Resizing	30
4.2. Sitemap Page	15	5.6.3. Image Watermarking	31
4.3. Sitemap XML	15	5.6.4. Video	31
4.4. URL Re-writing	16	5.6.5. Downloadable Files	32
4.5. Tools to offer quality content and services	16	5.7. Stock Lines	33
4.6. Google Analytics	17	5.8. Custom Stock Data	34
4.7. Meta Data	17	5.9. 3 rd Party Rich Stock Data	34
4.8. Microdata	19	5.10. Equipment Compatibility	35
4.9. OG Tags	19	5.11. Superseded Stock	36
4.10. On-going SEO and Analytics	20	5.12. Pick 'n' Mix	37
4.11. Google Shopping	20	6. Merchandising	38
4.12. Affiliate Advertising	20	6.1. Highlighted Products	38
4.13. Referrer Tracking	20	6.1.1. Special Offers, Featured Items, Best Sellers	38
		6.1.2. Most Recent Additions	41
		6.1.3. Recently Viewed Items	41

6.2.	Cross-Sells & Optional Extras	42	8.2.	Change Contact Details	53
6.3.	Stock Availability	43	8.3.	Change Contact Preferences	53
6.4.	In Stock Notifications	44	8.4.	Order History	54
6.5.	Banners	44	8.5.	Recently Purchased Products	55
6.6.	Promotional Vouchers	45	8.6.	Transaction History	56
6.7.	Customer Vouchers	45	8.7.	Favourites	57
6.8.	Free Gift	45			
6.9.	Reviews	46	9.	B2B (Trade) Functionality	58
6.10.	Online Help / Live Chat	46	9.1.	Pricing	58
6.11.	Mailing List Subscribe/Unsubscribe	46	9.2.	Additional My Account Functionality	58
6.12.	Stockists	47	9.2.1.	Contract Order Form	59
7.	Checkout	48	9.2.2.	Statement of Account	60
7.1.	Retail Checkouts - Quick Checkout vs Registration	48	9.2.3.	PDF Invoice/Credit Notes	61
7.2.	Trade Checkouts	48	9.2.4.	Pay Outstanding Invoices	61
7.3.	Payment Methods	49	9.2.5.	Order Upload (CSV file)	61
7.3.1.	Credit/Debit Card Processing	49	9.3.	eProcurement	62
7.3.2.	PayPal	50	10.	International Trade	63
7.3.3.	Other Payment Methods	50	10.1.	Multi-Currency	63
7.3.4.	PCI Compliance and Data Security	50	10.2.	Multi-Lingual	63
7.3.5.	Tokens	50	10.3.	VAT	64
7.4.	Delivery Options	51	10.3.1.	Retail & Multiple VAT Registrations	64
7.4.1.	Delivery Areas	51	10.3.2.	Trade & Conditional VAT Destinations	65
7.4.2.	Delivery Service Classes	51	11.	axis vMerchant Licensing	66
7.4.3.	Delivery Charges	51	12.	Pre-requisites & Considerations	67
7.5.	Loqate (formerly PCA Predict and Postcode Anywhere)	52	12.1.	Static IP Address	67
8.	My Account Functionality	53	12.2.	SSL Certificate	67
8.1.	Change Password	53			

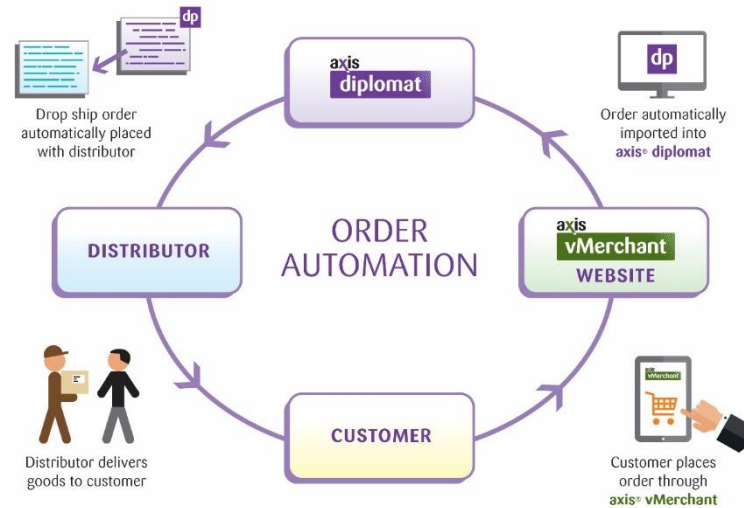
13. Compatibility	68
13.1. Browser Compatibility	68
13.2. JavaScript	69
Appendix A Feature Availability	70

1. Overview

axis vMerchant is designed to provide eCommerce solutions for both B2C (retail) and B2B (trade) with unparalleled levels of integration to our ERP software, axis diplomat.

Building on axis vMerchant, we offer a full range of web-based services, including web design, brand development and email template designs.

All software development is carried out by the axisfirst in-house team of Software Engineers at our Head Office in Bridgwater, Somerset whilst Customer Services are provided from both the Bridgwater office and our Regional Office in Bromsgrove, Worcestershire.



an example of a fully automated operation using axis diplomat and axis vMerchant

In essence, axis vMerchant works as follows:

- Product information (descriptions, categories, prices, pictures, etc.) is automatically published to your website from your axis diplomat Stock Ledger. Stock availability is also updated in real-time.
- Customer-Specific information (pricing, order history, current statement, login credentials, etc.) is automatically published from your axis diplomat Sales Ledger.
- Orders placed on your website are automatically imported into your axis diplomat Sales Order Processing module, exactly as if you had entered them yourself, except the customer has done the work for you!

All pricing models supported by axis diplomat are replicated on the website, so if you offer specific customers agreed net prices, or if you have a complex discounting structure, quantity break pricing or currency pricing, this is all supported by axis vMerchant.

The basic principle is if the right price is produced by the system when you enter an order for a customer using axis diplomat then the right price will be displayed when that customer logs in to your website.

In a B2C environment, where typically no one is logging in, you can also offer web-specific pricing using any of the special pricing models available within axis diplomat.

The true elegance of the axis vMerchant solution is that none of this information needs to be entered twice since it is all automatically published to the website from your axis diplomat system; when you update a price on your stock ledger, that price will be automatically updated on your website.

1.1. Trade (B2B) and Retail (B2C) Operation

An axis vMerchant website may be trade, retail or both. For trade websites, you have the option of hiding all pricing and/or availability information but still listing products; a "login to buy" link can replace the standard buy button on the site.

Since you can run multiple websites from a single axis diplomat system, you also have the option to run separate B2B and B2C sites, potentially using completely different trading identities. This can be useful to avoid any perceived conflict of interest with your trade customers!

2. Website Design & Build Options

We offer two options for clients looking for an axis vMerchant eCommerce website:

2.1. axis vMerchant Express

axis vMerchant Express uses a standard tried-and-tested conventional layout for the pages of a website - the site can be configured for the required functionality within certain parameters but flexibility over the design of the site is generally limited to colours, graphics and fonts.

Configuration options within axis vMerchant Express do, however, give you a significant level of control over the functionality of the site, such as:

- Enable or Disable the "Show Pricing VAT Inclusive/Exclusive" switch.
- Enable or Disable "Buy Again" functionality.
- Choose from a number of options on how price savings are displayed.
- Decide whether credit status warnings are shown when trade account customers log in.

You also have the ability to amend all text used on the site. For example, if you prefer, you can:

- Change your site to refer to a "Shopping Cart" throughout, rather than a "Shopping Basket".
- Change "Favourites" to "Wish List".
- Use the product's highlighted item flag "Featured Item" to display as "What's New This Season".

Our standard demonstration axis vMerchant website is built using axis vMerchant Express:

- <https://egpl.axisfirst.co.uk/>

Other example designs, illustrating the range of layouts and 'look and feel' possible with axis vMerchant Express can be found at:

- <https://www.axisfirst.co.uk/web/vmerchant/express/gallery>

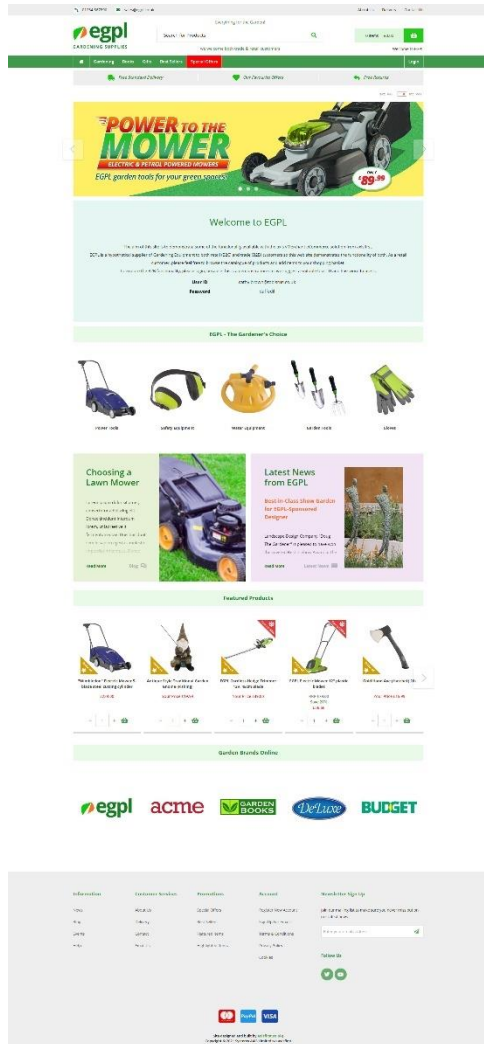
2.2. axis vMerchant Professional

The alternative to using an "off-the-shelf" site is to build a unique custom design from scratch. This is ideal where a very particular look and/or specialised functionality is required.

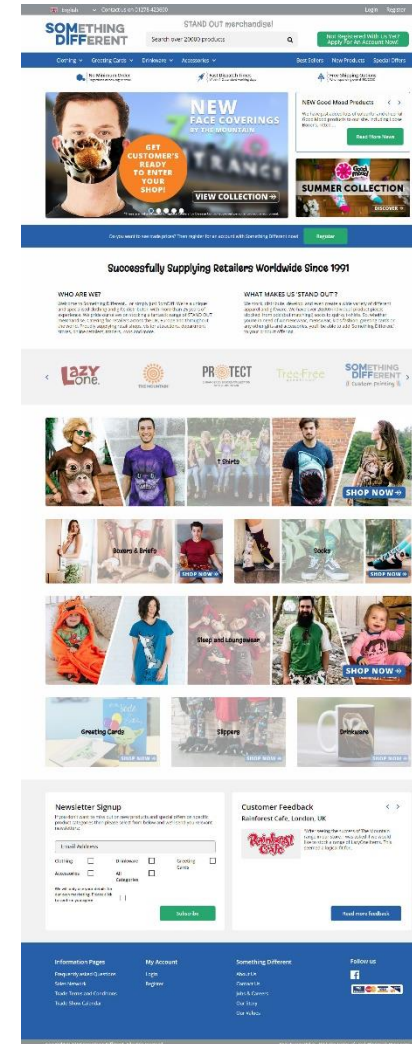
Examples of customer's websites that feature in our Portfolio that are bespoke and built using axis vMerchant Professional include:

- <https://www.dunoonmugs.co.uk/>
- <https://www.somdiff.com/>
- <https://www.wildthingsgifts.com/>





axis vMerchant Express



axis vMerchant Professional

2.3. Comparison

Typically, more than 90% of the cost of building a website is made up of labour - doing it well is invariably a time-consuming process! Naturally, a bespoke solution involves significantly more time than an off-the-shelf solution and so this will be reflected in the cost.

axis vMerchant Express, however, is more limited in terms of the flexibility of how the web pages are laid out and the functionality provided. For example, if you decide that you do not want the Search box positioned where it is in the header then you cannot change this but with a bespoke solution, anything is possible!

When adding commissioned new functionality to axis vMerchant Express, it is invariably more expensive than with a bespoke website - changes have to be made in such a way that they do not adversely affect other users of the same platform. This means the extensions themselves are more complex and the testing regime is far more involved as changes need to work in conjunction with functionality that may not even be in use on your own site.

New developments, however, that are released for axis vMerchant Express, are generally made available to anyone using that platform - some developments are rolled out as standard whereas others are added as an option that can be simply enabled on demand. For any new functionality to be made available to a bespoke website, there will almost always need to be some development work done.

axis vMerchant Express	Pros	Lower initial outlay Access to new standard facilities that are made available from time to time
	Cons	Limited flexibility over page layout and functionality Higher cost of commissioned modifications
axis vMerchant Professional	Pros	Unlimited flexibility of design and functionality Easier modifications in future
	Cons	Higher initial build cost No automatic release of new features

3. Web Design

For those taking the bespoke route using axis vMerchant Professional, the design for each axis vMerchant site starts as a blank sheet of paper and it can look how you want it to look! Our designers are well versed in the current trends and best practice for eCommerce websites and can advise on the best layout but ultimately the design can be driven by you - it is your website!

For those taking axis vMerchant Express, the design process is essentially the same but our designer's flexibility is simply more limited.

The typical design process is as follows:

- One of our designers will contact you to discuss your ideas for your website, and the end goal - for example, if it is purely a trade (B2B) website, is there a possibility that it might be opened up to the public in the future? If so, this may influence the initial design. At this stage, it is useful if you can also provide as much information as possible by way of your existing corporate branding - logos, colours, etc.
- Our designers will then produce a draft design (in the case of an axis vMerchant Express site) or several design concepts (for bespoke sites) - these are essentially artists impressions of what the home page of your site could look like. You can then choose one of those designs to build on or choose elements from across those designs.
- Based on your feedback from that initial design process, we create a full functional specification, explaining how each type of page (product page, shopping basket page, etc.) will look and function. For an axis vMerchant Express site, the functionality is pre-defined within the scope of the standard set of configuration options. Most of the specification for an axis vMerchant Express site therefore already exists and can be viewed online at any time.
- Once you have signed off the functional specification, we start building an actual website but one that is hidden behind our own domain so that only you can see it. In this way, you are able to see the site in exactly the same way as your customers will see it when it is finished - on the Internet, via a web browser.
- During this time, your system will also be configured to publish data to it from your axis diplomat system. This means that as the site takes shape, you are looking at it with your products and your information.
- When you are happy with the site, your chosen domain name(s) are updated to point to that site and it is live.

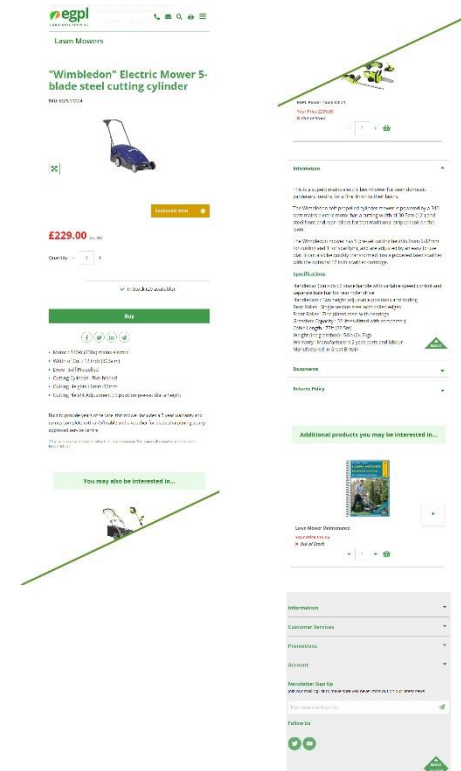
3.1. Responsive Design

All websites built by axisfirst are responsive (including both those based on axis vMerchant Express and axis vMerchant Professional). A responsive design means that the layout adapts itself to the screen size available. This is primarily to support smartphones and tablets.

We recommend viewing the EGPL demonstration site from a variety of devices, including a smartphone, a tablet and a desktop PC to understand the way in which the layout automatically changes.



Desktop Layout



Mobile Phone Layout

3.2. Brand Development

With most website projects, we are usually working with an existing brand, often with formal brand guidelines already laid down. Sometimes, however, a website project will involve a completely new brand for our client.

We are able to offer a complete brand development service - from simply designing a suitable logo for your website to defining a full set of brand guidelines.

For more information, please visit our website at <https://www.axisfirst.co.uk/web/design/>



Option 1.



Option 4.



Option 2.



Option 5.



Option 3.



Option 6.

Sample Logo Development Project

4. Search Engines & Marketing

We understand how Google and other Search Engines read websites. By building sites with this in mind, and by adhering to the latest standards (such as those defined by the W3C Consortium) we ensure that search engines have the best opportunity to index all of your website.

We utilise a number of techniques in building your site to increase the profile of your products:

4.1. Always Encrypted Operation

Current best practice is that all pages on a website should be secure (in the past, it was normal to only encrypt login and checkout pages). Furthermore, Google has stated that they will give preference to sites that are always encrypted (i.e. run in https mode throughout). In other words, sites that always display a padlock in the address bar:



All bespoke axis vMerchant Professional websites built since 2015, and all axis vMerchant Express websites, force encrypted operation throughout.

4.2. Sitemap Page

This is a graphical representation of your pages and products which also helps with the indexing process and is generally accessed via a link in the footer of every page. Although readable by humans it is normally only of interest to robots indexing your site!

4.3. Sitemap XML

The majority of search engines will now, in preference, navigate your site by referring to an XML file in the root of your website - in preference to the sitemap page. axis vMerchant can create and maintain this file alongside the human-readable web page.

4.4. URL Re-writing

Each of your products and categories will appear with its own unique listing that provides context to the search engines. So, for example, if product category 91 is called "Power Tools" then the web page for it will be:

- <https://egpl.axisfirst.co.uk/c-91/power-tools/>

Now, Google knows the page is about Power Tools before it even gets to looking at the page; the page therefore scores higher on the keywords Power Tools. By including the category id (91 in this example) in the URL, we can allow multiple categories with the same name - for example both the "Lawnmowers" and "Chainsaws" categories could have sub-categories called "Spare Parts" without risk of ambiguity.

If the description of a category or stock item changes, then accessing the page using the previous URL will automatically redirect to the new page. This tells Google that the page has permanently moved to the new address, ensuring that the search engine does not see the two pages as duplicate content.

4.5. Tools to offer quality content and services

As search engines (and Google in particular) become increasingly sophisticated, creating compelling and useful content is likely to influence your website's search engine optimisation more than any other factor. Users also recognise good quality content and will likely want to direct other users to it. This could be through blog posts, social media, email, forums, or word of mouth. These in turn help your page ranking – the more external links to your pages there are, the more popular Google and other search engines see your site and the higher up the results they place it.

The built-in Content Management System (CMS) within axis vMerchant allows you to update existing information pages and publish new pages as often as you wish to keep your content up-to-date - whether through general blog-style articles, news stories or how-to guides that are pertinent to your market.

Alternatively, you can run a separate blog website (built, for example, using WordPress or Umbraco) alongside your axis vMerchant website. In these cases, your axis vMerchant online shop and your blog website would typically have the same domain name but different sub-domains. For example, your main shopping site, built on axis vMerchant, might be www.mysite.com and your blog site might be blog.mysite.com.

By keeping the site look and feel comparable between the two sites, with matching navigation, the visitor will be quite comfortable moving between the sites.

4.6. Google Analytics

Analysing the traffic to your website is a critical process in both understanding how effective your marketing activities have been and also understanding a visitor's typical journey through your website. Do they, for example, respond to the advertising banners on your home page? How many of your visitors are using mobile phones and how much impact do your advertising banners have on them?

As a standard element of building a website, we will build in support for Google Analytics and provide you with an account to access the statistics.

For more information, please refer to <https://analytics.google.com/>

4.7. Meta Data

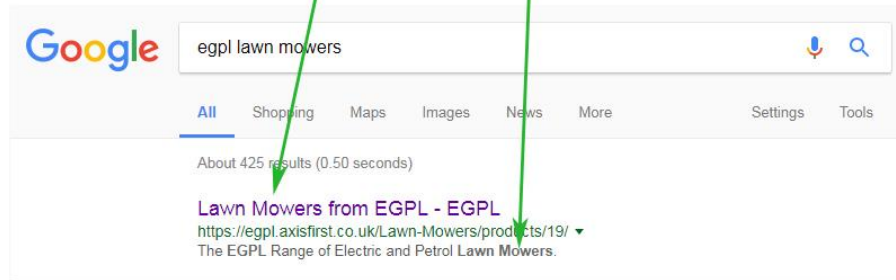
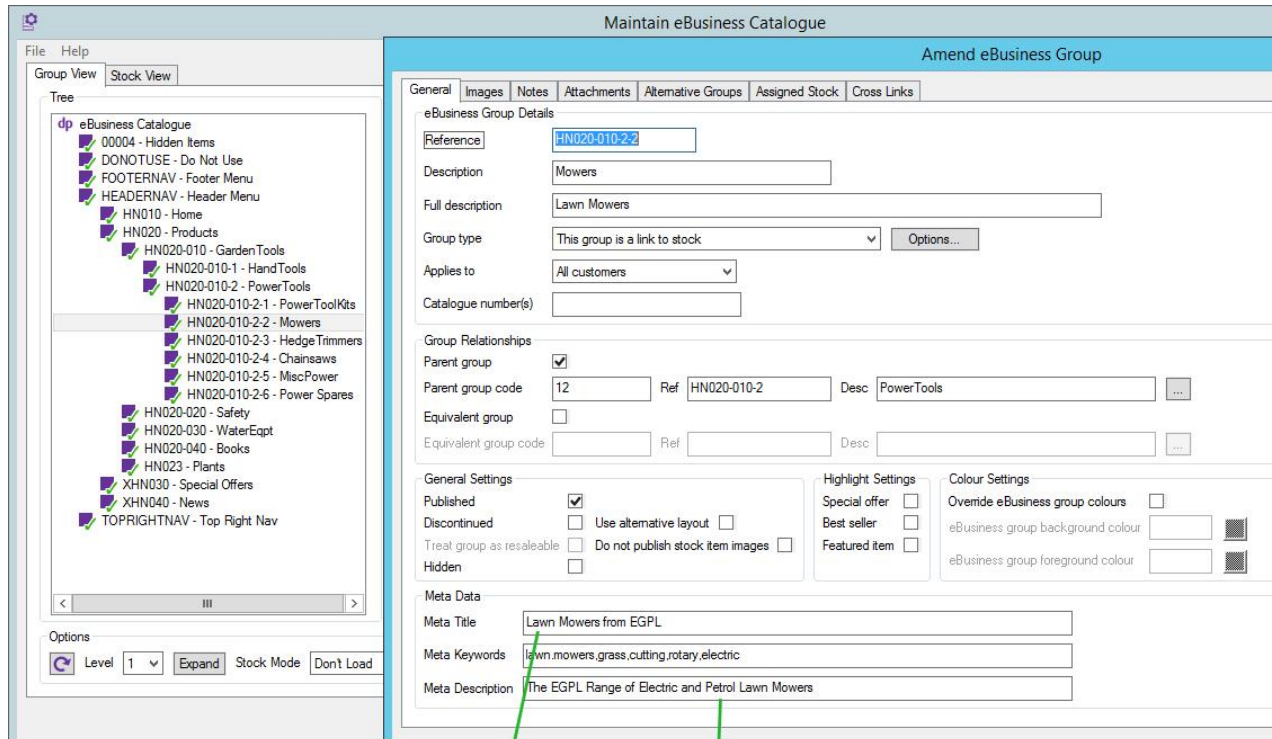
Meta data refers to additional information within the web page that is not shown to the user but is there purely to tell software (and in particular, search engines) about the page.

Two of the most important meta tags are the page title and the description.

axis vMerchant will allow you to specify the meta tags for CMS pages (such as information and blog pages) whilst product and category pages will take their meta data from axis diplomat.

Not only is this a fundamental tool for SEO but Google also uses the title and description (if present) when listing search results and so this also helps make the search result listing more relevant and so more likely to be followed by someone seeing those results.

If you do not specify a title or description then axis vMerchant will use the eBusiness group's Full Description or stock record's Description as appropriate.



Example of how the Meta Title and Meta Description fields from axis diplomat directly relate to the search results shown by Google

4.8. Microdata

Microdata is a term for structured data embedded within your web pages but which is not visible to a human visitor; it explicitly labels specific pieces of information about each product (such as its part codes, description and price). This is a more reliable way of telling search engines about your products than relying on them being able to interpret the text on the page.

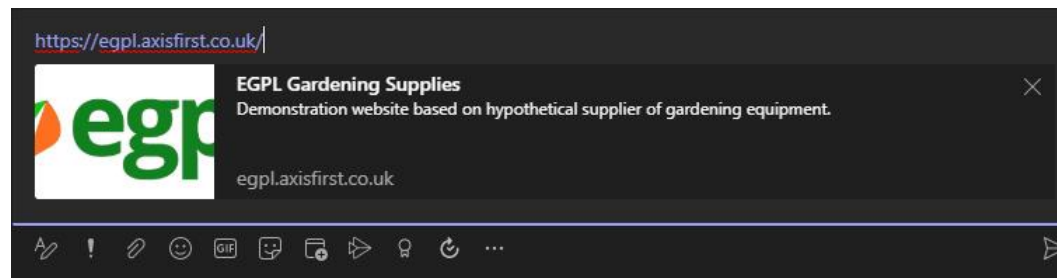
The ability to configure Microdata is available to anyone using axis diplomat 2018 or above.

For more information, please visit <https://www.axisfirst.co.uk/web/advice/microdata/>

4.9. OG Tags

OG (or **O**pen **G**raph) meta tags are snippets of information embedded in the code of web pages that describe how pages are displayed when shared on social media. They are part of Facebook's protocol but are also used by other social media sites such as LinkedIn and Twitter.

OG Tags are also used by collaboration tools, such as Microsoft Teams™, when sharing URLs:



In this example, from a Microsoft Teams™ chat, the thumbnail, title and description are all taken from OG Tags.

Whilst Open Graph tags may not directly increase your rankings, they can help search engines understand the context of your pages, in a similar way to Microdata.

4.10. On-going SEO and Analytics

For those clients without in-house marketing expertise, we are able to offer on-going reviews of both analytics and search engine positioning. This can be done either on an ad-hoc basis or as a regular monthly review.

These reviews may identify improvements in data (within axis diplomat or within CMS) or changes to your website that reflect new thinking or latest trends within the marketplace.

Regardless of whether your SEO monitoring and analytics are done in-house, by us or by a third party, it is crucially important that this is a regular on-going activity and essential to achieving and maintaining good search engine positioning.

4.11. Google Shopping

Particularly useful for those selling consumer-orientated products in a B2C environment, Google Shopping can be a useful addition to pay-per-click advertising using Google AdWords.

Google Shopping works by accepting product file feeds and these are automatically generated and submitted by your axis vMerchant website.

Simple management of the feed is provided via your axis diplomat system.

4.12. Affiliate Advertising

Another option for paid-for advertising is to use an affiliate advertising partner such as Awin (formerly Affiliate Window). Since the requirements for affiliate advertising are varied, this option is not offered in sites built on axis vMerchant Express.

4.13. Referrer Tracking

By simply modifying the URL that is used when other sites link to yours (whether paid-for advertising such as Google Adwords or when supplier or partner sites link to you), orders placed can be given a unique order source code when imported into axis diplomat. This allows you to use axis diplomat's built-in Sales Business Intelligence to analyse the source of your online orders.

5. Product Catalogue

The beauty of axis vMerchant is that the management of your website's products happens within axis diplomat and in general just happens automatically as a side-effect of the day-to-day maintenance of your stock ledger.

This means that there is no double-keying of data and only one master database for all product information, including pricing. It also means that you do not need web skills or need to learn another maintenance tool in order to publish products to your website.

There are, however, a number of additional facilities within an axis diplomat system that is linked to one or more axis vMerchant websites that either specifically relate to your websites or are particularly relevant online.

5.1. eBusiness Catalogues

The eBusiness Catalogue is the structure that groups your products together into a hierarchy. The catalogue defines both the product grouping on the website and the website's navigation.

Products can appear in multiple places within the same site and one catalogue can control multiple areas of navigation.

When running multiple websites from a single axis diplomat system, each axis vMerchant website can have its own eBusiness Catalogue or multiple sites can share one catalogue.

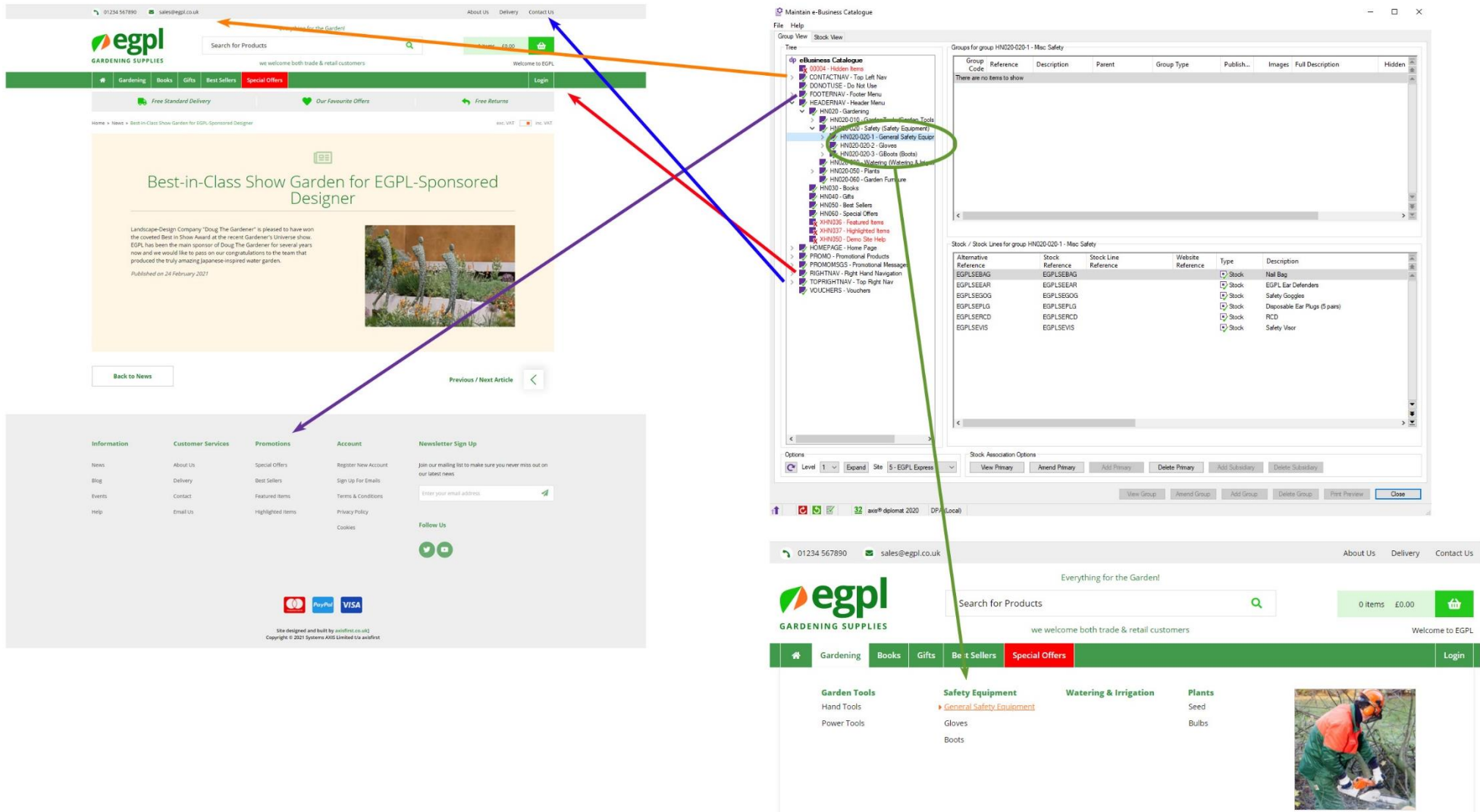
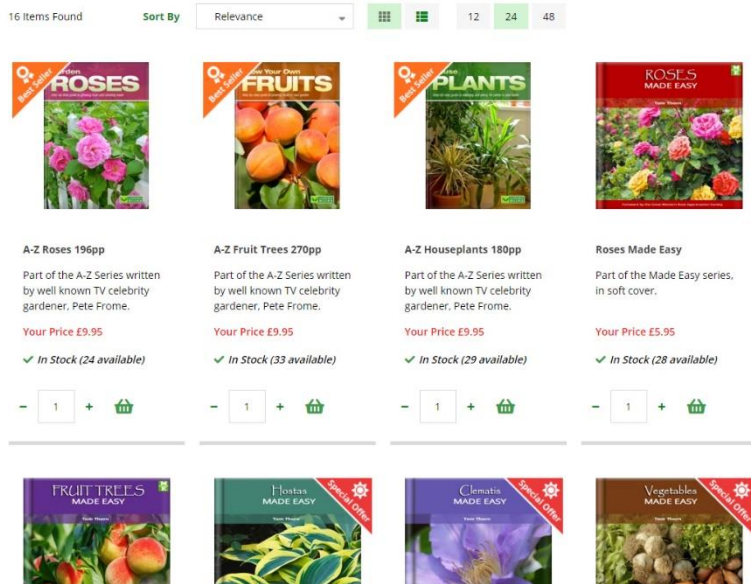


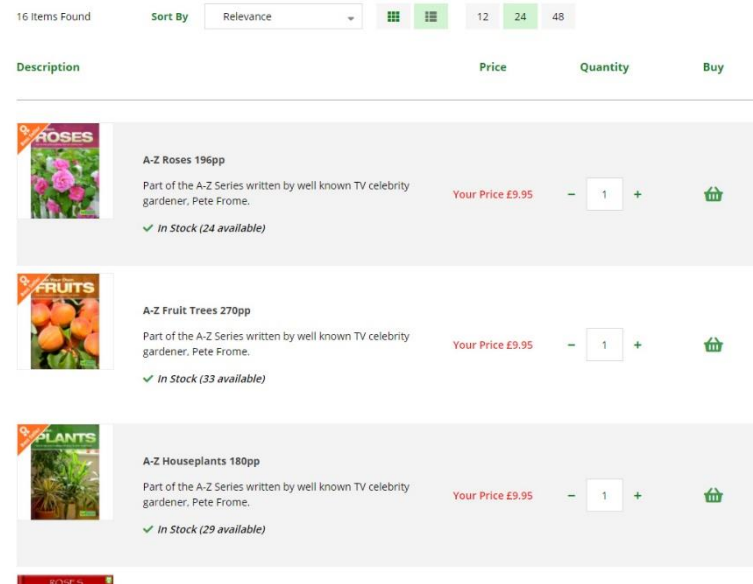
Diagram illustrating how the eBusiness Catalogue in axis diplomat controls all aspects of the site's navigation

5.1. Grid View and List View

In common with many other current eCommerce platforms, axis vMerchant product listings can allow the user to switch between a list view and a grid view. axis vMerchant Express offers this functionality as standard and it is recommended behaviour for virtually all bespoke sites.



Grid View



List View

Those with axis vMerchant Express based websites can choose the default style for their site. Often, List View is more appropriate for sites that sell consumables and similar supplies where a customer may well order multiple items from a single page. Grid View may be better for sites selling predominantly larger, more expensive items.

For example, a site selling mainly printer consumables might default to List View whereas a site selling mainly printers might prefer to default to Grid View.

5.2. Product Filters

A popular alternative to sub-dividing products into many subsidiary categories is to offer filtering.

When using a filter-based website, the visitor typically begins with a longer list of products and reduces the number of items in the list by choosing from a range of attributes.

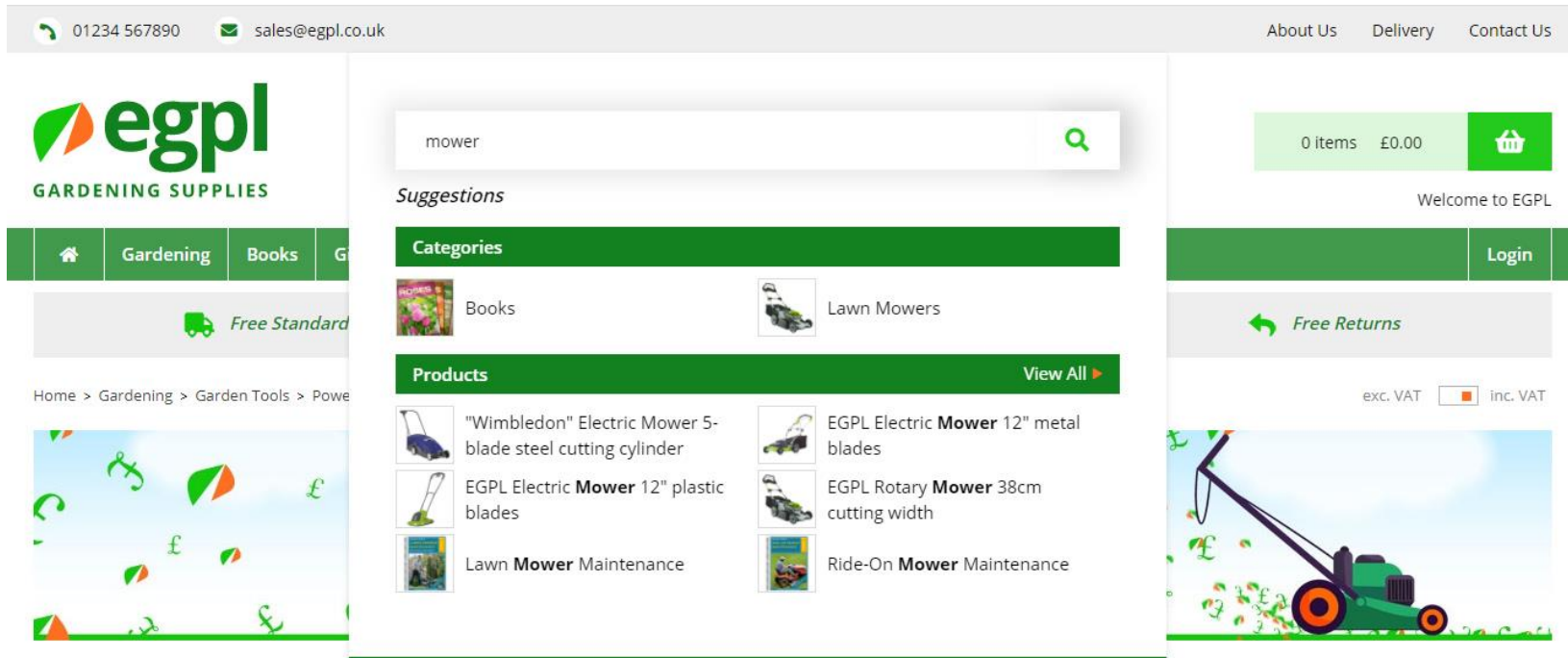
Filters may be based on the standard axis diplomat Stock Attributes but work best when driven by more extensive rich data, either from an external data source supplier or from axis diplomat Custom Stock Data.

The screenshot shows a product listing interface. On the left, there is a 'Filters' sidebar with sections for 'Brand', 'Rating', 'Power Source', and 'Warranty'. The 'Power Source' section is highlighted with a green circle and contains two options: '240v Electric (3)' and 'Petrol (1)', both with unchecked checkboxes. At the top of the main content area, it says '4 Items Found' and 'Sort By Relevance'. Below this is a table of products with columns for 'Description', 'Price', 'Quantity', and 'Buy'.

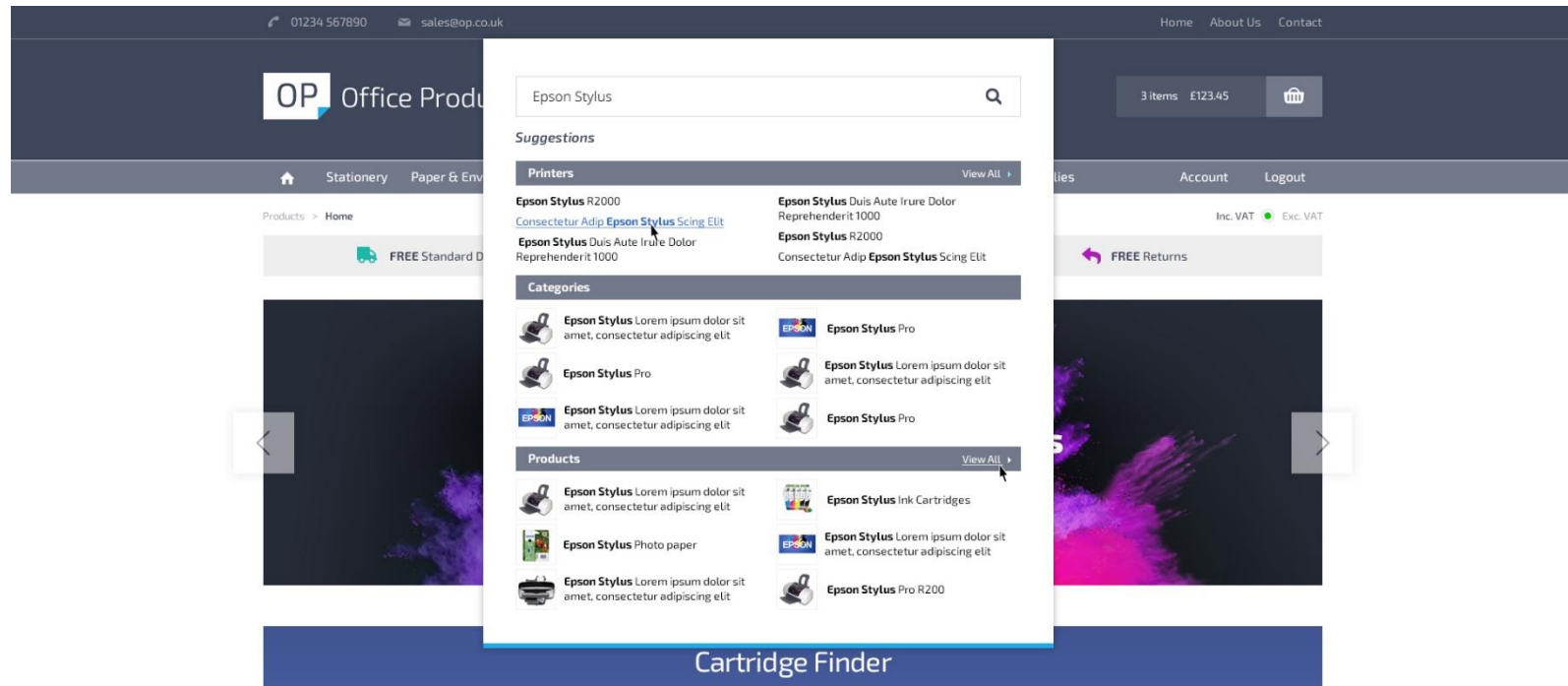
Description	Price	Quantity	Buy
EGPL Rotary Mower 38cm cutting width This professional-grade mower is designed for the jobbing gardener and for domestic use on larger lawns. ✓ In Stock (29 available)	£149.00	- 1 +	
EGPL Electric Mower 12" plastic blades Our lowest price mower, ideal for the small garden. ** Special Offer - Free 1KG Lawn Fertiliser with this Lawn Mower ** RRP: £79.00 Save 28% £56.66 ✗ Out of Stock	RRP: £79.00 Save 28% £56.66	- 1 +	
EGPL Electric Mower 12" metal blades A superb domestic mower, ideal for small and medium sized gardens. ✓ In Stock (21 available)	£99.00	- 1 +	

5.3. Predictive Searching

As you type in the search box on an axis vMerchant website, it will carry out searches in an attempt to suggest suitable matches. This is reliant on the browser's internet connection being quick enough to communicate with the web server before the next character has been typed.



By default, it will search for matches within both products and product categories. If you also use the Equipment Compatibility functionality (see below) then it will also look for equipment matches as well:

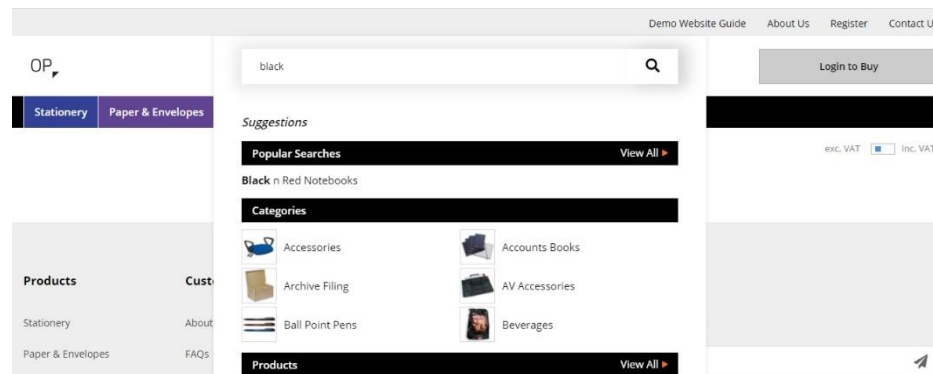
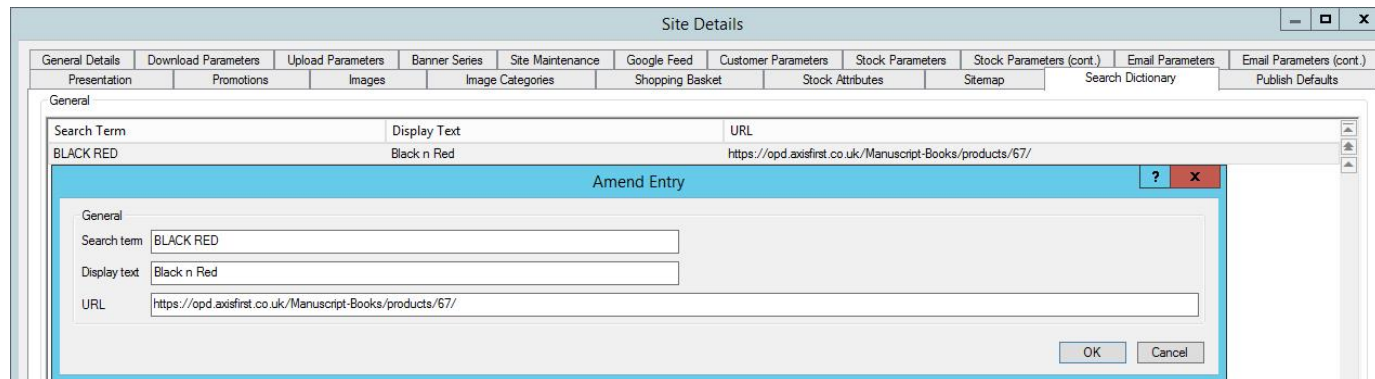


5.4. Search Dictionary

In normal circumstances, the automated search algorithms within axis vMerchant work very well at identifying the products and categories that match the user's search terms.

In some specific situations, however, it may be desirable to override the search algorithm and direct users to specific locations for particular search terms, regardless of the matches that may (or may not) exist within the database. In these situations, you can maintain your own dictionary of search terms.

One example within the Office Products arena is the stationery manufacturer Black 'n' Red. A normal search for Black Red would identify many products that are available in those colours (for example) but you may decide to override that and, in the case of that search, go directly to the brand page for Black n Red.



5.5. Pricing

Trade customers will of course receive all the same special pricing that are configured within axis diplomat - *automatically!*

Retail customers can either be charged the standard retail price for all stock items or you can define special pricing rules for your retail customers. For systems running multiple websites from one axis diplomat system, these pricing rules can be different for each site.

These retail web-only prices may be configured using any or all of the rules available to you for trade pricing within axis diplomat and so may include:

- specific fixed net prices for specific products
- quantity break pricing
- discounts on certain types of products
- cost-plus

You may choose to either show these prices instead of the usual retail price or alongside the standard retail price as a saving.

In addition, all of these pricing rules may be date and time-specific. This allows you to define special promotional pricing now for the following season!

5.5.1. Case Pricing

If you sell products in cases (or packs), axis vMerchant can handle this too.

Products in axis diplomat can be given a case price and, optionally, marked as "sell in whole cases only".

For products that are only sold in whole cases, the quantity selector will only allow quantities that are multiples of the case quantity to be added to the shopping basket.

For products that are also sold individually, the product page will show both a pack price and an individual unit price.

5.6. Images & Media

axis diplomat allows you to add multiple images to your products and groups. These are automatically uploaded for you to your website along with other product information.

5.6.1. Image Categories

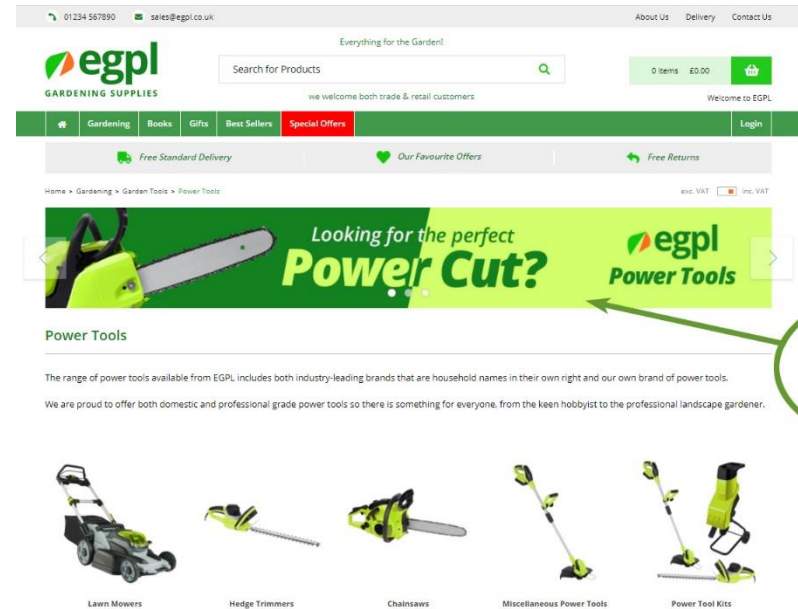
You may put your images into various categories. At a minimum, there will be two categories - the main image category and the additional images category. The first category will contain the image that is used to represent the product in listings (such as search results) whilst the second is used for additional images on the product page.

Other categories can be created for specific bespoke applications, such as:

- 360° rotating images
- icons associated with a product such as washing instructions on garments

eBusiness Groups can also have images in various categories.

One image category may be defined to hold banners that are then shown in a carousel at the top of product listing pages.



eBusiness Group
'Banners'
Image Category

5.6.2. Image Resizing

Images are added to your axis diplomat system at their full (native) size and are then scaled down to the required size(s) when they are uploaded to the website. Not only does this mean you do not need to be familiar with image resizing software (such as Adobe PhotoShop) but you can also decide to have larger images in the future without re-uploading your images.

Enlarged images can be shown as a zoom when hovering over the image and/or shown in a "pop up" (sometimes referred to as a lightbox):

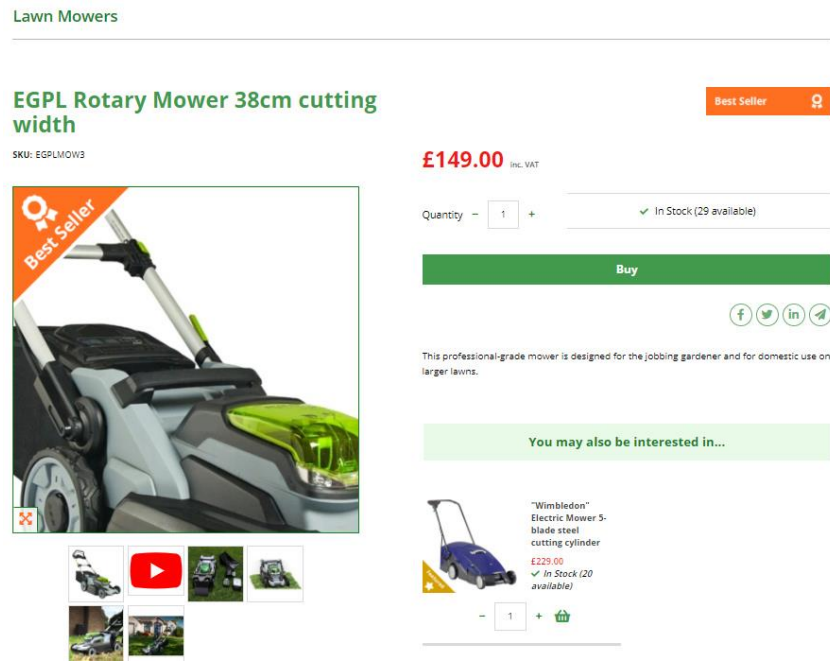


Image Zoom

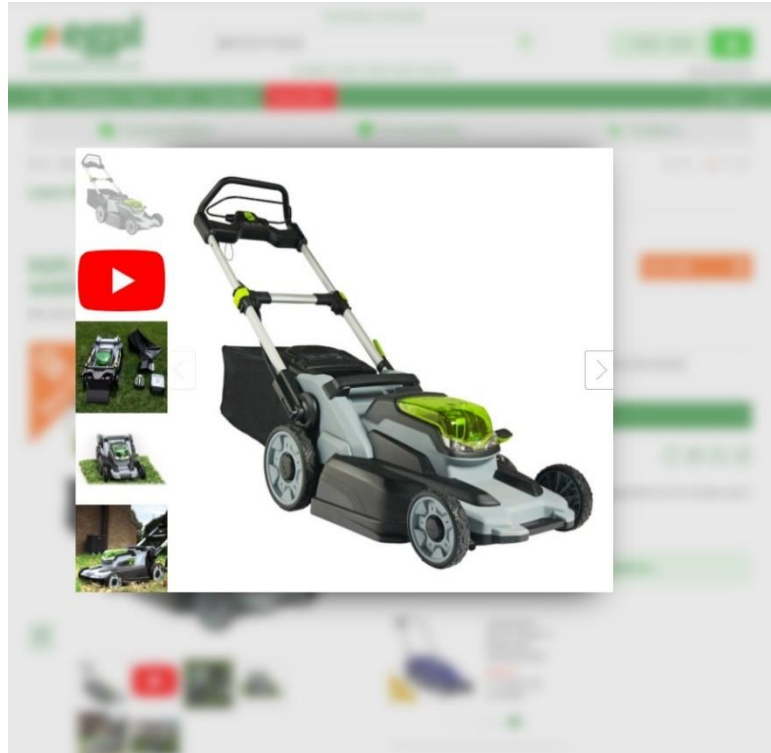


Image Pop Up

5.6.3. Image Watermarking

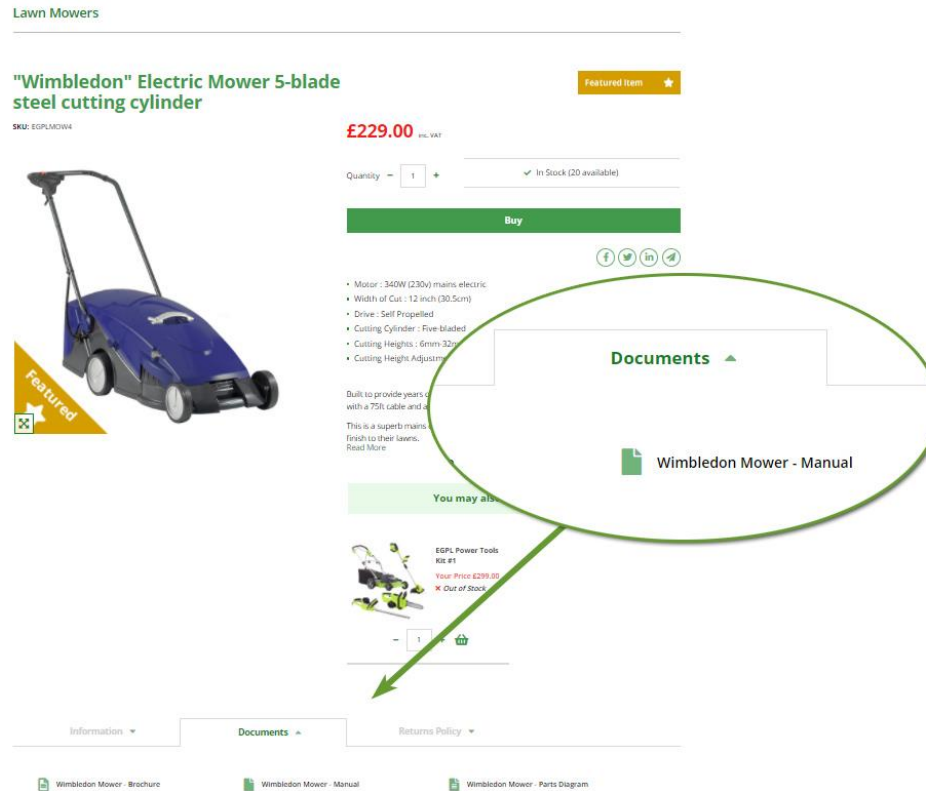
Images can have a watermark applied as part of the upload process. This means that you do not have to apply the watermark yourself and also means that you can change the watermark in the future. Watermarks can also be applied at specific sizes only so, for example, you may watermark large images but not thumbnails.

5.6.4. Video

In addition to static images (and potentially rotating 360° images), products may also have a link to video hosted on YouTube.

5.6.5. Downloadable Files

Additional files may be attached to your products and made available on your website. Typically, these will be PDF documents such as instruction manuals, brochures, safety sheets and other printable material.



See an example at:

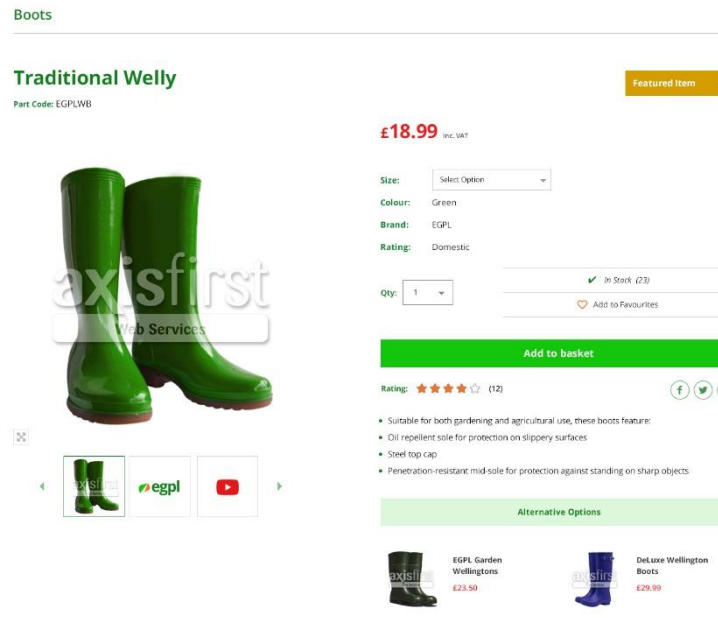
- <https://egpl.axisfirst.co.uk/s-egplmow4/wimbledon-electric-mower-5-blade-steel-cutting-cylinder/>

5.7. Stock Lines

A Stock Line is a group of stock items that are treated as a single product, with the individual items differing only by their attributes. This is most commonly used for clothing, where the attributes are typically colour, size and fit.

Whilst the individual stock items (or SKUs) within a Stock Line typically all have the same price, this does not need to be the case so, for example, sizes XXL and above may have a higher price.

Any axis diplomat system is capable of configuring Stock Lines for use on an axis vMerchant website but for those focusing on such products, the axis diplomat Stock Lines module simplifies the back office management by, for example, keeping descriptions, images and pricing in sync across the SKUs within each Stock Line.



A range of SKUs for each combination of size and colour are represented as a single product on the web site

5.8. Custom Stock Data

For those selling products that feature extensive specifications, the information may be entered manually within the Notes section of the particular products.

Alternatively, the ability can be provided to hold that data within custom data fields on the axis diplomat Stock Ledger. There are two principal benefits of using custom data fields: the data can be used for filtering and product comparisons can be offered.

5.9. 3rd Party Rich Stock Data

axis vMerchant can accept external data feeds from a number of specialist data suppliers, primarily in the office products & stationery, printer consumables and technology markets, including:

- Open Range
- Vow
- Stock in the Channel
- CNet

The data provided by each supplier varies but in general, this will include images, detailed descriptions and attributes (for filtering or comparisons).

Some also provide additional data including cross-sells & optional extras, multiple images, videos and pdf data sheets.

The use of rich data will help your website stand out from the competition by providing more information on products. Greater product-related content will also help your customers choose the right product and will give search engines more content to index.

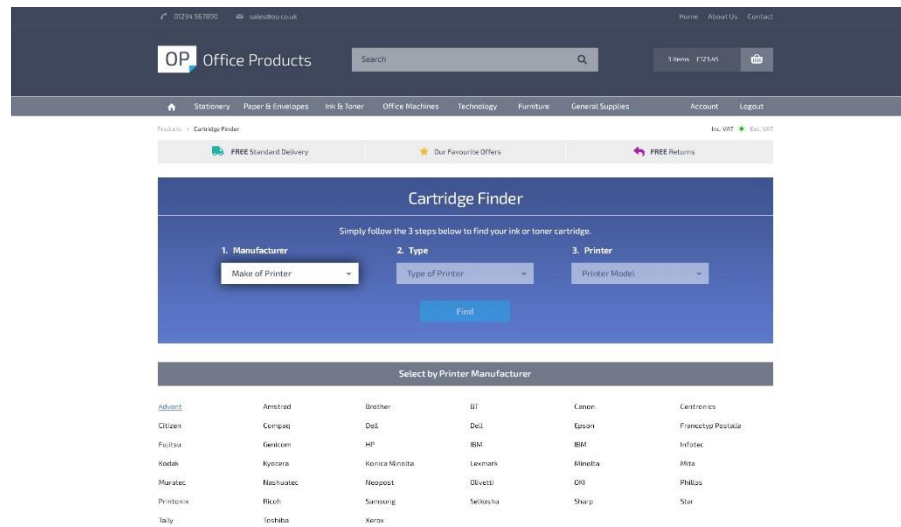
5.10. Equipment Compatibility

For those selling products designed to fit specific pieces of equipment, the Equipment Compatibility module allows you to define which items will go with which pieces of equipment. This then allows the website to offer a parts locator to help the customer find the right items.

The most common example of this is the Cartridge Finder used by suppliers of printer consumables but other examples include matching the right tow bars and roof racks to models of car and spare parts for industrial machinery.

Within the Equipment Compatibility Database, equipment is grouped by Manufacturer, Type, Family and Model.

Compatibility data can also be provided by third party data suppliers including, for printer data, TopData and Stock In The Channel.



Equipment Compatibility used to find the right cartridge for a selected printer.

5.11. Superseded Stock

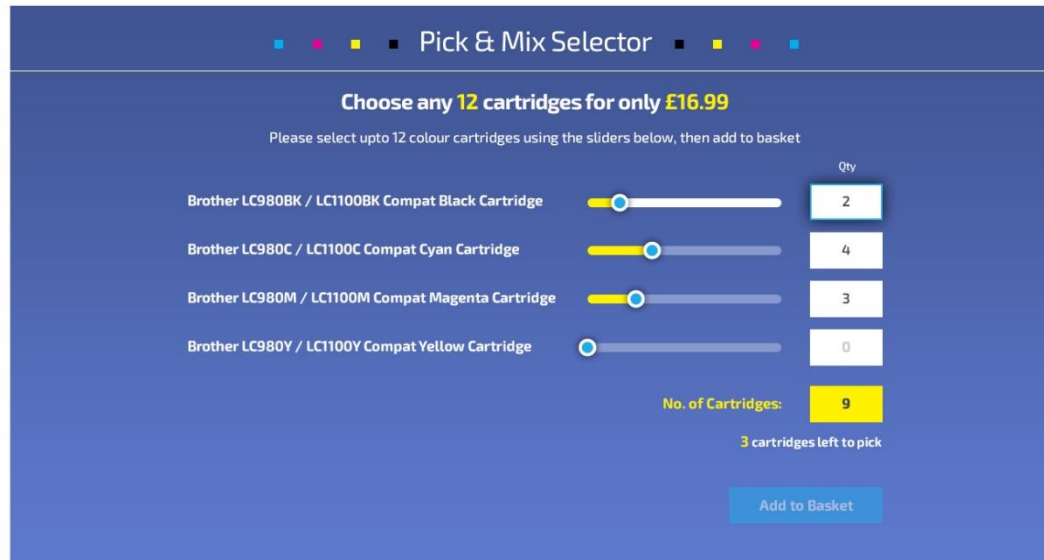
In some industries, it is very common for manufacturers to release new items that can be used instead of older ones, particularly in the realm of spare parts and consumables. Some manufacturers even change the published part codes for the same items - sometimes, simply because the packaging has changed.

The Superseded Stock capability within axis diplomat allows one stock item to be superseded by another. This information can also be used by axis vMerchant to allow people searching for old part codes (perhaps from a manual or parts diagram) to be switched to using the newer part code.

5.12. Pick 'n' Mix

Pick 'n' Mix is a special form of kit or assembly that allows a number of stock items to be grouped together for sales and pricing purposes.

An overall price and quantity is defined for each Pick 'n' Mix; any number of the individual items can be purchased together provided that the overall quantity matches the total quantity of the Pick 'n' Mix.



A Pick 'n' Mix option being used to offer a pack of printer cartridges

For example, the screenshot above shows a Pick 'n' Mix of printer cartridges, allowing any 12 to be purchased for £16.99 - this could, for example, be made up of 2 x Cyan, 2 x Magenta, 2 x Yellow and 6 x Black or it could be 12 x Black.

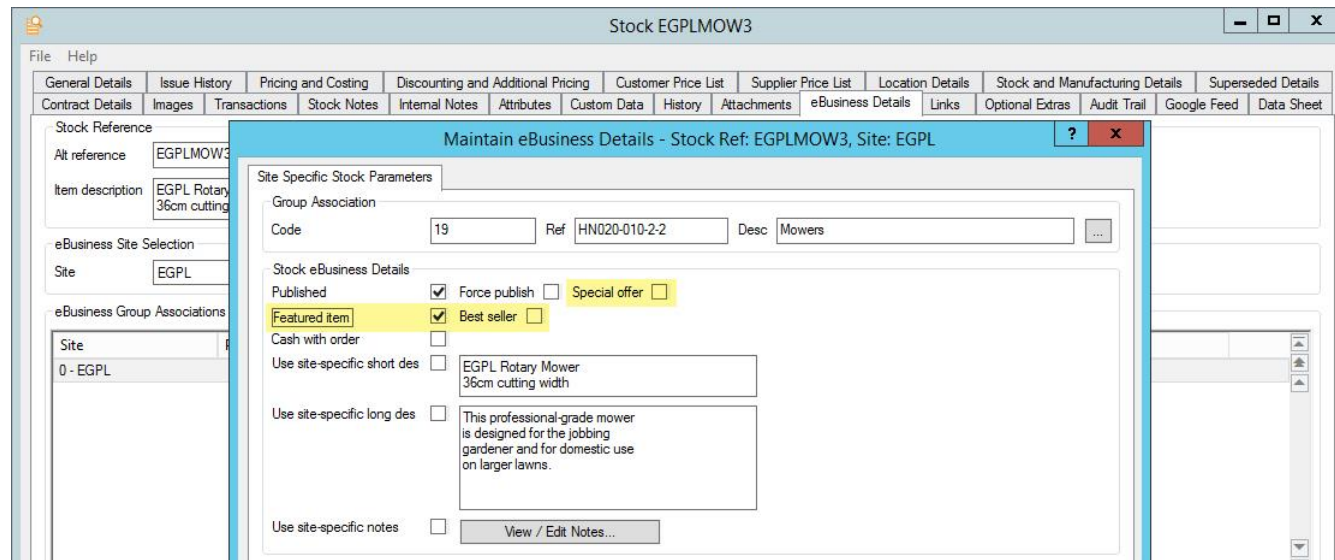
Only when the quantities of each item add up to the correct overall quantity does the "Add to Basket" button become active.

6. Merchandising

6.1. Highlighted Products

















6.1.1. Special Offers, Featured Items, Best Sellers

Simple tick boxes against products allow you to highlight them in three different ways - special offer, featured item and best seller.



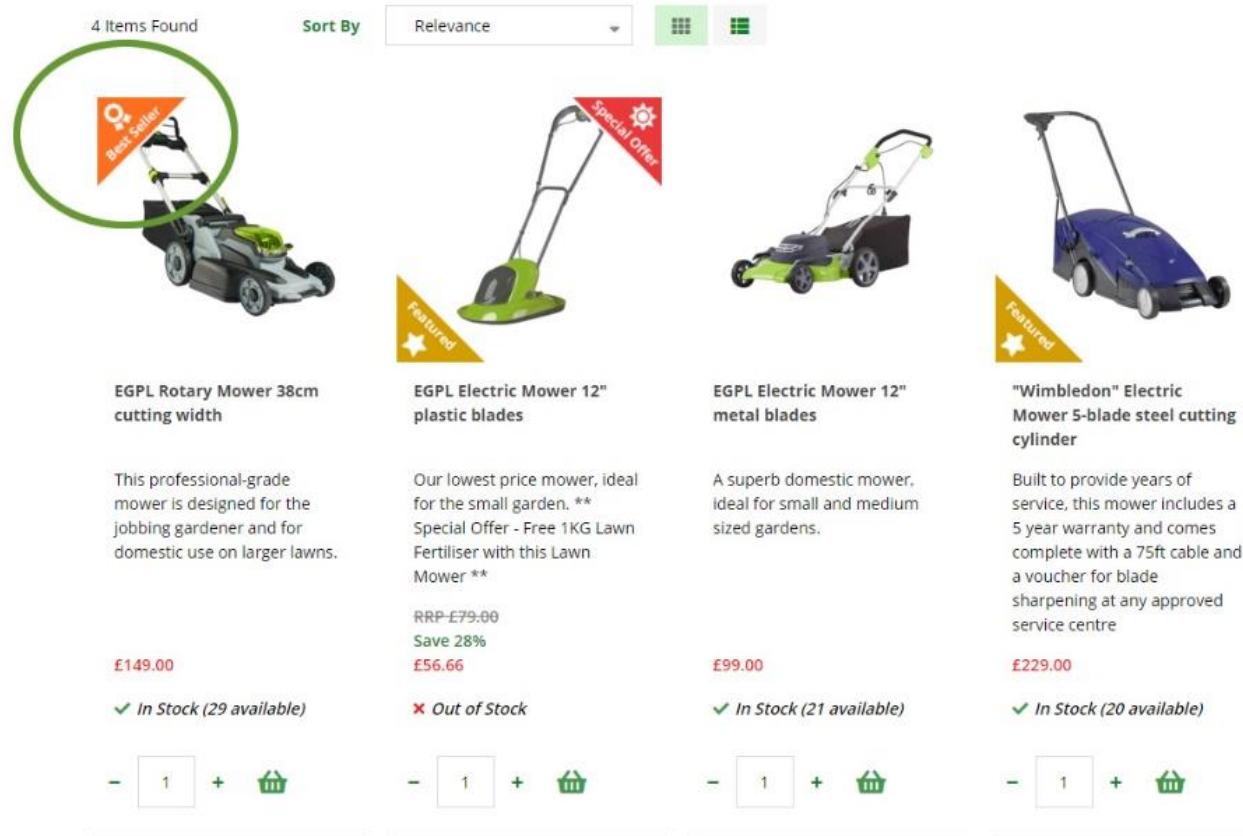
For axis vMerchant Express sites, these can trigger specific behaviour (carousels of, for example, featured items or best sellers can be shown on the home page):

Featured Products

					
					
EGPL Petrol Chainsaw 33cc, 16" bar	EGPL Bird Box	"Wimbledon" Electric Mower 5-blade steel cutting cylinder	Gold Hand Axe (Hatchet) 2lb	Antique Style Traditional Garden Gnome (Fishing)	
Your Price £149.00	Your Price £12.99	£229.00	Your Price £15.99	Your Price £19.99	
- <input type="text" value="1"/> + 	- <input type="text" value="1"/> + 	- <input type="text" value="1"/> + 	- <input type="text" value="1"/> + 	- <input type="text" value="1"/> + 	

For bespoke websites built using axis vMerchant Professional, these settings can be used to control a variety of different behaviours.

In addition, each setting can trigger a different highlight sash on images in product listings and on product pages:



These image sashes may also appear in combination such as, for example, one of the items in the above illustration, which is both a Special Offer and a Featured Item.

6.1.2. Most Recent Additions

You can incorporate a section on your website's home page that automatically lists a number of the newest items on your website.

This behaviour is triggered by the date that the items were most recently added to your website, not necessarily the date that they were added to your axis diplomat stock ledger.

An alternative is to list new products since the previous login by the current user.

6.1.3. Recently Viewed Items

As a visitor browses your website, axis vMerchant automatically tracks the most recently viewed items and allows you to display a list of these items on the site.

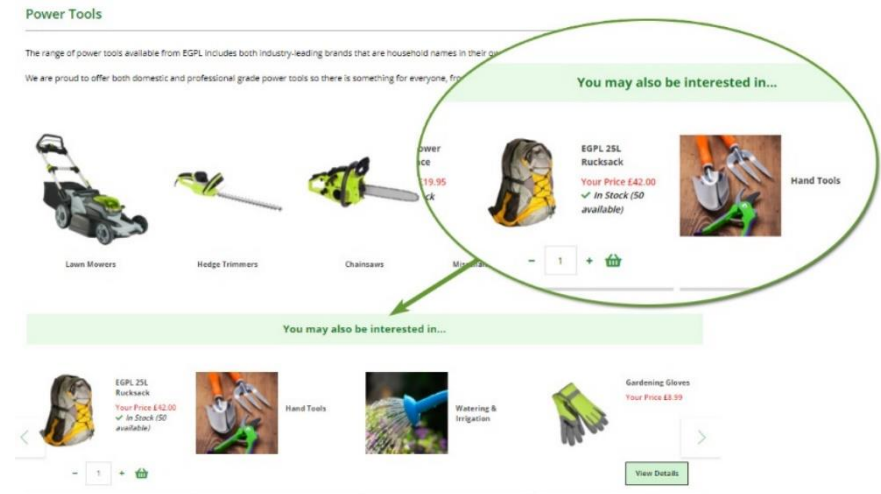
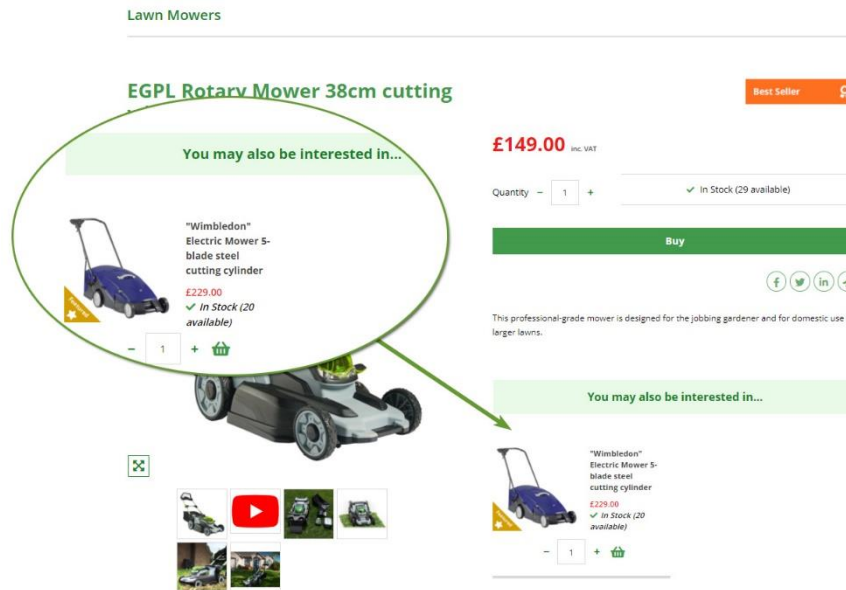
This functionality is particularly useful if you sell items where shoppers may be trying to decide amongst a number of alternative items and you want to provide them with a quick and easy way back to previous items.

6.2. Cross-Sells & Optional Extras

axis vMerchant provides you with two complimentary mechanisms of cross-selling or up-selling other products.

Cross-sells are used to offer the visitor an alternative (perhaps a superior or higher margin alternative) to the item that they are viewing whilst optional extras are used to offer the visitor additional items.

Cross-sells may link individual products or entire groups of products.



6.3. Stock Availability

An axis vMerchant website does not need to show stock availability information but customers are generally happier to place orders when there is positive confirmation that the stock is available.

You may quote the actual number in stock. Optionally, you may then cap the stock figure at a given maximum. For example, you can show the stock available up to a maximum of 100. For any items that you have more than 100 available, the figure would be quoted as 100+.

Alternatively, you can show availability as simply In Stock, Out of Stock or Low Stock. You can configure the actual text used or icons may be used instead.

The threshold between In Stock and Low Stock can be a fixed number (for example, any time the stock availability falls below 5, report as Low Stock) or can be whenever the available stock falls below the minimum (re-order) level held against the particular stock item.

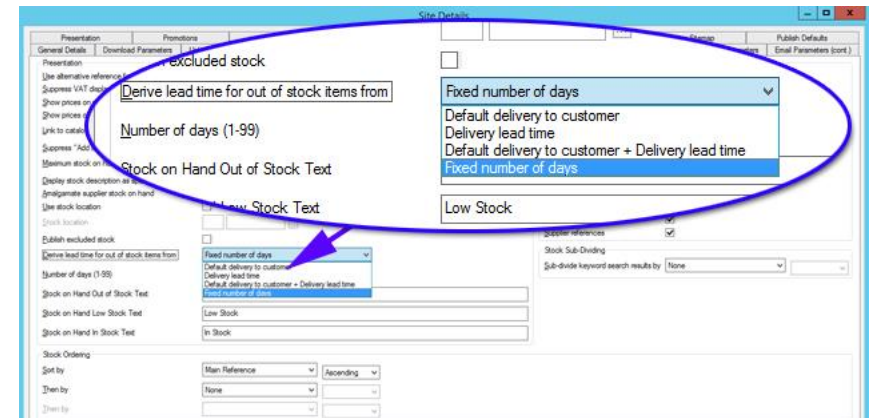
For items that are out of stock, you may also show the lead time. Again, this may be a fixed number of days across the whole site, a fixed number of days held against each stock record or determined by the next expected receipt date for any outstanding purchase order.

For example, a particular item could be reported as:

- Plenty of Stock (57 available)
- Low Stock - Order Now!
- Available in 12 Days

You are also able to determine what stock availability is used on your website - this might be the free stock figure across the organisation or for a specific single stock location. You may even include the stock held by your suppliers.

This last option is particularly useful for those who receive regular (e.g. hourly or daily) feeds from suppliers that are automatically imported into axis diplomat.



6.4. In Stock Notifications

You may offer your customers the option of being emailed when stock becomes available. This may be achieved by displaying a "tell me when this becomes available" button alongside the out of stock message on the product page. Alternatively, a message can be displayed when they add an out-of-stock item to their basket, offering the choice of continuing to place the order, to be shipped when available, or being notified when stock arrives.

Whichever method is used, the customer will be emailed automatically by the axis vMerchant website when stock first becomes available.

6.5. Banners

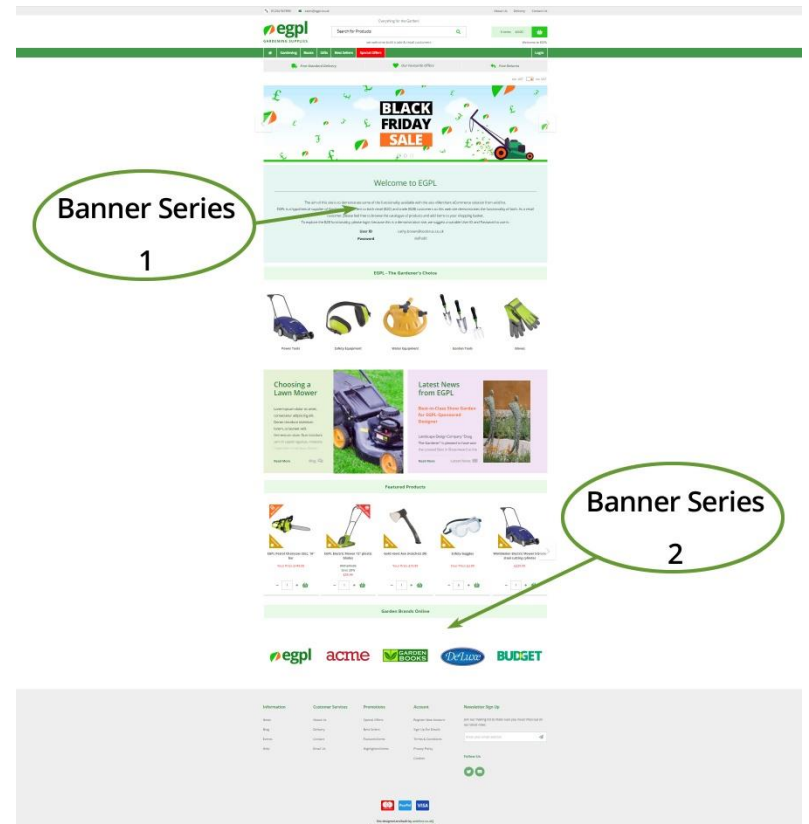
You are able to create a number of banner series within your axis diplomat system - each series consists of a number of graphics (of matching sizes) that can be shown at various points on your website.

With axis vMerchant Express, the banners are shown in pre-defined locations although the home page can be configured to show as many different sets of banners as required. axis vMerchant Professional allows a website to be designed and built to accommodate a variety of banner series in locations throughout the site specific to your requirements.

A banner series may be displayed as a slide show (where animation is used to scroll through all of the banners in a series) or tiled (where all of the banners are displayed alongside each other in a grid).

Each banner in a series may link to a web page (either on your own site or on an external site).

Each banner may also have a start and end date applied. This allows you, for example, to set up your Christmas promotion banners in July! You then also do not need to remember to take them down in January.



6.6. Promotional Vouchers

Voucher codes are commonly used to offer additional discounts (either an amount or a percentage discount) at the checkout. Vouchers can be applied across an entire shopping basket or to just certain product ranges. You can define a minimum spend and this may be optionally restricted to certain product ranges. Vouchers may also qualify you for a free gift. Typically, vouchers will also have a start and end date.

You may also restrict vouchers so that a given customer can only use them once.

Analysis within axis diplomat using Sales Business Intelligence can allow you to identify the number of times a particular voucher has been used. As well as offering promotions to your customers, this also makes promotional vouchers a great way of measuring the effectiveness of specific marketing channels. For example, by publishing a discount voucher in a trade magazine advert, you can measure the effectiveness of that advert.

6.7. Customer Vouchers

A customer voucher is used in the same way as a promotional voucher (by entering a code at the checkout) but is issued to a specific customer and may only be used by that one customer and may only be used once.

For example, if your customer services department takes a complaint from a customer over a late delivery, they may choose to offer that customer a voucher to give them money off their next purchase.

6.8. Free Gift

For a simple, easy-to-manage offer that does not require the user to enter a voucher code, you can enable a free gift on your website. You only need to specify a minimum spending level and the stock reference of the Free Gift. The gift item will then be automatically added to all qualifying orders.

Not only can this be used for a simple promotion, it is also a way of making sure seasonal enclosures (such as a Christmas Catalogue) get added to every order going through the site.

6.9. Reviews

Research shows that customers readily base their buying decisions on peer reviews - both of particular products and potential suppliers. According to research carried out by Forbes, only 12% of online consumers do not read product reviews and those that do are more likely to trust reviews that are perceived as independent. The trait they are most likely to look for in those reviews is reliability.

For this reason, axis vMerchant can link to a number of 3rd party review providers, including eKomi and Feefo. These can be used for both company reviews and product reviews and are generally perceived as independent.

6.10. Online Help / Live Chat

Many online shoppers prefer to use an online chat facility to contact an organisation with queries; it is perceived as more immediate and uses the technology that they have in front of them at that time - the website!

Providing an online help facility requires a commitment of resource since, if it is offline more often than not, or takes an operator an unreasonable length of time to respond, it is more damaging than not offering the facility!

If you wish to incorporate an online chat facility into your axis vMerchant website, we can work with a number of providers such as LivePerson and ZenDesk.

6.11. Mailing List Subscribe/Unsubscribe

If you conduct regular email campaigns (whether using the built-in axis diplomat functions or a third-party provider such as MailChimp) it may be useful to offer your visitors the option to subscribe and unsubscribe from your mailing list.

Using just an email address, their details are synchronised back into axis diplomat system. If they already exist as a customer, they are opted in to emailshots. If they do not currently exist, they are added as a contact to a general-purpose mailing account.

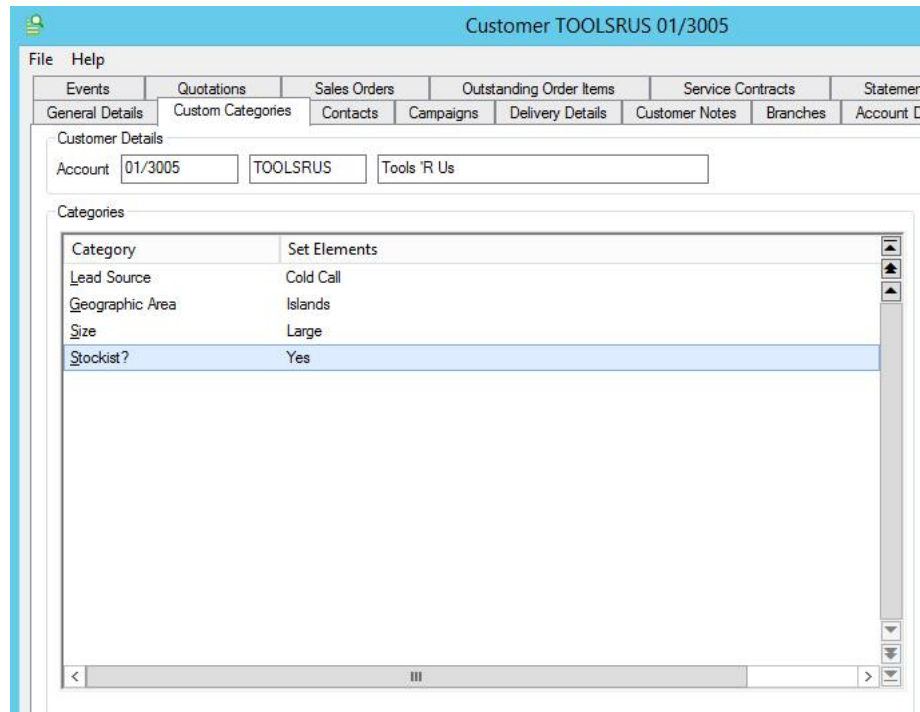
If they subsequently buy from the site, their contact details are moved from the general-purpose mailing account to a real customer account.

If they unsubscribe then they are opted out of receiving emailshots (in the case of a customer) or deleted from the general-purpose mailing account (if they have not purchased from you).

6.12. Stockists

axis vMerchant makes it very easy to maintain a list of your resellers that can be used on a "find my nearest stockist" page. A visitor is able to enter a postcode or address and axis vMerchant, using Google's mapping API, will identify those stockists closest and plot them on a map.

Identifying which of your customers are stockists who should appear on the list is the only maintenance that you need to do yourself and this is achieved using an axis diplomat Custom Category:



Customer Account marked as a Stockist using a Custom Category

7. Checkout

We regularly review the latest trends in checkout design to ensure that axis vMerchant Express offers a checkout flow that is both familiar to shoppers whilst offering the levels of flexibility you require.

For bespoke axis vMerchant Professional websites, we recommend that the same checkout style is used, as our research is based on a number of factors, such as minimising abandoned checkouts and guiding the user through the delivery options. We can, however, accommodate your own preferred checkout design or logic.

7.1. Retail Checkouts - Quick Checkout vs Registration

Forcing new customers to register at the checkout guarantees a number of abandoned checkouts! For this reason, the standard axis vMerchant checkout offers the option to create an account or to checkout without creating one.

The customer will have certain benefits from registering (such as the ability to log in and check their order history in the future) but many shoppers are reluctant to register, if only because they perceive it as just another password to remember!

Regardless of whether they register or not, normal operation is still for an account to be created for them in your axis diplomat system. This allows you to use all of the same analysis and marketing tools for all of your customers, irrespective of whether they have created an account.

7.2. Trade Checkouts

Trade customers will need to login to buy, which simplifies the checkout process even further, since they do not, for example, need to specify an invoice address.

Trade accounts may be "On Account", in which case they do not enter payment details and need only specify an optional delivery address, a purchase order number and, optionally, any special instructions.

Trade accounts can also be set as "Cash With Order", in which case they go through a similar payment stage as a retail customer.

7.3. Payment Methods

7.3.1. Credit/Debit Card Processing

For anything other than a pure B2B site dealing solely with credit account customers, you will almost certainly want to accept card payments. Even for those who do deal only with 'on account' customers, card payment processing may be of interest as customers may be allowed to settle outstanding invoices by card.

In order to process online payments, you will need to sign up with a *Payment Service Provider* (PSP). A Payment Service Provider will capture and process the card details on your behalf and interface with your acquiring bank (i.e. the bank who provide you with your merchant account).

We support two Payment Service Providers via axis vMerchant:

- Opayo (formerly SagePay) <https://www.opayo.co.uk/>
- Pay360 (formerly PayPoint) <https://www.pay360.com/>

Whichever PSP you choose, you will be able to operate in one of two modes - you may either take the payment when the order is placed or simply authenticate the card at that time and collect the payment at the point you ship the goods.

Taking the payment at the point of order is typically used if you ship virtually all of your orders within 24-48 hours (and has the advantage that you have the payment safely in your bank account!). If, however, you often hold back orders for longer periods (perhaps because you sell a number of special order items) then you can choose to only take payment at point of despatch. If this is the case, then axis diplomat will automatically communicate with your PSP at the point of releasing the order (or part-shipment) to collect the payment.

PSPs typically charge per transaction (usually around 10p per transaction with a minimum charge, usually in the region of £20-£30 per month depending on volume).



7.3.2. PayPal

As an optional addition to accepting card payments, you may also accept payments via PayPal. Primarily used for B2C, PayPal usually incurs higher transaction charges than when accepting payments via a PSP but many consumers prefer to pay using PayPal.

7.3.3. Other Payment Methods

You may also choose to allow consumers to select alternative payment methods such as Cheque; orders are then imported into axis diplomat and placed on hold pending receipt of payment.

7.3.4. PCI Compliance and Data Security

Whether you are using Pay360 or Opayo, the payment details form embedded within your checkout page appears as an integral part of your checkout but is actually hosted on the PSP's server not yours. For the technically minded, this is done using an *iframe*.

The result of this is that card details NEVER enter your systems (neither your website nor axis diplomat). The shopper enters their card details directly into the PSP's system and they supply a unique ID code back to axis vMerchant. All transactions with the PSP (including authorisation, payment or refund) are done using this unique ID code.

Both Opayo and Pay360 are PCI DSS Level 1 Certified - the highest level of PCI Compliance.

7.3.5. Tokens

An additional facility provided by Opayo is their token system. Using this mechanism, as well as identifying the customer's payment by a unique Transaction ID, a second ID (a token) is provided to refer to the card itself which can then be used for subsequent payments.

This allows you to offer the facility for your website to remember a card for use in the future without actually storing or knowing what those card details are. On return visits, the customer is allowed to choose from cards that they have used before (listed by showing the last 4 digits of the card number).

This does not affect your PCI Compliance.

7.4. Delivery Options

axis vMerchant supports a wide variety of delivery charge structures and you may have completely separate structures for trade (B2B) and retail (B2C) customers.

7.4.1. Delivery Areas

You may configure a number of delivery areas - these may be countries, groups of countries or areas within the UK (for example, you may have different delivery options for the Highlands and Islands of Scotland). Areas within the UK are defined by postcode regions for validation.

7.4.2. Delivery Service Classes

You can configure a number of delivery services, such as Economy, Next Day or Next Day Pre-Noon.

Delivery areas can be defined and matched to the appropriate delivery service (for example, Next Day Pre-Noon may be unavailable for deliveries to the Channel Islands).

7.4.3. Delivery Charges

The delivery charge for each Delivery Service can be based on weight, volume, number of items or value of order.

Each delivery service is given a threshold and you specify the charge for orders below that threshold and the charge above that threshold. You also specify whether charges above the threshold are cumulative.

Examples of possible delivery charges include:

- up to £50 - £4.85; over £50 - free
- first item - £5.50; additional items 50p
- up to 10Kg - £3.95; £1.95 per additional 10Kg

7.5. Loqate (formerly PCA Predict and Postcode Anywhere)

Loqate is a 3rd party service that offers address retrieval from a postcode. Whilst there is a charge for using this service (usually between 5p and 7p per lookup) we do recommend that this service is used. Not only does address retrieval simplify the checkout process for the consumer but correctly formatted addresses mean fewer failed deliveries, particularly when using an automated link between axis diplomat and your courier(s).

Delivery Address

Previous addresses

Postcode Lookup

Select Address

Company name

Address 1 *

Address 2

Postcode address lookup can be used for both billing and delivery addresses

8. My Account Functionality

For consumers who choose to register and subsequently login, and for trade customers, a number of facilities can be made available.

Further trade-only facilities may also be made available and these are described in detail in the next section (B2B Functionality).

8.1. Change Password

In addition to being able to change their password on demand, axis vMerchant websites feature a "Forgotten Password" link on the login screen. This will email a link to allow a password to be reset.

8.2. Change Contact Details

This allows customers to easily update their billing address, telephone numbers and email address. Changes are of course synchronised back to the axis diplomat Sales Ledger.

8.3. Change Contact Preferences

This allows customers to subscribe and unsubscribe from multiple newsletters and/or choose their preferred contact methods (email, phone, SMS, etc.).

The screenshot displays the 'My Account' page for a user named Cathy. The page is divided into two main sections: 'Contact Details' and 'Account Address Details'. Both sections are marked as '* Required'.

Contact Details:

- Title: Miss
- Forename: Cathy
- Surname: Brown
- Email: cathy.brown@toolsrus.co.uk
- Telephone: 01432 555666
- Mobile: 07770 556677

Account Address Details:

- Postcode: [Empty]
- Company Name: Tools R Us
- Line 1: 76 Main Street
- Line 2: [Empty]
- Line 3: [Empty]
- Town: Greinton
- County: Countyshire
- Postcode: CS6 6GH
- Country: United Kingdom

A 'Save' button is located at the bottom of the 'Account Address Details' section. A 'Back to My Account' button is located at the bottom left of the page.

8.4. Order History

Allow users to view all of their previous orders - not just those placed online but those placed directly into axis diplomat (for example, by your telesales team).

Orders

7 Orders Found **Period** Last 90 days **Branch** Tools 'R Us 76 Main Street CS6 8GH (01/30...

Date	Document Reference	Order Value	Status
20/04/2021	18719	£236.52	Outstanding
23/03/2021	18023	£324.60	Complete
23/03/2021	17980	£204.84	Complete
08/03/2021	18314	£839.06	Complete
08/03/2021	18297	£1,448.43	Complete
08/03/2021	18282	£4,520.69	Complete
08/03/2021	18072	£2,081.04	Complete

[Back to My Account](#)

In the case of a trade account, when logged in as the head office of an account with multiple branches, the list of orders can be filtered to a specific branch or to show all branches.

Clicking on an order's Document Reference can take the user to a page showing the details of that individual order.

This is similar to the original order confirmation that they will have seen when placing the order.

Optionally, you can also offer "Buy Again" functionality to allow your customer to easily re-order individual items or to re-order everything from that order that is still available with a single click.

If the price that the customer now pays is less than the price that they paid when the particular order was placed then a "Price Drop" graphic is shown alongside the price that they now pay.

This functionality is ideal for businesses selling consumables and supplies, where customers are likely to be re-ordering the same items on a regular basis.




For those predominantly selling items that are more commonly one-off purchases, this functionality can be disabled to provide a simpler order enquiry.

8.5. Recently Purchased Products

This offers an order form (similar in layout to the Favourites list shown below) allowing people to readily re-order items they have purchased before. This is particularly suitable for suppliers of consumable items where people frequently order the same items.

Order 18314

General Order Details		Delivery Address		Order Summary	
Our Reference	18314	Tools 'R Us 76 Main Street Greenton Countyshire CS6 8GH		Net	£699.21
Date	08 March 2021			VAT	£139.85
				Total	£839.06 <i>inc. VAT</i>

Description	Code	Quantity	Price	Current Price	Buy Again
 Acme Standard Spade ✓ In Stock (12 available)	ACMESPDE01	8	£102.08	PRICE DROP £76.56	Buy Again
 EGPL Electric Mower 12" plastic blades ✗ Out of Stock	EGPLMOW1	9	£469.53	£509.94	Buy Again
 'Budget' Hose 40m x 1.25cm, green ✓ In Stock (18 available)	HOSE002	5	£127.60	PRICE DROP £95.70	Buy Again

Buy Everything Again Cancel

Back to My Account








8.6. Transaction History

In a similar manner to the order history, this allows your customers to view current and historical transactions (such as invoices and credit notes).

Transactions are available for an extended period of time, potentially up to five years depending on what has been uploaded from the axis diplomat system. Each transaction's entry will show its status and allow a PDF copy to be downloaded (if available from the axis diplomat system).

Transactions

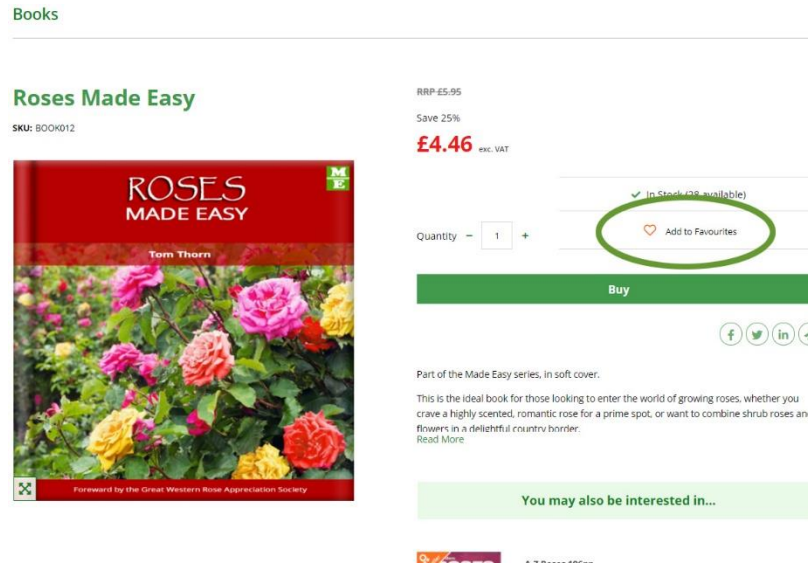
8 Transactions Found **Period** Last 6 months ▾

Date	Type	Document Reference	Value	Status
11/03/2021	Invoice	 24687	£699.21	Outstanding
11/03/2021	Invoice	 24670	£1,217.79	Outstanding
11/03/2021	Invoice	 24655	£3,776.55	Partially Paid
11/03/2021	Invoice	 24445	£1,741.47	Paid
14/02/2021	Invoice	 24350	£1,843.64	Paid
09/02/2021	Invoice	 24214	£1,622.97	Paid
09/02/2021	Invoice	 24180	£1,090.75	Paid
09/01/2021	Invoice	 23907	£1,986.31	Paid

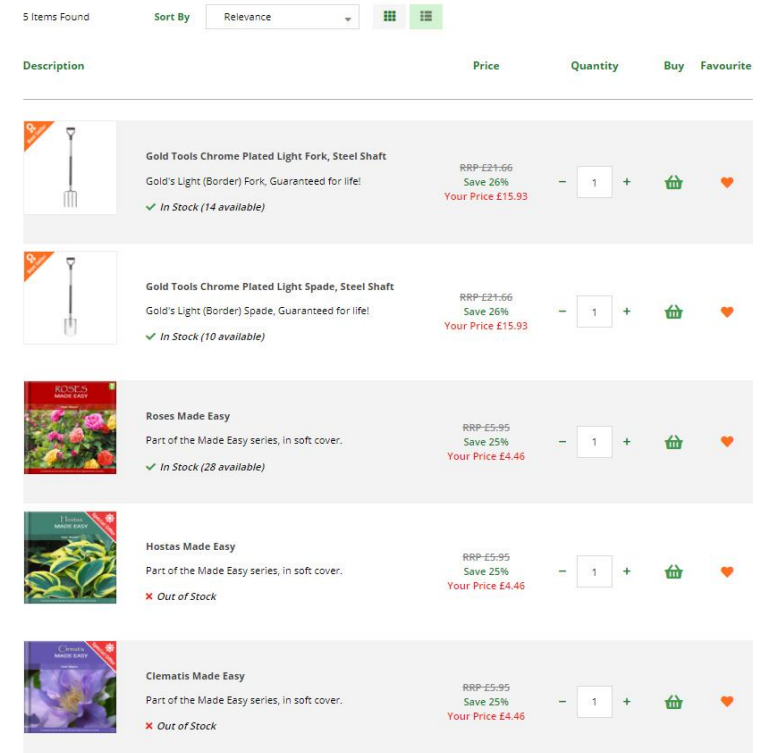
[Back to My Account](#)

8.7. Favourites

Allow your users to add items to a Favourites list, from which they can easily place orders in the future.



An Add to Favourites option is shown alongside the "add to basket" link on product and product listing pages



The Favourites page then lists everything that has been added as a favourite in the past

As well as allowing your customers to maintain a "wish list", this also allows people who regularly purchase the same products to maintain a quick and easy-to-use order form.

9. B2B (Trade) Functionality

9.1. Pricing

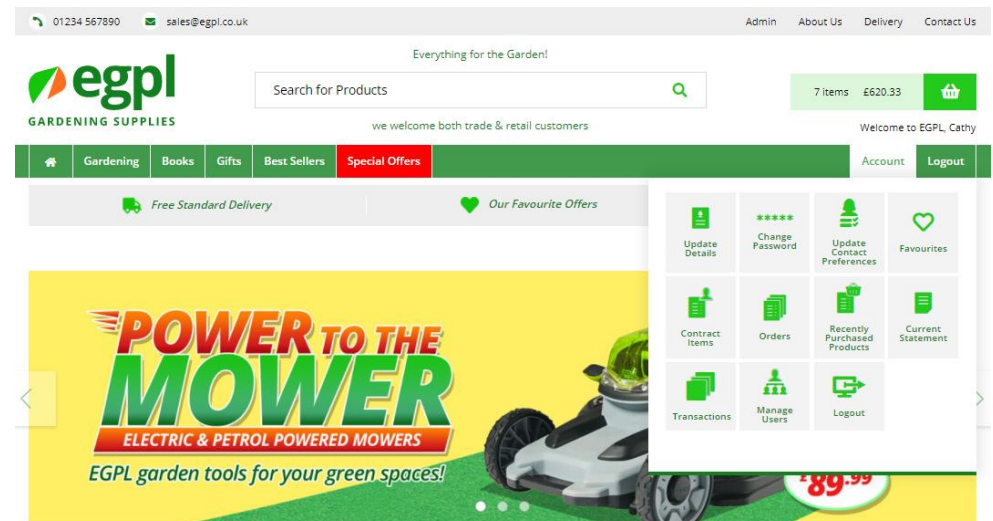
All pricing configured for your trade customers is replicated to your axis vMerchant website using any combination of pricing rules configured in axis diplomat, for example:

- customers may have net pricing for specific products
- customers may have specific discounts for specific products
- customers may be added to price bands
- customers may be added to discount groups and varying discount levels defined for different groups of products
- products may have quantity-break pricing
- an overall order value discount may be offered
- separate prices may be defined for packs (or cases)

Your website may show a saving from a standard trade or retail price (if there is a saving), as a monetary amount and/or as a percentage saving.

9.2. Additional My Account Functionality

Trade customers can take advantage of the range of My Account facilities offered to B2C customers described in the previous section. In addition, the following additional facilities may also be made available.



9.2.1. Contract Order Form

The Contract Order Form is similar in layout to the Favourites and Recently Purchased Products order forms described above but lists items from the Customer Price List maintained in axis diplomat. In this respect, it can be used in a similar manner to a Favourites but is maintained by you rather than the customer.

In addition, as the customer browses the online catalogue, any items that appear on the Contract Order Form are flagged with a Contract Item icon.

Home > My Account > Contract Order Form

exc. VAT inc. VAT

Contract Order Form

These are the products that you have fixing pricing terms agreed.

Filters

Brand ▾

Rating ▾

11 Items Found **Sort By** Relevance ▾

Description	Price	Quantity	Buy	Favourite
<p>A-Z Houseplants 180pp Part of the A-Z Series written by well known TV celebrity gardener, Pete Frome. <i>✓ In Stock (29 available)</i></p>	<p>RRP £9.95 Save 60% Your Price £3.99</p>	<p>- 1 +</p>	<p></p>	<p></p>
<p>EGPL Petrol Chainsaw 33cc, 16" bar Our own brand Petrol Chainsaw, suitable for domestic and light professional use. <i>✓ In Stock (16 available)</i></p>	<p>RRP £124.17 Save 37% Your Price £78.25</p>	<p>- 1 +</p>	<p></p>	<p></p>
<p>Fruit Trees Made Easy</p>				



Gold Tools Chrome Plated Standard Fork, Wood Shaft

Gold's Professional-Grade Fork for those who prefer a traditional feel.

Your Price £25.99

✓ In Stock (14 available)

- 1 +

9.2.2. Statement of Account

"On Account" customers are able to view their current statement online, including outstanding invoices and any unallocated credits. They are able to drilldown into those outstanding transactions to view the individual line items.

01234 567890
sales@egpl.co.uk
Admin About Us Delivery Contact Us

Everything for the Garden!

7 items
£625.72

we welcome both trade & retail customers Welcome to EGPL, Cathy

Home
Gardening
Books
Gifts
Best Sellers
Special Offers
Account
Logout

Free Standard Delivery

Our Favourite Offers

Free Returns

Home > My Account > Statement exc. VAT inc. VAT

Statement

Date	Type	Document Reference	Due Date	Debit	Credit	Balance
11/03/2021	Invoice	24655	10/04/2021	£4,520.69	£3,918.76	£601.93
11/03/2021	Invoice	24670	10/04/2021	£1,448.43	£0.00	£2,050.36
11/03/2021	Invoice	24687	10/04/2021	£839.06	£0.00	£2,889.42
11/03/2021	Invoice	24727	10/04/2021	£3,943.68	£0.00	£6,833.10
11/03/2021	Invoice	24733	10/04/2021	£1,402.11	£0.00	£8,235.21
06/04/2021	Invoice	24778	06/05/2021	£1,669.09	£0.00	£9,904.30
Current Balance						£9,904.30

Please note that this is a demonstration website and the dates of transactions are regularly updated to keep them current. The PDF copies are not, however, regenerated so that, although the content of the PDFs accurately reflects the content of the transaction, the dates may appear incorrect.

[Back to My Account](#)

9.2.3. PDF Invoice/Credit Notes

Invoices and credit notes created within axis diplomat are also generated as PDF files. These PDF files can be automatically uploaded to your axis vMerchant website, allowing your customers to 'self-service' reprinting invoices directly from their statement page.

9.2.4. Pay Outstanding Invoices

You may choose to allow your customers to pay outstanding invoices on their account using a credit or debit card. Payments made are imported directly into axis diplomat and the appropriate payment allocated to the chosen invoices.

This can be a useful credit control tool since a customer whose account is on hold and yet is desperate for an order to be shipped can be directed to the website to make a payment. Within minutes of that payment being made, their account can be updated in axis diplomat, allowing shipments to be made.

9.2.5. Order Upload (CSV file)

Customers regularly ordering many items from your website can upload a CSV file containing details of the products that they wish to order. This can be generated from an Excel spreadsheet, for example, or their own ERP purchasing system.

At its simplest, this CSV file may just contain a list of part codes and quantities. It may, however, contain multiple orders with different delivery addresses.

9.3. eProcurement

This is an optional additional module available for axis diplomat that is particularly relevant to customers using axis vMerchant as an ordering portal for large corporate or public-sector customers.

It extends the B2B functionality to provide multi-level purchasing control. You can specify the contact within an organisation that is the main buyer and you can give them the ability to set up other operators. In addition, the main buyer can be copied in on order confirmation emails.

Individual operators can be restricted in the value of orders they can place whilst larger orders may be entered as requisitions that are sent to the main buyer for approval. Individual buyers can be restricted to buying from a pre-defined list or prevented from seeing pricing information altogether.

Individual branch accounts may each have a main buyer, with their own purchasing limits. They are able to authorise orders up to a set limit whilst orders above that limit are referred to the head office for authorisation.

The main contact at the head office is then able to use online reporting tools to analyse their spend with you by product, by branch and by user.

10. International Trade

Whilst the web is, by definition, worldwide and any website can potentially take orders from around the world (subject to the appropriate delivery options being available), there are a number of facilities specifically designed with international trade in mind.

10.1. Multi-Currency

For those with axis diplomat's Foreign Currency module, handling of multiple currencies is easy and straightforward.

Trade customers logging in will automatically see all pricing in their own currency.

Retail customers can be offered the option of switching between your configured currencies, subject to the appropriate agreements with your bank and PSP to accept payments in that currency.

Since all pricing comes from axis diplomat, the same rules for currency pricing are followed on your website as in your back office: you may define a fixed price in a particular currency (e.g., a given item always sells at €9.99 irrespective of the prevailing exchange rate). If a currency price does not exist for a given product, for a given customer, then the Sterling price will be taken and converted using the currently defined exchange rate.

10.2. Multi-Lingual

It is possible to hold foreign language translations of every item of text displayed on a website. Translations for static text (such as labels for prompts in the checkout) and general content (such as news stories and policy statements) are all maintained through the axis vMerchant CMS system.

The axis diplomat Multi-Lingual Stock module allows you to define translations for all of the stock record and eBusiness Catalogue fields that can appear on a website, including descriptions, notes and attributes. The Custom Stock Data module also works in conjunction with the Multi-Lingual Stock module to allow translations to be recorded for any custom data

axis vMerchant Express supports multi-currency operation but not multiple languages. Bespoke websites may support either or both modes of operation.

10.3. VAT

10.3.1. Retail & Multiple VAT Registrations

If your B2C sales into an EC country ("distance selling" in HMRC terminology) exceed the threshold for VAT registration in that country, then you must register for VAT in that country and charge VAT at that country's prevailing rate. This is irrespective of whether your "home" country is within the EC or not.

This is handled by the axis diplomat Multiple VAT Registrations module.

It may also be desirable to register for VAT in multiple countries if the typical value of your sales exceeds the threshold for the Import One Stop Shop (IOSS) and yet you wish to avoid the consumer paying VAT and duty when the goods are delivered.

From a website point of view, it is possible to charge differing rates of VAT at the checkout, depending on which country the delivery is being made to. This can, however, be confusing for the customer since the value of their shopping basket can change as they enter or change the delivery address country.

One way of handling B2C websites for businesses with multiple VAT registrations is to quote all prices as VAT inclusive and to not show a VAT breakdown. The VAT element of the order (and your margin) may change but the price the customer pays remains the same.

When the order is shipped, and an invoice generated in axis diplomat, this will be automatically emailed to the customer showing the VAT breakdown at that point.

With websites that are both B2C and B2B, this mode of operation is still possible: When a trade customer logs in, pricing can start showing a VAT breakdown (as can the shopping basket) and a toggle can be displayed allowing prices to be switched between VAT inclusive and VAT exclusive pricing. If a retail customer logs in (i.e. one who has previously registered on the site) then the site continues to operate in a B2C mode where all VAT breakdowns are suppressed.

10.3.2. Trade & Conditional VAT Destinations

When configuring your Delivery Areas (see above), you mark each area as one of three possible positions for VAT:

- VAT is always charged (for example, areas within the UK)
- VAT is never charged (for example USA or Channel Islands)
- VAT is conditional (for example when delivering from one European Union country to another)

When checking out an order as a B2C customer and selecting delivery to an area marked as having conditional VAT, the checkout can automatically add an additional field for the customer's VAT Registration number. If a valid number is supplied then no VAT is charged at the checkout.

As it is the supplier's responsibility to check that the VAT Registration Number is correct, it is possible for such orders to be automatically placed on hold pending a manual check.

11. axis vMerchant Licensing

It is possible to run many websites from a single axis diplomat system; some example configurations might be;

- a. you have one website for both B2B and B2C; when a trade customer logs in to your site, the pricing shown on the site automatically changes to reflect the customer
- b. you have two completely different websites, one for B2B and one for B2C
- c. you have three completely unconnected product ranges that you sell and you have three completely different websites (different designs, different web addresses, etc.)
- d. you have two different marketing models for a range of products - one aimed at the bargain basement sector and one aimed at the quality sector; you have two different websites showing these same products but with a different look and feel to the sites and with different prices! One site charges delivery but keeps the headline prices low whilst another site offers free delivery but with higher product pricing

Any of these combinations would be possible with axis diplomat and axis vMerchant and the licensing model is designed to accommodate this.

You will require an additional module, called the eBusiness module, added to your axis diplomat system. This is a one-off licence, regardless of the number of websites you have.

You will then require one axis vMerchant Site licence for each separate website that you require. This is a one-off licence fee (in other words, there is no renewal cost).

The addition of the axis diplomat eBusiness module will be reflected in your standard software support contract, whilst the support on the axis vMerchant site itself is incorporated into your monthly hosting service.

12. Pre-requisites & Considerations

12.1. Static IP Address

Your system's connection to the Internet must use a static (fixed) IP address. This is a requirement to allow us to secure our own web servers (and so secure your website) from attack. This is also a requirement of both Opayo and Pay360.

A Static IP address allows us to lock down the firewalls protecting our web servers so that the only updates to your website come from your axis diplomat system.

Any business-grade Internet connection and many domestic-grade services offer a static IP address as an option if not as standard.

Further information can be found on our website at:

<http://www.axisfirst.co.uk/web/advice/internet-terminology-for-beginners/article/77034>

12.2. SSL Certificate

An SSL certificate is used to allow the data sent to a website to be encrypted.

There are two types of SSL certificate - standard and EV certificates. A standard certificate simply encrypts the data, ensuring that the data cannot be read by a third party on its way across the Internet. An EV certificate provides additional assurance that the website belongs to the people it claims to represent - in other words, it offers some level of protection from being duped into entering your login details into what you think is your bank website but is actually a site hosted by criminals.

Producers of web browsers are implementing various methods to make EV certificates 'look' more secure and do offer another level of reassurance to your customers. They are more expensive; this is in part because they are much more complicated to acquire and to administer.

13. Compatibility

13.1. Browser Compatibility

Wherever possible and practical, your site will be built to conform to W3C guidelines (specifically HTML 5) and use design techniques that are both current and yet generally supported (specifically CSS3). This has the dual benefits of ensuring maximum readability by Search Engines and by the widest variety of web browsers.

Please Note: Every browser has some idiosyncrasies (bugs) which mean that sometimes things do not appear exactly as intended on that browser. Furthermore, the same page can appear differently on the same browser depending on which platform (Windows 10, Max OSX, etc.) the browser is running on.

It is impossible to test or guarantee every web page in every situation on every browser, running on every platform.

Environment	Browser			
	Microsoft Edge	Firefox	Chrome	Safari
Current version Microsoft Windows	✓	✓	✓	
Current version Mac OS X		✓	✓	✓
Current version Apple iPad			✓	✓
Current version Android Tablet			✓	
Current version Apple iPhone				✓
Current version Android SmartPhone			✓	

This cross-section is chosen to deliberately test the vast majority of common platforms. Testing of websites on other platforms or browsers, or rectification of problems on other platforms or browsers, is available (subject to the platform and browser combination being available to us) at additional cost.

Please note: we do not test (or aim to rectify problems with) beta programme, pre-release or release candidate browsers. Our experience indicates that browsers often show up odd problems during the beta release cycle that are not present at full release. Attempting to work around these interim oddities can actually make things worse when the final release is launched.

13.2. JavaScript

New bespoke axis vMerchant websites and sites built on axis vMerchant Express are designed on the assumption that the client browser will have JavaScript enabled since this allows the site to offer a richer customer experience.

If a visitor is using a browser that has JavaScript disabled then their experience may be adversely affected. A warning will be displayed at the foot of every page advising them that, for the best results, they should enable JavaScript.

This is now common practice with most leading eCommerce websites offering restricted or no functionality in browsers with JavaScript disabled.

Appendix A Feature Availability

Feature	Available with axis vMerchant Express	Requires additional axis vMerchant module	Requires additional axis diplomat module	Minimum axis diplomat Version
Trade (B2B) and Retail (B2C) Operation	✓			
Responsive Design	✓			
Always Encrypted Operation	✓			
Sitemap Page	✓			
Sitemap XML	✓			
URL Re-writing	✓			
CMS	✓			
Google Analytics	✓			
Meta Data	✓			
Microdata	✓			2018
OG Date	✓			
Google Shopping	✓			2016
Affiliate Advertising		✓	✓	

Feature	Available with axis vMerchant Express	Requires additional axis vMerchant module	Requires additional axis diplomat module	Minimum axis diplomat Version
Source Tracking	✓			
eBusiness Catalogues	✓			
Grid View and List View	✓			
Product Filters	✓			
Predictive Searching	✓			
Search Dictionary	✓		✓	2016
Case Pricing	✓		✓	
Image Categories	✓			2014
Image Resizing	✓			2014
Image Zoom	✓			
Image Pop Up	✓			
Image Watermarking	✓			2014SA
360° Images	✓			2014
Video	✓			
Downloadable Files	✓		✓	

Feature	Available with axis vMerchant Express	Requires additional axis vMerchant module	Requires additional axis diplomat module	Minimum axis diplomat Version
Stock Lines	✓			
Custom Stock Data	✓			2018
3rd Party Rich Stock Data	✓	✓		
Equipment Compatibility	✓		✓	
Superseded Stock				2012
Pick 'n' Mix	✓		✓	2012
Special Offers	✓			
Featured Items	✓			
Best Sellers	✓			
Most Recent Additions	✓			
Recently Viewed Items	✓			
Cross-Sells	✓			
Optional Extras	✓			
Stock Availability	✓			2016SA
In Stock Notifications	✓	✓		2014

Feature	Available with axis vMerchant Express	Requires additional axis vMerchant module	Requires additional axis diplomat module	Minimum axis diplomat Version
Banners	✓			
Promotional Vouchers	✓		✓	
Customer Vouchers	✓		✓	
Free Gift	✓			
Reviews		✓		
Online Help	✓	✓		
Mailing List Subscribe/Unsubscribe	✓			
Stockists		✓		
Express Retail Checkout	✓			
Retail Checkout with Registration	✓			
Opayo	✓		✓	
Pay 360	✓		✓	
PayPal	✓		✓	
Other Payment Methods	✓			
Tokens	✓	✓	✓	2016SA

Feature	Available with axis vMerchant Express	Requires additional axis vMerchant module	Requires additional axis diplomat module	Minimum axis diplomat Version
Delivery Areas	✓			
Delivery Services	✓			
Loqate	✓		✓	
'My Account' Functionality	✓			
Change Password	✓			
Change Contact Details	✓			
Change Contact Preferences	✓			
Order History	✓			
Buy Again	✓			
Transaction History	✓			
Favourites	✓			
Recently Purchased Products	✓			
Contract Order Form	✓			
Statement of Account	✓			
PDF Invoice/Credit Notes	✓		✓	2012

Feature	Available with axis vMerchant Express	Requires additional axis vMerchant module	Requires additional axis diplomat module	Minimum axis diplomat Version
Pay Outstanding Invoices	✓			
CSV Order Upload		✓		
eProcurement	✓		✓	
Branch Switching				
Multi-Currency	✓		✓	
Multi-Lingual		✓	✓	2010
Multiple VAT Registrations	✓		✓	2016
Conditional VAT Destinations	✓			



Produced by Systems Axis Limited (t/a Axisfirst). 53/55 St. Mary Street, Bridgwater, Somerset TA6 3EQ

axisfirst.co.uk