



ecBuilder Pro

Using Cardservice International



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CONTENTS

Chapter 1	Introduction	1
	How to Apply for an Account.....	2
	Set Up a Merchant Account Profile.....	3
Chapter 2	Using Cardservice International	7
	Cardservice from the Customer's Point of View	7
	The Visitor's Point of View	8
	Behind the Scenes	13
	Using Maximizer OrderDesk to Process Cardservice International Transactions	13
	Using the Cardservice International Back Office.....	14
	View Orders.....	15
	View Transactions.....	15
	View Item Sales Statistics	15
	Merchant Fraud Protection	16
	View Batches	16
	Merchant Reports Administration	16
	Index	17



CHAPTER 1

INTRODUCTION

i *In order to enable SSL-secured transactions, you must obtain and install a digital certificate on your IIS server. See the ecBuilder Pro User's Guide for more on digital certificates.*

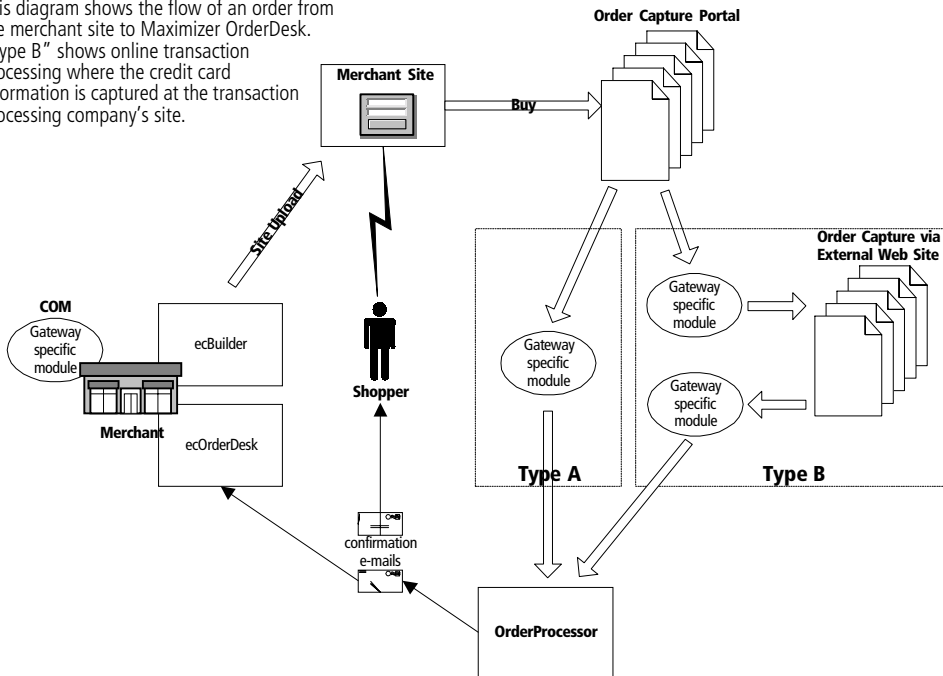
ecBuilder provides support for payment processing through plug-in extensions known as payment gateway modules (PGMs). PGMs encapsulate the interface to a third-party payment processor, and allow the ecBuilder-generated sites to forward merchant-authentication information from a transaction gateway to the respective payment processor.

The merchant authentication information is secured via public-key technology and embedded within the HTML pages generated by ecBuilder. At the time of purchase, the ecBuilder shopping cart forwards the encrypted processing information through a payment gateway module, where it is decrypted and used in conjunction with an SSL-secured order form to then log in to the payment processor and facilitate the credit card authorization process.

The transaction result—whether it is a pre-authorization, a capture, or a refund—is then returned by the processor and forwarded back to ecBuilder, which in turn sends the order information to the merchant as an encrypted e-mail attachment.

In addition to allowing merchants to view the order information received, Maximizer OrderDesk can provide an interface to the payment processor which will enable merchants to submit capture and refund requests to the payment processor post-fulfillment. Maximizer OrderDesk can also operate as a “point-of-sale” terminal for merchants, allowing them to perform authorization requests directly to their third party payment processing company right from their own computer. Both of these features are dependent upon which third-party payment processor you choose.

This diagram shows the flow of an order from the merchant site to Maximizer OrderDesk. "Type B" shows online transaction processing where the credit card information is captured at the transaction processing company's site.



There are several third-party transaction gateway providers directly supported by ecBuilder.



Note

In order to take advantage of the online credit card processing capabilities provided by a payment processing gateway, you must set up a merchant account with one of the transaction processing companies.

How to Apply for an Account

i Rather than following these steps, you may also obtain a merchant account by going directly to the Cardservice International site at <http://www.cardservice.com>.

Applying for a Cardservice account is an easy process that you can start in ecBuilder. The Cardservice Web site lets you apply for a merchant account.

For more information, contact Cardservice International customer support.

➤ To apply for a Cardservice merchant account

1. In ecBuilder, go to the Online Processing screen.
2. Click the Add button. The Merchant Gateway Profile dialog box appears.
3. Select Cardservice from the drop-down list and click the “Acquire merchant account...” button. ecBuilder opens the Cardservice application Web page.
4. Follow the instructions on the screen to complete the application.


Upon approval of your merchant account application, Cardservice provides you with the information you need to configure ecBuilder to work with your Cardservice account.



Note

See “Set Up a Merchant Account Profile” on page 3 or press F1 for additional help.

Set Up a Merchant Account Profile

 Before you can enable online transaction processing in ecBuilder, you must have a merchant account with a credit card company or your bank and a transaction processing company.

If you have a merchant account with a credit card company or your bank, you may wish to set up online transaction processing. Once this is set up, credit card transactions are processed from your Web site and are tracked and maintained through Maximizer OrderDesk. You set up online payment processing in ecBuilder’s Transaction Processing screen by creating a Merchant Account Profile for each account you have with a payment processing company.

The method and procedures for online transaction processing will vary depending on the transaction processing company. Cardservice International allows you to pre-authorize funds, process transactions after the product has shipped, and issue refunds.

➤ To create a new Merchant Account Profile

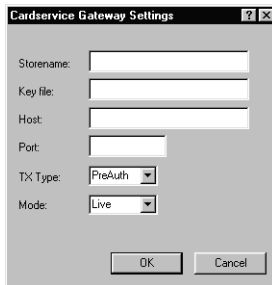
1. In ecBuilder, select Go > Online Processing to change to the Online Processing screen.

The Online Processing screen lets you select the merchant account that you wish to use for your ecBuilder catalog, or add a new profile for a merchant account.

2. Click the Add button to open the Merchant Gateway Profile dialog box.



3. Under "Merchant account profile name", type a short, descriptive name for the profile.
4. From the drop-down list, select the Cardservice transaction processing company. Note that you must have a merchant account set up with Cardservice to proceed.
5. From the Merchant Gateway Profile dialog box, click Settings. ecBuilder prompts you to enter the settings for the merchant account.ecBuilder prompts you to enter the settings for the merchant account.



6. Enter the settings for your merchant account and click OK. If you need help with any of these settings, **press F1 in the Settings dialog box** or see the documentation provided to you by Cardservice.
7. Once the settings are entered, click OK in the Merchant Gateway Profile dialog box to finish creating the new profile. The new

profile is now selected in the Transaction Processing screen. You also use this profile for Maximizer OrderDesk.

**Note**

You are not limited to the number of profiles or merchant accounts you can use with ecBuilder. The process of setting up different profiles allows you to switch your profile selection in both ecBuilder and ecOrderDesk.



CHAPTER 2

USING CARDSERVICE INTERNATIONAL

Cardservice International allows for the pre-authorization, capture, and refund of funds to and from the consumer's credit card. Depending on the settings you enter in ecBuilder for your Cardservice International merchant account profile, the orders you receive in Maximizer OrderDesk from your online catalog may also contain credit card pre-authorization information. The consumer's e-mail message will contain confirmation information from the merchant indicating the order has been received.

In addition to allowing you to view the order information, Maximizer OrderDesk provides a direct interface to the Cardservice International payment processing server which enables the merchants to directly submit, capture, and refund requests to the Cardservice International Processing server after the order has arrived in Maximizer OrderDesk.

If you would like to use Cardservice International as a payment gateway for online credit processing, you must set up a merchant account with Cardservice International. For more information, visit <http://www.cardservice.com> to learn more about how their system works.

Cardservice from the Customer's Point of View

If you set up your online catalog to use Cardservice for credit card transaction processing, the result is a seamless integration of the credit card transaction into the visitor's Web experience. When a

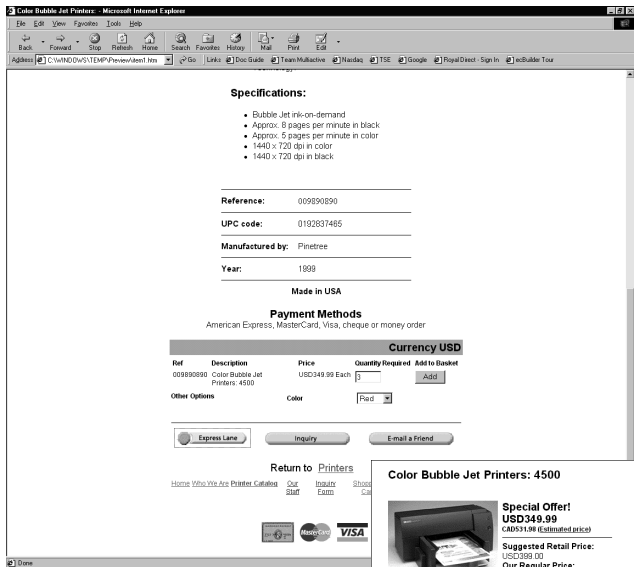
shopper places an order, ecBuilder collects the visitor's credit card information after the visitor enters his or her name and address.

ecBuilder processes the order “behind the scenes”. The order arrives as an encrypted e-mail attachment that, when opened, is automatically imported to Maximizer OrderDesk and marked with the status of the credit card transaction—Payment Received, Payment Declined, Payment Preauthorized, and so on.

The Visitor's Point of View

If you use Cardservice International for processing credit card transactions, here’s what a typical shopper will experience:

1. The shopper examines the online catalog, reads the description of a product and decides to buy it, choosing quantity and options, and then clicking Add.



Color Bubble Jet Printers: 4500

Special Offer!
USD 349.99
CALL OR VISIT OUR WEBSITE

Suggested Retail Price:
 USD 359.00

Our Regular Price:
 USD 349.99

Also Available in White

Pinetree's wide array of color Bubble Jet printers provide photo-realistic printing at an affordable price. Pinetree offers a printing solution for many types of customers including budget-minded users as well as the more experienced professional.

Features:

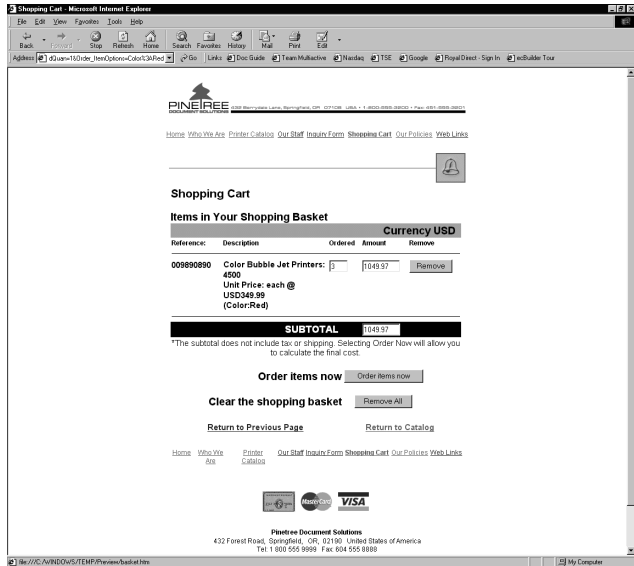
- The PT 4500 features an expanded print nozzle system that prints an area up to twice as large in just a single pass - resulting in blazing print speeds.
- The PT 4500 is the next generation of state-of-the-art Pinetree printers. It contains the exclusive Drop Modulation Technology.

Specifications:

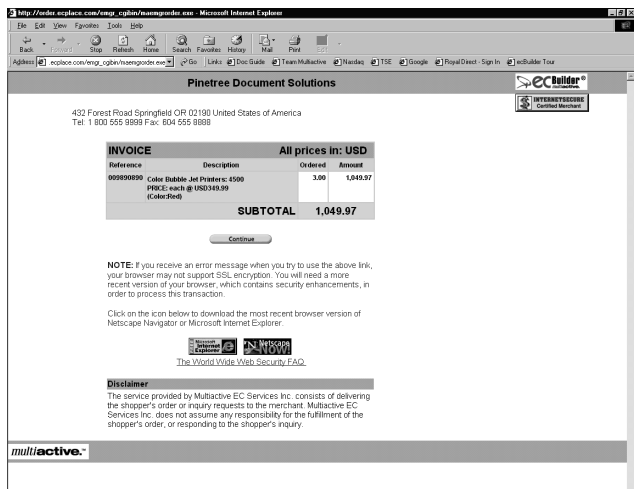
- Bubble Jet ink-on-demand
- Approx. 8 pages per minute in black
- Approx. 5 pages per minute in color
- 1440 x 720 dpi in color
- 1440 x 720 dpi in black

NOTE: The shopper has the option on this page of clicking the Express Lane button, which skips the Shopping Cart (step 2) and goes directly to the invoice page (step 3).

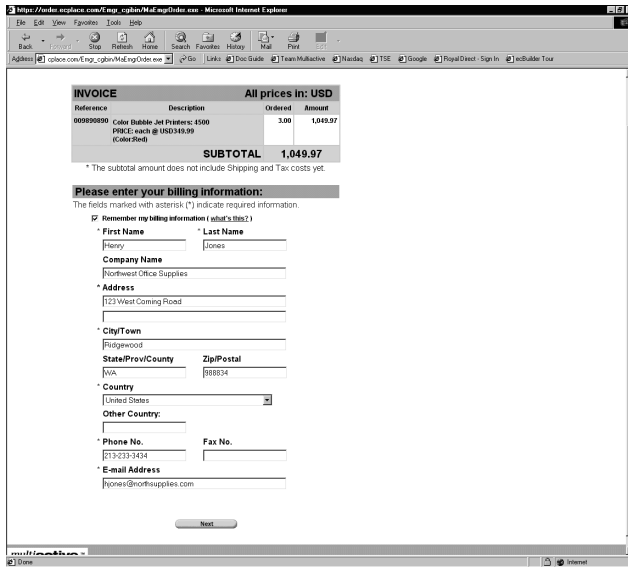
2. On the Shopping Cart page the shopper reviews the order, including price and quantity, and then clicks "Order Items Now".



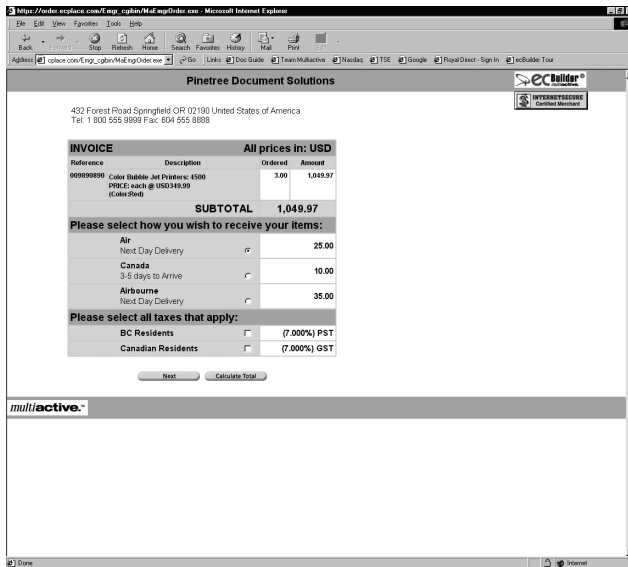
3. The shopper then sees a summary of the invoice, reviews it, and clicks Continue.



- The ecBuilder order page redisplay the invoice and collects the shopper's name and address. If the visitor is a returning customer, the address information is displayed automatically. The shopper clicks Next.



- The shopper selects a method of delivery and any applicable taxes, then clicks Next.



- Invoice and address information are displayed. Near the bottom of the page, the shopper can choose to pay by credit card or another method.

The screenshot shows a Microsoft Internet Explorer browser window displaying a web page with an invoice and a payment options form. The browser's address bar shows the URL: `http://order.northsupplies.com/emp_cg.htm?MEI.asp?order=...`

INVOICE All prices in: USD

Reference	Description	Ordered	Amount
000900890	Color Bubble Jet Printer: 4500 PWE: each @ USD349.00 (ColorJet)	3.00	1,049.97
SUBTOTAL			1,049.97
Shipping/Delivery			
Air	Next Day Delivery		25.00
Taxes			
PST (7.000%)	BC Residents		0.00
GST (7.000%)	Canadian Residents		0.00
TOTAL			USD 1,074.97

Billing To:

Name: Jones, Henry
 Company Name: Northwest Office Supplies
 Address: 123 West Coming Road, Ridgewood, VA, 80854, United States
 Phone No: 213.233.3434
 Fax No:
 Email: hjones@northsupplies.com

Please enter your shipping/delivery information:

Same as Billing contact.

* First Name: [Henry] Last Name: [Jones]
 Company Name: [Northwest Office Supplies]
 Address: [123 West Coming Road]

Payment Options:

Credit Card
 Selecting this option will require you to enter your credit card information on a subsequent page.

cheque or money order
 Please enter Payment Detail (cheque or money order):
 With this payment option, your order will be processed after submitting this page. There will be NO further request for confirmation.

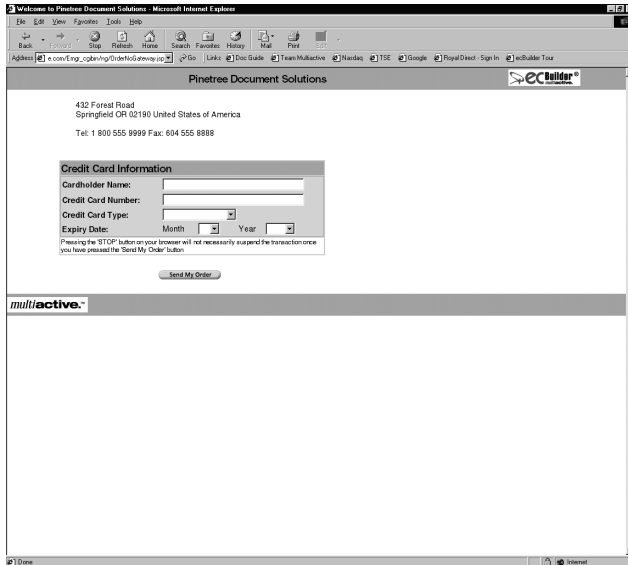
Please complete the following:

The fields marked with asterisks (*) indicate required information.

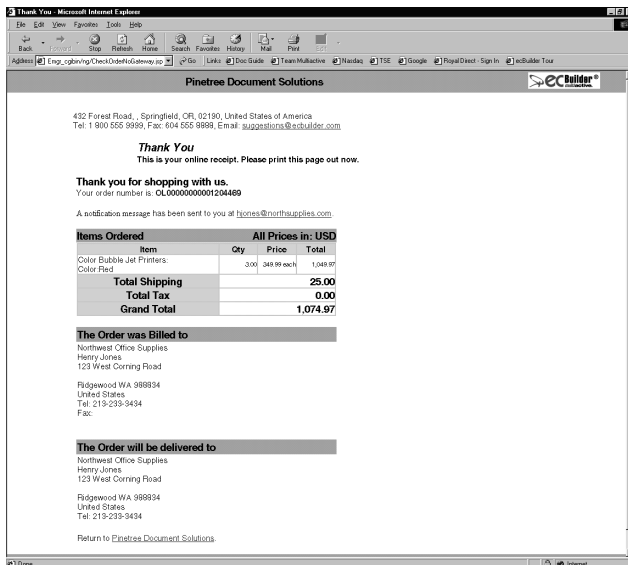
* How did you hear about our site?
 [from a friend]
 * Did you find what you were looking for?
 [yes]
 Would you like us to contact you?
 [please]

Additional information:
 Please supply additional information for your order (maximum 600 characters)
 [Text area]
 [Next] [Cancel My Order]


- If paying by credit card, the shopper enters the credit card information and clicks Submit.



- A thank you page notifies the shopper that the transaction is complete and displays the details of the order, including an order number that will be sent by e-mail.



Behind the Scenes

 The e-mail address you enter in the Site Builder Profile screen appears in the Contact Person Profile screen as the "Contact's E-mail Address". If you'd like this address changed, do so in the Site Builder Profile screen.

Behind the scenes, the ecBuilder order page sends the visitor's credit card information to Cardservice International, which responds by sending the transaction record back to the server. The order and the results of the credit card transaction are automatically sent to you (the merchant) as an encrypted e-mail attachment, which you open to bring the information into Maximizer OrderDesk. As well, the ecBuilder order page generates a notification e-mail. Both of these e-mails are sent to the e-mail address you enter in the Site Builder Profile screen of ecBuilder. You can also specify to have orders and inquiries sent to three additional e-mail addresses in the Contact Person Profile screen.




Note

If you are using multiple e-mail addresses (entered in the Contact Person Profile screen) for e-mail notification of orders and inquiries, make sure you install the same digital certificate that you use to publish your site on each computer receiving notification. For more information, please refer to the section on "Importing and Exporting Digital Certificates" in the ecBuilder Pro User's Guide.

Using Maximizer OrderDesk to Process Cardservice International Transactions

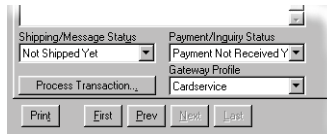
If you're using Cardservice International as an online transaction processing gateway, you can process credit card transactions online using Maximizer OrderDesk. You can use Maximizer OrderDesk to perform one of four types of transactions: Sale, PreAuthorize Purchase, PostAuthorize Purchase, or Credit. Essentially, this allows you to complete sales transactions, preauthorize funds, complete a preauthorized purchase, and issue refunds to customers.

 One of the options when you set up your Cardservice International merchant account profile in ecBuilder is the "Pre-authorize Payments" option. With this option selected, ecBuilder uses Cardservice International to pre-authorize the purchase only—no funds are transferred. In this situation, you use Maximizer OrderDesk to "Complete Pre-authorize Purchase".

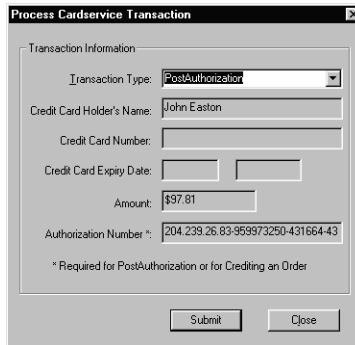
➤ To process a credit card transaction in Maximizer OrderDesk

1. Open Maximizer OrderDesk.
2. Locate and double-click the order to open the Order dialog box.

- Under "Gateway Profile", select the merchant account profile for Cardservice International and click the Process Transaction button.



- In the Process Cardservice International Transaction dialog box, select the type of transaction you wish to perform: Sale, PreAuthorize Purchase, PostAuthorize Purchase, or Credit.



i If any information is incorrect in the Process Cardservice International Transaction dialog box, simply click Close to return to the Order dialog box and make the necessary changes.

- Verify the credit card information and the transaction amount.
- Under "Product Description", type a short description of the transaction or use the default description.
- If the information displayed is correct, click the Submit button to submit the information to Cardservice International for processing. Maximizer OrderDesk displays a message indicating the result of the transaction.

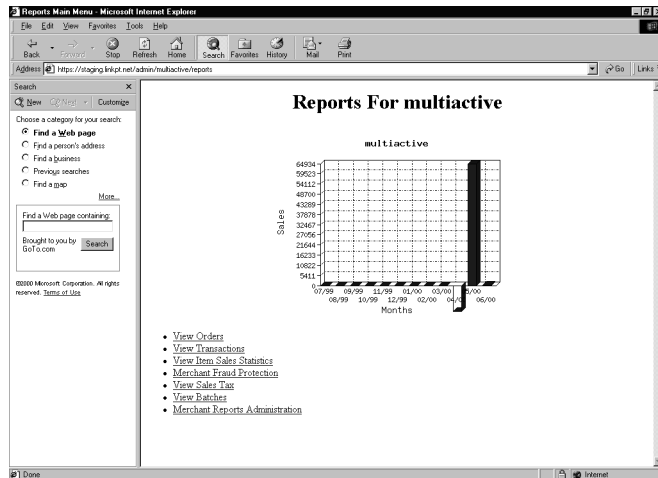
Using the Cardservice International Back Office

i To find out more about any of the options in the Cardservice International Back Office, refer to the documentation provided by Cardservice International.

Cardservice International has a "Back Office" Web site in which Cardservice International members can generate a number of reports based on queries you perform in the site and perform administrative functions. Among other options, you can:

- View order information
- View detailed transaction information
- Retrieve sales statistics
- Set up merchant fraud protection against specific IP addresses and credit card numbers
- Generate batch reports

To log into your Cardservice International Back Office account, use your Web browser to go to the URL that is provided to you when you set up your merchant account. For example, <https://staging.linkpt.net/admin/multiactive/reports..>



View Orders

This option in the Reports main menu allows you to generate views of your reports based on various filtering criteria. For instance, you may view orders that have been placed in a specific time period, view orders for a particular user, or view orders that have not been filled.

View Transactions

i For more on viewing transactions using the Cardservice International Back Office, refer to the documentation you received from Cardservice International.

This option in the Reports main menu allows to view detailed transaction information. Like orders, you can filter your views based on various criteria. Transaction details include information such as order number, order date, order type, customer credit card number, credit card approval information, and order amount.

View Item Sales Statistics

After a number of months, Cardservice International provides you with a report of sales statistics. Again, this type of information may be filtered based on various criteria.

Merchant Fraud Protection

The Merchant Fraud Protection option allows you to flag the IP addresses and credit card numbers of problem customers. If, for instance, a particular customer is known not to pay his or her bills, this would be a way to protect yourself as a merchant from credit card fraud.

View Batches

This option allows you to view your report batches. You are able to filter your batches for a specific time period.

Merchant Reports Administration

This option provides you with a way to generate a real-time report for your current transactions, set up an automated batch file, and delete test orders from the Cardservice International database.

INDEX

A

account application 2
application 2

B

Back Office 14

C

Cardservice International 15
 Back Office 14
configuration 3

D

digital certificate 1

E

ecBuilder Pro 3
e-mail attachment 8, 13
e-mail notification 13
encrypted attachment 8
encrypted e-mail 13

M

Maximizer OrderDesk 3, 7, 8, 13
merchant account 2, 3
Merchant Account Profile 3
merchant authentication 1
Merchant Reports Administration
 Cardservice International 16

O

online transaction processing 2, 3

P

Payment Declined 8
payment gateway modules 1
Payment Preauthorized 8
Payment Received 8
PGM 1
point-of-sale 1
pre-authorize funds 3
process transactions 3

S

Site Builder Profile 13
SSL 1

T

transaction gateway 2
transaction processing company 3

V

View Batches
 Cardservice International 16
View Item Sales Statistics Cardservice International 15
View Orders 15
 Cardservice International 15
View Transactions 15
 Cardservice International 15
visitor's point-of-view 8

