



ecBuilder Pro
Using e-SELECT



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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.*

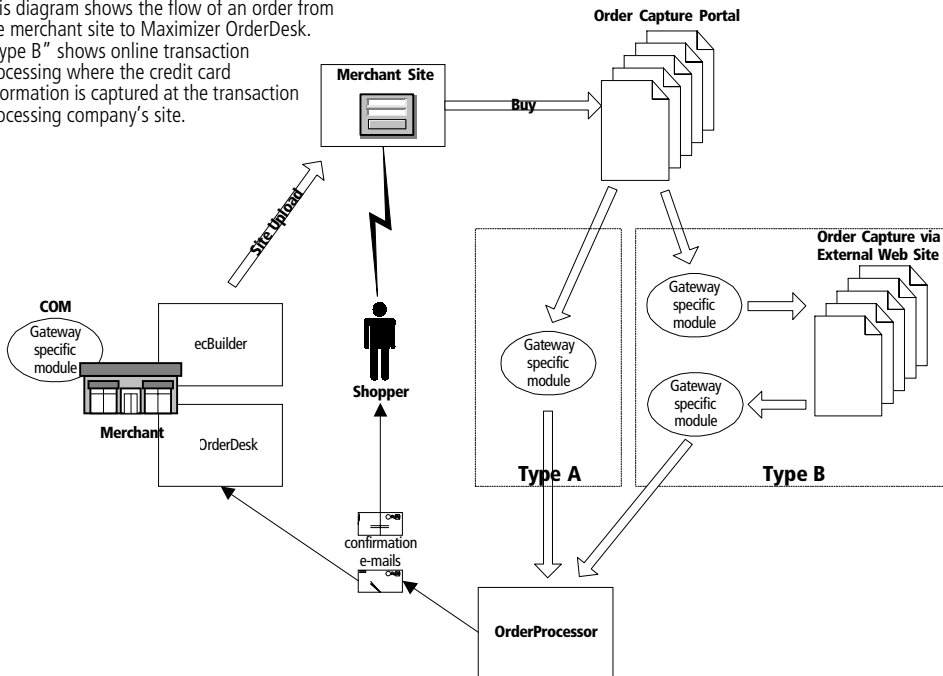
ecBuilder provides support for payment processing through plug-in extensions known as payment gateway modules (PGMs). PGMs encapsulate the interface to a third-party payment processor, and allow the ecBuilder-generated sites to forward merchant-authentication information from a transaction gateway to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

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

For more information, contact e-SELECT customer support.

➤ **To apply for an e-SELECT 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 e-SELECT from the drop-down list and click the “Acquire merchant account...” button. ecBuilder opens the e-SELECT application Web page.
4. Follow the instructions on the screen to complete the application.

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

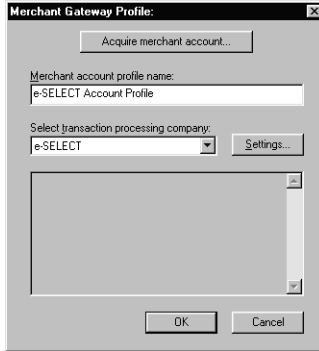
The method and procedures for online transaction processing will vary depending on the transaction processing company. e-SELECT allows you to pre-authorize funds, process transactions after the product has shipped, and issue refunds.

➤ To create a new Merchant Account Profile

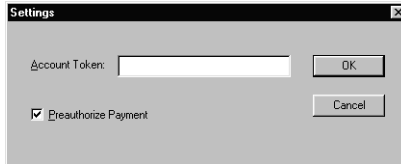
1. In ecBuilder, select Go > Online Processing to change to the Online Processing screen.

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.

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



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

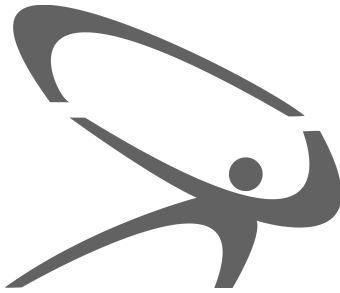


- Enter the settings for your merchant account and click OK. If you need help with any of these settings, **press F1 in the Settings dialog box** or see the documentation provided to you by e-SELECT.
- Once the settings are entered, click OK in the Merchant Gateway Profile dialog box to finish creating 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 Maximizer OrderDesk.



CHAPTER 2 USING E-SELECT

e-SELECT handles the pre-authorization, capture, sale and refund of funds to the shopper's credit card.

With e-SELECT as your credit card transaction processing company, orders you receive in the OrderDesk window can also contain credit card pre-authorization information. The shopper receives an e-mail from the merchant confirming receipt of the order.

As well as displaying order information, the OrderDesk window provides a direct interface to the e-SELECT payment processing server. You can directly submit capture and refund requests to this server after the order has arrived in the Maximizer OrderDesk window.

To use e-SELECT as a payment gateway for online credit processing, you must set up an account. For more information, visit **<http://www.e-selectpayment.com/enroll>**.

e-SELECT from the Shopper's Point of View

If you set up your online catalog to use e-SELECT for credit card transaction processing, the result is a seamless integration of the credit card transaction into the shopper's Web experience. When the shopper places an order, ecBuilder collects the credit card information after the shopper enters a name and address.

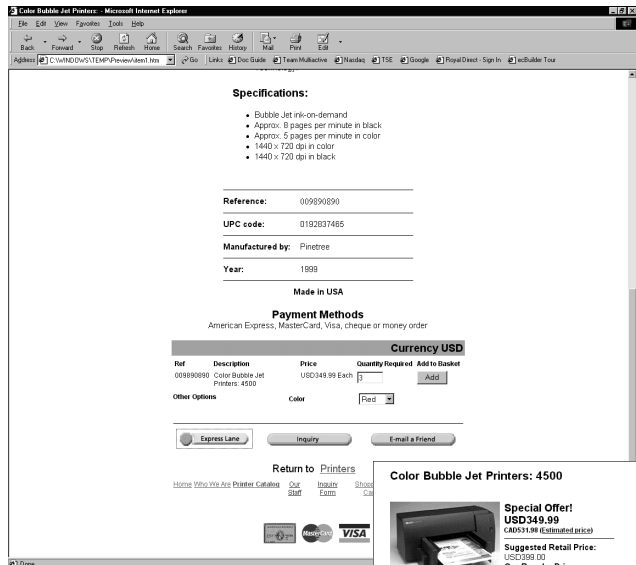
ecBuilder then processes the order behind the scenes. You receive the order as an encrypted e-mail attachment. When you open the attachment, it's automatically imported into the OrderDesk window

and marked with the result of the credit card transaction: Payment Received, Payment Declined, or Payment Preauthorized.

The Shopper's Point of View

If you use e-SELECT 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!
USD349.99
CMR) (99 (estimated price))

Suggested Retail Price:
 USD369.00

Our Regular Price:
 USD369.99

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:

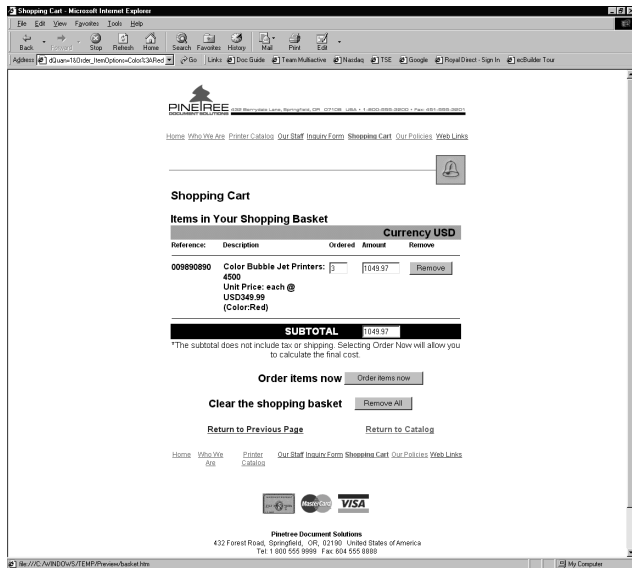
- The PT 4500 features an expanded print nozzle system that prints an area up to twice as large in just a single pass - resulting in blazing print speeds.
- The PT 4500 is the next generation of state-of-the-art Pinetree printers. It contains the exclusive Drop Modulation Technology.

Specifications:

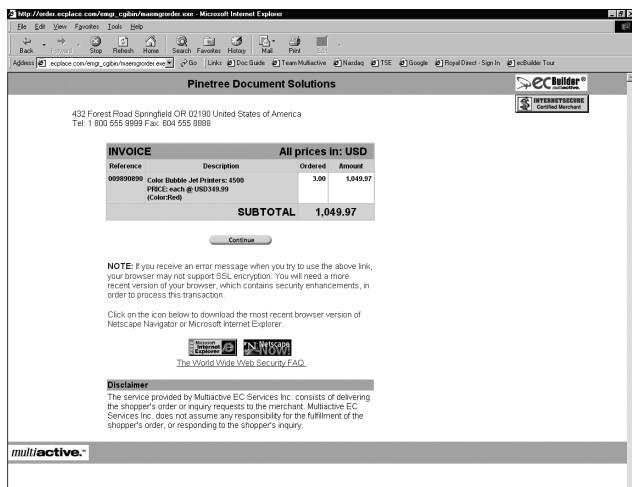
- Bubble Jet ink-on-demand
- Approx. 8 pages per minute in black
- Approx. 5 pages per minute in color
- 1440 x 720 dpi in color
- 1440 x 720 dpi in black

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).

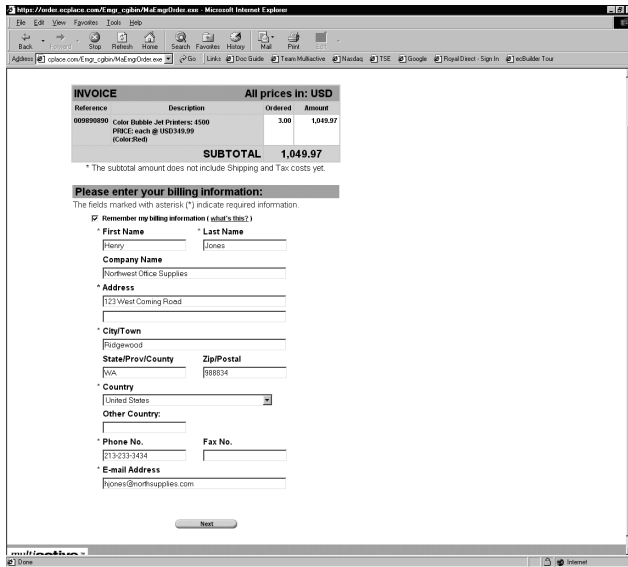
- On the Shopping Cart page the shopper reviews the order, including price and quantity, and then clicks "Order Items Now".



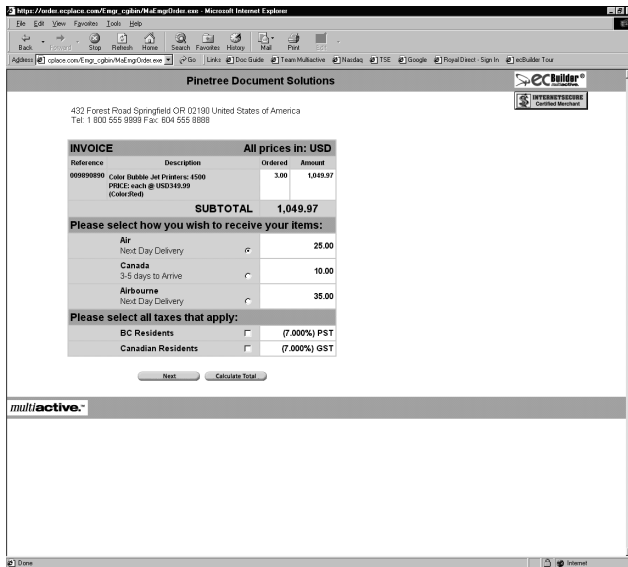
- The shopper then sees a summary of the invoice, reviews it, and clicks Continue.



- 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.

INVOICE All prices in: USD

Reference	Description	Ordered	Amount
000000090	Color Bubble Jet Printer: 4500 PWE: each @ USD349.99 (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, 000694, 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:

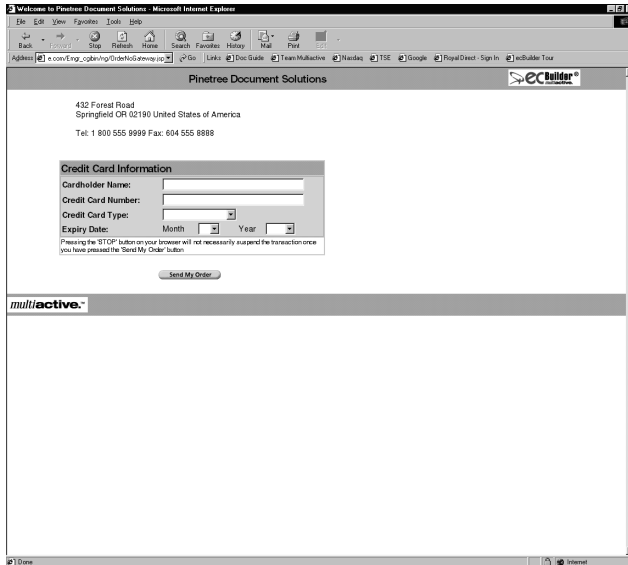
The fields marked with asterisks (*) indicate required information.

* 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]

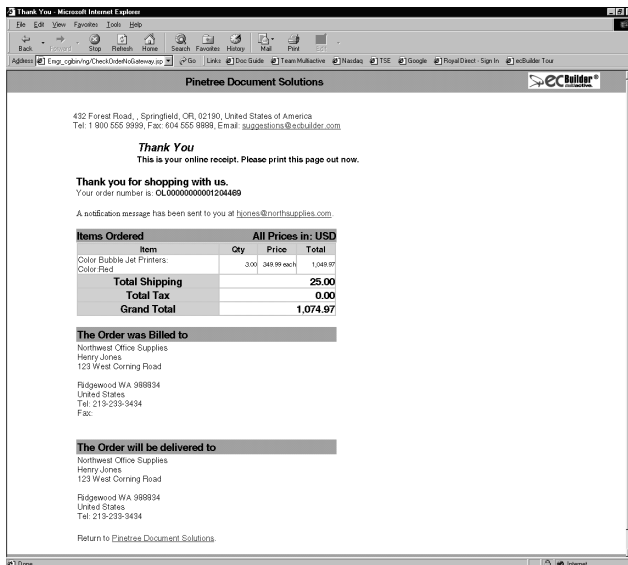
Additional information:
 Please supply additional information for your order (maximum 600 characters)

[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 shopper's credit card information to e-SELECT, 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 into the OrderDesk.

The ecBuilder order page also sends you a notification e-mail.

Both e-mails are sent to the e-mail address you enter in the Site Builder Profile screen of ecBuilder. You can also 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 Maximizer User's Guide.

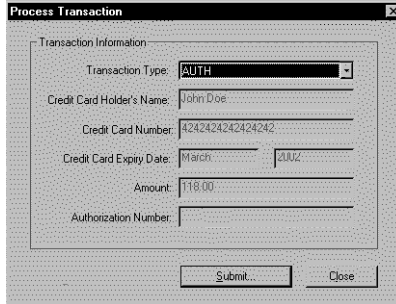
Using the OrderDesk window to Process e-SELECT Transactions

With e-SELECT as the online transaction processing gateway, you can process credit card transactions online using the Maximizer OrderDesk window. Use the OrderDesk window to perform four types of transactions: Sale, PreAuthorize Purchase, PostAuthorize Purchase, or Credit.

➤ To process a credit card transaction in the Maximizer OrderDesk window

1. In Maximizer, make the OrderDesk window active.
2. Locate and double-click the order to open the Order dialog box.
3. Under Gateway Profile, select the payment gateway profile for e-SELECT and click the Process Transaction button.

- In the Process Transaction dialog box, select the type of transaction: CAPTURE, AUTH, SALE, or VOID.



i If any information is incorrect in the Process 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.
- If the information displayed is correct, click Submit to send the information to e-SELECT for processing. The OrderDesk window displays a message with the result of the transaction.

Using the e-SELECT Merchant Support Center

Once you've set up an account with e-SELECT, you'll receive an e-mail containing the URL for the e-SELECT Merchant Support Center, and a user name and password to access the site.

i For more detailed information on the e-SELECT Merchant Support Center Web site, browse to <https://www.e-selectpayment.com/help/eselect.html>.

The bar graph on the main menu page displays net purchases (Purchases + PreAuthorizations - Refunds) for each month during the last year (or since e-SELECT began processing transactions for your store).

The main page contains links to the following modules:

- View Orders
- View Transactions
- View Item Sales Statistics
- Basic Merchant Fraud protection
- View Sales Tax
- View Batches
- Merchants Report Administration
- SaleManager

View Orders

View all successful orders by time period, credit card number and time, or order number. Selecting links from the Orders Received Report lets you confirm shipments, refund orders, and block transactions from Internet addresses or credit card numbers associated with selected orders. It also allows you to monitor the success of a specific electronic software download, or send e-mail to customers.

View Transactions

View all transactions (Purchases, PreAuths, Completions, and Refunds) by time period, credit card number and time, order number, or transaction type and time. In the Transactions Processed Report, you can find out why a specific transaction was declined.

View Item Sales Statistics

View sales statistics for all items or for one particular item within a specified time range.

Basic Merchant Fraud Protection

Lets you lock out the Internet addresses or credit card numbers of customers who have previously used a fraudulent credit card. You can also unlock Internet addresses and credit card numbers.

Also included in this section is information about fraud protection elements that can be configured outside the reports interface.

View Sales Taxes

This option applies only to USA merchants.

View Batches

View when a batch was run, how much the batch totalled, and what transactions were included in the batch. Voids may also be performed from the View Batches section of reports.

Merchant Reports Administration

Delete old test transactions from the database, set a new time to run a settlement, and manually run batches.

SaleManager

The SaleManager tool lets you enter Purchase, Refund, PreAuthorization, Completions (including Partial Completions), and Forced Completion transactions.

For more detailed information on the e-SELECT Merchant Support Center Web site, browse to **<https://www.e-selectpayment.com/help/eselect.html>**.

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