



Customer Relationship Solution

# Re-Branding myiCard.net Web Site

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Table of Contents

Overview- iCare Web Offerings ..... 3  
Customizing the myiCard.net URL ..... 4  
Custom Image File Sets ..... 5  
Submitting Request for Proposal & Rebranding Registration ..... 5

Document History

Rev.	Date	Description	Resp.
1.00	November 1, 2004	Initial Document	TPA
2.00	October 20, 2009	Revision	LMS
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4.00	June 26, 2012	Revision	LMS

## Overview- iCare Web Offerings

The iCare Gift & Loyalty solution provides organizations options to implement a branded site for customer account holders to view and update their accounts. The two options for implementing such a site are:

1. myiCard.net, a generic web site that card holders may use for the purpose of looking up card balances, transaction history, and registering or updating their contact information. The default address for this site is [myiCard.net](http://myiCard.net). However, this site may be re-imaged with company branded graphics via a company specific URL. This approach offers a quick and economic method to establish a branded site.

**Note:** *This website is only for current card accounts holders. It is not designed for enrolment purposes or purchasing additional card value.*

2. Alternatively iCare Web Service Interface may be utilized by an organization to develop unique extensions to their own website to access the iCare database. This iCare Web Interface (API) supports rich content delivery and includes the following capabilities:
  - a. Get and Set customer information such as name, contact information, email address, home store, birthday, etc..
  - b. Get and Set customer contact rules for email
  - c. Get customer account balances
  - d. Get customer transaction history
  - e. Post account transactions such as adjustments, reloads and rewards

This second option provides companies with the flexibility to create a completely custom solution, including program enrolment and adding additional value.

This document details the first option, how to re-image the generic [myiCard.net](http://myiCard.net) site, including how to establish a custom URL and what images are required to establish the re-branded web page.

The second option, the iCare Web Service Interface, is not discussed in this document, please refer to your sales representative or account manager for additional details (MICROS Professional Services provides may provide support for iCare Interface development).

## Customizing the myiCard.net URL

The URL used to access the myiCard.net site determines which images are displayed to card account holders. If the organization uses one of the generic URLs to access card account data, then the default MICROS images will display. The default URLs are:

www.myiCard.net, www2.myiCard.net, www3.myiCard.net, www4.myiCard.net, www5.myiCard.net, or www6.myiCard.net

The myiCard.net site may be customized (re-branded) by the organization by establishing a custom URL, registering it with MICROS, as well as providing a custom image file set.

### **Companies wishing to re-brand myiCard.net must:**

1. Establish a URL as an alias to myiCard.net. The organization will be assigned to one of the following MICROS URLs:
  - a. www.myiCard.net - IP address 65.173.246.119
  - b. www2.myiCard.net - IP address 65.216.181.217
  - c. www3.myiCard.net - IP address 65.173.246.46
  - d. www4.myiCard.net - IP address 65.216.181.41
  - e. www5.myiCard.net - IP address 65.216.181.151
  - f. www6.myiCard.net - IP address 65.216.181.183

*Your MICROS sales or technical staff should verify the URL assigned to your organization with the mymicros implementation team.*

#### Example Re-branded URL:

If the corporate web site URL is [www.company.com](http://www.company.com), it is suggested that the URL registered and aliased to myiCard.net is "myiCard.company.com"

2. Establish links from within the corporate website URL to the newly registered URL, i.e. myicard.company.com.

*It is suggested that the myiCard.net URL link opens as a separate Internet Explorer window, as the logout function is not modified to return to the company's previous page.*

3. Next, register the URL with MICROS Professional Services, which is the group responsible for re-branding myiCard.net.
4. Provide a set of image files for re-branding to MICROS Professional Services

Companies may register up to three URLs and associated image file sets for each URL. This would allow for the support of marketing to customers for different concepts and/or different iCare programs.

## Custom Image File Sets

Each file set may contain five images; these images are displayed on various pages. Each image size is limited. The images should be provided as “.jpg” files. “Top.jpg” and “promoBottom.jpg” images are optional and may be omitted from the file set.

Image File Name	Application	Max Size (pixels)	Alignment
“loginTop.jpg”	Displays at top of login page	740 (w) x 170 (h)	Center (horiz) Bottom (vert)
“loginMiddle.jpg”	Displays to the left of the sign in edit boxes	340 (w) x 80 (h)	Left (horiz) Center (vert)
“loginBottom.jpg”	Displays below the edit boxes.	740 (w) x 60 (h)	Center (horiz) Top (vert)
“top.jpg”	Displays at top of page	760 (w) x 90 (h)	Center (horiz) Bottom (vert)
“promoBottom.jpg”	Displays at the bottom	760 (w) x 400 (h)	Center (horiz) Top (vert)

Appendices 1 and 2 show sample pages and the layout of the images. ***Please note the file names are case sensitive.***

## Submitting Request for Proposal & Rebranding Registration

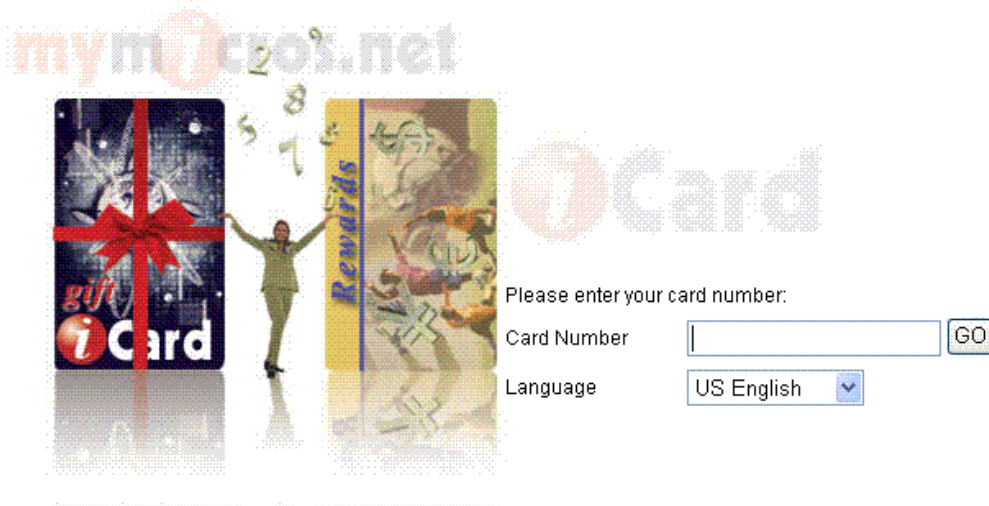
MICROS Professional Services provides the services of re-branding for a small fee.

The MICROS selling office should submit a request for proposal, along with the completed registration form (found in Appendix 3) to [PROFSVCS@micros.com](mailto:PROFSVCS@micros.com).

The Sales Order for iCare must be completed by the selling MICROS office and submitted to MICROS Order Entry, as well as the mymicros implementation team before the URL re-branding can occur.

The registration form and image file sets should be submitted to Professional Services to complete the re-branding.

Appendix 1 - Login Page



LOG IN Page

- Custom graphics
- Code

□

Appendix 2 - All Other Pages



[Back](#) [Logout](#)

**Blue Plate Club\* - Transactions**

*Last transaction displayed first*

Page 1 of 1.

Description	Location	Transaction Date	Points	Bonus Points	Balance
\$5 Off	Clarendon	8:44 AM Mon Nov 1, 2004	-5	0	0
Purchase Chk: 1308	Clarendon	8:44 AM Mon Nov 1, 2004	1	0	5
Purchase Chk: 8151	Clarendon	8:42 AM Mon Oct 25, 2004	1	0	4
Purchase Chk: 3220	Clarendon	8:53 AM Thu Oct 14, 2004	1	0	3
Purchase Chk: 3530	Clarendon	8:51 AM Mon Sep 20, 2004	1	0	2
Purchase Chk: 1172	Clarendon	9:17 AM Wed Sep 15, 2004	1	0	1

Powered By myMicros.net

top.jpg  
760x90

promoBottom.jpg  
760x400

Powered By  
myMicros.net

Other Pages

Custom graphics

Code

□

Appendix 3 – Re-Branding Registration Form

Company Name	
Contact Name	
Phone Number	
E-Mail Address	
Date	
Custom URL1	
List Of Image Files to support URL1	
Custom URL2	
List Of Image Files to support URL2	
Customer URL3	
List Of Image Files to support URL3	