

Oracle® Retail
Open Commerce Platform Cloud Service
Storefront Base Features
Release 6.1
E67928-01

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Primary Author:

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Value-Added Reseller (VAR) Language

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Send Us Your Comments

Oracle Retail Open Commerce Platform Cloud Service, Storefront Base Features , Release 6.1

Oracle welcomes customers' comments and suggestions on the quality and usefulness of this document.

Your feedback is important, and helps us to best meet your needs as a user of our products. For example:

- Are the implementation steps correct and complete?
- Did you understand the context of the procedures?
- Did you find any errors in the information?
- Does the structure of the information help you with your tasks?
- Do you need different information or graphics? If so, where, and in what format?
- Are the examples correct? Do you need more examples?

If you find any errors or have any other suggestions for improvement, then please tell us your name, the name of the company who has licensed our products, the title and part number of the documentation and the chapter, section, and page number (if available).

Note: Before sending us your comments, you might like to check that you have the latest version of the document and if any concerns are already addressed. To do this, access the Online Documentation available on the Oracle Technology Network Web site. It contains the most current Documentation Library plus all documents revised or released recently.

Send your comments to us using the electronic mail address: retail-doc_us@oracle.com

Please give your name, address, electronic mail address, and telephone number (optional).

If you need assistance with Oracle software, then please contact your support representative or Oracle Support Services.

If you require training or instruction in using Oracle software, then please contact your Oracle local office and inquire about our Oracle University offerings. A list of Oracle offices is available on our Web site at www.oracle.com.

Preface

Documentation Accessibility

For information about Oracle's commitment to accessibility, visit the Oracle Accessibility Program website at

<http://www.oracle.com/pls/topic/lookup?ctx=acc&id=docacc>.

Access to Oracle Support

Oracle customers that have purchased support have access to electronic support through My Oracle Support. For information, visit

<http://www.oracle.com/pls/topic/lookup?ctx=acc&id=info> or visit

<http://www.oracle.com/pls/topic/lookup?ctx=acc&id=trs> if you are hearing impaired.

Related Documents

For more information, see the following documents in the Oracle Retail Open Commerce Platform Cloud Service Release 6.1 documentation set:

- Oracle Retail Open Commerce Platform Cloud Service Release Notes
- Oracle Retail Open Commerce Platform Cloud Service Online Help

Customer Support

To contact Oracle Customer Support, access My Oracle Support at the following URL:

<https://support.oracle.com>

When contacting Customer Support, please provide the following:

- Product version and program/module name
- Functional and technical description of the problem (include business impact)
- Detailed step-by-step instructions to re-create
- Exact error message received
- Screen shots of each step you take

Review Patch Documentation

When you install the application for the first time, you install either a base release (for example, 13.3) or a later patch release (for example, 13.3.1). If you are installing the base release or additional patch releases, read the documentation for all releases that have occurred since the base release before you begin installation. Documentation for patch releases can contain critical information related to the base release, as well as information about code changes since the base release.

Improved Process for Oracle Retail Documentation Corrections

To more quickly address critical corrections to Oracle Retail documentation content, Oracle Retail documentation may be republished whenever a critical correction is needed. For critical corrections, the republication of an Oracle Retail document may at times **not** be attached to a numbered software release; instead, the Oracle Retail document will simply be replaced on the Oracle Technology Network Web site, or, in the

case of Data Models, to the applicable My Oracle Support Documentation container where they reside.

This process will prevent delays in making critical corrections available to customers. For the customer, it means that before you begin installation, you must verify that you have the most recent version of the Oracle Retail documentation set. Oracle Retail documentation is available on the Oracle Technology Network at the following URL:

<http://www.oracle.com/technetwork/documentation/oracle-retail-100266.html>

An updated version of the applicable Oracle Retail document is indicated by Oracle part number, as well as print date (month and year). An updated version uses the same part number, with a higher-numbered suffix. For example, part number E123456-02 is an updated version of a document with part number E123456-01.

If a more recent version of a document is available, that version supersedes all previous versions.

Oracle Retail Documentation on the Oracle Technology Network

Oracle Retail product documentation is available on the following web site:

<http://www.oracle.com/technetwork/documentation/oracle-retail-100266.html>

(Data Model documents are not available through Oracle Technology Network. You can obtain them through My Oracle Support.)

Conventions

Navigate: This is a navigate statement. It tells you how to get to the start of the procedure and ends with a screen shot of the starting point and the statement “the Window Name window opens.”

This is a code sample

It is used to display examples of code

Introduction

Note: The rebranding for the latest version of this documentation set is in development as part of post MICROS acquisition activities. References to former MICROS product names may exist throughout this existing documentation set.

Oracle Retail Open Commerce Platform Cloud Service (OROCP) is a mid-tier ecommerce solution that supports retailers' "order anywhere, fulfill anywhere" strategy. OROCP provides retailers with a single view of the customer and enables retailers to provide a consistent experience across all channels and all touch points.

Table 1: Included Features and Capabilities

This table provides an overview of features and capabilities available with OROCP. It is intended to summarize how features will function. Detailed functional behavior can be referenced in the Starter Store demo implementation. Please note that unless otherwise stated in the table below, it is assumed that functionality to be implemented will be consistent with the design of the OROCP product and will function in the manner defined in the Starter Store demo implementation. The roles referenced in this document are defined below for clarity:

Customer: Uses the front end site to make a purchase.

User: Uses Site Manager interface to configure and maintain the front end site.

Client: The party entering into agreement with ORACLE for implementation.

Feature / Functionality	Additional Information												
<h3>Home Page</h3> <p>The Home page includes different types of content areas that can be used to highlight featured products, promotions, or marketing messages via the Content Management section in Site Manager.</p> <p><i>Managed Content</i> is a collection of content assets and their associated formats that is displayed for all customers in a specific area on the page. <i>Targeted Content</i> can be customized to specific customer based on conditions defined in Site Manager. See the “Site Manager Administrative Functionality – Experience Management” section of this document for a list of available conditions.</p> <p>The home page may also be configured to display different content based on the device type (desktop, tablet, mobile) to tailor the shopping experience to the customer’s device.</p>	<p>A content area may contain any type of asset available within Experience Manager, but would most typically include HTML or images. For performance reasons, ORACLE recommends limiting the number of administrable content areas on a given page based on the device type.</p> <p>Content Areas by device type:</p> <table><tr><th>Device</th><th>Managed Content</th><th>Targeted Content</th></tr><tr><td>Desktop</td><td>3</td><td>3</td></tr><tr><td>Tablet</td><td>2</td><td>3</td></tr><tr><td>Mobile</td><td>2</td><td>3</td></tr></table> <p>Entry fields and their labels (i.e., email sign up) cannot be administered via Site Manager.</p>	Device	Managed Content	Targeted Content	Desktop	3	3	Tablet	2	3	Mobile	2	3
Device	Managed Content	Targeted Content											
Desktop	3	3											
Tablet	2	3											
Mobile	2	3											
<h3>Global Navigation</h3> <p>The header navigation features a number of shopping utilities (i.e., Shopping Cart, number of items in Shopping Cart, Store Locator, My Account, Search, etc.). Global footer navigation with select text links will also be included.</p> <p>Managed content areas are included in both the global header and footer.</p>	<p>Global navigation can contain up to three levels of categories (<i>site section > category > subcategory (browse) > product</i>).</p> <p>For performance reasons, ORACLE recommends limiting the number of administrable content areas on a given page based on the device type. (The total number per page includes those within the global header and global footer.)</p> <p>Content Areas by device type:</p> <table><tr><th>Device</th><th>Managed Content</th><th>Targeted Content</th></tr><tr><td>Desktop</td><td>3</td><td>1</td></tr><tr><td>Tablet</td><td>2</td><td>1</td></tr><tr><td>Mobile</td><td>2</td><td>1</td></tr></table>	Device	Managed Content	Targeted Content	Desktop	3	1	Tablet	2	1	Mobile	2	1
Device	Managed Content	Targeted Content											
Desktop	3	1											
Tablet	2	1											
Mobile	2	1											
<h3>Landing Pages (or Site</h3>	<p>For performance reasons, ORACLE recommends limiting the number of administrable content areas on a given page based</p>												

Feature / Functionality	Additional Information												
<p>Section Main Pages)</p> <p>The body of a Landing Page may contain several managed or targeted content areas that can be used to highlight featured products, promotions, or marketing messages as defined in the “Site Manager Administration Functionality – Content Management” section of this document. The landing page also features an appropriate number of previously viewed products based on the device type.</p>	<p>on the device type:</p> <p>Content Areas by device type:</p> <table><tr><th>Device</th><th>Managed Content</th><th>Targeted Content</th></tr><tr><td>Desktop</td><td>4</td><td>3</td></tr><tr><td>Tablet</td><td>4</td><td>3</td></tr><tr><td>Mobile</td><td>2</td><td>2</td></tr></table>	Device	Managed Content	Targeted Content	Desktop	4	3	Tablet	4	3	Mobile	2	2
Device	Managed Content	Targeted Content											
Desktop	4	3											
Tablet	4	3											
Mobile	2	2											
<p>Browse: Category Page</p> <p>The Category Page provides the ability to navigate to the subcategories within the category. A predetermined number of subcategories are displayed on the page.</p> <p>The Category page also contains one Managed Content area which can be configured from Site Manager. Refer to the “Site Manager Administration Functionality – Content Management” section of this document. Each category can display its own unique content.</p>	<p>The client is responsible for configuring category thumbnail images and sequencing categories in Site Manager.</p> <p>‘Add to Cart’ and ‘Add to Wish List’ are not available from the Category page.</p>												
<p>Browse: Subcategory Page</p> <p>The subcategory page provides the ability to navigate to products within the subcategory. Customers may view the subsequent or previous page within the subcategory or jump between pages by page number.</p> <p>A predetermined number of product thumbnail images will display on this page by</p>	<p>The default sort on the subcategory page will be based on the sequencing set up in Site Manager.</p> <p>The thumbnail image, product name and price will be displayed for each product shown.</p> <p>Each refinement must map to a single product attribute. Refer to the Site Manager Administrative Functionality – Product and Catalog Management” section of this document for more information.</p> <p>‘Add to Cart’ and ‘Add to Wish List’ are not available on the Subcategory page.</p>												

Feature / Functionality	Additional Information
<p>default. The customer can control the number of products to be viewed on the page.</p> <p>The page includes the following sort options:</p> <ul style="list-style-type: none"> ▪ Default (defined by client) ▪ Price (ascending/descending) ▪ Name (alphabetically ascending/descending) <p>Items can be filtered by selecting from any refinements configured in Site Manager, such as Size, Color, or Price.</p> <p>The page also contains one Managed Content area which can be configured from Site Manager. Refer to the “Site Manager Administration Functionality – Content Management” section of this document. Each subcategory can display its own unique content.</p> <p>Swatches can be configured to display with each thumbnail image on browse pages.</p>	

Feature / Functionality	Additional Information																														
<p>Product Detail Page</p> <p>A product is a single item that may have multiple variants/SKUs, sold on the Web site.</p> <p>Kits are multiple items sold as one. They display as, and are treated the same as a single product on the Web site and in Site Manager.</p> <p>See Appendix B for a full listing of the product and product variant attributes that are included in OROCP.</p> <p>Up to two drop down menus can display for variants (i.e., size and color) per product.</p> <p>Color swatches will be displayed for those items that have multiple colors and corresponding swatch images in Site Manager. Selecting a swatch changes the image shown in the main image position as long as a re-colored image has also been associated to the product. Otherwise, the color swatch will display but clicking on the color swatch will not affect the main image.</p> <p>The Product Page includes one primary image and additional alternate images. Images are associated with a product in the data feed or using the Scene7 interface.</p> <p>The image zoom feature opens a larger view of the selected image in an overlay and allows for zooming and panning.</p> <p>Products can have associated files attached to them (e.g. PDFs) that display in a tab that is automatically hidden if there are no associated files.</p> <p>The merchandising area for cross-sells displays a predefined number of</p>	<p>OROCP 6.1 is integrated with Scene7 as the image provider.</p> <p>Available calls to action by page:</p> <table><tr><th>Page</th><th>Add to Cart</th><th>Add to Wish list</th></tr><tr><td>Product Detail</td><td>√</td><td>√</td></tr><tr><td>Ensemble Detail</td><td>√</td><td>√</td></tr><tr><td>Order from Catalog</td><td>√</td><td></td></tr><tr><td>Quick View Overlay</td><td>√</td><td></td></tr><tr><td>Shopping Cart</td><td></td><td>√</td></tr></table> <p>The reporting interface associated with the AddThis social toolbar is not integrated into Site Manager.</p> <p>The client is responsible for setting up an account with AddThis.</p> <p>The client is responsible for setting up an account with BazaarVoice.</p> <p>Items displayed in merchandising area (before scrolling) by device type:</p> <table><tr><th>Device</th><th>Related Items</th><th>Recently Viewed</th></tr><tr><td>Desktop</td><td>4</td><td>4</td></tr><tr><td>Tablet</td><td>3</td><td>3</td></tr><tr><td>Mobile</td><td>2</td><td>2</td></tr></table> <p>To help improve search results, product detail pages include schema markup on the following attributes:</p> <ul style="list-style-type: none">▪ Brand▪ Name▪ Description▪ Style▪ Images▪ Canonical URL▪ Price▪ Reviews▪ Related Items	Page	Add to Cart	Add to Wish list	Product Detail	√	√	Ensemble Detail	√	√	Order from Catalog	√		Quick View Overlay	√		Shopping Cart		√	Device	Related Items	Recently Viewed	Desktop	4	4	Tablet	3	3	Mobile	2	2
Page	Add to Cart	Add to Wish list																													
Product Detail	√	√																													
Ensemble Detail	√	√																													
Order from Catalog	√																														
Quick View Overlay	√																														
Shopping Cart		√																													
Device	Related Items	Recently Viewed																													
Desktop	4	4																													
Tablet	3	3																													
Mobile	2	2																													

Feature / Functionality	Additional Information
<p>products or ensembles with their images, names, prices, and links to their details pages. The area allows the customer to scroll and see additional items that aren't displayed, dynamically, without requiring a refresh of the page. Cross sells are set up and maintained through Site Manager; they are not dynamically derived on the product detail page.</p> <p>The AddThis social toolbar is included on the product details page which gives the customer the ability to bookmark and share products on popular networking sites including Facebook , Twitter, Pinterest, Google+ and others</p> <p>Product ratings, reviews, questions, and answers are enabled via a BazaarVoice Integration.</p> <p>The Facebook "Like" button is included on the product details page. Upon clicking it, a note will be posted to the customer's wall on Facebook indicating they "like" the product, with a link back to the product details page.</p> <p>'Add to the Shopping Cart' opens the Universal Cart and keeps the customer on the current page.</p> <p>'Add to Wish List' takes registered customers to the Wish List. Non-logged-in customers are taken to a login page.</p> <p>A 'more information tab' displays rich-text content that is administered in Site Manager. The tab is automatically hidden if no additional information exists.</p> <p>'Email a friend' layer prompts for recipient name, address, entered message,</p>	

Feature / Functionality	Additional Information
<p>sender name, and sender address (single recipient per email). The Web site automatically sends an email message to the recipient with a link to the product page.</p> <p>Page has breadcrumb navigation to climb the category hierarchy and controls to go to the next or previous product/ensemble in the current category.</p> <p>Displays in-stock, out-of-stock, preorder, or backorder availability date messaging on the product page via associated inventory levels for each variant in Site Manager.</p> <p>'Add to Shopping Cart' can be disabled on out-of-stock items based on client-defined business rules.</p> <p>Items on preorder can be added to the Shopping Cart. Preorder message displays in the Shopping Cart per product.</p> <p>Items on backorder can be added to the Shopping Cart. Backorder message displays in the Shopping Cart per product.</p> <p>Available to Sell quantity displayed in Site Manager is decremented as orders are placed.</p>	

Feature / Functionality	Additional Information
<p>Dynamic Attributes</p> <p>Dynamic product attributes allow for a product or group of products to have a unique set of attributes that do not apply to other products in the catalog.</p> <p>Dynamic attributes are configured in Site Manager, and consist of the following elements:</p> <ul style="list-style-type: none"> ▪ <i>Attribute Group</i> - a collection of one or more dynamic attributes ▪ <i>Product Type</i> - assigned to an Attribute Group, and allows for a logical grouping of similar products <p>When a product is set up in Site Manager the user has the ability to assign one product type to it. When a product type is assigned to a product, all of the dynamic attributes that belong to that product type will be made available to the user so that their values can be configured for that product. The attributes will automatically be displayed on a tab of the product detail page.</p> <p>Dynamic attributes can be configured at the product or the product variant (SKU) level.</p>	<p>A dynamic attribute must have an alphanumeric value and cannot handle other data such as files or images.</p> <p>New dynamic attributes can be added at any time and they will automatically appear on the product details page without any programming or intervention needed.</p>
<p>Quick View</p> <p>From any product thumbnail page customers can hover over each image and be presented with a "Quick View" button for each item.</p> <p>Clicking the button will result in an overlay displaying the following attributes:</p> <ul style="list-style-type: none"> ▪ Larger Product image 	<p>Product attributes displayed using Quick View functionality are limited to attributes listed to the left in Description.</p> <p>Pricing rules will be the same between the Quick View layer and the product detail page.</p> <p>Quick View is not available on mobile devices.</p>

Feature / Functionality	Additional Information
<ul style="list-style-type: none">▪ Alternate product images if available▪ Swatch images if available▪ Item name hyperlinked to the item's details page▪ Price▪ Variant selection▪ Quantity selection▪ "Add to Cart" button▪ Close layer button▪ Availability messaging <p>"Quick View" will also be available from the Universal Cart overlay and Shopping Cart page (via "Edit Item") allowing customers to change product variants or quantity for items already in their Shopping Cart.</p>	

Feature / Functionality	Additional Information
<p>Automated Category: Top Sellers</p> <p>Top Sellers is an automated category which is determined programmatically by examining the web sales data across a configurable time frame such as the last week, last month, last quarter, etc.</p> <p>The user has the ability to determine the timeframe to be used for the Top Seller category. There are many options to choose from, and can be as broad as “no timeframe” or as narrow as the previous day. The user can also configure the maximum number of products to be displayed in the Top Sellers category within Site Manager.</p> <p>The user may also configure where the Top Sellers category should be displayed on the site. Top Sellers can be displayed across all categories and within each of the site sections. The user may also preview the Top Sellers category within Site Manager.</p> <p>The Top Sellers page that spans each of the categories features the same functionality as the category and subcategory pages.</p>	<p>Following your initial site launch, a period of time may be required to accumulate the site’s Top Sellers before they become available.</p> <p>The products included in the Top Sellers category cannot be manually sequenced. Also, products cannot be manually added to the Top Sellers category.</p>
<p>Automated Category: New Arrivals</p> <p>New Arrivals is an automated category which can be configured to display products that have been added to the catalog within a certain time frame.</p> <p>The user has the ability to determine the timeframe to be used for the New Arrivals category with options</p>	<p>The products included in the New Arrivals category cannot be manually sequenced. Also, products cannot be manually added to the New Arrivals category.</p>

Feature / Functionality	Additional Information
<p>ranging from the last 5 days to the last 45 days. The user can also configure the maximum number of products to be displayed in the New Arrivals category within Site Manager.</p> <p>The user may also configure where the New Arrivals category should be displayed on the site. New Arrivals can be displayed across all categories and within each of the site sections. The user may also preview the New Arrivals category within Site Manager.</p> <p>The New Arrivals page that spans each of the categories features the same functionality as the category and subcategory pages.</p>	

Feature / Functionality	Additional Information												
<p>Automated Category: On Sale</p> <p>On Sale is an automated category determined by OROCP when the original price of a given item is higher than its selling price.</p> <p>The user has the ability to determine where the On Sale category should display on the site. The On Sale category can be displayed across all categories and can also be displayed within each of the site sections.</p> <p>The On Sale page that spans each of the categories has the same sorting and refinement functionality as the category and subcategory pages.</p>	<p>The products included in the On Sale category cannot be manually sequenced. Also, products cannot be manually added to the On Sale category.</p>												
<p>Ensemble Detail Page</p> <p>Ensembles are multiple products sold together on the same page yet able to be added individually to the Shopping Cart.</p> <p>The Ensemble page includes one primary image. The Primary image for the included products will be displayed as additional images on the Ensemble page.</p> <p>The zoom feature opens a larger view of the selected image in an overlay and allows for zooming and panning.</p> <p>See Appendix C for a full listing of the ensemble attributes that are included in OROCP.</p> <p>The merchandising area for cross-sells displays a predefined number of products or ensembles with their images, names, prices, and links to their details pages. The area allows the</p>	<p>Active ensembles will display on the site as long as at least one of the products in the ensemble is active and in stock.</p> <p>The reporting interface associated with the AddThis social toolbar will not be integrated into Site Manager interface.</p> <p>The client is responsible for setting up an account with AddThis.</p> <p>The client is responsible for setting up an account with BazaarVoice.</p> <p>Items displayed in merchandising area (before scrolling) by device type:</p> <table><tr><th>Device</th><th>Related Items</th><th>Recently Viewed</th></tr><tr><td>Desktop</td><td>4</td><td>4</td></tr><tr><td>Tablet</td><td>3</td><td>3</td></tr><tr><td>Mobile</td><td>2</td><td>2</td></tr></table> <p>To help improve search results, ensemble detail pages include schema markup on the following attributes:</p> <ul style="list-style-type: none">NameDescriptionImagesCanonical URLPrice	Device	Related Items	Recently Viewed	Desktop	4	4	Tablet	3	3	Mobile	2	2
Device	Related Items	Recently Viewed											
Desktop	4	4											
Tablet	3	3											
Mobile	2	2											

Feature / Functionality	Additional Information
<p>customer to scroll and see additional items that aren't displayed, dynamically, without requiring a refresh of the page. Cross sells are set up and maintained through Site Manager; they are not dynamically derived on the ensemble detail page.</p> <p>The AddThis social toolbar is included on the ensemble details page which gives the customer the ability to bookmark and share ensembles on popular networking sites including Facebook, Pinterest, Twitter, Google+ and others</p> <p>Reviews on the individual products in an ensemble are made available via the BazaarVoice integration.</p> <p>'Add to Shopping Cart' opens the Universal Cart and keeps the customer on the current page.</p> <p>'Add to Wish List' integration for registered customers which takes them to the Wish List. Non-logged-in customers are taken to login page.</p> <p>'Email a friend' layer prompts for recipient name, recipient email address, entered message, sender name, and sender email address (single recipient per email). The Web site automatically sends an email message to the recipient with a link to the ensemble page.</p> <p>Page has breadcrumb navigation to climb the category hierarchy, and controls to go to the next or previous product/ensemble in the current category.</p>	

Feature / Functionality	Additional Information
<p>Search</p> <p>Search queries are only performed against product and ensemble data and no other site content.</p> <p>“Did you mean?” OROCP returns search word alternatives if the search term is not found due to a misspelling. The alternatives can be used to build a “did you mean?” list for the customer.</p> <p>Fuzzy searching: OROCP provides the ability to look for words that are close in spelling to the original search word. This is useful in cases where the original search term is spelled correctly but has no matches.</p> <p>Stemming: OROCP supports finding the root of a word and then searching on it.</p> <p>Synonyms: OROCP provides support for a thesaurus, which allows you to link terms together so that they can be considered as matches for each other.</p> <p>Stop words: A file of protected words which prevents the stemmer from reducing two related words to the same base word</p> <p>Boosting: Attributes can be boosted to manipulate search results.</p> <p>Languages: English, French, and French Canadian are supported</p> <p>Sorting: Sorting is an additional way to order the results of a search. Sorting overrides the default ranking of fields and therefore provides a way to customize the results of any particular search. Default sorting options are: Default (Relevance), Name A-Z,</p>	<p>The search index includes the following Product and Ensemble data fields.</p> <ul style="list-style-type: none"> ▪ Product Name ▪ Product Description ▪ Style # ▪ SKU ▪ More Information ▪ Site Search Keywords ▪ Variant 1 Name (Size Name) ▪ Variant 2 Name (Color Name) ▪ Average Reviews ▪ Size ▪ Synonyms ▪ Color

Feature / Functionality	Additional Information
<p>Name Z-A, Price - Low to High, and Price - High to Low.</p> <p>Filtering: OROCP allows you to determine what things should NOT be searched when looking for matches.</p> <p>Search Redirects: OROCP provides a way to define a search term and associate an URL with it. If a customer searches on that search term, the URL associated with it may be used to redirect the customer to a specific page. This can be used to direct the customer to pages on a site that are not normally included in the search index, such as privacy pages or customer service pages.</p>	

Feature / Functionality	Additional Information
<p>Search Results Display</p> <p>Product search results returned initially in ranking order determined by the search engine.</p> <p>Sort options are: Price - Low to High, Price - High to Low, Name - A to Z, Name - Z to A, and Default.</p> <p>Search results page displays search term and for each product a thumbnail size image, product name, and price. A specified number of results will be shown per page. Search redirects (if any) will also be displayed, including the associated title and description.</p> <p>Includes pagination to subsequent or previous page or random page by page number and static zero results page containing help links, etc.</p> <p>When there is only a single result for the entered term, the customer is taken directly to the product details page, ensemble details page, or search redirect page.</p> <p>Customers can control the number of products to view on the search results page.</p>	<p>Refinements are pulled from the fields in the search index, such as colors or sizes of products. Refinement options will appear on the Search Results and Category pages only.</p> <p>Results displayed can be filtered by refinements set up in Site Manager as defined in Site Manager Administrative Functionality – Product and Catalog Management” section of this document. Each refinement must map to a single product attribute.</p>
<p>Type Ahead Search Suggestions</p> <p>OROC displays suggested search terms after the customer enters a minimum of 3 characters into the search text box. The type ahead display includes items in the following priority order, sorted alphabetically within each group:</p> <ul style="list-style-type: none"> ▪ Suggested Search Terms ▪ Categories ▪ Products 	<p>Type ahead functionality is configurable to tailor the search experience to a given device type:</p> <ul style="list-style-type: none"> ▪ Configure the order and number of results based on device type (desktop, mobile, tablet) ▪ Enable/disable per device type ▪ Configure the minimum number of characters to display search suggestions

Feature / Functionality	Additional Information
<ul style="list-style-type: none">▪ Stores <p>The category, products and store suggestions include the following data:</p> <ul style="list-style-type: none">▪ Name▪ Price (if applicable)▪ Thumbnail Image <p>On click of a suggested search term, the user will go to a search results page for that term. Clicking a category, product, or store will direct the user to the appropriate detail page for that term. If user types an exact match to a single result, they will be taken directly to that page. If the user enters the key word manually and clicks the search button (i.e. does not click on an auto-suggest option), they will go to the corresponding search results, no results, or redirect page.</p>	

Feature / Functionality	Additional Information
<p>Product Compare</p> <p>Products displayed on the subcategory, search results, and automated category pages can be selected for comparison. Products can be compared across categories and can be added to the comparison list from any of those pages. The comparison is an overlay from which the customer can go to a product's details page, remove products from the comparison list, and print a printer-friendly version of the comparison.</p> <p>Data displayed on the product compare layer is limited to the product level attributes defined in the system. Product variant level attributes cannot be included on the compare layer.</p>	<p>A maximum of four products can be added to the comparison list. When this maximum is reached, the customer will be prompted to remove at least one item already in the list.</p> <p>The Product Compare functionality is not available on mobile devices.</p>
<p>Order from Catalog</p> <p>Allows the customer to quickly enter a single product style number from a catalog rather than searching through categories on the site.</p> <p>Once the product style number is input, page displays applicable options including quantity and color/size.</p> <p>Item can then be added directly to the Shopping Cart and the purchase completed through the standard checkout process.</p>	
<p>Inventory Display</p> <p>Displays in-stock, out-of-stock, pre-order, backorder, or availability date messaging on the quick view layer and product and</p>	<p>Stock levels will be maintained and decremented based on the last known data provided in the inventory feed.</p> <p>The inventory messaging only appears on product and ensemble pages for mobile devices, the quick view layer is not displayed.</p>

Feature / Functionality	Additional Information
ensemble pages. Add-to-cart may be disabled on out-of-stock items as Customer desires.	

Feature / Functionality	Additional Information
<p>Account: Login/ Member Profile</p> <p>Registration consists of the following fields: first name, last name, email address, confirm email address, password, and confirm password...</p> <p>Customers can add a saved billing address after creating an account or during checkout. The billing address contains these additional fields: address 1, address 2 (optional), apartment (optional), city, state/province, ZIP/postal code, phone.</p> <p>Customer profile can include up to five secure and encrypted credit cards in order to support a more efficient checkout process. The credit card numbers are masked such that only the last four digits are displayed, for additional protection.</p> <p>Customers can request a password reset if necessary. When the password is successfully reset, all saved credit card information is deleted. The content for the Reset Password email is managed within Site Manager.</p> <p>Passwords are stored encrypted in the database.</p>	<p>Customer credit card information including credit card number, type and expiration date can be stored encrypted in the member profile with customer consent. CVV number is not stored in the OROCP database.</p> <p>Customers are automatically signed out after a configurable period of time for security.</p>
<p>Email Preferences</p> <p>Registered and anonymous customers have the option to opt-in to a single email list.</p> <p>Registered customers can access these options through the Email Preferences Center in My Account.</p>	<p>Information is stored in the OROCP database. Integration with a third party can be provided by your solution provider.</p>

Feature / Functionality	Additional Information
<p>Account: Address Book</p> <p>Customers can save multiple shipping addresses with the following parameters: first name, last name, address 1, address 2 (optional), apartment (optional), city, state/province, ZIP/postal code, and phone. These shipping addresses will be made available during checkout when the customer is logged in.</p>	<p>Street address validation logic is not included and can be provided by your solution provider. An optional integration with QAS for address validation is available.</p> <p>Restricting address book entries with PO Box, APO, and FPO addresses is not supported.</p>
<p>Account: Order History</p> <p>Displays previous orders in reverse chronological order based on order date; no limit to historical timeframe. Order information lists Order Number, Date Placed, and a button that links to an Order Details view. All information comes from the OROCP database.</p> <p>Order details displays the order totals, billing address and method of payment with the credit card number masked. For each shipment the shipping address is displayed along with the status of the shipment, items included in the shipment and gift message if applicable.</p> <p>For multiple ship-to orders, each shipment is listed separately.</p>	<p>Customer must be logged in to review order history. Only orders placed by registered customers will be made accessible.</p>
<p>Account: Wish List</p> <p>Customers can store any number of products in their Wish List.</p> <p>A Wish List can be emailed to up to three recipients at a time, and can include optional comments.</p> <p>Product name, price,</p>	<p>Inventory display for Wish List items is not included and can be provided by your solution provider.</p> <p>A wish list may only be accessed by the customer who created it. Wish lists are not searchable on the site.</p>

Feature / Functionality	Additional Information
<p>thumbnail image, quantity, and size and color, if applicable will be displayed on the Wish List page.</p> <p>Emailed Wish Lists are emails sent automatically by the Web site and contain links to each product in the customer's Wish List and product names. The wish list email content can be managed through Site Manager.</p> <p>Items can be moved directly from a Wish List into the Shopping Cart. Additionally an item can be moved from the Shopping Cart to the Wish List.</p>	

Feature / Functionality	Additional Information
<p>Promotions</p> <p>Display of item-level, order-level, and shipping promotions in the Cart based on defined “experiences”. See the “Site Manager Administrative Functionality – Experience Management” section of this document for a list of available conditions.</p> <p>All promotions setup up in Site Manager will be available across all device types unless specifically configured otherwise.</p> <p>Promotions can be automatically assigned (i.e., the customer has \$75 in his/her cart so he/she automatically gets \$10 off) or driven by entry of a promotion code (i.e., the customer enters a code of 123ABC in the Cart to get free shipping for the order).</p> <p>Promotions can be flagged as single-use so that awards/discounts are only given to a customer once.</p> <p>Products can be excluded from order-level %-off promotions. The percentage (%) off discount is not calculated against such products’ prices.</p> <p>Products can be excluded from order discounts, shipping discounts and item level pricing discounts. Additionally, defined groups of products and variants can be excluded from item-level discounts.</p> <p>Promotions can be combined and are manually created by the client in the Experience Management module of Site Manager.</p> <p>Item, order, and shipping level promotions can be applied to orders.</p>	<p>All items will contribute to the threshold for order level promotions that are based on the customer having met a certain dollar threshold in the Shopping Cart unless the item is flagged as excluded from order discounts which is a product attribute that can be set in Site Manager or through the product feed. By default when an order level promotion is applied, the order level discount amount is not pro-rated across each of the items in the order. Similarly if a BOGO promotion is applied, the discount is not pro-rated against the qualifying items in the order</p> <p>Conditions are based on data contained within OROCP. Integration with data from other systems can be provided by your solution provider.</p>

Feature / Functionality	Additional Information
Promotions can be ranked to determine which promotion will affect an individual item price, order total, or shipping total when more than one promotion would apply.	

Feature / Functionality	Additional Information
<p>Targeted Content</p> <p>This feature allows for the dynamic delivery of content to a customer based on certain conditions (i.e., if a customer adds a given item fob to their cart, an offer for 25% off a second item can be displayed).</p> <p>Targeted content will display specific content based on defined “experiences”. See the “Site Manager Administrative Functionality – Experience Management” section of this document for a list of available conditions.</p>	<p>The client is responsible for integrating targeted content into their reporting system.</p> <p>Conditions are based on data contained within OROCP. Integration with data from other systems can be provided by your solution provider.</p>
<p>User Segmentation (A/B Testing Support)</p> <p>The same expressions engine that enables targeted content is used to support customer segmentation. By segmenting customers into multiple groups, content and promotions can be randomly delivered to each.</p> <p>Reporting/analytics software can then be used to determine which options are better received than others.</p>	<p>The client is responsible for integrating customer segmentation into their reporting system.</p> <p>Reporting/analytics software implementation is not part of this solution and can be provided by your solution provider.</p> <p>A/B Testing is limited to varying the content that exists within the pre-defined targeted content areas throughout the site and varying the promotions that are offered to a customer based on their random segment. A/B Testing of entire pages on the site is not supported.</p>
<p>Shopping Cart</p> <p>Displays product name, thumbnail image, preorder, backorder messaging, quantity, price, remove item link or button, merchandise subtotal, estimated shipping cost, estimated tax, applied order-level discounts, and estimated order total.</p> <p>Ability to select a shipping method for the order. Default shipping method is used for estimated shipping cost. The estimated shipping cost updates if the customer</p>	<p>One (1) targeted content area is included on the Shopping Cart page which can be administered via Site Manager.</p> <p>Customer can have a quantity of up to 99 for a given item, but there is no limit to the number of items a customer can place into the Shopping Cart. Building logic to support a specified limit is not included and can be provided by your solution provider.</p> <p>The Shopping Cart lifetime is configurable from Site Manager. Items will remain in the cart for the configured number of days or until checkout or deletion by the customer.</p> <p>When the customer is not signed in (Guest), cart contents are maintained across browser sessions and are visible to anyone that visits that site on a particular computer.</p> <p>When the customer is signed in, cart contents are maintained at the account level regardless of the browser or device type used</p>

Feature / Functionality	Additional Information
<p>selects a different shipping method.</p> <p>Product quantities and variants can be updated through the “Quick View” layer. Items can be removed directly from the Shopping Cart page. Order total adjusts automatically.</p> <p>“Continue Shopping” button or link that returns the customer to the category thumbnail page of the product most recently added to the cart or the home page when there isn’t an applicable category thumbnail page.</p> <p>Promotion code entry box appears on the Shopping Cart and shows discount when entered.</p> <p>Checkout supports both registered and anonymous checkout. If a registered customer is shopping as a guest, and there are items in the customer’s cart from a previous visit, the shopping carts will be merged automatically upon logging in. If the same item appears in both carts, it will appear twice in the merged cart. If there are store pickup items in both carts from different stores, the store from the anonymous cart (the most recent) will be used.</p> <p>Content or targeted content areas can be included in the Shopping Cart which is administered via Site Manager such that marketing or promotional messages can display in Shopping Cart.</p> <p>The merchandising area for up-sells displays a predefined number of products or ensembles with their images, names, prices, and links to their details</p>	<p>to create or view the cart.</p> <p>If an item in the customer’s Shopping Cart has gone out of stock, the customer will be messaged and need to click ‘remove’ to remove item from Shopping Cart.</p> <p>Promotional messaging can be set up in targeted content areas on the Shopping Cart to entice customers to buy more to qualify for a promotion that is running. The limitation is that the messaging cannot tell the customer what they need to do to meet the promotion hurdle.</p>

Feature / Functionality	Additional Information
<p>pages. The area allows the customer to scroll and see additional items that aren't displayed, dynamically, without requiring a refresh of the page. Up-sells are set up and maintained through Site Manager; they are not dynamically derived on the Shopping Cart page. Up-sell products that are out of stock or already in the Shopping Cart will not display. If there are no up-sell products to display, the cross-sell products will be substituted.</p> <p>PayPal is available as a payment option on the Shopping Cart, provided PayPal is also made available as a payment method during checkout.</p>	

Feature / Functionality	Additional Information
<p>Universal Shopping Cart</p> <p>The Universal Shopping Cart is a mini AJAX application accessible throughout the site that allows customers to add items to their Shopping Cart and view those added items without leaving the page they are currently browsing. Within the Universal Shopping Cart, customers can see a scaled down view of the contents of their regular Shopping Cart. The Universal Shopping Cart, when opened, will display only the following:</p> <ul style="list-style-type: none"> ▪ Product image ▪ Product name ▪ Quantity ▪ Extended Price (per line item, based on either the regular price, sale price, or item-level discount price) (e.g. \$10 = q (2) * \$5) ▪ 'Remove Item' link or button ▪ 'Edit' link or button ▪ Shopping Cart subtotal ▪ Header identifying elements within universal cart ▪ 'View Shopping Cart' link or button. ▪ 'Checkout' button ▪ 'Close' link or button 	<p>The merchandise subtotal will adjust automatically when an item is added or removed.</p> <p>The Universal Shopping Cart will not have functionality to add promotion code, change item quantity, or calculate shipping costs. These capabilities will only be available in the full Shopping Cart.</p> <p>The Universal Shopping Cart will match the data and life span of the persistent cart function of the regular Shopping Cart.</p> <p>The Universal Shopping Cart is implemented using DHTML.</p>
<p>Single Screen Checkout</p> <p>Single-screen checkout allows customers to get through checkout quickly and easily without having to traverse multiple pages. An 'accordion style' design will be used to display required checkout steps on a</p>	<p>A single gift message may be added per order recipient.</p> <p>A single shipping method may be selected per order recipient.</p> <p>Accommodations for specialized shipping rules or shipping restrictions is not included and can be provided by your solution provider.</p> <p>Logged-in customers can access addresses from their address book for recipients during checkout.</p> <p>The checkout process supports shipping orders to United States (50 states) APO/ FPO and Canada.</p>

Feature / Functionality	Additional Information
<p>single page to customers. Where indicated, panels will be used so customers can add additional information without leaving the checkout screen. See Appendix A – Checkout Form Fields for a detailed list of the form fields available on each state of the checkout screen.</p> <p>An accompanying Order Summary panel will display alongside each state on the checkout screen so customers can keep track of how any options they choose in checkout effects their order total. The Order Summary includes the product name, image, selected variants, selected quantity, price, the ability to Edit via Quick View layer, and the ability to remove the item from the order.</p> <p>Customers can elect to Check Out as a Guest or Sign in and complete Check Out. If they opt to Sign In, their saved billing address will display and they will be taken to the shipping address step.</p> <p>Customers may ship to themselves, another address, or break items up into multiple shipments. The Shipping & Gift Options state of Checkout prompts for designation of addresses in multiple ship-to orders. Shipping addresses added during checkout are automatically added to a customer's address book if they are a logged in member.</p> <p>Standard (Visa, MasterCard, Discover, and American Express) credit cards and PayPal are supported tender types.</p> <p>Credit card validation checks the expiration date to make sure it's in the future. Upon</p>	<p>PayPal authorizations will be handled through a direct integration to PayPal as opposed to through a payment processor. Customer is responsible for the contract with PayPal. PayPal will be a payment option within the payment panel of checkout. PayPal cannot be combined with a credit card for payment.</p> <p>Street address validation logic is not included can be provided by your solution provider. An optional integration with QAS for address validation is available.</p>

Feature / Functionality	Additional Information
<p>completion of checkout, customer is shown a separate confirmation page.</p> <p>The site automatically sends an acknowledgement email upon successful completion of an order. Content of the email is configurable in Site Manager.</p>	

Feature / Functionality	Additional Information
<p>Gift Wrap/Messages</p> <p>An optional gift message can be entered for each recipient up to a maximum of 240 characters.</p> <p>Checkbox to select gift wrap option per item during checkout is displayed. (Products can be flagged to be eligible for the gift-wrap option or not.) A single, flat, per-item gift wrap fee will be added to the order total for each product for which the gift wrap option was selected.</p> <p>The customer also has the option to suppress pricing on the packing slip.</p>	
<p>Tax and Shipping Charge Calculation</p> <p>Display of estimated tax is based on a flat zip-code table of tax rates. Tax is calculated at the line item level.</p> <p>Display of estimated shipping charges is tier-based on and shipping carriers differentiated by order value and chosen shipping method. Shipping charges are also administrable in Site Manager.</p> <p>Each shipping carrier can have charges defined based on minimum and maximum order values. For example, if USPS Ground is a shipping carrier, it can have one shipping rate charged for orders less than \$25 and a different rate charged for orders above \$25. These tiers are defined by Customer and are maintained within Site Manager.</p>	<p>Additional taxation rules are not included can be provided by your solution provider.</p> <p>Tiered shipping rates for each shipping method based on merchandise total.</p> <p>Additional shipping rules are not included and can be provided by your solution provider.</p> <p>All shipping carriers will be presented as viable shipping options to the customer in all situations.</p> <p>Business rules to support certain shipping methods being displayed based on shipping address (i.e. only allow Express shipping for HI or AK addresses) are not included and can be provided by your solution provider.</p>

Feature / Functionality	Additional Information
<p>PayPal</p> <p>PayPal is an accepted form of payment within checkout. PayPal is presented as a payment option within the payment panel. The customer can choose to either pay for their order with PayPal or with a credit card. The two payment methods cannot be combined.</p>	<p>The client is responsible for setting up an agreement with PayPal.</p>
<p>Credit Card</p> <p>Validation routines perform a "checksum" on the credit card number. It checks the first digit to ensure it matches credit card type selected, and checks the expiration date. The major cards are supported: Visa, MasterCard, American Express, and Discover.</p>	<p>The client is responsible for setting up an agreement with a third-party payment processor. OROCP is integrated with CyberSource as the payment processor.</p>
<p>Order Confirmation Page</p> <p>Upon completion of checkout, the customer is shown a "thank you"/receipt page. Anonymous customers will have the opportunity to create an account or log in to an existing account to save their order to their order history directly from the Order Confirmation page. The Order Confirmation page also contains dynamic/targeted content managed via the Experience Management section of Site Manager.</p>	
<p>Customizable Order Acknowledgement Email</p> <p>The Web site automatically issues an acknowledgement email to the shopper upon</p>	

Feature / Functionality	Additional Information
<p>completion of checkout. Single message can be customized (to all customers) based on Customer's needs. The content in the order acknowledgement email can be configured in Site Manager.</p>	

Feature / Functionality	Additional Information
<p>Order Status and Tracking</p> <p>Customers can retrieve an order status by entering the order number, Billing Last Name, and Billing ZIP code.</p> <p>Logged-in customers are taken to the order history section of their account information.</p> <p>Anonymous customers are shown an Order Details view. Order details displays the order totals, billing address and method of payment with the credit card number masked. For each shipment the shipping address is displayed along with the status of the shipment, items included in the shipment and gift message, if applicable.</p>	<p>Order Status is available for orders placed on the Web site.</p> <p>When integrated with ORCE, order status will display for additional channels including store and call center.</p> <p>Order Cancellation from the web site is not supported.</p>
<p>Catalog Request</p> <p>Form accepting catalog request from customer.</p> <p>Catalog request data can be exported to Excel from within Site Manager.</p> <p>Form Fields included are first name, last name, address 1, address 2 (optional), apartment (optional), city, state/province, ZIP/postal code. Includes sign-up for email newsletter including email address field.</p>	<p>Form fields and labels are not administered via Site Manager.</p>
<p>Content Pages</p> <p>The client has the ability to create an unlimited number of content pages through Site Manager. The creation / population of the remaining content pages are the responsibility of the client.</p> <p>Form fields and form labels on content pages cannot be updated via Site Manager.</p>	

Feature / Functionality	Additional Information
Pages will be cached at a decided upon interval.	

Feature / Functionality	Additional Information
<p>Contact Us Form</p> <p>Form contains up to six subject line options selected by user from one drop-down and routed immediately to appropriate email address based on subject selection.</p> <p>Content on form page (i.e., contact instructions and phone number and mailing address) can be administered via Site Manager.</p> <p>Contact us confirmation page text can be configured in Site Manager.</p>	<p>Subject options and the associated email addresses the form is routed to, are not configurable in Site Manager.</p>
<p>Store Locator</p> <p>Supports Google Maps for map-rendering and geo-code requests.</p> <p>Ability to search within a specified distance, see a list of resulting stores, show them on a map, and get driving directions are available.</p> <p>Store information is maintained in Site Manager.</p>	<p>Google Maps will be used for map-rendering and geo-code requests. The use of another provider is not included can be provided by your solution provider. Additional licensing fees specific to utilization of third party applications may be applicable.</p> <p>Geolocation will only be used if a customer explicitly clicks a button on the page and then accepts the browsers warning that the site wants to use the customer's location. When this API is called, the customer's web browser (not the server) is determining the customer's location.</p>
<p>Store Detail Pages</p> <p>Each store defined for a site has an individual store details page that contains:</p> <ul style="list-style-type: none"> ▪ Map with store location ▪ Store address, phone, and GPS coordinates ▪ List of other nearby stores ▪ Advance notice of special store hours ▪ Managed content areas ▪ Store image(s) ▪ Store events <p>Store information is maintained in Site Manager.</p>	<p>Store Events may be created for each store in Site Manager for display on the site. Store Events consist of a title, start and end date/times, and a description.</p> <p>Store events that occur in the past are removed from the Store Detail page automatically within a configurable number of days.</p> <p>Special Store Hours can be scheduled to reflect holidays, sales or special events and automatically revert back to regular store hours.</p>

Feature / Functionality	Additional Information
<p>Recently Viewed Items</p> <p>Each time the customer visits a product or ensemble page, that product or ensemble is recorded as a recently viewed item that will persist throughout that customers' session.</p> <p>An area will be set aside in the browse pages' left navigation that will be used to display recently viewed products and ensembles with their images, names, prices, and links to their details pages. The area allows the customer to scroll and see additional items that aren't displayed, dynamically, without requiring a refresh of the page. If the customer viewed the same product multiple times it will only be displayed in the recently viewed items list one time. If the customer is on a product page the recently viewed items area will not display that same product.</p>	<p>Recently viewed items will not persist across customer sessions or across browsers.</p>
<p>XML Site Map Generator</p> <p>OROCp has the ability to generate site maps that adhere to the common protocol used by major search engines (Sitemap Protocol 0.9) such as Google, Yahoo! and MSN. When submitted, the maps allow the search engines to more effectively and accurately index the content of OROCP based sites. OROCP will generate individual XML documents for products, ensembles, categories, content, stores, and a miscellaneous file for static URLs. OROCP will also generate an index file that contains a list of all XML site</p>	<p>A Sitemap that uses the Sitemap Protocol is an XML file that lists URLs for a site. It is not used for front end display purposes on the site.</p> <p>Note that using this protocol does not guarantee that Web pages will be included in search indexes.</p> <p>Miscellaneous URLs can be configured in Site Manager.</p>

Feature / Functionality	Additional Information
maps that are generated for the site. A Robots.txt file will be provided in the root of the site.	

Feature / Functionality	Additional Information
<p>Search Engine Optimization</p> <p>Meta keywords and description are auto-populated based on rules defined in the SEO Guidelines document unless manually set via Site Manager for the following types of entities:</p> <ul style="list-style-type: none"> ▪ Products ▪ Categories ▪ Ensembles ▪ Any content page (including home pages, category browse pages, product and ensemble pages) ▪ Stores <p>Image alt tags will be automatically populated for product and ensemble images throughout the site, as well as for images that are navigational elements and buttons. Site Manager requires an alt tag to be provided for images that are set within content areas.</p> <p>SEO data for products, categories, and content can be imported and exported from Site Manager.</p>	
<p>Search Engine Friendly URLs</p> <p>To facilitate natural search OROCP implements URL rewrites within the site code for the Site Section, Category, Subcategory, Product, and Ensemble pages. No other URLs on the site will be modified.</p> <p>The product and ensemble URLs will contain the path down to the product/ensemble assuming that the customer navigated</p>	<p>The rewritten URLs will be in the following format:</p> <p>Site Section = /section/<site section name>/<site section category id>.uts Example = /section/Apparel/101.uts</p> <p>Category = /category/<site section name>/<category name>/<category id>/pc/<site section category id>.uts Example = /category/Apparel/Mens/109/pc/101.uts</p> <p>Subcategory = /thumbnail/<site section name>/<category name>/<subcategory name>/<subcategory id>/pc/<site section category id>/c/<category id>.uts Example = /thumbnail/Apparel/Mens/Pants/110/pc/101/c/109.uts</p> <p>Product = /product/<site section name>/<category name>/<subcategory name>/<product name>/<product id>/pc/<site section id>/sc/<subcategory id>/c/<category</p>

Feature / Functionality	Additional Information
<p>to them via the site browse structure. If the customer does not browse to the product and ensemble pages (e.g., by accessing a product from the search results page or through a cross-sell link) then the URL will only contain the name of the product/ensemble and no path information will be present.</p> <ul style="list-style-type: none"> Product = /product/<product name>/<product id>.uts; Example = /product/Flat-Front-Khakis/381.uts Ensemble = /ensemble/<ensemble name>/<ensemble id>.uts; Example = /ensemble/Poplin-Shirt-Pedal-Pushers-Sunglasses-Flap-Bag/52.uts <p>If there is a non-allowed character (e.g., a space, apostrophe, ampersand, etc.) in any Site Section, Category, Subcategory, Product, or Ensemble name, the URL rewriting functionality will automatically substitute a dash “-” for the character when generating the URLs.</p> <p>No reporting within Site Manager will be provided related to Natural Search.</p>	<p>id>.uts</p> <p>Example = /product/Apparel/Mens/Pants/Flat-Front-Khakis/381/pc/101/sc/110/c/109.uts</p> <p>Ensemble = /ensemble/<site section name>/<category name>/<subcategory name>/<ensemble name>/<ensemble id>/pc/<site section category id>/sc/<subcategory id>/c/<category id>.uts</p> <p>Example = /ensemble/Apparel/Womens/Dresses-Skirts/Poplin-Shirt-Pedal-Pushers-Sunglasses-Flap-Bag/52/pc/101/sc/105/c/102.uts</p>

Feature / Functionality	Additional Information
<p>Site Directory</p> <p>This page is a custom directory page providing links to main site sections.</p>	<p>Additional content will be static and managed via the Content Management section of Site Manager.</p>
<p>Support for tablets and mobile devices</p> <p>In order to make the site easy to use with tablets and mobile devices the following considerations have been made in the base templates:</p> <ul style="list-style-type: none"> ▪ Text next to checkboxes and radio button can be tapped to select the checkbox or radio button. ▪ On tablet browse pages, an alternate “Quick View” button will always be displayed for each thumbnail image, rather than displaying it on mouse over of the thumbnail image. Quick View is not available on mobile devices. 	<p>Changes or additions to the base templates can be provided by your solution provider.</p>
<p>Standard Analytics Tagging</p> <p>The base templates within OROCP have been tagged for Google Analytics. The site has been tagged to collect the following metrics:</p> <ul style="list-style-type: none"> ▪ Site Visitors ▪ Unique Visitors ▪ Page Views ▪ Orders – Within OROCP ▪ Items Per Order – Within OROCP ▪ Total Revenue – Within OROCP ▪ Average Order Value (Total Revenue/Orders) -- Calculated Amount ▪ Conversion Rate 	<p>Changes or additions to the base templates can be provided by your solution provider.</p> <p>Any additional or advanced reporting tagging, establishment of feed processes (ex. Order remediation feed) can be provided by your solution provider.</p>

Feature / Functionality	Additional Information
(orders/Unique Visitors) -- Calculated Amount	

Table 2: Site Manager Included Features and Functionalities

This table provides an overview of features and functionalities available with Site Manager.

Feature / Functionality	Capabilities
<p>Account Management</p> <p>An account is required to access Site Manager. Administrative features within Site Manager are enabled or disabled based on assigned role(s).</p>	<p>Create, edit, and delete customer and Site Manager user accounts.</p> <p>Assign users to one or more roles which reflect which sections of Site Manager they will have access to (i.e., content, products, promotions, etc.).</p> <p>The roles that are available within Site Manager include the following:</p> <ul style="list-style-type: none"> ▪ Account Administrator ▪ CMS Administrator ▪ Content Approver ▪ Content Editor ▪ Customer Service ▪ Experience Administrator ▪ Experience Manager ▪ Product / Catalog Manager ▪ Report Reviewer ▪ Search Manager ▪ Site Preview ▪ System Administrator <p>Create or edit roles by adjusting assigned privileges. Privileges are functions tied to each action on a page (viewing vs. editing).</p> <p>Edit default roles or create new ones.</p> <p>Create groups, which are collections of roles, which allow assignment of an individual to one group instead of multiple single roles.</p> <p>Activate and deactivate user roles, and privileges relating to use of Site Manager.</p> <p>Lock a user out of Site Manager after specified number of unsuccessful attempts.</p> <p>Account Password Handling: Deactivate a user's account after four unsuccessful attempts or after 90 days of inactivity. Requires users to change their password every 90 days and does not allow reuse of their last four passwords.</p>

Feature / Functionality	Capabilities
<p>Product and Catalog Management</p> <p>Manage products, ensembles, and categories displaying on the Web site.</p> <p>A product is a single item that may have multiple variants/SKUs, sold on the Web site.</p> <p>Kits are multiple items sold as one. They are treated the same as a single product on the Web site and in Site Manager.</p> <p>Ensembles are multiple products sold together on the same page yet able to be added individually to Shopping Cart.</p>	<p>Manually add, edit, and remove product and ensembles as well as modify the available attributes for products and ensembles. See Appendix B and C for a full list of the product, product variant and ensemble attributes available.</p> <p>A workflow approval process exists within Site Manager to handle changes to product and ensemble attributes. User can stage changes to products and ensembles in Site Manager. Once the changes have gone through the necessary review and approval they will be released to the site. Staged changes can go live immediately upon approval or not until a specified date in the future. Changes are visible via an audit trail with comments and an inventory of each of the changes made.</p> <p>Control the display of product and ensemble details pages by selecting a template that will be used to format the page. Please see your solution provider for details about custom templates.</p> <p>Manage page title, meta description, and meta keywords for each individual product's and ensemble's details page for search engine optimization.</p> <p>Activate and deactivate products (individually or in groups) as well as schedule dates for active products and ensembles to be displayed on the Web site in a given category.</p> <p>Ability to manually administer cross-sells and up-sells for each product and ensemble. Up to three cross-sells are displayed by default on the product/ensemble details page. Up to three up-sells are displayed by default in the Shopping Cart.</p> <p>Additionally cross-sells and up-sells can be automated based on an optional set of site-level settings. Within Site Manager the administrative user has the ability to specify where to pull cross-sells and up-sells from as well as in what order to display them in. Cross-sells and up-sells can be configured separately allowing for greater flexibility. The appearance of the associations on the web site can be previewed at the product level within Site Manager.</p> <p>Scene7 is the imaging solution recommended. Images can be viewed and managed from within Site Manager for the following:</p> <ul style="list-style-type: none"> ▪ Product main image ▪ Product alternate images ▪ Swatch images ▪ Ensemble main image ▪ Category thumbnail image ▪ Store Detail images <p>ALT text for images can be managed, allowing the user to specify a value or use a system-generated default.</p> <p>Add, edit, and remove categories.</p>

Feature / Functionality	Capabilities
	<p>Control the display of category and subcategory pages by selecting a template that will be used to format the page. Please see your solution provider about the creation of custom templates.</p> <p>Manage meta description and keywords for each individual category's page for search engine optimization.</p> <p>Initially, assign up to two levels of sub-categories to existing root categories.</p> <p>Add, edit, and remove individual or entire groups of product variants (SKU level color/sizes) and sequence, activate, and deactivate.</p> <p>An unlimited number of products and ensembles can be assigned to a given category. Products and ensembles can be merchandised in multiple categories without limit.</p> <p>Products and ensembles can be scheduled, sequenced, activated, and deactivated within any number of categories.</p> <p>Activate and deactivate entire product catalogs, and schedule categories to be displayed within them.</p> <p>Search for products and ensembles by category ID, keyword, name, product ID or style #. (Note: Style # only applies to products.) The keyword option searches against all attributes that are indexed and adjusts for stemmed variations and thesaurus mappings.</p> <p>Assign multiple associated files (i.e., images, .PDFs, etc.) per product or category for display on appropriate page of Web site.</p> <p>Administrators can control which product refinement options are available, rank aspects of the refinements, control synonyms, and manage where refinements will appear on the front-end site (e.g. the "color" refinement should appear within the "Apparel" category, but not within the "Sale" category).</p> <p>Bulk edit feature that provides the ability to search for a specific set of products using a wide range of attributes (i.e. active state, start and end dates, product group name) and make changes to the entire result set. The result set can also be exported to .CSV, edited and imported back into Site Manager to make changes.</p> <p>Interface to manage product types and attribute groups for dynamic attributes as described in Table 1.</p>
<p>Experience Management</p> <p>"Experiences" consist of targeted content, awards, and email delivered to customers that meet a set of defined criteria.</p>	<p><i>Experience Management</i> is a component of the administrative toolset that is accessed from within Site Manager. Some general features include:</p> <ul style="list-style-type: none"> ▪ Drag and drop interface that enables non-technical business users to build and manage experiences. ▪ Experiences can be organized in a customizable hierarchy of folders. ▪ A search mechanism helps users find experiences, either by keyword, within a date/time range, or by

Feature / Functionality	Capabilities
	<p>using a combination of the two.</p> <ul style="list-style-type: none"> ▪ Context-sensitive help provides information relevant to what a user is doing at any given time. ▪ Multiple experiences can be open at the same time, enabling users to toggle between them as they work. ▪ Setting the date/time range during which the experience will be active. ▪ The ability to activate/deactivate the experience as a whole. ▪ Locking an experience so that other users cannot modify it. ▪ Estimating (through data sampling) the potential user group size at various points in an experience. <p><i>User Groups</i> define the customer audience of an experience and are formed by a combination of conditions. Available categories of user group conditions are:</p> <ul style="list-style-type: none"> ▪ Checkout – Criteria such as a promo code or selected shipping method. ▪ Items in Shopping Cart – Includes specified products and ensembles. ▪ Past Purchase Information – Past order totals, number of past orders, etc. ▪ User Actions – Such as abandoning a Shopping Cart, returning user or viewing a certain page. ▪ User Information – Things like membership status and billing ZIP code. ▪ Wish List – Including item count and specified products/ensembles. ▪ Inventory Level – Is triggered when an item or items meets the inventory threshold setup. <p><i>Targeted Content</i> consists of various asset types (e.g. images, text) and formats (e.g. images with and without borders, multi-column text) targeted to a user group defined in an experience. Targeted content capabilities include:</p> <ul style="list-style-type: none"> ▪ Specifying the page and area on the page where the content will appear. ▪ Setting the date/time range during which the content will be active. ▪ Configuring the rank of the content in relation to other (competing) content that is scheduled to appear in the same location. ▪ Previewing the content, both alone and within the context of the page. ▪ An approval process including states of New, Work-In-Progress, Pending, Approved, and Declined. ▪ The ability to activate and deactivate the piece of content.

Feature / Functionality	Capabilities
	<p><i>Awards</i> can be assigned to user groups as part of an experience workflow, providing customers with applicable discounts and promotions. Promotional messages can be added as part of an item award to display on browse pages and the product detail page. Available awards include:</p> <ul style="list-style-type: none"> ▪ Item – \$ or % off a specified product, free gift with purchase, etc. ▪ Order – \$ or % off the order total, free product or variant. ▪ Shipping – Free, flat rate and \$ or % off specified shipping method(s), shipping method upgrades, free or flat-rate shipping of select items. <p><i>Email Templates</i> allow for email messages to be sent to customers as part of a defined experience. Email capabilities include:</p> <ul style="list-style-type: none"> ▪ Specifying the email’s subject line and the address from which it’s being sent. ▪ Customizing the message, including the use of various “tokens” that will be replaced with dynamic content. (e.g. the items in a user’s Shopping Cart) ▪ Setting the date/time range during which emails can be sent, including options that determine how often they are sent. (i.e. the recurrence pattern) ▪ Previewing both the HTML and plain-text versions of the email. ▪ An approval process including states of New, Work-In-Progress, Pending, Approved, and Declined. ▪ The ability to activate and deactivate the email template in the experience. ▪ OROCP has several pre-defined email templates. These templates can be edited or deleted; new templates can be created. Delivery of email messages requires integration with a third-party email provider. <ul style="list-style-type: none"> ○ Contact us Auto Response ○ Email a Friend ○ Forgot Your Password ○ Gift Certificate - Purchaser ○ Gift Certificate - Recipient ○ Loyalty Welcome New Members ○ Order Cancellation ○ Order Confirmation ○ Order Shipment Confirmation ○ Share Wish List ○ Validate Email

Feature / Functionality	Capabilities
	<p><i>Connectors</i> are used to indicate the path from one element (i.e. user group, targeted content, award, or email template) to another in the experience workflow.</p> <ul style="list-style-type: none"> ▪ By default, an automatic one-to-one connection is made between elements added to an experience. As additional elements are added at the same level, a one-to-many connection will result. ▪ Connectors can be changed to randomly segment users (i.e. conduct A/B tests) by clicking on it and defining the segments and distribution percentages. <p><i>Experience Manager Analytics</i> are provided via inline analytical information regarding visits, orders, and revenue associated with the various components of an Experience, as well as the Experience as a whole. For each experience component details are displayed by rolling over the reporting icon. Additionally, there is an Experience Performance report available in Site Manager Reporting section, which provides detail information regarding visits, orders, and revenue associated with Experiences.</p> <p>Additional details on supported user group conditions, targeted content formats and awards can be furnished upon request.</p> <p>Note: Conditions are based on data contained within OROCP.</p>

Feature / Functionality	Capabilities
<p>Content Management</p> <p>Content refers to images, text, selected products to appear on various pages of the Web site (i.e., home page, landing pages, help section, etc.).</p> <p>The HTML and text content for the transactional emails including order confirmation, order status, email to friend, forgot password and share wish list can also be managed within Site Manager.</p> <p>Content asset types and formats are the types of content that can be scheduled (i.e., a content asset type of 'image' has a format of "image with no border," content asset type of a "product" has a format of "product name, price, and image").</p>	<p>Utilizing default content roles assign content management users to an editing or approval role, or both. Only users assigned the content management approval role can approve content to go live.</p> <p>Ability to preview individual areas and whole pages.</p> <p>Also includes the ability to preview the entire site at past, present and future points in time. If previewing the site in the past or future any data that is time boxed, i.e. has a start or end date will display as it would on that date. This includes content, targeted content, promotions, categories and products. Products have a start and end date but their individual attributes do not. So, in Site Preview if you are viewing a product in the future that also exists on the site right now you will see its current attribute values (i.e. current price, description, name, etc.).</p> <p>Adjust content status from New, WIP, Pending, Approved, and Declined based on roles.</p> <p>Adjustment to existing formats (as described to the left) to accommodate final Web site display of images and products.</p> <p>Assignment of the Content Status Notification role in the Account Section will send an email every time a piece of content is identified as a specified status.</p> <p>Manage title, meta-data, and keywords associated with each page for search engine optimization.</p> <p>Upload images or videos to be uploaded and distributed to all Web servers for use as assigned content. Images and videos can only be added via Site Manager and will overwrite any with the same name. They cannot be removed via Site Manager for security purposes and must be removed directly from the image server.</p> <p>Search for various types of content via date range or status.</p> <p>Ability to clone previously created individual pieces of content for re-use.</p> <p>Update home page content (images, copy, hyperlinks, featured products, etc.).</p> <p>Update landing pages (select existing product to be featured, promotional banners, descriptive text).</p> <p>Add/edit/delete customer service, editorial content, or other defined content pages.</p> <p>Ability to edit text using a WYSIWYG text editor which allows bolding, italicizing, adding links, etc. Spell checking capabilities are not provided.</p> <p>Administer "Vanity URLs", which are unique paths and associated URLs that they will redirect to.</p> <p>Note: For management of targeted content, refer to the "Experience Management" feature.</p>

Feature / Functionality	Capabilities
<p>Customer Management</p> <p>Customer Management includes the ability to create customers, view or edit customer information, view email preferences and limited purchase history. The CSR can also view loyalty account information and check gift card balances with ORCE integration.</p>	<p>Call Center Representatives (CSRs) and Call Center Managers (CSMs) have the ability to create a new customer. The same business rules apply in the call center as apply on the site when creating new customers. A customer must have an email address as that is their user name. The agent will setup the new customer, which will cause the reset password email to be sent to the customer. Customers set their own password and do not tell the CSR their password.</p> <p>The following actions can be taken on an existing customer profile:</p> <ul style="list-style-type: none"> ▪ The customer's billing address can be edited through this option. ▪ The agent can send the customer a password reset email. The agent does not have the ability to see the customer's password. ▪ Shipping addresses within the customer's address book can be added, edited or deleted. <p>Customer email and email preferences can be added / changed.</p> <p>Only those orders which were entered via the storefront can be viewed on an existing customer profile. Orders placed in any other application are not displayed.</p> <p>Email opt-ins, opt-outs, and preferred email format can be viewed and managed within the call center.</p> <p>If Oracle Retail Loyalty and Awards Cloud Service is implemented, then the customer's Loyalty account information will be viewable within the OROCP call center. If Oracle Retail Gift Cards Cloud Service is implemented, then CSRs can view the gift card and electronic gift certificate balances.</p>

Feature / Functionality	Capabilities
<p>Order Management</p> <p>Order Management includes the ability to search for and view orders placed from the storefront and configure shipping methods and charges.</p>	<p>The standard shipping charges are calculated by ship-method, based on the value of merchandise ordered using user-defined rate tables. The shipping charge is calculated by OROCP.</p> <p>Tax is calculated via a zip code based tax table which stores a single tax percentage per zip code. The tax percentage does not vary by product type. Products can be marked as tax exempt through Site Manager if tax should not be applied to certain products. A third party tax package could be integrated as a customization with the client being responsible for setting up an agreement with the desired vendor.</p> <p>CSRs have the ability to search for orders by:</p> <ul style="list-style-type: none"> ▪ Start Date / End Date ▪ Order Status, including hold reason code ▪ Order Number ▪ Rewards number (requires Oracle Retail Loyalty and Awards Cloud Service) ▪ Customer Email Address ▪ Order Billing Address ▪ Order Shipping Address <p>Orders search operates against the orders in the OROCP database.</p> <p>The Order Search result screen displays order summary information and order status. Each order can be easily accessed from this screen. Summary information displayed includes the billing name, order number, order date, order status, and the total order amount. Detailed information for a given order is also accessible by selecting a given order from this screen.</p>
<p>Order Emails</p> <p>Content for Order Confirmation and Order Cancellation Notification emails can be configured.</p>	<p>When an order is placed via the Call Center, an order confirmation email will be sent to the customer. This is the same order confirmation email that the customer would receive if they placed the order via the storefront.</p> <p>When an order is canceled, the customer will receive confirmation of the cancellation via email.</p>

Feature / Functionality	Capabilities
<p>Store Information</p> <p>Manage the list of stores displayed in the store locator. Search, create, and edit store locations with address information and store hours. Add store images and create events which can be displayed on store detail pages.</p>	<p>Store data includes</p> <ul style="list-style-type: none"> • store name • store number • address (including city, state, ZIP and country) • phone number • longitude/latitude • regular hours • special ours <p>The longitude and latitude can be determined using the address or entered manually.</p> <p>Store Events may be created for each store in Site Manager for display on the site. Store Events consist of a title, start and end date/times, and a description.</p> <p>Store events that occur in the past are removed from the Store Detail page automatically within a configurable number of days.</p> <p>Special Store Hours can be scheduled to reflect holidays, sales or special events and automatically revert back to regular store hours after the configured end date.</p>
<p>Search</p> <p>OCO 6.1 is integrated with Solr 4.9 for site search functionality. Users can manually trigger a rebuild of the search index, manage thesaurus entries, and search term redirects.</p>	<p>Allows for administrator to initiate full builds of the search index</p> <p>Create, edit, and delete one-way and two-way thesaurus entries.</p> <p>Define search redirects consisting of a keyword phrase, associated URL, title, and description.</p> <p>The behavior of each redirect behavior is configurable based on search term(s) to immediately redirect or display the results to the customer.</p>

Feature / Functionality	Capabilities
<p>Reporting</p> <p>Site Manager includes several reports which provide merchandisers with information based on data contained within OROCP. The reporting included within Site Manager is not intended as a replacement for web analytics reporting.</p>	<p>Site Manager reports include:</p> <p>Customer Reports:</p> <ul style="list-style-type: none"> Customers that generated the most revenue Customers with the largest Wish List <p>Experience Reports:</p> <ul style="list-style-type: none"> Experience performance <p>Order Reports:</p> <ul style="list-style-type: none"> Orders Placed <p>Product Reports:</p> <ul style="list-style-type: none"> Products not in an active category Products without an active variant Products without an image Products out of stock <p>Site Activity Reports:</p> <ul style="list-style-type: none"> Address book entries added Email sign ups New member registrations User sessions created Wish List Items Added Zero search results <p>Site Administration Reports:</p> <ul style="list-style-type: none"> Audit Records Gigya Reports
<p>Administration</p> <p>Manage Call Center Users</p> <p>Manage Responsibilities</p> <p>Manage Roles</p> <p>Decision Manager</p> <p>Loyalty Award Redemption Rules</p>	<p>Call Center users can be managed via Site Manager. They can be added, modified, or deleted.</p> <p>This feature allows assigning specific responsibilities to a role (access to specific functionality).</p> <p>Call Center users can be assigned to specific roles. The following roles are supported:</p> <ul style="list-style-type: none"> Customer Service Representative Customer Service Manager System Administrator <p>The CyberSource Decision Manager integration for fraud screening can be turned on and off via Site Manager. The client is responsible for the contract with CyberSource and must provide the account information to Oracle.</p>

Feature / Functionality	Capabilities
System Tools System tools provide monitoring of commands and jobs. Also included is an audit report providing a report of all actions an individual has taken in Site Manager, or all actions that have taken place to a product, ensemble, category, etc.	View caching engine performance including overall cache hit ratio, cache size, and individual cache record details. Manually disable, enable, and clear the system cache. View scheduled jobs and generate informational, warning, or error messages. Initiate data imports and exports from CSV files. Default data sets include products, product variants, product/category assignments, metadata, and stores for both imports and exports. Exports also include catalog requests and experiences. Note: Default data sets may require customizations based on requirements; please work with your solution provider for further details.

Table 3: Multi-Site Capabilities

This table provides an overview of the multi-site capabilities.

Feature / Functionality	Capabilities
<p>Multi-Site Capable</p> <p>OROCPS supports multiple sites utilizing the same implementation. Customer can maintain products and pages for each site from a single site manager and database without the need for multiple administrator logins. In a Multi-Site configuration, administrative users of the site share the same roles and privileges across all sites (i.e. one login will allow the user to admin all sites).</p>	<p>When using the Multi-Site capability, the following attributes will be the same for each site:</p> <ul style="list-style-type: none"> ▪ The Cross-Sells, Up-Sells, or other related products/ensembles associated with a given product. ▪ General Site workflow (checkout process, navigation concepts, search and refine workflow, etc.) ▪ Business Rules, such as: Pricing rules, Shipping/Tax calculations, etc. ▪ Templates used for the pages in the Checkout Workflow ▪ Templates used for account activities (login, register, manage address book, wish list, profile, etc.) <p>The same standard e-mail templates are used for each site (e-mail order confirmation, e-mail Wish List, e-mail product information, forgot password), but allow for replacement of the following information in the e-mail Subject Line and Body on a per-site basis:</p> <ul style="list-style-type: none"> ▪ Site Name ▪ Site URL ▪ Customer Service Number ▪ HTML emails with configurable content <p>Each site has its own CMS areas.</p>
<p>Multi-Site: Site Management</p> <p>There will be a list of sites available to be administered after an Administrator has logged into Site Manager.</p> <p>The following features are provided:</p> <ul style="list-style-type: none"> ▪ Ability to add, edit, and delete sites. ▪ Ability to Clone (copy) sites. ▪ Ability to manage general site parameters. ▪ Ability to modify site attributes. ▪ Ability to link URLs for specific sites. 	

Feature / Functionality	Capabilities
<p>Multi-Site: Content Management</p> <p>The following features are provided:</p> <ul style="list-style-type: none"> ▪ Ability to create, edit, and delete content for each Site. ▪ Schedule both Regular and Targeted Content areas for each Site ▪ Preview Content and set content status for each Site ▪ Ability to create Section and Pages, Page Details, Area Details Page 	<p>In the future if additional sites are added then each site will have its own CMS areas.</p>
<p>Multi-Site: Product and Catalog Management</p> <p>Allows an administrator the ability to add and edit product information, including assigning cross-sell products. Also, administrators have the ability to create and edit categories and assign products to categories.</p> <p>The following features are provided:</p> <ul style="list-style-type: none"> ▪ Ability to manage Catalogs, Categories, and Products; ▪ Ability to search Products by Name or Style or Keyword; ▪ Ability to add, edit, and delete Catalog, Categories, Products and their attributes ▪ Ability to select Sites and Page Templates used for products, ensembles, and categories. 	<p>In the future if additional sites are added then:</p> <ul style="list-style-type: none"> ▪ Each product catalog will be assigned to one site. Visitors to any site will be presented with the contents of that sites catalog only. ▪ Filtering of the catalog and its contents will only be done from the catalog level down and not at the category or product level. ▪ Products are shared across sites but can be indirectly associated with a site by placing them in a given category. The category is then assigned to a catalog and the catalog is assigned to a site.
<p>Multi-Site: Experience Management</p> <p>The following features are provided:</p> <ul style="list-style-type: none"> ▪ Ability to filter customers by site with a new User Group 	
<p>Multi-Site: Customer Service</p> <p>The following features are provided:</p> <ul style="list-style-type: none"> ▪ Ability to find Customers who placed orders in the site ▪ Ability to find and modify email opt in/opt out preferences for customers. 	

Feature / Functionality	Capabilities
<p>Multi-Site: Search</p> <p>Solr is the default search feature.</p> <p>The following features are provided:</p> <ul style="list-style-type: none"> ▪ Ability to create thesaurus entries for a given site ▪ Ability to create search term redirects for a given site 	
<p>Multi-Site: Reporting</p> <p>This capability will allow a variety of predefined reports to be run to view information about the Web sites.</p> <p>The following features are provided:</p> <ul style="list-style-type: none"> ▪ Ability to report activities about Customers by each site including prolific users (customers) and wish list usage. ▪ Ability to report Orders placed for each site ▪ Ability to report products that are not in active category, active variant, without an image, and variants out of stock for each site ▪ Ability to report lists of address books, email sign ups, new member registrations, user (customer) sessions, wish list items, and zero search results, and audit records of site activity and administration for each site 	
<p>Multi-Site: System Tools</p> <p>This capability monitors commands, forms, pipelines, scheduled jobs, allows for the viewing of cache stats, profiling, audit, and asset loaders.</p> <p>The following features are provided:</p> <ul style="list-style-type: none"> ▪ Ability for the Administrator to clear or disable the cache by each site. 	

Feature / Functionality	Capabilities
<p>Multi-Site Storefront Features</p> <ul style="list-style-type: none"> Accounts are site specific. So, if the customer registers for an account on the Customer site, he/she will only be registered on that site. If the customer also wants an account on a future site, he/she will need to re-register accordingly. <p>The Web storefront search will be site specific, so it will only return products for the site the customer is searching on.</p> <ul style="list-style-type: none"> Managed content will be site specific and may not be shared across sites. The Store Locator will be site specific so it will only return stores for the site the customer is on. The checkout will be site specific. The customer may only add products to his/her Shopping Cart from a single site (i.e., products added to the Shopping Cart on Site A) will not show up in the same customer's Shopping Cart on Site B; the order will be marked with the site it originated from. 	
<p>Micro-Site Support</p> <p>Micro-sites can also be supported using the Multi-Site capabilities that exist within OROCP.</p> <ul style="list-style-type: none"> Category navigation can be suppressed by turning on a site configuration parameter within Site Manager to give the micro-site a completely different look and feel from the regular site. A micro-site can have different content pages from the main web site which is controlled within Site Manager. A micro-site can have its own category taxonomy and product catalog separate from the main web site. 	

Table 4: Available Oracle Product Integrations

If a client owns a license to the following Oracle products, the features or functionality noted are available OROCP base product integrations.

Product	Description
Oracle Retail Customer Management	<p>With the goal of having a centralized view of customers, OROCP makes direct calls to ORCM for customer searches, creation, and maintenance. OROCP maintains its own customer record for ecommerce-specific functions as well as for use when ORCE is unavailable.</p> <p>Email validation verifies a correct match with customers between OROCP and ORCE. It requires the customer to click a link in an email sent to them after registration before they can log into their account. Editable validation email templates are available in Site Manager. When viewing customer information in OROCP Site Manager Customer Service there is an indicator whether the customer has been validated or not. Email validation is required with ORCE Customer integration but optional if ORCE Customer integration is not being used.</p>
Oracle Retail Loyalty and Awards	<p>Customers can sign up for loyalty programs through the store front. Loyalty points can be accrued for purchases and awards can be redeemed through the store front.</p> <p>If a client has an Oracle XStore implementation that is integrated with ORCE, then loyalty information (signup, accruals, and redemptions) will be shared across channels.</p> <p>Experience user group conditions exist to enable targeting based on Loyalty membership and Loyalty point balances</p> <ul style="list-style-type: none"> ▪ Loyalty Membership – users indicate if the site visitor should or should not be a member of the loyalty program to satisfy the condition. ▪ Loyalty Points Balance – users enter the minimum and maximum number of loyalty points a member needs to have to satisfy the condition
Oracle Retail Gift Cards	<p>Customers can purchase and redeem physical and electronic gift cards via the store front. If the client has an Xstore implementation that is integrated with ORCE, gift cards can also be redeemed in physical stores.</p>
Oracle Retail Order Broker	<p>Display of in-store inventory availability. In-store availability messaging is available on the product details page. Customers will see inventory availability from their default store by default if they are logged in and have previously selected a store. They can also search inventory of other stores from the product detail page.</p> <p>Buy online, pickup in-store (using store inventory) orders can be placed through the store front. Thumbnail pages display which items are available for in-store pickup and/or delivery. Inventory information is available to customers, who can choose which store they want to visit to pick up their</p>

Product	Description
	<p>products. The order history and order details pages display which items were ordered for in-store pickup and which were ordered for delivery.</p> <p>Buy online, ship from store. Products can be identified as available to be shipped from a store, if the inventory is not available in the distribution center (DC). This option is transparent to the customer. In this scenario, the ship-from-store items are shopped via OROB and sent to the appropriate Xstore implementation for fulfillment by store personnel.</p>

Table 5: Available Third Party Integrations

This table provides an overview of the integrations to third party applications. If a client owns a license to the following products, the features or functionality noted are available in the OROCP base product.

Integration	Functionality / Description
Gigya	<p>Gigya provides access to various social networks, monitors the connection and provides plugins for optimal use. If desired, the B2C store integrates with Gigya to provide social log in, sharing options, reactions and an activity feed. Social page templates exist for the home, product detail and ensemble page to accommodate Gigya functionality. A site configuration tab for "Social" in Site Manager includes the ability to enable social features and enable social login social networks. Reporting on Gigya functionality exists in the Reporting section of Site Manager.</p> <p>The client is responsible for setting up an agreement with Gigya to use their social platform. Base integration includes Social Sign-on, Share, Reactions and Comments the Activity Feed.</p> <p>Should the client elect to use Gigya, specific configurations and options will be discussed during the BIA.</p>
BazaarVoice	<p>Integration with BazaarVoice for Ratings and Reviews and Ask and Answer is available. Ratings also show on the browse page by thumbnail images. Advanced Smart SEO is included to improve Google and Bing product search ranking and expand keyword reach. Also included is a product feed for email follow up.</p> <p>Ratings and Review additions are reflected after approximately an hour and Smart SEO and statistics on the browse page (star ratings) are fed on a nightly basis.</p> <p>The client is responsible for setting up agreement with Bazaar Voice. Base integration includes ratings and reviews and Ask & Answer at the product / ensemble detail, in addition to the Smart SEO module. Options are available for OROCP storefront, and the OROCP Mobile application.</p> <p>Should the client elect to use BazaarVoice, specific configurations and options will be discussed during the BIA.</p>
Scene7	<p>ORACP is integrated with the Scene7 DHTML viewer. ORACLE can provide support for a Flash viewer and Flash detection if desired for an additional cost.</p> <p>The client is responsible for setting up agreement with Adobe to use Scene7.</p> <p>In order to leverage Scene7, the client is responsible for providing high resolution product images and uploading them to their Scene7 account, setting up agreement including licensing and service fees with Scene7</p>
CyberSource	<p>Payment processor offering credit card authorization, settlement, and fraud controls.</p> <p>The client is responsible for the contract with CyberSource and must provide the account information to ORACLE.</p>
PayPal	<p>PayPal is available as a payment option during checkout, and an option that can be selected from the basket page.</p>

Integration	Functionality / Description
	<p>PayPal authorizations will be handled through a direct integration to PayPal as opposed to through a payment processor. The client is responsible for the contract with PayPal and must provide the account information to ORACLE. The client is responsible for setting up agreement with PayPal.</p> <p>Should the client elect to use PayPal, specific configurations will be discussed during the BIA.</p>

Integration	Functionality / Description
Google Maps	Google maps will be used for any store locator functionality.
QAS	<p>QAS provides address validation and address cleansing services.</p> <p>The client is responsible for the contract with QAS and must provide the account information to ORACLE.</p> <p>Should the client elect to use QAS, specific configurations will be discussed during the BIA.</p> <p>NOTE: The Site Manager Customer Service module is not integrated with QAS.</p>
Google Analytics	<p>The base templates within OROCP have been tagged for Google Analytics.</p> <p>If the client has a previous account with google analytics they are responsible to provide ORACLE with GA account information. Otherwise the client is responsible for setting up Google Analytics account.</p> <p>ORACLE will share base tagging OROCP GA tagging matrix with client during BIA. Additional tagging required by the client will be estimated separately.</p>
AddThis	<p>The reporting interface associated with the AddThis social toolbar is not integrated into Site Manager interface.</p> <p>The client is responsible for setting up their account with AddThis.</p>
Alliance Key Manager	<p>OROCP is integrated with a product called Alliance Key Manager (AKM). AKM is used for encryption key storage which is required for the application to be PCI compliant. If the client's website will be hosted by ORACLE, this will be covered in the hosting contract.</p> <p>If the client's website is not hosted by ORACLE, the client will need to acquire their own encryption key storage solution if PCI compliancy is a requirement of their website</p>
Akamai	<p>OROCP is integrated with Akamai, an Internet content delivery network.</p> <p>The client is responsible for setting up an agreement with Akamai.</p> <p>Should the client elect to use Akamai, specific configurations will be discussed during the BIA.</p> <p>OROCP supports external page caching of the following elements:</p> <ul style="list-style-type: none"> ▪ Customer Information/Sign In Message/Gigya ▪ Current Store Info ▪ Cart Count ▪ Targeted Content ▪ User Events ▪ Recently Viewed Items



Table 6: Available Web Services

This table provides an overview of the web services used by Oracle Retail Open Commerce Platform.

Feature	Functionality / Description
Category	<p>Web services are available for the category structure. The following information may be retrieved:</p> <ul style="list-style-type: none"> ▪ A list of all categories ▪ The category information of a specific category ▪ A list of the entities in a specific category ▪ A list of products in a specific category ▪ A list of ensembles in a specific category ▪ A list of dynamic attributes for a specific category ▪ Promo messages
Product	<p>Web services are available for products, including support for cross-sells and upsells. The following information may be retrieved:</p> <ul style="list-style-type: none"> ▪ Information on a specific product number ▪ Information on a specific product by style number ▪ Information on a specific product by sku ▪ Information on the categories a specific product is in ▪ Information on the files associated with a specific product number ▪ Information on the files associated with a specific style number ▪ A list of the cross-sell entities for a specific product number ▪ A list of the cross-sell entities for a specific style number ▪ A list of the upsell entities for a specific product number ▪ A list of the upsell entities for a specific style number ▪ A list of dynamic attribute for a specific product ▪ Product specifications ▪ Promo messages
Ensembles	<p>Web services are available for all of the ensembles in the catalog. The following information is available:</p> <ul style="list-style-type: none"> ▪ Information about a specific ensemble ▪ A list of the categories an ensemble is part of ▪ A list of the cross-sell entities for a specific ensemble ▪ A list of the upsell entities for a specific ensemble ▪ A list of dynamic attributes for a specific product
Product Variants	<p>Web services are available for all of the product variants in the catalog. The following information is available:</p> <ul style="list-style-type: none"> ▪ Information about a specific product variant ▪ Information about a specific product variant by sku number ▪ A list of the variants of a specific product by product number ▪ A list of the variants of a specific product by style number ▪ A list of dynamic attributes for a specific product variant

Feature	Functionality / Description
Checkout Process	<p>Web services are available for the checkout process and the cart. Support is included for the merged cart. The following information is available:</p> <ul style="list-style-type: none"> ▪ Information on the basket ▪ The item count in the basket ▪ The ability to add an item to the basket ▪ The ability to add multiple items at the same time to the basket ▪ The ability to update an item in the basket ▪ The ability to update multiple items at the same time in the basket ▪ The ability to remove an item from the basket ▪ The ability to log in ▪ Information on shipping ▪ Information on billing ▪ Information on multiple shipping addresses ▪ The ability to update shipping addresses ▪ Information on payment ▪ The ability to place the order ▪ The ability to add a gift certificate ▪ The ability to add an electronic gift certificate ▪ The ability to add a gift card ▪ The ability to add a shipping address ▪ Information on delivery ▪ The ability to edit a shipping address ▪ Information on a gift card balance ▪ Information on gifting options ▪ The ability to add, update, or delete an address ▪ The ability to select an address ▪ The ability to assign an address for shipping ▪ The ability to update a credit card ▪ The ability to update an award ▪ The ability to update a gift card ▪ The ability to update a promo code ▪ The ability to clear the cart ▪ The ability to request gift wrapping
Inventory	<p>Web services are available for inventory information. The following information is available:</p> <ul style="list-style-type: none"> ▪ Information on sku inventory by sku/quantity/delivery method ▪ Information on sku inventory by sku/quantity/delivery method/postal code/distance ▪ Information on store sku inventory by sku/quantity/delivery method/store id/distance ▪ Information on inventory by sku list/quantity list/delivery method list ▪ Information on sku inventory by sku list/quantity list/delivery method

Feature	Functionality / Description
	<p>list/postal code list/distance list</p> <ul style="list-style-type: none">▪ Information on store sku inventory by sku list/quantity list/delivery method list/store id list/distance list

Feature	Functionality / Description
Passbook Certs	Web services are available to secure the passbook certs on a separate server
Search	<p>Web services are available to perform searches. The following searches can be performed:</p> <ul style="list-style-type: none"> ▪ Return all results for a specific keyword ▪ Return all products for a specific keyword ▪ Return all ensembles for a specific keyword
Site	<p>Web services are available for the sites. The following information is available:</p> <ul style="list-style-type: none"> ▪ A list of all sites ▪ Information for a specific site
Store	<p>Web services are available for stores. The following information is available:</p> <ul style="list-style-type: none"> ▪ A list of all stores ▪ Information on a specific store ▪ Information on a specific store event ▪ Information on all events for a specific store ▪ Information on a specific store notification ▪ Information on all notifications for a specific store ▪ Information on all notifications for all stores
User (Customer)	<p>Web services are available for user information. The following information is available:</p> <ul style="list-style-type: none"> ▪ The ability to sign in ▪ The ability to sign out ▪ The ability to perform a forgot password request ▪ The ability to update a member's email address ▪ The ability to update a member's password ▪ The ability to register a member ▪ Information on order status ▪ Information on order history ▪ Information on the user's wish list ▪ The ability to register a user ▪ The ability to sign in a registered user ▪ The ability to check to see if a the user is signed in ▪ The ability to add an item to the user's wish list ▪ The ability to add multiple items to the user's wish list ▪ The ability to remove an item from the user's wish list ▪ The ability to add items from a user's wish list to the cart

Feature	Functionality / Description
	<ul style="list-style-type: none">▪ The ability to add all items from a user's wish list to the cart▪ The ability to cancel an order▪ The ability to retrieve a user's awards▪ The ability to subscribe a user to emails▪ The ability to unsubscribe a user from email▪ The ability to add multiple items at once to a user's wish list▪ The ability to set a user's address▪ The ability to remove a user's shipping address▪ Information on a user's order▪ The ability to remove a member's credit card▪ The ability to set a default credit card▪ The ability to save a user's email preference▪ The ability to save a user's shipping address▪ The ability to update a member's credit card▪ The ability to retrieve all of the member's credit cards▪ The ability to retrieve the member's billing address▪ The ability to retrieve all of the member's shipping addresses▪ The ability to sign up for rewards▪ The ability to update member information▪ The ability to retrieve a customer's wish list from ORCE▪ The ability to retrieve the email preferences of the customer▪ The ability to enter a catalog request

Table 7: OROCP Standard Import/Exports Integration Points

This table provides an overview of the standard imports and exports available in Oracle Retail Open Commerce Platform.

Feature	Functionality / Description
Standard Product Import	<p>It is recommended that the Customer import an XML file once a day from their Product system of record. The XML file will adhere to the OROCP defined product XML schema and the mechanism for transferring the file will be SFTP.</p> <p>Products, SKUs, pricing, dynamic attributes, ensembles, cross-sells, up-sells, categories, product to category relationships can all be fed in through this XML import feed.</p>
Standard Inventory Import	<p>It is recommended that the Customer import an XML file every 30 minutes from their inventory system of record. The XML file will adhere to the OROCP defined inventory XML schema and the mechanism for transferring the file will be SFTP.</p>
Standard Member Information Import	<p>Member information import will include account login, billing address and shipping address book information from current members. Import will not include importing credit card data, orders or wish list information.</p> <p>It is recommended that the Customer import the XML file twice – once during the development phase and once right before the site launches from their customer data system of record. The XML file will adhere to the OROCP defined member XML schema and the mechanism for transferring the file will be SFTP.</p> <p>It is also recommended that Customer de-dupe existing accounts. User names must be in the form of an email address and the passwords in plain text so that they can be encrypted using the encryption scheme for the site prior to being saved in the database.</p>

Appendix A: Checkout Form Fields¹

Billing State:

- First Name
- Last Name
- Address Line 1
- Address Line 2 (Optional)
- Apartment (Optional)
- City
- State/Province
- ZIP/Postal Code
- Phone
- Email Address
- Email opt in check box
- Create an Account (Optional) – Password
- Create an Account (Optional) – Re-enter Password

Shipping Address State:

- Ship to billing option
- Ship to another address option:
 - First Name
 - Last Name
 - Address Line 1
 - Address Line 2 (Optional)
 - Apartment (Optional)
 - City
 - State/Province
 - ZIP/Postal Code
 - Phone
- Multiple ship to option
- Shipping Method selection

Gifting Layer:

- Gift wrap option
- Gift Message
- Please do not display pricing on the packing slip option

¹ The checkout fields listed are in reference to a US/Canada based checkout. The checkout fields available for international sites will vary due to different address requirements.

Payment State:

- Name on Card
- Credit Card Number
- Credit Card Expiration
- Credit Card Security Code
- Rewards
- Gift Card or Gift Certificate
- Promo Code or Coupon Code
- Source Code

Appendix B: Product and Product Variant Attributes

Product

- Product Name
- Description
- Active Flag
- Primary Image
- Alt Image 1
- Alt Image 2
- Alt Image 3
- Alt Image 4
- Alt Image 5
- Alt Image 6
- Style
- Promo Group Code
- Start Date
- End Date
- Search Keywords
- More Info Content
- Meta Description
- Meta Keywords
- Gift Wrap Available Flag
- Non Discountable Flag
- Non Shipping Discountable Flag
- Non Item Discountable Flag

Product Variant

- SKU
- Price
- Color Name
- Swatch Image
- Re-colored Image
- Color Code
- Size Name
- Size Code
- Sequence Number

-
- Back Orderable Flag
 - Back Order Date
 - UPC
 - Inventory Level
 - Taxable Flag
 - Variant Promo Group Code
 - Pricing Group Code
 - Start Date
 - End Date
 - Active Flag

Appendix C: Ensemble Attributes

Ensemble

- Ensemble Name
- Description
- Primary Image
- Active Flag
- Start Date
- End Date
- Search Keywords
- Meta Description
- Meta Keywords
- Ensemble Code

Appendix D: Store Attributes

Store

- Store Id
- Store Name
- Address Line 1
- Address Line 2
- City
- State
- ZIP Code
- Phone
- Country Code
- Latitude
- Longitude
- Store Number
- Hours
- Active Flag
- Store Type ID
- Store Pickup Available

4

```

</RelatedProducts>
<RelatedProduct>
<ProductStyle>03517</ProductStyle>
<RelatedProductStyle>03513</RelatedProductStyle>
<RelationType>Cross-Sell</RelationType>
<SequenceNo>01</SequenceNo>
<ActiveFlag>Y</ActiveFlag>
</RelatedProduct>
<RelatedProduct>
<ProductStyle>03517</ProductStyle>
<RelatedProductStyle>03510</RelatedProductStyle>
<RelationType>Cross-Sell</RelationType>
<SequenceNo>02</SequenceNo>
<ActiveFlag>Y</ActiveFlag>
</RelatedProduct>
<RelatedProduct>
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<RelatedProductStyle>03523</RelatedProductStyle>
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</RelatedProduct>
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<ActiveFlag>Y</ActiveFlag>
</RelatedItem>
<RelatedItem>
<ItemCode>E0003</ItemCode>
<RelatedItemCode>A0001</RelatedItemCode>
<RelationType>Cross-Sell</RelationType>
<SequenceNo>01</SequenceNo>
<ActiveFlag>Y</ActiveFlag>
</RelatedItem>
</RelatedItems>
</RelatedCatalog>

```

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Appendix F: Inventory Import XML

```

<?xml version="1.0" encoding="UTF-8"?>
<InventoryImport>
  <Inventories>
    <Inventory>
      <Sku>8-4517-MAH</Sku>
      <OnHandQuantity>0</OnHandQuantity>
      <BackOrderDate>2005-08-18</BackOrderDate>
      <Threshold>0</Threshold>
    </Inventory>
    <Inventory>
      <Sku>12-4530-RED</Sku>
      <OnHandQuantity>0</OnHandQuantity>
      <BackOrderDate>2012-12-27</BackOrderDate>
      <Threshold>0</Threshold>
    </Inventory>
    <Inventory>
      <Sku>14-4530-GOL</Sku>
      <OnHandQuantity>0</OnHandQuantity>
      <BackOrderDate>2012-12-27</BackOrderDate>
      <Threshold>0</Threshold>
    </Inventory>
    <Inventory>
      <Sku>16-4559-BLA-XLA</Sku>
      <OnHandQuantity>0</OnHandQuantity>
      <BackOrderDate>2012-12-27</BackOrderDate>
      <Threshold>0</Threshold>
    </Inventory>
    <Inventory>
      <Sku>17-4559-BLA-LAR</Sku>
      <OnHandQuantity>0</OnHandQuantity>
      <BackOrderDate>2012-12-27</BackOrderDate>
      <Threshold>0</Threshold>
    </Inventory>
    <Inventory>
      <Sku>18-4559-BLA-MED</Sku>
      <OnHandQuantity>0</OnHandQuantity>
      <BackOrderDate>2012-12-27</BackOrderDate>
      <Threshold>0</Threshold>
    </Inventory>
    <Inventory>
      <Sku>20-4559-MAH-XSM</Sku>
      <OnHandQuantity>0</OnHandQuantity>
      <BackOrderDate>2012-12-27</BackOrderDate>
      <Threshold>0</Threshold>
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      <BackOrderDate>2012-12-27</BackOrderDate>
      <Threshold>0</Threshold>
    </Inventory>
    <Inventory>
      <Sku>22-4559-MAH-LAR</Sku>
      <OnHandQuantity>0</OnHandQuantity>
      <BackOrderDate>2012-12-27</BackOrderDate>
      <Threshold>0</Threshold>
    </Inventory>
    <Inventory>
      <Sku>23-4559-MAH-MED</Sku>
      <OnHandQuantity>0</OnHandQuantity>
      <BackOrderDate>2012-12-27</BackOrderDate>
      <Threshold>0</Threshold>
    </Inventory>
  </Inventories>
</InventoryImport>

```

Appendix G: Member Import XML

```
<?xml version="1.0" encoding="UTF-8"?>
<MemberImport>
  - <Members>
    - <Member>
      <EmailAddress>joesmith@gmail.com</EmailAddress>
      <Password>mypassword123</Password>
      <FirstName>Joe</FirstName>
      <LastName>Smith</LastName>
      <AddressLine1>100 Main Street</AddressLine1>
      <AddressLine2>Suite #10</AddressLine2>
      <City>Podunk</City>
      <State>New York</State>
      <ZipCode>72819</ZipCode>
      <PhoneNumber>333 333-3333</PhoneNumber>
      <AlternatePhoneNumber>333 444-4444</AlternatePhoneNumber>
      <EmailFormat>html</EmailFormat>
      <EmailOptionPreference>Y</EmailOptionPreference>
    - <AddressBookEntries>
      - <AddressBook>
        <FirstName>Jane</FirstName>
        <LastName>Smith</LastName>
        <AddressLine1>100 Main Street</AddressLine1>
        <City>Suite #11</City>
        <State>Podunk</State>
        <ZipCode>New York</ZipCode>
        <PhoneNumber>333 333-3333</PhoneNumber>
      </AddressBook>
      - <AddressBook>
        <FirstName>Jack</FirstName>
        <LastName>Smith</LastName>
        <AddressLine1>100 Main Street</AddressLine1>
        <City>Suite #12</City>
        <State>Podunk</State>
        <ZipCode>New York</ZipCode>
        <PhoneNumber>333 333-3333</PhoneNumber>
      </AddressBook>
    </AddressBookEntries>
  </Member>
  - <Member>
    <EmailAddress>johndoe@gmail.com</EmailAddress>
    <Password>13sf123</Password>
    <FirstName>John</FirstName>
    <LastName>Doe</LastName>
    <AddressLine1>123 Fancy Street</AddressLine1>
    <AddressLine2>Apartment #1</AddressLine2>
    <City>Wheresville</City>
    <State>Alaska</State>
    <ZipCode>83901</ZipCode>
    <PhoneNumber>888 888-1111</PhoneNumber>
    <AlternatePhoneNumber>888 888-2222</AlternatePhoneNumber>
    <EmailFormat>html</EmailFormat>
    <EmailOptionPreference>Y</EmailOptionPreference>
  </Member>
</Members>
</MemberImport>
```