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## Storefront

### Users Manual

#### Quick Start Settings

Your shopping cart is pre-configured with default values suitable for most businesses. In most cases, you only need to configure the settings below to start selling.

##### Configuration > General

- o **Store name** and **Store address** fields
- o **Email sender** and **Email recipient**

##### Configuration > Payment methods

For credit card, set the **Credit card payment gateway** value or set blank to store credit card information for manual transaction.

##### Configuration > Payment gateways

Configure the payment gateway tokens for your credit card and PayPal payment methods if applicable.

##### Configuration > Currency

Configure the primary currency you are collecting money.

#### Payment Methods

The Storefront supports cash, check, credit card, money order, PayPal and wire transfer payment methods. Select the payment methods to allow from the **Configuration > Payment methods** menu. You must enable at least one payment method.

Please note credit card and PayPal payment methods always perform a purchase (sale) transaction during checkout instead of an authorization.

#### Payment Gateways

In order to accept credit card and other advanced payment types like PayPal, you will need to open a merchant account with a payment gateway provider. A payment gateway provides a secure connection to communicate payment information between the customer's financial account and your bank account.

By default, the **Credit card payment gateway** under **Configuration > Payment methods** is set to Authorize.NET gateway. Set this value to blank if you simply want to capture credit card information and perform manual transaction later (e.g. using a virtual terminal).

If you enable the credit card payment method, you need to set the **Credit card payment gateway** value to your payment gateway provider.

You also need to set the **Configuration > Payment gateways** values. For example, if your credit card payment gateway is Authorize.NET, you need to set the **Authorize.Net** values.

If you enable the PayPal payment method, you need to set the **PayPal Express Checkout** or **PayPal Website Payments Standard** values.

Only enable **Test mode** if your gateway provided you with a separate test account. The test account is



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usually different from your production account. Under test mode, the system will attempt to transact with the gateway's sandbox server and results will often vary depending on the amount, credit card number and expiry being used in order to simulate different approval and denial errors. Please consult your payment gateway's API documentation for running in test mode.

To avoid transaction fees during testing, it is recommended that you perform your tests in production mode instead by doing a purchase followed by a refund. Most payment gateways will waive the transaction fee if you refunded a transaction before the funds have settled. Please contact your payment gateway for more information.

Most payment gateways accept only a single currency (e.g. USD) and are usually predetermined in your merchant account during registration. If a payment gateway accepts multiple currencies, the Storefront will attempt to transmit your primary currency information to the payment gateway. Always ensure that your payment gateway can support your primary currency for your merchant account.

Automatic payment collection for a recurring order is currently supported for non-hosted payment gateways such as credit card payment gateways (Authorize.Net, Paymentech, Elavon, PayPal Website Payments Pro, Sage Pay Direct, etc.). You cannot automatically collect recurring payments where the checkout process requires redirecting to a hosted payment page on a 3<sup>rd</sup> party Web site such as PayPal Website Payments Standard or other payment types like checks, cash, money order, etc. that require manual intervention from the customer.

#### Authorize.Net AIM

Authorize.Net (<http://www.authorize.net>) Advanced Integration Method (AIM) allows you to accept credit card transactions within your site. The following fields are required:

1. **Login** – Your API Login that uniquely identifies your account.
2. **TranKey** – Your API transaction key.

#### Chase Paymentech Orbital Gateway

Chase Paymentech (<http://www.chasepaymentech.com>) Orbital Gateway allows you to accept credit card transactions within your site. Ensure that your merchant account is set up to use the "Tampa" version. The following fields are required:

1. **Username** – The credentials for the "Tampa" version of Chase Paymentech Orbital Gateway.
2. **Password**
3. **Merchant ID**
4. **Terminal ID** – For example "001".

#### Elavon Virtual Merchant

Elavon (<http://www.elavon.com>) Virtual Merchant allows you to accept credit card transactions within your site. The following fields are required:

1. **Account ID** – Also known as your account's Merchant ID.
2. **User ID**
3. **Pin** – This number is generated within Virtual Merchant admin page.

Elavon Virtual Merchant allows you to customize the required and non-required fields from Elavon's **Terminal > Merchant > Payment fields** page. It is, however, recommended that you keep the required fields to a minimal.



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## eProcessing Network

eProcessing Network (<http://www.eprocessingnetwork.com>) allows you to accept credit card transactions within your site. The following fields are required:

1. **Account number**
2. **Restrict key**

## FirstData Global Gateway Web Service

FirstData Global Gateway (<http://www.firstdata.com>), also known as LinkPoint, Web Service allows you to accept credit card transactions within your site. The following fields are required:

1. **User** – Your API username and is different from your account username. The user is contained in the WS<StoreID>.\_.1.auth.txt file.
2. **Password** – Your API password and is different from your account password. The password is contained in the WS<StoreID>.\_.1.auth.txt file.
3. **PEM Certificate** – Open the PEM certificate (WS<StoreID>.\_.1.pem file) using Notepad. Copy the entire content into this field including the BEGIN CERTIFICATE header and END CERTIFICATE footer. Login to your virtual terminal (<https://secure.linkpt.net/lpc/servlet/LPCLogin>) and download the certificate under **Support > Download Center** menu. Enter your **Tax ID** and click **Download** for Web service. Extract the zip file.

Additionally, you may need to install the PKCS #12 certificate (WS<StoreID>.\_.1.p12 file) contained in the same archive if your server is unable to connect to FirstData. Run the Windows **MMC** console from the command prompt. Click on **File > Add/Remove Snap-In** to add the **Certificates** object. Choose **Computer account**, followed by **Local Computer** when prompted. Expand the **Certificates (Local Computer)** node. The client certificate will be installed in the **Personal** folder. Right click the **Personal** folder, select **All Tasks**, and click **Import**. Follow the wizard to import the p12 file. The password is contained in the WS<StoreID>.\_.1.pw.txt file. You need to grant the IIS user access to the client certificate private key. Download the **WinHttpCertCfg** tool from Microsoft.

<http://www.microsoft.com/download/en/details.aspx?displaylang=en&id=19801>

Run the following command to grant access to the IIS user where <StoreID> is your Store ID and IWAM\_MyMachine is your machine name.

```
Winhttpcertcfg -g -c LOCAL_MACHINEMy -s WS<StoreID>._.1 -a IWAM_MyMachine
```

## InternetSecure Merchant Direct

InternetSecure (<http://www.internetsecure.com>), an Elavon integration partner, allows you to accept credit card transactions within your site. The following fields are required:

1. Register your server's IP address with InternetSecure.
2. **Gateway ID**

## Moneris eSelectPlus Canada

Moneris eSelectPlus (<http://www.esselectplus.ca>) is a Canadian payment gateway that allows you to accept credit card transactions within your site. The following fields are required:

1. **Store ID**
2. **API Token**



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### PayPal Express Checkout

PayPal (<http://www.paypal.com>) Express Checkout allows you to accept PayPal transactions using a hosted page on PayPal Web site. The following fields are required:

1. **Username** – Your API username and is different from your account username.
2. **Password** – Your API password and is different from your account password.
3. **Signature**

To obtain the API credentials, you need to have a business account with PayPal. Login to PayPal Web site and go to **Profile**. Then go to **API Access** and followed by **Request API Credentials**. Select **Request API signature** and agree to the terms. Copy the API credentials (**API Username**, **API Password** and **Signature**) information.

### PayPal Website Payments Pro

PayPal (<http://www.paypal.com>) Website Payments Pro allows you to accept credit card transactions within your site. The following fields are required:

4. **Username** – Your API username and is different from your account username.
5. **Password** – Your API password and is different from your account password.
6. **Signature**

To obtain the API credentials, you need to have a business account with PayPal. Login to PayPal Web site and go to **Profile**. Then go to **API Access** and followed by **Request API Credentials**. Select **Request API signature** and agree to the terms. Copy the API credentials (**API Username**, **API Password** and **Signature**) information.

### PayPal Website Payments Standard

PayPal (<http://www.paypal.com>) Website Payments Standard allows you to accept PayPal and credit card transactions using a hosted page on PayPal Web site. Customers will be redirected temporarily to the hosted payment page to complete the checkout process. The following fields are required:

1. **Email** – Your PayPal registered email account.
2. **Username** – Your API username and is different from your account username.
3. **Password** – Your API password and is different from your account password.
4. **Signature**

To obtain the API credentials, you need to have a personal or business account with PayPal. Login to PayPal Web site and go to **Profile**. Then go to **API Access** and followed by **Request API Credentials**. Select **Request API signature** and agree to the terms. Copy the API credentials (**API Username**, **API Password** and **Signature**) information.

Checkout using PayPal Website Payments Standard relies on the Web browser redirection to a PayPal hosted payment page and therefore, you need to configure the return URL to ensure the customer is safely redirected back to your site after completing their payment on PayPal. To configure the return URL, login to PayPal Web site and go to **Profile**. Then go to **Website payment preferences**. Enable **Auto Return** and set the **Return URL** field to your Web site's address (e.g. <http://www.example.com>).

### Pay Trace

Pay Trace (<http://www.paytrace.com>) allows you to accept credit card transactions within your site. The following fields are required:

1. **Username**
2. **Password**

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## PSiGate XML Messenger

PSiGate (<http://www.psigate.com>) allows you to accept credit card transactions within your site. The following fields are required:

1. **Store ID**
2. **Passphrase**

## Sage Pay Direct

Sage Pay (<http://www.sagepay.com>), formerly known as ProtX, allows you to accept credit card transactions within your site. The following fields are required:

1. Register your server's IP address with Sage Pay.
2. Ensure your Sage Pay currency setting supports your Storefront's primary currency.
3. **Vendor name** – Your registered vendor name with Sage Pay.

In order to obtain permission to transact in production mode, Sage Pay requires that you perform a series of purchases and refunds starting with the simulator account (enable **Simulation mode** only).

Once successful, you need to contact Sage Pay to obtain a test account (enable **Test mode** only). The valid simulator and test credit card numbers are located at

[http://www.sagepay.com/help/faq/how\\_can\\_i\\_test\\_the\\_different\\_card\\_types](http://www.sagepay.com/help/faq/how_can_i_test_the_different_card_types). Once the tests are successfully completed, contact Sage Pay to provide you with the production accounts needed for your business.

## USA ePay

USA ePay (<http://www.usaepay.com>) allows you to accept credit card transactions within your site. The following fields are required:

1. Register your server's IP address with USA ePay.
2. **Source key**

## Internationalization

The Storefront supports both static and content localization for customer facing pages. For example, your Web site may display products in the default English (United States) language as well as in French (France). When a customer visits your store, the Storefront will automatically detect the customer's preferred culture and displays the appropriate text and number format in their culture. If the localized content is not available, the Storefront will automatically try the fallback language and finally the system language (e.g. English is displayed if French is not enabled).

exchange rate is not provided for a culture, the Storefront will automatically fall back to the primary currency. It's important to note that the Storefront internally stores and calculates all the amounts in the primary currency. Therefore, it's also important to ensure you pick the correct primary currency for your business from the start. In reality, currency exchange rate varies throughout the day. The converted value displayed to the customer is only an approximation of the actual amount based on the exchange rate provided. In the case of credit card charges, the actual amount charged to the customer is based on the exchange rate charged by the bank at the moment of settlement and may be different than the exchange rate you provided in the table.

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## Tax Classes

The Storefront supports almost every tax rule possible (e.g. collect percent tax rate based on country, state, postal code, quantity, product type, VAT, etc.). You can define individual tax classes from the **Configuration > Taxes** menu. Click **Add New** then provide a name (e.g. "Goods") and a tax formula.

Once the tax class has been added, you'll be able to assign any taxable products to the new tax class (e.g. Clothing products can be assigned to the "Goods" tax class, while shipping can be assigned to the "Services" tax class and taxed at a different rate).

The screenshot shows the 'Configuration' menu with 'Taxes' selected. Below the menu is a table of tax classes:

Name	Select	Delete
Goods	Select	Delete
Shipping	Select	Delete

Below the table is an 'Add new' button. The 'Rate' tab is selected, showing a 'Rate rule' configuration window. The configuration window has a 'New from template' button, a 'Run test' button, and a 'Help' button. The configuration is as follows:

```
Sample Input:
- xsl:transform version="1.0" xmlns:xsl="http://www.w3.org/1999/XSL/Transform"
  - xsl:template match="/"
    - xsl:variable name="price" select="in/salesOrder/salesOrderDetails/salesOrderDetail/price"
    - xsl:variable name="quantity" select="in/salesOrder/salesOrderDetails/salesOrderDetail/quantity"
  - Output
```

## Tax Rate Calculation

The tax formula uses powerful XSL transform. The Storefront comes with several pre-defined tax calculations (e.g. flat rate tax, percent tax on the item amount vary by country and state, etc.). In most cases, you can simply modify the numeric values without knowing XSL. If you have highly complex tax requirements, you can employ full XSL syntax to output the tax calculation.

Tax formula is calculated individually against each sales order detail that has a product assigned to this tax class. When your formula is being calculated, the current sales order detail is available in the "in/this/salesOrderDetail" node. Up to 5 tax amounts can be returned in one tax calculation allowing you to break down and charge different tax rates by country, state, county, city and municipal level if needed. The sum of the individual tax amounts is what the customer will pay in taxes.

## Handling Methods

If your business collects handling fees, you can configure available handling methods and rate from the **Configuration > Handling** menu. Click **Add New** and give it a name (e.g. "Packaging ") to create a new handling method. You can assign a tax class if this handling method is taxable.

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Dashboard > Catalog > Sales > Marketing > Configuration

Name	Select	Delete
Handling1	Select	Delete

General Rate

Name: Handling1

Tax Class: Goods

Save

## Handling Rate Calculation

The rate formula also uses XSL transform to calculate the handling charges. The expected output should return the calculated handling amount to charge. The Storefront comes with several pre-defined rules that you can simply modify the values without needing to know XSL.

## Shipping Methods

If your product requires shipping, you can configure available shipping methods and rate from the **Configuration > Shipping methods** menu. Click **Add New** and give it a name (e.g. "Ground shipping") to create a new custom shipping method. You can assign a tax class if this shipping method is taxable. You must create at least one shipping method if you have products for sale that require shipping.

Dashboard > Catalog > Sales > Marketing > Configuration

Name	Type	Select	Delete
Air	Custom Rule	Select	Delete
FedEx 2 Day	FedEx 2 Day	Select	Delete
FedEx Express Saver	FedEx Express Saver	Select	Delete
FedEx Ground	FedEx Ground	Select	Delete
FedEx International Economy	FedEx International Economy	Select	Delete
FedEx International First	FedEx International First	Select	Delete
FedEx International Priority	FedEx International Priority	Select	Delete
FedEx Overnight	FedEx Overnight	Select	Delete
FedEx Priority Overnight	FedEx Priority Overnight	Select	Delete
FedEx Standard Overnight	FedEx Standard Overnight	Select	Delete

1 2 3

Add new

General Availability Rate

Shipping method ID: Custom Rule

Type: Custom Rule

Name:

Tax class: [NONE]

Display order: 1000

Save



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## Shipping Availability

The availability rule uses XSL transform to determine whether this shipping method is available for selection during checkout. The expected output should return "true" to indicate this shipping method is available for selection, otherwise "false" if disallowed. The Storefront comes with several pre-defined rules that you can simply modify the values without needing to know XSL.

## Shipping Rate Calculation

The rate formula also uses XSL transform to calculate the shipping charges. The expected output should return the calculated shipping amount to charge. The Storefront comes with several pre-defined rules that you can simply modify the values without needing to know XSL.

## Real-Time Integrated Shipping

The Storefront supports several integrated shipping carriers (e.g. FedEx, UPS, USPS, etc.) and will automatically calculate the shipping charge in real-time on checkout. To enable a shipping carrier, you must first provide the account credentials under **Configuration > Shipping gateways**.

You can then add an integrated shipping service just like any custom shipping method. There is no need to provide the rate rule but you can optionally provide the custom availability rule (e.g. allows FedEx Priority Overnight for reseller roles only). Because rates and availability are provided by the shipping carrier in real-time over the Internet, your checkout page loading time will increase as you enable more than several integrated shipping carriers.

Shipping calculation is primarily based on the customer shipping address, your store address in the **Configuration > General** menu as well as the weight, dimensions and package type configured for your product. Your shipping carrier may also determine the availability and rate based on your account standing, date of request, etc.

## Category Management

Categories allow you to group the products for sale making it easier for your users to browse your shopping cart. The Storefront support unlimited number of multi-level categories. Individual product can be assigned to one or more categories. You can add new categories from the **Catalog > Categories** menu. Click **Add new** to create a new category and give it a name. Select if this category has a parent category to create a sub-level category. Each category can have a custom **Display template** that changes the look-and-feel of the **Product List** page. You can store additional information about the category using the **Extension** field and XML data.

## Distributor Management

If you source your products from distributors, you can keep track of them by creating a distributor entry in the system from the **Catalog > Distributors** menu. Click **Add New** and give it a name. You can store additional information about the distributor using the **Extension** field and XML data. Once saved, you can now assign this new distributor to your individual products.

## Manufacturer Management

You can keep track of manufacturers of your product by creating a manufacturer entry in the system from the **Catalog > Manufacturers** menu. Click **Add new** and give it a name. You can store additional information about the manufacturer using the **Extension** field and XML data. Once saved, you can now assign this new manufacturer to your individual products.

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## Attributes Management

You can define product attributes under the **Catalog > Attributes** menu. Product attributes are used to define the characteristic or feature of a product (e.g. power rating, size, etc.) and are displayed in the Specifications tab of a product detail.

## Product Management

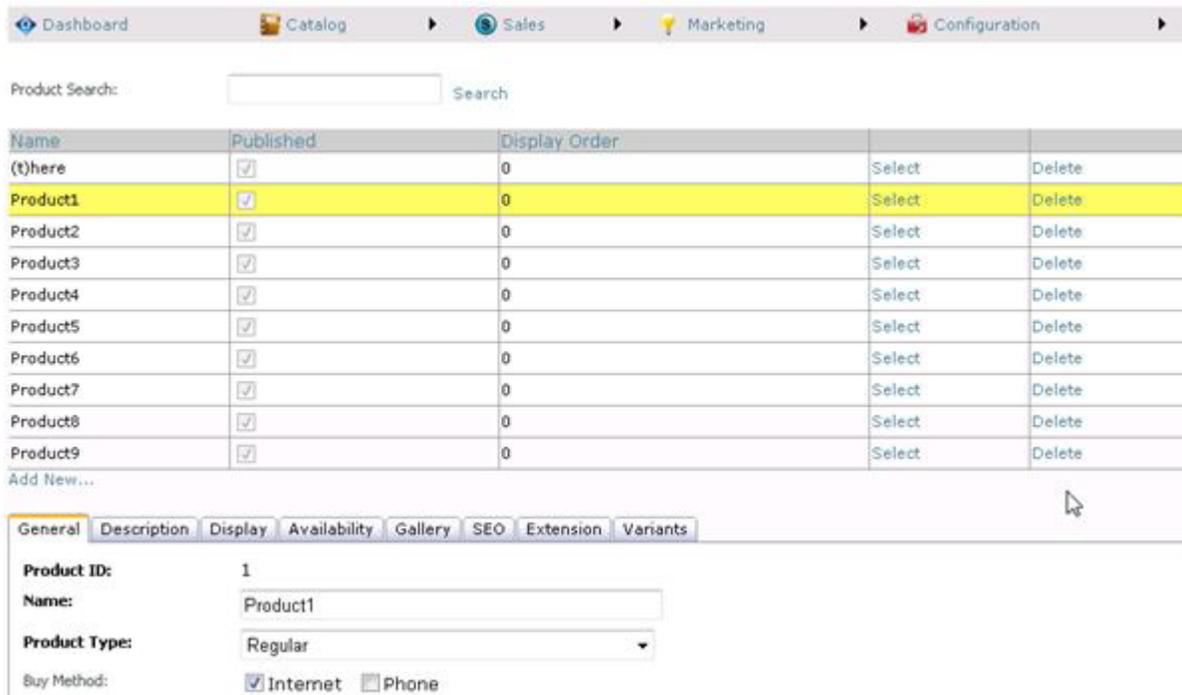
Products are managed from the **Catalog > Products** menu. You can search for an existing product or click **Add new** to create a new product. Each product can have a custom **Display template** that changes the look-and-feel of the **Product Detail** page.

## Attributes

You can set product attribute values that were defined earlier in **Catalog > Attributes** menu. The product attributes will appear in the Specifications tab in the product detail.

## Gallery Images

Each product can also display a thumbnail, a display and a detailed-size image.



Dashboard Catalog Sales Marketing Configuration

Product Search:  Search

Name	Published	Display Order	Select	Delete
(t)here	<input checked="" type="checkbox"/>	0	Select	Delete
Product1	<input checked="" type="checkbox"/>	0	Select	Delete
Product2	<input checked="" type="checkbox"/>	0	Select	Delete
Product3	<input checked="" type="checkbox"/>	0	Select	Delete
Product4	<input checked="" type="checkbox"/>	0	Select	Delete
Product5	<input checked="" type="checkbox"/>	0	Select	Delete
Product6	<input checked="" type="checkbox"/>	0	Select	Delete
Product7	<input checked="" type="checkbox"/>	0	Select	Delete
Product8	<input checked="" type="checkbox"/>	0	Select	Delete
Product9	<input checked="" type="checkbox"/>	0	Select	Delete

Add New...

General Description Display Availability Gallery SEO Extension Variants

Product ID: 1  
Name:   
Product Type:   
Buy Method:  Internet  Phone

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## Product Availability

The product availability rule uses XSL transform to determine whether this product is available for sale. For example, you may restrict the product to wholesale members on your site with a certain security role. The expected output should return "true" to indicate this product is available for sale under the input conditions, otherwise "false" if disallowed. The Storefront comes with several pre-defined rules that you can simply modify the values without needing to know XSL.

You can store additional information about the product using the **Extension** field and XML data. The extension information automatically becomes available for query in your business rules.

## Product Variant

Each product contains one or more variants. Variants are variations of the same product. For example, if you sell shoes, you may offer your customers different variations of the same shoe by size and color. If there is only one variant entry, then the product doesn't have any variations. You must always have at least one variant per product, also known as the default variant.

Name	SKU	Published	Display Order	Select	Delete
Default		<input checked="" type="checkbox"/>	0	Select	Delete

Add New...

General Description Pricing Dimensions Display Availability Gallery Required Products Security Extension

**Product Variant ID:** 14

Name:

SKU:

Manufacturer SKU:

Distributor SKU:

Manufacturer:

Distributor:

Inventory:

Min Order Quantity:

Max Order Quantity:

Require Shipping:

Download File:

**Link Type:**

None

URL ( A Link To An External Resource )

Page ( A Page On Your Site )

File ( A File On Your Site )

Normally, you should provide a unique **SKU** number for your variant. Depending on each business needs, you can decide to use the same **SKU** number for all your variants but a different **SKU** per product.

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## Inventory Management

You can track the real-time inventory on hand for your individual variants. When an item is sold, the quantity is automatically decreased by one. When the inventory is empty, the variant is no longer available for sale. You can also restrict the minimum and maximum quantities that can be purchased by your customer per order.

## Downloadable Products

If you are selling a virtual product (e.g. software or e-book), you can provide a download file location that will be made available to your customers after purchase. The file location can be any downloadable file, or a any random URL.

## Price

The base price can be set for each variant. In addition, an optional product modifier rule can be applied using XSL transform to change the price based on the quantity selected (tier pricing), other custom attributes (e.g. size, color, etc) via the **Dynamic form** extension.

You can also apply a promotion rule to give a price reduction. For example, you may offer a 20% price discount for wholesale members. The expected output should return the calculated promotion price to charge. Promotion rules are always applied after product modifiers. The Storefront comes with several pre-defined rules that you can simply modify the values without needing to know XSL.

## Subscription Products

If you sell a subscription product, you can set a recurring interval for the variant. The Storefront will automatically create a new order for the customer when the renewal period has occurred.

## Taxable Product

If the product is taxable, you can assign a tax class to this variant. Tax classes are created ahead of time in the **Configuration > Taxes** menu.

## Weight and Dimensions

You can also provide the weight and dimensions for your variant to be used to calculate the shipping cost.

## Variant Availability

The variant availability rule uses XSL transform to determine whether this item is available for sale. The expected output should return "true" to indicate this variant is available for sale under the input conditions, otherwise "false" if disallowed. The Storefront comes with several pre-defined rules that you can simply modify the values without needing to know XSL.

## Attributes

You may override the product attributes set at the product level for the variant.

## Gallery Images

You may override the gallery images for this variant. If you do not provide an image for the variant, the image will be taken from the product level.



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## Required Products

Variants can also have required products (e.g. a notebook product requires a battery and power adapter). Required products are automatically added to the customer's shopping cart when this variant is chosen. You can use **Required Products** to handle products with one-time setup fees.

## Extensions

You can store additional information about the variant using the **Extension** field and XML data. The extension information automatically becomes available for query in your business rules.

## Orders

You can search and fulfill customer orders from the **Sales > Orders** menu. Customer orders contain all the information collected during checkout and payment processing including billing, shipping, order detail and payment information. It is important that you verify every order and payment received is valid and not a suspicious transaction especially when dealing with credit cards.

## Order, Payment and Shipping Status

The order, payment and shipping status drive the Storefront operations workflow and reports. For example, downloadable product is only made available to customers for download when the order is marked as "Paid". Sales numbers in the **Dashboard** are determined based on the status of the orders. In practice, individual businesses may interpret the status differently within the context of their operation.

Order Status	Description
Pending	Reserved for invoice. Order incomplete.
Ordered	Order received but not yet verified. Order still needs to be processed.
Processing	Order is currently being processed.
Completed	Order is paid and shipped.
Cancelled	Order has been cancelled.

Declined	Payment was declined.
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Payment Status	Description
Pending	Payment has not been received or verified.
Paid	Payment is settled and verified.
Cancelled	Payment has been cancelled.
Refunded	Payment has been refunded.

Shipping Status	Description
Not Required	No shipping is required.
Not Shipped	Shipping is required but hasn't shipped.
Shipped	Products shipped.

## Payments

It is possible for an order to have more than one payment. For example, a customer may pay a partial amount in credit card and the remaining amount in check. The **Payments** tab keeps track of all payment transactions types including purchases and refunds. Credit card payments are always processed through your configured payment gateway. You can create a new payment transaction by clicking on **Add new**. You can bypass the payment gateway by issuing manual transaction using any of the buttons marked as "Manual". For example, you may use a virtual terminal to charge or refund amount to the customer's credit card instead of the payment gateway.

Transaction Type	Description
Invoice	Request for payment. Usually for invoices and PayPal payment requests.
Authorize	Payment is authorized but has not yet settled. Most credit card gateways will automatically cancel authorization if a capture is not performed within 24 to 48 hours.
Capture	Previously authorized payment has settled.



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Purchase	Payment is settled.
Void	Payment is cancelled.
Refund	Previously settled payment has been refunded.

## Recurring Orders

If you sell subscription products, your customer may have active recurring orders in the system that will automatically re-order and charge the customer according to the recurring interval set for the product. You can search and manage customer recurring orders from the **Sales > Recurring Orders** menu. From this page, you can terminate a recurring order, change the next recurring date, modify the quantity and update the billing and shipping information.

Re-orders occur on day of the **Next recurring date**. You can delay or reset a recurring order by modifying the **Next recurring date** value.

A re-order happens in the system background and will create a new order entry visible under **Sales > Orders** menu. It is important that you verify that the order and payment are valid. If a customer has multiple recurring orders with the same billing and shipping information, the Storefront will automatically group the set of recurring orders into a single new order at the moment of the re-ordering to minimize shipping charges and payment transaction fees.

Depending on the payment gateway being used, a recurring order may be created with or without a corresponding payment. If an automatic payment failed (e.g. credit card expired) or is not able to be created (payment gateway doesn't support recurring orders), you will have to manually contact the customer to collect payment.

## Coupons

Create coupons from the **Marketing > Coupons** menu. Coupons are simply unique codes that you create to give to your customers and for them to hand-in during checkout. It's a useful way to limit a promotion given out to only those who have the code (e.g. give 10% discount to only users who read your newsletter).

Coupons by themselves do not perform any action. They need to be associated to a marketing promotion or place order action rule. During checkout, the promotion and place order action rules can trigger against the collected coupon codes and determine what discount or action to take. Only promotion types that occur during checkout stage can trigger against coupon codes collected (i.e. Sales Order Detail, Shipping, Handling, Tax promotion types).

You can control when a coupon is valid using the **Start** and **Stop date** fields. You can also limit the number of available coupons using the **Inventory** field. The available coupons will be decremented by one every time a coupon is remitted.

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The screenshot displays a web application interface with a navigation bar at the top containing 'Dashboard', 'Catalog', 'Sales', 'Marketing', and 'Configuration'. Below the navigation bar is a table with columns for 'Code', 'Active', 'Start Date', 'Stop Date', and two action buttons: 'Select' and 'Delete'. The table contains five rows of coupon codes: 'free1', 'free2', 'free3', 'free4', and 'tess'. Each row has a checked checkbox in the 'Active' column. Below the table is a 'General' tab with a 'Name' field containing '10% off all products', a 'Description' field, an 'Active' checkbox (checked), 'Start Date' and 'Stop Date' fields (both with 'YYYY-MM-DD' placeholders), and an 'Inventory' field. A 'Save' button is located at the bottom left of the form.

The coupon availability rule uses XSL transform to determine whether this coupon is available for use. For example, you may restrict the coupon to a single use per customer or the coupon should not be allowed to combine with another coupon. You can also restrict the coupon to members only. The expected output should return "true" to indicate this coupon is available for use under the input conditions, otherwise "false" if disallowed. The Storefront comes with several pre-defined rules that you can simply modify the values without needing to know XSL.

## Marketing Promotions

The Storefront supports your most creative promotion rules to help you sell more. Promotions are created from the **Marketing > Promotions** menu. Promotions can apply to different levels of the shopping cart from product, sales order detail, shipping, handling to tax types. You can set the promotion to run only within a time frame using the **Start** and **Stop Date** fields. The **Run order** determines which promotions within its type should execute first. For example, you may have a product type promotion that gives 10% discount on all items and another product type promotion that gives 50% discount on discontinued products, but it shouldn't include the first 10% discount (i.e. you don't want to give 50% discount on top of the 10% already discounted). In this case, you would run the 10% discount first and let the 50% discount run second with business logic to cancel the first discount.

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The screenshot displays the configuration interface for promotion rules. At the top, there is a navigation bar with tabs for Dashboard, Catalog, Sales, Marketing, and Configuration. Below this is a table listing various promotion rules:

Type	Run Order	Name	Active	Start Date	Stop Date	Select	Delete
Product	1	Additional 10% off on sale price	<input type="checkbox"/>			Select	Delete
Product	0	10% Discount on all items in store	<input type="checkbox"/>			Select	Delete
SalesOrderDetail	0	Test	<input type="checkbox"/>			Select	Delete
Shipping	0	Free shipping	<input checked="" type="checkbox"/>			Select	Delete
Tax	0	Free Tax	<input type="checkbox"/>			Select	Delete

Below the table is an 'Add New...' button. The main part of the screenshot shows the configuration form for a 'Product' type promotion. The form includes the following fields:

- Promotion Type:** Product (selected from a dropdown)
- Name:** Additional 10% off on sale price
- Description:** A large text area for entering details.
- Active:**
- Start Date:** YYYY-MM-DD
- Stop Date:** YYYY-MM-DD
- Run Order:** 1

## Product Type Promotion

A product type promotion allows you to offer a storewide price promotion on products (e.g. 10% discount on all the products in your store, or 10% discount on all products belonging to a category or perhaps even an additional 5% to members only on top of the first discount). Customers will see the discounted price before adding item to the shopping cart.

The promotion rule uses XSL transform and will apply on products described in the rule. The expected output should return the discounted promotion price, otherwise the regular price. The Storefront comes with several pre-defined rules that you can simply modify the values without needing to know XSL.

## Sales Order Detail Type Promotion

A sales order detail type promotion allows you to offer a discount on purchases during checkout (e.g. buy 2 for the price of 1, or get additional 10% discount if a coupon is presented). Customers will see the discount applied during checkout.

The promotion rule uses XSL transform. The expected output should return the discount amount (a negative value) to apply, otherwise zero if no discount is to be given. The Storefront comes with several pre-defined rules that you can simply modify the values without needing to know XSL.



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### Shipping Type Promotion

A shipping type promotion allows you to offer a discount on shipping during checkout (e.g. free shipping on all products, or free shipping if a coupon is presented). Customers will see the discount applied to the shipping fee during checkout.

The promotion rule uses XSL transform. The expected output should return the discount amount (a negative value) to apply, otherwise zero if no discount is to be given. The Storefront comes with several pre-defined rules that you can simply modify the values without needing to know XSL.

### Handling Type Promotion

A handling type promotion allows you to offer a discount on handling fees during checkout (e.g. no handling fees on all products, or no handling fees if a coupon is presented). Customers will see the discount applied to the handling fee during checkout.

The promotion rule uses XSL transform. The expected output should return the discount amount (a negative value) to apply, otherwise zero if no discount is to be given. The Storefront comes with several pre-defined rules that you can simply modify the values without needing to know XSL.

### Tax Type Promotion

A tax type promotion allows you to offer a discount on taxes during checkout (e.g. No tax charges on Friday, or no tax if a coupon is presented). Customers will see the discount applied to the handling fee during checkout. The promotion rule uses XSL transform. The expected output should return the discount amount (a negative value) to apply, otherwise zero if no discount is to be given. The Storefront comes with several pre-defined rules that you can simply modify the values without needing to know XSL.

### Anonymous Checkout

You can enable anonymous checkout mode to speed up the checkout process for customers by selecting the **Enable anonymous checkout** option from the **Configuration > Checkout** menu. The Storefront will automatically create a new guest account for the anonymous shopper upon placing order bypassing the standard login and registration forms in a normal checkout process. In anonymous mode, the customer will not be able to login to their newly created account unless you explicitly provide the login and password to the customer.