

## Frequently Asked Questions (FAQs)

### Features

#### What makes your eCommerce product unique?

Ignify eCommerce is the only product that supports

- Multiple stores on one order management interface
- Zero-touch order processing: orders not meeting exception criteria can be processed automatically (payment processing, charge card, generate shipment and tracking number)
- True Bi-directional Integration with Microsoft Dynamics AX, Microsoft Dynamics GP, Microsoft Dynamics SL, Sage Accpac, Sage MAS 90/ MAS 200 and Sage MAS 500 ERP systems.

#### What are the various modules within Ignify eCommerce?

- Core module: This module houses the product catalog, checkout functionality, credit card processing functionality and the My Account functionality
- Business to Business module: This module provides for all customer specific features including customer specific pricing, customer specific shipping methods, customer specific payment methods, customer specific item catalog
- Marketing Promotions module: This module provides for shipping coupons, order coupons, item specific coupons, item category, and cross-promotion or bundled coupons. The coupons can be automatically applied or a coupon code can be required to get the coupon
- Integration to Accounting system: This module features the integration to the accounting system and comes in two versions: Basic and Advanced. The basic module integrates with the accounting system for Sales orders, Customers, Addresses, and Product Catalog/ Inventory. The advanced version integrates with the accounting system for everything the basic version does plus invoices, payments, shipments and refunds.

#### What payment methods does Ignify eCommerce support?

Ignify eCommerce supports the following payment methods

Credit Card

Check

Purchase Order (On Account)

PayPal™

Wire Transfer

Cash

Gift Certificates

#### Does Ignify eCommerce support customer specific pricing?

Yes. We support this through customer levels/ categories. Each customer level / category can have prices/ discounts set at the site level, item category level, item level. Essentially you can setup an entire price sheet for a customer category. This requires the B2B/ Large Account module

#### What payment gateways do you support?

All major payment processors including PayFlow Pro (formerly Verisign PayFlow Pro), Wells Fargo, Authoize.net, PaymentTech, IC Verify, CyberSource and more are supported by Ignify eCommerce.

#### How many items can I have in the product catalog?

Ignify eCommerce supports an unlimited number of items in the catalog. There is no restriction on the number of items you have in the catalog provided your database and hard drives have the required storage. Customers typically have anywhere from 1,000 to over a million SKU's in the Ignify eCommerce catalog.

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## **Can I make Items not available for sale?**

Yes you can. You can do this in one of many ways

- You can make the item inactive in your accounting system and setup Ignify eCommerce to make visible only items that are active
- You can leave the item active in your accounting system but 'hide' the item in Ignify eCommerce so that it is not visible to end customers.
- Using our customer specific item feature that is part of the Business-to-Business module you can show certain customers the items and not show others those items.
- You can set a configuration that if the items are not in stock are not available to sell then the item should not display to the customer. You can also display such items and show them as backordered or with a message similar to something like 'Item ships in 3-4 weeks'

## **Can the end-customers view order history?**

Yes Ignify eCommerce provides a fully-featured 'My Account' interface which provides the end customer with the ability to view their entire order history. Ignify eCommerce also offers the ability with the Business to business module to offer end customers the ability to view Invoices, balance due and make payments against outstanding invoices.

## **Can the end-customer track shipment of orders?**

Yes Ignify eCommerce provides a fully-featured 'My Account' interface which provides the end customer with the ability to view their entire order history and track the shipments in their order without leaving your eCommerce website. In addition, end-customers can see the status of an order (Pending, On Hold, Shipped, Partially Shipped, Complete, Cancelled)

## **Can the end-customer view their open balance and make payments towards the balance?**

Yes Ignify eCommerce provides the ability through the ERP Advanced Integration module to offer customers the ability to view their open balance, view outstanding invoices and make payments of their outstanding invoices.

## **Can I accept coupons?**

Yes, Ignify eCommerce allows you to accept the following kind of coupons

- Item Coupons e.g. Get \$5 off the Epson CX 6400 till August 31, 2009
- Order Coupons e.g. Get \$5 off when you purchase items worth \$100 or more before Sept 30, 2009
- Shipping Coupons e.g. Get Free ground shipping with an order size of \$25 or more
- Bundled Promotions e.g. Buy the Epson CX 6400 before Dec 31, 2008 and get \$10 off a black ink cartridge for the Epson CX 6400

You can set an expiration date on coupons as well as require a minimum \$ and/ or a minimum item count purchase. Coupons can be set to automatically apply or you can require a coupon code to be entered at the time of checkout on the purchase

## **Can I issue refunds?**

You can issue refunds on credit card orders via the Order Management desk of Ignify eCommerce. The desk features a full transaction terminal where you can settle against an existing authorization, process refunds against a settlement and do new authorizations.

## **Can a customer cancel an order after placing it?**

If you chose to allow a customer to cancel an order they can do this till the order goes into shipping. An order has multiple statuses: New, Being Processed, Shipped Complete, Shipped Partial and Cancelled. An order can be cancelled if it has the status of 'New' i.e. the order has not gone into shipping.

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## **Does Ignify eCommerce handle sales tax?**

Yes, you can set sales tax rates by Zip code, and State. Ignify eCommerce will calculate taxes for taxable customers based on the shipping address of the order.

## **Integration**

### **What payment gateways do you integrate with?**

Ignify eCommerce integrates with the all major North America payment gateways including:

- Payflo Pro (now a Paypal service)
- Wells Fargo Payments
- Cybersource
- Authorize.net
- Chase PaymentTech and more

### **What shipping carriers do you integrate with?**

Ignify eCommerce integrates with the all major North America standard shipping carriers including:

- DHL
- FedEx
- United Parcel Services (UPS)
- United States Postal Service (USPS)

Our shipping interface has the ability to get shipping estimated based on shipping weight and dimensional weight. Ignify eCommerce also offers the ability to display to the customer tracking information on your website through the My Account interface.

### **What accounting systems do you integrate with?**

Ignify eCommerce integrates with the following accounting systems:

- Microsoft Dynamics AX
- Microsoft Dynamics GP
- Microsoft Dynamics SL
- Microsoft Dynamics NAV
- Sage MAS 90
- Sage MAS 200
- Sage MAS 500

## **What is the difference between the ERP Basic Integration module and the ERP Advanced Integration module**

The ERP Basic integration provides for integration for the following entities

- Customers: Any new customers created on the web via Ignify eCommerce are created in the ERP
- Customer Addresses: Any new addresses created on the web in the My Account address book are created in the ERP. Any web updates made to existing addresses in the My Account address book will also update the addresses in the ERP
- Sales Orders: Any orders created on the web are created as Sales orders in the ERP. This can include ordered created via customer self-service via the retail store or by sales persons/ internal staff through the manager panel
- Inventory: The inventory value of the active SKUs on the web is brought back from the ERP to Ignify eCommerce. Any increments or decrements in the inventory are brought back for display.
- Pricing: Any pricing changes on the SKUs/ Items in the ERP are brought back from the ERP into Ignify eCommerce and these price changes will reflect on the web.

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The ERP Advanced integration provides for integration for the following entities

- Invoices: Any invoices created in ERP will be brought back into Ignify eCommerce and can be shown in the My Account section with open balance information
- Payments: Customers can make a payment to invoices in Ignify eCommerce and this payment can be posted into ERP and applied to the invoice

Additionally, the ERP Basic integration module only provides for one-way integration while the Advanced Integration module provides for bi-directional integration where relevant. For example, the ERP Basic integration module will provide integration capability for sales order orders originating from the web and send them into the ERP. It will not, however, have the capability to bring orders created in the ERP and display them on the order history in the My Account section. To get that capability of bringing back orders created in the ERP on the web a customer will need the Advanced Integration Module

## **If I update an item's information in the accounting system such as price or the name will it update on the website?**

Yes. Ignify eCommerce will automatically pick up the update information from the accounting system when catalog integration process runs. The catalog integration process can be set to automatically run at a fixed time interval e.g. run every two hours.

## **What happens if an item becomes unavailable?**

If the item is unavailable or out of stock, you can configure Ignify eCommerce to do one of the following

1. Not display the item
2. Display that the item is back ordered
3. Display a message that provides the elongated shipping time instead of the regular shipping time when an item is in stock e.g. Ships in 2-3 weeks if not in stock versus Ships in 2-3 days if in stock

## **How does Ignify eCommerce integrate with Microsoft Dynamics AX?**

Ignify eCommerce integrates with Microsoft Dynamics AX via the AX business connector and XML transactions. Ignify eCommerce currently supports integration with Microsoft Axapta 3.0 and will be releasing the integration with Microsoft Axapta 3.0 and Dynamics AX 4.0 and will support version 5.0 within 3 months of the GA release of 5.0. Ignify eCommerce provides out of the box integration for the product catalog (Inventory), Sales Orders, Customers, Addresses, Invoices, Payments and Returns. Read more about the technical details of this integration on our [Ignify eCommerce for Microsoft Dynamics AX](#) section.

## **How does Ignify eCommerce integrate with Microsoft Dynamics GP?**

Ignify eCommerce integrates with Microsoft Dynamics GP via eConnect, XML transactions and the developer toolkit. Ignify eCommerce currently supports integration with Microsoft Great Plains 8.0, Dynamics GP 9.0 and Dynamics GP 10.0. Ignify eCommerce provides out of the box integration for the product catalog (Inventory), Sales Orders, Customers, Addresses, Invoices, Payments and Returns. [Read more](#) about the technical details of this integration on our [Ignify eCommerce for Microsoft Great Plains section](#).

## **How does Ignify eCommerce integrate with Microsoft Dynamics SL?**

Ignify eCommerce integrates with Microsoft Solomon using Transaction import and XML transactions. Ignify eCommerce currently supports integration with Microsoft Dynamics SL 6.0, Microsoft Dynamics SL 6.5 and Microsoft Dynamics 7.0. Ignify eCommerce provides out of the box integration for the product catalog (Inventory), Sales Orders, Customers, Addresses, Invoices, Payments and Returns. [Read more](#) about the technical details of this integration on our [Ignify eCommerce for Microsoft Solomon section](#).

## **How does Ignify eCommerce integrate with Sage MAS 90/ MAS 200?**

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Ignify eCommerce integrates with Sage MAS 90/ MAS 200 using the Providex ODBC driver, Visual integrator and XML transactions. Ignify eCommerce provides out of the box integration for the product catalog (Inventory), Sales Orders, Customers, Addresses, Invoices, Payments and Returns. [Read more](#) about the technical details of this integration on our [Ignify eCommerce for Sage MAS 90/ MAS200 section](#).

## **How does Ignify eCommerce integrate with Sage MAS 500?**

Ignify eCommerce integrates with Sage MAS 500 using the SQL Server ODBC driver, and XML transactions. Ignify eCommerce provides out of the box integration for the product catalog (Inventory), Sales Orders, Customers, Addresses, Invoices, Payments and Returns. [Read more](#) about the technical details of this integration on our [Ignify eCommerce for Sage MAS 500 section](#).

## **Will my eCommerce website stop working if my accounting system is down?**

No. Ignify eCommerce is able to queue transactions that are not able to reach an accounting system due to any kind of downtime. Ignify eCommerce will keep accepting orders your accounting system is down. However it is possible that your inventory information may be outdated if your accounting system stays down for an extended period of time. Ignify eCommerce will continue to poll the accounting system and will send the open transactions and refresh its database when the accounting system is back up.

## **Prior to taking my website live can I transfer my existing customers from my accounting system to Ignify eCommerce?**

Yes, Ignify offers a set of Excel templates that you can use to do the data migration for the initial setup. Ignify can also undertake the data migration service for a fee. Once the initial setup is done, Ignify eCommerce can keep the two databases in synch by transferring any new customers that register on the website to the accounting system if you configure it as such.

## **If I make a payment or post a credit memo against the customer will it show on my website?**

Yes the open balance and invoices due will reflect these updates. To achieve this, you will require the advanced integration module and the business to business module.

## **Category: Pricing**

### **How is Ignify eCommerce licensed?**

Ignify eCommerce is licensed by module. Licensing is a one -time fee and is for unlimited users and includes a license for one production server and one test server.

### **What is the additional per user or annual fee?**

There is no additional per user fees or annual licensing fees. The annual enhancement plan provides you with access to support and product upgrades.

### **How do I get product upgrades?**

Customers that are active on the enhancement plan will received upgrades for all the modules that they own. Typically Ignify launched a minor upgrade every six months and does a major upgrade every 18 months. Minor upgrades include new features, updates to the new version for accounting systems.

## **Technology**

### **What database does Ignify eCommerce run on?**

Ignify eCommerce runs on the Microsoft SQL server database. Currently the Microsoft SQL Server 2005 and Microsoft SQL Server 2008 databases are supported. Your ERP database could still be Microsoft SQL Server 2000

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or another database but Ignify eCommerce will run on a separate database that maintains the web store relevant information.

## **Where can the eCommerce site be hosted?**

You can host it anywhere

- Internal Servers
- External Hosting Providers

See our [hosting requirements data sheet](#) to ensure that your web server will be compatible with Ignify eCommerce

## **What are the hosting requirements?**

Ignify eCommerce runs on Microsoft Windows Server 2003 and Windows Server 2008 environments with Microsoft IIS as the web server. See the [hosting requirements data sheet](#) to get more details.

## **Security**

### **Can my customer access my accounting system?**

No your customer can only access information over the website. This will reflect data from the accounting system but the customer cannot directly update the accounting system or read any sensitive data from the system. They can only see data that you wish to show them such as their orders, invoices etc.

### **Is the customer and credit card information secure?**

To keep your information secure we typically recommend that your database server and eCommerce server be two different servers and the database server be behind a firewall. In addition, we either do not store credit card information or store it in an encrypted form. This guarantees security against hackers.

### **What about credit card fraud?**

Ignify eCommerce has a number of measures to prevent and reduce the amount of credit card fraud. At a basic level, Ignify provides the following level of protection

- AVS (Address Verification Service) Protection that checks the billing address
- 3 or 4-digit CSC/ CID (Card Security Code or Card ID Code) protection that provides an additional level of security over the AVS

However, in addition Ignify eCommerce provides the following advance methods of reducing your risk of credit card fraud

**Multi-parametric fraud warnings** : these fraud warnings look at past fraudulent behavior and build warnings based on heuristic patterns. Examples of these non-intuitive parameters are Next Day Air shipping (a fraudster does not care about the cost of the freight and wants the order as soon as possible), Shipping to a PO Box address. As Ignify is a self-learning system this list of parameters and the potential fraud combinations keeps growing to protect you from credit card fraud by giving you early warning before you process the order

**Fraud hot list** : Ignify has the provision to maintain a fraud hotlist of fraudulent credit card numbers and fraudulent zip codes to alert you with warnings when the hot-list credit card numbers are used or an order is shipped to a potentially fraudulent zip code

## **Support**

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## **What are my support options?**

You can purchase an unlimited support plan from Ignify or you can get support on a per-incident basis. A support and enhancement plan is mandatory for the first year but is optional for later years. Details on the support plans are available [here](#).

## **How do I get support?**

Ignify will provide you with a customer portal where you can log in support issues at different levels of priority such as Low, Medium or High. Ignify will respond to these issues based on the severity of the issue.