

# Ignify eCommerce

## Frequently Asked Questions (FAQs)

### Features

#### What makes your eCommerce product unique?

Ignify eCommerce is certified on the PA DSS 1.2 standard by the PCI Standards Council. In addition, Ignify 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, Microsoft Dynamics NAV, 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:** The Business to Business (B2B) Customer module empowers you to segment and manage B2B customers with customer-specific payment methods, customer-specific catalogs, tax statuses and price levels. These capabilities significantly increase retention and include the capability for:
  - providing different payment methods by customer segment;
  - providing catalogs that are unique by customer segment;
  - allowing specific pricing by customer segment;
  - setting discounts for each customer segment at the store level, item category level or item level;
  - choosing catalog display by customer segment;
  - promoting specials by customer segment;
  - charging or waiving sales tax by customer segment; and
  - establishing different shipping methods by customer segments.
- **Marketing Promotions module:** The Marketing Promotions Management module helps you increase revenue by publicizing select products and moving inventory. You can:
  - bundle and create unlimited order, product category, shipping and item promotions;
  - generate sales by coupon and sales by promotion reports to track success of a promotion;
  - add usage restrictions to promotions such as minimum order size or restrict to a certain customer or customer category or restrict to a certain item or item category; and
  - apply promotions automatically or manually when shoppers checkout and enter a coupon code.
- **Merchandising Management module:** Merchandising Management provides the ability to strategically market and manage as many products as desired. You can leverage shoppers' interests by automatically highlighting products based on shopping habits, driving significant cross-sell and up-sell opportunities. Merchants can manage non-inventory items or sell products with multiple variants such as style, color or size. Ability to add unlimited attributes such as style, color or size.
- **Returns Management module:** Full cycle returns management functionality including generation of RMA numbers. Automated return management capabilities saves time and money and increases customer satisfaction as customers have the ability to initiate and track returns. Returns management functionality includes the ability to accept customer return requests, define return reason codes, establish return policies and define who pays for shipping charges.
- **Integration to Accounting and ERP system:** This module features the integration to the accounting and ERP system. Ignify eCommerce integrates with the accounting system for Sales orders, Customers, Addresses, Product Catalog/ Inventory, Invoices, Payments, Shipments and Refunds.

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

Ignify eCommerce supports the following payment methods

Credit Card

ACH/ Direct Debit

Purchase Order (On Account)

PayPal™

Google Checkout

Wire Transfer

Cash

Gift Certificates

## **Does Ignify eCommerce support customer specific pricing or customer specific promotions?**

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 Ignify eCommerce Business to Business (B2B) module. There is full support for customer specific promotions. Promotions can be setup in the Marketing promotions module and can be restricted to a set of customers or an individual customer.

## **What payment gateways do you support?**

All major payment processors including PayFlow Pro (formerly Verisign PayFlow Pro), Wells Fargo, Authoize.net, Chase PaymentTech, IC Verify, Verifone IP Charge, 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 ten million SKU's in the Ignify eCommerce catalog.

## **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, Shipped, Complete, Cancelled etc.)

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

Yes Ignify eCommerce provides the ability through the ePay module to offer end-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, 2011
- Order Coupons e.g. Get \$5 off when you purchase items worth \$100 or more before Sept 30, 2011
- 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, 2011 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.

## **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. In addition Ignify eCommerce integrated with Sales Tax providers such as Avalara and CCH Sales Tax Office to provide advanced sales tax calculations that include item type in the sales tax calculation.

## **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
- Verifone IP Charge
- 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)

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- United States Postal Service (USPS)

Ignify's shipping interface has the ability to get shipping estimated based on shipping weight and dimensional weight. In addition, Ignify offers the ability to maintain a rate table by order value or weight of the items in the order that can be used for the shipping calculation. Ignify eCommerce also offers the ability to display to the end-customer tracking information on your website through the My Account interface.

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

Ignify eCommerce integrates with the following accounting and ERP systems:

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

## **If I update an item's information in the accounting or ERP 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 or ERP 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 extended 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 Dynamics AX 2009, Microsoft Dynamics AX version 4.0 and Microsoft Axapta 3.0. Ignify eCommerce will support Microsoft Dynamics AX 2011 when it is released. Ignify has already upgraded its code base to work with the Dynamics AX 2011 beta. 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 Dynamics GP 2011, Microsoft Dynamics GP 10.0 Dynamics GP version 9.0 and Microsoft Great Plains 8.0. 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 GP section](#).

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

Ignify eCommerce integrates with Microsoft Solomon using SQL Server ODBC and XML transactions. Ignify

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eCommerce currently supports integration with Microsoft Dynamics SL 7.0, Microsoft Dynamics SL 6.5, and Microsoft Dynamics SL 6.0. 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 SL section](#).

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

Ignify eCommerce integrates with Microsoft Dynamics NAV using web services, C/side and XML transactions. Ignify eCommerce currently supports integration with Microsoft Dynamics NAV 2009, Microsoft Dynamics NAV 5.0, and Microsoft Dynamics NAV 4.0. Ignify eCommerce provides out of the box integration for the product catalog (Inventory), Sales Orders, Customers, and Customer Addresses. [Read more](#) about the technical details of this integration on our [Ignify eCommerce for Microsoft Dynamics NAV section](#).

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

Ignify eCommerce integrates with Sage MAS 90/ MAS 200 using the Providex 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 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 or ERP is down?**

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

## **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 data migration tools and 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 appropriately.

## **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 business to business module.

## **Category: Pricing**

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

Ignify eCommerce is licensed as a perpetual / one-time license or on a subscription basis. The perpetual license has a one-time license fee and is for unlimited users and includes a license for one production server environment and one test server environment. An annual enhancement fees is charged that includes software updates as Ignify eCommerce is updated for release. At this time, Ignify makes a new feature pack release

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every 6 months and a major release every 18 months.

## **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 a self-supported knowledge base and software product updates. An unlimited support plan is also available that provides you with access to assisted support from our support team.

## **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 2010, Microsoft SQL Server 2008 and Microsoft SQL Server 2005 databases are supported.

### **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 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

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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

### What are my support options?

You can purchase an unlimited support plan from Ignify or you can get support on a per-incident basis. An unlimited support and enhancement plan is mandatory for the first year. After the first year you can step down to the enhancement only plan or maintain the unlimited support plan. 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. You can also call into to our support telephone line. Operating hours for the support team at 9 am to 5.30 pm Pacific time. Emergency support is available at a premium for system down type situations. You may also email the Ignify eCommerce support email to get support.