

# 1:30 – 3:20pm

## eCommerce Sessions

- Objective of sessions
  - Demonstrate the eCommerce framework
  - Case study the University of Nebraska site
  - Discuss issues that are common to all ecommerce sites
  - Discuss how important it is for the ecommerce site to be connected to TMM
- Led by Brock Lyman
- Jana Faust (University of Nebraska Press) will speak about their project goals, and expectations
- Susan Burke is official secretary



# UNP Requirements

- Put control of the content in the hands of the content owners
  - marketing content
  - Informational pages
  - coupons
  - customer information
  - taxes, payment types
- Automatic content updates
  - Don't want to rekey anything that is already in TMM
- Ease of redesign\ability to add new pages
  - New promotional pages, news, events – don't want to have to go through a webmaster
- Promotions flexibility
  - TMM data driven or “on the fly” in commerce tool



# Firebrand Requirements

- Industrial Strength
  - Scalable
  - Can handle thousands of “products”
- Secure Shopping Cart
  - Didn't want to have to recreate the wheel
  - Various payment methods
  - Various shipping methods
  - Flexible tax maintenance
- Easy to configure and implement



# TMM and E-commerce

- Regardless of the E-commerce platform, it starts with TMM
  - Title meta data, pricing, marketing and catalog information already exist in TMM, why maintain it in two places?
  - Use TMM flexibility to format it for the web
    - Alternate descriptions for coded values
    - Web specific comment types
    - Web specific categories
    - Discount codes
    - Control which titles appear or don't appear on the web-pub to web flag
    - Related titles – formats, also of interest
  - Ready to Feed
    - Create a feed from TMM to the E-commerce tool of your choice and run it hourly, daily, nightly to keep you site fresh and your visitors hooked
    - Use a second web database instance to protect your live and proprietary TMM data from would be hackers



# E-Commerce Platform Selection

- Many to choose from, TMM can feed them
  - [www.sterlingpub.com](http://www.sterlingpub.com)
  - [www.us.macmillan.com](http://www.us.macmillan.com)
  - [www.larkbooks.com](http://www.larkbooks.com)
  - [www.nebraskapress.unl.edu](http://www.nebraskapress.unl.edu)



# Mediachase E-Commerce Framework (ECF)

- .Net based, scalable, relational, mssql, and fully customizable
- A selection of pre-built controls for payment, shipping, page templates, searching
- Affordable
- [www.mediachase.com](http://www.mediachase.com)

Result: Tightly integrated feed between TMM and the ECF, “one stop” shopping when it comes to who supports your site



# ECF 4.1 Features

- Intuitive catalog structure
- Easy to use static page management
  - Virtual pages that can be created and linked on the fly
- Full text searching
- Customer accounts
- Email notifications
- Email campaigns
- Flexible coupons and usage information
- Flexible tax, shipping and credit card configurations
- Order management and can interface with order processing systems



# Other tools

- Google analytics
- Custom crystal reporting off of web database
- Search optimization



# Coming in future phases

- Polls, reviews, ratings
- Gift certificates
- Wish lists
- Drag and drop page configuration
- Much more!

