



RocketCart Functional Overview

What's New in Version 2.0

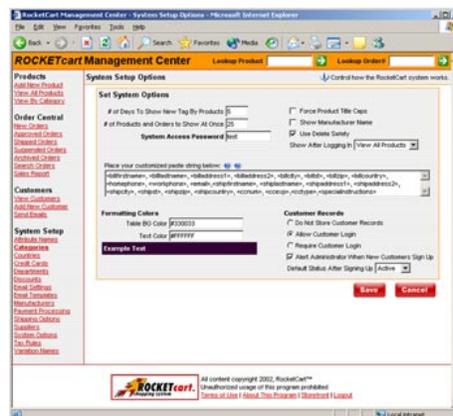
RocketCart 2.0 sports a new look for the RocketCart Management Center. A new menu bar on the left, better searching tools, and a streamlined interface make it even easier to manage your virtual storefront. Here at a glance, are the updates made to RocketCart in Version 2.0:

- Management center visual upgrade
- Customer and product discount structures
- Sales and item reports
- Order archive feature
- Improved data input filters
- Improved Standard RocketCart shipping with new Shipping Zones and enhanced range input tools
- Supplier and carrier-based automatic shipping rates available using optional third-party component additions
- Improved category management and rendering speed
- Inventory management and order alerts
- Order process upgrade: process orders and credit cards in a batch and suspend individual orders
- Customer newsletter capability that features customizable customer fields
- Easily choose number of columns for product display in catalog
- Improved HTML catalog rendering with image pre-sizing and automatic image size constraints
- Database upgrades - faster and more efficient

Suggested RocketCart Pricing*

Standard	295.00
Pro/Access	995.00
Pro/SQL	995.00
Enterprise	1795.00

*Installation required and isn't included in the suggested retail price above. Check with your RocketCart Partner for details.



RocketCart Management Center Services

RocketCart Help: RocketCart has extensive help files that can be accessed by clicking  throughout the system.

Logging In

Multiple security schemes including administrator and user accounts where users are enabled for different functions or ability to make changes to different aspects of the system

Attribute Names

RocketCart Pro and Enterprise editions allow you to assign specific attributes to products and product variations. For example, you can create a custom attribute called Fill Weight or Age that would apply directly to a specific product. You can add, edit, or delete the list of attribute names available to you from this menu.

Categories

RocketCart supports multiple, nested or cross-related categories through which products can be presented in different ways for different users.

Countries

Why not provide support for virtually every country in the world? Or, turn off access for a specific country.

Credit Cards

Select the credit cards with which your customers are allowed to pay. You can't delete from the preloaded list, but you can disable a card. The "Pay By Check" option allows customers to pay by check.

Departments

If your storefront has multiple personalities, you can organize products by department. Your customers won't see the distinction between departments, but you can assign department heads to receive emails when products from their department have been ordered. You also view orders and sales reports by department.

Discounts

In RocketCart Pro and Enterprise you can create discount coupons that customers can use when they checkout. Random discount codes are automatically generated, but you can choose your own codes as well.

Email Settings

Set the events where customers or administrators are sent an email alert. You can also set the name and return address for emails sent to customers from the system.

Email Templates

When customers are sent emails from RocketCart, RocketCart uses the content entered here to determine what emails say. You can personalize the message and place your own name at the bottom of the email. There are also special tags that you can place in each email that will produce customized information based on the customer and what they ordered.

Manufacturer

Assign a manufacturer to each product. After you enter your product manufacturers here, they will appear in a drop-down menu for you to select on the product entry screen. This information has been included to support custom reporting requirements and future development.

Payment Processing

With a merchant account through your bank, RocketCart can be set up to interface with a processor gateway like Versign PayFlow and process your customers' credit cards automatically over the internet.

Shipping Options

RocketCart includes two robust shipping engines. One allows shipping to be created on a supplier basis and customers can get real-time quotes from UPS, USPS, FedEx, FedEx Ground, and DHL. Or you can choose to create shipping rules for different shipping zones and apply them to the total order by price, weight or another rule you create in the management center.

Supplier

With RocketCart Pro or RocketCart Enterprise you can choose from more than one supplier for your products. RocketCart Standard can manage information for a single supplier. This data is also used in determining real-time shipping quotes.

System Options

These options control the way your RocketCart system works. Systems options control features like passwords and how system- managed, web page components, like the "crumbs" line and colors for the shopping cart order form are formatted. This is also where 'on-sale', 'new' and other timed activities are set.

Tax Rules

Set up rules by which tax will be added to orders. When setting up your products, you can designate whether each product is taxable or not. These rules will be applied to the total of the items that are taxable. You can add and edit rules that will be applicable if certain text is found in the city, state, or country fields.

Variation Names

RocketCart allows you to assign specific variations to products. For example, a tee-shirt could have a size of S, M, L, XL and colors of Blue, Red, and Green. You can add, edit, or delete the list of variation names that are available to you from this menu.

Product Entry

With the system setup completed you can enter product ID's, upload images, create short and long descriptions, enter variations, attributes, weight, categorize and assign product information as needed to support how it will be presented, shipped, reported and managed. The process flow for product entry uses the menu shown below:

[Categories](#) | [Images](#) | [More Options](#) | [Variations](#) | [Attributes](#) | [Sub-products](#)

Order Management in RocketCart

RocketCart has a robust order processing system built into its backend. Once an order is placed it shows up here, in the backend, where you can easily process it through the payment and fulfillment process.



Customer Management in RocketCart

RocketCart Pro and Enterprise editions allow your customers to create logins and retrieve their stored information quickly and easily. You also have access to customer profiles in the backend and can attach secure comments to their accounts as well as track their order history, create opt-in email campaigns and track orders by customer.

If you have any questions or comments about RocketCart Version 2 please email us at version2@rocketcart.com.