

# HostedStore Roundtable Discussion

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This discussion is meant to be more of a question and answer session to discuss how HostedStore can be used to meet the ecommerce related needs of your current and/or future clients. A brief overview of some of the features in HostedStore is listed below to provide some ideas of topics that may be discussed.

## Extensibility

HostedStore was built to provide a base application that could be used as is or customized to meet specific requirements. The store template and all email/html content files can be modified. A system of hooks allows for insertion of custom code before core code is executed, while code core is executed, or after core code is executed. In many cases, core code can be disabled and replaced with custom code. For example, the product search script can be completely replaced with a different method written by the developer.

## Storefront

The storefront contains features that have become standard in ecommerce solutions: static shopping cart, tax and shipping estimates in the cart, address books, wish lists, shopping lists (prior orders that can be reordered), saved carts, sale pricing, member pricing, volume pricing, price groups, coupons/promotions, affiliate management, product reviews, etc. Most of these features can be enabled or disabled with a single parameter on the store configuration screen, thereby making it easy to add features as the needs of the store and its customers grows.

## Product Management

Honestly, there are just too many options to list. Multiple pricing levels options including member, sale, volume, and price groups. Multiple attributes can be assigned, each of which can adjust the overall product pricing as well as the inventory of other products. Inventory thresholds can be set to remove a product from publication, publish a product but not sell it, and even track customers who would like to be notified when a product is back in stock. Purchase limits can be set for a product to prevent hoarding. Inventory enforcement can be applied at the last moment before checkout in case more than one customer has the last available item in their cart. Product dependencies/restrictions can be set so that a product may only be purchased if another product is purchased or another product from a product group is purchased.

## Order Management

Orders may be assigned multiple statuses. Even down to the item level. For example, this allows for back ordering or canceling specific items while shipping those items in stock. Items with multiple quantities can even be separated to assign different statuses.

## Affiliate Management

The affiliate system allows for payout of a fixed amount or a percentage for first time orders, subsequent orders, first time autoship orders, and/or subsequent autoship orders. Affiliates have

the capability to login into an area of the store and view all orders for which they have been paid or are awaiting payment.

## **Coupon/Promotion Management**

This versatile system allows for applying discount to an order subtotal, shipping, or a specific item. Attributes can be set that require specific dollar amounts, item counts, a specific product, a specific customer, etc to be associated with an order before the coupon may be applied. This allows for a powerful system which could be automated by the end developer to automate marketing promotions by auto-sending coupons to new customers, customer who purchase specific items, customers who have not ordered for awhile, etc.

