



Getting Started With Actinic v7

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Note: This guide covers Actinic version 7 created by Actinic Software Ltd. All the screen shots are taken from Actinic version 7

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Introduction

Actinic Catalog, Actinic Business and Actinic Developer (which will be referred to collectively as 'Actinic' in this guide) are software programs to help you create an online store at your website, and then download orders from the store and process them. Actinic is a desktop application, which means that all the work you do in Actinic happens on your PC. It is only when you are ready to publish the details of your products to your website that Actinic will connect to the Internet and send up the files that you need.

In the online store, customers can browse through the categories/sections that you put into the online store using Actinic, or use the search to go straight to their desired product. They then add what they want to an online 'shopping cart' (or 'shopping basket') and then 'checkout', supplying their name and address information and completing the order. Orders are then downloaded back into Actinic and then processed using the set of built-in tools and reports.

This guide provides exercises and examples for using Actinic and gaining familiarity with its main features. Where the guide does not describe a feature in depth, a reference will be given to a section in the main help file.

Conventions

In this guide the following conventions will be used:

- Keyboard commands will be shown in square brackets: [Enter], [Ctrl+X].
- Buttons/tabs/menu options in the program will be shown in single quotes: 'OK', 'Cancel', 'Checkout'.
- Successive directions will be separated by a vertical bar: For instance, clicking on the 'View' menu, then selecting 'Business Settings' and then selecting the 'Tax' tab is shown as: 'View | Business Settings | Tax'.

Other Starter Guides

The 'Designing With Actinic' starter guide is available within the 'Actinic v7\Starter Guides' folder. It is called 'DesignGuide.pdf' and is an introduction to designing with Actinic.

Installation

To install the software onto your PC:

1. Place the Actinic installation CD in your CD drive.
2. It should automatically run. If it does not, you will need to:
 - Click the 'Start' button in Windows taskbar and go to 'Run'
 - Click 'Browse' and then go to 'D:' (where D: is your CD drive)
 - Select 'setup.exe' and double click

This will start the first of the 'Installation Wizards' that will guide you through the set-up process. It is possible to achieve a perfectly satisfactory installation by accepting all the default settings suggested to you. Click 'Next' to take you from screen to screen, click 'Back' to take you to the previous screen and click 'Cancel' to abort the installation process.

Note: Remember that this process will install Actinic on your computer. It will not install anything on the web site.

Upgrading from Previous Versions – the Site Upgrader

If you are upgrading from a previous version of Actinic, and you choose to upgrade your site during the installation, then you will see the 'Site Upgrader'. The Site Upgrader will look at your existing templates and compare them to the templates in the latest version of Actinic. It will then recommend changes to make to the template and ask you to confirm that you want the changes made. Once you confirm the changes, the template will be upgraded to the latest version.

For more information about how to use the 'Site Upgrader', double-click on the file called 'ActSiteUpgrader.chm' within your 'Actinic v7' folder.

Your 'Site1' Directory

All the files specific to your initial store, including the Actinic database - ActinicCatalog.mdb – are contained within the 'Site1' directory. You can locate your Site1 folder by going to 'C:\Program Files\Actinic v7\Sites\Site1'. The 'Site1' directory is your working directory, and is the ideal place to save any files you create and wish to use.

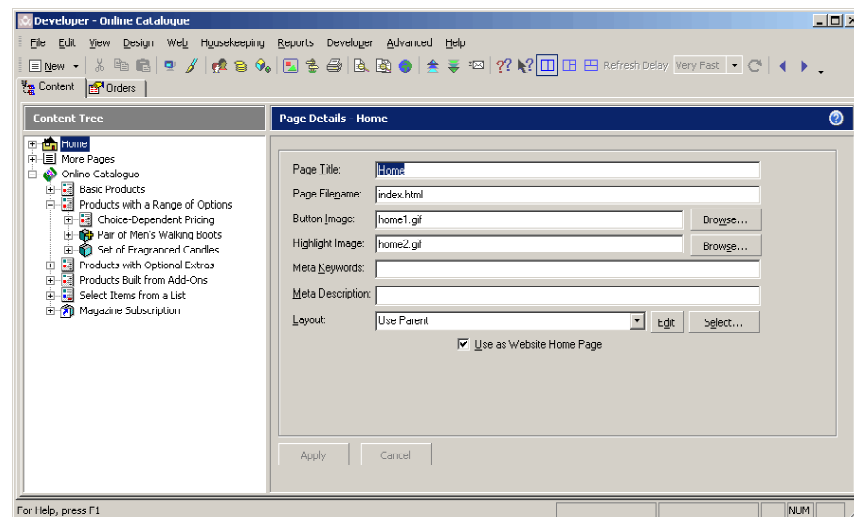
Starting Actinic

To start Actinic, double-click on the 'Actinic v7' icon on your desktop, or go to 'Start | Programs | Actinic v7 | Actinic'.

If you have an authorisation key, then enter it when prompted and click 'Accept'. Otherwise click 'Bypass' to begin your 30-day evaluation.



Note: It is a good idea to keep a record of the authorisation key safe somewhere in case you ever need to re-install Actinic.










When you start Actinic, you will see a screen similar to the one below.




Down the left hand side is the 'Content Tree'. This shows you all the sections, products and other items within your store. Click the '+' symbols to expand the branches within the content tree.

If you click on any icon in the content tree, its details will appear to the right. The icons in the content tree are described below:

Icon	Description
	Brochure Home Page The first page of your Actinic site. This can act as an introductory page to your store. This is optional and can be removed.
	Brochure Page An additional page in your Actinic site. These are optional and can be removed.

	Brochure Fragment	An item of information within an Actinic page. These can also appear within section pages.
	Catalog Icon	The 'root' of your store. Double-click on this icon to give your store a different name.
	Section (normal)	The categories within your store. Each section becomes a web page in the online store.
	Section (single cart button)	This sort of section has one 'cart button' for the entire section. This is controlled by the section's 'Shopping Mode'.
	Product	The basic items within your store. You can sell individual items, or create more sophisticated products using components, attributes and choices.
	Product Duplicate	You can create duplicates of products in order to have the same product in different sections in the store.
	Attribute	A way in which a product can vary. E.g. if a pair of socks is available in red, blue and black then the name of the attribute is 'colour'.
	Choice	An individual option available for a product.
	Component	An additional item sold with a product. Components can affect the price the customer pays online and, when ordered, can affect the stock levels of products in your store.

Previewing the Store

At the bottom of the main Actinic screen you can have a 'Preview Panel'. This shows you what your online store will look like to your customers, and it updates when you make a change to your store, or move to a different section in your store. Click the  buttons on the toolbar to experiment with screen configuration.

Note: The 'Refresh Delay' controls how long you can be in a new section before Actinic will re-generate the preview in the preview panel.

At any point, you can view a preview of your store in a separate browser window. There are two ways to do this:




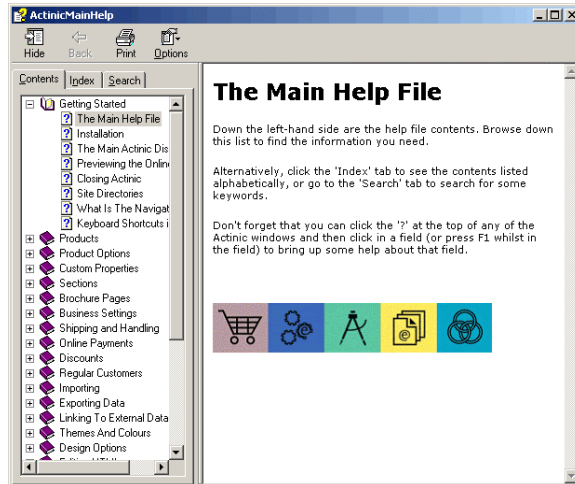
Offline Preview - previews the entire site. You can also go to 'Web | Offline Preview' or press [Ctrl + W] on your keyboard.



Offline Page Preview - previews the currently selected page. You can also go to 'Web | Offline Page Preview', right-click on a section/product and go to 'Offline Page Preview' or press [Ctrl + A] on your keyboard.

The Main Help File

Actinic's Main Help contains pages of in-depth information on all areas of the application, together with appropriate links to additional information in other chapters. To access the Help Topics, click the  button on the Menu bar, go to 'Help | Help Topics' or press [F1] to see the following screen:



Context Sensitive Help

For a brief description of a button/box or field, click on the question mark button on the menu bar and then click on the field for which you need information. You can also press 'F1' whilst in a field.

Deleting the Example Content

The example content in the store is simply there to show you what sort of things Actinic is able to create and manage. If you want to delete the example content then do the following:

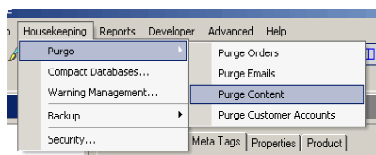
1. Highlight a section or a page in the store that you do not want.
2. Press the [Delete] key on your keyboard. This will mark the item, and all the items within it, with a red cross.



3. Repeat this for all the sections and pages that you do not want.

Note: In order to delete the home page at the top of the content tree, you will need to go to 'Design | Options | Miscellaneous' and set the 'Home Page Link' to either 'None' or 'URL'.

4. When you are ready to permanently remove the example store, go to 'Housekeeping | Purge | Purge Content'.



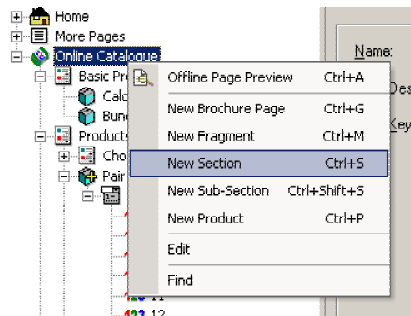
Store Building

The following exercises will take you through a range of ways to add new products into your store.

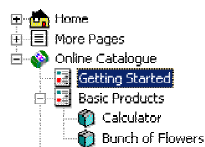
Adding Products

This exercise will create a new section containing a new product.

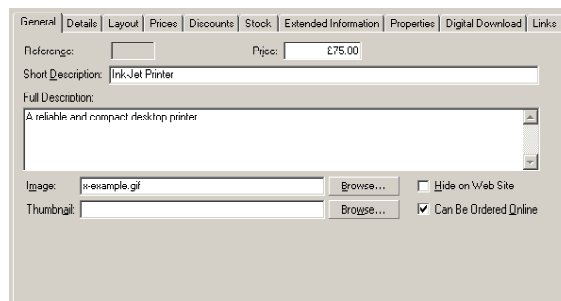
1. Right-click on green 'Online Catalogue' icon and select 'New Section'.



2. Enter 'Getting Started' into the 'Name' field (in the 'General' tab) and click 'Apply'. You have just created a new section in the store.



3. Right-click on the 'Getting Started' section and select 'New Product'.
4. Within the 'General' tab, enter a 'Short Description' of 'Ink-Jet Printer'.
5. Enter a 'Price' of £75.00
6. Enter a 'Full Description' of 'A reliable and compact desktop printer'.
7. Enter an 'Image Filename' of 'x-example.gif'



8. Click on the 'Stock' tab.

9. Select the 'Stock Monitoring' box.
10. Enter an 'Estimated Stock in Hand' value of '16'.
11. Click 'Apply'.



If you have the preview panel open at the bottom of the screen, you will be able to see your new product in the window. Alternatively, right-click on the new product and select 'Offline Page Preview' to see how this new product will be presented to your customers.



Note: The stock monitoring feature decreases the stock levels of products as orders are received for them in the desktop application. More details are in the 'Products | Monitoring Stock' section in the main help.

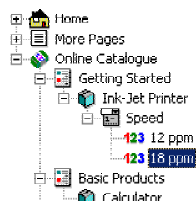
Adding Choices to Products

This exercise will add some basic choices for your printer.

1. In Actinic, right-click on your product and select 'New Attribute'
2. Enter a name of 'Speed' and press [Enter].



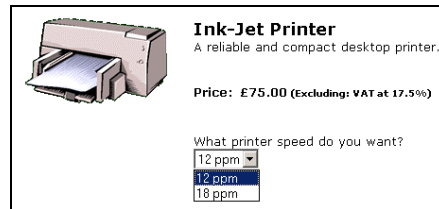
3. Right-click on your new attribute and select 'New Choice'.
4. Enter a choice name of '12 ppm' and press [Enter].
5. Right-click on your new choice and select 'New Choice'.
6. Enter a choice name of '18 ppm' and press [Enter].



7. Now click on the 'Speed' attribute.

8. Change the 'HTML for name' field to read 'What printer speed do you want?'
9. Change 'Select Using' to 'Drop down list'.
10. Click 'Apply'.

Again, right-click in the product and select 'Offline Page Preview' to see how this new product will be presented to your customers.



Note: You can set up Actinic to search on the values of choices - for example: "Find me all the printers available with a speed of 18ppm". This is described in the main help file in 'Online Store Features | Searching on Product Properties'.

Changing Section Links

This exercise will change the some of the properties of the 'Getting Started' section.

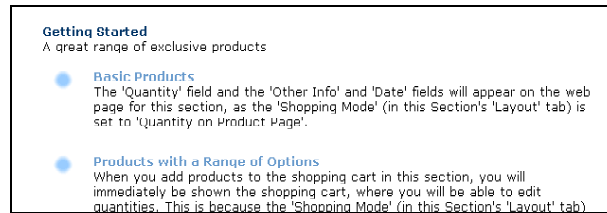
1. Click on the 'Getting Started' section.
2. In the description field, type 'A great range of exclusive products'.

3. Select the 'Layout' tab.
4. Within the 'Section Link Layout' field, select 'Name and description only - no image' from the drop-down list.

5. Finally, under 'Shopping Mode' de-select the 'Use Parent Settings' box and select the box marked 'Quantity in Shopping Cart'. This will mean that when a customer orders

the printer, they will immediately be shown the product in the online shopping cart, where they can choose to edit the quantity ordered if they want.

6. Click 'Apply'.
7. Preview the entire store to see your changes.

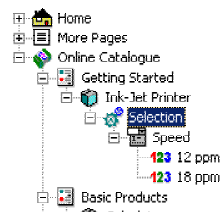


Creating an Up-sell

This exercise will offer people the option of buying a black ink cartridge when they buy the printer. It will use a feature called a 'component' to link alternative prices and different products to the selection that the customer makes.

First we have to put the existing 'Speed' attribute within a component in order to allow us to add new components.

1. Right-click on the 'Speed' attribute and select 'Cut'. This will temporarily remove the 'Speed' attribute and choices from the store.
2. Right-click on the 'Ink-Jet Printer' product and select 'New Component'
3. Give the component a name of 'Selection'.
4. Right-click on 'Selection' and click 'Paste'. This will paste the 'Speed' attribute back in.



Next, we have to add the component for the ink cartridge.

5. Right-click on the 'Ink-Jet Printer' product and select 'New Component'
6. Give the component a name of 'Cartridge Offer'.
7. Click on the 'Cartridge Offer' component and select the 'Is Optional' box.
8. In the 'HTML for Name' box type "Select this box to order an extra cartridge for £8.50".
9. In the 'Associated Product' drop down, select 'Black Ink Cartridge'
10. Select the boxes marked 'Use Associated Product Prices' and 'Use Associated Product Name'.
11. Now, select the box marked 'Component as Separate Order Line'. This will mean that the cartridge will appear in its own row within the online shopping cart.

12. Click 'Apply'.

Preview your store in order to see the changes.

Customers can now select their printer speed in exactly the same way as before, but the use of components means that they can also select the optional up-sell of a printer cartridge.

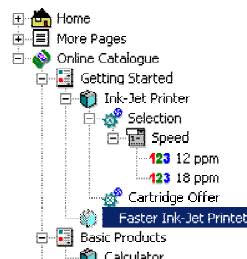
Online, the extra component will act as if it is a separate product. It will have its own row in the shopping cart, and will use the name and the price of the 'Black Ink Cartridge' product that is already in the store. When a customer orders this new printer with the extra cartridge, the stock levels of the 'Black Ink Cartridge' product will be decreased.

There is a guide to creating components in Appendix I at the end of this guide.

Creating Choice-Dependent Pricing

Let's say that the Ink Jet Printer with 18ppm costs an extra £10.00, and you only had a limited amount in stock so you would need to keep track of them. In order to set up these conditions within Actinic you would need to do the following.

1. Right-click on the 'Ink Jet Printer' product and select 'New Product'.
2. Switch to the 'General' tab and enter a short description of 'Faster Ink Jet Printer'.
3. Select the 'Hide on Web Site' checkbox. This means that the product cannot be ordered separately to the main 'Ink Jet Printer' product.
4. Now go to the 'Stock' tab and set the stock level at '10'.
5. Click 'Apply'.



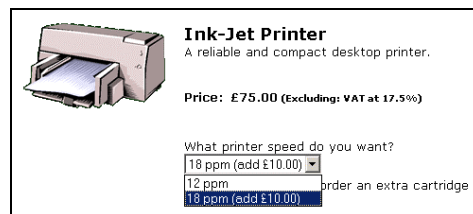
6. Double-click on the 'Selection' component and go to the 'Permutations' tab.
7. Click the 'Fill List' button. This will fill the grid with the different speed choices, and allow you to set properties for each choice.

- Go to the '18 ppm' row and enter '10.00' in the 'Price' column. This will be the extra amount that customers will pay online for a faster printer.

#	Speed	Valid	Pricing	Price	Product	Name...	Tax fr...
▶	12 ppm	<input checked="" type="checkbox"/>	Override	£0.00	(None)	<input type="checkbox"/>	<input type="checkbox"/>
▶	18 ppm	<input checked="" type="checkbox"/>	Override	£10.00	(None)	<input type="checkbox"/>	<input type="checkbox"/>

- Within the 'Product' column, select 'Faster Ink Jet Printer' from the drop-down list. This will mean that every time someone orders a faster printer, the stock levels of 'Faster Ink Jet Printer' will be decreased.
- Click 'Apply'.
- Double-click on the '18 ppm' choice and change the 'HTML for Name' field to read '18ppm (add £10.00)'. This changes what the customer sees online.
- Click 'Apply'.

Preview the store to see your changes.

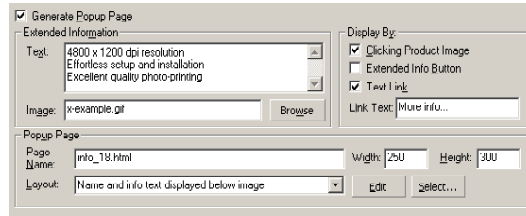


There is a guide to creating components in Appendix I at the end of this guide.

Creating Pop-Up Windows Containing Extra Information

This will create a pop-up window for the new 'Ink Jet Printer' containing further details about the printer.

- Click on the 'Ink Jet Printer' and go to the 'Extended Information' tab.
- Check the box where it says 'Generate Popup Page'
- In the 'Text' field type the following:
"4800 x 1200 dpi resolution
Effortless setup and installation
Excellent quality photo-printing"
- Within the 'Image:' field, enter 'x-example.gif'.
- Under 'Display By' check the 'Clicking Product Image' and 'Text Link' boxes and in the 'Link Text:' box enter 'More Info...'
- Under 'Popup page' click in the 'Layout' field and select 'Name and info text displayed below image'. This is the template that will be used to lay out the elements within the pop-up window.
- Finally, within the 'Width' field enter '250' and within the 'Height' field enter '300'. This is the size that the pop-up window will appear at.



8. Preview your store again to see the result.



Quantity-Based Pricing

Actinic Business/Developer Only

If you are using Actinic Business then you can charge different amounts for a product depending on how many the customer is ordering. For more details, go to 'Help | Help Topics' and go to 'Discounts | Quantity-Based Pricing'

Customer Group	Price	Generated	Enabled	Product Visible	Min	Customer messa
▶ Retail	£9.51	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
▶ Retail	£8.81	<input type="checkbox"/>	<input checked="" type="checkbox"/>		5	
▶ Retail	£4.28	<input type="checkbox"/>	<input checked="" type="checkbox"/>		10	

Custom Properties

It is worth reading the 'Custom Properties' section in the main help. Custom Properties are extra user-definable fields you can use for your products for including data that goes beyond names, descriptions and prices. For instance, if you were selling books you can set up custom properties for 'Author' and 'Publisher' and then display these values online.

You can also search on custom property values (e.g. "Find me all the books by Jane Austen")

Property	Value	Custom Property Name	Searchable	Use as CUSTOMVAR	File N
▶ brand	Canon	BHANA	<input checked="" type="checkbox"/>	<input type="checkbox"/>	C

Further Ways To Build Products

Assembling a Product from Components

Take a look at the 'Desktop PC' in the 'Products Built from Add-ons' section. This is a product you assemble purely from components. You can select which monitor, memory and hard disk you want with the PC (with each choice carrying a different price) and you can also choose to have an optional extra CD drive.

Creating Product 'Pick Lists'

Double-click on the 'Select Items for a List' section. If you go to the 'Layout' tab you will see that the Shopping Mode is set to 'Quantity on Product Page' and 'Single Add to Cart Button per Page'. This means that within this section customers can select how many they want of each product and then add them to the cart all in one go with the single add to cart button at the bottom of the page.

Black Ink Cartridge	
Price: £8.50 (Excluding: VAT at 17.5%)	Quantity: <input type="text" value="0"/>

Colour Ink Cartridge	
Price: £16.16 (Excluding: VAT at 17.5%)	Quantity: <input type="text" value="0"/>

Cartridge Twin Pack	
Price: £21.27 (Excluding: VAT at 17.5%)	Quantity: <input type="text" value="0"/>

Special Offers

Actinic's 'Discounts and Surcharges' features allow you to configure a wide range of special offers and discounts for your store. What discounts you have available is dependent on the version of Actinic you are using.

- **Actinic Catalog** - Discounts based on total order value only
- **Actinic Business/Developer** - Discounts based on total order value, and on the specific products that customers select. Also discounts based on customer groups (see later) and quantity-based pricing.

Giving Incentives To Spend More

Available in all versions of Actinic.

You can set up your store to apply a discount if the total order value exceeds a certain level (or levels). To do this:

1. Go to 'View | Discounts and Surcharges Settings'.
2. Go to the 'Order Level' tab and click 'New'. Enter a description of 'Spend over £50'.
3. In the 'Based On' field (within the 'General' tab), select 'Cart Value Excluding Tax' and set the 'Type' to 'Percentage'.
4. In the 'Triggers' grid, click the '+' and enter '£50.00' in the 'Cart Value' field.
5. In the 'Percentage' column, enter '5.00'.

Cart Value	Amount	Percentage	Surcharge
£50.00	£0.00	5.00	<input type="checkbox"/>

This will now give your customers a 5% discount on their order if they spend over £50.00 (excluding any tax).

Special Offers On Products

Available in Actinic Business/Developer.

You can also use the 'Discounts and Surcharges' area to create special offers on certain items.

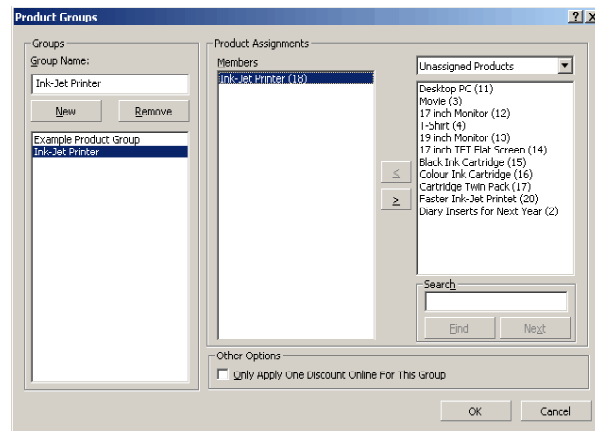
Two For The Price Of One

This exercise will create a 'Two for One' offer for the example ink-jet printer product we created earlier. If you have not created this product, then you can select another product from the content tree.

To begin, any special offer products need to be placed within a 'Product Group'.

To do this:

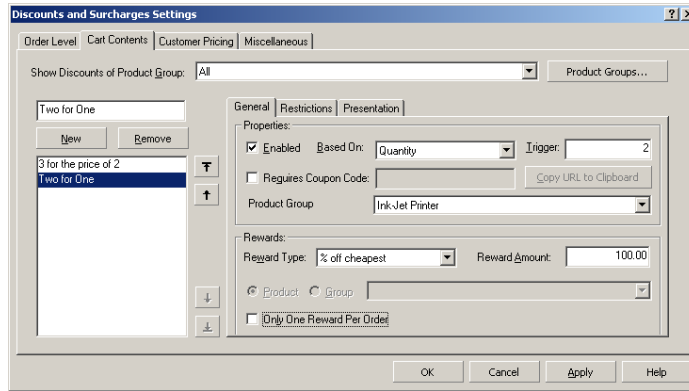
1. Go to 'View | Product Groups'.
2. Click 'New' and enter a 'Group Name' of 'Ink-Jet Printer'.
3. In the right-hand list of products, locate the 'Ink-Jet Printer' and click the '<' button to add it to the 'Members' list.



4. Click 'OK'.

You can now apply a discount to this product.

5. Go to 'View | Discounts and Surcharges Settings' and go to the 'Cart Contents' tab.
6. Change the 'Show Discounts of Product Group' drop-down to 'Ink-Jet Printer' and click 'New'.
7. Enter a discount name of 'Two For The Price Of One' and then go over to the 'Properties' area.
8. In the 'Based On' field select 'Quantity' and in the 'Trigger' field enter '2'.
9. Now go down to the 'Rewards' area.
10. In 'Reward Type' select '% off cheapest'
11. In 'Reward Amount' enter '100.00'. This will take 100% off the price of the second printer.
12. Click 'Apply'



You can now enter a description to inform your customers about the discount.


13. Switch to the 'Presentation' tab.
14. In the 'Description for Product' field enter 'Get two for the price of one!'
15. Now click 'OK'.

Note: You can view the product group settings for a product, together with any relevant discounting information, within the 'Discounts' tab of a product.

You will be able to test your new discount once you upload the store. See the chapter on 'Uploading To Your Web Site' for information on this.

More help with these sorts of discounts is in the 'Discounts | Discounts Based on Products Ordered' section in the main help file. There are some further examples of discounts in 'Discounts | Examples of Special Offers'.

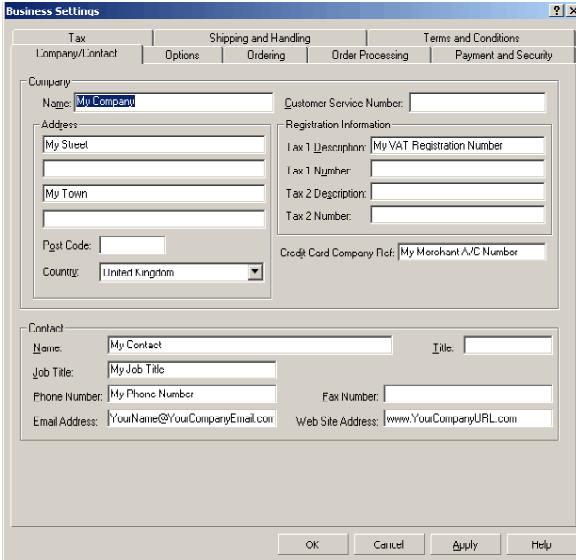
Business Settings

Click the  button on the toolbar or go to 'View | Business Settings' to enter the 'Business Settings' area. The Business Settings area is used to control the commercial aspects of your store. These include:

- Displaying the correct contact details and terms and conditions
- Taking and securing payment details
- Calculating the correct shipping and tax costs online

Your Company Details

Go to the 'Company/Contact' tab in Business Settings.

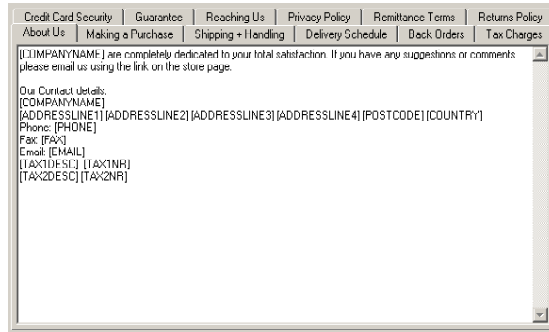


The screenshot shows the 'Business Settings' dialog box with the 'Company/Contact' tab selected. The dialog has a title bar with a question mark and close button. Below the title bar are several tabs: 'Tax', 'Shipping and Handling', 'Terms and Conditions', 'Company/Contact', 'Options', 'Ordering', 'Order Processing', and 'Payment and Security'. The 'Company/Contact' tab is active, showing the following fields:

- Company:**
 - Name: My Company
 - Customer Service Number: [empty]
- Address:**
 - My Street: [empty]
 - My Town: [empty]
 - Post Code: [empty]
 - Country: United Kingdom (dropdown)
- Registration Information:**
 - Tax 1 Description: My VAT Registration Number
 - Tax 1 Number: [empty]
 - Tax 2 Description: [empty]
 - Tax 2 Number: [empty]
- Credit Card Company Ref:** My Merchant A/C Number
- Contact:**
 - Name: My Contact
 - Job Title: My Job Title
 - Phone Number: My Phone Number
 - Email Address: YourName@YourCompanyEmail.com
 - Title: [empty]
 - Fax Number: [empty]
 - Web Site Address: www.YourCompanyURL.com

At the bottom of the dialog are buttons for 'OK', 'Cancel', 'Apply', and 'Help'.

This is where you enter your company details that will be used on any paperwork, online receipts and emails generated by Actinic. They are also used within your 'Terms and Conditions' shown online. Go to the 'Terms and Conditions' tab to see these.



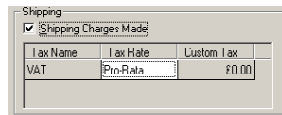
If you do not enter any text for a terms and conditions line, the heading will not be shown online.

Note: Wherever you see a word in capital letters in square brackets (e.g. [COMPANYNAME]) that is a variable that will be substituted for data in the 'Company/Contact' tab.

Getting Your Shipping Charges Correct

The 'Shipping and Handling' tab within 'Business Settings' is used to set up how shipping charges will be calculated on your order. The tab looks a bit daunting at first but there is a clear process to follow.

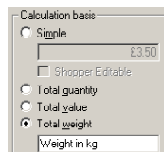
Step 1 - Decide how shipping charges will be taxed



In the top left-hand corner of the screen, you can select a box to decide whether shipping charges are made (this is selected by default) and how they are taxed. Select a rate of taxation from the drop-down list provided.

Note: The standard way taxes are charged in the UK is called 'Pro-Rata'.

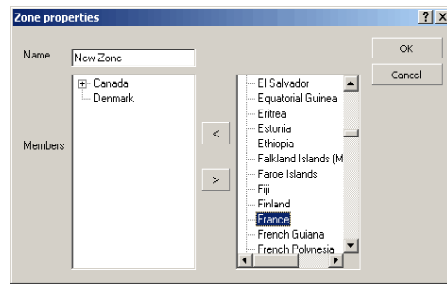
Step 2 - Decide your calculation basis for shipping



Actinic gives you four options for calculating shipping:

- **Simple:** Specify a flat rate for shipping for all your customers, no matter where they are ordering from.
- **Total quantity:** Shipping will be calculating based on how many items the customer has ordered.
- **Total value:** Shipping will be calculated based on the total cost of the order. This will allow you to set up shipping as the percentage of the order value.
- **Total weight:** Shipping will be calculating based on the weight of the order. You can enter a weight for each product within the 'General' tab of each product.

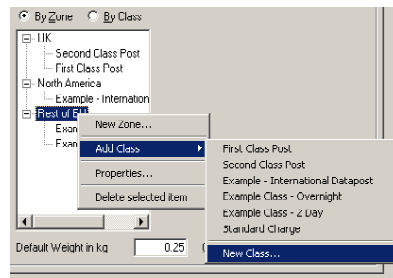
Step 3 - Decide where you are shipping to



The white rectangle you can see in this tab contains the geographical shipping zones that you are shipping to. A shipping zone is a group of countries. You can see the countries that make up the default shipping zones by right-clicking on an existing shipping zone and selecting 'Properties'.

To add a new zone, right-click and select 'New Zone'. Select countries from the right-hand column and move them into the zone by pressing the '<' button.

Step 4 - Set up your classes of shipping



Once you have set up your shipping zones, you next need to set up your shipping classes. A class is a method of shipping such as 'Overnight', 'By 9am' etc. To add a class to a zone, do a right click on a zone and select 'Add Class | New Class'.

Step 5 - Create a table of shipping costs

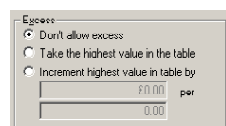
When you click on a shipping class, the shipping costs grid becomes active.

Weight in kg	Cost
0.05	£0.20
0.10	£0.34
0.15	£0.46
0.20	£1.40
0.25	£2.80

Click the '+' to add a new row to the grid. In the left-hand column enter a value related to your products (a quantity/value/weight) and in the right-hand column enter a shipping cost. Enter as many rows as you want in any order you want.

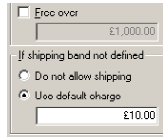
The above image will mean that if an order weights up to 1kg, customers will pay £1.40 shipping and if the order weighs between 1kg and 2kg, customers will pay £2.80 shipping.

Step 6 - Set up your excess rules



Once you have entered some values in the table of costs, you can set up what will happen if a shipping cost exceeds the values in the table.

Step 7 - Handle exceptional situations



The bottom left-hand corner of the window is used to handle exceptional circumstances, such as very expensive orders or customers ordering from countries outside your defined zones.

Tax

The 'Business Settings | Tax' tab is used to set up how tax is charged to your customers. By default, it is set up correctly for selling from the UK. For more details about configuring this tab, look under 'Business Settings | Setting Up Tax' in the main help.

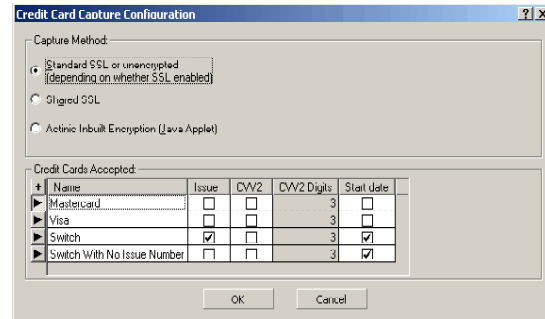
To offer a payment method to your customers, click the '+' at the top-left hand corner of the grid. Select the new method from the drop-down provided.

You can then decide how the payment method is presented to your customers by editing the text in the 'Web Site Description' field.

If you have added a payment service provider, you can click the 'Configure Method' button to enter your PSP account details.

If you have added 'Credit card details captured for later processing' as one of your payment methods, you will need to decide how you are planning to provide security

Click 'Configure Method' and there are three possible security options:



- **Standard SSL or unencrypted:** If you have access to your own Secure SSL (https) server then select this option. You will need to ensure that SSL is set to 'On' in the main 'Payment and Security' tab. If SSL is not turned on then there will be no security used on the site for taking payments. You will enter details about your secure server when you run the 'Configure Web Site Details' wizard ('Web | Configure Web Site Details...'). In order to support SSL on your web site, you will need to talk to your web hosting company about obtaining a 'secure SSL certificate'.
- **Shared SSL:** Several companies (including Actinic Software) will rent you a piece of their secure server on a monthly or annual basis for you to use to secure your customers' payment details. At the point the customer has to enter their credit card details, they are transferred to the secure server and the credit cards details are captured securely, then encrypted and finally transferred back to the server with your online store on. You will then download the credit card details with the rest of the order details.
- **Actinic In-Built Encryption (Java Applet):** Actinic also offers you the option of using a free, secure and reliable Java Applet for securing customers' credit card details. Unfortunately, you will not see the 'golden padlock' or 'golden key' in the browser, which is what indicates to the customer that they are using a secure connection.

For more details about the other fields in this area, use the '?' on the menu bar and click in a field, or alternatively open the main help and go to 'Online Payments'.

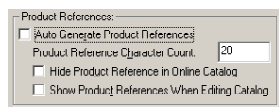
Using Existing Data in Actinic

Actinic allows you to import data from a spreadsheet in order to quickly populate your online store with products. There are a steps you need to follow in order to import data effectively.

Preparing for an Import

Step 1 – Product References

You need to think about whether you want to use your own product references or whether you want Actinic to automatically assign each product a reference during the import. If you want to use your own product references then before you import, you need to go into 'View | Business Settings | Options' and un-check the box marked 'Auto Generate Product References'.



You will now be able to import your own unique product reference for each product.

Step 2 – Prices

When you import product data into Actinic, you must have your product prices in the lowest denominator of your chosen currency. In the case of the United Kingdom, it means that your prices have to be in pence rather than pounds and pence.

The simplest way to do this is to multiply all your prices by 100 and ensure that the value is shown without any currency-specific formatting (decimal points etc.)

Step 3 – Images

You may decide that you want to import image filenames. If you do this, then you must ensure that the values refer to images that exist, and are relative to your 'site' folder (normally called 'Site1!'). For instance, if you saved an image called 'printer.gif' within your site folder, then the value in the import spreadsheet would simply be:

printer.gif

However, if your images were saved in a sub-folder within your site folder called 'images' then the value would be:

images\printer.gif

Alternatively, you could use the full file path to your image as the value in the spreadsheet. For example:

C:\My Documents\My Pictures\printer.gif

Step 4 – Sections and Sub-sections

If you want to arrange your products into sections as you import them then you can add a new field/column to the spreadsheet called 'Section Text' and use it to enter the name of the section you want this product to appear in.

If you want the product to appear within a sub-section then simply use 'pipes' ('|') to enter section names and sub-section names within the 'Section text' field. For example, to create a section called 'Videos' and a subsection called 'A-F' and then place the product in the sub-section, use the following value in the 'Section Text' field:

Videos | A-F

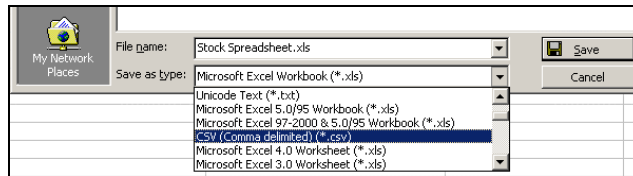
Step 5 – Actinic Field Names

Actinic uses specific names for different fields. A full list of Actinic import field names can be found in the main help under 'Importing | Valid Fields for Importing'.

If you use the Actinic import field names in your data file then the data will be imported quickly and automatically. If you don't then you will need to manually tell Actinic which data goes into which Actinic field.

Step 6 – Creating a 'CSV' file

When you have prepared your data to go into Actinic, save it as a 'CSV (comma delimited)' file. This is a standard Windows save option for spreadsheets. It is this CSV file you will be importing.



Note: If you want to import custom properties, components, attributes, choices, customer accounts or customer groups you will need to use a 'hierarchical import'. For more details open the main help file and go to 'Importing | What Is A Hierarchical File?'.

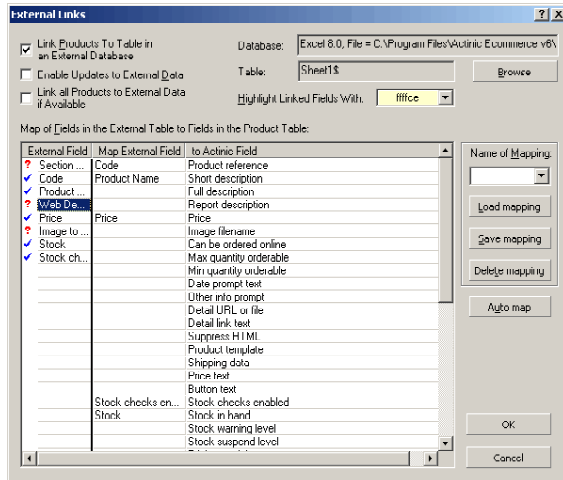
Carrying out an Import

Instructions for importing your data into Actinic can be found in the main help under 'Importing | Importing From A Standard Spreadsheet'.

Dynamically linking to a database

Actinic Business/Developer Only

Actinic Business/Developer allows you to go one step further than an import and actually permanently link Actinic to a spreadsheet (or table in a database) on your local machine (or over a network). This allows you to keep the data within your Actinic application as up to date as possible with the product information in your other systems.

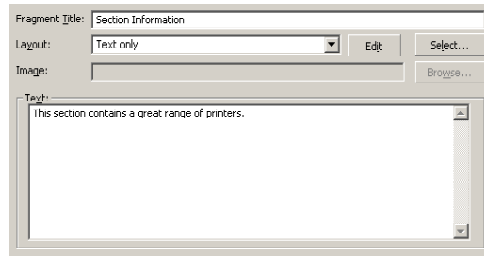


Further help/information on this can be found in the main help under 'Linking To An External Database'.

Putting Information Items Into The Store

You can put information items (called 'Fragments') into the store in order to provide more information about your company, or more information about products in a section.

1. Right click on the new 'Getting Started' section and select 'New Fragment'.
2. Enter a 'Fragment Title' of 'Section Information'
3. Select a 'Layout' of 'Text only'
4. In the 'Text' field, enter: "This section contains a great range of printers".



5. Click 'Apply' and then preview to see the effect.

With Actinic you can create additional pages that contain nothing but fragments. These are called 'Brochure Pages' and can be found at the top of the content tree.

These pages sit at the front end of your store can be used for promoting special offers, or for providing more information about your company.

For more information about brochure pages, see the 'Brochure Pages' section in the main help.

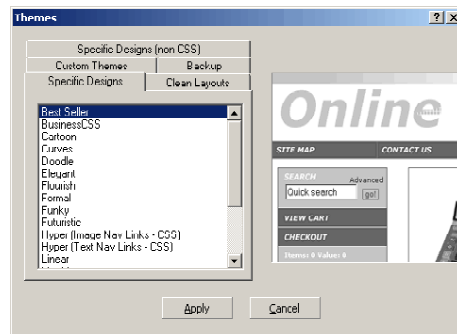
Getting The Look Right

Actinic provides you with a range of ways to change the appearance of your store. The simplest is by selecting an alternative theme and colour scheme.

Note: If a web designer has created and delivered your site, you might not be able to access these design features.

Themes and Colours

Go to 'Design | Themes'.

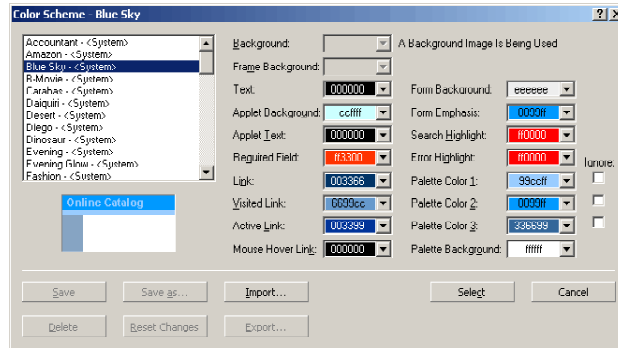


There are three main groups of themes:

- **Clean Layouts** – Basic themes that have no graphical motifs and simply use blocks of colour to create a simple and attractive design. They all feature a top-level section list and a summary of the shopping cart contents.
- **Specific Designs** – These are a range of professionally designed styles that may not be applicable for all types of online store. Have a look to see if any of them are suitable for your store.
- **Specific Designs (non CSS)** – Non CSS means that the designs are not based on style-sheets. This makes them more difficult to customise. They are only there to provide continuity with previous versions of Actinic.

This exercise will change the look and feel of your store:


1. Within the 'Clean Layouts' tab, select 'Layout12' and click 'OK'.
2. This will apply the theme to your store.
3. Now go to 'Design | Colors'.



4. Highlight 'Moon Phase' in the list and click 'Select'.

Now preview your store. The layout and colours have significantly changed.

Using Design Options to Make Further Changes

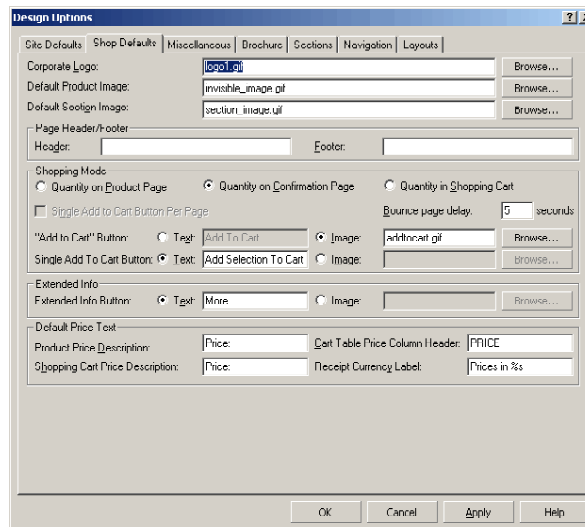
You can now make further changes to your design by clicking the  icon on the toolbar or by going to 'Design | Options...'

There is a wide range of tasks you can do in this area. We will now go through some of the key ones that will help change the look of your online store.

Changing the Company Logo

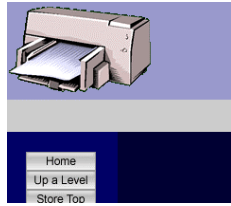
The words 'Online Store' that are currently at the top of each page of your store is actually an image called 'logo1.gif' which is in your site directory. If you have an alternative graphic to use as a company logo, you can do the following:

1. Go to 'Design | Options | Shop Defaults'



2. Locate the 'Corporate Logo' field and click the 'Browse...' button next to it.
3. Select an alternative graphic to use. If you do not have a graphic to use, simply select the 'x-example.gif' image (the picture of the printer) in order for you to just test this feature.
4. Click 'Open'.

- Click 'OK' (which will save your changes and close Design Options)
- Preview the store.



Note: The image you changed is the logo image for the store pages. Therefore you will need to view the products before you see your new image. To change the logo for the brochure pages, go to 'Design | Options | Brochure' and change the image in the 'Corporate Logo' field.

If you want, you can now change the logo image back to 'logo1.gif'.

Changing The Way Prices are Displayed

It is possible to display your prices online including tax, excluding tax, or both. To choose how this is done:

- Go to 'Design Options | Miscellaneous' and locate the 'Price Display' area at the top of the screen.
- Select the box marked 'Display Tax Inclusive Prices'
- Deselect the box marked 'Display Tax Exclusive Prices'



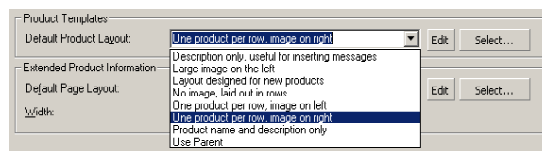
- Click 'OK' and preview the store.

The 'Price Display' area will also allow you to display your prices in a second currency

Changing the Way Your Products are Laid Out

Actinic provides a number of built-in options for how your products are presented to your customers.

- Go to 'Design Options | Layouts'
- Go to the 'Default Product Layout' field and click in it.
- Select 'One product per row, image on right' and click 'OK'



- Preview the store to see your changes.



This will lay out all the products in your store with the image to the right (by default). It is, however, possible to override this at the section level and at the product level.

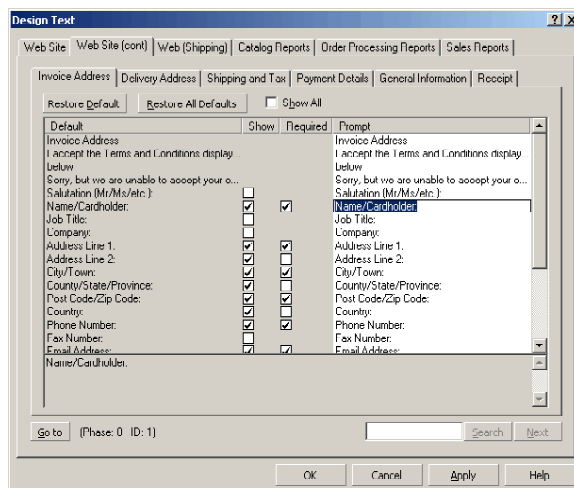
- By editing the properties of a section and going to the 'Product' tab, you can select a default product layout template for all the products in that section.
- By editing the properties of a product and going to the 'General' tab, you select the layout of that particular product.

The same principle applies for selecting alternative section link templates, overall layout templates, brochure overall layout templates and brochure fragment layout templates.

Further Issues Around Design

Changing All the Online Text


The 'Design | Text' area is used to locate and change all the text that is in the online store. You can enter a search phrase into the box at the bottom right-hand corner of the screen, or else browse the tabs to find the correct prompt.



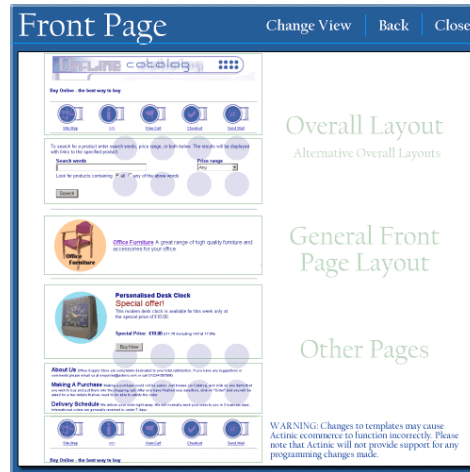
If you go to 'Design | Text | Web Site (cont)' you can customise all the questions in the checkout area of your online store.

The Actinic HTML Templates

The Actinic HTML pages are built from about 100 different templates, each one controlling the layout of a different area of the online store.

You can access these templates by clicking the  button on the toolbar or by going to 'Advanced | Template Manager'. This will start the Template Manager, which is designed to

guide you to the correct template by displaying a schematic representation of an Actinic store page.



The templates work just as if you were doing a mail merge to do a mail out. You would create a letter template with merge fields in and when the letters are generated, the merge fields are replaced by the values in your database. When Actinic generates the HTML, it replaces the variables (NETQUOTEVAR:WHATEVER) with the values in the database.

Three of the key areas that can be changed in the templates are:

- Editing the font tags ,
- Editing the table tags that control layout <TABLE>, <TR>, <TD>
- Moving the NETQUOTEVARs around to change the order that Actinic elements appear within the page. For example, in the templates which control ordering, you can move the invoice address before the order details, if you wish.

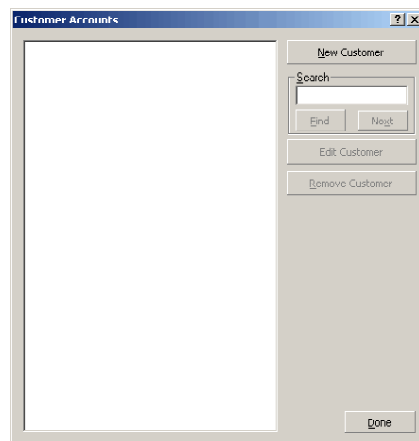
For more information about templates, including a complete list of all the templates and what they contain, start the main help and go to the 'Editing HTML' section.

Regular Customers

Actinic Business/Developer Only

Actinic Business and Actinic Developer allow you to set up accounts for your regular customers. These can be for trade customers, or they can be for regular customers paying retail prices.

To create new customer accounts, click the  button the toolbar or else go to 'View Customer Accounts':



Click 'New Customer' button to enter new customer details. There are three parts to a customer account.

- **The 'Account' Tab** – This is for general information about the account such as the main contact details, preferred method of payment and level of discount (i.e. which 'customer group' they are in - see below)
- **The 'Addresses' Tab** – This is for entering the various addresses that the customer account can have access to as part of their online address book.
- **The 'Buyers' tab** – This is where you set up the usernames and passwords for access to the customer account online. The buyer is the person who actually does the shopping, and you can set up spend limits and whether or not the buyer will see the retail prices as well as their special prices.

Click the 'login' link in the online store to log in with your username and password.

Once logged in, customers will receive a welcome message, see their special prices and also see their address details online (and so not have to re-type them).

Note: If you want to turn a downloaded order into a customer account, then simply click the 'Create Customer Account' button on the 'Contact' tab of an order. This will automatically provide values for all three tabs of the Customer Account area.

Customer-Specific Pricing

You can also set up groups of customers (called 'Customer Groups') and apply levels of discount that your registered customers can access. Customer group discounts allow products to be shown at discounted prices, and also allow you to prevent products from being shown to certain groups of customers.

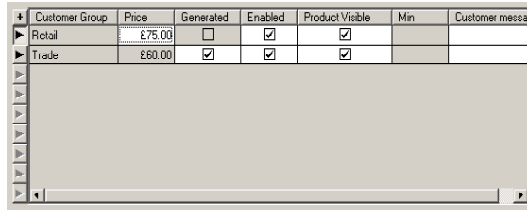
To create a new customer group:

1. Go to 'View | Customer Groups'.

2. Click 'New'.
3. Enter a name for your customer group in the 'Group Name' field.
4. Click 'OK'.
5. Next, go to 'View | Discounts and Surcharges Settings | Customer Pricing'.
6. Select your customer group in the list on the left.
7. Then enter a multiplication (or division or addition) factor in the field provided. For example, multiplying all prices by 0.8 gives a 20% discount.

8. Once you have entered a value in the field, click 'OK' to close the window.

Now go into any product and look at the 'Prices' tab.



Customer Group	Price	Generated	Enabled	Product Visible	Min	Customer messs
Retail	£75.00	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Trade	£60.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

For your new customer group, the 'Price' field is greyed out because 'Generated' is selected (i.e. the price is being automatically generated from the retail cost). You also have the following options:

- **Enabled:** Deselect this if you want customers within this customer group to be able to view this product but buy it at the retail price.
- **Product Visible:** Deselect this if you want the product completely hidden from customers within this customer group.

Uploading the Store to Your Web Site

Note: The instructions in this section will be applicable to the majority of web sites, but they won't be applicable to all. If you find they don't work for your website then you will need to contact your web hosting company.

When the Actinic store is uploaded to your web site, all the store files (with a few specific exceptions) are uploaded to two folders on your website:

- 'CGI' folder (often called 'cgi-bin') where all the script files will be uploaded to in order to run the online search, shopping cart and checkout. These files are sometimes referred to as 'Perl files'.
- A folder called 'acatalog', which Actinic will create, that contains all your store HTML files and images.

Note: The 'home' brochure page can be uploaded to the directory level above the 'acatalog' folder' by selecting the 'Use as Web Site Home Page' box.

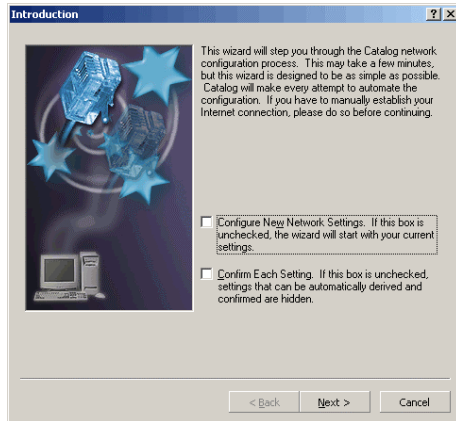
Before you try uploading your store you need to know:

- The URL ('http://') address of your CGI folder
- Where the CGI folder is located on your web site (as it appears when you connect via an FTP program).

You will also need to know:

- The URL and the FTP location of the folder on your website that you would like Actinic to create the 'acatalog' folder within.

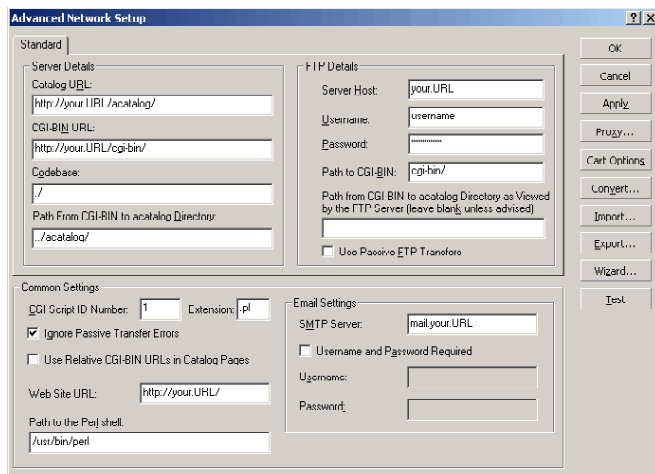
When you have these pieces of information, you can start the 'Web Site Configuration Wizard' by going to 'Web | Configure Web Site Details'.




The Web Site Configuration Wizard will ask you for your username and password to connect to your website, and will ask you to confirm the locations, and the http addresses, of the folders mentioned above.

You can often just accept the defaults to achieve a successful upload. This process can take up to 20 minutes depending on the speed of your connection.

When the wizard has finished, you can review the settings at any time by going to 'Advanced | Network Setup'.



From now on, simply click the  button on the toolbar to upload your store. The first time you upload, it will take quite a while as it needs to upload the entire site. After that, however, Actinic will only upload the files that have changed.

To view your online store, click the  button on the toolbar.

For more detailed information on uploading, open the main help and go to 'Putting Your Store Online'.

Pre-Configured Copies of Actinic


You may have a pre-configured copy of Actinic. The way to tell this is if when you go to the 'Web' menu, the 'Configure Web Site Details...' option is greyed out. If this is the case, then when you press the 'Update' button on the toolbar, you will simply be required to enter a username and password.

If you do not have a username and password then you will need to register for one online. If you have not been given a web site to go to in order to register, contact the company that gave you your copy of Actinic.

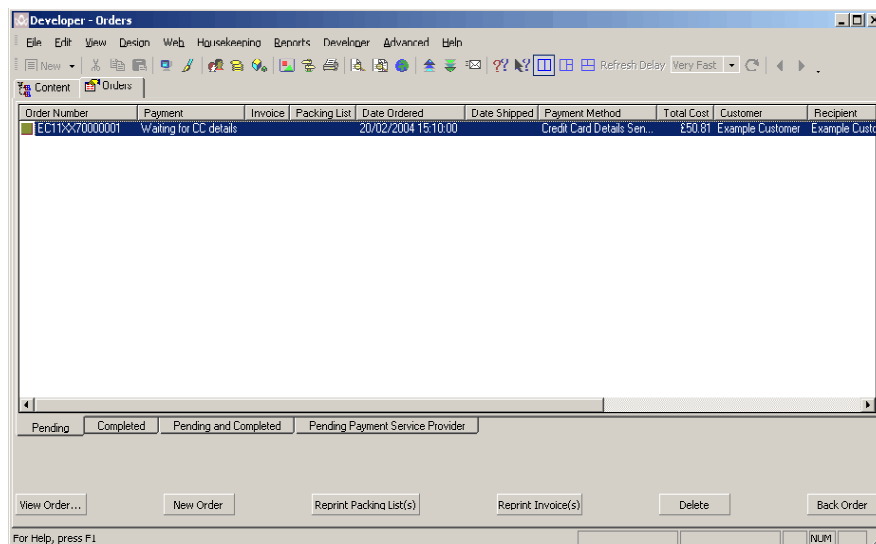
Once you have entered your username and password, you will be able to upload your store.

Order Handling Overview

Retrieving Orders

Click the  button on the toolbar to download any outstanding orders.

To view the order, click on the 'Orders' tab.




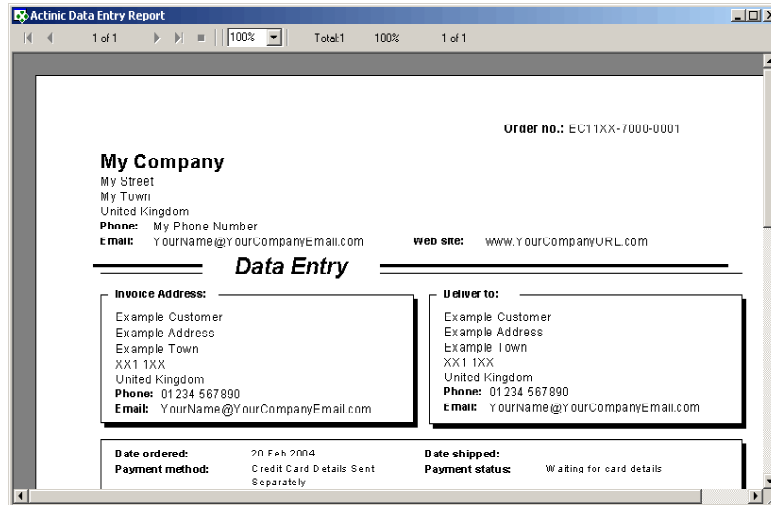
There are three choices for processing orders:

- Printing a hard copy of the order
- Exporting to another application
- Using the in-built order processing system

Printing a Hard Copy of the Order

If all you want to do is print all the order detail on a sheet of paper, then go to 'Business Settings | Order Processing' and select the 'Enable Data Entry Reports' checkbox.

Then, as soon as new orders come in, click the  button to bring up the reports, go to the 'Order Processing' panel and print 'Outstanding Data Entry Reports'. This will print an A4 sheet for each order containing the order details.



You could also select the 'Bypass Catalog Order Processing' box in 'Business Settings | Ordering', which will mean that new orders will be marked as completed as soon as the data-entry report is printed.

Exporting to Other Applications

Actinic Business and Actinic Developer both have the ability to export orders to leading accounting packages via 'Actinic Link' - Actinic's range of accounts integration packages. Actinic Link is available for the following accounting packages.

- Actinic Link for QuickBooks
- Actinic Link for Sage Line 50

Other links have been developed for other accounting systems. For more details, please contact Actinic Software or the person who sold you the software.

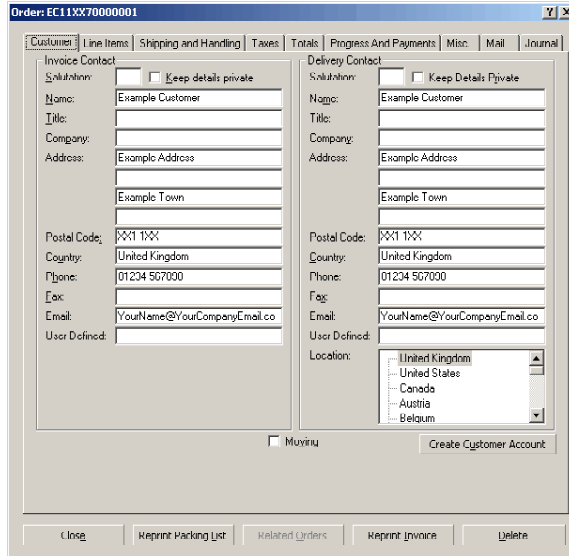
For more information about Actinic's exporting feature, go into the main help and go to 'Exporting Data | Exporting Orders'.

The In-Built Order Processing System

Actinic comes with an order processing system that will help you to process orders by providing:

1. A process to follow to record when you have shipped goods and taken payment
2. The ability to send emails to customers notifying them when their order has been shipped
3. A range of paperwork, such as packing lists and invoices, to post/fax to the customer.
4. Sales analysis reports that can give you an overview of the business done on your store.

To access the order processing system, double-click on an order.

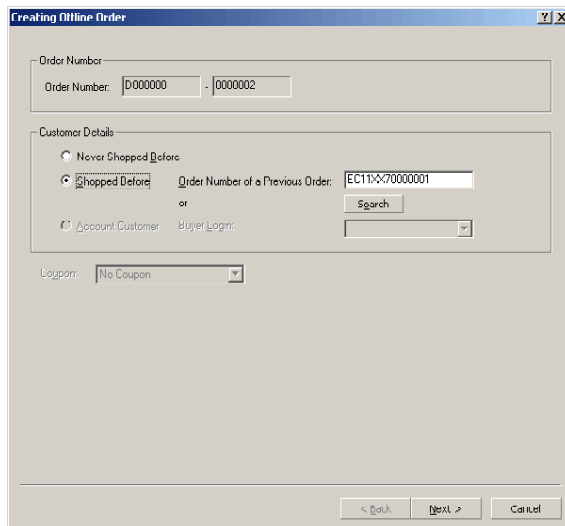


The next chapter gives a sample procedure to follow when processing orders.

Entering New Orders

You can enter new phone, fax or mail orders straight into Actinic by clicking the 'New Order' button in the 'Orders' area.

This starts the 'Creating Offline Order' wizard, which will guide you through the process of adding new orders to Actinic.



Any new orders are marked with a **OFF** icon in the list of orders.

How to Process an Order

This chapter will give you a procedure to follow for processing new orders. It is based on the payment method of 'Credit card details captured for later processing' - in other words the customer provided the credit card details online, and you are going to process them offline.

Remember that this is not a hard and fast method. Actinic's order processing system is a toolkit - it provides a range of facilities for you to choose from but you don't have to use everything.

However, there are three things that HAVE to happen in order for an order to be marked as 'complete':


- The order lines must be marked as shipped
- The payments must be marked as having been received (this will be done online if you are using a payment service provider)
- An invoice has to be printed (or a data-entry report is printed, or the order is exported)

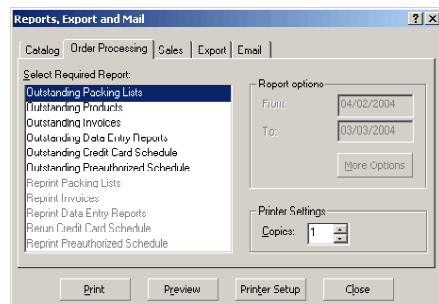
Step by Step Guide

Step 1 - Download Orders

Click the  button on the toolbar to retrieve the latest orders.

Step 2 - Print Reports to Help You Process the Order

Click the  button on the toolbar and go to the 'Order Processing' tab.



There are a couple of reports that will help you compile orders. These are:

- **Outstanding Products** - provides a summary of all the products ordered in the latest batch of orders.

- **Outstanding Credit Card Schedule** - will give you a list of the credit card numbers provided with the latest batch of orders. You can use this report to put credit card numbers through your credit card terminal.

At this point you can use these reports to check whether the ordered products are in stock, and process any credit card numbers you have received.

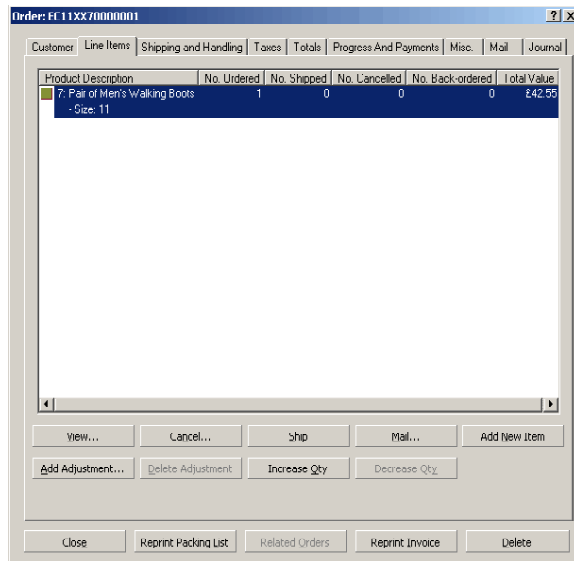
Step 3 - Compile the Order

Print the 'Outstanding Packing Lists' report from the 'Order Processing' tab. This will give you a delivery note for each new order, which you can use to complete the orders.

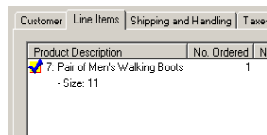
Step 4 - Mark Items as Shipped

Required

Double-click on a new order and go to the 'Line Items' tab.



This is used to check the status of the individual items in the order. Click any item that can be/has been shipped and click the 'Ship' button.



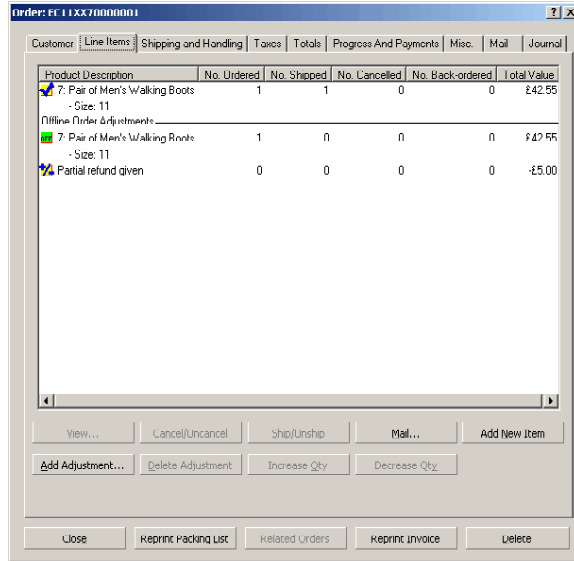
You can double-click on an order line to view the full details of that order line, including tax details.

Step 5 - Make Any Adjustments You Need To

If a customer has cancelled an ordered item, you can highlight the order line and click 'Cancel'. You can also click the 'Increase Quantity', 'Decrease Quantity' and 'Add New Item' buttons to edit the contents of the order.

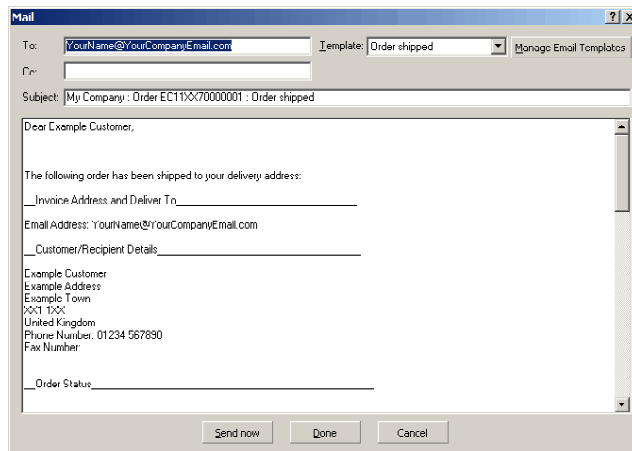
If you need to make any cash adjustments to the order then click 'Add Adjustment...'. Adjustments can be positive or negative.

Any adjustments to the order made after the order is received will be listed in the 'Offline Order Adjustments' area of the 'Line Items' tab.



Step 6 - Send an email

Click the 'Mail' button to launch the email screen.



You can customise the email as you require and click 'Done' to save it in the 'Mail' tab of the order – ready to be sent when appropriate. You can also create your own email templates by clicking the 'Manage Email Templates' button.

Step 7 - Mark payments as received

Required (unless you have used a payment service provider, in which case the payment will already be marked as received).

Now go to the 'Progress and Payments' tab.

If you have already processed the payment then you can replace the credit card number shown here with a '0' or similar for security reasons. Now click the 'View Payments...' button.

Date	Status	Transaction	Amount
03/03/2004 14:39:00	Received	Credit card debit	£95.79

Date/Time Created: 03/03/2004 14:39:00
 Mode: Production
 Type: Manual
 Transaction: Credit card debit
 Amount: £95.79

Comment:
 CC Auth. Code:
 PSP Provider Ref:
 Customer Ref:
 PSP Response:
 Date/Time Actioned: 03/03/2004 14:39:00


Buttons: OK, New Entry, Delete, Cancel

This is the payment history for the order. Click 'New Entry' to make an entry in the payment history. By default, the entry will be shown for the full amount of the order but you can adjust the total as required.

Click 'OK' to close the window and click 'Close' to close the order details.

Step 8 - Print invoices

Required

Click the  button on the toolbar and go the 'Order Processing' tab. Click 'Outstanding Invoices' to print the outstanding invoices for the orders.

Order no.: EC11XX 7000 0001

My Company
 My Street
 My Town
 United Kingdom
 Phone: My Phone Number
 Email: YourName@YourCompanyEmail.com
 Web Site: www.YourCompanyURL.com

Invoice

Invoice To:
 Example Customer
 Example Address
 Example Town
 XX1 1XX
 United Kingdom
 Phone: 01 234 567 890
 Email: YourName@YourCompanyEmail.com

Deliver To:
 Example Customer
 Example Address
 Example Town
 XX1 1XX
 United Kingdom
 Phone: 01 234 567 890
 Email: YourName@YourCompanyEmail.com

Date ordered: 20 Feb 2004
Payment method: Credit Card Details Sent Separately
Payment status: Full Payment Received
Purchase order No.:

This will mark the orders as complete, and they will be transferred to the 'Completed' tab.

Other Useful Information

Back Orders

If you cannot ship an order all in one go you can create a back order. This splits an order into two parts - what you can ship and what you can't ship. To do this:

1. Mark part of the order as shipped (see step 4 above)
2. Close the 'Order' window
3. Click the 'Back Order' button on the main orders screen. You will be prompted as to how you want to split the shipping cost between the two parts of the order. Make your decision and click 'OK'.

Order Number	Payment	Invoice	Packing List	Date
EC111270000001	Full Payment Received			20/02
D0000000000001	Pending			03/03
D0000000000001\01	Parent Status: (Pending)			03/03

The order will now be split into two parts. The main part will now be marked as shipped (although you will still need to mark the payments as having been received before you can complete the order). The back order (or 'sub-order') will work as a new order and will have a new order number made of the old order number with a '\B1' suffix.

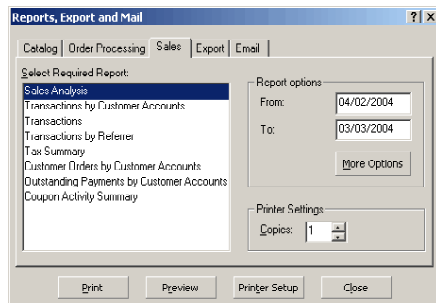
The two parts of the order will share contact details, and will share a payment history but otherwise will act independently. You can click the 'Related Orders' button in the 'Orders' window to switch between main orders and back orders.

'Shipping and Handling', 'Tax' and 'Totals' Tabs

These areas of the order processing system are not often used but they are a useful reference to see how shipping and tax has been calculated on an order. The 'Shipping and Handling' tab can be used to make adjustments to the amount of shipping charged. The 'Totals' tab's main job is to quickly show you how any changes you have made to the order have affected the 'Current' order value compared to the 'Original' order value.

Sales Reports

Within the 'Sales' tab of the 'Report Selection' window are a range of sales reports to show you what sort of business has been done through your store.



More Information

More detail on order processing can be found in the 'Actinic Order Processing' section of the main help.

Backing Up Your Work

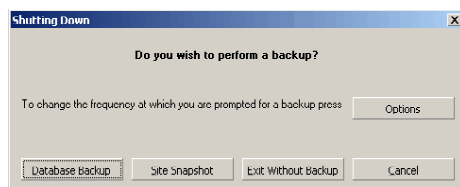
Creating a Backup

There are two ways to create a backup within Actinic:

- Back up the database when you close the application
- Create a 'Site Snapshot' containing all templates and images as well as the database.

Backing up when you close the application

When you first exit Actinic, you are shown the following window:



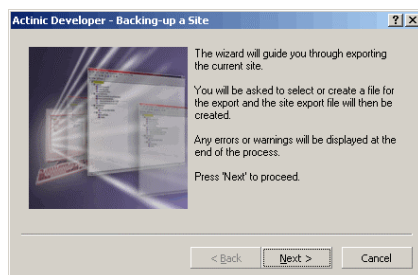
If you click 'Database Backup' then the main Actinic database (called 'ActinicCatalog.mdb') will be saved, and then saved again as 'Backup.mdb'. The idea of this option is that it provides a regular save in case your database becomes corrupt for any reason.

You can restore these saved databases by going to 'Housekeeping | Backup | Recover Database...'

You can set how often you are invited to backup by clicking the 'Options' button on this panel, or by going to 'Housekeeping | Backup | Shutdown Backup Options...'

Creating a Site Snapshot

If you click the 'Site Snapshot' button on this panel or go to 'File | Snapshot | Export Site' you will see the following window:



This is the Snapshot wizard, which will guide you through creating a site snapshot. You should do this at least once a week. Simply click 'Next >', and select a backup location when prompted, to create the backup.

You can restore from a site backup by going to 'File | Snapshot | Import Site'.

As well as this being a great way to back up your data, it is also the best way to transfer a site from one PC to another.

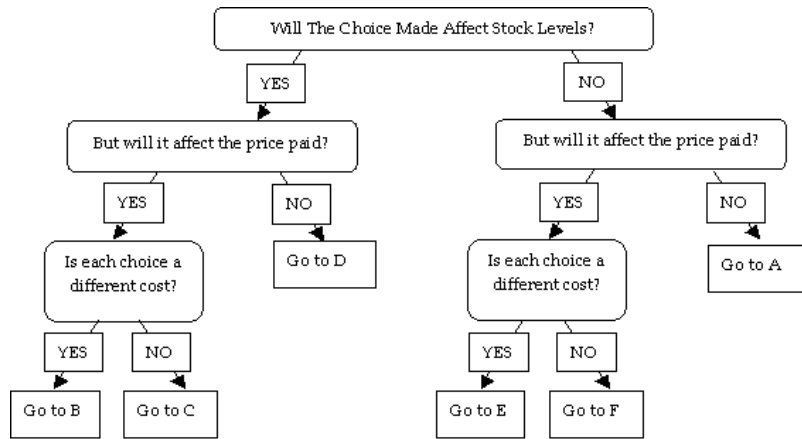
Appendix I – Component Help

Help With Components, Attributes and Choices

The following flow chart shows the questions you need to think about when using Components, Attributes and Choices. Use the answers it gives you to help build your store.

For Multiple Choices

Note: If the choice is an optional one for the customer (e.g. do you want a monitor with your PC, if so which one?) then make the component optional.

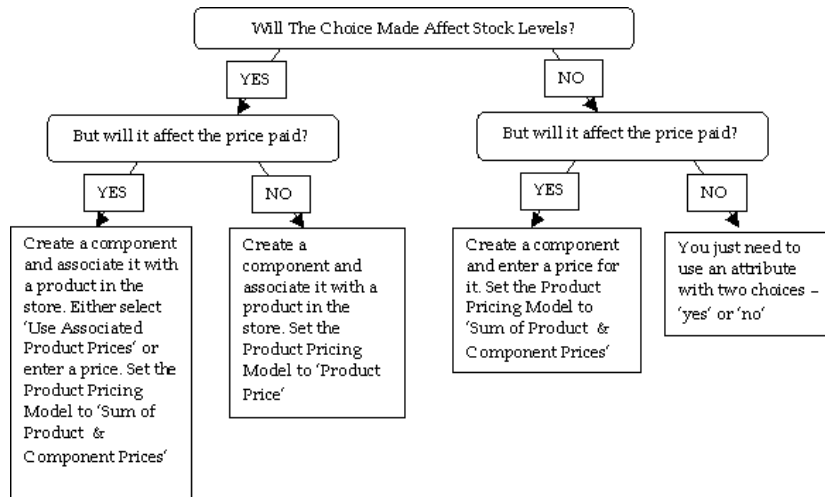


A	Simply create a set of attributes and choices. You don't need components.
B	Create a component and then create a set of attributes and choices within it. For each permutation within the 'Permutations' tab, select the correct product to associate with it. Once you have done that, either select 'Override' in the 'Pricing' column and enter a price, or else select 'Associated Product Prices' and use the associated product prices. Set the Product Pricing Model to either 'Sum of Product and Components prices' or 'Sum of Components prices'.
C	Create a component and then create a set of attributes and choices within it. Enter the correct price for the choices within the 'Component' tab (Catalog) or the 'Prices' tab (Business/Developer). For each permutation within the 'Permutations' tab, select the correct product to associate with it. Once you have done that, select 'Component Prices' in the 'Pricing' column for each permutation. Set the Product Pricing Model to either 'Sum of Product and Components prices' or 'Sum of Components prices'.
D	Create a component and then create a set of attributes and choices within it. For each

	permutation within the 'Permutations' tab, select the correct product to associate with it. Leave 'Override' selected in the 'Pricing' column for each permutation but do not enter a price. Set the Product Pricing Model to 'Product Price'.
E	Create a component and then create a set of attributes and choices within it. For each permutation within the 'Permutations' tab, select 'Override' in the 'Pricing' column and enter a price. Set the Product Pricing Model to either 'Sum of Product and Components prices' or 'Sum of Components prices'.
F	Create a component and then create a set of attributes and choices within it. Enter the correct price for the choices within the 'Component' tab (Catalog) or the 'Prices' tab (Business/Developer). For each permutation within the 'Permutations' tab, select 'Component Prices' in the 'Pricing' column for each permutation. Set the Product Pricing Model to 'Sum of Product and Component prices'.

For Yes/No Choices

Note: If the customer does not have a choice about whether they get the extra component or not, then simply make the component non-optional.



Remember that how you break down the price of the ordered item between the product price, the component price and the permutation prices is down to you. There are a vast number of possible combinations.

Remember as well that you can have multiple components for a product, and each component can have multiple attributes.