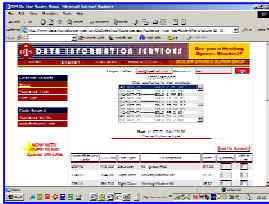


# Online Heating Spares Superstore

Data Information Services can now enable you to offer a complete online superstore, allowing your customers to identify and purchase their heating spares from you, over the Internet, catering for both secure credit card payments and account customers. Your customer will be able to buy off you, 24/7 (24 hours a day, 7 days a week).

Many of our heating spares stockist customers are finding they are receiving a significant number of orders outside normal working hours, most evenings and weekends, with Sunday night especially busy.



The standard system contains 125,000 lines of heating spares across all major manufacturers, but can also be extended to sell anything else you may stock, for example, plumbing supplies.

We have given all products standard “key word” attributes to aid your customers in finding the correct item.

For example, some manufacturers will call a PCB a mother board or control board. On the Heating Spares Superstore, a PCB is always a PCB.

So if your customer is looking for a PCB for a Chaffotaeux Celtic FF, they first select Chaffotaeux, then PCB, then Celtic FF. The system then lists the PCB for the appliance, and a single click adds the item to their shopping basket ready to purchase.

We have also identified the first line spares for many thousands of appliances. This enables your customers to again choose the manufacturer they are looking for, then the appliance, then they are presented with a list of the first line spares for that appliance.

Each item displayed shows the manufacturer's part number, the GC number when available, the description and our part type key word, helping to ensure your customers select the part they require.

The prices displayed are based on the manufacturer's published trade price. You tell us what markup or discount you want to apply to each manufacturer's trade price, and this is the price displayed on the web site. Each manufacturer can have a different uplift or discount.

Your account customers can be set up with their standard discount on this price, so you can have one price for your cash customers, and a discounted price for your account customers. Each customer can have a different discount.

Your account customers can be set to “Pay by Account” which means they simply add items to their shopping basket, then go to the checkout and purchase. There is a field for them to enter their Purchase Order number, and any special instructions. They can also use secure credit card payment if they so desire.



Secure Credit Card payments are validated and charged to the customer's credit card via the Worldpay.

You can accept a broad range of payment types online (including Visa, MasterCard, Switch, American Express, JCB, Diners, Laser, Electron, and Lastschriften (ELV))

WorldDirect is WorldPay's fast track merchant account. They don't ask for reams of balance sheets (they just do a simple credit check). They enable you to accept a broad range of payment types (both card and cardless) through Select, their secure processing system. They provide truly global multi-currency facilities, so that you can start conquering the world from the word go. Over 90% of applicants are approved. And best of all, you could have your account in as little as 48 hours. Visit [www.worldpay.com](http://www.worldpay.com) for more information.

The On-line Superstore can be integrated with your existing Web site. If you do not yet have a web site, Data Information Services will design one for you.

The orders are sent to an email address (or multiple email addresses) of your choice. You receive all of the customers details, and all the details of the item(s) they wish to purchase, including manufacturers part number, Gas Council number for the part (where available), the appliance description and Gas Council number. An example is shown below.

Order from YOUR COMPANY NAME.  
The order details are as follows:

-----  
Order Number: 187  
-----

Web Site ID: 268670  
Manufacture: Ferroli  
Manufactures Part Code 803840  
Part Description: Clock 24 Hour LCD  
Appliance: 47-267-08 --- Optima 800  
Single Price £47.08  
Quantity 1  
Total for this Item: 47.08

\*\*\*\*\*

Sub Total: £47.08  
TradeDiscount: £0  
Post and packing: £4.50  
VAT: £9.03  
Total Payable: £60.61

-----  
Your Order will be shipped inside 48 hours for in-stock items  
Thank you for shopping at [www.yourcompany.co.uk](http://www.yourcompany.co.uk)  
YOUR COMPANY NAME V.A.T. No. GB 111 1111 11

Purchase Order No. PO1-00987654  
Special Instructions: Leave with Next Door if out.

\*\*\*\*\*

\*\*\*\*\*Shipping Details\*\*\*\*\*

Name: Colin Judd  
Address:  
21 Waverley Road  
Bromley  
Kent

UK  
BR2 9TG  
Phone No: 020 8111 1111  
E-mail : colinjud@datainformationservices.com

\*\*\*\*\*WorldPay Details\*\*\*\*\*

Billing Address:  
21 Waverley Road  
Bromley  
Kent  
UK  
BR2 9TG  
United Kingdom

transId =31790478  
countryMatch=Y  
AVS Code=2222

Data Information Services Limited can configure the Delivery Charge and timescales of delivery to suit you.

Your customer gets a confirmation email, and an email from Worldpay confirming payment if their transaction has been validated, or a rejection from Worldpay if there is a problem with payment. Only authorised orders are added to the Superstore ordering system.

A complete history of all orders is stored on the web site, and you can view your credit card receipts at any time on the Worldpay site.

An administration section allows you to set up your account customers, including password and discount, where applicable. You can block a customer from ordering on account at any time, and you are under no obligation to ship goods until you are satisfied you will receive payment.

Worldpay gives you an online system for refunding credit card payments.

Your standard terms and conditions are set up on the shop for your customers to view at any time, for example, your returns and re-stocking policies.

An "Application for Account" form can also be set up on the shop, customer fill in their details and submit the form to you via email.

Digital pictures of items can also be stored on the web site against the product code, so your customer can look at the item to ensure it is the correct one before purchasing. Please note, the photographs must be your own, they cannot be taken from any other sources without the express permission of the owners of that source.

Sophisticated statistics are available to show you the number of hits and visits to your site, the most popular pages and how many search engines are finding your site.

We can also help you in getting your site better recognised by the search engines, although this is not included in the standard package.

We offer a maintenance contract that means the prices on the Superstore are updated whenever a manufacturer changes their published prices.

