

Kentico CMS 7.0 E-commerce Guide

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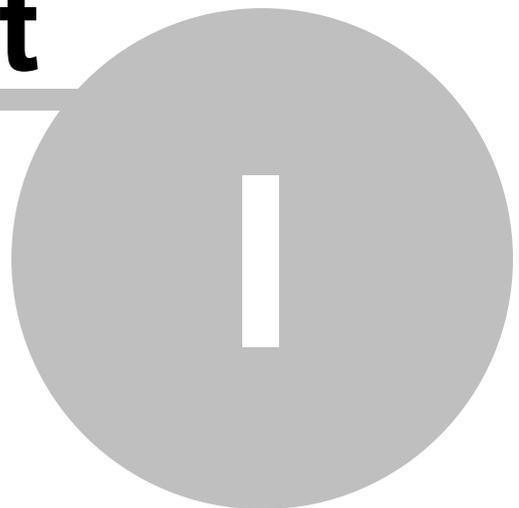
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Introduction

1 Introduction

1.1 About this guide

This guide contains information about the E-commerce solution features of Kentico CMS, offering you a full-featured E-commerce platform based on this CMS system. It will guide you through the basics of all the E-commerce features and explain how your website can benefit from using them. It will also navigate you through the related sections of the user interface and provide step-by-step examples that can be tried out in order to get hands-on experience and see how they behave in real-world scenarios.

To be able to understand the content of this guide, it is highly recommended to be already familiar with the basics of Kentico CMS. If you are completely new to Kentico CMS and have no previous experience with it, we recommend you to go through [Kentico CMS Tutorial](#) before proceeding further in this guide.

In the [E-commerce features](#) topic, individual features are listed with links leading to their dedicated chapters. Before going through the related step-by-step examples and trying out their functionality on your Kentico CMS instance, it is recommended to [install the sample E-commerce Site](#) and [configure your on-line store settings](#) to enable these features. It is also recommended to see the [E-commerce user interface](#) topic in order to get familiar with the sections of the user interface where the E-commerce features are located.

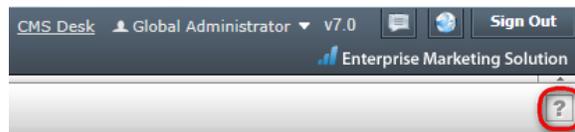


Please note

Built-in Context Help

Basic documentation of particular sections of the system's user interface can be found in [Kentico CMS Context Help](#). It is useful in case that you need a quick explanation of the currently used functionality.

If you click the  icon in the top right corner of each UI screen, you get redirected to the appropriate Context Help page which describes the current UI screen. The Context Help is embedded in the web project, so you don't even need to have Internet connection to view it.



1.2 E-commerce features

The E-commerce solution allows your on-line store customers purchasing via the integrated shopping cart, checking the status of their orders, subscribing to newsletters, etc.

Site owners are given tools for managing orders, shipping and payment options, product or manufacturer lists and much more.

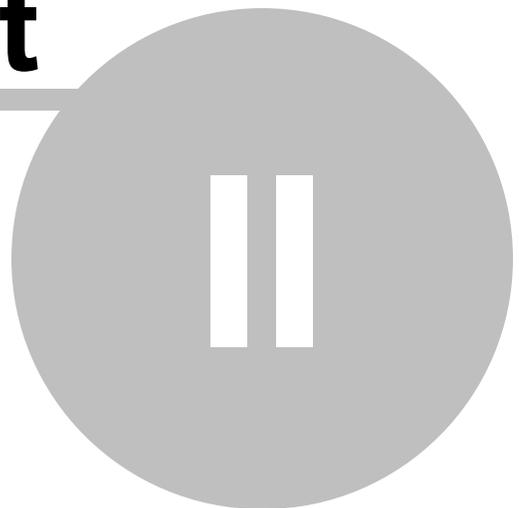
Among the features offered by the E-commerce solution you can find:

- [Departments](#) - allows to manage departments to organize the products and services that you offer in your on-line store.
- [Products](#) - allows to manage products and services offered in your on-line store.
- [Product options](#) - allows to manage options added to the offered products and services.
- [Product image galleries](#) - allows to create galleries of the offered articles. For example, you can present your customers with featured images of a given article.
- [Product categories](#) - allows to sort products based on topic-related groups.
- [Multilingual products](#) - allows to offer products in multiple language versions.
- [Product workflow](#) - allows to set up a reviewing and approval process to ensure quality of content and design.
- [Multiple currencies and exchange rates](#) - allows your on-line store customers to make orders in currencies different from the main currency.
- [Configurable tax calculation based on country and state](#)
- **Discounts** - in Kentico CMS you can grant your on-line store customers the following types of discount:
 - [Discount coupons](#)
 - [Discount levels](#)
 - [Volume discounts](#)
- [Customers](#) - allows to manage customers who purchase the products offered in your on-line store.
- [Orders](#) - allows to manage orders of the offered products.
- [Site-specific and global data](#) - the concept allows you to use both site-specific objects available on the respective sites only and global objects shared across all your sites.
- [Reports and statistics](#) - the feature allows to view reports and statistics related to your on-line store.
- [Custom providers](#) for alternative shipping and tax calculations.
- [Custom checkout process](#) - allows to customize the checkout process.
- [Built-in payment gateways](#) such as PayPal and Authorize.NET are supported.
- [Custom payment gateways](#) support allows to integrate your own payment gateways.
- [Mobile device support](#)

From this topic you can also navigate to an [introductory chapter](#) focused on gaining your first experience with the E-commerce solution and to general chapters dedicated to your on-line store:

- [Configuration](#) - learn how to set up your on-line store and perform all necessary configurations to start your e-business.
- [Management](#) - learn how to manage E-commerce solution objects.
- [Security](#) - the section describes the security features of the E-commerce solution.
- [Customization](#) - outlines the possibilities of E-commerce solution features customization.

Part



Getting started

2 Getting started

2.1 Overview

This chapter will help you [install](#) your sample E-commerce site, containing all E-commerce solution features described further in this guide. Besides, the chapter describes in which parts of the Kentico CMS [user interface](#) these features can be found and you will also learn about the CMS system's [mobile device](#) support.

2.2 Installing the sample E-commerce site

Examples in this guide are based on the sample **E-commerce Site**. It is therefore recommended to have this website installed in order to try out the examples in practice. This topic provides information on how to install the website and is divided into two parts, depending on if you already have Kentico CMS installed (but without the E-commerce Site), or if you are performing a completely new installation.

New Kentico CMS installation

Installation of Kentico CMS is fully described in [Developer's Guide -> Installation and deployment](#). The following points sum up which steps need to be taken in order to perform the installation and provide links to the relevant topics in that chapter of the Developer's Guide:

1. Launch *KenticoCMS_<version>.exe* and follow the instruction in [Installation procedure -> Setup \(KenticoCMS.exe\)](#).
2. Once the setup finishes, launch *Kentico CMS Web Installer* and follow the instructions in [Installation procedure -> Web installer](#).
3. When the *Web Installer* is finished, access the URL of the new website. The first step of the **Database Setup** will be displayed. Follow the instructions in [Installation procedure -> Database setup](#), until you reach the **Starter Site** step (the number of the step may vary). In this step, select the **Choose starter site** option and choose the **E-commerce Site** sample site. Click **Next** to continue.

Step 4 - Starter Site



SQL Settings → Database → **Starter Site** → Finish

Choose starter site

E-commerce Site



This is a ready-to-use web template for your on-line store. It's also used as a showcase of [Kentico CMS E-commerce solution](#) capabilities. Replace its sample data with your own and start your on-line business without any development or modify the template to match your specific requirements. It's the suitable choice for both users who are new to Kentico CMS and advanced users.

Personal Site



This is a web template for a sample Personal site. Several Kentico CMS features, such as blogs, forums and photo galleries, are included. It can be used as a cornerstone for the custom personal site development. The template uses

Continue to the New site wizard
 Import existing Kentico CMS website

[?](#) [Next >](#)

4. Wait until the **Database Setup** finishes importing the site. Once finished, the **Finished** step will be displayed. Click the **Continue to the new website** link highlighted in the screenshot below.

Step 6 - Finished

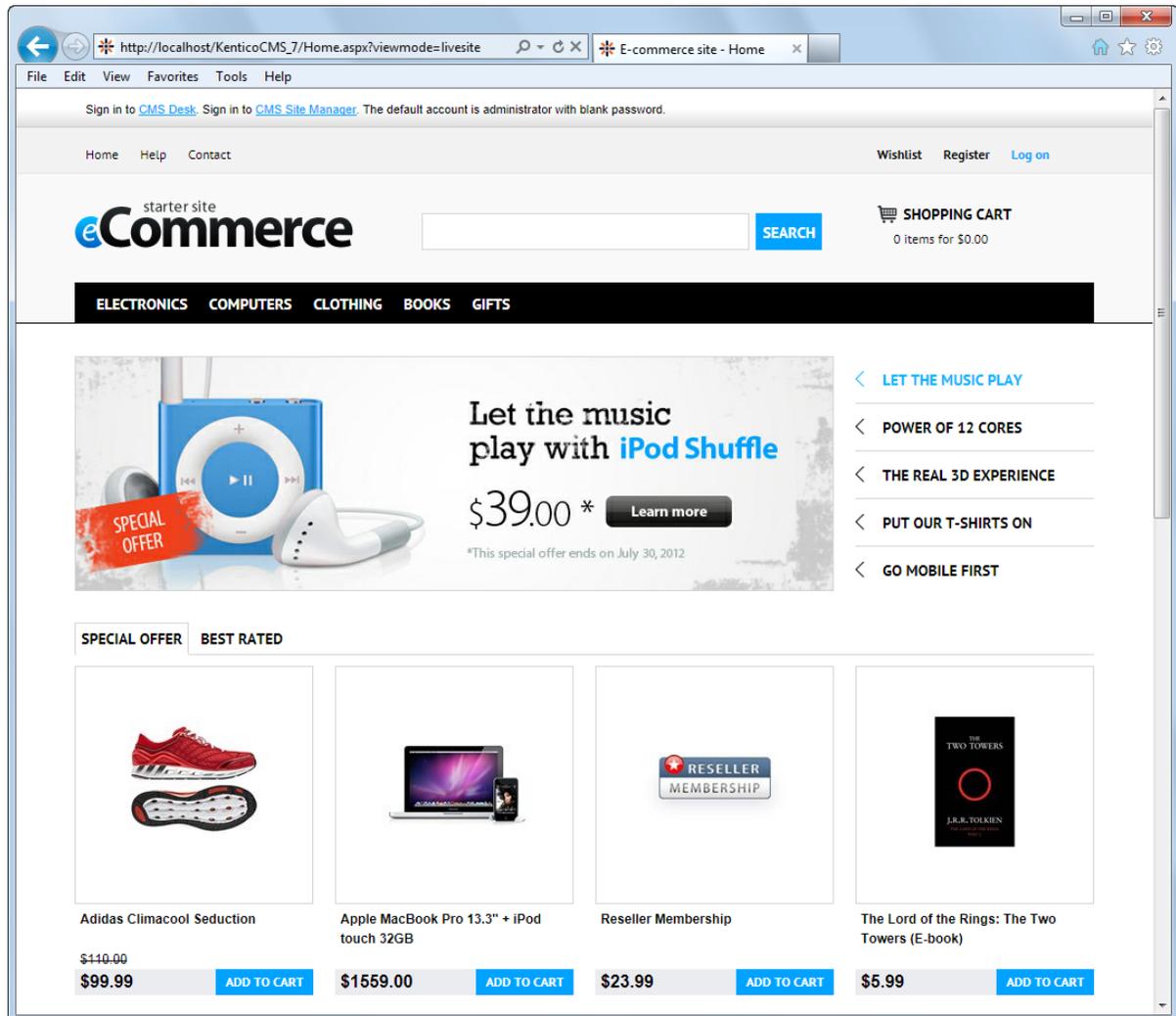


SQL Settings → Database → Starter Site → **Finish**

The site has been created successfully.

[Continue to the new website](#)

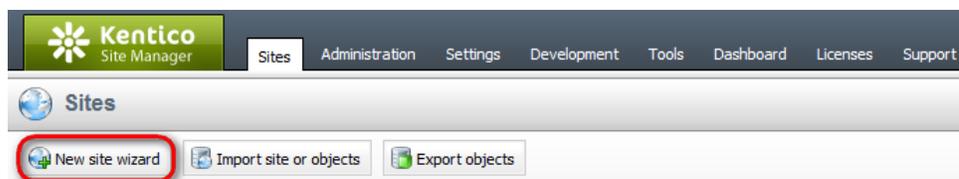
5. You will be redirected to the **Home** page of the website.



Existing Kentico CMS installation

If you already have Kentico CMS installed, but without the sample E-commerce Site, you can add it using the [New site wizard](#).

1. Log on to **Site Manager** and on the **Sites** tab click  **New site wizard**.



2. In the first step of the wizard, choose the **Use website template** option and click **Next**.

Step 1

Choose default website

If you choose to create a blank site, the wizard will guide you through the process of creating a new site. If you choose to use a template, you will be able to choose one of the predefined website templates.

Create a new site using a wizard

Use website template

Next >

3. In **Step 2**, choose **E-commerce Site** from the list of available website templates and click **Next**.

Step 2

Choose website template

Choose the predefined website template that will be used for your new website. The website template may contain site structure, design, basic content, new document types and other settings.

Corporate Site

This is a web template for a general corporate site. It's used as a showcase of Kentico CMS capabilities and it can be used as a starting site that you modify as needed. It uses the portal engine and it's the recommended choice for developers who are new to Kentico CMS.

E-commerce Site

This is a ready-to-use web template for your on-line store. It's also used as a showcase of [Kentico CMS E-commerce solution](#) capabilities. Replace its sample data with your own and start your on-line business without any development or modify the template to match your specific requirements. It's the suitable choice for both users who are new to Kentico CMS and advanced users.

Personal Site

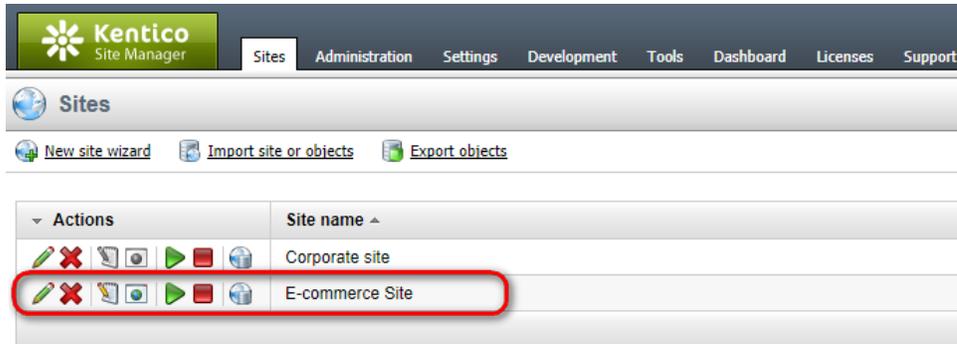
This is a web template for a sample Personal site. Several Kentico CMS features, such as blogs, forums and photo galleries, are included. It can be used as a cornerstone for the custom personal site development. The template uses the portal engine and it is the recommended choice for developers who are new to Kentico CMS.

Community Site

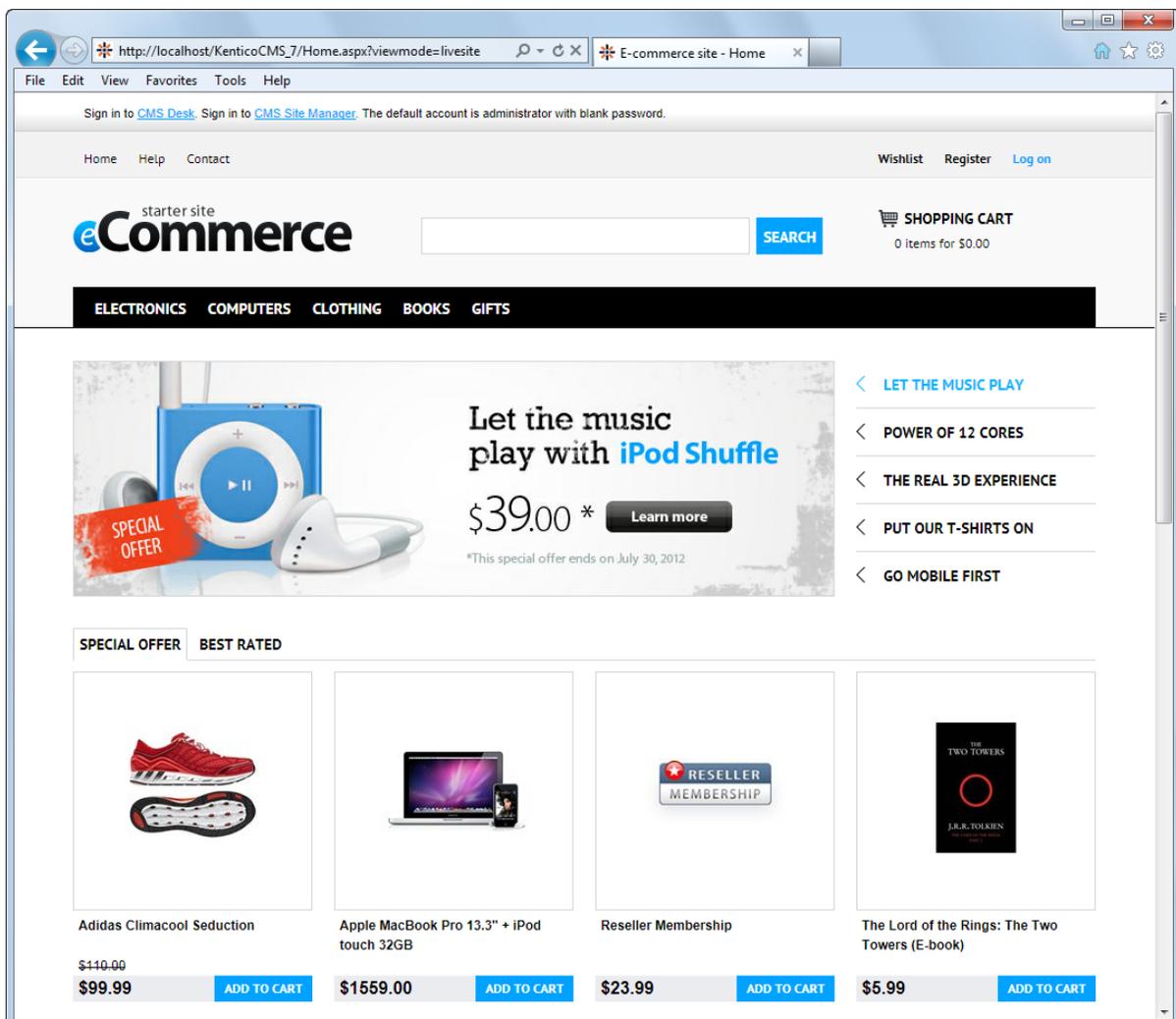
This is a web site template for a sample community site. Social networking features of Kentico CMS are used on the site to

< Previous Next >

4. Go through the rest of the wizard as described in [Developer's Guide -> ... -> New site wizard -> Website template](#). It is recommended to leave the default settings unless you really need to change them according to your specific requirements. Once the wizard finishes, you should see the website present in the list of websites in **Site Manager -> Sites**.



5. Log out of the administration interface (use the **Log out** button at the top right corner of the UI). You will be redirected to the **Home** page of the website.

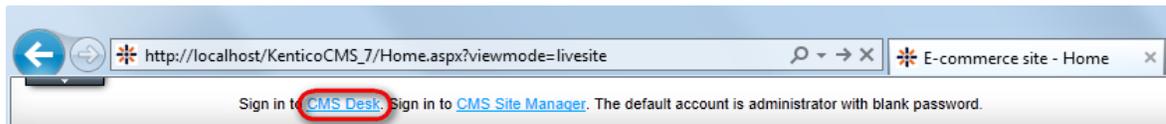


2.3 E-commerce user interface

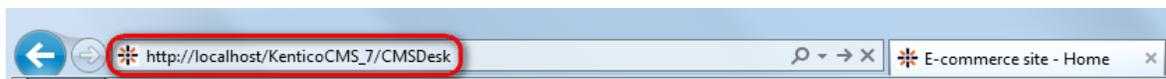
Once you have Kentico CMS and the sample E-commerce Site installed, it is a good idea to get familiar with the parts of Kentico CMS user interface where the E-commerce solution features are located.

Getting familiar with the UI

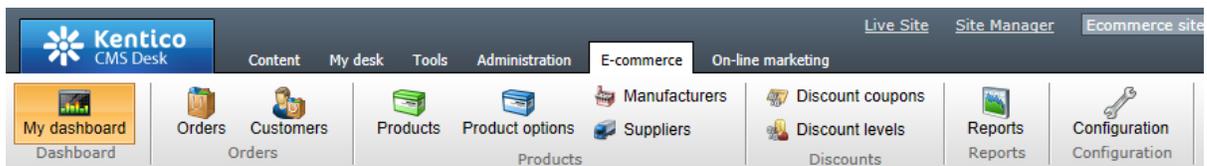
1. To get started, log on to **CMS Desk**. This can be done either by clicking the **CMS Desk** link in the header of the sample E-commerce Site ...



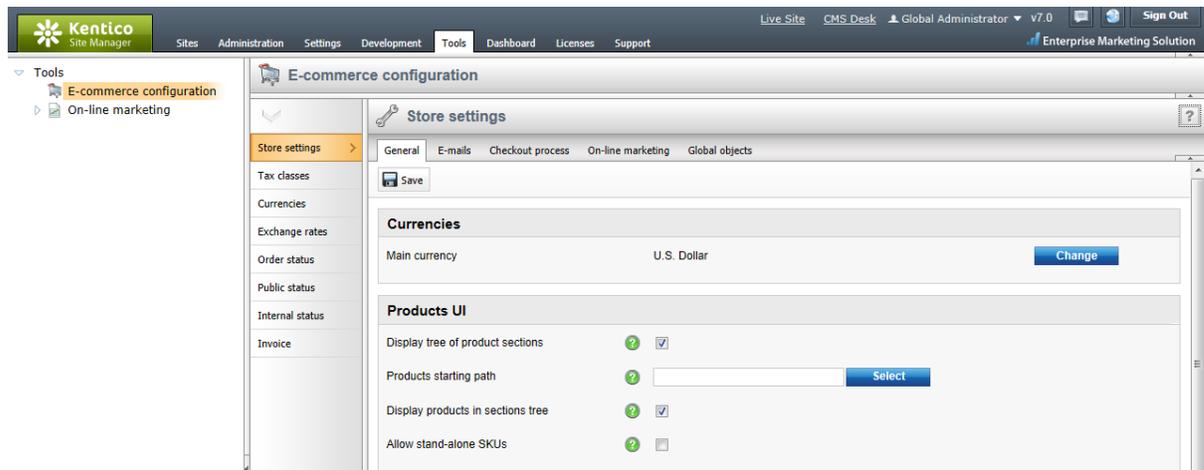
... or by directly entering an address in the following format into your browser's address bar: **http://<website domain>/cmsdesk**



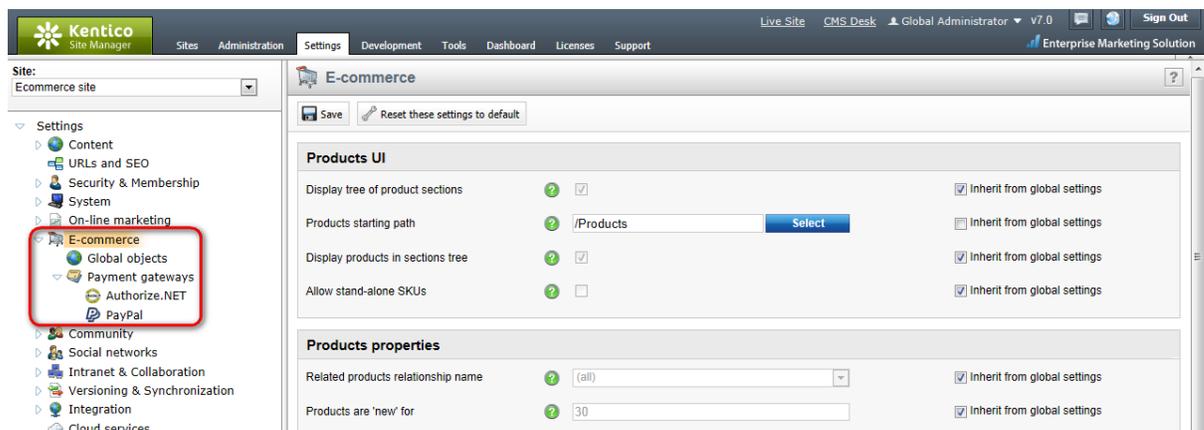
2. Once in **CMS Desk**, navigate to the **E-commerce** tab, which is the main E-commerce solution user interface encapsulating all its main features. You can access the features, i.e. Orders, Customers, Products, etc., using the ribbon at the top of the screen.



3. The above mentioned interface is site-specific, which means that it provides functionality related only to the website currently edited in CMS Desk. However, in **Site Manager -> Tools -> E-commerce configuration** you can perform global configuration of the whole E-commerce solution. Please refer to the [Multisite store](#) chapter for more details.



4. Besides, there are a number of settings that can modify behavior of the E-commerce solution features. These settings can be adjusted in **Site Manager -> Settings** and are located under the **E-commerce** settings category highlighted in the screenshot below.

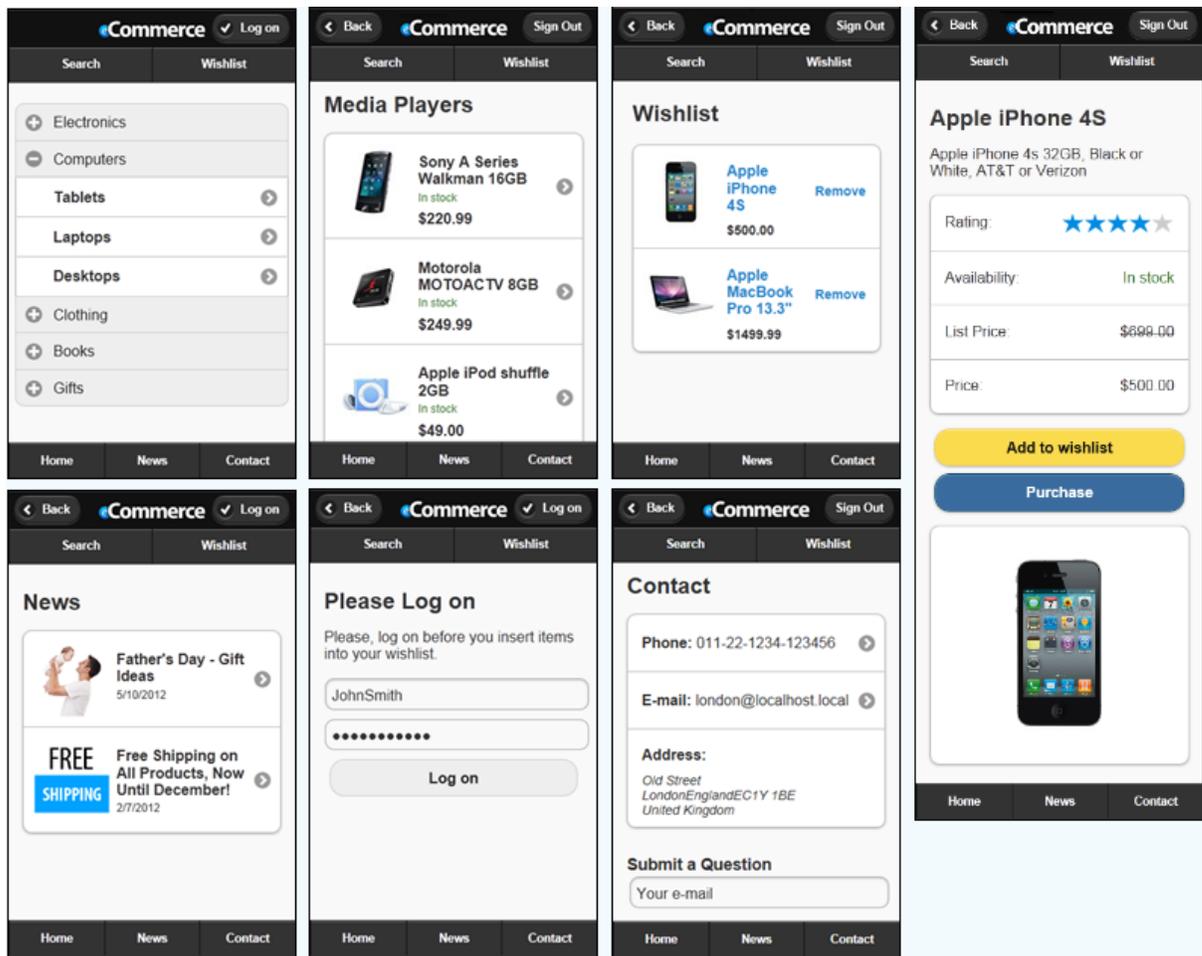


5. Now go to **CMS Desk**, switch to the **E-commerce** tab and click the **Products** button. This is where all [products](#) defined in your on-line store are listed. If you need to manage any of them, click the **Edit** (✎) icon on the corresponding line.

6. Finally, navigate to **CMS Desk -> Content -> Edit** and expand the content tree. As you can see, the **Products** section's structure corresponds to the structure depicted in the previous screenshot. This means that you can edit the products offered in your on-line store also in this part of the administration interface.

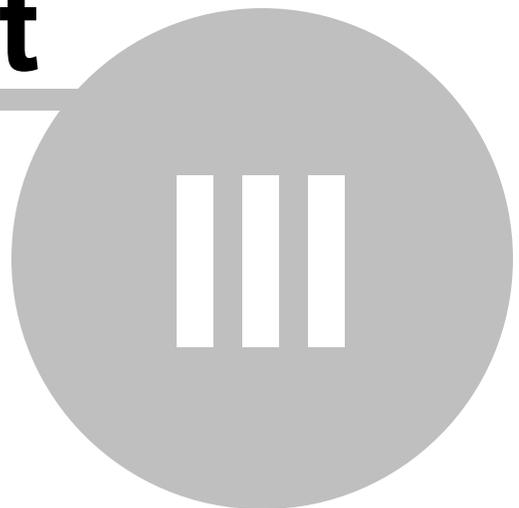
2.4 Mobile device support

The number of visitors who access websites using their mobile devices has risen dramatically over the last few years. With Kentico CMS, you are well prepared for this challenge as your on-line store website supports all commonly used mobile platforms, such as Android, Symbian, Blackberry, etc.



You can find further details in the **Going mobile** section of the [Kentico CMS 7: New E-commerce Starter Site](#) blog post.

Part



Configuring your store

3 Configuring your store

3.1 Overview

When you start using the **E-commerce solution**, it is recommended that you configure it in the following order:

1. Configure the use of **site-specific and global objects** and **site-specific and global settings** that will be used in your multisite store (in case you plan to work in a multisite environment). More details can be found in the [Multisite store](#) chapter.
2. Configure other **E-commerce solution settings**. More details can be found in the [Settings](#) chapter.
3. Perform **additional configuration tasks** such as [checkout process](#), [payment gateways](#), [invoices/receipts](#) and [multilingual store](#) configuration.
4. Create and set up the **E-commerce solution features** (unless you have done so already). More details can be found in the [Managing your store](#) chapter.

3.2 Multilingual store

Kentico CMS allows you to have your website content translated into multiple languages. In a multilingual store this typically applies to [products](#), which may have separate language versions. Individual cultural versions of your on-line store content may be displayed to the [customers](#) automatically based on various settings, and the users of your website can also switch between individual languages manually using dedicated [web parts](#).

If multilingual support is enabled in your on-line store, you can see a dedicated section with language selection options above the [product sections tree](#). Using the options, you can switch between particular language versions of the currently selected section or product. Besides, the **Languages** column in the list of products indicates which cultural versions are currently available on the website.

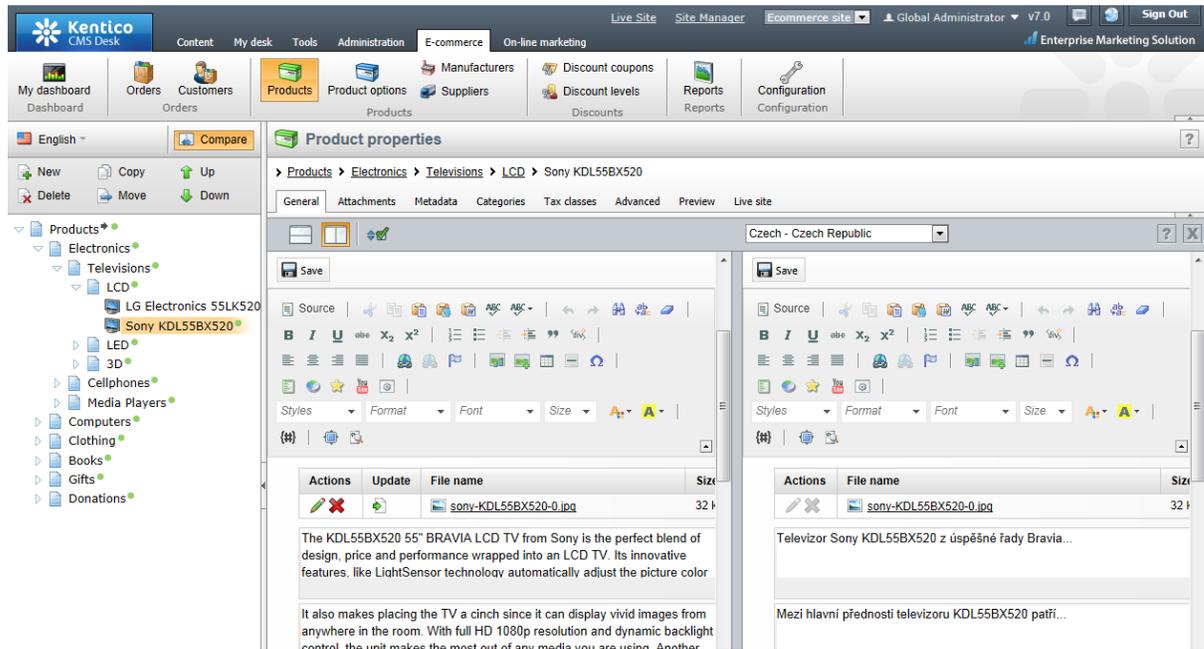
The screenshot shows the Kentico CMS interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The main content area displays the 'LCD' section properties. A table lists products with columns for 'Actions', 'Product name', 'Number', 'Price', 'Stock', 'Status', 'On sale', and 'Languages'. The 'Languages' column shows flags for different language versions.

Actions	Product name	Number	Price	Stock	Status	On sale	Languages
	LG Electronics 55LK520		\$1349.99	14	Yes	Yes	
	Sony KDL55BX520		\$1349.99	18	Yes	Yes	

You can also click the **Compare** () button to switch to the [language version comparison](#) mode and edit language versions side-by-side. However, currently only product fields in [General tab](#) -> **Custom**

properties (except for those added to the *Ecommerce - SKU* table), along with the following product fields in **General tab -> General** can be localized (and also the **Section name** field when editing a product section):

- **Product name**
- **Short description**
- **Description**



Please note that only a product created the recommended way (i.e. created as SKU + associated product type document) can be localized. This means that a separate product object (i.e. [stand-alone SKU](#)) cannot have different language versions.

For further details concerning the use of multilingual content in Kentico CMS, please refer to the [Multilingual content](#) chapter in the Content management section of the Developer's Guide.

3.3 Multisite store

3.3.1 Overview

Kentico CMS allows you to use in your on-line store both site-specific objects available for the respective sites only and global objects shared across all your sites. This approach not only gives you more flexibility but is also highly effective in multi-site environment, e.g. when hosting several e-commerce sites for different customers.

To learn how to allow global data on the given site, please refer to the [Enabling the use of global objects](#) topic.

Security matters related to your E-commerce package site separation are described in the [Security](#) topic.

In the E-commerce solution, there are three groups of objects available for a particular site from the point of view of site separation:

- **Objects with both site and global option** include objects which can be used either as site-specific or site-specific together with global. Further details can be found in the [Site and global data](#) topic.
- **Objects with only site or global option** include objects which can be used only separately, either as site-specific or global. Further details can be found in the [Site and global configuration](#) topic.
- **Objects with special cases** include objects which cannot be put into either of the above groups. Further details can be found in the [Special cases](#) topic.

Before you start configuring and using global data in your on-line store, you should learn what basic E-commerce solution configuration [scenarios](#) are available with regard to site separation.

3.3.2 Basic configuration scenarios

This topic describes basic E-commerce solution configuration scenarios with regard to site separation. There are three such scenarios:

Single site (on-line store)

Typically, if you have only one on-line store, you should always use site data only. It helps you build other on-line stores in the future without any problem.

Multiple sites (on-line stores)

This scenario concerns multiple sites (on-line stores) which are owned and managed by a single organization. Typically, there is a need for global data which should be shared across all sites. The set of settings for [objects with both site and global option](#) and [objects with only site or global option](#) covers all typical scenarios for the usage of global data.

Multiple sites (on-line stores)

This scenario concerns multiple sites (on-line stores) which are owned and managed by different organizations. Typically, global data cannot be used because of the different owners of the on-line stores. Therefore, each site should be configured to use site data only.

3.3.3 Enabling the use of global objects

Here you will learn how certain [authorized](#) users can enable the use of global objects for the E-commerce solution. There are three options to perform this task:

Site Manager -> Settings

You can navigate to **Site Manager -> Settings**. Using the **Site** drop-down list select (*global*) to perform the configuration globally or choose one of the available sites to perform configuration for this particular site only. Then choose **E-commerce -> Global objects** from the settings tree and mark the checkboxes next to objects which should be used as global objects. Click  **Save**. For general information on how to configure settings in Kentico CMS, please refer to [Developer's Guide -> Website settings](#).

The screenshot shows the 'Global objects' configuration page in the Kentico Site Manager. The page is divided into two main sections:

- Allow global objects for:** This section lists various e-commerce objects with checkboxes to enable them. All objects in this section have the 'Inherit from global settings' checkbox checked.

Object	Help	Enabled	Inherit from global settings
Products	?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Product options	?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Manufacturers	?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Suppliers	?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Discount coupons	?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Discount levels	?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Departments	?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Shipping options	?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Payment methods	?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
- Use global settings for:** This section lists objects where global settings can be used. Most have the 'Inherit from global settings' checkbox checked.

Object	Help	Enabled	Inherit from global settings
Tax classes	?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Currencies	?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Exchange rates	?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customers credit	?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Order statuses	?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Public statuses	?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Internal statuses	?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invoice	?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Site Manager -> Tools

You can perform this configuration also in **Site Manager -> Tools -> E-commerce configuration -> Store settings** on the **Global objects** tab. You need to mark the checkboxes next to objects which should be used as global objects and click **Save**.

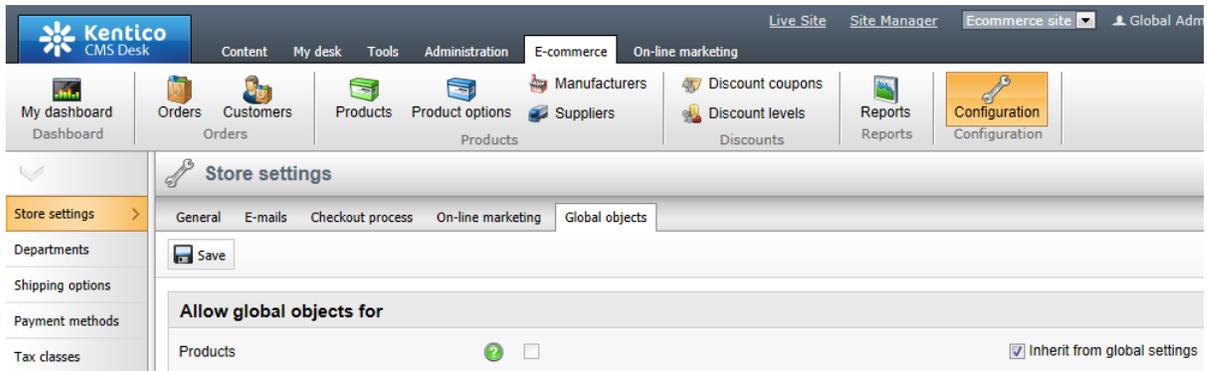
Please note that only global configuration can be performed from this part of the administration interface; i.e. you cannot select a site here. The system thus behaves as if you selected (*global*) from the **Site** drop-down list in **Site Manager -> Settings**.

The screenshot shows the 'E-commerce configuration' page in the Kentico Site Manager, specifically the 'Store settings' section. The 'Global objects' tab is selected, showing a list of objects with checkboxes. The 'Products' object is highlighted, and its checkbox is checked.

CMS Desk -> E-commerce

The third option is to navigate to **CMS Desk -> E-commerce -> Configuration -> Store settings**. Here, you need to switch to the **Global objects** tab and mark the checkboxes next to objects which should be used as global objects.

As you are now performing configuration for a particular site, you can optionally enable inheriting of the settings for the given objects from the global settings. This can be done using the **Inherit from global settings** checkboxes; more details can be found in the [Website settings](#) chapter of the Developer's Guide. Click  **Save** to save the configuration.



The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu has 'E-commerce' selected. The 'Store settings' page is open, with the 'Global objects' tab active. A 'Save' button is visible. The 'Allow global objects for' section shows 'Products' with a checked checkbox and a green question mark icon. The 'Inherit from global settings' checkbox is also checked.

Marking the checkboxes in the **Allow global objects for** category allows global objects which can be used together with the site-specific objects.

Marking the checkboxes in the **Use global settings for** category results in allowing global objects which need to be used separately from their site-specific counterparts.



Please note

Global objects can use data from other global objects only. When editing a global object, only global data is thus available in its editing interface, regardless of the global objects settings for the given site. For example, a global product can be in a global department only and it can have only a global manufacturer, a global supplier, etc. assigned. Also the price of a global product is set in the global currency.

3.3.4 Site and global data

Included are objects which can be used on a particular site either as site-specific objects or as a combination of site-specific and global objects. The following objects belong to this group:

- [Products](#)
- **Product options**
- **Manufacturers**
- **Suppliers**
- **Discount coupons**
- [Discount levels](#)
- **Departments**

- Shipping options
- Payment methods

1. If global objects belonging to this group are [allowed](#) for the current site, the **Site** drop-down list with the following options is available on the object page:

- **(global and this site)** - both global and current site data is listed; global objects are marked Yes in the **Is global** column. The option does not allow to create a new object and the button to create one is disabled.
- **(global)** - only global data is listed. The option allows [authorized users](#) to create a new global object.
- **current site** - only current site data is listed. The option allows users to create a new site-specific object; the default option.

The screenshot shows the Kentico CMS E-commerce interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu has 'Manufacturers' selected. Below the menu, the 'Site' dropdown is set to '(global and this site)'. The 'New manufacturer' button is disabled with the text 'Please select (global) or a specific site to create an item.'. The 'Name' field is set to 'LIKE'. Below the form is a table of manufacturers:

Actions	Name	Important	Enabled	Is global
	Acer	No	Yes	Yes
	Adidas	No	Yes	No
	Apple	Yes	Yes	No
	ASUS	No	Yes	No

2. If global objects belonging to this group are not allowed for the current site, the **Site** drop-down list is hidden and only current site-specific objects are listed.

The screenshot shows the Kentico CMS E-commerce interface. The top navigation bar is the same. The 'Manufacturers' page is shown with the 'Site' dropdown hidden. The 'New manufacturer' button is now enabled. The 'Name' field is set to 'LIKE'. Below the form is a table of manufacturers:

Actions	Name	Important	Enabled
	Adidas	No	Yes
	Apple	Yes	Yes
	Asus	No	Yes
	BlackBerry	No	Yes

Products

If global [products](#) are allowed for the current site, the **Products** drop-down list allows you to filter and view global products, current site products or a mix of global and current site products. However, if global products are not allowed for the current site, only products created on the current site can be viewed.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', 'E-commerce site', and 'Global Administrator'. The main menu has 'Products' selected. The left sidebar shows a tree view with 'Stand-alone SKUs' and 'Products' (with sub-items: Electronics, Computers, Clothing, Books, Gifts, Donations). The main content area is titled 'Products' and shows 'Section properties'. The 'Products' dropdown is highlighted with a red box, showing the option '(global and this site)' selected. Below it, the 'Department' dropdown is set to '(all my departments)'. There are 'Show' and 'Reset' buttons. At the bottom, a table shows product details for 'A Game of Thrones A Son of Ice and Fire: Book' with columns for Number, Price, Stock, Status, On sale, and Global.

If you decide to [add](#) a new product (by clicking the **New** button and choosing the appropriate [product type](#) from the **Product types** list), you can choose from the following SKU (product object) binding options:

- **Create a new SKU (recommended)** - creates a new site-specific SKU; the recommended option.
- **Create a new global SKU** - creates a new global SKU.
- **Use an existing SKU** - if you choose this option, the *Select* button is displayed allowing you to use an existing SKU. Click the button and then select the required SKU (site-specific or global) from the *Select product* dialog.

The screenshot shows the 'New product' dialog box. The breadcrumb navigation is 'Products > Computers > Tablets > New product'. There are 'Save' and 'Save and create another' buttons. Below is a rich text editor toolbar. The 'SKU binding' section is highlighted with a red box and contains three radio button options: 'Create a new SKU (recommended)', 'Create a new global SKU', and 'Use an existing SKU'.

Discount levels

If global [discount levels](#) are allowed for the current site, you can assign a registered [customer](#) both a discount level defined for the current site only and a global discount level (if defined) using the **Global discount level** and **Discount level on this site** drop-down lists. This can be done while editing the given customer on the **General** tab in the **Registered user info -> Discounts** section.

Please note that if both the selected levels apply to a given product (i.e. if they apply to a [department](#) responsible for this product), the site-specific level will be used for the price of the product to be reduced.

The screenshot shows the Kentico CMS 7.0 E-commerce interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'E-commerce site'. The main menu has categories like 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' menu is expanded, showing options like 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'.

The 'Customer properties' form is displayed for 'Streams, Ltd.'. It has tabs for 'General', 'Addresses', 'Orders', 'Credit', and 'Newsletters'. The 'General' tab is active, and a 'Save' button is visible. The form is divided into several sections:

- General info:** Fields for First name (James), Last name (Graham), Company (Streams, Ltd.), Organization ID (123-ST-5689), Tax registration ID (888), and Country/state (United Kingdom).
- Contacts:** Fields for E-mail (james.graham@example.com), Phone (+440608778522), and Fax (+440222741258).
- Registered user info:** Login section with User name (JamesG), an 'Edit' button, and an 'Enabled' checkbox. Preferred settings include currency (Euro), payment method (Credit Card - Authorize.NET), and shipping option (DHL).
- Discounts:** A section highlighted with a red box, containing 'Global discount level' (V.I.P.) and 'Discount level on this site' (Gold Partners).

3.3.5 Site and global configuration

Included are objects which can be used on a particular site only separately, either as site-specific objects or as global objects. The following objects belong to this group:

- Tax classes
- Currencies
- [Exchange rates](#)
- Customers credit
- Order statuses
- Public statuses
- Internal statuses
- Invoice

1. If global settings for objects belonging to this group are [used](#) on the current site, only global objects

are listed.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu has categories like 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' menu is expanded, showing options like 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Tax classes' section is active, displaying a table with one entry: 'Sales tax'. The 'Copy from global' button is not visible.

2. If global settings for objects belonging to this group are not used on the current site, only site-specific objects are listed. Besides, the **Copy from global** button is visible, enabling you to copy global settings for the given object.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu has categories like 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' menu is expanded, showing options like 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Tax classes' section is active, displaying a table with two entries: 'Sales tax' and 'Value added tax'. The 'Copy from global' button is visible and highlighted with a red circle.

On condition that a site-specific object with the same code name like a corresponding global object exists, the site-specific object is updated with global data if you are copying from global settings. If a site-specific object has no such counterpart among global objects, it is lost. However, providing there is no dependency on other objects in the system. If this is the case the object is only disabled but remains in the system.

Exchange rates

Only the following combinations of [currency](#) and [exchange rate](#) settings should be applied when configuring your online store:

- **Site settings for currencies + site settings for exchange rates**
- **Global settings for currencies + global settings for exchange rates**
- **Global settings for currencies + site settings for exchange rates**

Kentico CMS allows you to **view prices in different currencies** both in the user interface and on the live site. For this to be possible, **one or two currency conversions are performed** by the CMS system, based on your store configuration.

One currency conversion

One currency conversion **from the [main currency](#) to other currencies**, i.e. from the site main currency to other site currencies or from the global main currency to other global currencies, is performed. Only **one table is displayed** in the user interface.

This regards the following configurations:

- No price-related global objects (i.e. global products, global product options, global discount coupons or global taxes) are allowed on the current site.
- At least one type of such global objects is allowed and global settings for currencies are used on the current site.
- At least one type of such global objects is allowed and site settings for currencies are used on the current site. The global main currency and the site main currency are the same (i.e. both the currencies have the same code names). Please note that this does not apply if the price is converted from global currency XY to site currency XY and site currency XY is not the site main currency (regardless of the currencies' code names).

Two currency conversions

Two currency conversions are performed, the first **from the global main currency to the site main currency** and the latter **from the site main currency to other site currencies**. **Two tables are displayed** in the user interface.

This regards the following configuration:

- At least one type of price-related global objects is allowed and the site settings for currencies are used on the current site. The global main currency and the site main currency are not the same (i.e. the currencies do not have the same code names).

Exchange table properties

› [Exchange tables](#) › 2012-07-03 exchange table

Display name:

Valid from: [Now](#)

Valid to: [Now](#)

Exchange rates:

From global main currency (USD) to site main currency

To currency	Rate value
CZK	<input type="text" value="0.507"/>

From main currency (CZK) to other currencies

To currency	Rate value
CAD	<input type="text" value="19.68"/>
EUR	<input type="text" value="25.39"/>
USD	<input type="text" value="19.73"/>

3.3.6 Special cases

This group includes special objects from the point of view of site separation, which cannot be regarded as [objects with both site and global option](#) or [objects with only site or global option](#). The following objects belong to this group:

- [Orders](#) - are bound to a particular site.
- [Customers](#) - an anonymous customer is bound to a particular site, same as a registered one who is bound through their user's account. This dependency enables registered customers to have preferred [currency](#), [payment methods](#) and [shipping options](#) on different sites. As concerns the customers' credit, [users](#) can use both their global credit and credit bound to a given site. However, these cannot be mixed together, i.e. the customer can pay on the given site either with global credit or with site-specific credit.

3.3.7 Security

Enabling the use of global objects

Only global administrators can enable the use of [global objects](#).

Managing global objects

Only global administrators and users with the **Modify global data** and **Modify global configuration** permissions (see [Developer's Guide -> Development -> Membership, permissions and security -> Permissions](#)) can create, modify and delete global objects.

For more detailed information about these permissions, same as for a comprehensive description of how security is supplied in the E-commerce solution, please refer to the [Security](#) chapter.

3.4 Settings

3.4.1 Overview

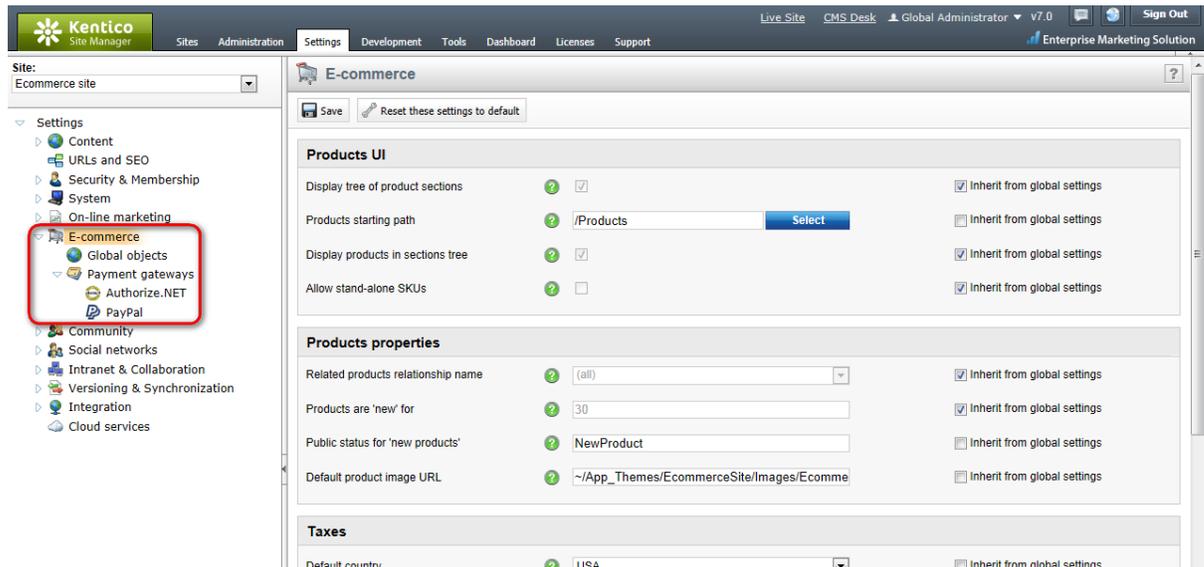
In this sub-chapter, you will learn about settings which influence and modify the behavior of your on-line store. These settings can be adjusted in the **Site Manager -> Settings** section of the system's user interface. Here, they are located in the **E-commerce** settings category and its sub-categories. Please note that E-commerce solution settings can be configured also from alternative locations. You can find a detailed description of how and where this configuration can be done in the [Site settings](#) topic.

You will also learn how to further modify functionality of the module by adding and setting keys in the *appSettings* section of your project's *web.config* file, as described in detail in the [Web.config settings](#) topic.

3.4.2 Site settings

To adjust your on-line store settings, navigate to **Site Manager -> Settings** and from the settings tree select the **E-commerce** category. Depending on your selection in the **Site** drop-down list, you can either adjust the settings for a particular website, or globally if the (*global*) option is selected. [Global settings](#) can be inherited by individual sites if the **Inherit from global settings** check-box next to a

site-specific setting is enabled.



Alternatively, you can set these settings also in [CMS Desk](#) or in [Site Manager -> Tools](#) with the exception of **Payment gateways** settings, which cannot be set from those alternative locations.

E-commerce

Here you can set the following E-commerce solution settings:

Products UI

- **Display tree of product sections** - indicates whether the tree of product sections is displayed in the products administration UI. If the sections tree is hidden, only stand-alone SKUs can be created from the products administration UI. Otherwise, a complete product (i.e. an SKU with its document representation in the sections tree) can be created.
- **Products starting path** - a path within the content tree where the subtree of product sections starts, e.g.: */Products*. This subtree is then displayed in the products administration UI. However, the setting has no effect if the sections tree is hidden. Please refer to the *Display tree of product sections* setting for more details.
- **Display products in sections tree** - indicates if products should be displayed in the product sections tree. This setting has no effect if the sections tree is hidden. Please refer to the *Display tree of product sections* setting for more details.
- **Allow stand-alone SKUs** - indicates whether it is possible to create stand-alone SKUs (i.e. SKUs without their document representations in the sections tree). If so, the stand-alone SKUs node is displayed in the product sections tree in the products administration UI. This setting has no effect if the sections tree is hidden. Please refer to the *Display tree of product sections* setting for more details.

Products properties

- **Related products relationship name** - the name of the relationship which is used for defining related products. If you leave the default option, i.e. *(all)*, the user can choose from all relationships defined on the given site when adding related products. This gives them the possibility to use more

than one type of relationship among products.

- **Products are 'new' for** - the number of days for which created products are marked as *New products* in the store. The days are counted based on the product's *In store from* property.
- **Public status for 'new products'** - a product public status indicating that the respective product has been evaluated as new. Any product may be marked with this status automatically based on the *Products are new for* setting and *In store from* product property, regardless of the product-specific public status settings. Properties of the status are then used when displaying the product status indicator on the live site.
- **Default product image URL** - the default product image URL (virtual path). This image is used if no image is specified for a given product.

Taxes

- **Default country** - allows to set the default country, choose your country or country where you sell the most. All taxes are applied based on their values in the default country unless the customer specifies their country or state during the checkout process.
- **Apply taxes based on** - indicates whether the taxes are applied based on a shipping or billing address. Taxes related to orders without a shipping address will be calculated based on a billing address, regardless of this setting.

Live site pricing

- **Display price including discounts** - indicates if product prices on the live site are displayed including discounts. This takes effect only for prices that are displayed using the *GetSKUFormattedPrice()* or *GetSKUPriceSaving()* methods.
- **Display price including taxes** - indicates if product prices on the live site are displayed including taxes. This takes effect only for prices that are displayed using the *GetSKUFormattedPrice()* or *GetSKUPriceSaving()* methods.

Accounts

- **Allow anonymous customers** - indicates if customers need to register on your site so that they can make the purchase.
- **Use an extra company address** - indicates if the option of providing a company address is available in the check out process.
- **Require company account information** - indicates if it is compulsory to provide company account information during the check out process.
- **Show Tax registration ID field** - if checked, customer details will contain the tax registration ID field (e.g. VAT registration ID). The field will be displayed also in *My account* on the live site and during the check out process.
- **Show organization ID field** - if checked, customer details will contain the organization ID field. The field will be displayed also in *My account* on the live site and during the check out process.
- **Invoice number pattern** - a pattern used for invoice number generating. The default pattern `{% Order.OrderID%}` is used when left empty. In that case, the invoice number is equal to the ID of the order.

Shipping

- **Weight formatting string** - the format used to display product weight. Use the `{0}` expression to insert the weight into the formatting string.
- **Minimal amount for free shipping** - the minimum order value in the store main currency when the

shipping is not charged.

Pages

- **My account URL** - the URL of the *My account* page (virtual path).
- **Wishlist URL** - the URL of the *Wishlist* page (virtual path).
- **Shopping cart URL** - the URL of the *Shopping cart* page (virtual path).
- **Redirect to shopping cart** - if checked, the user is redirected to the shopping cart content page when the *Add to shopping cart* button is clicked. Otherwise, the user stays on the same page and the product is added to the shopping cart at the background.

E-mails

- **Send e-commerce e-mails from** - an e-mail address from which the E-commerce notification e-mails are sent.
- **Send e-commerce e-mails to** - an e-mail address (e.g. merchant's e-mail address) to which the E-commerce notification e-mails are sent.
- **Send order notification** - indicates if e-mail notifications are sent after an order has been finished and saved. The *E-commerce order notification to customer* e-mail template is used when sending a notification to a customer. The *E-commerce order notification to administrator* e-mail template is used when sending a notification to the administrator.
- **Send payment notification** - indicates if e-mail notifications are sent after the payment has been completed. This is done automatically by the system on condition that the user paid using a payment gateway or if the order changed its status to one with the *Mark order as paid* property enabled (available in *E-commerce* -> *Configuration* -> *Order status* -> *Edit* (✎) *order status*). Besides, a store administrator can manually complete the payment by enabling the *Order is paid* property (available in *CMS Desk* -> *E-commerce* -> *Orders* -> *Edit* (✎) *order* on the *Billing* tab). Please note that the *E-commerce - Order payment notification to customer* e-mail template is used when sending a notification to a customer, whereas the *E-commerce - Order payment notification to administrator* e-mail template is used when sending a notification to an administrator.
- **Send e-products reminder (days)** - the number of days prior to e-product expiration when a notification is sent to the user.
- **Use customer's culture for e-mails** - indicates if e-mails to customers should be sent in the shopping cart culture.

Conversion tracking

- **Registration conversion name** - the name of the conversion that will be logged when a user successfully registers on the website through the checkout process.
- **Registration conversion value** - sets a number that will be recorded as the value of the registration conversion whenever it is logged. The values are cumulative, i.e. when a conversion hit is logged, the specified value is added to the total sum previously recorded for the conversion. You may insert a macro expression into this field to dynamically retrieve a value from the current website context.
- **Order conversion name** - the name of the conversion that will be logged when a user completes an order.
- **Order conversion value** - sets a number that will be recorded as the value of the order conversion whenever it is logged. The values are cumulative, i.e. when a conversion hit is logged, the specified value is added to the total sum previously recorded for this conversion. You may insert a macro expression into this field to dynamically retrieve a value from the current website context, e.g. `{% EcommerceContext.CurrentShoppingCart.TotalPrice %}`.
- **Add to shopping cart conversion name** - the name of the conversion that will be logged when a user adds a product to the shopping cart.

- **Add to shopping cart conversion value** - sets a number that will be recorded as the value of the add to cart conversion whenever it is logged. The values are cumulative, i.e. when a conversion hit is logged, the specified value is added to the total sum previously recorded for this conversion. You may insert a macro expression into this field to dynamically retrieve a value from the current website context, e.g. `{% ShoppingCartItem.UnitTotalPrice %}`.

E-commerce -> Global objects

To learn how to enable and configure E-commerce solution global objects, please refer to the [Enabling the use of global objects](#) topic.

E-commerce -> Payment Gateways -> Authorize.NET

Here you can set the following payment gateway settings:

- **API Login** - allows to set the API login ID for the payment gateway account.
- **Transaction key** - the transaction key obtained from the merchant interface.
- **Use test mode** - gateway behavior depends on test mode settings both in the *CMS administration interface (Site Manager -> Settings)* and in the *Authorize.NET Merchant Interface*. Test mode configuration in the *CMS administration interface* and in the *Authorize.NET Merchant Interface* resulting in the transaction being processed as a test transaction: *ON/ON, OFF/ON, ON/OFF*. Test mode configuration resulting in the transaction being processed as a live transaction: *OFF/OFF*.

For more information please see the [Authorize.NET](#) topic.

E-commerce -> Payment gateways -> PayPal

Here you can set the following payment gateway settings:

- **Business** - the e-mail address used for merchant's PayPal account.
- **Cancel return URL** - the URL to which the buyer's browser is redirected if the payment is cancelled, e.g.: a URL on your website that displays your custom *Payment cancelled* page. By default, i.e. if no such URL is defined, the browser is redirected to a corresponding PayPal webpage.
- **Notify URL** - the URL to which PayPal posts information about the transaction. If set, overrides the settings in PayPal merchant's interface.
- **Return URL** - the URL to which the buyer's browser is redirected after completing the payment, e.g.: a URL on your website that displays your custom *Thank your for your payment* page. By default, i.e. if no such URL is defined, the browser is redirected to a corresponding PayPal webpage.

For more information please see the [PayPal](#) topic.

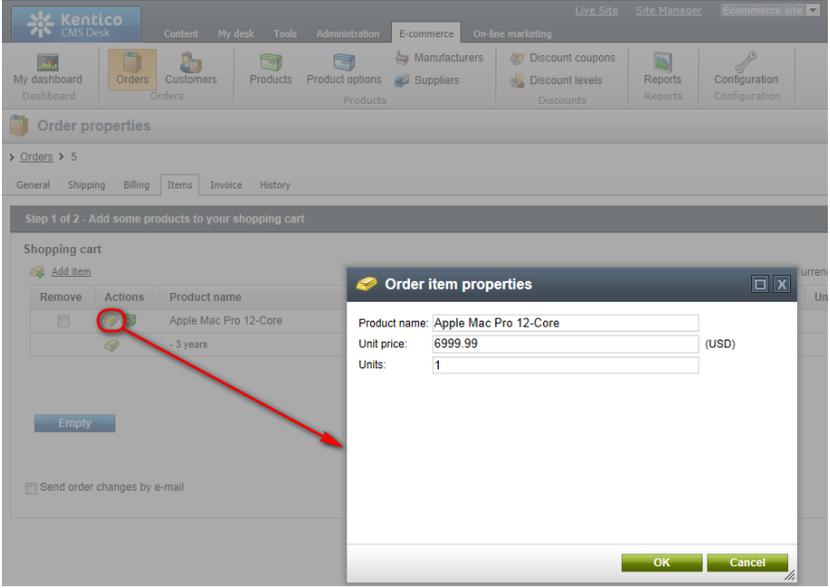
CMS Desk

Settings which influence and modify the behavior of the E-commerce solution on the current site can be configured also in **CMS Desk -> E-commerce -> Configuration -> Store settings**. This part of the administration interface is divided into tabs. Most of the settings can be configured on the **General** tab and the ones related to e-mails, global objects and on-line marketing (i.e. conversion tracking) have their own tabs.

General tab


```
<configuration>
  <appSettings>
    <add key="CMSEnableOrderItemEditing" value="true" />
    .
    .
  </appSettings>
</configuration>
```

The following keys can be set:

<p>CMSUseCurrentSKUData</p>	<p>If set to false (default value), the name and price of an existing order item are used while editing order items.</p> <p>If set to true, the current name and price of a product are used while editing order items.</p>
<p>CMSEnableOrderItemEditing</p>	<p>If set to true and an order is not marked as paid, it is possible to Edit () order item price, name and quantity. Please note that you can make these changes only if the CMSUseCurrentSKUData key is set to false at the same time.</p>  <p>Set to false by default.</p>
<p>CMSUseMetaFileForProductImage</p>	<p>If set to true (default value), the user is asked to choose a product image from the file system on their computer. The product image is uploaded to a server and saved as a metafile of the given product (a product image document of the cms.file type is not created). The path to the given metafile is saved as a product image path (<i>SKUImagePath</i>).</p> <p>If set to false, the user is asked to choose a document of the cms.file type to become a product image. The path to the selected document is</p>

	saved as a product image path (<i>SKUImagePath</i>).
CMSShoppingCartExpirationPeriod	Specifies the number of days after which a shopping cart is considered to be old and is removed by the Deleting old shopping carts task.

Custom web.config settings

You can add your own settings (key and its value) into the **web.config** file. To work with these settings, use methods of the **CMS.SettingsProvider.SettingsKeyProvider** class.

The following example shows how to get the value (type of double) of the key named **MyCustomKey**.

[C#]

```
double value = CMS.SettingsProvider.SettingsKeyProvider.GetDoubleValue
("MyCustomKey");
```

3.5 Checkout process

3.5.1 Overview

The [checkout process](#) in Kentico CMS provides a mechanism that the [customers](#) must go through to purchase [products](#) or services offered in your on-line store. Although the process is fully automatic and no direct involvement by your staff is needed, you have full control over the process. This is because you can define and customize the actual checkout process steps.

The checkout process in Kentico CMS is more intuitive and enjoyable for your customers because it offers, among other features:

- The option to checkout as an anonymous customer or as a registered customer.
- A clear indication of the steps/progress throughout the entire checkout process.
- Retention of information that the customer entered in the previous steps.
- The option to create [custom checkout process steps](#).

3.5.2 Checkout process

In this topic you will learn how to configure the checkout process that the users go through when purchasing in your on-line store.

Configuring the checkout process

The checkout process can be configured in **CMS Desk -> E-commerce -> Configuration -> Store settings -> Checkout process** (or in **Site Manager -> Tools -> E-commerce configuration -> Store settings -> Checkout process**; [global](#) checkout process only). In this section of the administration interface, you can see a list of all currently defined checkout process steps. You can create a new step by clicking the  **New step** button and you can also **Edit** () or **Delete** () the existing steps or change their succession (, ). Besides, you can generate a default process using the  **Generate default process** button or you can generate the process from global settings using the  **Generate**

from **global process** button (CMS Desk only). However, in both these cases, your current process will be lost. Please note that the purchase process can be enhanced with your [custom steps](#).

In the four right columns of the list you can see if the particular step is displayed (**Yes**) or not (**No**) in the given section of the CMS.

Actions	#	Caption	Live site	CMSDesk customer	CMSDesk order	CMSDesk order items
	1	Select customer	No	No	Yes	No
	2	Add some products to your shopping cart	Yes	Yes	Yes	Yes
	3	Registration check	Yes	No	No	No
	4	Select billing and shipping address	Yes	Yes	Yes	No
	5	Select payment and shipping methods	Yes	Yes	Yes	No
	6	Order preview	Yes	Yes	Yes	No
	7	Payment	Yes	Yes	Yes	Yes

When creating a new step or editing an existing one, you can specify the following properties:

- **Caption** - the name of the step displayed to users on the live site and in the administration interface.
- **Code name** - the name of the step used by developers in the code.
- **Image file name** - here you can set the name of the image file used for the current step.
- **Control path** - allows you to specify the path to the control file.
- **Show on the live site** - indicates if the step should be displayed on the live site.
- **Show in CMSDesk customer section** - indicates if the step should be displayed in the customer section.
- **Show in CMSDesk order section** - indicates if the step should be displayed in the order section.
- **Show in CMSDesk order items section** - indicates if the step should be displayed in the order items section.

Save

Caption:

Code name:

Image file name:

Control path:

Show on the live site:

Show in CMS Desk customer section:

Show in CMS Desk order section:

Show in CMS Desk order items section:

Checkout process types

Checkout process can be performed at four different locations:

- Creating a new order on the live site.
- Creating a new order in **CMS Desk -> E-commerce -> Orders**.
- Editing an existing order in **CMS Desk -> E-commerce -> Orders -> Edit (✎) order -> Items**.
- Creating a new order or editing an existing one in **CMS Desk -> E-commerce -> Customers -> Edit (✎) customer -> Orders**.

3.5.3 Creating a custom checkout process step

Here you will learn how to create a custom [checkout process](#) step to enhance the purchase process to best fit your needs.

1. Create a new web user control (*.ascx) and place your own form controls into it.
2. Go to its code behind and set the control class to inherit from ***CMS.EcommerceProvider.ShoppingCartStep***.
3. There are several methods you can override to reach the required functionality:
 - **IsValid()** - validates the current step custom data and returns a validation result. *True* - all step data is correct and can be processed, *False* - some step data is not correct or missing and cannot be processed. In this case an appropriate error message should be displayed. By default, *True* is returned.
 - **ProcessStep()** - processes the current step information (updates the shopping cart data) and returns a result of this action. *True* - the shopping cart data was updated successfully and the customer can be moved to the next checkout process step, *False* - the shopping cart update failed and the customer cannot be moved to the next step. In this case an appropriate error message should be displayed. By default, *True* is returned.
 - **ButtonBackClickAction()** - defines an action which is run after the *Back* button is clicked. By default, the parent shopping cart control method *ButtonBackClickAction()* is called, which moves the customer one step backward in the checkout process.
 - **ButtonNextClickAction()** - defines an action which is run after the *Next* button is clicked. By default, the parent shopping cart control method *ButtonNextClickAction()* is called, which moves the customer one step forward in the checkout process when the current step data is valid and processed successfully.
4. There are several properties you should use to get or set the required information:
 - **ShoppingCartControl** - the parent shopping cart control to which the step belongs.
 - **ShoppingCartInfoObj** - the shopping cart object which stores all data during the checkout process.
 - **CheckoutProcessStep** - the checkout process step information.
5. The step control is created and can be registered as your custom checkout process step.

If a control represents checkout process steps in different [checkout process types](#) and these steps differ from each other only slightly, you can create one control and specify different behavior depending on the checkout process type as follows:

[C#]

```
using System;
using CMS.EcommerceProvider;
using CMS.GlobalHelper;

switch (this.ShoppingCartControl.CheckoutProcessType)
{
    case CheckoutProcessEnum.LiveSite:
        // Here comes the code which will be run only
        // when it is a checkout process on the live site
        break;

    case CheckoutProcessEnum.CMSDeskOrder:
        // Here comes the code which will be run only
        // when it is a checkout process in the section CMSDesk/Tools/E-commerce/
        Orders
        break;

    default:
        // Here comes the code which will be run in all other cases
        break;
}
```

Example - My step

The following example shows a simple checkout process step definition. The step displays the total price and an editable field to insert a customer comment. After the **Next** button is clicked, the editable field is checked for emptiness. If it is not empty, the customer comment is saved and the shopping cart data is updated. Otherwise, an appropriate error message is displayed. If the customer is a member of the *VipCustomers* role, an extra step with an additional form for VIP customers is loaded (*MyVipStep.ascx*). The **Back** button action is not overridden.

MyStep.ascx



Please note

If you installed the Kentico CMS project as a web application, you need to rename the *CodeFile* property on the first line to *Codebehind* for the code example to be functional.

```
<%@ Control Language="C#" AutoEventWireup="true" CodeFile="MyStep.ascx.cs"
Inherits="MyStep" %>
<asp:Label ID="lblError" runat="server" EnableViewState="false" Visible="false"></
asp:Label>
<table>
  <tr>
    <td><asp:Label ID="lblTotalPrice" runat="server" /></td>
    <td><asp:Label ID="lblTotalPriceValue" runat="server" /></td>
  </tr>
</table>
```

```
<tr>
  <td><asp:Label ID="lblComment" runat="server" /></td>
  <td><asp:TextBox ID="txtComment" runat="server" TextMode="MultiLine"
Rows="3" /></td>
</tr>
</table>
```

MyStep.ascx.cs

[C#]

```
using System;
using System.Data;
using System.Configuration;
using System.Collections;
using System.Web;
using System.Web.Security;
using System.Web.UI;
using System.Web.UI.WebControls;
using System.Web.UI.WebControls.WebParts;
using System.Web.UI.HtmlControls;

using CMS.GlobalHelper;
using CMS.Ecommerce;
using CMS.EcommerceProvider;

public partial class MyStep : ShoppingCartStep
{
    protected void Page_Load(object sender, EventArgs e)
    {
        // Initialize labels
        lblTotalPrice.Text = ResHelper.GetString("MyStep.TotalPrice");
        lblComment.Text = ResHelper.GetString("MyStep.Comment");

        // Display rounded and formatted total price
        lblTotalPriceValue.Text = CurrencyInfoProvider.GetFormattedPrice
(ShoppingCart.RoundedTotalPrice, ShoppingCart.Currency);

        if (!ShoppingCartControl.IsCurrentStepPostBack)
        {
            // Load customer comment
            txtComment.Text = ValidationHelper.GetString
(ShoppingCart.ShoppingCartCustomData["CustomerComment"], String.Empty);
        }
    }

    /// <summary>
    /// Validates current step data.
    /// </summary>
    /// <returns></returns>
    public override bool IsValid()
```

```
{
    // Check customer comment for emptiness
    if (txtComment.Text.Trim() == "")
    {
        // Display error message
        lblError.Text = ResHelper.GetString("MyStep.Error.CommentMissing");
        lblError.Visible = true;

        // Data are not correct - customer comment missing
        return false;
    }
    else
    {
        // Data are correct
        return true;
    }
}

/// <summary>
/// Process current step data
/// </summary>
/// <returns></returns>
public override bool ProcessStep()
{
    // Update shopping cart with customer comment
    ShoppingCart.ShoppingCartCustomData["CustomerComment"] =
txtComment.Text.Trim();

    try
    {
        // Update shopping cart in database
        ShoppingCartInfoProvider.SetShoppingCartInfo(ShoppingCart);

        // Current step data were processed and saved succesfully
        return true;
    }
    catch
    {
        // Display error message
        lblError.Text = ResHelper.GetString
("MyStep.Error.ShoppingCartUpdate");
        lblError.Visible = true;

        // Current step data update failed
        return false;
    }
}

/// <summary>
/// Action after the "Next button" is clicked
/// </summary>
public override void ButtonNextClickAction()
```

```

    {
        // If customer is registered and is a member of role "VipCustomers"
        if ((ShoppingCart.User != null) && (ShoppingCart.User.IsInRole
("VipCustomers", ShoppingCart.SiteName)))
        {
            if (IsValid() && ProcessStep())
            {
                try
                {
                    // Load extra step for VIP customers which is not included
                    // in standard checkout process definition
                    ShoppingCartStep ctrl = (ShoppingCartStep)Page.LoadControl("~/
CMSEcommerce/ShoppingCart/MyVipStep.ascx");
                    ShoppingCartControl.LoadStep(ctrl);

                    // Note: Current step index is not increased

                }
                catch
                {
                    // Error while loading extra step control -> Do standard
action
                    base.ButtonNextClickAction();
                }
            }
        }
        else
        {
            // Do standard action (validate step data, process step data, load
next step)
            base.ButtonNextClickAction();
        }
    }
}

```

Example - My VIP step

This is an external checkout process step, which is not included in a standard checkout process definition. It is loaded only when the current customer is a member of the *VipCustomers* role. However, you will need to use your own condition to load your external steps. There is no data validation (i.e. the Vip customer comment can be empty). Neither the **Back** button action nor the **Next** button one is overridden, which means that the standard methods are called after the **Back** button or the **Next** button is clicked.

MyVipStep.ascx



Please note

If you installed the Kentico CMS project as a web application, you need to rename the *CodeFile* property on the first line to *Codebehind* for the code example to be functional.

```
<%@ Control Language="C#" AutoEventWireup="true" CodeFile="MyVipStep.ascx.cs"
Inherits="MyVipStep" %>
<asp:Label ID="lblError" runat="server" EnableViewState="false" Visible="false"></
asp:Label>
<asp:Label ID="lblComment" runat="server" />
<asp:TextBox ID="txtComment" runat="server" TextMode="MultiLine" Rows="3" />
```

MyVipStep.ascx.cs

[C#]

```
using System;
using System.Data;
using System.Configuration;
using System.Collections;
using System.Web;
using System.Web.Security;
using System.Web.UI;
using System.Web.UI.WebControls;
using System.Web.UI.WebControls.WebParts;
using System.Web.UI.HtmlControls;

using CMS.GlobalHelper;
using CMS.Ecommerce;
using CMS.EcommerceProvider;

public partial class MyVipStep : ShoppingCartStep
{
    protected void Page_Load(object sender, EventArgs e)
    {
        // Initialize label
        lblComment.Text = ResHelper.GetString("MyVipStep.Comment");

        if (!ShoppingCartControl.IsCurrentStepPostBack)
        {
            // Load VIP customer extra comment
            txtComment.Text = ValidationHelper.GetString
(ShoppingCart.ShoppingCartCustomData["VipComment"], String.Empty);
        }
    }

    /// <summary>
    /// Process current step data
    /// </summary>
    /// <returns></returns>
    public override bool ProcessStep()
    {

```

```
// Update shopping cart with VIP customer extra comment
ShoppingCart.ShoppingCartCustomData["VipComment"] = txtComment.Text.Trim
();

try
{
    // Update shopping cart in database
    ShoppingCartInfoProvider.SetShoppingCartInfo(ShoppingCart);

    // Current step data were processed and saved succesfully
    return true;
}
catch
{
    // Display error message
    lblError.Text = ResHelper.GetString
("MyStep.Error.ShoppingCartUpdate");
    lblError.Visible = true;

    // Current step data update failed
    return false;
}
}
```

Step order

Notice that data of all steps (including Kentico CMS standard shopping cart steps) is always processed by itself, not by the parent shopping cart control. It means that if you reorder the standard checkout process steps, you can experience strange behavior because of missing information or omitting some important action.

For example, if you move the **Order preview** step in the standard checkout process definition for the live site before the **Select billing and shipping address** and the **Select payment and shipping methods** steps, some order preview data will be missing (billing and shipping addresses, payment method and shipping option) because it has not been entered yet. What is more, the data entered during the following two steps (i.e. the **Select billing and shipping address** step and the **Select payment and shipping methods** step) will not be saved.

This occurs because the order is saved after the **Next** button of the **Order preview** step is clicked, while the two above mentioned steps include completely different actions after their **Next** buttons are clicked.

3.6 Payment gateways

3.6.1 Overview

This chapter describes the use of payment gateways, i.e. E-commerce application services authorizing payments that the [customers](#) make when purchasing [products](#) and services offered in your on-line store. A payment gateway facilitates the transfer of information between your website and the transaction processor or acquiring bank. Currently, the following payment gateways are directly supported in Kentico CMS:

[Authorize.NET](#) - the customer pays using their card.

[PayPal](#) - the customer pays using their card or PayPal account.

Please note that you are not limited to the use of those two gateways as the CMS system allows you to integrate your [custom payment gateways](#) using your code.

The customer can also pay using their [customer credit](#). The credit must be entered in the customer details by the store owner. This option is useful e.g. for customer loyalty programs.

The way how [payment results](#) are stored in the system and how they can be customized is tackled in the chapter, too.

3.6.2 Authorize.NET

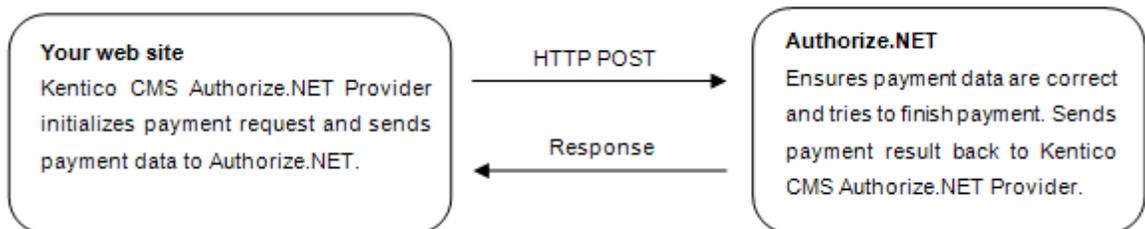
Authorize.NET is one of the most popular gateway providers. It uses plain HTTPS POST operations against its gateway server.

What do I need?

1. **Kentico CMS** with built-in Authorize.NET support.
2. **Internet Merchant Account** - a type of bank account that allows a business to accept internet credit card payments (the card is not physically presented to the merchant).
3. **Payment Gateway Account** - a secure internet bridge between your website and the credit card processing networks.

Please refer to Authorize.NET's [E-Commerce Getting Started Guide](#) for more details.

How does it work?



Authorize.NET settings in Kentico CMS

Before your [customers](#) can start using the Authorize.NET payment gateway, you need to perform the following configuration:

1. Go to **Site Manager -> Settings -> E-commerce -> Payment Gateways -> Authorize.NET**.
2. Enter **API Login** (API Login ID for the payment gateway account) and **Transaction key** (a transaction key obtained from the Merchant Interface) to identify your payments.
3. Turn off the Authorize.NET payment gateway Test Mode by unchecking the **Use test mode** box. Gateway behavior depends on both test mode settings: in Site Manager and in Authorize.NET Merchant Interface. See the table below for more details about test mode settings:

Kentico CMS	Merchant Interface	Transaction processed as
ON	ON	test transaction
OFF	ON	test transaction
ON	OFF	test transaction
OFF	OFF	live transaction

4. Ensure that the Authorize.NET payment method is registered and enabled.

5. Check the Authorize.NET payment method payment gateway settings:

- Payment gateway url: *https://secure.authorize.net/gateway/transact.dll*
- Payment gateway assembly name: *CMS.EcommerceProvider*
- Payment gateway class name: *CMS.EcommerceProvider.CMSAuthorizeNetProvider*



Please note

If you want your transaction to be processed as a test transaction, turn on the Test Mode and use *https://test.authorize.net/gateway/transact.dll* as your payment gateway url.

While using the Authorize.NET payment method, a customer is required to fill their credit card information in the respective step of the checkout process to finish payment. After the payment is finished the order payment result is updated.

Home Help Contact Members Area Logged on as Global Administrator Wishlist My Account Log out

starter site
eCommerce

SEARCH

SHOPPING CART
1 item for \$1499.99

ELECTRONICS COMPUTERS CLOTHING BOOKS GIFTS

Help

- FAQ
- Shipping Options
- Payment Methods

Contact Us

- Contact Us
- About Us
- Stores
- Donate with Us

Newsletter

[See our latest newsletter](#)

SUBSCRIBE

Home > Shopping Cart

Shopping Cart

Step 6 of 6 - Payment

Your order was saved.

Order ID: 3

Payment method: Credit card

Total price: \$1507.99

Credit card number: 1222365948790015

Credit card CCV: 528

Credit card expiration: 01 2015

Finish payment

3.6.3 PayPal

PayPal is one of the most popular on-line payment systems. It allows for money transfers between bank accounts, which are identified by e-mail addresses. Each account is linked to one or more credit cards, e.g. a VISA card, with on-line payment enabled.



Please note

While using Kentico PayPal payment gateway, your on-line store customers can make payment in the following currencies:

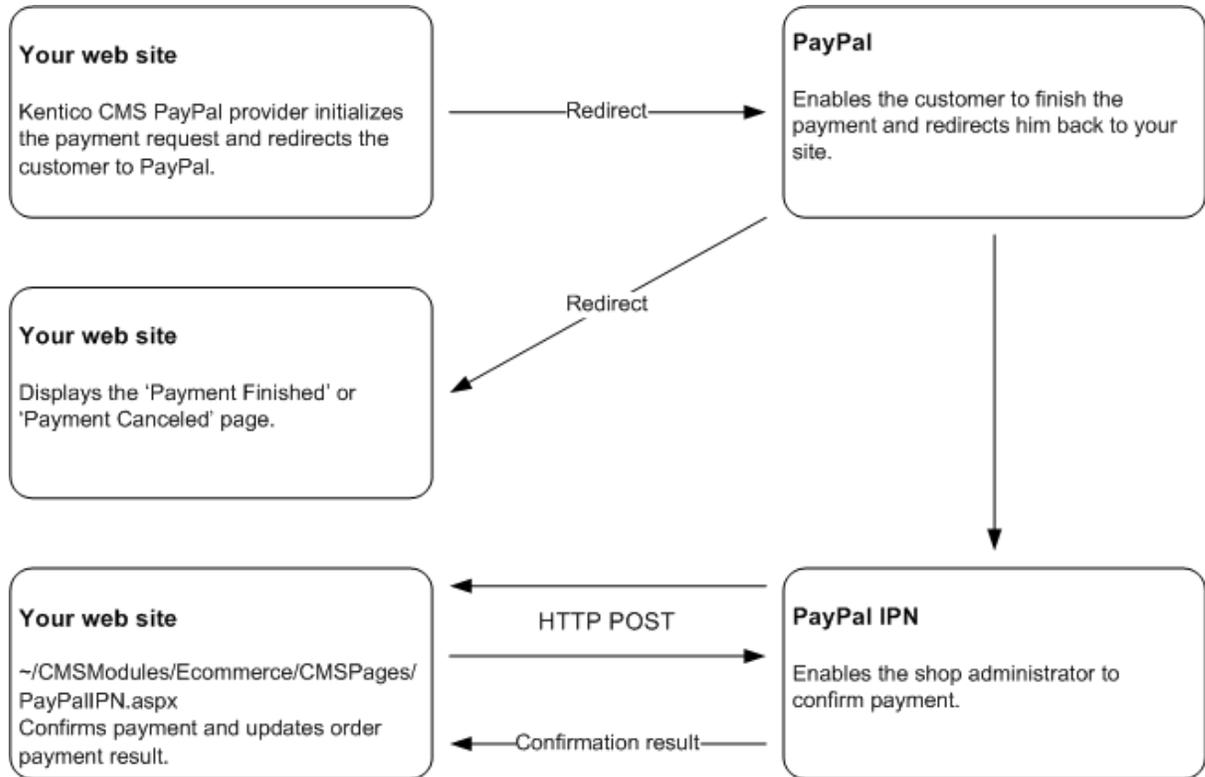
- **United States Dollar (USD)**
- **Euro (EUR)**
- **Pound Sterling (GBP)**
- **Canadian Dollar (CAD)**
- **Japanese Yen (JPY)**

What do I need?

1. **Kentico CMS** with built-in PayPal support.

2. **PayPal account**, please refer to [PayPal](#) website for more details.

How does it work?



PayPal settings in Kentico CMS

Before your [customers](#) can start using the PayPal payment gateway, you need to perform the following configuration:

- Go to **Site Manager -> Settings -> E-commerce -> Payment Gateways -> PayPal**.
- Enter **Business** (e-mail address for the merchant's PayPal account) to identify your payments. Other settings are optional:
 - Cancel return URL** - the URL to which the buyer's browser is redirected if the payment is cancelled; e.g. a URL on your website that displays a *Payment canceled* page. The browser is redirected to a PayPal page by default.
 - Notify URL** - the URL to which PayPal posts information about the transaction; see PayPal [IPN](#) for more details. If set, overrides settings in the PayPal merchant's interface.
 - Return URL** - the URL to which the buyer's browser is redirected after completing the payment; e.g. a URL on your website that displays a *Thank you for your payment* page. The purchaser is redirected to a PayPal page by default.
- Ensure that the PayPal payment method is registered and enabled.
- Check the PayPal payment method payment gateway settings:
 - Payment gateway url: `https://www.paypal.com/cgi-bin/webscr`

- Payment gateway assembly name: *CMS.EcommerceProvider*
- Payment gateway class name: *CMS.EcommerceProvider.CMSPayPalProvider*

**Please note**

If you want your transaction to be processed as a test transaction, use *https://www.sandbox.paypal.com/cgi-bin/webscr* as your payment gateway URL and sign up for the PayPal SandBox testing environment. Please refer to the [PayPal website](#) for more details.

The price is always rounded to two decimal places, otherwise the PayPal payment gateway would not allow the payment.

IPN - Instant Payment Notification

It's easy to spoof the *Return URL* you sent to PayPal since it is visible in the query string. Therefore, a user could type in the *Confirmation URL* directly and you should not confirm the order at this point. You can then manually check the order on the PayPal website or wait for PayPal's confirmation e-mails, etc., all of which let you know that the order was processed manually.

To automate the process, PayPal can optionally ping you back at another URL with order completion information. It uses a mechanism called Instant Payment Notification (IPN), which is essentially a web-based callback mechanism that calls a pre-configured URL on your site. IPN must be enabled on the PayPal side and when allowed it sends a confirmation to this URL after the order was processed. PayPal then expects a return from you within a certain timeframe (a few minutes) and returns a response to confirm that the customer has paid. To enable this, you have to POST the data back to PayPal by echoing back all the form data that PayPal sends to you. IPN is optional, but it is a requirement if you need to immediately confirm the orders to your customers.

While using the PayPal payment method, a customer is not required to fill any additional information in the last step of the checkout process. After the **Finish payment** button is clicked, the user is redirected to the PayPal payment gateway to finish payment:

Home Help Contact Members Area Logged on as Global Administrator Wishlist My Account Log out

starter site
eCommerce

SEARCH

SHOPPING CART
1 item for \$1499.99

ELECTRONICS COMPUTERS CLOTHING BOOKS GIFTS

Home > Shopping Cart

Shopping Cart

Step 6 of 6 - Payment

Your order was saved.
Order ID: 3
Payment method: PayPal
Total price: \$1507.99

Click 'Finish payment' button to redirect to PayPal payment gateway.

Finish payment

3.6.4 Customer credit

[Customers](#) may receive a credit on their account. They can then purchase products using this credit. This feature is useful for customer loyalty competitions where customers receive bonus points/credit for their previous purchases and can order some products once they achieve an appropriate amount of credit.

Please note that a purchase can be made using one payment method only, which means it is not possible to combine credit payment with another form of payment and the whole order must be paid using the credit.

The customer receives credit when the store owner adds some credit event to the customer history. This can be done in the **Customer properties** dialog, on the **Credit** tab.

The credit is added to/deducted from the customers' site-specific or global credit balance. This depends on the site separation settings of a given site. Specifically, it depends on whether the customers use site-specific or global credit on the site. More details can be found in the [Multisite store](#) chapter.

Before you can offer registered customers to use the customer credit you will need to do some necessary settings:

1. Ensure that the **Customer credit** payment method is registered and enabled.
2. Check the **Customer credit** payment method settings:
 - Payment gateway URL: leave blank
 - Payment gateway assembly name: *CMS.EcommerceProvider*

- Payment gateway class name: *CMS.EcommerceProvider.CMSCreditPaymentProvider*

While using the customer credit, a customer is not required to fill any additional information in the last step of the checkout process. After the **Finish payment** button is clicked, their credit is reduced by a specified amount which is equal to the order total price in the default currency and the order [payment result](#) is updated.

The screenshot displays the e-commerce checkout process. At the top, there is a navigation bar with links for Home, Help, Contact, and Members Area. The user is logged in as 'Global Administrator'. A search bar and a shopping cart icon (containing 1 item for \$1499.99) are also visible. Below the navigation bar, a category menu includes Electronics, Computers, Clothing, Books, and Gifts. The main content area is titled 'Shopping Cart' and shows 'Step 6 of 6 - Payment'. A progress bar at the top of the main content area includes icons for Home, Shopping Cart, User Profile, Product List, Shipping, and Payment (which is currently active). The payment summary shows: 'Your order was saved.', 'Order ID: 3', 'Payment method: Customer credit', 'Total price: \$1507.99', and 'Available credit: \$5000.00'. A 'Finish payment' button is located at the bottom right of the payment summary. On the left side, there are sections for 'Help' (FAQ, Shipping Options, Payment Methods), 'Contact' (Contact Us, About Us, Stores, Donate with Us), and 'Newsletter' (See our latest newsletter, SUBSCRIBE).

3.6.5 Payment results

Payment results are stored in xml format, which is represented by the *CMS.Ecommerce.PaymentResultInfo* object. Each payment result xml node is equal to a single payment result item, which is represented by the *CMS.Ecommerce.PaymentResultItemInfo* object.

Base payment result items are:

- **Payment date** - the date and time when the payment result was last updated.
- **Payment method** - indicates the payment method which was used for payment.
- **Payment is completed** - indicates whether payment is already completed.
- **Payment status** - indicates the status of the payment, e.g. Completed, Failed, etc. (your custom status).
- **Payment transaction ID** - a unique identifier for a completed payment generated by the payment gateway.
- **Payment description** - describes the payment result in more details.

Payment result item properties are:

- **Name** - a unique identifier of the item.
- **Header** - a friendly name of the item visible to the user (simple text or localizable string).
- **Text** - an outer representation of the item value visible to the user (simple text or localizable string).
- **Value** - an inner representation of the item value used by developers.

The following example shows an xml definition of an order payment result extended by the item "authorizationcode" used by the Authorize.NET:

```
<result>
  <item name="date" header="{ $PaymentGateway.Result.Date$ }" value="1/27/2008
5:01:41 PM" />
  <item name="method" header="{ $PaymentGateway.Result.PaymentMethod$ }"
text="Credit card" value="230" />
  <item name="completed" header="{ $PaymentGateway.Result.IsCompleted$ }"
value="1" text="{ $PaymentGateway.Result.PaymentCompleted$ }" />
  <item name="status" header="{ $PaymentGateway.Result.Status$ }"
text="{ $PaymentGateway.Result.Status.Completed$ }" value="completed" />
  <item name="transactionid" header="{ $PaymentGateway.Result.TransactionID$ }"
value="0" />
  <item name="description" header="{ $PaymentGateway.Result.Description$ }" />
  <item name="authorizationcode" header="{ $AuthorizeNet.AuthorizationCode$ }"
value="000000" />
</result>
```

The following example shows an order payment result which is visible to the user in CMS Desk:

Date: 1/27/2008 5:01:41 PM
Method: Credit card
Is completed: YES
Status: Completed
Transaction ID: 0
Authorization code: 000000



Please note

The order payment result remains empty until it is updated by the payment gateway processor.

You do not need to specify both item value and item text if they are identical because the payment result rendering method can manage this and renders payment result as follows: try to render item text, if not found, try to render item value.

How to customize payment results

You can use *PaymentResultInfo* properties to get or set a specified item text or value:

- *PaymentDate*
- *PaymentMethodID*

- PaymentMethodName
- PaymentIsCompleted
- PaymentStatusName
- PaymentStatusCode
- PaymentTransactionID

You will need to use the **GetPaymentResultItemInfo**(*string itemName*) and **SetPaymentResultItemInfo** (*PaymentResultItemInfo itemObj*) public methods to get and set your custom payment result items.

The following example shows how to get and set a custom payment result item while payment processing by your custom payment gateway provider:

[C#]

```
using CMS.Ecommerce;

// Set authorization code
PaymentResultItemInfo item = new PaymentResultItemInfo();
item.Header = "{$AuthorizeNet.AuthorizationCode$}";
item.Name = "authorizationcode";
item.Value = "00000";
this.PaymentResult.SetPaymentResultItemInfo(item);
```

[C#]

```
using CMS.Ecommerce;

// Get authorization code
PaymentResultItemInfo item = this.PaymentResult.GetPaymentResultItemInfo
("authorizationcode");
```

3.6.6 Custom payment gateways

Kentico CMS allows you to implement custom payment gateways. While purchasing, your on-line store [customers](#) can use the gateways like any other [payment methods](#) available.

In this section you can find the following examples of integrating custom payment gateways into the system:

- [Integrating a custom payment gateway as a library](#) - offers an approach suitable for users who want to implement their custom payment gateway as a dynamic-link library; requires library compilation.
- [Directly integrating a custom payment gateway](#) - offers an approach suitable for users who want to integrate their custom payment gateway with minimum development effort.

3.6.6.1 Example - Integrating a custom payment gateway as a new library

Here's a general overview of the process of integrating a custom payment gateway as a dynamic-link library:

1. Create a payment gateway form with your custom controls to enable customers to enter their payment data such as credit card number; see the **Creating a custom payment gateway form** section.
2. Create your custom payment gateway class and override required methods for payment processing, see the [Creating a custom payment gateway class](#) section.
3. Go to **CMS Desk -> E-commerce -> Configuration -> Payment methods**.
4. Create a new payment method and register your custom payment gateway.

Creating a custom payment gateway form

1. Create a new web user control (*.ascx) and place it into your site folder which is located in the root of your web project. Since the control is located in the site folder, it is included in the export package of your site.
2. Set the control class to inherit from the abstract *CMS.EcommerceProvider.CMSPaymentGatewayForm* class.
3. There are several methods you need to override to reach your required functionality:
 - **LoadData()** - initializes form controls with customer payment data.
 - **ValidateData()** - validates customer payment data.
 - **ProcessData()** - processes customer payment data and saves it to the *ShoppingCartInfo* object.
4. There are several properties to get or set the required information:
 - **ShoppingCartControl** - the parent shopping cart control to which the current shopping cart step belongs.
 - **ShoppingCartInfoObj** - the shopping cart object which stores all data during the checkout process.



Please note

Payment data, such as credit card numbers, credit card codes and others are not saved into the database due to security reasons.

Creating a custom payment gateway class

1. Create a new library (assembly) as part of your solution and a new class in this library.
2. Add a reference to the *System.Web* assembly in the project with the payment gateway (right-click the *References* folder, choose *Add reference*, select *.NET -> System.Web*).
3. Set your class to inherit from the *CMS.EcommerceProvider.CMSPaymentGatewayProvider* abstract class.
4. There are several methods you can override to reach the required functionality:
 - **AddCustomData()** - adds payment gateway custom controls to the current shopping cart step. By default the *CMSPaymentGatewayForm* control is added to the payment data container and its data is loaded.
 - **RemoveCustomData()** - removes payment gateway custom controls from the current shopping cart step. By default all controls from the payment data container are removed.
 - **ValidateCustomData()** - validates payment gateway custom data of the current shopping cart step. By default the *CMSPaymentGatewayForm* control data is validated.

- **ProcessCustomData()** - processes payment gateway custom data of the current shopping cart step. By default the *CMSPaymentGatewayForm* data is processed.
 - **ProcessPayment()** - processes payment; you need to override this method to process payment by your payment processor.
 - **GetPaymentDataForm()** - loads the payment gateway form with custom controls; you need to override this method to get your own payment gateway form.
5. There are several properties to get or set the required information:
- **ShoppingCartControl** - a parent shopping cart control to which the current shopping cart step belongs.
 - **ShoppingCartInfoObj** - a shopping cart object which stores all data during the checkout process. If *OrderId* is set, it is created from the existing order, otherwise it is returned from the current shopping cart control.
 - **OrderId** - a unique identifier (ID) of the currently processed order.
 - **PaymentDataContainer** - the payment gateway custom controls container of the current shopping cart step control.
 - **PaymentResult** - the result of the currently processed payment.
 - **IsPaymentCompleted** - indicates whether order payment is already completed. It is determined by the order payment result.
 - **InfoMessage** - the payment result message displayed to the user when payment succeeds.
 - **ErrorMessage** - the payment result message displayed to the user when payment fails.
6. Compile the library.
7. Ensure the library file (*.dll) is included in the <your web project folder>/Bin directory.

Example

The following example shows a custom payment processor implementation. It allows [customers](#) to pay for their orders using an external payment gateway similar to PayPal; we can call it e.g. *Custom Gateway*. The customer is asked for their credit card number in the last step of the checkout process. The credit card number is validated for emptiness and processed after the **Finish payment** button is clicked. If successful, the payment process is performed – required payment data is attached to the payment URL and the customer is redirected to the *Custom Gateway*. If the payment process fails (payment gateway URL is not defined), the order payment result is updated and an appropriate error message is displayed. Notice that the order is saved before the customer is asked to pay for it. Specifically, this happens immediately after the **Order now** button is clicked.



Please note

It is not secure to send credit card information as a part of payment gateway URL. Customers are usually asked for their credit card number after they have been redirected to the payment gateway itself. Otherwise, another way of sending credit card information should be used instead.

For more details about how payment gateways can inform merchants about the results of payments finished outside their websites, please see the IPN (*Instant Payment Notification*) section in the [PayPal](#) topic.

On the following screenshot you can see an example of a custom payment gateway definition.

The screenshot displays the Kentico CMS 7.0 E-commerce Guide interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu features 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The left sidebar lists 'Store settings', 'Departments', 'Shipping options', 'Payment methods', 'Tax classes', 'Currencies', 'Exchange rates', 'Order status', 'Public status', 'Internal status', and 'Invoice'. The main content area is titled 'Payment method properties' and shows the configuration for a 'Custom gateway'. The 'Display name' is 'Custom gateway', the 'Code name' is 'CustomGateway', and the 'Description' is 'This is my custom payment gateway.'. A 'Teaser image' table shows a file named 'CustomGateway_logo.jpg' with a size of 13.9 kB. The 'Allow if no shipping is supplied' and 'Enabled' checkboxes are checked. The 'Payment gateway settings' section includes fields for 'Payment gateway URL' (http://www.customgateway.example.com), 'Payment gateway assembly name' (CMS CustomProvider), 'Payment gateway class name' (CMS CustomProvider.CustomGateway), and dropdown menus for 'Order status if payment succeeds' (Payment received) and 'Order status if payment fails' (Payment failed).

Custom payment gateway form

It is a simple form with one input field to enter customer credit card number, see image bellow.

Home Help Contact Members Area Logged on as Global Administrator Wishlist My Account Log out

starter site
eCommerce

SEARCH

SHOPPING CART
1 item for \$1499.99

ELECTRONICS COMPUTERS CLOTHING BOOKS GIFTS

Help
FAQ
Shipping Options
Payment Methods

Contact
Contact Us
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Donate with Us

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Home > Shopping Cart

Shopping Cart

Step 6 of 6 - Payment

Your order was saved.
Order ID: 3
Payment method: Custom gateway
Total price: \$1507.99

Your credit card details
Credit card number:

Finish payment

CustomGatewayForm.ascx

If you installed the Kentico CMS project as a web application, you need to rename the *CodeFile* property on the first line to *CodeBehind* for the code example to be functional.

```
<%@ Control Language="C#" AutoEventWireup="true"
CodeFile="CustomGatewayForm.ascx.cs"
Inherits="CMSEcommerce_Example_CustomGatewayForm" %>
<asp:Label ID="lblTitle" runat="server" EnableViewState="false"
CssClass="BlockTitle" />
<asp:Label ID="lblError" runat="server" EnableViewState="false"
CssClass="ErrorLabel" Visible="false" />
<asp:Label ID="lblCardNumber" EnableViewState="false" runat="server" />
<asp:TextBox ID="txtCardNumber" runat="server" />
```

CustomGatewayForm.ascx.cs

[C#]

```
using System;
using System.Data;
using System.Configuration;
using System.Collections;
using System.Web;
```

```
using System.Web.Security;
using System.Web.UI;
using System.Web.UI.WebControls;
using System.Web.UI.WebControls.WebParts;
using System.Web.UI.HtmlControls;

using CMS.EcommerceProvider;
using CMS.GlobalHelper;

public partial class CMSEcommerce_Example_CustomGatewayForm :
    CMSPaymentGatewayForm
{
    protected void Page_Load(object sender, EventArgs e)
    {
        // Initialize label
        lblTitle.Text = "Your credit card details";
        lblCardNumber.Text = "Credit card number:";
    }

    /// <summary>
    /// Initializes form controls with customer payment data.
    /// </summary>
    public override void LoadData()
    {
        // Display customer credit card number
        txtCardNumber.Text = ValidationHelper.GetString
        (this.ShoppingCartInfoObj.PaymentGatewayCustomData["CustomGatewayCardNumber"],
        "");
    }

    /// <summary>
    /// Validates customer payment data.
    /// </summary>
    /// <returns></returns>
    public override string ValidateData()
    {
        if (txtCardNumber.Text.Trim() == "")
        {
            lblError.Visible = true;
            lblError.Text = "Please enter your credit card number";
            return lblError.Text;
        }
        return "";
    }

    /// <summary>
    /// Process customer payment data.
    /// </summary>
    /// <returns></returns>
    public override string ProcessData()
    {
        // Save credit card number
        this.ShoppingCartInfoObj.PaymentGatewayCustomData
```

```
["CustomGatewayCardNumber"] = txtCardNumber.Text.Trim();
    return "";
}
}
```

Custom payment gateway class

The following example uses the *CMS.CustomProvider* assembly name and the *CMS.CustomProvider.CustomGateway* class, however, you will need to use your own names.

CustomGateway.cs

[C#]

```
using System;
using System.Collections.Generic;
using System.Text;
using System.Web;
using System.Collections;

using CMS.EcommerceProvider;
using CMS.GlobalHelper;
using CMS.UIControls;
using CMS.ExtendedControls;

namespace CMS.CustomProvider
{
    /// <summary>
    /// Class representing Custom Gateway processor.
    /// </summary>
    public class CustomGateway : CMSPaymentGatewayProvider
    {
        /// <summary>
        /// Returns payment gateway form with custom controls.
        /// </summary>
        /// <returns></returns>
        public override CMSPaymentGatewayForm GetPaymentDataForm()
        {
            try
            {
                return (CMSPaymentGatewayForm)this.ShoppingCartControl.LoadControl(
                    "~/CMSEcommerce/Example/CustomGatewayForm.ascx");
            }
            catch
            {
                return null;
            }
        }

        /// <summary>
        /// Process payment.
        /// </summary>
        public override void ProcessPayment()
    }
}
```

```

    {
        // Get payment gateway url
        string url = this.GetPaymentGatewayUrl();

        if (url != "")
        {
            // Initialize payment parameters
            Hashtable parameters = InitializePaymentParameters();

            // Add required payment data to the url
            url = GetFullPaymentGatewayUrl(url, parameters);

            // Redirect to payment gateway to finish payment
            this.ShoppingCartControl.Page.Response.Redirect(url);
        }
        else
        {
            // Show error message - payment gateway url not found
            this.ErrorMessage = "Unable to finish payment: Payment gateway url
not found.";

            // Update payment result
            this.PaymentResult.PaymentDescription = this.ErrorMessage;
            this.PaymentResult.PaymentIsCompleted = false;

            // Update order payment result in database
            this.UpdateOrderPaymentResult();
        }
    }

    /// <summary>
    /// Returns table with initialized payment parameters.
    /// </summary>
    /// <returns></returns>
    private Hashtable InitializePaymentParameters()
    {
        Hashtable parameters = new Hashtable();

        parameters["orderid"] = this.ShoppingCartInfoObj.OrderId;
        parameters["price"] = this.ShoppingCartInfoObj.TotalPrice;
        parameters["currency"] =
this.ShoppingCartInfoObj.CurrencyInfoObj.CurrencyCode;
        parameters["cardnumber"] = Convert.ToString
(this.ShoppingCartInfoObj.PaymentGatewayCustomData["CustomGatewayCardNumber"]);

        return parameters;
    }

    /// <summary>
    /// Returns payment gateway url with payment data in query string.
    /// </summary>
    /// <param name="url">Payment gateway url.</param>
    /// <param name="parameters">Initialized payment paremeters.</param>
    /// <returns></returns>
    private string GetFullPaymentGatewayUrl(string url, Hashtable parameters)

```

```
{
    foreach (DictionaryEntry parameter in parameters)
    {
        // Add payment data to the url
        url = URLHelper.AddParameterToUrl(url, Convert.ToString
(parameter.Key), HttpUtility.UrlEncode(Convert.ToString(parameter.Value)));
    }
    return url;
}
}
```

For further details on how to create your custom payment gateway, please see the [Developing Custom Payment Gateway](#) webinar.

3.6.6.2 Example - Directly integrating a custom payment gateway

Here you will learn how to directly integrate a custom payment gateway. You will also learn what steps you need to take to enable the use of the gateway during the [checkout process](#). Unlike the approach demonstrated in [Example - Integrating a custom payment gateway as a library](#), this approach is simpler and does not require library compilation.

In this topic

The process of directly integrating a custom payment gateway can be divided into three logical parts.

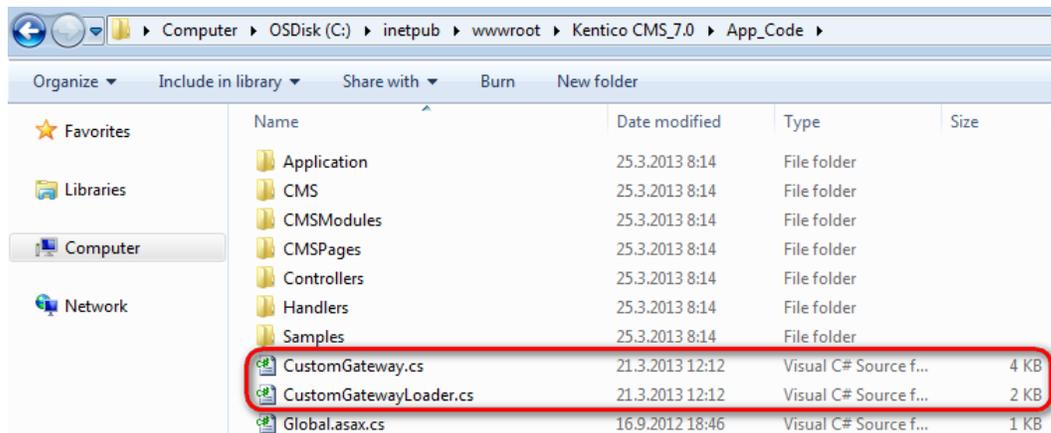
1. **Defining the required classes**
2. [Registering the payment gateway in the system](#)
3. [Registering the payment gateway in shipping options](#)

Besides, the [Using the payment gateway during the checkout process](#) section shows how your [customers](#) can use a custom payment gateway during the checkout process.

1. Defining the required classes

This section demonstrates how to write classes providing functionality for your custom payment gateway.

1. Open your web project in Visual Studio and add two new classes into the **App_Code** folder (or **Old_App_Code** folder if the project is installed as a web application). Name the classes [CustomGatewayLoader.cs](#) and [CustomGateway.cs](#).



2. Edit the classes and change their code to the following:

CustomGatewayLoader.cs

[C#]

```
using System;

using CMS.GlobalHelper;
using CMS.SettingsProvider;
using CMS.Ecommerce;

/// <summary>
/// CustomGatewayLoader e-commerce loader class. Partial class ensures correct
registration.
/// </summary>
///
[CustomGatewayLoader]
public partial class CMSModuleLoader
{
    #region "Macro methods loader attribute"

    /// <summary>
    /// Module registration
    /// </summary>
    private class CustomGatewayLoaderAttribute : CMSLoaderAttribute
    {
        /// <summary>
        /// Constructor
        /// </summary>
        public CustomGatewayLoaderAttribute()
        {
            // Require E-commerce module to load properly.
            RequiredModules = new string[] { ModuleEntry.ECOMMERCE };
        }

        /// <summary>
        /// Initializes the module.
        /// </summary>
    }
}
```

```
public override void Init()
{
    // This line provides the ability to register the classes via
    web.config cms.extensibility section from App_Code.
    ClassHelper.OnGetCustomClass += GetCustomClass;
}

/// <summary>
/// Gets the custom class object based on the given class name. This
handler is called when the assembly name is App_Code.
/// </summary>
private static void GetCustomClass(object sender, ClassEventArgs e)
{
    if (e.Object == null)
    {
        // Provide your custom classes.
        switch (e.ClassName.ToLower())
        {
            // Create a custom gateway object inheriting from
            CMSPaymentGatewayProvider.
            case "customgateway":
                e.Object = new CustomGateway();
                break;
        }
    }
}

#endregion
}
```

CustomGateway.cs

[C#]

```
using System;
using System.Collections.Generic;
using System.Text;
using System.Web;
using System.Collections;

using CMS.EcommerceProvider;
using CMS.GlobalHelper;
using CMS.UIControls;
using CMS.ExtendedControls;

/// <summary>
/// Class representing the Custom Gateway processor.
/// </summary>
public class CustomGateway : CMSPaymentGatewayProvider
{
    /// <summary>
    /// Returns a payment gateway form with custom controls.
    /// </summary>
}
```

```
/// <returns></returns>
public override CMSPaymentGatewayForm GetPaymentDataForm()
{
    try
    {
        return (CMSPaymentGatewayForm)this.ShoppingCartControl.LoadControl("~/
CustomGatewayForm.ascx");
    }
    catch
    {
        return null;
    }
}

/// <summary>
/// Process payment.
/// </summary>
public override void ProcessPayment()
{
    // Get payment gateway url.
    string url = this.GetPaymentGatewayUrl();

    if (url != "")
    {
        // Initialize payment parameters.
        Hashtable parameters = InitializePaymentParameters();

        // Add required payment data to the url.
        url = GetFullPaymentGatewayUrl(url, parameters);

        // Redirect to payment gateway to finish payment.
        this.ShoppingCartControl.Page.Response.Redirect(url);
    }
    else
    {
        // Show error message - payment gateway url not found.
        this.ErrorMessage = "Unable to finish payment: Payment gateway url not
found.";

        // Update payment result.
        this.PaymentResult.PaymentDescription = this.ErrorMessage;
        this.PaymentResult.PaymentIsCompleted = false;

        // Update order payment result in the database.
        this.UpdateOrderPaymentResult();
    }
}

/// <summary>
/// Returns table with initialized payment parameters.
/// </summary>
/// <returns></returns>
private Hashtable InitializePaymentParameters()
{
    Hashtable parameters = new Hashtable();
}
```

```
parameters["orderid"] = this.ShoppingCartInfoObj.OrderId;
parameters["price"] = this.ShoppingCartInfoObj.TotalPrice;
parameters["currency"] = this.ShoppingCartInfoObj.Currency.CurrencyCode;
parameters["cardnumber"] = Convert.ToString
(this.ShoppingCartInfoObj.PaymentGatewayCustomData["CustomGatewayCardNumber"]);

return parameters;
}

/// <summary>
/// Returns payment gateway url with payment data in query string.
/// </summary>
/// <param name="url">Payment gateway url.</param>
/// <param name="parameters">Initialized payment paremeters.</param>
/// <returns></returns>
private string GetFullPaymentGatewayUrl(string url, Hashtable parameters)
{
    foreach (DictionaryEntry parameter in parameters)
    {
        // Add payment data to the url.
        url = URLHelper.AddParameterToUrl(url, Convert.ToString
(parameter.Key), HttpUtility.UrlEncode(Convert.ToString(parameter.Value)));
    }
    return url;
}
}
```

2. Registering the payment gateway in the system

Once you have implemented the classes, you need to register your custom payment gateway as an object in Kentico CMS.

1. Navigate to **CMS Desk -> E-commerce -> Configuration -> Payment methods** and click  **New payment method**.
2. Enter the following values into the [payment method](#)'s properties:

- **Display name:** *Custom gateway*
- **Code name:** Leave the *(automatic)* option. The system will generate the code name as *CustomGateway* (based on the display name).
- **Description:** Enter payment gateway description (optional).
- **Teaser image:** Upload payment gateway teaser image (optional).
- **Allow if no shipping is supplied:** *yes*
- **Enabled:** *yes*
- **Payment gateway URL:** *~/Special-Pages/Temporary-Payment-Page.aspx*
- **Payment gateway assembly name:** *App_Code*
- **Payment gateway class name:** *customgateway*
- **Order status if payment succeeds:** *In progress*
- **Order status if payment fails:** *Payment failed*

Payment method properties

> Payment methods > Custom gateway

Save

Display name:

Code name:

Description:

Teaser image:

Actions	Update	File name	Size
		CustomGateway.JPG	53 kB

Allow if no shipping is supplied:

Enabled:

Payment gateway settings

Payment gateway URL:

Payment gateway assembly name:

Payment gateway class name:

Order status if payment succeeds:

Order status if payment fails:

3. Click **Save**.

Your new payment gateway is now fully functional and ready for use in the system.

Payment methods

Site: (global and this site)

New payment method Please select (global) or a specific site to create an item.

Actions	Name	Allowed if no shipping supplied	Enabled	Is global
	Cash on delivery	Yes	Yes	Yes
	Credit	Yes	Yes	No
	Credit card	Yes	Yes	Yes
	Credit Card - Authorize.NET	Yes	Yes	No
	Custom gateway	Yes	Yes	No
	Customer credit	Yes	Yes	Yes
	Payment on Delivery	Yes	Yes	No
	PayPal	Yes	Yes	No
	PayPal	Yes	Yes	Yes



If you registered your custom payment gateway as a [global](#) payment method, you need to [enable](#) it for use on the current site.

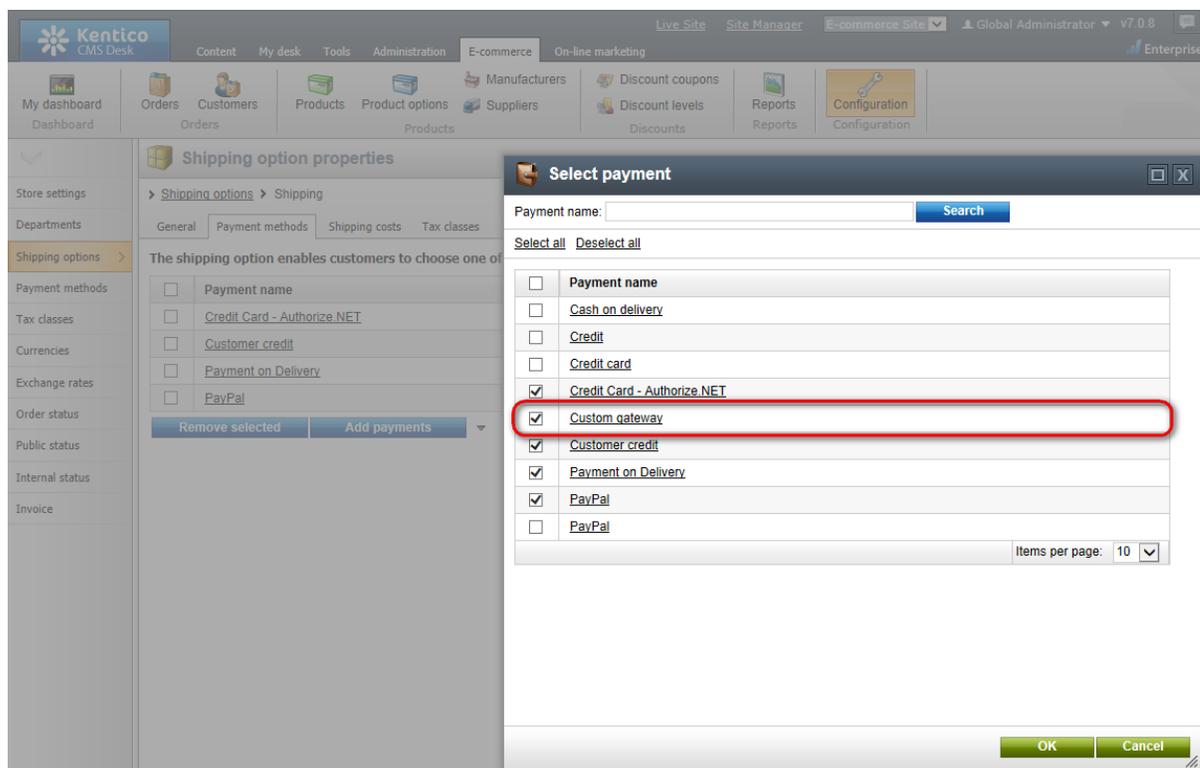
You can do this in **CMS Desk -> E-commerce -> Configuration -> Store settings ->**

Global objects.

3. Registering the payment gateway in shipping options

To enable the use of your custom payment gateway during the checkout process, the last step you need to take is to register it in selected [shipping options](#).

1. Navigate to **CMS Desk -> E-commerce -> Configuration -> Shipping options**.
2. **Edit** (✎) a shipping option where you want to add your custom payment gateway on the **Payment methods** tab.
3. Click **Add payments** and in the **Select payment** dialog that opens select *Custom gateway*. Click **OK**.



As you can see, your custom gateway is now listed among other payment methods available for the current shipping option.

Shipping option properties

> [Shipping options](#) > Shipping

General | **Payment methods** | Shipping costs | Tax classes

The shipping option enables customers to choose one of the following payment methods:

<input type="checkbox"/>	Payment name
<input type="checkbox"/>	Credit Card - Authorize.NET
<input type="checkbox"/>	Custom gateway
<input type="checkbox"/>	Customer credit
<input type="checkbox"/>	Payment on Delivery
<input type="checkbox"/>	PayPal

4. (Optional) Repeat this procedure to register your custom gateway in other shipping options.

Using the payment gateway during the checkout process

If your customers select during the checkout process a shipping option to which you [added](#) your custom payment gateway, they can use the gateway as any other payment method available.

Logged on as [Global Administrator](#) [Wishlist](#) [My Account](#) [Log out](#)

starter site

SEARCH

SHOPPING CART
 1 item for € 2428.99

[ELECTRONICS](#) [COMPUTERS](#) [CLOTHING](#) [BOOKS](#) [GIFTS](#)

Help

- [FAQ](#) >
- [Shipping Options](#) >
- [Payment Methods](#) >

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Newsletter
[See our latest newsletter](#)

[Home](#) > [Shopping Cart](#)

Shopping Cart

Step 4 of 6 - Select payment and shipping methods

Shipping: ▼

Payment: ▼

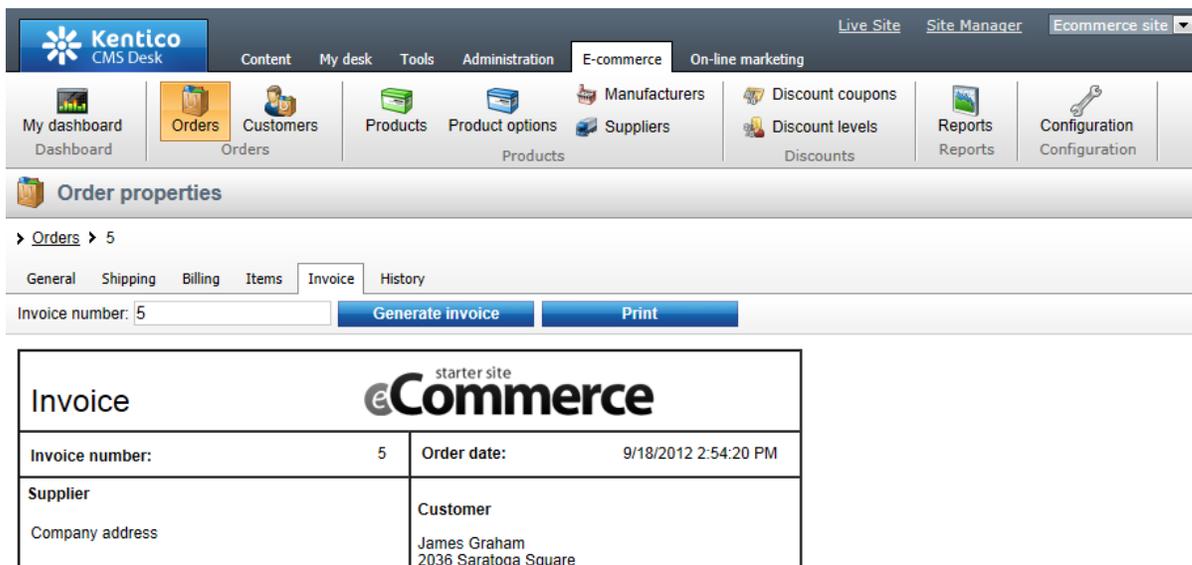
3.7 Invoices

3.7.1 Overview

Kentico CMS allows you to customize the [invoice](#) (or receipt) design and use a whole range of pre-defined and data macro expressions. Invoices (and receipts) are commercial documents that you issue to the [customer](#) to indicate the [products](#), quantities, prices and optionally other purchase-related details.

3.7.2 Invoice

When editing an order (on the **Invoice** tab), you can generate and print the invoice using the respective buttons.



The screenshot shows the Kentico CMS interface. At the top, there is a navigation bar with 'E-commerce' selected. Below it, there is a toolbar with 'Generate invoice' and 'Print' buttons. The main content area shows the 'Invoice' configuration page for order number 5. The invoice preview includes the following information:

Invoice		starter site eCommerce	
Invoice number:	5	Order date:	9/18/2012 2:54:20 PM
Supplier	Customer		
Company address	James Graham 2036 Saratoga Square		

Configuring invoices

Invoices (and receipts) can be configured in **CMS Desk -> E-commerce -> Configuration -> Invoice** (or in **Site Manager -> Tools -> E-commerce configuration -> Invoice**; [global](#) invoices only). In this section of the administration interface, you can see your invoice design, which can be further edited using the built-in [WYSIWYG editor](#) (you can edit the HTML code representing your invoice) and by adding special expressions, i.e. macros, to insert dynamic parts of the invoice. For example, you can use the `{%Order.OrderInvoiceNumber#%}` expression to insert the invoice number.

The screenshot displays the Kentico CMS 7.0 E-commerce Guide interface. At the top, there is a navigation bar with 'Live Site', 'Site Manager', and 'E-commerce site' tabs. Below this, a menu bar contains icons for 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The main content area is titled 'Invoice template' and features a 'Save' button. Below the save button is a rich text editor toolbar with various formatting options. The main content area shows a preview of an invoice template with the following structure:

Invoice		Company logo	
Invoice number:	{%HTMLEncode (Order.OrderInvoiceNumber)#%}	Order date:	{%Format(Order.OrderDate, "{0.dj") #%}
Supplier		Customer	
Company address		{%BillingAddress.ApplyTransformation ("Ecommerce.Transformations.Order_Address"#%)}	
Payment option		{%PaymentOption.PaymentOptionDisplayName#%}	
{%ContentTable.ApplyTransformation("Ecommerce.Transformations.Order_ContentTable", "Ecommerce.Transformations.Order_ContentTableHeader", "Ecommerce.Transformations.Order_ContentTableFooter"#%)}			
Total shipping:	{%TotalShipping.Format(Currency.CurrencyFormatString)#%}		
Shipping tax	{%ShippingTaxesTable.ApplyTransformation ("Ecommerce.Transformations.Order_TaxesTable", "#%)}		

Below the preview, there is an 'Insert macro:' field and an 'Insert' button. A red box highlights the link 'Click here for invoice macro examples' at the bottom of the page.

Macro examples

If you click the **Click here for invoice macro examples** link at the bottom of the page, you can find a complete list of available dynamic expressions:

Macro expression	Description
{%ShoppingCart.ShoppingCartCurrencyID%}	Displays the value of specified shopping cart data column (COM_ShoppingCart)
{%Order.OrderID%}	Displays the value of specified order data column (COM_Order)
{%Order.OrderInvoiceNumber%}	Displays invoice number

ncyID%}	
{%Order.OrderID%}	Displays the value of a specified order data column (<i>COM_Order</i>).
{%Order.OrderInvoiceNumber%}	Displays the invoice number.
{%Order.OrderNote (encode)%}	Displays the encoded order note.
{%OrderStatus.StatusID%}	Displays the value of a specified order status data column (<i>COM_OrderStatus</i>).
{%BillingAddress.AddressID%}	Displays the value of a specified billing address data column (<i>COM_Address</i>).
{%BillingAddress.Country.CountryID%}	Displays the value of a specified billing address country data column (<i>CMS_Country</i>).
{%BillingAddress.State.StateID%}	Displays the value of a specified billing address state data column (<i>CMS_State</i>).
{%ShippingAddress.AddressID%}	Displays the value of a specified shipping address data column (<i>COM_Address</i>).
{%ShippingAddress.ApplyTransformation()%}	Displays the formatted shipping address (<i>COM_Address</i>) using a specified transformation. You can use the default transformation for formatting addresses (<i>Ecommerce.Transformations.Order_Address</i>).
{%ShippingAddress.Country.CountryID%}	Displays the value of a specified shipping address country data column (<i>CMS_Country</i>).
{%ShippingAddress.State.StateID%}	Displays the value of a specified shipping address state data column (<i>CMS_State</i>).
{%CompanyAddress.AddressID%}	Displays the value of a specified company address data column (<i>COM_Address</i>).
{%CompanyAddress.Country.CountryID%}	Displays the value of a specified company address country data column (<i>CMS_Country</i>).
{%CompanyAddress.State.StateID%}	Displays the value of a specified company address state data column (<i>CMS_State</i>).
{%ShippingOption.ShippingOptionID%}	Displays the value of a specified shipping option data column (<i>COM_ShippingOption</i>).
{%PaymentOption.PaymentOptionID%}	Displays the value of a specified payment option data column (<i>COM_PaymentOption</i>).
{%Currency.CurrencyID%}	Displays the value of a specified currency data column (<i>COM_Currency</i>).

{%Customer.CustomerID%}	Displays the value a of specified customer data column (<i>COM_Customer</i>).
{%Customer.CustomerOrganizationID%}	Displays the customer organization ID.
{%Customer.CustomerTaxRegistrationID%}	Displays the customer tax registration ID.
{%DiscountCoupon.DiscountCouponID%}	Displays the value of a specified discount coupon data column (<i>COM_DiscountCoupon</i>).
{%ContentTable.ApplyTransformation()%}	Displays a list of ordered products (shopping cart items) using specified transformations. You can use the default transformation for header (<i>Ecommerce.Transformations.Order_ContentTableHeader</i>), for body (<i>Ecommerce.Transformations.Order_ContentTable</i>) and for footer (<i>Ecommerce.Transformations.Order_ContentTableFooter</i>).
{%ContentTaxesTable.ApplyTransformation()%}	Displays a list of taxes applied to ordered products (shopping cart items) using specified transformations. You can use the default transformation for header (<i>Ecommerce.Transformations.Order_TaxesTableHeader</i>), for body (<i>Ecommerce.Transformations.Order_TaxesTable</i>) and for footer (<i>Ecommerce.Transformations.Order_TaxesTableFooter</i>).
{%ShippingTaxesTable.ApplyTransformation()%}	Displays a list of taxes applied to the employed shipping option using specified transformations. You can use the default transformation for header (<i>Ecommerce.Transformations.Order_TaxesTableHeader</i>), for body (<i>Ecommerce.Transformations.Order_TaxesTable</i>) and for footer (<i>Ecommerce.Transformations.Order_TaxesTableFooter</i>).
{%TotalPrice.Format(Currency.CurrencyFormatString)%}	Displays the formatted total price.
{%Format(Order.OrderDate, "{0:d}")%}	Displays the formatted order date.
{%TotalShipping.Format(Currency.CurrencyFormatString)%}	Displays the formatted total shipping for the order.

Attachments

This section allows you to attach files to the invoice; for example, you can upload an image and insert it into the invoice. When a file is uploaded, the following actions are available:

- **Edit** () - if the file is an image, clicking the icon opens it in the built-in [image editor](#). If the file is not an image, the [metadata editor](#) is opened after clicking the icon.
- **Delete** () - can be used to remove an item from the list.

- **Update** (🔄) - use this action to update the attached file.



Please note

The **Attachments** section is available only if you are using site-specific settings for your invoice.

Invoice template

Save Generate from global invoice

Total shipping:	{%TotalShipping.Format(Currency.CurrencyFormatString)#%}
Shipping tax summary:	{%ShippingTaxesTable.ApplyTransformation("Ecommerce.Transformations.Order_TaxesTable", "Ecommerce.Transformations.Order_TaxesTableHeader")}

Insert macro: Insert

[Click here for invoice macro examples](#)

Attachments

+ New attachment

File name: Show

Actions	Update	File name ^
✎ ✖	🔄	Attachment_1.png
✎ ✖	🔄	Attachment_2.png
✎ ✖	🔄	Attachment_3.png

Kentico CMS offers you the capability of splitting an invoice into several pages for printing. In case you experienced difficulties with your invoice printed design in Internet Explorer, try to print it using the Firefox browser instead.

Invoice		<i>Company logo</i>		
Invoice number:	2	Order date:	4/5/2006	
Supplier	Customer			
Company address	Development Bldg 1600 Barbours Ln. Tucson 85754 USA, Arizona			
Payment option				
Cash on delivery				
Product name	Units	Price/unit	Tax	Subtotal
Configurable PC	1	0.00	0.00	0.00
- Windows Vista Home Premium	1	216.00	0.00	216.00
- CD RW Samsung Black SATA	1	42.00	0.00	42.00
- INTEL Core 2 Quad Q6600 2.40GHz	1	220.00	0.00	220.00
- NVIDIA GEFORCE 6800GTS 512MB	1	440.00	0.00	440.00
- SAMSUNG 500GB SATA	1	139.00	0.00	139.00
- DDR2 1024MB 667MHz	1	30.00	0.00	30.00
- ACER 22"	1	400.00	0.00	400.00
- AUDIOV SE bulk	1	30.00	0.00	30.00
- Repro 5.1	1	90.00	0.00	90.00
- Printer	1	90.00	0.00	90.00
- Scanner	1	69.00	0.00	69.00
Configurable PC	1	0.00	0.00	0.00
- Windows XP Home	1	191.00	0.00	191.00
- CD RW Samsung Black SATA	1	42.00	0.00	42.00
- INTEL Core 2 Quad Q6600 2.40GHz	1	220.00	0.00	220.00
- NVIDIA GEFORCE 6800GTS 512MB	1	440.00	0.00	440.00
- SAMSUNG 500GB SATA	1	139.00	0.00	139.00
- DDR2 1024MB 667MHz	1	30.00	0.00	30.00
- ACER 22"	1	400.00	0.00	400.00
- AUDIOV SE bulk	1	30.00	0.00	30.00
- Repro 5.1	1	90.00	0.00	90.00
- Printer	1	90.00	0.00	90.00
- Scanner	1	69.00	0.00	69.00
Configurable PC	2	0.00	0.00	0.00
- Windows Vista Business	2	270.00	0.00	540.00
- CD RW Samsung Black SATA	2	42.00	0.00	84.00
- INTEL Core 2 Quad Q6600 2.40GHz	2	220.00	0.00	440.00
- NVIDIA GEFORCE 6800GTS 512MB	2	440.00	0.00	880.00
- SAMSUNG 500GB SATA	2	139.00	0.00	278.00
- DDR2 1024MB 667MHz	2	30.00	0.00	60.00
- ACER 22"	2	400.00	0.00	800.00
- AUDIOV SE bulk	2	30.00	0.00	60.00
- Repro 5.1	2	90.00	0.00	180.00

Product name	Units	Price/unit	Tax	Subtotal
- Printer	2	90.00	0.00	180.00
- Scanner	2	69.00	0.00	138.00
Configurable PC	1	0.00	0.00	0.00
- Realtek Linux	1	50.00	0.00	50.00
- CD RW Samsung Black SATA	1	42.00	0.00	42.00
- INTEL Core 2 Quad Q6600 2.40GHz	1	220.00	0.00	220.00
- NVIDIA GEFORCE 6800GTS 512MB	1	440.00	0.00	440.00
- SAMSUNG 500GB SATA	1	139.00	0.00	139.00
- DDR2 1024MB 667MHz	1	30.00	0.00	30.00
- ACER 22"	1	400.00	0.00	400.00
- AUDIOV SE bulk	1	30.00	0.00	30.00
- Repro 5.1	1	80.00	0.00	80.00
- Printer	1	90.00	0.00	90.00
- Scanner	1	69.00	0.00	69.00
Total shipping				\$ 5.00
Total price:				\$ 9192.00
Tax summary:				

Part

IV

Managing your store

4 Managing your store

4.1 Overview

This chapter explains how to manage features that make up your on-line store. Please use the following links to learn about management of the respective E-commerce solution features:

- [Departments](#)
- [Products](#)
- [Product options](#)
- [Currencies](#)
- [Tax classes](#)
- [Discounts](#)
- [Customers](#)
- [Orders](#)
- [Reports](#)

Besides, the [Dashboard](#) topic describes a customizable section of the E-commerce administration interface containing frequently used tools and sources of information, which you can personalize directly through the browser.

4.2 Dashboard

Dashboard is a page within Kentico CMS administration interface which can be personalized by individual users. For this purpose there are many different [widgets](#), which can be configured and placed on the given page. For example, you can use widgets to view various e-commerce [reports](#) (e.g. monthly sales, sales by [order status](#), etc.), to display a list of [products](#), [orders](#), etc. that match a specified filter, or to check whether all required e-commerce [settings](#) are configured correctly.

You can view and manage the E-commerce solution dashboard in **CMS Desk -> E-commerce -> My dashboard**.

Widget name	stock	To reorder
Building your on-line store	-10	10
E-commerce settings checker	5	5
Orders	5	5
Products	2	3
Report - Daily sales	5	2

For a detailed description of the E-commerce solution dashboard, please refer to the [Kentico CMS 7: E-commerce Dashboard](#) blog post.

You can find more details about the use of dashboards in Kentico CMS in the [Dashboards](#) chapter in the Modules section of the Developer's Guide.

4.3 Departments

4.3.1 Overview

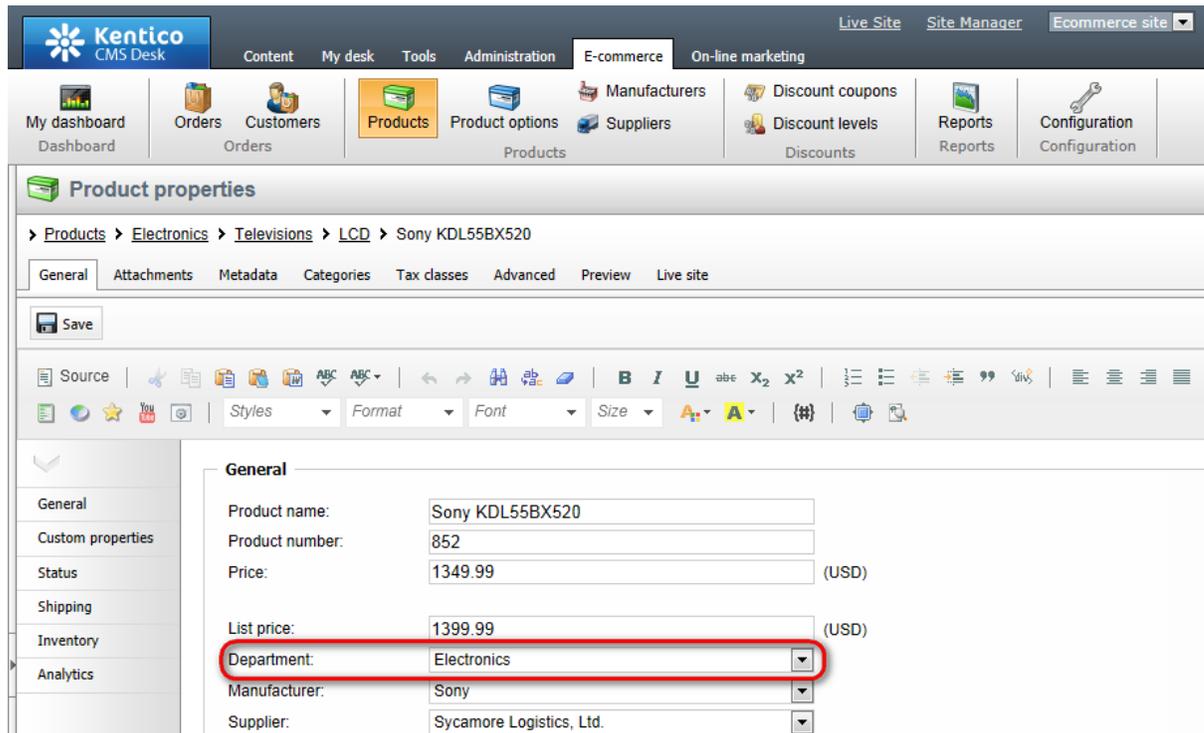
The [Departments](#) feature is used for organizing your product management efforts as it enables you to specify [users](#) responsible for the management of [products](#) in a particular department of your on-line store. This means you can have a different product manager e.g. for the books and for the electronics departments.

You create a single department and place all products in it. However, if you have more product managers in your on-line store, you can thus create multiple departments and have them managed separately by several product managers.

Please note that the departments are not the same as product [categories](#) displayed to the site visitors.

4.3.2 Departments

When creating a new product or editing an existing one (on the **General** tab), you can choose a department under which it should be placed. This can be done by using the **Department** drop-down list as highlighted in the screenshot below.



The screenshot displays the Kentico CMS Desk interface for editing a product. The breadcrumb trail is: Products > Electronics > Televisions > LCD > Sony KDL55BX520. The 'General' tab is active. The 'Department' dropdown menu is highlighted with a red circle, showing 'Electronics' selected. Other fields include Product name (Sony KDL55BX520), Product number (852), Price (1349.99 USD), List price (1399.99 USD), Manufacturer (Sony), and Supplier (Sycamore Logistics, Ltd.).

Managing departments

Departments can be managed in **CMS Desk -> E-commerce -> Configuration** on the **Departments** tab. In this section of the administration interface, you can see a list of all defined departments. New ones can be added to the list by clicking the **New department** button above the list. Properties of already defined departments can be edited by clicking the **Edit** icon in the **Actions** column. You can also delete a department by clicking the **Delete** icon.

When editing a department, the following tabs are available to specify its properties:

- **General tab**
- [Users tab](#)
- [Default tax classes tab](#)

General tab

On this tab you can edit general properties of the selected department. You need to click the confirmation button to save any changes.

- **Display name** - the name of the department displayed to users on the live site and in the administration interface.
- **Code name** - the name of the department used by developers in the code.

Users tab

On this tab you can specify which [users](#) will be able to manage [products](#) in the current department. To add a user, click the **Add users** button and check the boxes next to the appropriate users in the displayed selection dialog. Users can be removed from the list at any time using the corresponding checkboxes together with the **Remove selected** button. You can also remove all listed items at once by clicking the icon and performing the **Remove all** action.

Department properties

> [Departments](#) > Electronics

General **Users** Default tax classes

The following users can manage products from this department:

<input type="checkbox"/>	User
<input type="checkbox"/>	Andrew Jones
<input type="checkbox"/>	E-commerce Admin
<input type="checkbox"/>	E-commerce Editor

Remove selected Add users ▼

Default tax classes tab

On this tab you can specify which [taxes](#) will automatically apply to all new products from the current department. To add tax classes, click the **Add tax classes** button and check the boxes next to the appropriate tax classes in the displayed selection dialog. Tax classes can be removed from the list at any time using the corresponding checkboxes together with the **Remove selected** button. You can also remove all listed items at once by clicking the ▼ icon and performing the **✗ Remove all** action.

Department properties

> [Departments](#) > Electronics

General Users **Default tax classes**

The following tax classes will be automatically applied to all new products from this department:

<input type="checkbox"/>	Tax class name
<input type="checkbox"/>	Sales tax

Remove selected Add tax classes ▼

4.4 Products

4.4.1 Overview

[Products](#) are the most important entities in your on-line store. They feature the actual products and services that are offered and sold in multiple [product types](#) to the [customers](#) of your on-line store.

Products may be purchased separately or with [options](#), which may include various accessories, additions, etc. Internal and public [statuses](#) may be assigned to inform the user about the current state of the product, and you can also specify product's [manufacturer](#) and [supplier](#). Besides, images and other types of files can be [attached](#) to enhance the customer's live site experience.

In Kentico CMS, products are [defined](#) as product objects, i.e. [SKUs](#), associated with product type documents. When you want to display a product on your website, you thus need to display a product type document with a product object assigned to this document.

4.4.2 Product types

4.4.2.1 Overview

Product types

Product types in Kentico CMS are fully customizable [document types](#) used to create [products](#) of multiple [representations](#). Specifically, they define the structure of documents that are associated with [SKU](#) objects, thus allowing to present the actual product articles and services to your on-line store [customers](#) on the live website. Same as any other document type, each product type may have its own:

- fields (data structure)
- editing form layout
- transformations (design)
- queries

and other settings.

You can use the built-in product types, e.g. *Product - Computer*, *Product -TV*, *Product - T-shirt*, etc., and you can also [set up](#) your custom ones.

Section types

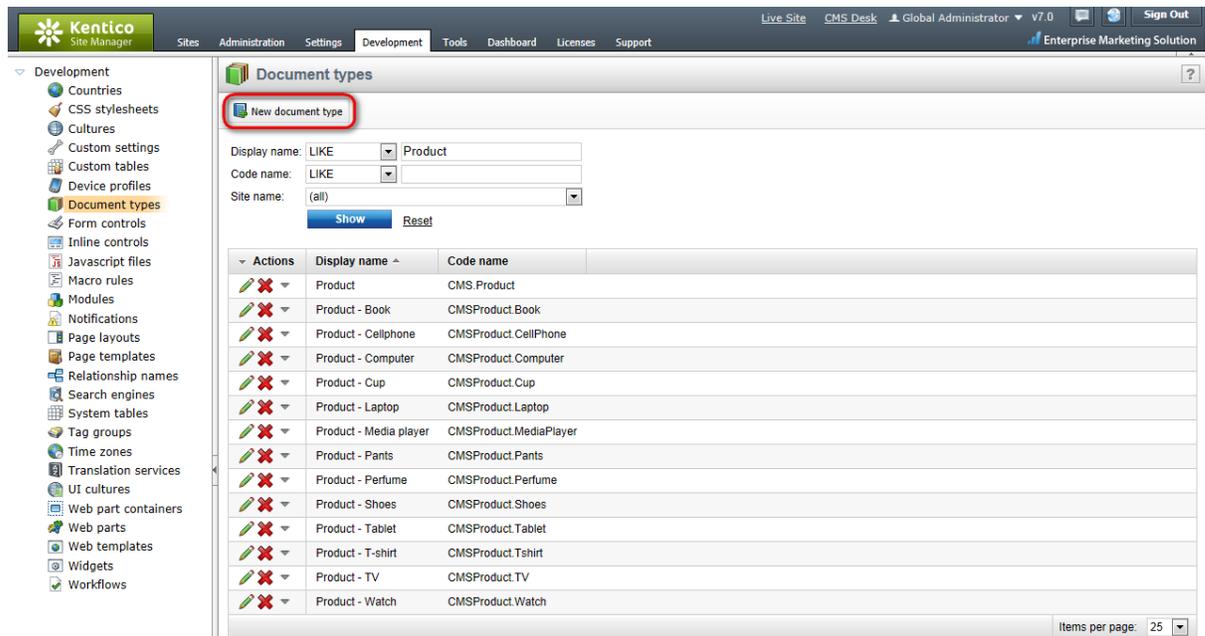
Similarly, you can [add](#) custom **Section types**, which allow you to [define the structure](#) of your on-line store.

4.4.2.2 Product type configuration

In Kentico CMS, you can use either sample product types that come with the CMS system installation or you can define your custom ones. Product types can be managed in **Site Manager -> Development -> Document types** after clicking the **Edit** () icon on the respective line in the **Document types** list. To add a new product type, you need to:

Required

1. Click the  **New document type** button. This will redirect you to the **New document type wizard**, which will guide you through the steps you will need to take to create a new document type.



The screenshot shows the Kentico CMS 7.0 Administration interface. The left sidebar contains a navigation menu with 'Document types' highlighted. The main content area is titled 'Document types' and features a 'New document type' button circled in red. Below this button is a form with the following fields:

- Display name: LIKE (dropdown) Product (text input)
- Code name: LIKE (dropdown)
- Site name: (all) (dropdown)

Below the form are 'Show' and 'Reset' buttons. A table below the form lists existing document types:

Actions	Display name	Code name
	Product	CMS.Product
	Product - Book	CMSProduct.Book
	Product - Cellphone	CMSProduct.CellPhone
	Product - Computer	CMSProduct.Computer
	Product - Cup	CMSProduct.Cup
	Product - Laptop	CMSProduct.Laptop
	Product - Media player	CMSProduct.MediaPlayer
	Product - Pants	CMSProduct.Pants
	Product - Perfume	CMSProduct.Perfume
	Product - Shoes	CMSProduct.Shoes
	Product - Tablet	CMSProduct.Tablet
	Product - T-shirt	CMSProduct.Tshirt
	Product - TV	CMSProduct.TV
	Product - Watch	CMSProduct.Watch

At the bottom right of the table, there is a 'Items per page: 25' dropdown menu.

2. As you need to create a product type (not a standard document type), switch to the newly created document type's **E-commerce** tab and choose the **Document type represents a product type** option in the **Document's relation to product** section.

The screenshot displays the Kentico Site Manager interface. The top navigation bar includes 'Sites', 'Administration', 'Settings', 'Development', 'Tools', 'Dashboard', 'Licenses', and 'Support'. The left sidebar lists various development tools, with 'Document types' highlighted. The main content area is titled 'Document type properties' and is configured for 'Product - TV'. It features several tabs: 'General', 'Fields', 'Form', 'Transformations', 'Queries', 'Child types', 'Sites', 'E-commerce', and 'Alternative forms'. A 'Save' button is visible. The 'Document's relation to product' section contains two checkboxes: the first, 'Document type represents a product type', is checked and circled in red; the second, 'Document type represents a product section', is unchecked. The 'Fields mapping' section, titled 'Select document fields that will be populated from the specified SKU fields:', includes a 'General' section with dropdowns for 'Product name' (TVName), 'Product price' (none), 'Product short description' (none), 'Product description' (none), and 'Product image' (none). Below this is a 'Dimensions' section with dropdowns for 'Package weight', 'Package height', 'Package width', and 'Package depth', all set to '(none)'. The 'New product creation' section includes a 'Default department' dropdown set to 'Electronics' with 'Select' and 'Clear' buttons, a 'This document type represents' dropdown set to 'Standard product', and a checked checkbox for 'Create SKU automatically when a new document of this type is created'.

Optional

3. In the **Fields mapping** section, you can optionally select fields that will be automatically populated with values from the specified SKU fields.

4. Using the **Default department** property in the **New product creation** section you can optionally specify a [department](#) that will by default be responsible for a product created based on the given product type.

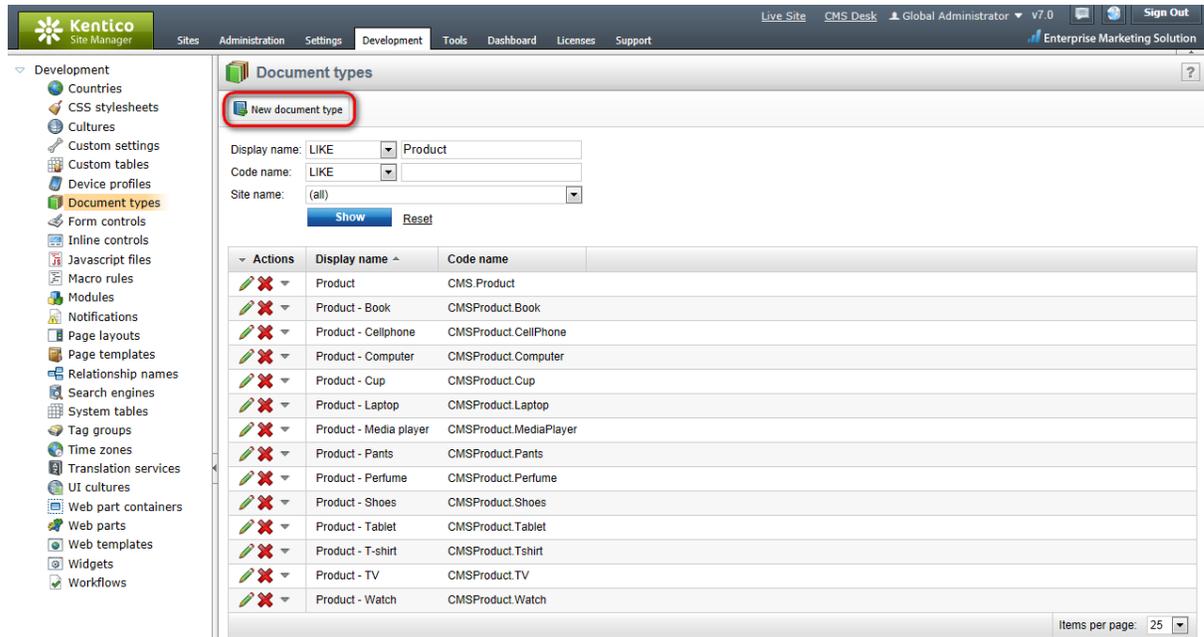
Besides, the **This document type represents** property in this section allows you to choose a default [representation](#) for the product (*Standard product* is selected by default).

You can also specify whether a product object ([SKU](#)) should be created automatically when a new document of the given type is created using the respective checkbox.

4.4.2.3 Product section configuration

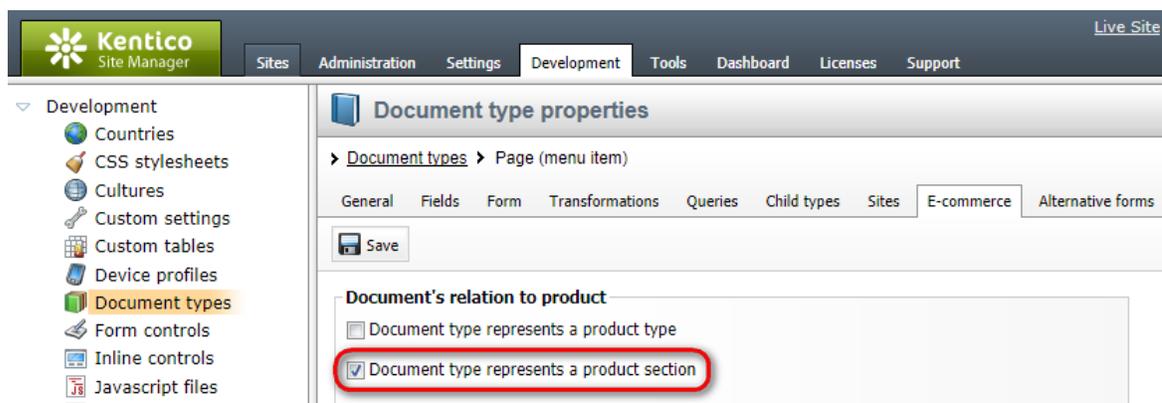
The *Page (menu item)* section type comes with the CMS system installation and is thus offered by default while [defining the structure](#) of your on-line store. Besides, you can set up your custom section types. They can be managed in **Site Manager -> Development -> Document types** after clicking the **Edit** (✎) icon on the respective line in the **Document types** list. To add a new section type, you need to:

1. Click the  **New document type** button. This will redirect you to the **New document type wizard**, which will guide you through the steps you will need to take to create a new document type.



Actions	Display name ^	Code name
	Product	CMS.Product
	Product - Book	CMSProduct.Book
	Product - Cellphone	CMSProduct.CellPhone
	Product - Computer	CMSProduct.Computer
	Product - Cup	CMSProduct.Cup
	Product - Laptop	CMSProduct.Laptop
	Product - Media player	CMSProduct.MediaPlayer
	Product - Pants	CMSProduct.Pants
	Product - Perfume	CMSProduct.Perfume
	Product - Shoes	CMSProduct.Shoes
	Product - Tablet	CMSProduct.Tablet
	Product - T-shirt	CMSProduct.Tshirt
	Product - TV	CMSProduct.TV
	Product - Watch	CMSProduct.Watch

2. As you need to create a section type (not a standard document type), switch to the newly created document type's **E-commerce** tab and choose the **Document type represents a product section** option in the **Document's relation to product** section.



Document type properties

> Document types > Page (menu item)

General Fields Form Transformations Queries Child types Sites **E-commerce** Alternative forms

Save

Document's relation to product

Document type represents a product type

Document type represents a product section

Please note



Only document types designated as product sections (together with [products](#) they contain) may be displayed in the [product sections tree](#) in **CMS Desk -> E-commerce -> Products**.

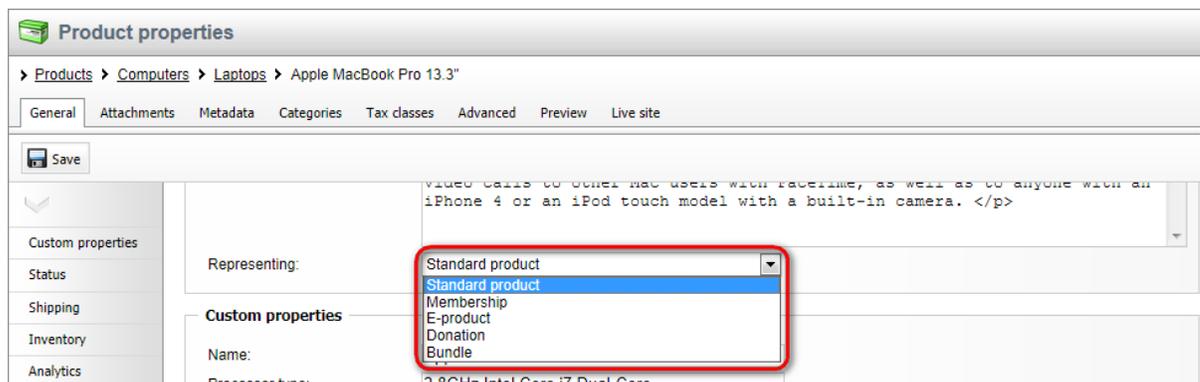
4.4.2.4 Product representations

4.4.2.4.1 Overview

Your on-line store supports five different [product](#) representations:

- [Standard product](#) - the standard sort of product typically representing a single article or service.
- [Membership](#) - membership is a grouping of roles, e.g. allowing [customers](#) to access a paid section of the website or perform certain actions on the website.
- [E-product](#) - file(s) that can be downloaded after being purchased by a customer.
- [Donation](#) - product that a customer pays for in order to donate money.
- [Bundle](#) - multiple products grouped into a single product.

Click the links above to learn more about the particular product representation and its specifics.



4.4.2.4.2 Standard product

The **Standard product** representation is used for standard sorts of [product](#), which typically include articles and services. All other product representations, i.e. [Membership](#), [E-product](#), [Donation](#) and [Bundle](#), are derived from this one. It means that they have the **Standard product** properties but contain also other properties specific for the respective representation.

Any product has properties described in the [Managing products -> General tab](#) topic.

4.4.2.4.3 Membership

The **Membership** product representation is designed to allow website users to buy a membership. You will typically use it to let users access paid premium content or other restricted website sections, or let them perform actions that are normally not allowed.

Memberships can be defined in **CMS Desk / Site Manager -> Administration -> Membership**. They are defined as a set of roles, while users who have the membership have the same privileges as if they

were direct members of all the roles. Detailed information can be found in [Developer's Guide -> Development -> Membership, permissions and security -> Memberships](#).

Defining a membership product

When creating a new [product](#) or editing an existing one (on the **General** tab), you need to choose *Membership* in the **Representing** drop-down list. After doing so, the **Membership** section appears below, allowing you to enter the following properties specific for this product representation:

- **Membership group** - membership defined in *CMS Desk / Site Manager -> Administration -> Membership* that a [customer](#) will get for purchasing the product.
- **Membership validity** - indicates how long the membership will be valid after being purchased. Can be set either for a limited period of time (*Days, Weeks, Months, Years, Until* a given date) or for an unlimited period. To set membership validity for an unlimited period of time, choose *Until* and leave the text box below empty.

The screenshot displays the Kentico CMS 7.0 E-commerce interface. The main content area shows the 'Product properties' configuration for a 'Premium membership' product. The 'Membership' section is highlighted with a red box, indicating the configuration options for this product representation. The 'Representing' dropdown is set to 'Membership'. The 'Membership group' is set to 'Premium members'. The 'Membership validity' is set to 'Until' with a date of '12/31/2030'. The 'Membership validity' section also includes radio buttons for 'Days', 'Weeks', 'Months', and 'Years', and a 'Now N/A' button.

Granting a membership

From the customer's point of view, there is no difference in the way memberships and any other representations of product are bought. However, the membership is granted to the customer only if the [order](#) is marked as paid. This can be done either automatically when the order changes its [status](#) to one with the **Mark order as paid** property enabled (available in *CMS Desk -> E-commerce -> Configuration -> Order status -> Edit (✎) order status*) ...

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu has categories like 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. Under 'E-commerce', there are sub-menus for 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Order status properties' page is open, showing a 'Save' button and several configuration options: 'Display name' (Payment received), 'Code name' (PaymentReceived), 'Order status color' (empty), 'Send notification' (checked), 'Enabled' (checked), and 'Mark order as paid' (checked and highlighted with a red circle).

... or manually by a store administrator by enabling the **Order is paid** property in **CMS Desk -> E-commerce -> Orders -> Edit () order** on the **Billing** tab of the order's editing interface.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar is the same as in the previous screenshot. The main menu is also the same. The 'Order properties' page is open, showing a 'Save' button and several configuration options: 'Payment method' (Payment on Delivery), 'Currency' (U.S. Dollar), 'Billing address' (James Graham, 1020 Trinity Avenue, London), 'Payment result' (N/A), and 'Order is paid' (checked and highlighted with a red circle). There are also 'Edit' and 'New' buttons.

Marking a memberships order as paid, both automatically and manually, results either in renewing the existing memberships or assigning new ones (depending on if a new membership or a renewal was ordered). In both cases, users are notified by means of a notification e-mail based on the *E-commerce - Order payment notification to customer* e-mail template.



Please note

If an order for memberships with validity in time units already marked as paid is unmarked, the validity is reduced by these unpaid units.

If an order for memberships with unlimited validity or validity until a particular date already marked as paid is unmarked, the memberships are removed completely.

Notifying about membership expiration

The system can be configured to send customers an automatic e-mail notification when their membership is close to expiration. This can be configured by means of the **Send membership reminder (days)** setting in **Site Manager -> Settings -> Security & Membership**. For more details, please refer to the [Memberships -> Managing memberships](#) topic in the Developer's Guide, specifically to its **Membership expiration reminders** section.

Renewing membership

To have an expired membership renewed, the customer can either ask the administrator to perform the renewal or they can buy a new membership using the [My account](#) web part on the live site. On the **Memberships** tab, the customer can view a list of their memberships. By clicking the **Buy membership** button, they are redirected to a page allowing them to buy new memberships or renew their existing ones.

The screenshot shows the 'My Account' page of an e-commerce site. The navigation bar includes 'Home', 'Contact', 'Help', and 'Members Area'. The user is logged in as 'James Graham'. The main navigation menu includes 'ELECTRONICS', 'COMPUTERS', 'CLOTHING', 'BOOKS', 'GIFTS', 'MEMBERSHIPS', 'E-PRODUCTS', and 'BUNDLES'. The 'My Account' page has a breadcrumb trail 'Home > My Account' and a sub-menu with 'DETAILS', 'ADDRESSES', 'ORDERS', 'CREDIT', 'CHANGE PASSWORD', 'SUBSCRIPTIONS', and 'MEMBERSHIPS'. The 'MEMBERSHIPS' tab is selected and highlighted with a red box. Below the sub-menu, there is a 'Buy membership' button, also highlighted with a red box. The main content area displays a table of memberships:

Membership	Valid to
Gold members	12/31/2012 12:00:00 AM
Premium members	12/31/2030 12:00:00 AM
V.I.P. members	-

At the bottom right of the table, there is a 'Items per page' dropdown menu set to '25'.

4.4.2.4.4 E-product

The **E-product** product representation is designed for [products](#) in form of electronic files that can be downloaded. You will typically use it for software installation files, audio files, videos, e-books, etc.

Defining an e-product

When creating a new product or editing an existing one (on the **General** tab), you need to choose *E-product* in the **Representing** drop-down list. After doing so, the **E-product** section appears below, allowing you to enter the following properties specific for this product representation:

- **Files validity** - sets the period of time during which the file(s) can be downloaded after being purchased. Can be set either for a limited period (*Days, Weeks, Months, Years, Until* a given date) or for an unlimited period. To set your files validity for an unlimited period of time, choose *Until* and leave the text box below empty.
- **Files** - allows to upload the actual file(s). Only files with allowed extensions can be uploaded. The extensions can be defined using the *Upload extensions* setting in *Site Manager -> Settings -> System -> Files*.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', 'E-commerce site', and 'Global Administrator v7.0'. The main menu has 'Products' selected, leading to 'Product properties'. The left sidebar shows a tree view of products, with 'Kentico CMS 7 Website Development Beginner's Guide' selected. The main content area shows the 'Product properties' configuration page for an 'E-product'. The 'Representing' dropdown is set to 'E-product'. The 'Files validity' section is highlighted with a red box, showing options for 'Days', 'Weeks', 'Months', and 'Years', with 'Until' selected. Below this, there is a 'New attachment' section with a table listing a file named 'Kentico-CMS-7-Website-Development-Beginner-s-Guide.pdf' with a size of 25 MB.

Enabling e-product download links

From the customer's point of view, there is no difference in the way e-products and any other types of product are bought. However, the [customer](#) is able to [download the files](#) only if the order is marked as paid. This can be done either automatically when the order changes its [status](#) to one with the **Mark order as paid** property enabled (available in **CMS Desk -> E-commerce -> Configuration -> Order status -> Edit (🍷) order status**) ...

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu has 'E-commerce' selected. The left sidebar lists various settings like 'Store settings', 'Departments', 'Shipping options', etc. The main content area is titled 'Order status properties' and shows the configuration for the 'Payment received' status. The 'Mark order as paid' checkbox is checked and highlighted with a red circle.

... or manually by a store administrator by enabling the **Order is paid** property in **CMS Desk -> E-commerce -> Orders -> Edit () order** on the **Billing** tab of the order's editing interface.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu has 'E-commerce' selected. The left sidebar lists various settings like 'Store settings', 'Departments', 'Shipping options', etc. The main content area is titled 'Order properties' and shows the configuration for an order. The 'Billing' tab is selected, and the 'Order is paid' checkbox is checked and highlighted with a red circle.

Marking an e-product order as paid, both automatically and manually, results in creating new download links for the respective e-product files, with validity set as of the time of marking.



Please note

If an order for e-products already marked as paid is unmarked, the download links related to these e-products are deleted so the customer is not able to download the files.

Downloading e-product files

Once the download links are created when the order is marked as paid, customers can get to the links

two ways.

First, they can see the links via the [My account](#) web part on the live site. On the **Orders** tab, they can view a list of all their orders, where each order containing at least one e-product has a **View** link in the **Downloads** column. By clicking the link, the user can view a list of e-products bought in the given order, together with the respective download links.

The screenshot displays the 'My Account' page of an e-commerce site. The top navigation bar includes 'Home', 'Help', 'Contact', 'Logged on as James Graham', 'Wishlist', 'My Account', and 'Log out'. The main header features the 'eCommerce' logo, a search bar, and a 'SHOPPING CART' with '0 items for \$0.00'. Below the header is a category menu: 'ELECTRONICS', 'COMPUTERS', 'CLOTHING', 'BOOKS', 'GIFTS', 'MEMBERSHIPS', 'E-PRODUCTS', and 'BUNDLES'. The left sidebar contains 'Help' (FAQ, Shipping Options, Payment Methods), 'Contact' (Contact Us, About Us, Stores, Donate with Us), and 'Newsletter' (See our latest newsletter, Your e-mail, SUBSCRIBE). The main content area shows the 'My Account' page with tabs for 'DETAILS', 'ADDRESSES', 'ORDERS', 'CREDIT', 'CHANGE PASSWORD', 'SUBSCRIPTIONS', and 'MEMBERSHIPS'. The 'ORDERS' tab is active, displaying a table of orders:

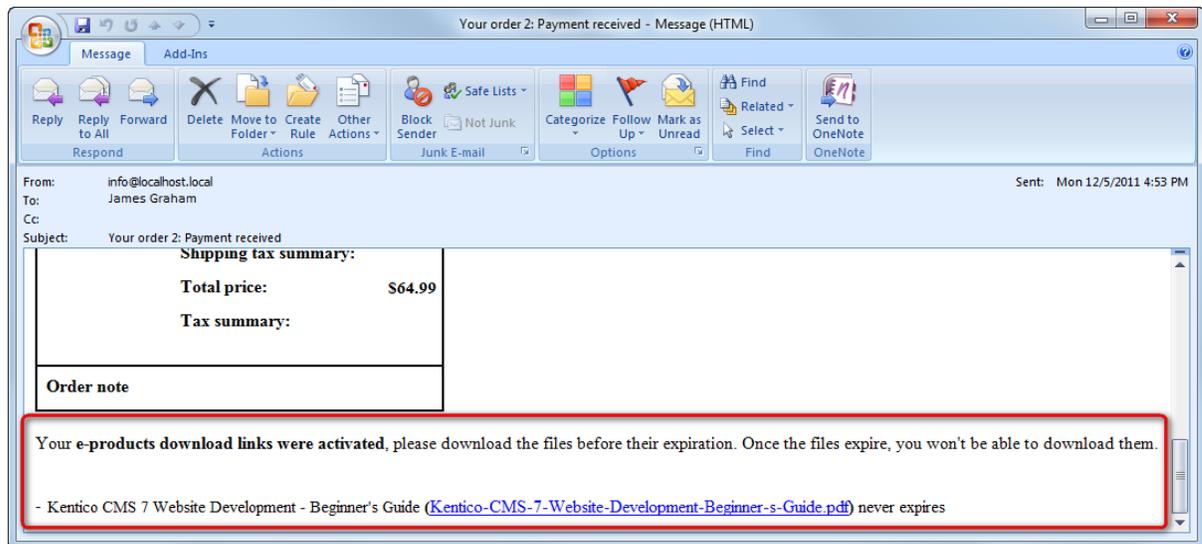
Order ID	Order date	Total price	Status	Invoice	Downloads
3	7/16/2012 3:02:30 PM	\$64.99	Closed	View	View
2	7/16/2012 3:01:48 PM	\$108.00	Closed	View	
1	7/16/2012 3:01:13 PM	\$68.00	New	View	

A red circle highlights the 'View' link in the Downloads column for Order ID 3. A red arrow points from this link to a 'Downloads' window in Windows Internet Explorer. The window shows a table with one row:

File	Expiration
Kentico CMS 7 Website Development: Beginner's Guide (Kentico-CMS-7-Website-Development-Beginner-s-Guide.pdf)	-

The window also includes a 'Items per page' dropdown set to 10 and a 'Close' button.

If e-mail notifications about paid orders are enabled, the user receives an e-mail notification based on the *E-commerce - Order payment notification to customer* e-mail template when an order is paid. This template contains a macro which ensures that respective download links are included in the e-mails.



Notifying about e-product expiration

If an e-product download link is close to its expiration, the system can send the customer an automatic e-mail notification. By setting the **Send e-product reminder (days)** value in **Site Manager -> Settings -> E-commerce**, you can specify how many days prior to expiration a notification will be sent.

Checking for upcoming expirations is performed by the **E-product reminder** scheduled task (manageable in **Site Manager -> Administration -> Scheduled tasks**). This task is defined as global by default, which means that it checks for upcoming expirations of e-products purchased on all websites running in the system. Alternatively, you can define the scheduled task separately for individual websites in order to check only for expirations of e-products purchased on a particular website.

The content of the e-mails is based on the *E-commerce - E-product expiration notification* e-mail template, which can be edited in **Site Manager -> Administration -> E-mail templates**. This template is also defined as global by default, but you can create a site-specific template with the same code name. This one would be used for all notifications for orders made on the respective website.

Detailed information on scheduled tasks in Kentico CMS can be found in [Developer's Guide -> Development -> Scheduler](#).

4.4.2.4.5 Donation

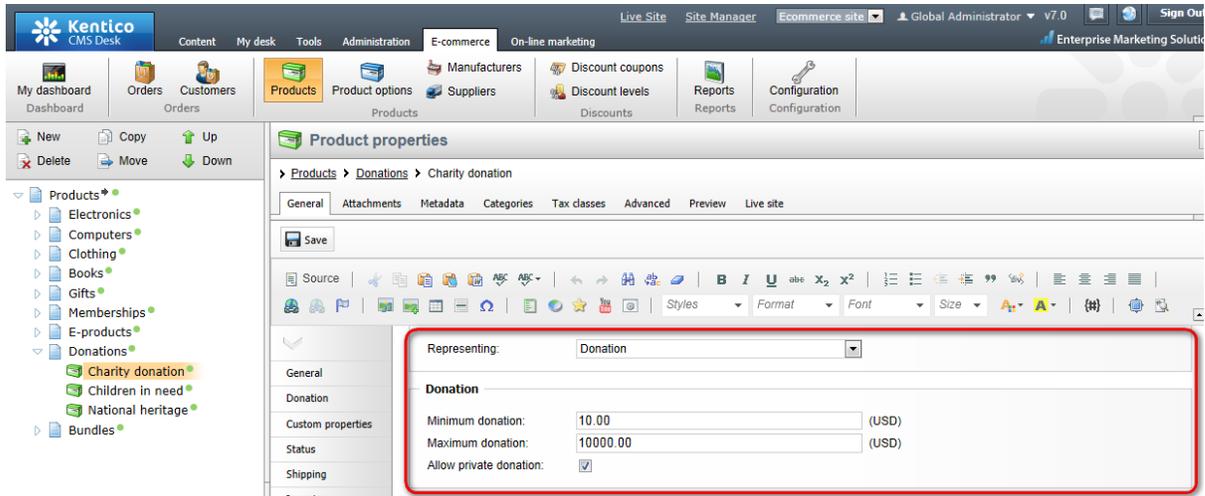
The **Donation** product representation is designed to allow a user to donate a sum of money. It behaves as a standard [product](#) and can be offered stand-alone or with various [product options](#). However, you cannot put a donation into a [bundle](#) or select it as a product option.

Defining a donation

When creating a new product or editing an existing one (on the **General** tab), you need to choose *Donation* in the **Representing** drop-down list. After doing so, the **Donation** section appears below, allowing you to enter the following properties specific for this product representation:

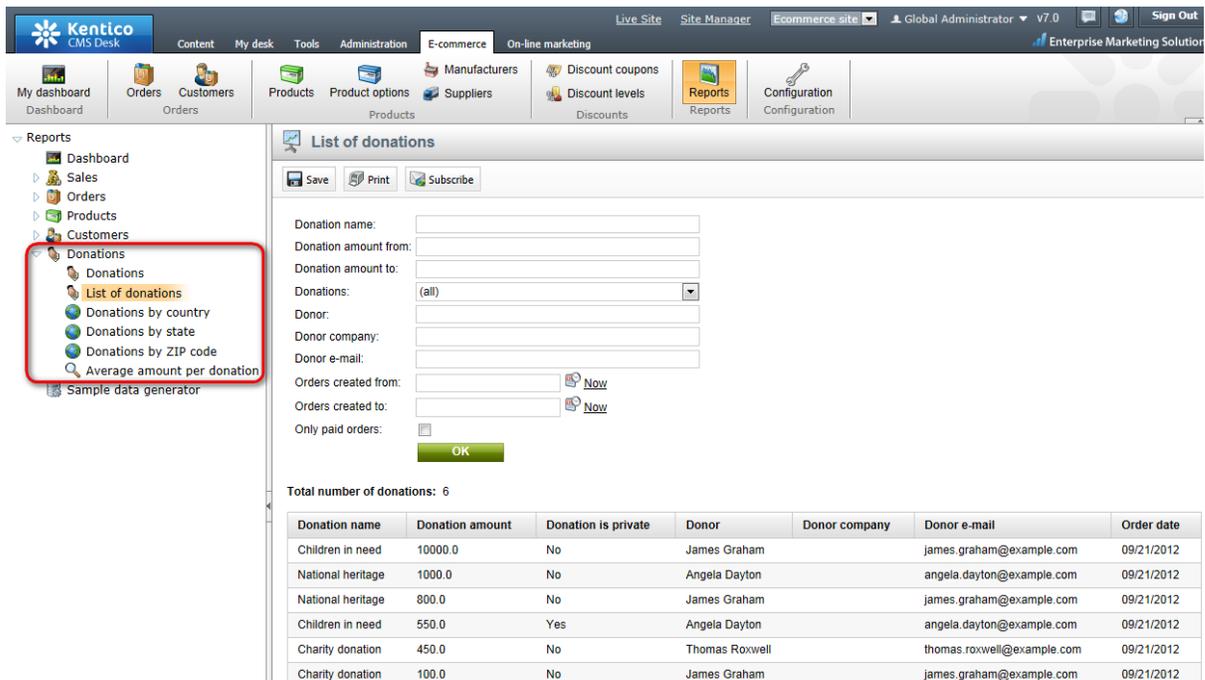
- **Minimum donation** - the minimum sum of money that a user can donate.
- **Maximum donation** - the maximum sum of money that a user can donate.

- **Allow private donation** - indicates whether the user is allowed to donate privately so that they will not be present in public donation lists, reports, etc. If enabled, an option letting to choose a private donation is displayed during the purchase process when adding the product into the shopping cart.



Reporting donations

Kentico CMS allows you to view donation [reports](#). If you decide to view these reports, navigate to **CMS Desk -> E-commerce -> Reports** and from the **Reports** tree choose the **Donations** section. If you choose e.g. the **List of donations** report, you can see what users (donors) made what donations, how much they donated, and also some other donation-related details.



4.4.2.4.6 Bundle

The **Bundle** product representation is designed to allow users to buy several different products as a single [product](#). This can be highly effective if selling related products or products which would not sell well enough separately.

Defining a bundle

When creating a new product or editing an existing one (on the **General** tab), you need to choose *Bundle* in the **Representing** drop-down list. After doing so, the **Bundle** section appears below, allowing you to enter the following properties specific for this product representation:

- **Remove from inventory** - defines the behavior of the product inventory when a bundle is purchased.
 - **Remove bundle only** - the bundle is removed from the inventory as a whole, but individual products are kept in the inventory.
 - **Remove each product separately** - individual products contained in the bundle are removed from the respective inventories, but the bundle is not removed.
 - **Remove both bundle and products** - both the bundle and products contained in it are removed from the inventory.
- **Products** - allows to add products to be sold within the bundle. You can add any representation of product except for a [donation](#) and another bundle.

The screenshot shows the Kentico CMS interface with the 'Product properties' dialog open. The 'Representing' dropdown is set to 'Bundle'. The 'Bundle' section is highlighted with a red box, showing the following options:

- Remove from inventory:**
 - Remove bundle only
 - Remove each product separately
 - Remove both bundle and products
- Products:**
 - Product name
 - Apple iPad 16GB
 - Apple iPhone 4S
 - Apple Mac Pro 12-Core

Buttons for 'Remove selected' and 'Add products' are visible at the bottom of the bundle section.

Bundle price calculation

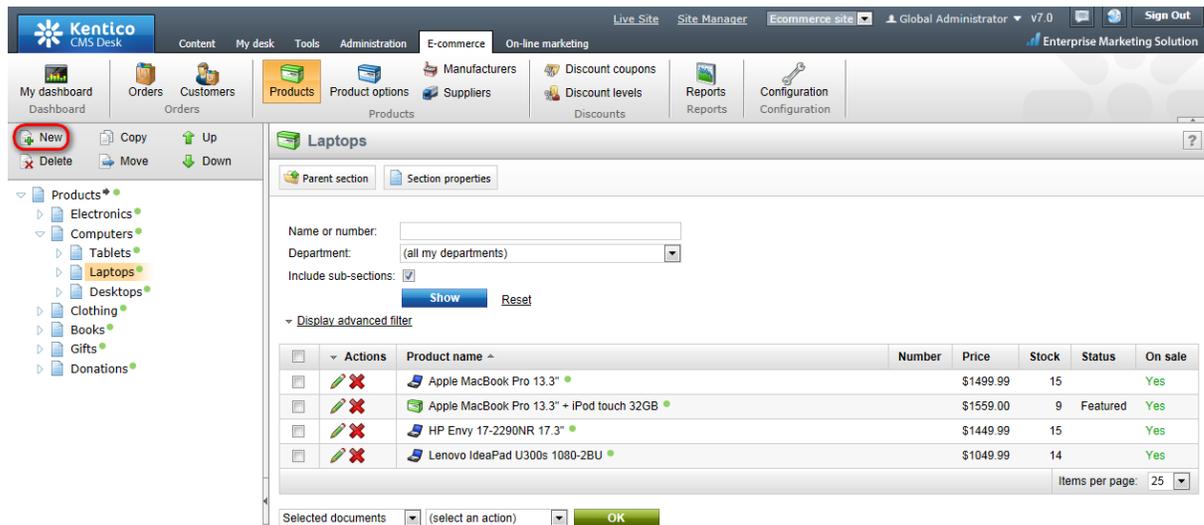
During its price calculation, a bundle behaves as a separate product. Neither taxes nor discounts related to individual products contained in the bundle are reflected in the calculation.

4.4.3 Managing products

4.4.3.1 Adding a new product

In this topic, you will learn how new [products](#) can be added to your on-line store. The same approach that is demonstrated here can be used to add any products into any website featuring the E-commerce solution.

1. In order to add a product to your on-line store, navigate to **CMS Desk -> E-commerce -> Products** (alternatively to [CMS Desk -> Content](#)) and above the [product sections tree](#) (where you can choose a section under which the product will be put) click the  **New** button.



The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' section is active, showing 'Products' as the selected category. The left sidebar displays a tree view of product sections, with 'Laptops' selected. The main content area shows the 'New product or section' interface for the 'Laptops' section. It includes fields for 'Name or number', 'Department' (set to '(all my departments)'), and 'Include sub-sections' (checked). Below these fields is a 'Display advanced filter' section with a table of existing products:

Actions	Product name	Number	Price	Stock	Status	On sale
 	Apple MacBook Pro 13.3"		\$1499.99	15		Yes
 	Apple MacBook Pro 13.3" + iPod touch 32GB		\$1559.00	9	Featured	Yes
 	HP Envy 17-2290NR 17.3"		\$1449.99	15		Yes
 	Lenovo IdeaPad U300s 1080-2BU		\$1049.99	14		Yes

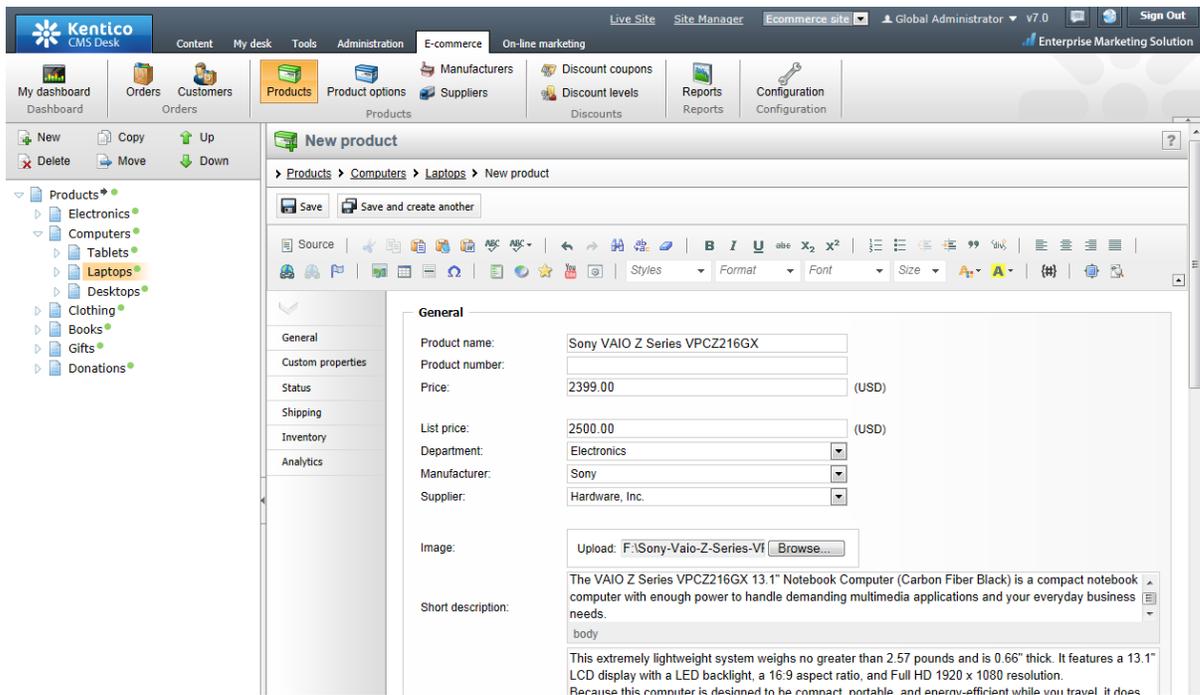
At the bottom of the interface, there is a 'Selected documents' dropdown, a '(select an action)' dropdown, and an 'OK' button.

2. This redirects you to the **New product or section** user interface, where you need to specify what [product type](#) to use for the new product.

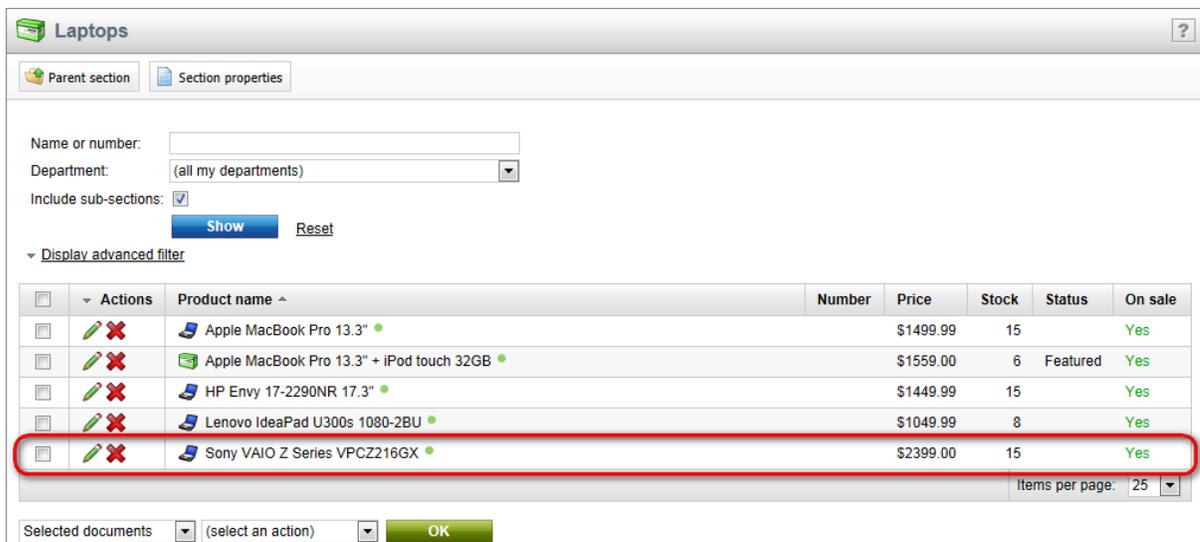
The screenshot displays the Kentico CMS 7.0 E-commerce interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu features 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The left sidebar shows a tree view of the product catalog, with 'Laptops' selected under 'Computers'. The main content area is titled 'New product or section' and contains a breadcrumb trail: 'Products > Computers > Laptops > New product or section'. Below the breadcrumb, there is a prompt: 'Please select a type of a new product or section:'. A list of 'Product types' is shown, enclosed in a red box, including: Product, Product - Book, Product - Cellphone, Product - Computer, Product - Cup, Product - Laptop, Product - Media player, Product - Pants, Product - Perfume, Product - Shoes, Product - Tablet, Product - T-shirt, Product - TV, and Product - Watch. To the right of this list, under 'Section types', there is a link for 'Page (menu item)'. At the bottom of the dialog, there is a link for 'Link an existing product or section'.

Please note that if you were creating a new product section, you would need to choose one of the available [section types](#) in this step.

3. At this point, you enter the more frequently accessed properties of the product (you can later modify them while editing the product on the [General tab](#)).



4. When you have entered the required values, click **Save**. As you can see, the new product is listed among other products. It can be further managed as described in detail in the [Managing products](#) chapter.



4.4.3.2 Managing products

Products can be managed in **CMS Desk -> E-commerce -> Products** (alternatively in [CMS Desk -> Content](#)). In this part of the administration interface, you can see a product sections tree, which represents a selected part of your website structure, and a [list](#) of all defined products under the currently selected section. Please note that the actual content of the page is determined by your store [settings](#) and configuration of the filter.

Product sections tree

The sections tree allows you (if displayed) to view a specified part of your website structure, either with or without the contained products. If you select a section, all products contained in the section are listed. If you select a product, its editing interface is displayed allowing you to modify the product's properties. The following actions are available to manage items displayed in the tree:

-  **New** - allows to [create](#) a new section or product under the currently selected node.
-  **Delete** - deletes the currently selected section (including the contained products) or product.
-  **Copy** - creates a copy of the currently selected section or product in a location specified in a pop-up dialog. If a section is selected, the contained products, same as respective permissions may also be copied.
-  **Move** - moves the currently selected section or product to a location specified in a pop-up dialog. If a section is selected, the contained products are also moved, while the respective permissions may be preserved.
-  **Up** - moves the currently selected section or product above the one which is above it at the same level.
-  **Down** - moves the currently selected section or product below the one which is below it at the same level.

Deleting a section or product

If you decide to delete a section or product, the **Delete document** dialog will pop up, prompting you to enter the  **Delete** action parameters. The **Assigned SKU** section of this dialog allows you to choose what should happen with the SKU (product object) upon deletion of the associated [product type](#) document:

- **Delete SKU if possible otherwise disable it (recommended)** - the product type document same as the assigned SKU will be deleted if no preclusive dependency exists (e.g. the product is not contained in any order). Otherwise, only the document will be deleted and the SKU will be disabled and remain in the system, the recommended option.
- **Delete SKU if possible** - the product type document same as the assigned SKU will be deleted if no preclusive dependency exists (e.g. the product is not contained in any order). Otherwise, only the document will be deleted and the SKU will remain in the system.
- **Disable SKU** - the product type document will be deleted and the assigned SKU will be disabled and remain in the system.
- **Do not delete SKU** - only the product type document will be deleted.

Multilingual store

If your store is [multilingual](#) you can switch between multiple language versions of the currently selected section or product. You can also switch to the language version comparison mode and edit language versions side-by-side.

Stand-alone SKUs

If [stand-alone SKUs](#) are allowed on the current site, the  **Stand-alone SKUs** node is displayed above the sections tree, allowing you to view a list of all stand-alone SKUs defined on the current site.

Products list

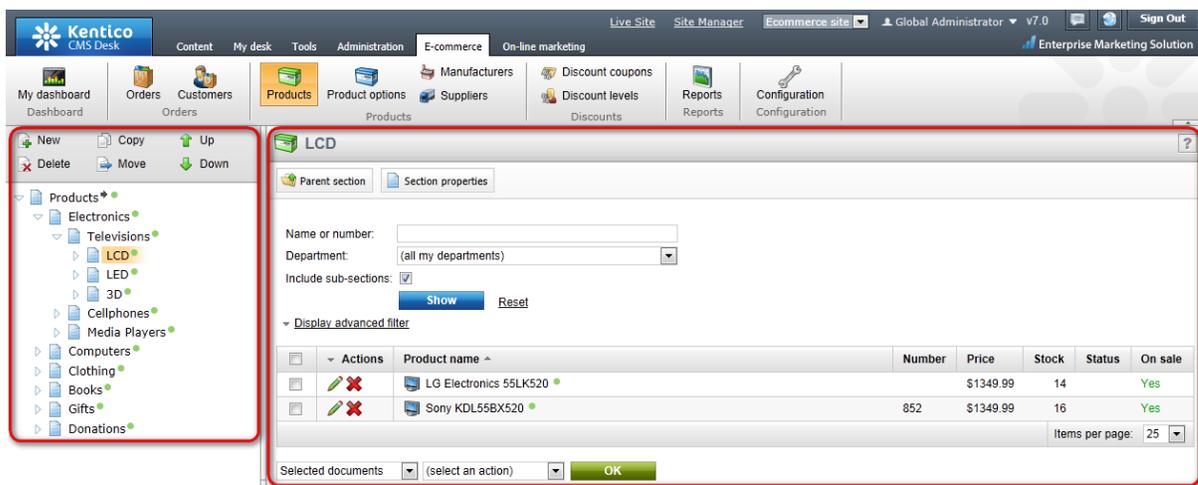
Under a selected section, you may need to display only products matching certain search criteria (e.g. name or number, department, manufacturer, etc.). To do so, choose either the simplified or advanced filter, enter the required values and click **Show**.

The following actions are available if a section is selected from the sections tree:

-  **Parent section** - can be used to navigate to the parent section of the currently selected section. Please note that this button is hidden if no such parent section exists.
-  **Section properties** - allows to edit properties of the currently selected section.

Besides, the listed products under the selected section can be **Edited** () or **Deleted** ()

Using the pair of drop-down lists below the listed product items, you can perform certain management tasks with multiple products at once (**Move**, **Copy**, **Link**, **Delete**, **Translate**, **Publish**, **Archive**). To do so, choose either **Selected documents** or **All documents** from the first drop-down list, the required action from the second one and click **OK**.



The screenshot shows the Kentico CMS interface. The top navigation bar includes 'Live Site', 'Site Manager', 'E-commerce site', 'Global Administrator v7.0', and 'Sign Out'. The main menu has 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Products' section is selected, and the 'LCD' section is highlighted in the left sidebar. The main content area shows the 'LCD' section properties, including 'Name or number', 'Department', and 'Include sub-sections'. Below this is a table of products with columns for 'Actions', 'Product name', 'Number', 'Price', 'Stock', 'Status', and 'On sale'.

Actions	Product name	Number	Price	Stock	Status	On sale
 	LG Electronics 55LK520		\$1349.99	14		Yes
 	Sony KDL55BX520	852	\$1349.99	16		Yes

At the bottom of the product list, there are two drop-down menus: 'Selected documents' and '(select an action)', followed by an 'OK' button.

When editing a product, the following tabs are available to specify its properties:

- [General tab](#)
- [Attachments tab](#)
- [Metadata tab](#)
- [Categories tab](#)
- [Tax classes tab](#)
- [Advanced tab](#)
- [Options](#)
- [Volume discounts](#)
- [Related products](#)
- [Workflow](#)
- [Versions](#)
- [Documents](#)
- [Preview tab](#)
- [Live site tab](#)

CMS Desk -> Content

Although it is recommended to manage products in **CMS Desk -> E-commerce -> Products**, they can be managed also in **CMS Desk -> Content -> Edit**. As this part of the administration interface is designed primarily to manage pages (or documents) that build up your website, more [product document type](#) properties can be edited here as compared with the corresponding UI in the E-commerce solution. The more frequently modified properties of the respective product objects (SKUs) can be edited on the **Form** tab, and other product object-specific properties can be configured using the **SKU** tab (tax classes, volume discounts, options and documents).

Form tab



Please note

If you are editing a product (i.e. an SKU and the associated product type document), the  **Remove SKU from this document** action in the **SKU binding** section allows you to remove the bound SKU from the document. Please note that the system does not support the action (and hides the section) for products using a workflow.

If you are editing a product type document only (i.e. no SKU is currently assigned), the  **Create new or assign existing SKU** action allows you to assign an SKU (new or existing) to the document.

4.4.3.3 General tab

On the **General** tab you can edit the more frequently accessed properties of the product. Currently, the system supports five product representations: standard product, [membership](#), [e-product](#), [donation](#) and [bundle](#).

The following properties (standard product) are shared by all product representations:

General

- **Product name** - here you can enter the name of the product that will be displayed to users on the live site and in the administration interface.
- **Product number** - allows you to specify the product number (serial number or SKU number) for your records.
- **Price** - allows you to specify the product price in the main currency.
- **List price** - here you can specify the list price, i.e. the recommended retail price (RRP) or manufacturer's suggested retail price (MSRP), of the product. The list price typically is determined by factors such as supply, demand and manufacturing costs.
- **Department** - here you can specify the department responsible for the product.
- **Manufacturer** - here you can specify the product manufacturer.
- **Supplier** - can be used to enter the product supplier.
- **Image** - URL of the product image. When a file is uploaded into the field, two icons are displayed next to it:

- **Edit** () - if the file is an image, clicking the icon opens it in the built-in image editor; see [Developer's Guide -> Content management -> File management -> Image editor](#). If the file is not an image (which would not make sense as no product image could be displayed), the metadata editor is opened after clicking the icon; see [Metadata editor](#) in the same section of the Developer's Guide.
- **Delete** () - removes the file from the field.
- **Short description** - a short product description used for special product listings.
- **Description** - a product description used for special product listings.
- **Representing** - defines a product representation. You can choose from five different representations. Specifically, a standard representation (i.e. standard product) and four specialized types derived from this general type (i.e. membership, e-product, donation and bundle) can be offered in your on-line store.

Custom properties

In the top part of the section you can edit custom fields that you added in *Site Manager -> Development -> System tables -> Edit* () *the Ecommerce - SKU* table. Besides, product type-specific properties can be edited in this section (if available). For example, a cell phone has a resolution and an e-book has a publisher. Please note that if no custom properties are defined for the current product, this section is hidden.

Status

- **In store from** - indicates since when the product is available in your on-line store. The default value is the current date (i.e. the date of product creation). You can type in the value and you can also change it automatically by using the  icon or the *Now* link.
- **Public status** - here you can select a product status displayed to the visitors of your website - e.g. *Featured*.
- **Internal status** - can be used to select a product status used for your internal business purposes, e.g. *New model*.
- **Allow for sale** - indicates if the product can be added to the shopping cart and purchased.

Shipping

- **Needs shipping** - indicates if the product needs shipping.
- **Package weight** - can be used to specify package weight in your chosen units.
- **Package height** - can be used to specify package height in your chosen units.
- **Package width** - can be used to specify package width in your chosen units.
- **Package depth** - can be used to specify package depth in your chosen units.

Inventory

- **Sell only if items available** - indicates if customers can purchase only quantity that is in stock (checked box).
- **Available items** - indicates the number of items available in stock.
- **Reorder at** - indicates at which quantity the product should be reordered.
- **Availability (days)** - indicates the number of days required for processing an order (e.g. an order may take 3 days to get the product from its distributor).
- **Min items in one order** - defines the minimum number of items in one order.
- **Max items in one order** - defines the maximum number of items in one order.

[Analytics](#)

Please note that this section is not available when editing a [global](#) product.

- **Conversion name** - can be used to select a conversion that will be logged when this product is purchased (ordered) by a customer. The *Select* button allows you to choose from a list of existing conversion objects available for the website. *Edit* and *New* may be used to directly manage conversions.
- **Conversion value** - sets a numerical value that will be recorded for the specified conversion when the product is purchased. The values are cumulative, i.e. when a conversion hit is logged, the specified value is added to the total sum previously recorded for the given conversion. You may insert a [macro expression](#) into this field to dynamically retrieve a value from the current site context. For example: `{%ShoppingCartItem.UnitTotalPrice%}`. This sample macro allows the conversion to log the price of the given product as its value. The advantage of a macro is that it retrieves the price dynamically, including tax and any potential discounts applied by the given customer.

The screenshot shows the 'Product properties' editor for 'Sony KDL55BX520'. The breadcrumb trail is 'Products > Electronics > Televisions > LCD > Sony KDL55BX520'. The 'General' tab is selected, showing a 'Save' button and a rich text editor toolbar. The 'General' section contains the following fields:

- Product name: Sony KDL55BX520
- Product number: 234
- Price: 1349.99 (USD)
- List price: 1399.99 (USD)
- Department: Electronics
- Manufacturer: Sony
- Supplier: Electronics, Ltd.

The 'Image' field shows a table with one entry:

Actions	Update	File name	Size
		sony-KDL55BX520-0.jpg	32 kB

The 'Short description' field contains the text: 'The KDL55BX520 55" BRAVIA LCD TV from Sony is the perfect blend of design, price and performance wrapped into an LCD TV. Its innovative features, like LightSensor technology automatically adjust the picture color based on a room's lighting to create an unparalleled home theater experience.'

4.4.3.4 Attachments tab

On the **Attachments** tab you can see a list of the currently selected product's [attachments](#). In Kentico CMS, attachments are a concept of attaching multiple files to your products and documents. You can easily add images, same as any other [registered](#) types of files where required, and thus enhance your on-line store users' experience.

For example, you may wish to present your [customers](#) with featured images of a given article, i.e. you may wish to create an image gallery, or simply want to provide them with various supplementary materials such as leaflets, e-guides, etc.

When attached to a product, images can be displayed on the live site through an appropriate [transformation](#) or [web part](#), e.g. the **Attachment image gallery** web part. Therefore, it is essential that you had placed it into your [product type](#) template.

The screenshot shows the Kentico CMS 7.0 e-commerce interface. At the top, there is a navigation menu with links for Home, Contact, Help, and Members Area. The user is logged on as Global Administrator. There are links for Wishlist, My Account, and Log out. The main header features the eCommerce logo, a search bar, and a shopping cart icon showing 0 items for \$0.00. Below the header is a category navigation bar with links for ELECTRONICS, COMPUTERS, CLOTHING, BOOKS, and GIFTS. The main content area displays the product page for an Adidas Trefoil Tee. The product is categorized under CLOTHING > T-shirts > Adidas Trefoil Tee. It has a product rating of 0 stars and 0 ratings. The product description states: "This adidas Originals Trefoil Tee shirt puts the iconic Trefoil front and center in a bold contrasting color. The all-cotton men's t-shirt has been given an enzyme wash for a relaxed, worn-in feel." The availability is "In stock". The color selection options are Black (selected) and Blue. A gallery of images shows the product in different colors: Black, Green, Blue, and White. A red box highlights the gallery navigation controls.

You can upload a **New attachment** (). You can also perform the following actions with the attachments in the list:

- **Edit** () - if the attachment is an image, clicking the icon opens it in the built-in [image editor](#). If the attachment is not an image, the [metadata editor](#) is opened after clicking the icon.
- **Delete** () - removes the attachment from the product.
- **Move up** () and **Move down** () - re-orders the attachments. The order is stored in the **AttachmentOrder** property of each attachment. You can enter *AttachmentOrder* into the **ORDER BY expression** property of a displaying web part to have the attachments ordered accordingly.



Please note

The order of attachments is **not versioned** with products' workflow. This means that if you change the order of attachments in one version of a product, the order is changed in all other versions, too.

- **Clone** () - allows you to quickly create a copy of the selected item, including its configuration. You can then modify it as required.
- **Update** () - enables you to replace the original attachment with a new one.
- After clicking an attachment's name, the attachment is opened.

Product properties

Products > Clothing > T-shirts > Adidas Trefoil Tee

General Attachments Metadata Categories Tax classes Advanced Preview Live site

+ New attachment

Actions	Update	Name	Size
		adidas-trefoil-1.jpg	13.4 kB
		adidas-trefoil-2.jpg	15.1 kB
		adidas-trefoil-3.jpg	17.8 kB
		adidas-trefoil-4.jpg	13.5 kB
		adidas-trefoil-5.jpg	14.9 kB
		Adidas-Trefoil-Tee.pdf	324 kB

Items per page: 25

4.4.3.5 Metadata tab

On the **Metadata** tab you can edit the currently selected product's [metadata](#). This type of data can be used e.g. for [Search engine optimization](#) (SEO) or to mark your products with key words called [tags](#), depending on their content.

Product properties

Products > Electronics > Televisions > LCD > Sony KDL55BX520

General Attachments Metadata Categories Tax classes Advanced Preview Live site

Save

Page settings

Page title: Sony KDL55BX520
 Inherit

Page description: This product may be offered with special volume discounts.
 Inherit

Page keywords: (separated by comma) electronics, televisions, LCD, Bravia, Sony
 Inherit

Tags

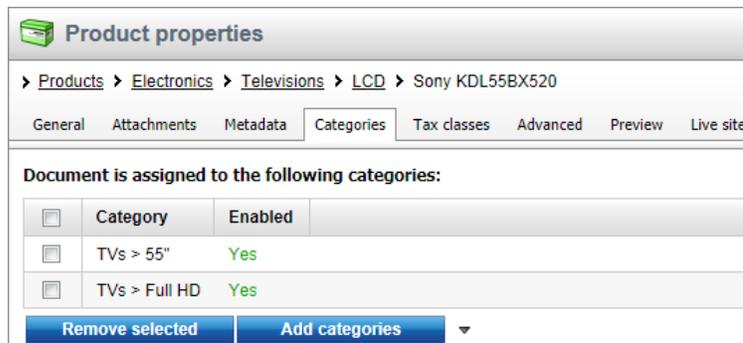
Page tag group: Content
 Inherit

Page tags: (separated by comma) televisions, LCD, PS3 Sync, Bravia Select
Enter tags separated with comma. Example: dogs, cats

4.4.3.6 Categories tab

On the **Categories** tab you can assign [categories](#) defined for the current site to the currently selected product. The Categories concept allows to sort products offered in your on-line store based on topic-related groups. In addition to [tags](#), it is thus another approach to sorting your on-line store content.

If any categories are already assigned to the product, a list of these categories is displayed, together with a category status and the **Remove selected** and **Add categories** buttons. If no categories are assigned, only the latter button is displayed. Please note that you can remove all listed items at once by clicking the  icon and performing the **✖ Remove all** action.

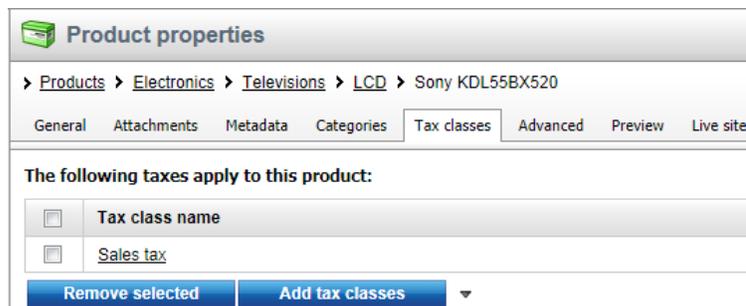


<input type="checkbox"/>	Category	Enabled
<input type="checkbox"/>	TVs > 55"	Yes
<input type="checkbox"/>	TVs > Full HD	Yes

Remove selected Add categories 

4.4.3.7 Tax classes tab

On the **Tax classes** tab you can specify which taxes will apply to the currently edited product. To add [tax classes](#), click the **Add tax classes** button and check the boxes next to the appropriate tax classes in the displayed selection dialog. Tax classes can be removed from the product at any time using the checkboxes next to the listed items, together with the **Remove selected** button. You can also remove all listed items at once by clicking the  icon and performing the **✖ Remove all** action.



<input type="checkbox"/>	Tax class name
<input type="checkbox"/>	Sales tax

Remove selected Add tax classes 

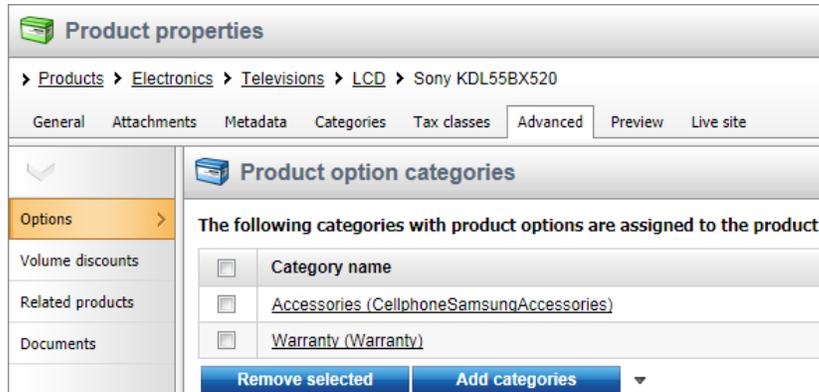
4.4.3.8 Advanced tab

On the **Advanced** tab you can edit the following advanced properties of the product:

- **Options**
- [Volume discounts](#)
- [Related products](#)
- [Workflow](#)
- [Versions](#)
- [Documents](#)

Options

In the **Options** section you can specify which [option categories](#) will apply to the current product. To add option categories, click the **Add categories** button and check the boxes next to the appropriate categories in the displayed selection dialog. Option categories can be removed from the product at any time using the checkboxes next to the listed items, together with the **Remove selected** button. You can also remove all listed items at once by clicking the  icon and performing the **Remove all** action.



The screenshot shows the 'Product properties' page for 'Sony KDL55BX520'. The 'Options' tab is selected in the left sidebar. The main content area is titled 'Product option categories' and displays a list of categories assigned to the product:

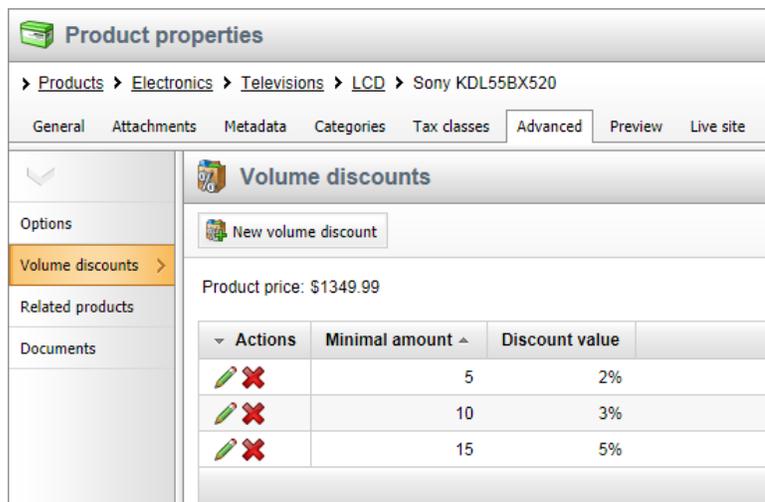
- Category name
- Accessories (CellphoneSamsungAccessories)
- Warranty (Warranty)

At the bottom of the list are two buttons: 'Remove selected' and 'Add categories'.

Volume discounts

In the **Volume discounts** section you can see a list of volume discounts which are applied when a [customer](#) purchases a specified amount of the product. The discounts are automatically calculated and applied during the [checkout process](#) when the user adds a given amount of product items to their shopping cart. Multiple volume discount levels can be defined, allowing you to apply different discounts for different amounts of purchased items.

You can add a new volume discount by clicking the  **New volume discount** button above the list. Properties of already defined volume discounts can be edited by clicking the **Edit**  icon in the **Actions** column. You can also delete a volume discount by clicking the **Delete**  icon.



The screenshot shows the 'Product properties' page for 'Sony KDL55BX520'. The 'Volume discounts' tab is selected in the left sidebar. The main content area is titled 'Volume discounts' and displays a 'New volume discount' button and the product price: '\$1349.99'.

Actions	Minimal amount	Discount value
 	5	2%
 	10	3%
 	15	5%

The following properties are available when creating or editing a volume discount object:

- **Minimum amount** - sets the minimum amount of ordered items to which the current volume discount applies.
- **Discount value** - here you can specify a discount for the given volume (as set in the *Minimum amount* property). You can choose to apply either a relative or absolute discount using the respective radio buttons.

Volume discount properties

[Volume discounts](#) > Volume discount properties

Save

Product price: \$1349.99

Minimum amount:

Discount value : Relative discount Absolute discount

(%)

Related products

In the **Related products** section you can build relationships between products. The relationship names need to be defined in **Site Manager -> Development -> Relationship names**. Please note that only relationship names enabled for the current website can be used when building relationships between products offered in your on-line store.

New relationships can be created after clicking the **Add related document** button. Listed relationships can be deleted by clicking the **Delete** () icon in the respective row.

Product properties

[Products](#) > [Electronics](#) > [Televisions](#) > [LCD](#) > Sony KDL55BX520

General Attachments Metadata Categories Tax classes Advanced Preview Live site

Options

Volume discounts

Related products >

Documents

Related products

Add related document

Actions	Left document	Relationship name	Right document
	Sony KDL55BX520	is related to	Sony VAIO Z Series VPCZ216GX
	Sony KDL55BX520	is related to	Sony A Series Walkman 16GB
	Sony KDL55BX520	is related to	Sony KDL55HX729

Workflow

The **Workflow** section is available only if a [workflow](#) is defined for the product. Workflow is a sequence of steps that define the life cycle of the product. This allows to set up a reviewing and approval process to ensure quality of content and design. In such process, you can specify roles that different users play and places in the flow where the users have influence on the product.

In the initial section of the page, you can see which workflow is currently applied to the product, perform workflow actions (**Publish**, **Archive**, etc.) and enable sending notification e-mails. Please note

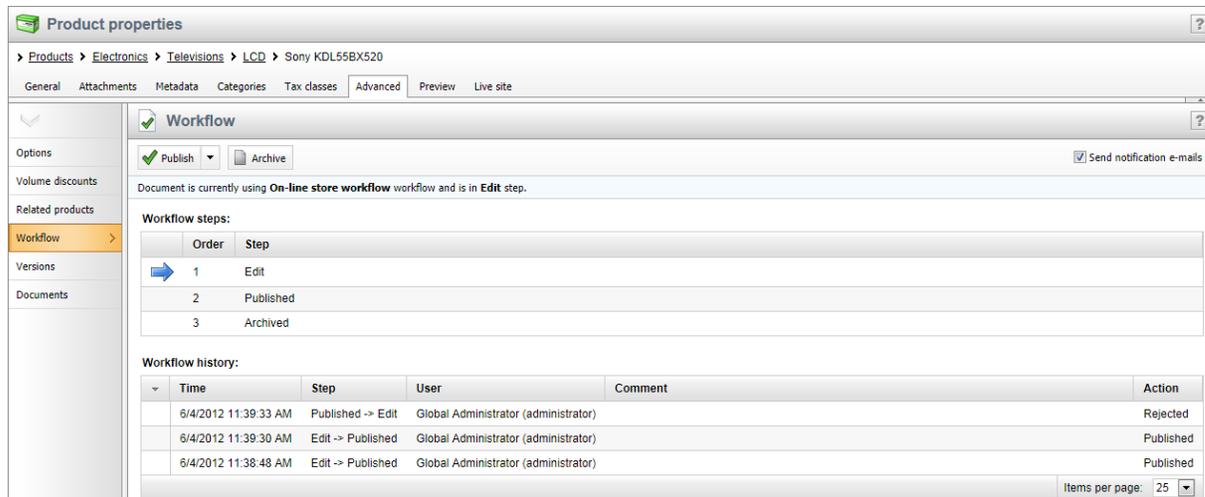
that workflow notification e-mails are not sent among users who have the same e-mail address. So for example, when *user1* and *user2* have the same address and *user1* sends a document for *user2*'s approval, no notification e-mail is sent.

Workflow steps

This table displays all workflow steps of the current product's workflow, while the current step is highlighted.

Workflow history

This list displays the current product's workflow step history, i.e. a list of all workflow status changes made throughout the product's life cycle. With each status change, you can see its exact date and time, final workflow step, the user who performed the action and the actual type of action that was performed.



The screenshot shows the 'Product properties' interface for a Sony KDL55BX520 television. The 'Workflow' tab is active, showing a table of workflow steps and a history of changes.

Workflow steps:

Order	Step
1	Edit
2	Published
3	Archived

Workflow history:

Time	Step	User	Comment	Action
6/4/2012 11:39:33 AM	Published -> Edit	Global Administrator (administrator)		Rejected
6/4/2012 11:39:30 AM	Edit -> Published	Global Administrator (administrator)		Published
6/4/2012 11:38:48 AM	Edit -> Published	Global Administrator (administrator)		Published



Please note

Only basic product properties that can be accessed on the [General tab](#) are subject to workflow, with the following exceptions:

- e-product files (i.e. the **Files** property of the [E-product](#) representation)
- products contained in a bundle (i.e. the **Products** property of the [Bundle](#) representation)
- product image (i.e. the **Image** property shared by all [product representations](#))

Besides, [Attachments](#) and **Page settings** (i.e. the **Page title**, **Page description** and **Page keywords** properties accessible on the [Metadata tab](#)) are also versioned. Other product properties are not subject to workflow, which means their changes are reflected immediately.

Versions

The **Versions** section is available only if a workflow is defined for the product. You can see here all workflow versions of the currently edited product. The history is also displayed when a particular version has been published and when it was replaced with a new one.

You can perform the following actions with the versions:

-  **View** - displays an overview of the product's content with the possibility of side-by-side comparison of versions.
-  **Rollback** - rolls back any changes made since the particular version of the product.
-  **Delete** - deletes the old product's version.

If you click the **Clear history** button, all product versions except the latest one will be deleted. Please note that the length of the version history can be configured in **Site Manager -> Settings -> Content -> Content management -> Version history length**.

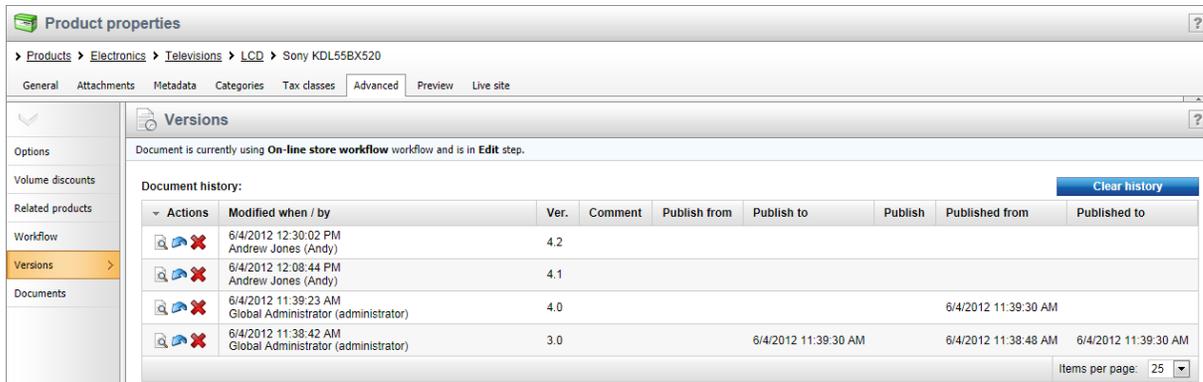
Automatic version numbering

Kentico CMS supports automatic version numbering:

- If you use workflow without content locking, automatic version numbering is used by default.
- If you use content locking, this option is optional and can be configured in **Site Manager -> Settings -> Content -> Content management -> Use automatic version numbering**.

The automatic version numbering works as shown in the following example:

- 0.1 - the first version of the product when it is created.
- 0.2 - the second modification of the product.
- 1.0 - the first published version of the product.
- 1.1 - the first modification of the published product.
- 2.0 - the second published version of the product.



The screenshot shows the 'Product properties' page for 'Sony KDL55BX520'. The 'Versions' section is active, displaying a table of document history. The table has columns for Actions, Modified when/by, Ver., Comment, Publish from, Publish to, Publish, Published from, and Published to. A 'Clear history' button is visible in the top right of the table area.

Actions	Modified when / by	Ver.	Comment	Publish from	Publish to	Publish	Published from	Published to
  	6/4/2012 12:30:02 PM Andrew Jones (Andy)	4.2						
  	6/4/2012 12:08:44 PM Andrew Jones (Andy)	4.1						
  	6/4/2012 11:39:23 AM Global Administrator (administrator)	4.0					6/4/2012 11:39:30 AM	
  	6/4/2012 11:38:42 AM Global Administrator (administrator)	3.0			6/4/2012 11:39:30 AM		6/4/2012 11:38:48 AM	6/4/2012 11:39:30 AM

Documents

In the **Documents** section you can see a list of [documents](#) to which the currently edited product object (SKU) is assigned. Click **Edit document** () to edit the given document or click **Navigate to document** () to view the document on the live site.

Product properties

Products > Electronics > Televisions > LCD > Sony KDL55BX520

General Attachments Metadata Categories Tax classes Advanced Preview Live site

Documents

Actions	Document name	Document type	Modified	Workflow step	Language	Site
	Sony KDL55BX520	Product - TV	6/20/2012 3:42:24 PM	-	English - United States	Ecommerce site

Items per page: 25

4.4.3.9 Preview tab

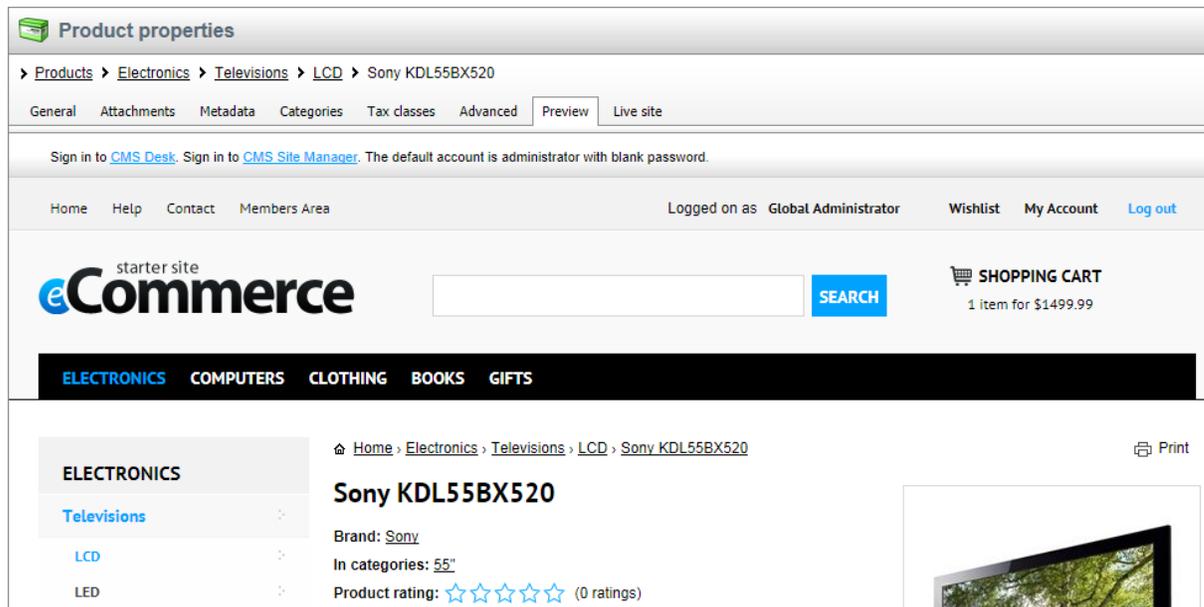
On the **Preview** tab you can see the current version of the product before it is published (if you are using [workflow](#)). You can also view the content without using caching, which allows you to preview it even if the live website displays the cached version.

- If the product does not use workflow and its **Publish from** property (if available) is set to a future date and time, the **Preview** tab displays the content that will be published after the specified date and time.
- If the product uses workflow and did not get to the **Published** step yet, the content created in the current workflow step is displayed.
- If the product uses workflow, it already got to the **Published** workflow step and its workflow cycle has been restarted (i.e. it was switched from the **Published/Archived** workflow step back to the **Edit** step and is going through the workflow cycle again), the content from the current workflow step is displayed.



Please note

The [Live site](#) and **Preview** tabs display the same content when the product is published and no further changes have been made to it since it was published.



4.4.3.10 Live site tab

On the **Live site** tab you can see the product as it is currently displayed on the live site to website visitors.

- If the product does not use [workflow](#) and its **Publish from** property (if available) is set to a future date and time, the **Live site** tab does not display any content.
- If the product uses workflow and did not get to the **Published** step yet, no content is displayed.
- If the product uses workflow, it already got to the **Published** workflow step and its workflow cycle has been restarted (i.e. it was switched from the **Published/Archived** workflow step back to the **Edit** step and is going through the workflow cycle again), the last published version is displayed.



Please note

The **Live site** and [Preview](#) tabs display the same content when the product is published and no further changes have been made to it since it was published.

The screenshot shows the 'Product properties' page for 'Sony KDL55BX520'. The breadcrumb trail is 'Products > Electronics > Televisions > LCD > Sony KDL55BX520'. The 'General' tab is selected. The page includes a CMS Desk login link, navigation links (Home, Help, Contact, Members Area), and user information (Logged on as Global Administrator). The e-commerce logo 'starter site Commerce' is visible, along with a search bar and a shopping cart containing 1 item for \$1499.99. A navigation menu lists 'ELECTRONICS', 'COMPUTERS', 'CLOTHING', 'BOOKS', and 'GIFTS'. A left sidebar shows a category tree with 'ELECTRONICS' expanded to 'Televisions', which includes 'LCD' and 'LED'. The main content area displays the product name 'Sony KDL55BX520', brand 'Sony', categories '55"', and a product rating of 0 stars. A print icon is in the top right.

4.4.4 Product statuses

4.4.4.1 Overview

When creating a new [product](#) or editing an existing one (on the **General** tab), you can assign it with two different statuses:

- [Public status](#) - status of the product typically used to be displayed to website visitors. For example *Featured product*, *Sale*, *Bestseller*, etc.
- [Internal status](#) - status of the product typically used for internal purposes, i.e. displayed only in the user interface and not visible to website visitors. For example *New model*, *Old model*, *Discounted*, etc.

The screenshot shows the 'Product properties' page for a Sony KDL55BX520 television. The 'Status' section is highlighted with a red box, showing the following settings:

- In store from: 4/10/2012
- Public status: Bestseller
- Internal status: Discounted
- Allow for sale:

4.4.4.2 Public statuses

Public statuses are typically displayed to your on-line store customers while viewing the product offer on the live site. For example *Featured product*, *Sale*, *Bestseller*, etc.

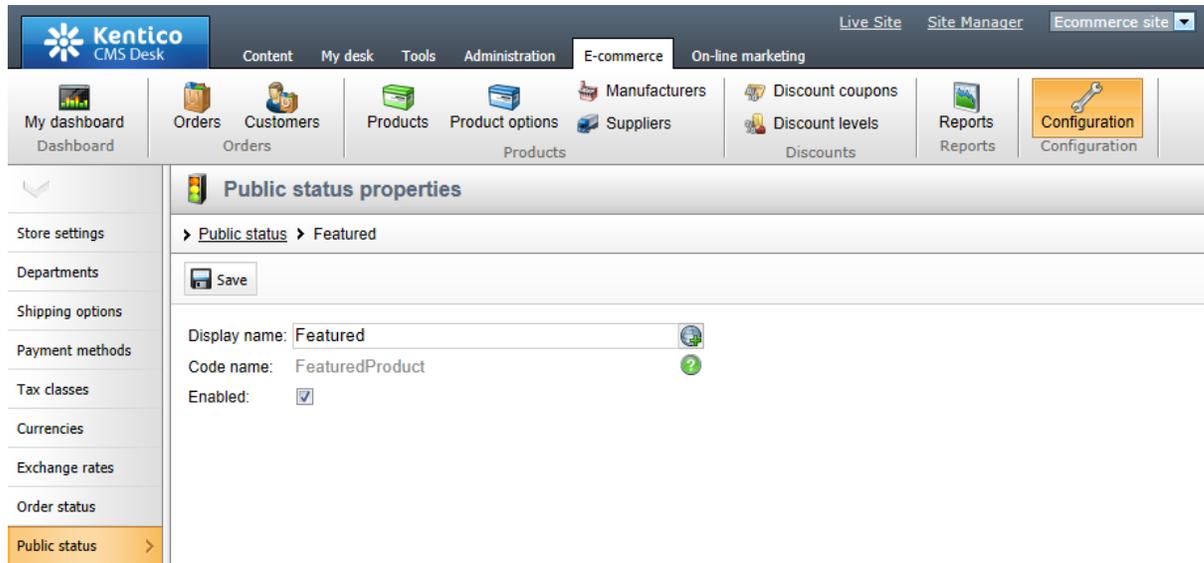
Public statuses can be defined in **CMS Desk -> E-commerce -> Configuration -> Public status** (or in **Site Manager -> Tools -> E-commerce configuration -> Public status**; [global](#) public statuses only). In this section of the administration interface, you can see a list of all defined public statuses. You can add new public statuses by clicking the **New public status** button above the list. Properties of already defined public statuses can be edited by clicking the **Edit** (✎) icon in the **Actions** column. You can also delete a public status by clicking the **Delete** (✖) icon.

The screenshot shows the 'Public status' configuration page. A table lists the defined public statuses:

Actions	Name	Enabled
✎ ✖	Bestseller	Yes
✎ ✖	Featured	Yes
✎ ✖	New	Yes
✎ ✖	Sale	Yes

When creating a new public status or editing an existing one, you can specify the following properties:

- **Display name** - the name of the public status displayed to users on the live site and in the administration interface.
- **Code name** - the name of the public status used by developers in the code.
- **Enabled** - indicates if the public status object can be used in your on-line store. For example, if checked, the respective public status can be selected from the *Public status* drop-down list when editing a product on the *General* tab.

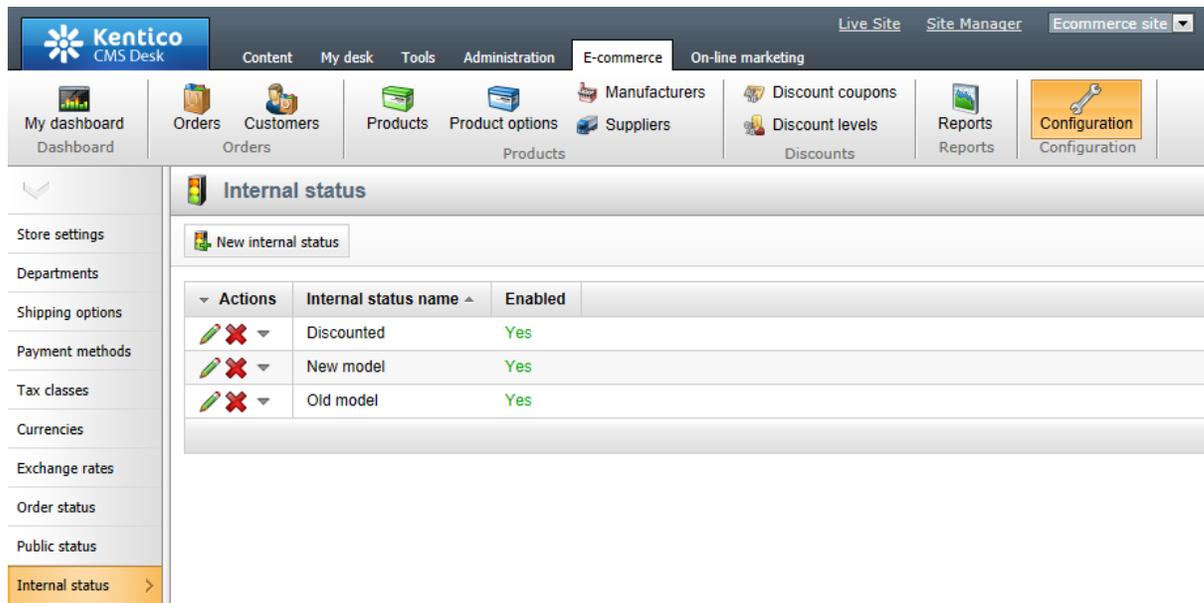


The screenshot displays the Kentico CMS Desk administration interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu is divided into sections: 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' section is active, showing sub-menus for 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Public status properties' page is open, showing a breadcrumb trail: 'Public status > Featured'. A 'Save' button is visible. The configuration fields are: 'Display name: Featured', 'Code name: FeaturedProduct', and 'Enabled: '. A 'Public status' menu item is highlighted in the left sidebar.

4.4.4.3 Internal statuses

Internal statuses are typically displayed only to your on-line store administrators in the user interface, not to the customers on the live site. For example *New model*, *Old model*, *Discounted*, etc.

Internal statuses can be defined in **CMS Desk -> E-commerce -> Configuration -> Internal status** (or in **Site Manager -> Tools -> E-commerce configuration -> Internal status**; [global](#) internal statuses only). In this section of the administration interface, you can see a list of all defined internal statuses. You can add new internal statuses by clicking the **New internal status** button above the list. Properties of already defined internal statuses can be edited by clicking the **Edit** (✎) icon in the **Actions** column. You can also delete an internal status by clicking the **Delete** (✖) icon.

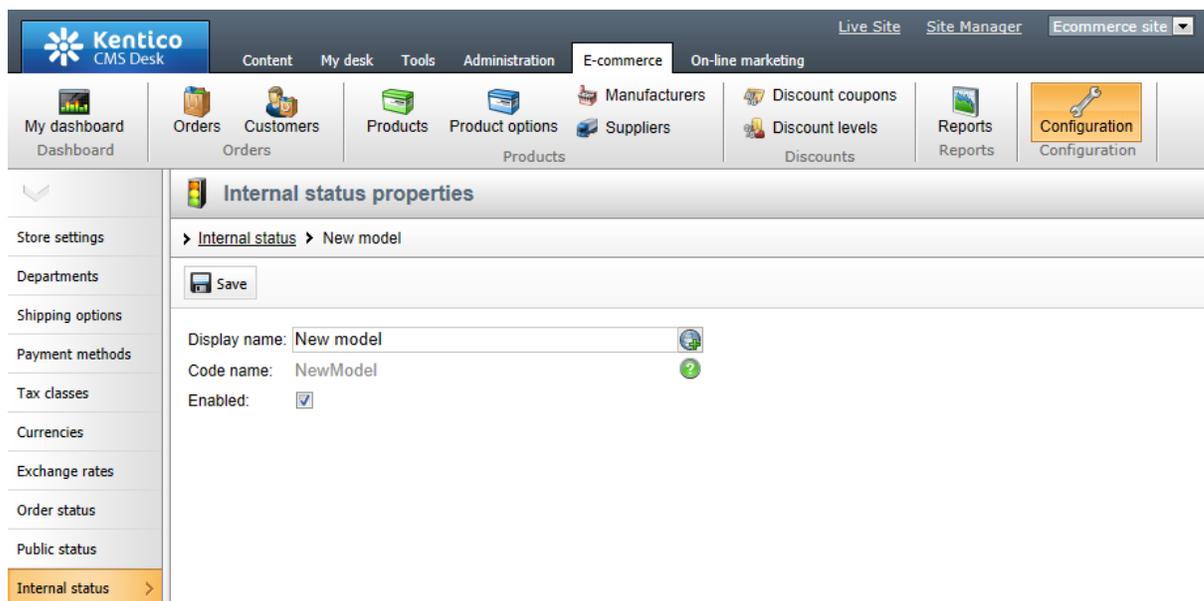


The screenshot shows the Kentico CMS 7.0 E-commerce Guide interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu has 'E-commerce' selected, with sub-menus for 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The left sidebar lists various settings, with 'Internal status' highlighted. The main content area is titled 'Internal status' and contains a 'New internal status' button and a table of existing statuses.

Actions	Internal status name ^	Enabled
	Discounted	Yes
	New model	Yes
	Old model	Yes

When creating a new internal status or editing an existing one, you can specify the following properties:

- **Display name** - the name of the internal status displayed to the users of your website.
- **Code name** - the name of the internal status used by developers in the code.
- **Enabled** - indicates if the internal status object can be used in your on-line store. For example, if checked, the respective internal status can be selected from the *Internal status* drop-down list when editing a product on the *General* tab.



The screenshot shows the 'Internal status properties' configuration page in Kentico CMS 7.0. The page title is 'Internal status properties' and the breadcrumb is '> Internal status > New model'. A 'Save' button is visible. The configuration fields are:

- Display name:
- Code name:
- Enabled:

4.4.5 Stand-alone SKUs

4.4.5.1 Overview

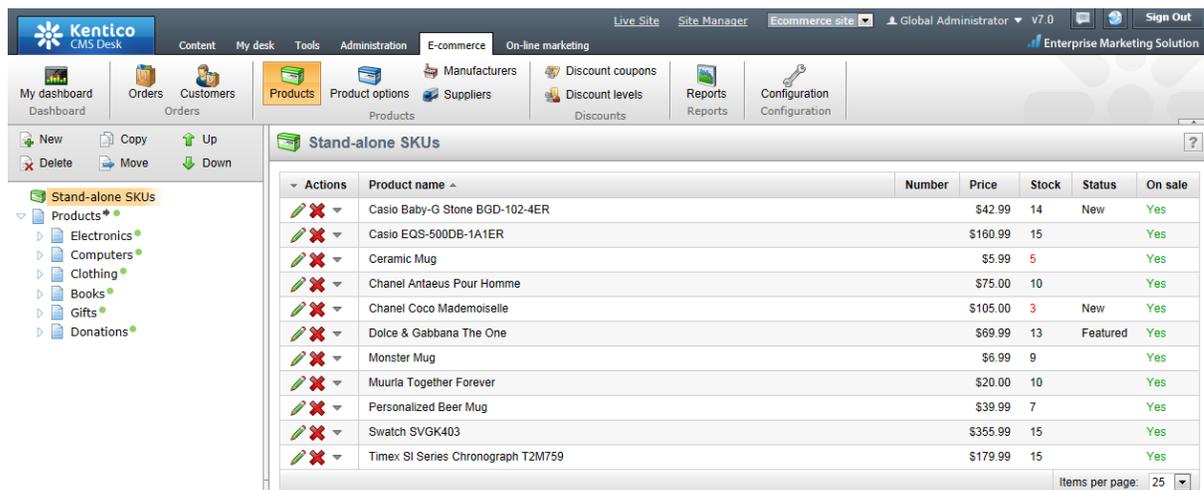
Although it is recommended to manage products the standard way as described in detail in the [Managing products](#) chapter (i.e. to manage product objects or SKUs together with associated [product type](#) documents), the current version of the CMS system allows you to manage product objects with unassigned product type documents (stand-alone SKUs).

Please note that as [stand-alone SKUs](#) are disabled by default, you need to modify your on-line store [settings](#) to be able to access product objects with unassigned product type documents.

4.4.5.2 Stand-alone SKUs

Stand-alone SKUs can be managed in **CMS Desk -> E-commerce -> Configuration -> Products**. If they are allowed on the current site, the  **Stand-alone SKUs** node is displayed above the [sections tree](#), allowing you to view a list of all product objects with unassigned [product type](#) documents defined on the current site.

You can add a new stand-alone SKU by clicking the  **New** button above the tree (if the  **Stand-alone SKUs** node is selected). Properties of already defined stand-alone SKUs can be modified in the **Stand-alone SKUs** user interface by clicking the **Edit**  icon in the **Actions** column. You can also delete a stand-alone SKU by clicking the **Delete**  icon.



Actions	Product name	Number	Price	Stock	Status	On sale
 	Casio Baby-G Stone BGD-102-4ER		\$42.99	14	New	Yes
 	Casio EQS-500DB-1A1ER		\$160.99	15		Yes
 	Ceramic Mug		\$5.99	5		Yes
 	Chanel Antaeus Pour Homme		\$75.00	10		Yes
 	Chanel Coco Mademoiselle		\$105.00	3	New	Yes
 	Dolce & Gabbana The One		\$69.99	13	Featured	Yes
 	Monster Mug		\$6.99	9		Yes
 	Muurla Together Forever		\$20.00	10		Yes
 	Personalized Beer Mug		\$39.99	7		Yes
 	Swatch SVGK403		\$355.99	15		Yes
 	Timex SI Series Chronograph T2M759		\$179.99	15		Yes

However, if the sections tree is hidden (see the [Site settings](#) topic), both stand-alone SKUs and SKUs with associated product type documents are listed in the **Products** user interface and a new product object (SKU) can be added by clicking the  **New SKU** button.

The screenshot shows the Kentico CMS E-commerce interface. The top navigation bar includes 'Live Site', 'Site Manager', 'E-commerce site', 'Global Administrator', 'v7.0', and 'Sign Out'. Below the navigation bar, there are several tabs: 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Products' tab is active, and the 'Products' section is displayed. It includes a 'New SKU' button, a search form with 'Name or number' and 'Department' fields, and a 'Show' button. Below the search form, there is a 'Display advanced filter' option. The main content area shows a table of products with columns for 'Actions', 'Product name', 'Number', 'Price', 'Stock', 'Status', and 'On sale'.

Actions	Product name	Number	Price	Stock	Status	On sale
	A Game of Thrones A Song of Ice and Fire: Book One		\$10.00	5		Yes
	Adidas Adifit Regular		\$60.00	18		Yes
	Adidas Climacool Seduction		\$99.99	-11	Featured	Yes
	Adidas Firebird Track Pants		\$49.99	19	Sale	Yes
	Adidas Originals AR 2.0		\$94.99	19		Yes
	Adidas Trefoil Tee		\$25.00	18	New	Yes
	Adidas Zebra Crew		\$22.00	14	New	Yes
	Apple iPad 16GB		\$499.99	12		Yes
	Apple iPhone 4S		\$500.00	24		Yes
	Apple iPad shuffle 2GB		\$49.00	21		Yes

When editing an SKU, the following tabs are available to specify its properties:

- [General tab](#)
- [Tax classes tab](#)
- [Options tab](#)
- [Volume discount tab](#)
- [Documents tab](#) - site-specific stand-alone SKUs cannot have any documents assigned. Therefore, the tab is available for [global](#) stand-alone SKUs only.

The screenshot shows the 'SKU properties' dialog box. It has a breadcrumb trail: 'Stand-alone SKUs > Swatch SVGK403'. Below the breadcrumb, there are four tabs: 'General', 'Tax classes', 'Options', and 'Volume discounts'. The 'General' tab is selected and highlighted with a red box. Below the tabs, there is a 'Save' button. At the bottom of the dialog, there is a 'Source' field and some icons.

Please note that the same tabs offering the same properties are available when editing a [product](#) (i.e. SKU + associated product type document).

4.4.6 Manufacturers

For each [product](#), it is possible to specify its manufacturer. You can use this information for your internal purposes or you can display it on your website. You can for example display a link to the manufacturer's website on a product detail page in order to let your [customers](#) find more details about the product. This information is optional and you don't need to enter it.

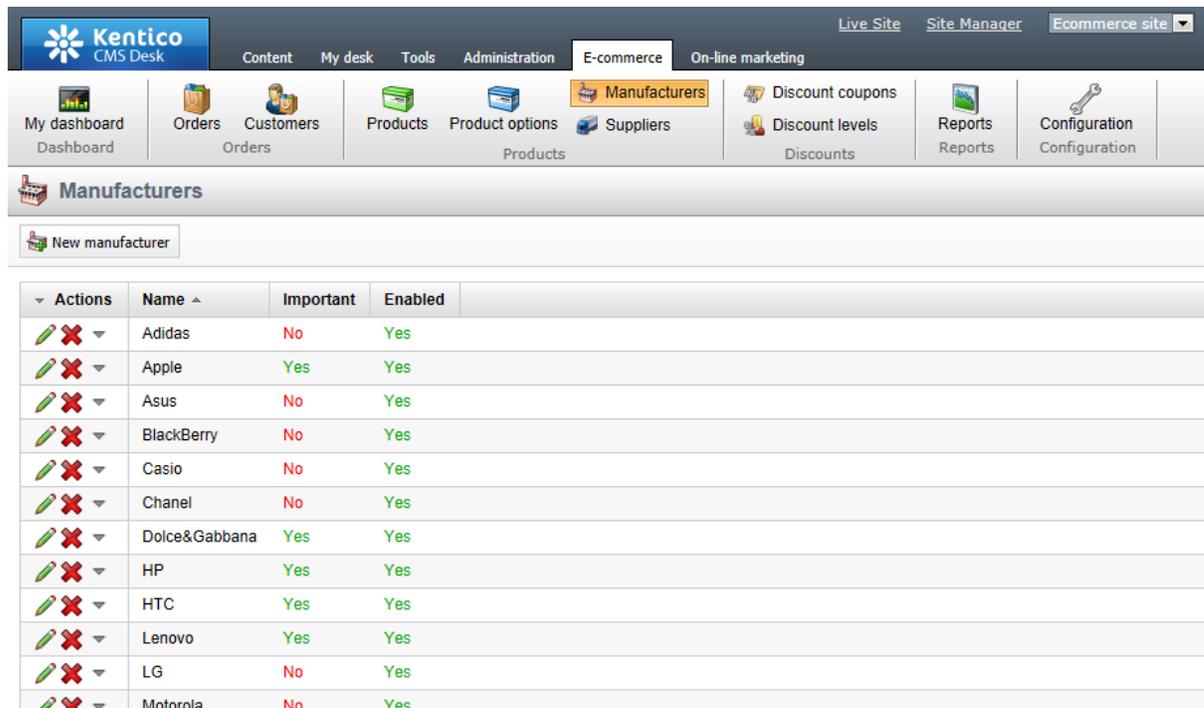
When creating a new product or editing an existing one (on the **General** tab), you can choose its manufacturer in the **Manufacturer** drop-down list as highlighted in the screenshot below.

The screenshot displays the Kentico CMS Desk interface. At the top, there is a navigation bar with tabs for 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. Below this is a dashboard with various icons for 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The main content area is titled 'Product properties' and shows a breadcrumb trail: 'Products > Electronics > Televisions > LCD > Sony KDL55BX520'. There are tabs for 'General', 'Attachments', 'Metadata', 'Categories', 'Tax classes', 'Advanced', 'Preview', and 'Live site'. A 'Save' button is visible. Below the tabs is a rich text editor with various formatting options. On the left, there is a sidebar with a tree view containing 'General', 'Custom properties', 'Status', 'Shipping', 'Inventory', and 'Analytics'. The 'General' tab is selected, showing the following fields:

Product name:	<input type="text" value="Sony KDL55BX520"/>
Product number:	<input type="text" value="852"/>
Price:	<input type="text" value="1349.99"/> (USD)
List price:	<input type="text" value="1399.99"/> (USD)
Department:	<input type="text" value="Electronics"/>
Manufacturer:	<input type="text" value="Sony"/>
Supplier:	<input type="text" value="Hardware, Inc."/>

Managing manufacturers

Manufacturers can be managed in **CMS Desk -> E-commerce -> Manufacturers**. In this section of the administration interface, you can see a list of all defined manufacturers. New ones can be added to the list by clicking the **New manufacturer** button above the list. Properties of already defined manufacturers can be edited by clicking the **Edit** (✎) icon in the **Actions** column. You can also delete a manufacturer by clicking the **Delete** (✖) icon.



The screenshot shows the Kentico CMS 7.0 E-commerce Guide interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main navigation menu has 'Manufacturers' selected. Below the navigation, there is a 'New manufacturer' button and a table of manufacturer records.

Actions	Name	Important	Enabled
 	Adidas	No	Yes
 	Apple	Yes	Yes
 	Asus	No	Yes
 	BlackBerry	No	Yes
 	Casio	No	Yes
 	Chanel	No	Yes
 	Dolce&Gabbana	Yes	Yes
 	HP	Yes	Yes
 	HTC	Yes	Yes
 	Lenovo	Yes	Yes
 	LG	No	Yes
 	Motorola	No	Yes

When creating a new manufacturer or editing an existing one, you can specify the following properties:

- **Display name** - the name of the manufacturer displayed to users on the live site and in the administration interface.
- **Code name** - the name of the manufacturer used by developers in the code.
- **Description** - can be used to enter a text description for the manufacturer in order to give information about its orientation, background, etc.
- **Homepage** - allows to specify the URL of the manufacturer's website.
- **Logo** - can be used to add a teaser, usually an image, to the manufacturer. However, other types of files such as documents and audio and video files can also be uploaded.
- **Is important** - allows to mark the manufacturer as important. The flag can be used e.g. for filtering purposes when displaying data on the live site.
- **Enabled** - indicates if the manufacturer object can be used in your on-line store. For example, if checked, the respective manufacturer can be selected from the *Manufacturer* drop-down list when editing a product on its *General* tab.

The screenshot displays the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu features 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Manufacturers' section is active, showing the 'Manufacturer properties' page for 'Sony'. The page includes a 'Save' button and the following fields:

- Display name: Sony
- Code name: Sony
- Description: Sony Corporation of America, based in New York, NY, is the U.S. subsidiary of Sony Corporation, headquartered in Tokyo, Japan. Sony is a leading manufacturer of audio, video, communications, and information
- Homepage: <http://www.sony.com/>

The 'Logo' section shows a table with the following data:

Actions	Update	File name	Size
 		 brand_sony.png	4.3 kB

Additional options include 'Is important: ' and 'Enabled: .

4.4.7 Suppliers

For each [product](#), it is possible to specify its supplier, i.e. a company that supplies you with the product. You will typically use this information only for your internal purposes and will not display it on your website.

When creating a new product or editing an existing one (on the **General** tab), you can choose its supplier in the **Supplier** drop-down list as highlighted in the screenshot below.

The screenshot shows the 'Product properties' form in the Kentico CMS Desk. The breadcrumb trail is: Products > Electronics > Televisions > LCD > Sony KDL55BX520. The 'General' tab is selected. The form contains the following fields:

- Product name: Sony KDL55BX520
- Product number: 852
- Price: 1349.99 (USD)
- List price: 1399.99 (USD)
- Department: Electronics
- Manufacturer: Sony
- Supplier: Hardware, Inc. (highlighted with a red circle)

Below the form, there is an 'Image' section with a table:

Actions	Update	File name
 		sony-KDL 55RX520-0 inn

Managing suppliers

Suppliers can be managed in **CMS Desk -> E-commerce -> Suppliers**. In this section of the administration interface, you can see a list of all defined suppliers. New ones can be added to the list by clicking the **New supplier** button above the list. Properties of already defined suppliers can be edited by clicking the **Edit** () icon in the **Actions** column. You can also delete a supplier by clicking the **Delete** () icon.

The screenshot shows the 'Suppliers' list in the Kentico CMS Desk. The breadcrumb trail is: Content > My desk > Tools > Administration > E-commerce > Suppliers. The 'Suppliers' button is highlighted. Below the list, there is a 'New supplier' button and a table:

Actions	Supplier name	Enabled
 	Books, Ltd.	Yes
 	Hardware, Inc.	Yes
 	Smartphones, Inc.	Yes
 	Software, Ltd.	Yes

When creating a new supplier or editing an existing one, you can specify the following properties:

- **Display name** - the name of the supplier displayed to the users of your website.
- **Code name** - the name of the supplier used by developers in the code.
- **Supplier e-mail** - can be used to specify the supplier's e-mail address.
- **Supplier phone** - allows to enter the supplier's phone number.
- **Supplier fax** - can be used to specify the supplier's fax number.
- **Enabled** - indicates if the supplier object can be used in your on-line store. For example, if checked, the respective supplier can be selected from the *Supplier* drop-down list when editing a product on its *General* tab.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu has tabs for 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' tab is active, showing a sub-menu with 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Suppliers' sub-menu item is highlighted. Below the navigation, the 'Supplier properties' form is displayed for 'Smartphones, Inc.'. The form includes a 'Save' button and the following fields:

Display name:	Smartphones, Inc.
Code name:	Smartphones_Inc
Supplier e-mail:	smartphones@localhost.local
Supplier phone:	1-408-888-9999
Supplier fax:	1-408-777-2222
Enabled:	<input checked="" type="checkbox"/>

4.5 Product options

4.5.1 Overview

[Product options](#) offer your [customers](#) greater variability in choosing the right [product](#) and thus boost your sales.

They are divided into [categories](#), e.g. *T-shirt size* or *T-shirt color*. An actual product option, e.g. the *Medium* size of a T-shirt or its *Green* color, may then be offered and sold along with the given product article.

Besides, any suitable product can be assigned a category with a [single text option](#), which allows to put writing or inscription on the product, e.g. to put writing on a T-shirt.

4.5.2 Product option categories

When editing a [product](#) (on the **Options** tab), you can choose categories containing product options which will be offered together with the product. This can be done by clicking the **Add categories** button and checking the boxes next to the appropriate categories in the displayed selection dialog.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu has 'E-commerce' selected, with sub-menus for 'Content', 'My desk', 'Tools', 'Administration', and 'On-line marketing'. The 'Product options' sub-menu is active, showing a list of categories: 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Product properties' section shows the breadcrumb path: 'Products > Electronics > Televisions > LCD > Sony KDL55BX520'. The 'Advanced' tab is selected, displaying 'Product option categories'. A message states: 'The following categories with product options are assigned to the product:'. Below this, a table lists one category: 'Warranty (Warranty)'. Buttons for 'Remove selected' and 'Add categories' are visible.

Managing product option categories

Product option categories can be managed in **CMS Desk -> E-commerce -> Product options**. In this section of the administration interface, you can see a list of all defined option categories. New ones can be added to the list by clicking the **New category** button above the list. When creating a new category, choose either **Category with selectable options** to create a category containing selectable options or choose [Category with one text option only](#) to create a category containing just one text option. Properties of already defined categories can be edited by clicking the **Edit** (✎) icon in the **Actions** column. You can also delete a category by clicking the **Delete** (✖) icon.

The screenshot shows the 'Product option categories' page in the Kentico CMS Desk. The 'New category' button is visible at the top. Below it is a table listing the categories:

Actions	Name	Code name	Selection type	Enabled
	Accessories	CellphoneSamsungAccessories	Checkboxes - vertical	Yes
	Color	CellphoneSamsungGalaxyColor	Radiobuttons - vertical	Yes
	Color	AppleIPodShuffleColor	Radiobuttons - vertical	Yes
	Color	ClothingShoesAdidasClimacoolColor	Radiobuttons - vertical	Yes
	Color	ClothingColor	Radiobuttons - vertical	Yes
	Engraving	Engraving	Text box	Yes
	Gift box	GiftBox	Dropdown list	Yes

When editing a product option category, the following tabs are available to specify its properties:

- **General tab**
- [Options tab](#)

General tab

On this tab you can edit general properties of the selected category. Every category with selectable

options has the following properties:

- **Display name** - the name of the option category displayed to users on the live site and in the administration interface.
- **Code name** - the name of the option category used by developers in the code.
- **Selection type** - the type of input selection which allows the user to choose a category option. Please note that the checkbox selection type allows them to select more than one option.
- **Display price** - if enabled, product option prices are displayed together with product options.
- **Default option(s)** - the category option(s) which is(are) set by default. If the user doesn't select any option, the default one is used.
- **Description** - can be used to enter a text description of the option category in order to give further information.
- **Default record text** - can be used to enter a default record text for the current option category, e.g. (*none*). For example, if you use this text in the *Default option(s)* property, it will be displayed to the user as the category default option.
- **Enabled** - indicates if the option category object can be used in your on-line store. For example, if checked, the category will be offered in the selection dialog when editing a product on the **Options** tab.

The screenshot shows the 'Category properties' interface for a 'Color' option category. The breadcrumb path is 'Product option categories > Color:'. There are two tabs: 'General' (selected) and 'Options'. A 'Save' button is visible. The form fields are as follows:

- Display name:** Color: (with a globe icon)
- Code name:** Color (with a question mark icon)
- Selection type:** RadioButtons in vertical layout (dropdown menu)
- Display price:**
- Default option(s):**
 - black (+ \$0.00)
 - red (+ \$10.00)
 - white (+ \$20.00)
- Description:** Defines multiple colors of a product. (with a globe icon)
- Default record text:** (with a globe icon)
- Enabled:**

Every category with one text option only has the following properties:

- **Display name** - the name of the option category displayed to users on the live site and in the administration interface.
- **Code name** - the name of the option category used by developers in the code.
- **Text type** - here you can define the type of text; either a text box or text area can be selected.
- **Display price** - if enabled, the product option price is displayed together with the product option.
- **Default text** - can be used to set the default text of the product option under this category.
- **Text max length** - specifies the maximum length of the option text.
- **Description** - can be used to enter a text description of the option category in order to give further information.
- **Enabled** - indicates if the option category object can be used in your on-line store. For example, if

checked, the category will be offered in the selection dialog when editing a product on the **Options** tab.

Category properties

> [Product option categories](#) > Engraving

General Options

Save

Display name:

Code name:

Text type:

Display price:

Default text: (+ \$25.00)

Text max length:

Description:

Enabled:

You need to click the confirmation button below the fields to save any changes.

Options tab

On this tab you can manage product options under the currently edited category as described in detail in the [Product options](#) topic.

Categories with one text option only

Categories with one text option only contain just one text option. They can be used e.g. to give your customers the choice of having some writing put on a T-shirt or an inscription added on the cover of a cell phone. However, from the point of view of the user, the option is defined for and assigned to a selected product as any other product option.

4.5.3 Product options

Product options can be managed in **CMS Desk -> E-commerce -> Product options** if the respective [product option category](#) is **Edited** on its **Options** tab.

On this tab you can see a list of all options under the currently edited category. You can add a new option by clicking the **New product option** button, alphabetically sort the listed items using the **Sort A-Z** button and **Edit** or **Delete** an existing item in the list. You can also change the items' succession within the current option category (,).

Category properties

[Product option categories](#) > [Color](#)

General Options

New product option
 Sort A-Z

Actions	Product name	Product number	Product price	Available items	Allow for sale
	black		\$0.00	-16	Yes
	red		\$10.00		Yes
	white		\$20.00	-2	Yes

Please note that if you are editing a [category with one text option only](#), just this option is listed and the **New product option** and **Sort A-Z** buttons, same as the **Delete** () , **Move up** () and **Move down** () actions are missing.

If you choose to **Edit** () a product option, the following tabs are available to specify its properties:

- **General tab**
- [Tax classes tab](#)

General tab

On this tab you can edit general properties (further divided into categories) of the currently edited product option. You can choose from three [product representations](#), which can be used as product options: standard product, [membership](#) and [e-product](#). Every option has its Standard product properties and, based on the product representation from which it is derived, may also have other representation-specific properties:

Product representation: [Standard product](#)

General

- **Product name** - here you can enter the name of the product that will be displayed to users on the live site and in the administration interface.
- **Product number** - allows you to specify the product number (serial number or SKU number) for your records.
- **Price** - allows you to specify the product price in the main currency.
- **List price** - can be used to enter the list price, i.e. the recommended price, of the product.
- **Department** - here you can specify the department responsible for the product.
- **Manufacturer** - here you can specify the product manufacturer.
- **Supplier** - can be used to enter the product supplier.
- **Image** - URL of the product image. When a file is uploaded into the field, two icons are displayed next to it:
 - **Edit** () - if the file is an image, clicking the icon opens it in the built-in image editor; see [Developer's Guide -> Content management -> File management -> Image editor](#). If the file is not an image (which would not make sense as no product image could be displayed), the metadata editor is opened after clicking the icon; see [Metadata editor](#) in the same section of the Developer's Guide.
 - **Delete** () - removes the file from the field.

- **Short description** - a short product description used for special product listings.
- **Description** - a product description used for special product listings.
- **Representing** - defines a product representation; you can choose from three different representations. Specifically, a standard representation (i.e. standard product) and two specialized types derived from this general type (i.e. membership and e-product) may be offered in your on-line store as product options. Please note that if you are editing a text product option, only *Text* is available.

Custom properties

In this section you can edit custom fields that you added in **Site Manager -> Development -> System tables -> Edit** () the **Ecommerce - SKU** table. Please note that if no such custom properties are defined, this section is hidden.

Status

- **In store from** - indicates since when the product is available in your on-line store. The default value is the current date (i.e. the date of product creation). You can type in the value and you can also change it automatically by using the  icon or the *Now* link.
- **Public status** - here you can select a product status displayed to the visitors of your website - e.g. *Featured*.
- **Internal status** - can be used to select a product status used for your internal business purposes, e.g. *New model*.
- **Allow for sale** - indicates if the product can be added to the shopping cart and purchased.

Shipping

- **Needs shipping** - indicates if the product needs shipping.
- **Package weight** - can be used to specify package weight in your chosen units.
- **Package height** - can be used to specify package height in your chosen units.
- **Package width** - can be used to specify package width in your chosen units.
- **Package depth** - can be used to specify package depth in your chosen units.

Inventory

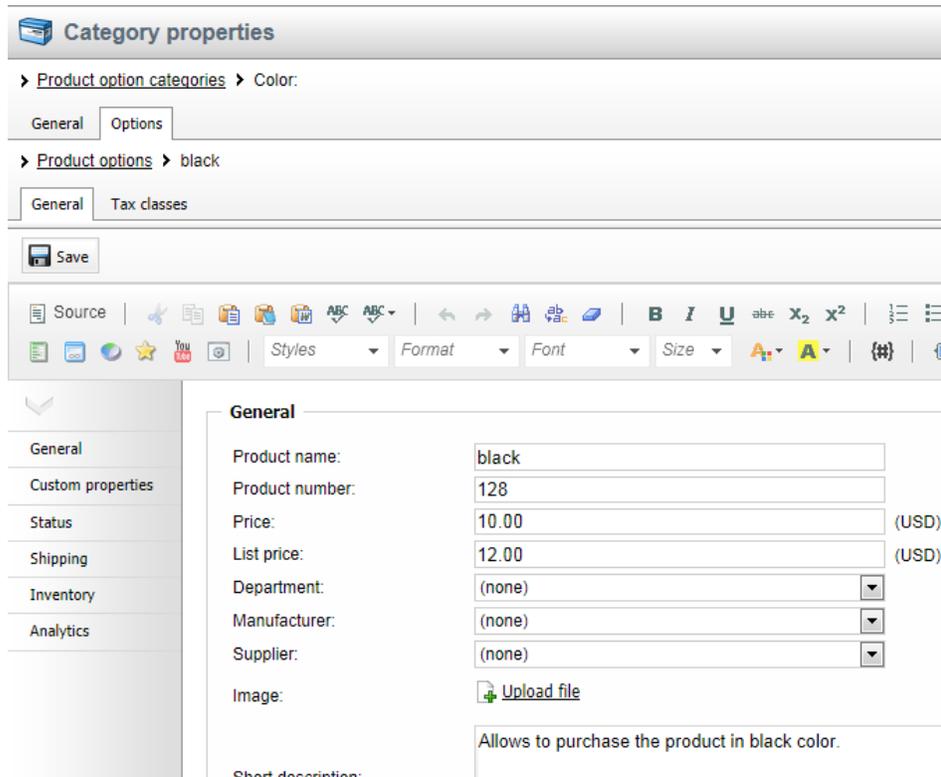
- **Sell only if items available** - indicates if customers can purchase only quantity that is in stock (checked box).
- **Available items** - indicates the number of items available in stock.
- **Reorder at** - indicates at which quantity the product should be reordered.
- **Availability (days)** - indicates the number of days required for processing an order (e.g. an order may take 3 days to get the product from its distributor).
- **Min items in one order** - defines the minimum number of items in one order.
- **Max items in one order** - defines the maximum number of items in one order.

[Analytics](#)

Please note that this section is not available when editing a [global](#) product option.

- **Conversion name** - can be used to select a conversion that will be logged when this product is purchased (ordered) by a customer. The *Select* button allows you to choose from a list of existing conversion objects available for the website. *Edit* and *New* may be used to directly manage conversions.

- **Conversion value** - sets a numerical value that will be recorded for the specified conversion when the product is purchased. The values are cumulative, i.e. when a conversion hit is logged, the specified value is added to the total sum previously recorded for the given conversion. You may insert a [macro expression](#) into this field to dynamically retrieve a value from the current site context. For example: `{%ShoppingCartItem.UnitTotalPrice%}`. This sample macro allows the conversion to log the price of the given product as its value. The advantage of a macro is that it retrieves the price dynamically, including tax and any potential discounts applied by the given customer.



Category properties

> [Product option categories](#) > Color:

General Options

> [Product options](#) > black

General Tax classes

Save

Source | Styles | Format | Font | Size | A | (#)

General

Product name:

Product number:

Price: (USD)

List price: (USD)

Department:

Manufacturer:

Supplier:

Image:

Short description:

Product representation: [Membership](#)

- **Membership group** - membership defined in *CMS Desk / Site Manager* -> *Administration* -> *Membership* that a [customer](#) will get for purchasing the product.
- **Membership validity** - indicates how long the membership will be valid after being purchased. Can be set either for a limited period of time (*Days, Weeks, Months, Years, Until* a given date) or for an unlimited period. To set membership validity for an unlimited period of time, choose *Until* and leave the text box below empty.

Product representation: [E-product](#)

- **Files validity** - sets the period of time during which the file(s) can be downloaded after being purchased. Can be set either for a limited period (*Days, Weeks, Months, Years, Until* a given date) or for an unlimited period. To set your files validity for an unlimited period of time, choose *Until* and leave the text box below empty.
- **Files** - allows to upload the actual file(s). Only files with allowed extensions can be uploaded. The extensions can be defined using the *Upload extensions* setting in *Site Manager* -> *Settings* -> *System* -> *Files*.

Tax classes tab

On this tab you can specify which [taxes](#) will apply to the currently edited product option. To add tax classes, click the **Add tax classes** button and check the boxes next to the appropriate tax classes in the displayed selection dialog. Tax classes can be removed from the product option at any time using the checkboxes next to the listed items, together with the **Remove selected** button. You can also remove all listed items at once by clicking the  icon and performing the **✗ Remove all** action.

Category properties

> [Product option categories](#) > Color

General Options

> [Product options](#) > black

General Tax classes

The following taxes apply to this product:

<input type="checkbox"/>	Tax class name
<input type="checkbox"/>	Sales tax

Remove selected
Add tax classes 



Please note

Unlike product price, product option price can have a negative value. This is because this price is an amount that is either added to or subtracted from the given product price.

Please note that [volume discounts](#) (and [discount coupons](#)) cannot be assigned to a product option.

4.6 Currencies

4.6.1 Overview

Although each on-line store can have precisely one main currency defined (in which your store administrators enter the prices of all store items, i.e. product prices, shipping charges, discounts, etc.), the E-commerce solution provides support for multiple currencies.

This means that a [customer](#) can make an [order](#) in a currency different from the main currency. The order price is then converted based on the current exchange rates table.

To properly configure currencies in your on-line store, please follow these steps:

1. Enter all currencies you will use and delete or disable those you do not want to use. More details can be found in the [Currencies](#) topic.
2. If applicable, set one of the newly added currencies as the main currency (**Configuration -> Store settings -> General**).
3. If you are using multiple currencies, specify the exchange rates (**Configuration -> Exchange rates**). More details can be found in the [Exchange rates](#) topic.

4.6.2 Currencies

When configuring the general settings of your on-line store (in **Configuration** -> **Store settings** on the **General** tab), you can set which currency should be used as the store main currency. This can be done by clicking the **Change** button in the **Currencies** section and choosing the main currency in the displayed selection dialog.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' tab is active, and the 'Configuration' button is highlighted. The left sidebar shows 'Store settings' selected. The main content area is titled 'Store settings' and has tabs for 'General', 'E-mails', 'Checkout process', 'On-line marketing', and 'Global objects'. The 'General' tab is active, and the 'Currencies' section is expanded. It shows 'Main currency' set to 'U.S. Dollar' with a 'Change' button next to it. Below this is the 'Products UI' section.

Managing currencies

Currencies can be managed in **CMS Desk** -> **E-commerce** -> **Configuration** -> **Currencies** (or in **Site Manager** -> **Tools** -> **E-commerce configuration** -> **Currencies**; [global](#) currencies only). In this section of the administration interface, you can see a list of all defined currencies. You can add new currencies by clicking the **New currency** button above the list. Properties of already defined currencies can be edited by clicking the **Edit** (✎) icon in the **Actions** column. You can also delete a currency by clicking the **Delete** (✖) icon.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' tab is active, and the 'Configuration' button is highlighted. The left sidebar shows 'Currencies' selected. The main content area is titled 'Currencies' and has a 'New currency' button. Below this is a table with the following data:

Actions	Currency name ^	Currency code	Currency is main	Enabled
✎ ✖	Czech Crown	CZK		Yes
✎ ✖	Euro	EUR		Yes
✎ ✖	U.S. Dollar	USD	Yes	Yes

When creating a new currency or editing an existing one, you can specify the following properties:

- **Display name** - the name of the currency displayed to users on the live site and in the administration interface

- **Code name** - the name of the currency used by developers in the code.
- **Currency code** - a three-letter code of the currency used globally in banking and business, i.e. the official code of the currency used in exchange rates.
- **Currency formatting string** - the format used to display amounts in the given currency. Use the `{0}` expression to insert the value into the formatting text.
- **Significant digits** - The number of digits in the price that will be used in the total amount. The value will be rounded if the actual number of decimal digits is higher.
- **Enabled** - Indicates if the currency object can be used in your on-line store. For example, if checked, the respective currency can be selected from the *Currency* drop-down list when editing an order on the *Billing* tab.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main navigation menu has 'E-commerce' selected. The left sidebar lists various settings categories, with 'Currencies' highlighted. The main content area displays the 'Currency properties' for 'Czech Crown'. The form includes the following fields:

- Display name: Czech Crown
- Code name: CZK
- Currency code: CZK
- Currency formatting string: {0:F} Kč (Example: USD {0})
- Significant digits: 2
- Enabled:

4.6.3 Exchange rates

In this topic you will learn how to manage exchange rates. Kentico CMS allows the user to view prices in different [currencies](#) both in the user interface and on the live site. For this to be possible, one or two currency conversions are performed, based on the defined exchange rates.

Managing exchange rates

Exchange rates in Kentico CMS are organized into **Exchange tables**, which specify the complete exchange rate table for a given period of time. You can thus define a new exchange table e.g. for every day.

Exchange rates can be managed in **CMS Desk -> E-commerce -> Configuration -> Exchange rates** (or in **Site Manager -> Tools -> E-commerce configuration -> Exchange rates**; [global](#) exchange rates only). In this section of the administration interface, you can see a list of all defined exchange tables. You can add new exchange tables by clicking by clicking the **New exchange table** button above the list. Properties of already defined exchange tables can be edited by clicking the **Edit** icon in the **Actions** column. You can also delete a table by clicking the **Delete** icon. Please note that the currently valid exchange table is highlighted in green color.

Actions	Name	Valid from	Valid to
	2012-11-01 exchange table	11/1/2012 12:00:01 AM	11/1/2012 11:59:59 PM
	2012-11-02 exchange table	11/2/2012 12:00:01 AM	11/2/2012 11:59:59 PM
	2012-11-03 exchange table	11/3/2012 12:00:01 AM	11/3/2012 11:59:59 PM

When creating a new exchange table or editing an existing one, you can specify the following properties:

- **Display name** - the name of the exchange table displayed to the users of your website.
- **Valid from** - indicates since when the exchange table is valid. You can click the **Now** link to insert the current date and time or you can click the icon to choose the date and time from the calendar. Please leave the field empty for unlimited validity.
- **Valid to** - indicates till when the exchange table is valid. You can click the **Now** link to insert the current date and time or you can click the icon to choose the date and time from the calendar. Please leave the field empty for unlimited validity.

Exchange rates:

An exchange rates table is displayed, allowing you to enter the actual exchange rates.

Exchange rates:

From main currency (USD) to other currencies

To currency	Rate value
CAD	1.08
CZK	0.06
EUR	1.35

Please note that if global data is allowed on the current site, two tables may be displayed in the

Exchange rates section. For further details, please refer to the [Site and global configuration](#) chapter in the Configuring your store section of this guide.

4.7 Tax classes

4.7.1 Overview

[Tax classes](#) allow you to configure taxes the [customers](#) pay when purchasing in your on-line store. You can specify different tax classes with different rates for each country or state and then apply the taxes to particular [products](#) and [shipping options](#).

4.7.2 Tax classes

When editing a [product](#) (on the **Tax classes** tab), you can choose tax classes which will apply to this product when purchased in your on-line store. This can be done by clicking the **Add tax classes** button and checking the boxes next to the appropriate tax classes in the displayed selection dialog. Please note that you can, in like manner, assign tax classes also to [shipping options](#).

The screenshot shows the Kentico CMS interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main navigation menu has 'E-commerce' selected, with sub-menus for 'Manufacturers', 'Product options', 'Suppliers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Products' sub-menu is active, showing 'My dashboard', 'Orders', 'Customers', 'Products', and 'Product options'. The 'Product properties' section is open for 'Sony KDL55BX520'. The 'Tax classes' tab is selected, showing a list of tax classes with checkboxes. One checkbox is checked for 'Sales tax'. Buttons for 'Remove selected' and 'Add tax classes' are visible at the bottom of the list.

Managing tax classes

Tax classes can be managed in **CMS Desk -> E-commerce -> Configuration -> Tax classes** (or in **Site Manager -> Tools -> E-commerce configuration -> Tax classes; global** tax classes only). In this section of the administration interface, you can see a list of all defined tax classes. You can add new tax classes by clicking the **New tax class** button above the list. Properties of already defined tax classes can be edited by clicking the **Edit** (✎) icon in the **Actions** column. You can also delete a tax class by clicking the **Delete** (✖) icon.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu has categories like 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' menu is expanded, showing options like 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Tax classes' section is active, displaying a table with one entry: 'Sales tax'.

When editing a tax class, the following tabs are available to specify its properties:

- **General tab**
- [Countries tab](#)
- [States tab](#)

General tab

On this tab you can edit general properties of the selected tax class.

- **Display name** - the name of the tax class displayed to users on the live site and in the administration interface.
- **Code name** - the name of the tax class used by developers in the code.
- **Zero tax if Tax ID is supplied** - indicates if the tax should be calculated as zero (0) if the customer enters a Tax ID.

The screenshot shows the 'Tax class properties' dialog box for the 'Sales tax' class. The 'General' tab is selected, showing fields for 'Display name' (Sales tax), 'Code name' (SalesTax), and 'Zero tax if tax ID is supplied' (checkbox).

Countries tab

On this tab you can set the value of the currently edited tax for a particular country; please note that the country recognition is based on the **Apply taxes based on setting**. The value can be either a percentage of the product price (by default) or a flat amount. If the tax is specified for both a country and a state, only the tax specified for a state is applied.

Country	Tax Rate (%)	Apply
Croatia	12	<input type="checkbox"/>
Cuba		<input type="checkbox"/>
Cyprus	10	<input type="checkbox"/>
Czech Republic	10	<input type="checkbox"/>
Denmark	10	<input type="checkbox"/>
Djibouti		<input type="checkbox"/>

States tab

On this tab you can set the value of the currently edited tax for a particular state; please note that the country recognition is also based on the **Apply taxes based on** setting. The value can be either a percentage of the product price (by default) or a flat amount. If the tax is specified for both a country and a state, only the tax specified for a state is applied.

State	Tax Rate (%)	Apply
Montana	15	<input type="checkbox"/>
Nebraska	8	<input type="checkbox"/>
Nevada	20	<input type="checkbox"/>
New Hampshire	10	<input type="checkbox"/>
New Jersey		<input type="checkbox"/>
New Mexico		<input type="checkbox"/>
New York	10	<input type="checkbox"/>
North Carolina		<input type="checkbox"/>

4.8 Discounts

4.8.1 Overview

With the E-commerce solution you can offer your on-line store [customers](#) various discounts and thus more effectively boost your sales. There are many purposes for discounting, including e.g. to increase short-term sales, to move out-of-date stock or to reward valuable clients, etc.

[Discount coupons](#) represent virtual vouchers that can be exchanged for a financial discount or rebate when purchasing a particular [product](#) offered in your on-line store.

[Discount levels](#) allow you to benefit any registered customer making a purchase in your store. For example, you can assign all *Gold Partners* a 30% discount on any product they purchase on your website.

[Volume discounts](#) are applied when your customers purchase specified amounts of selected products. The discounts are automatically calculated and applied during the [checkout process](#) when the user adds the specified amount of the product items to their shopping cart. Multiple volume discount levels can be specified, allowing you to apply different discounts for different amounts of purchased items.

4.8.2 Discount coupons

Discount coupons are virtual vouchers that your on-line store customers can exchange for financial discounts or rebates when purchasing selected products.

When creating a new [order](#) or editing an existing one (on the **Items** tab), you can enter a discount coupon code and try to apply the given discount.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', 'E-commerce site', 'Global Administrator v7.0', and 'Sign Out'. The main navigation area has tabs for 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Orders' tab is active, showing 'Order properties' and 'Orders > 5'. The 'Items' sub-tab is selected, displaying 'Step 1 of 2 - Add some products to your shopping cart'. The shopping cart table contains two items: 'Sony KDL55BX520' and '- 3 years'. A red box highlights the coupon code input field with the text 'If you have a coupon code, please enter it here: DC-VIP'. The cart summary shows 'Total shipping: \$8.00' and 'Total price: \$1137.99'. There are 'Empty' and 'Update' buttons, and a checkbox for 'Send order changes by e-mail'.

Remove	Actions	Product name	Units	Unit price	Unit discount	Tax	Subtotal
<input type="checkbox"/>		Sony KDL55BX520	1	1349.99	270.00	0.00	1079.99
		- 3 years	1	50.00	0.00	0.00	50.00

Total shipping: \$8.00
Total price: \$1137.99

Send order changes by e-mail

Managing discount coupons

Discount coupons can be managed in **CMS Desk -> E-commerce -> Discount coupons**. In this section of the administration interface, you can see a list of all defined discount coupons. You can add new discount coupons by clicking the **New discount coupon** button above the list. Properties of already defined discount coupons can be edited by clicking the **Edit** () icon in the **Actions** column. You can also delete a discount coupon by clicking the **Delete** () icon.

Actions	Name	Value	Valid from	Valid to
	Gold Discount	\$50.00		
	Party Time	10%	12/31/2012 4:00:00 PM	1/1/2013 5:59:59 AM
	Silver Discount	\$30.00		
	V.I.P. Discount	\$150.00		

When editing a discount coupon, the following tabs are available to specify its properties:

- **General tab**
- [Products tab](#)

General tab

On this tab you can edit general properties of the selected discount coupon.

- **Display name** - the name of the discount coupon displayed to the users of your website
- **Coupon code** - the code of the coupon that will be used by the user during the purchase.
- **Absolute discount / Relative discount** - you can choose between an absolute and relative discount and you can enter the discount value in the box below.
- **Discount value** - you can choose between an absolute and relative discount and you can enter the discount value in the box below.
- **Valid from** - indicates since when the discount coupon is valid. You can click the *Now* link to insert the current date and time or you can click the icon to choose the date and time from the calendar. Please leave the field empty for unlimited validity.
- **Valid to** - indicates till when the discount coupon is valid. You can click the *Now* link to insert the current date and time or you can click the icon to choose the date and time from the calendar. Please leave the field empty for unlimited validity.

Discount coupon properties

› [Discount coupons](#) › [V.I.P. Discount](#)

General **Products**

Save

Display name:

Coupon code:

Absolute discount Relative discount

Discount value: (CZK)

Valid from: [Now](#)

Valid to: [Now](#)

Products tab

On this tab you can specify which [products](#) the discount coupon should be applied to or not applied to by using the **Only the following products** and **All products except for these** radio buttons. To add products to the list, click the **Add products** button and check the boxes next to the appropriate items in the displayed selection dialog. Product items can be removed from the list at any time using the corresponding checkboxes together with the **Remove selected** button. You can also remove all listed items at once by clicking the  icon and performing the **✗ Remove all** action.

<input type="checkbox"/>	Product
<input type="checkbox"/>	Apple 17" MacBook Pro
<input type="checkbox"/>	Apple iPad 16GB
<input type="checkbox"/>	Apple iPhone 4S
<input type="checkbox"/>	Apple iPod shuffle 2GB
<input type="checkbox"/>	Apple iPod touch 32GB
<input type="checkbox"/>	Apple Mac Pro 12-Core
<input type="checkbox"/>	Apple MacBook Pro 13.3"



4.8.3 Discount levels

Discount levels represent a type of discount that you can offer to your registered customers. For example, you can assign all *Gold Partners* a 30% discount on any product they purchase in your on-line store.

When editing a registered [customer](#) (on the **General** tab in the **Registered user info -> Discounts** section), you can assign them a discount level for the current site (if defined). Please note that if [global discount levels](#) are allowed for the current site, two drop-down lists are available in the section, allowing you to assign the customer both a global and site-specific discount level (if defined).

The screenshot displays the Kentico CMS 7.0 E-commerce administration interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu features 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Customers' section is active, showing the 'Customer properties' page for 'Graham James'. The 'General' tab is selected, and the 'Save' button is visible. The form contains the following sections:

- General info:**
 - First name: James
 - Last name: Graham
 - Company: Streams, Ltd.
 - Organization ID: 123-ST-5689
 - Tax registration ID: 888
 - Country/state: United Kingdom
- Contacts:**
 - E-mail: james.graham@example.com
 - Phone: +440608778522
 - Fax: +440222741258
- Registered user info:**
 - Login:**
 - User name: JamesG [Edit](#)
 - Enabled:
 - Preferred settings on this site:**
 - Preferred currency: Euro
 - Preferred payment method: Credit Card - Authorize.NET
 - Preferred shipping option: DHL
 - Discounts:**
 - Discount level on this site: Gold Partners

Managing discount levels

Discount levels can be managed in **CMS Desk -> E-commerce -> Discount levels**. In this section of the administration interface, you can see a list of all defined discount levels. You can add new discount levels by clicking **New discount level** button above the list. Properties of already defined discount levels can be edited by clicking the **Edit** icon in the **Actions** column. You can also delete a discount level by clicking the **Delete** icon.

Discount levels

[New discount level](#)

Actions	Name	Enabled	Value	Valid from	Valid to
	Gold Partners	Yes	20%		
	Silver Partners	Yes	15%		
	V.I.P. Partners	Yes	10%		

When editing a discount level, the following tabs are available to specify its properties:

- **General tab**
- [Departments tab](#)

General tab

On this tab you can edit general properties of the selected discount level.

- **Display name** - the name of the discount level displayed to users on the live site and in the administration interface.
- **Code name** - the name of the discount level used by developers in the code.
- **Value** - allows you to enter the percentage value of the discount.
- **Valid from** - indicates since when the discount level is valid. You can click the *Now* link to insert the current date and time or you can click the icon to choose the date and time from the calendar. Please leave the field empty for unlimited validity.
- **Valid to** - indicates till when the discount level is valid. You can click the *Now* link to insert the current date and time or you can click the icon to choose the date and time from the calendar. Please leave the field empty for unlimited validity.
- **Enabled** - indicates if the discount level object can be used in your on-line store. For example, if checked, the respective discount level can be selected from the *Discount level on this site* drop-down list when editing a registered customer on the *General* tab.

Discount level properties

Discount levels > Gold Partners

General | Departments

Save

Display name:

Code name:

Value: %

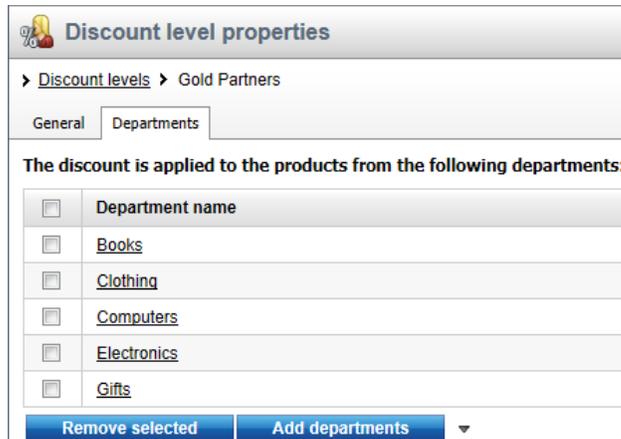
Valid from: [Now](#)

Valid to: [Now](#)

Enabled:

Departments tab

On this tab you can specify [departments](#) which the discount level should cover. This results in the discount being applied to the products from these departments. To add departments to the list, click the **Add departments** button and check the boxes next to the appropriate items in the displayed selection dialog. Department items can be removed from the list at any time using the corresponding checkboxes together with the **Remove selected** button. You can also remove all listed items at once by clicking the  icon and performing the **Remove all** action.



Discount level properties

Discount levels > Gold Partners

General Departments

The discount is applied to the products from the following departments:

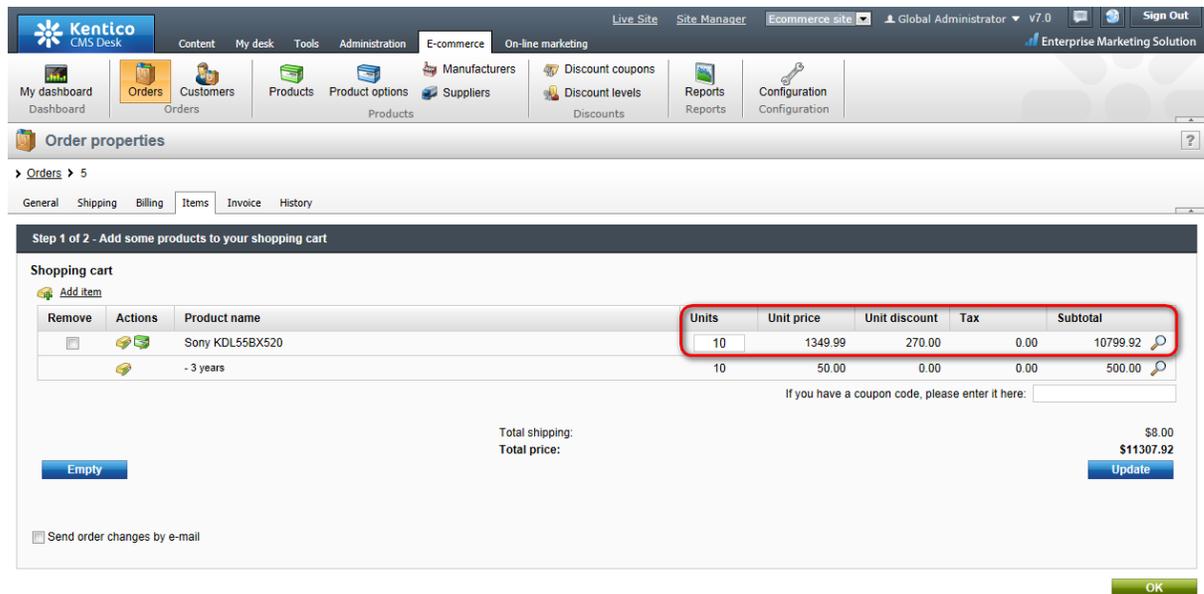
<input type="checkbox"/>	Department name
<input type="checkbox"/>	Books
<input type="checkbox"/>	Clothing
<input type="checkbox"/>	Computers
<input type="checkbox"/>	Electronics
<input type="checkbox"/>	Gifts

Remove selected Add departments

4.8.4 Volume discounts

Volume discounts are applied when your customers purchase specified amounts of selected products.

When creating a new [order](#) or editing an existing one (on the **Items** tab), the order price is automatically reduced by the discount amount if a sufficient number of applicable [product](#) items (the volume) has been entered.



Order properties

Orders > 5

General Shipping Billing Items Invoice History

Step 1 of 2 - Add some products to your shopping cart

Shopping cart

Add item

Remove	Actions	Product name	Units	Unit price	Unit discount	Tax	Subtotal
<input type="checkbox"/>		Sony KDL55BX520	10	1349.99	270.00	0.00	10799.92
		- 3 years	10	50.00	0.00	0.00	500.00

If you have a coupon code, please enter it here:

Total shipping: \$8.00
Total price: \$11307.92

Empty Update

Send order changes by e-mail

OK

Managing volume discounts

Volume discounts can be managed when editing a selected product on the **Volume discounts** tab. In this section of the administration interface, you can see a list of all defined volume discounts for the current product. You can add a new volume discount by clicking the **New volume discount** button above the list. Properties of already defined volume discounts can be edited by clicking the **Edit** (✎) icon in the **Actions** column. You can also delete a volume discount by clicking the **Delete** (✖) icon.

The screenshot shows the Kentico CMS interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main navigation menu has 'Products' selected. The breadcrumb trail is 'Products > Electronics > Televisions > LCD > Sony KDL55BX520'. The 'Volume discounts' tab is active, showing a 'New volume discount' button and a 'Product price: \$1349.99'. A table lists existing volume discounts:

Actions	Minimal amount	Discount value
✎ ✖	5	3%
✎ ✖	10	5%
✎ ✖	20	10%

When creating a new volume discount or editing an existing one, you can specify the following properties:

- **Minimum amount** - sets the minimum amount of ordered items to which the current volume discount applies.
- **Discount value** - here you can specify a discount for the given volume (as set in the *Minimum amount* property). You can choose to apply either a relative or absolute discount using the respective radio buttons.

The screenshot displays the Kentico CMS E-commerce administration interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu features 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' menu is expanded, showing options like 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Products' menu item is selected, leading to the 'Product properties' page for 'Sony KDL55BX520'. The 'Advanced' tab is active, showing 'Volume discount properties' with a 'Save' button. The form includes fields for 'Product price' (\$1349.99), 'Minimum amount' (5), and 'Discount value' (3%), with radio buttons for 'Relative discount' (selected) and 'Absolute discount'.

4.9 Customers

4.9.1 Overview

In Kentico CMS, the [products](#) offered in your on-line store can be purchased by both anonymous and registered [users](#), in the E-commerce solution commonly referred to as [customers](#). The anonymous customers make a lump-sum purchase whereas the registered ones can purchase in your store repeatedly using the same login details.

Please note that a customer profile can be created either manually using the **CMS Desk -> E-commerce -> Customers** administration interface or automatically during the [purchase process](#).

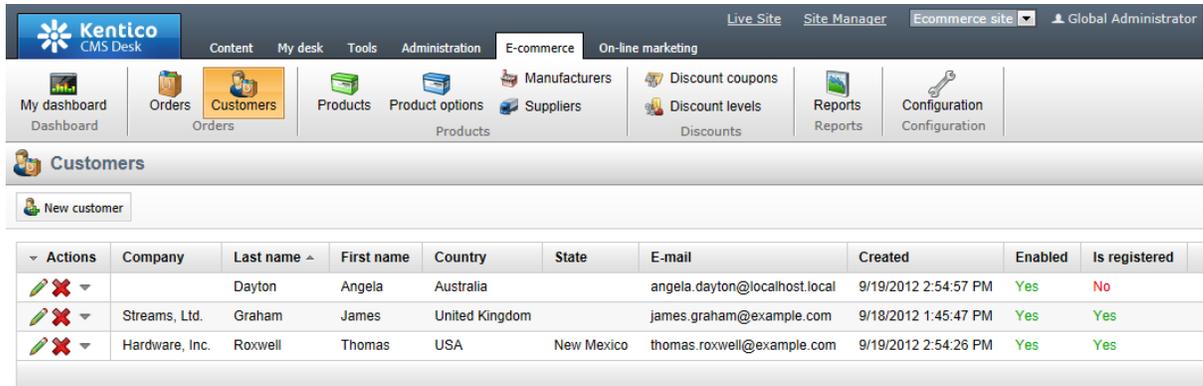
4.9.2 Customers

When making a new [order](#) you can either select an existing customer or create a new one. Please note that if you decide for the latter option, the form contains the same customer properties as if opened directly from the **Customers** section.

The screenshot displays the Kentico CMS E-commerce administration interface for the 'New order' process. The top navigation bar is identical to the previous screenshot. The 'Orders' menu item is selected, leading to the 'New order' page. The page shows 'Step 1 of 6 - Select customer'. Under the 'Customer' section, there are two radio buttons: 'Select an existing customer' (selected) and 'Create a new customer'. Below the radio buttons is a text input field and a 'Select' button.

Managing customers

Customers can be managed in **CMS Desk -> E-commerce -> Customers**. In this section of the administration interface, you can see a list of all defined customers. New ones can be added to the list by clicking the **New customer** button above the list. Properties of already defined customers can be edited by clicking the **Edit** (✎) icon in the **Actions** column. You can also delete a customer by clicking the **Delete** (✖) icon.



Actions	Company	Last name ^	First name	Country	State	E-mail	Created	Enabled	Is registered
✎ ✖		Dayton	Angela	Australia		angela.dayton@localhost.local	9/19/2012 2:54:57 PM	Yes	No
✎ ✖	Streams, Ltd.	Graham	James	United Kingdom		james.graham@example.com	9/18/2012 1:45:47 PM	Yes	Yes
✎ ✖	Hardware, Inc.	Roxwell	Thomas	USA	New Mexico	thomas.roxwell@example.com	9/19/2012 2:54:26 PM	Yes	Yes

When editing a customer, the following tabs are available to specify its properties:

- **General tab**
- [Custom fields tab](#)
- [Addresses tab](#)
- [Orders tab](#)
- [Credit tab](#)
- [Newsletters tab](#)

General tab

On this tab you can edit general properties of the selected customer.

General info:

- **First name** - sets the customer's first name.
- **Last name** - sets the customer's last name.
- **Company** - can be used to enter the name of the customer's company.
- **Organization ID** - allows you to enter a registration ID of the customer's company.
- **Tax registration ID** - allows you to enter a tax registration ID of the customer's company.
- **Country/state** - here you can select the customer's country. If the country has any states, another drop-down list is displayed allowing you to select a state.

Contacts:

- **E-mail** - can be used to enter the customer's e-mail address.
- **Phone** - here you can enter the customer's phone number.
- **Fax** - here you can enter the customer's fax number.

Registered user info:

- **Create a login for this site** - allows you to register the customer on the current website. Unless checked, other fields in this section are hidden.
- **User name** - sets the user name that they will use to log in to the current website.
- **Password** - sets the password that the customer will use to log in to the current website. The **Password strength** indicator below the field informs you about the strength of the entered password.
- **Confirm password** - allows you to confirm the entered password.

The following properties can be set in the **Registered user info** section of already registered customers:

Login:

- **User name** - the customer's user name that the customer uses to log in to the current website. Click the **Edit** button to edit properties of the registered user.
- **Enabled** - if checked, the customer is enabled for shopping, i.e. they are allowed to purchase on the current website.

Preferred settings on this site:

- **Preferred currency** - can be used to enter the currency in which the prices are displayed when the customer signs in to the current website (it is set automatically based on the customer's last purchase).
- **Preferred payment method** - here you can enter a payment method to be used when the customer makes a purchase on the current website (it is set automatically based on the customer's last purchase). A default value which may be changed as needed during the purchase process.
- **Preferred shipping option** - here you can enter a shipping option to be used when the customer makes a purchase on the current website (it is set automatically based on the customer's last purchase). A default value which may be changed as needed during the purchase process.

Discounts:

- **Global discount level** - specifies a [global](#) discount level applied to the customer's orders on the current website (if available). Please note that unless global discount levels are allowed on the site, the drop-down list is hidden.
- **Discount level on this site** - specifies a site-specific discount level applied to the customer's orders on the current website (if available).

Customer properties

> Customers > Graham James

General | Addresses | Orders | Credit | Newsletters

 Save

General info

First name:	<input type="text" value="James"/>
Last name:	<input type="text" value="Graham"/>
Company:	<input type="text"/>
Organization ID:	<input type="text" value="123-ST-5689"/>
Tax registration ID:	<input type="text" value="888"/>
Country/state:	<input type="text" value="United Kingdom"/>

Contacts

E-mail:	<input type="text" value="James.Graham@example.com"/>
Phone:	<input type="text" value="+44 0608 778522"/>
Fax:	<input type="text" value="+44 0222 741258"/>

Registered user info

Login

User name:	<input type="text" value="JamesG"/> Edit
Enabled:	<input checked="" type="checkbox"/>

Preferred settings on this site

Preferred currency:	<input type="text" value="Euro"/>
Preferred payment method:	<input type="text" value="PayPal"/>
Preferred shipping option:	<input type="text" value="DHL"/>

Discounts

Global discount level:	<input type="text" value="V.I.P."/>
Discount level on this site:	<input type="text" value="Gold"/>

Custom fields tab

On this tab you can edit custom fields that you added in **Site Manager -> Development -> System tables -> Edit** () the **Ecommerce - Customer** table. If no such fields were added, the tab is hidden.

Addresses tab

Each customer can have multiple addresses for billing and shipping stored in their profile. On this tab you can see a list of all available addresses of the current customer. You can add a new address by clicking the  **New address** button, **Edit** () or **Delete** () an existing item in the list and you can also  **Clone** an address if you click the  **Other actions** icon on the selected address line.



Customer properties

> Customers > Graham James

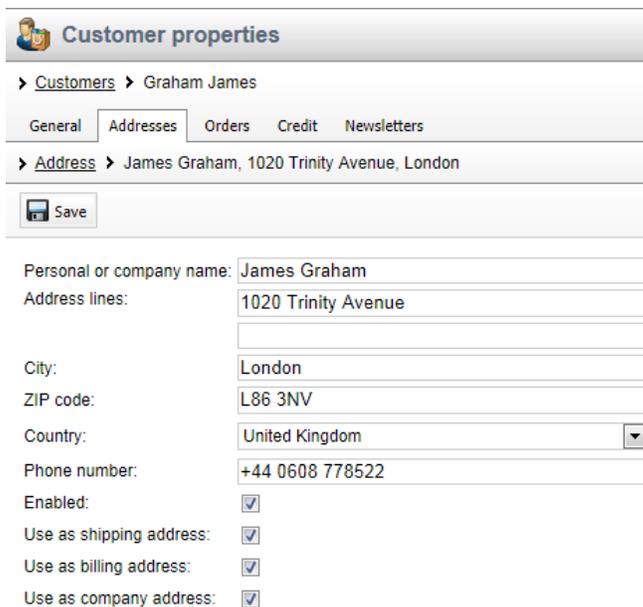
General | **Addresses** | Orders | Credit | Newsletters

 New address

Actions	Address name	Use for billing	Use for shipping	Use for company	Enabled
 	James Graham, 1020 Trinity Avenue, London	Yes	Yes	Yes	Yes
 	James Graham, 55 Victoria St., Bristol	Yes	Yes	Yes	Yes

The following properties are available when creating or editing a customer address object:

- **Personal or company name** - here you can enter a name to be used in the customer's current address. The name can be either a personal name or a company name.
- **Address lines** - here you can enter lines of the address, e.g. a house number and street name.
- **City** - allows you to enter the city name.
- **ZIP code** - here you can enter the ZIP code of the city.
- **Country** - allows you to select a country to be used in the customer's current address. If the country has any states, another drop-down list is displayed.
- **Phone number** - can be used to enter a phone number.
- **Enabled** - indicates if the address should be offered in the CMS system. If you disable the address (i.e. uncheck this checkbox), it will no longer be displayed, but it will be kept in the database for your records and to keep the customer's purchase history.
- **Use as shipping address** - indicates if the address should be offered to the customer as a shipping address.
- **Use as billing address** - indicates if the address should be offered to the customer as a billing address.
- **Use as company address** - indicates if the address should be offered to the customer as a company address.



Customer properties

> Customers > Graham James

General | **Addresses** | Orders | Credit | Newsletters

> Address > James Graham, 1020 Trinity Avenue, London

 Save

Personal or company name:

Address lines:

City:

ZIP code:

Country: ▼

Phone number:

Enabled:

Use as shipping address:

Use as billing address:

Use as company address:

Orders tab

On this tab you can see a list of orders made by the current customer in your on-line store. You can add a new order by clicking the **New order** button and [Edit](#) () or **Delete** () an existing item in the list. You can also move the orders to the **Next** () or **Previous status** ()

Customer properties

› [Customers](#) › Graham James

General [Addresses](#) **Orders** [Credit](#) [Newsletters](#)

New order

Order ID:

Order status:

Order is paid:

Site:

Show

▼ Actions	ID	Customer e-mail	Order date ▼	Total price	Status	Is paid
	13		5/3/2012 1:58:45 PM	\$14039.90	New	No
	12		5/3/2012 1:42:43 PM	\$1349.99	Completed	Yes
	11		4/27/2012 1:13:21 PM	\$100.00	In progress	No
	10		4/27/2012 1:08:39 PM	\$49.99	Completed	Yes
	9		4/26/2012 1:14:59 PM	\$7699.99	Payment failed	No

Please note that the listed orders can be filtered using the text boxes above the list.

Credit tab

On this tab you can see the total credit of a registered customer, along with a list of credit events during which this credit has been accumulated. Credit can be both added to and deducted from the total credit. However, only positive value credit can be used to pay for the purchased [products](#).

You can add a new credit event by clicking the **New credit event** button and [Edit](#) () or **Delete** () an existing item in the list.

Customer properties

› [Customers](#) › Graham James

General [Addresses](#) [Orders](#) **Credit** [Newsletters](#)

New credit event

Total credit: \$200.00

▼ Actions	Date ▼	Event name	Credit change	Description
	12/31/2012	New Year's Eve Bonus	\$50.00	New Year's Eve Bonus.
	8/23/2012	The Age of Majority	\$250.00	The age of majority bonus.
	1/15/2012	Repeated Failure to Clear	\$-100.00	Repeatedly failed to clear by the due date.

The following properties are available when creating or editing a customer credit object:

- **Event name** - here you can enter the name of the credit event.
- **Event credit change** - specifies a credit amount (in the main currency) by which the total credit amount should be changed. Please note that you can add a negative value if you want to decrease the customer's credit.
- **Event date** - specifies the date when the credit event occurs.
- **Event description** - can be used to enter a text description for the credit event in order to give further information.

Customer properties

› Customers › Graham James

General Addresses Orders **Credit** Newsletters

› Credit events › New Year's Eve Bonus

Save

Event name:

Event credit change: (USD)

Event date: Now

Event description:

Please note that for anonymous customers the tab is hidden.

Newsletters tab

On this tab you can specify which [newsletters](#) the current customer is subscribed to receive. To add newsletters, click the **Add newsletters** button and check the boxes next to the appropriate newsletters in the displayed selection dialog. Newsletters can be removed from the list at any time using the checkboxes together with the **Remove selected** button. You can also remove all listed items at once by clicking the icon and performing the **✗ Remove all** action.

Customer properties

› Customers › Graham James

General Addresses Orders Credit **Newsletters**

Site:

Current customer is subscribed to receive the following newsletters:

<input type="checkbox"/>	Newsletter
<input type="checkbox"/>	E-commerce Site - Newsletter

Remove selected **Add newsletters**

4.10 Orders

4.10.1 Overview

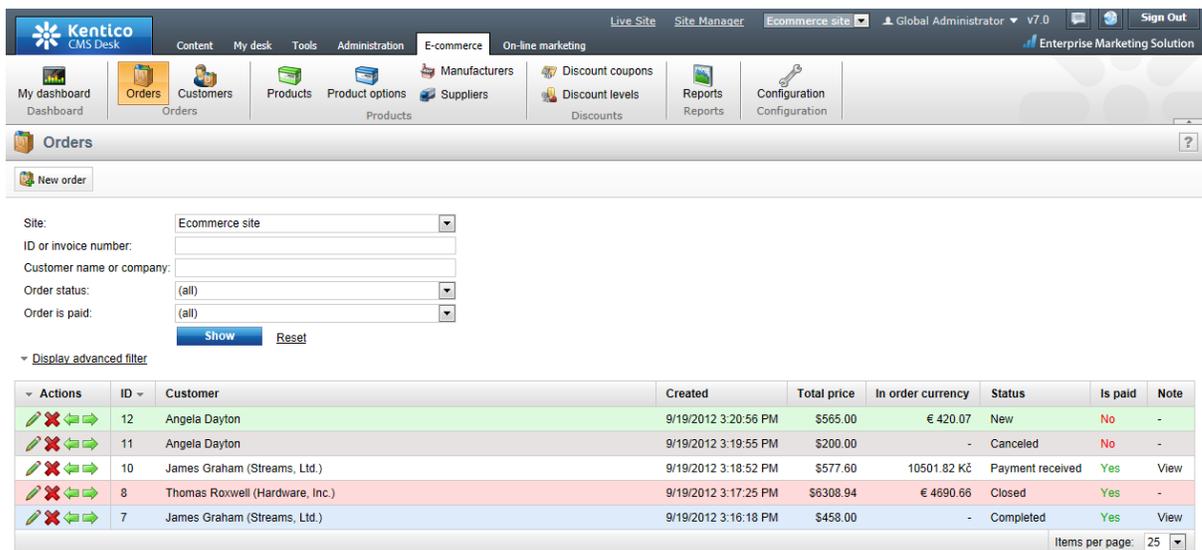
[Orders](#) of the [products](#) that you offer in your on-line store can be made by both registered and anonymous [customers](#). Various [discounts](#) such as discount coupons, volume discount and discount levels may be applied to further motivate the purchasers and thus boost your sales. The purchase process is fully customizable, allowing you to define your own [checkout](#) steps. Besides, the life cycle of the order can be tracked by means of customizable [order statuses](#).

You can also define multiple [shipping options](#) and [payment methods](#) to make the purchase process smoother and easier.

4.10.2 Orders

Orders made in your on-line store can be managed in **CMS Desk -> E-commerce -> Orders**. In this section of the administration interface, you can see a list of all orders made in your on-line store. You can add a new order by clicking the  **New order** button and **Edit** () or **Delete** () an existing item in the list. You can also move the orders to the **Next** () or **Previous status** (.

The listed orders can be filtered using the text boxes above the list.



Actions	ID	Customer	Created	Total price	In order currency	Status	Is paid	Note
   	12	Angela Dayton	9/19/2012 3:20:56 PM	\$565.00	€ 420.07	New	No	-
   	11	Angela Dayton	9/19/2012 3:19:55 PM	\$200.00	-	Canceled	No	-
   	10	James Graham (Streams, Ltd.)	9/19/2012 3:18:52 PM	\$577.60	10501.82 Kč	Payment received	Yes	View
   	8	Thomas Roxwell (Hardware, Inc.)	9/19/2012 3:17:25 PM	\$6308.94	€ 4690.66	Closed	Yes	-
   	7	James Graham (Streams, Ltd.)	9/19/2012 3:16:18 PM	\$458.00	-	Completed	Yes	View

When editing an order, the following tabs are available to specify its properties:

- **General tab**
- [Custom fields tab](#)
- [Shipping tab](#)
- [Billing tab](#)
- [Items tab](#)
- [Invoice tab](#)
- [History tab](#)

General tab

On this tab you can edit general properties of the selected order.

- **Order ID** - displays the ID of the current order.
- **Date** - indicates the date of the order. You can enter the value manually, use the *Calendar* (📅) or use the *Nowlink*.
- **Invoice number** - specifies the invoice number. The number is generated automatically and can be changed on the *Invoice* tab.
- **Status** - allows you to specify order status.
- **Customer** - allows you to enter the name of the customer. You can edit customer properties by clicking the *Edit* button (the *Customer properties* dialog will be displayed).
- **Company address** - allows you to enter the address of the company. You can select an address from the drop-down list (if available), edit the selected one or add a new address.
- **Order note** - can be used to add some notes about the order.

Custom fields tab

On this tab you can edit custom fields that you added in **Site Manager -> Development -> System tables -> Edit** (✎) the **Ecommerce - Order** table. If no such fields were added, the tab is hidden.

Shipping tab

On this tab you can edit the [shipping](#)-related properties of the currently edited order.

- **Shipping option** - allows you to change the shipping option of this order. If no item in the shopping cart needs shipping, the field contains the (*none*) value by default.
- **Shipping address** - allows you to change the shipping address of this order. You can also edit an existing address or add a new one. If no item in the shopping cart needs shipping, the field contains the (*none*) value by default.
- **Tracking number** - can be used to enter a number or any combination of signs according to which the order will be tracked, e.g. a packaging code.

Order properties

> Orders > 16

General Shipping **Billing** Items Invoice History

Save

Shipping option: DHL (€ 5.95)

Shipping address: James Graham, 1020 Trinity Avenue, London Edit New

Tracking number: IP-8965

Billing tab

On this tab you can edit the billing-related properties of the currently edited order.

- **Payment method** - here you can change the payment method used for the current order. If the shopping cart does not contain any items that need shipping, only payment methods with the *Allow if no shipping is supplied* setting enabled are offered.
- **Currency** - can be used to change the currency in which the order is calculated.
- **Billing address** - allows you to change the billing address of this order. You can also edit an existing billing address or add a new one.
- **Payment result** - indicates the result of the payment performed via a payment gateway.
- **Order is paid** - can be used to manually mark the order as paid, e.g. if an issue occurs while completing the payment. By default, the system automatically marks the order as paid when it receives the given [order status](#).

Order properties

> Orders > 16

General Shipping **Billing** Items Invoice History

Save

Payment method: PayPal

Currency: Euro

Billing address: James Graham, 1020 Trinity Avenue, London Edit New

Payment result: N/A

Order is paid:

Items tab

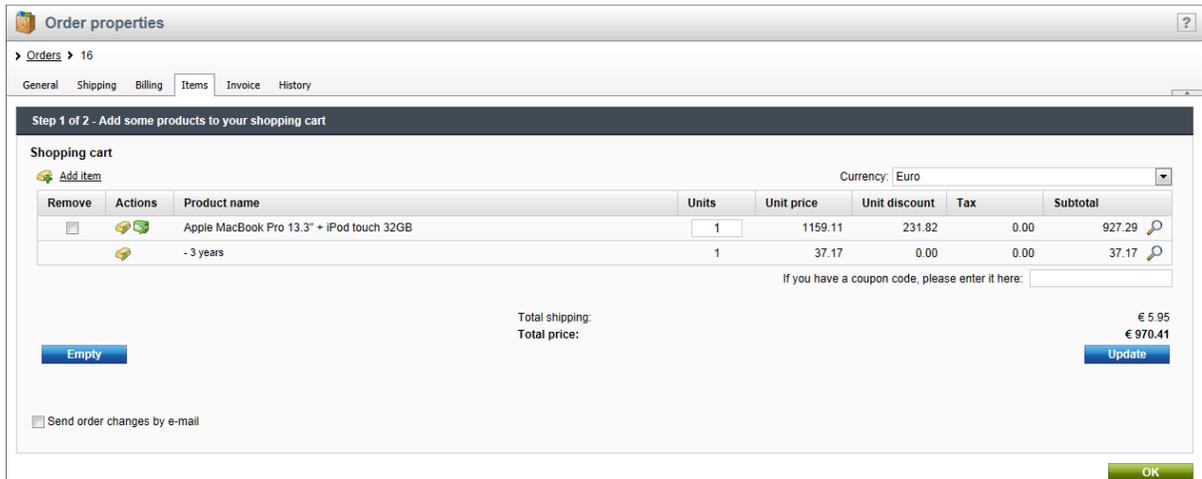
On this tab you can see a list of all ordered items, the total price and other order details. New items can be added by clicking **Add item**. This opens a new dialog allowing you to choose an order item, its quantity and, if defined, item options. The tab also allows to enter a discount coupon code if available.

By clicking the **Empty** button the listed items can be removed from the shopping cart all at once. Besides, you can remove only selected items if you check the boxes next to the respective items and click the **Update** button. By clicking the icon you can view the product price details.

You can **Edit** product properties and you can also **Edit** order item properties but only if the current **order is not marked as paid**. However, this editing is enabled only if the `web.config` file contained in your web project folder is properly configured (i.e. the `CMSEnableOrderItemEditing` key is set to `TRUE` and the `CMSUseCurrentSKUData` key is set to `FALSE`) as described in detail in the

[Web.config settings](#) topic in the **Configuring your store** -> **Settings** section of the E-commerce Guide.

Please note that if you mark the **Send order changes by e-mail** checkbox, a notification about the changes in the order will be sent to specified e-mail addresses (typically to the customer and to the merchant).



The screenshot shows the 'Order properties' dialog box with the 'Items' tab selected. The shopping cart contains two items:

Remove	Actions	Product name	Units	Unit price	Unit discount	Tax	Subtotal
<input type="checkbox"/>		Apple MacBook Pro 13.3" + iPod touch 32GB	1	1159.11	231.82	0.00	927.29
		- 3 years	1	37.17	0.00	0.00	37.17

Total shipping: € 5.95
Total price: € 970.41

Send order changes by e-mail

Invoice tab

On this tab you can see a preview of the [invoice](#). You can change the invoice number and you can also generate or print the invoice.

 **Order properties**

> [Orders](#) > 16

General Shipping Billing Items Invoice **History**

Invoice number: [Generate invoice](#) [Print](#)

Invoice starter site
€Commerce

Invoice number: 16	Order date: 11/3/2012 10:27:33 AM																		
Supplier Company address	Customer Streams, Ltd. James Graham 1020 Trinity Avenue London LN8 6JK United Kingdom																		
Payment option: Cash on delivery																			
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Product name</th> <th>Units</th> <th>Price/unit</th> <th>Discount/unit</th> <th>Tax</th> <th>Subtotal</th> </tr> </thead> <tbody> <tr> <td>Apple MacBook Pro 13.3" + iPod touch 32GB</td> <td>1</td> <td>1159.11</td> <td>231.82</td> <td>0.00</td> <td>€ 927.29</td> </tr> <tr> <td>- 3 years</td> <td>1</td> <td>37.17</td> <td>0.00</td> <td>0.00</td> <td>€ 37.17</td> </tr> </tbody> </table>		Product name	Units	Price/unit	Discount/unit	Tax	Subtotal	Apple MacBook Pro 13.3" + iPod touch 32GB	1	1159.11	231.82	0.00	€ 927.29	- 3 years	1	37.17	0.00	0.00	€ 37.17
Product name	Units	Price/unit	Discount/unit	Tax	Subtotal														
Apple MacBook Pro 13.3" + iPod touch 32GB	1	1159.11	231.82	0.00	€ 927.29														
- 3 years	1	37.17	0.00	0.00	€ 37.17														
Total shipping: € 5.95																			
Shipping tax summary:																			
Total price: € 970.41																			
Tax summary:																			

History tab

On this tab you can see a list of order changes (i.e. basically order status changes).

 **Order properties**

> [Orders](#) > 16

General Shipping Billing Items Invoice **History**

▼	Date	Status	User name	Full name	Note
	9/19/2012 4:07:35 PM	New	administrator	Global Administrator	
	9/19/2012 4:12:38 PM	In progress	administrator	Global Administrator	V.I.P. customer
	9/19/2012 4:28:33 PM	Payment received	administrator	Global Administrator	V.I.P. customer
	9/19/2012 4:28:44 PM	Completed	administrator	Global Administrator	V.I.P. customer
	9/19/2012 4:28:49 PM	Closed	administrator	Global Administrator	V.I.P. customer

4.10.3 Order statuses

An order status gives you the stage of your customer's [order](#); i.e. it represents what has been happening with the order since the [customer](#) placed it. For example, the *In progress* status would mean that some steps of the purchase process have not yet been completed.

When editing an existing order (on the **General** tab), you can change its status using the **Status** drop-down list as highlighted in the screenshot below.

The screenshot shows the 'Order properties' form in the Kentico CMS Desk. The 'Status' dropdown menu is highlighted with a red box and currently shows 'In progress'. Other fields include Date (11/27/2012 4:36:27 PM), Invoice number (17), Customer (James Graham), and Company address (James Graham, 1020 Trinity Avenue, London). The 'Order note' field is empty.

Managing order statuses

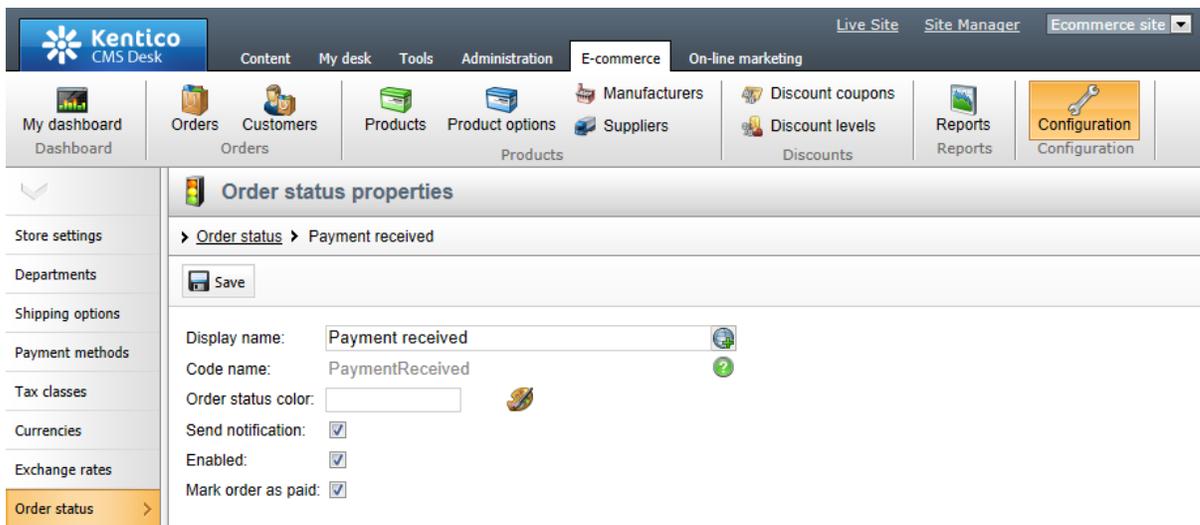
Order statuses can be defined in **CMS Desk -> E-commerce -> Configuration -> Order status** (or in **Site Manager -> Tools -> E-commerce configuration -> Order status**; [global](#) order statuses only). In this section of the administration interface, you can see a list of all defined order statuses. You can add new order statuses by clicking the **New order status** button above the list. Properties of already defined order statuses can be edited by clicking the **Edit** (✎) icon in the **Actions** column. You can also delete an order status by clicking the **Delete** (✖) icon.

The screenshot shows the 'Order status' configuration page in the Kentico CMS Desk. A table lists defined order statuses with columns for Actions, Name, Enabled, Color, Send notification, and Mark order as paid. The 'In progress' status is highlighted.

Actions	Name	Enabled	Color	Send notification	Mark order as paid
	New	Yes		No	No
	Payment received	Yes		Yes	Yes
	Payment failed	Yes		Yes	No
	In progress	Yes	-	No	No
	Completed	Yes		Yes	No
	Closed	Yes		No	No
	Canceled	Yes		No	No

When creating a new order status or editing an existing one, you can specify the following properties:

- **Display name** - the name of the order status displayed to users on the live site and in the administration interface.
- **Code name** - the name of the order status used by developers in the code.
- **Order status color** - here you can set the color which will be used to highlight orders having the given status, e.g. when viewing orders in *CMS Desk -> E-commerce -> Orders*. Alternatively, you can set the color using the color picker by clicking the  icon.
- **Send notification** - indicates if an e-mail notification should be sent to the customer and to an e-mail address specified in the *Send e-commerce emails to* setting in *CMS Desk -> E-commerce -> Store settings* on the *E-mails* tab (or in *Site Manager* in the respective sections) if an order receives the current status. Typically, this e-mail address is the merchant's. Please note that the *E-commerce order status notification to customer* e-mail template is used when sending notifications to customers and the *E-commerce order status notification to administrator* e-mail template is used when sending notifications to merchants (administrators).
- **Enabled** - indicates if the order status object can be used in your on-line store. For example, if checked, the respective order status can be selected from the *Status* drop-down list when editing an order on the *General* tab.
- **Mark order as paid** - indicates if the system should automatically mark the order as paid when it receives the given status.



The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu has categories like 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' section is expanded, showing sub-items like 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The left sidebar lists various settings such as 'Store settings', 'Departments', 'Shipping options', 'Payment methods', 'Tax classes', 'Currencies', 'Exchange rates', and 'Order status'. The main content area is titled 'Order status properties' and shows the configuration for the 'Payment received' status. The configuration includes a 'Save' button, a 'Display name' field with the value 'Payment received', a 'Code name' field with the value 'PaymentReceived', an 'Order status color' field with a color picker icon, and three checked checkboxes: 'Send notification', 'Enabled', and 'Mark order as paid'.



Please note

Editing orders marked as paid is limited. Specifically, you cannot change any value which could influence order price calculation. However, orders not marked as paid can be edited without limitation.

4.10.4 Shipping options

For each [product](#), it is possible to specify whether shipping is required. For example, media files or e-books that the [customer](#) downloads from your site after purchase do not require any shipping. On the

other hand, other products such as clothing, footwear, food, electronics, etc. need to be supplied to the customer using a delivery service. Shipping options thus represent the actual services used to deliver the product to the customer.

When creating a new product or editing an existing one (on the **General** tab), you can specify whether shipping is needed using the **Needs shipping** check box, as highlighted in the following screenshot.

The screenshot shows the Kentico CMS interface with the 'E-commerce' tab selected. The breadcrumb trail is: Products > Electronics > Televisions > LCD > Sony KDL55BX520. The 'General' tab is active. In the 'Status' section, the 'Needs shipping' checkbox is checked and highlighted with a red circle. Other status fields include 'In store from' (4/10/2012), 'Public status' (Featured), and 'Internal status' (Discounted).

When creating a new [order](#) or editing an existing one, you can select which shipping option will be used for delivery provided that at least one product with the **Needs shipping** property enabled can be found in the shopping cart.

The screenshot shows the Kentico CMS interface with the 'E-commerce' tab selected. The breadcrumb trail is: Orders > 18. The 'Shipping' tab is active. In the 'Shipping' section, the 'Shipping option' dropdown menu is highlighted with a red circle, showing 'DHL (€ 5.95)' selected. Other fields include 'Shipping address' (James Graham, 1020 Trinity Avenue, London) and 'Tracking number' (IP-8965).

Managing shipping options

Shipping options can be managed in **CMS Desk -> E-commerce -> Configuration** on the **Shipping options** tab. In this section of the administration interface, you can see a list of all defined shipping options. New ones can be added to the list by clicking the **New shipping option** button above the list. Properties of already defined shipping options can be edited by clicking the **Edit** (✎) icon in the **Actions** column. You can also delete a shipping option by clicking the **Delete** (✖) icon.

Actions	Name ^	Shipping charge	Enabled
	DHL	\$8.00	Yes
	Direct store delivery	\$0.00	Yes
	FedEx	\$15.00	Yes
	Postal Service	\$5.00	Yes
	UPS	\$9.00	Yes

When editing a shipping option, the following tabs are available to specify its properties:

- **General tab**
- [Payment methods tab](#)
- [Shipping costs tab](#)
- [Tax classes tab](#)

General tab

On this tab you can edit general properties of the selected shipping option. Click **OK** to save the changes.

- **Display name** - the name of the shipping option displayed to users on the live site and in the administration interface.
- **Code name** - the name of the shipping option used by developers in the code.
- **Charge** - sets the cost charged for the shipping option (in the main currency). If flat rate shipping is used, the cost is charged for all shipping. If shipping based on weight is used, the cost is charged for the lowest weight range.
- **Description** - can be used to enter a text description for the shipping option in order to give further information.
- **Teaser image** - can be used to add a teaser image to the shipping option. However, other types of files such as documents and audio and video files can also be uploaded.
- **Enabled** - indicates if the shipping option object can be used in your on-line store. For example, if checked, the respective shipping option can be selected from the *Shipping option* drop-down list when editing an order on its *Shipping* tab.

Shipping option properties

> Shipping options > DHL

General | Payment methods | Shipping costs | Tax classes

Save

Display name: DHL

Code name: DHL

Charge: 8.00 (USD)

Description: DHL is a division of the German logistics company Deutsche Post providing international express mail services.

Actions	Update	File name	Size
		DHL_logo.jpeg	13.9 kB

Enabled:

Payment methods tab

On this tab you can specify which [payment methods](#) will be available for the given shipping option. To add payment methods, click the **Add payments** button and check the boxes next to the appropriate payment methods in the displayed selection dialog. Payment methods can be removed from the shipping option at any time using the checkboxes in the list together with the **Remove selected** button.

Shipping option properties

> Shipping options > DHL

General | Payment methods | Shipping costs | Tax classes

The shipping option enables customers to choose one of the following payment methods:

<input type="checkbox"/>	Payment name
<input type="checkbox"/>	Credit
<input type="checkbox"/>	Payment on Delivery
<input type="checkbox"/>	PayPal

Remove selected | Add payments

Shipping costs tab

On the **Shipping costs** tab, you can define shipping costs for the given shipping option. Two types of shipping are available. If **Shipping based on weight** is used, multiple shipping costs are charged for the shipping based on the specified weight ranges. If [Flat rate shipping](#) is applied, the same cost is charged for all shipping.

Shipping based on weight

Multiple shipping costs are defined and the cost is charged for a particular weight range. Please note that the cost of the lowest weight range is specified in the **Charge** property on the **General** tab.

Using this approach, you can see a list of all defined shipping costs for the selected shipping option.

These can be edited by clicking the **Edit** (✎) icon in the **Actions** column and you can also delete a shipping cost by clicking the **Delete** (✖) icon.

Shipping option properties

Shipping options > DHL

General Payment methods Shipping costs Tax classes

New shipping cost

Actions	Minimal weight	Shipping cost
	0	\$8.00
✎ ✖	5	\$12.00
✎ ✖	10	\$15.00
✎ ✖	15	\$20.00
✎ ✖	20	\$30.00

New shipping costs can be added by clicking the **New shipping cost** button above the list and entering the following properties:

- **Minimal weight** - specifies the lower limit of the weight range for which the current shipping cost is charged. The upper limit of the weight range is made up by minimal weight of the next weight range (if defined).
- **Shipping cost** - sets the shipping cost charged for the current weight range.

Shipping option properties

Shipping options > DHL

General Payment methods Shipping costs Tax classes

Shipping costs > Shipping cost properties

Save

Minimal weight:

Shipping cost: (USD)

Flat rate shipping

The same cost is charged for all shipping regardless of the shipping weight, as specified in the **Charge** property on the **General** tab. No shipping costs are listed.

Shipping option properties

Shipping options > Direct store delivery

General Payment methods Shipping costs Tax classes

New shipping cost

There are no shipping costs defined.

Tax classes tab

On this tab you can specify which [taxes](#) will be applied to the given shipping option. To add tax classes, click the **Add tax class** button and check the boxes next to the appropriate tax classes in the displayed selection dialog. Tax classes can be removed from the shipping option at any time using the checkboxes in the list together with the **Remove selected** button.

4.10.5 Payment methods

For each [shipping option](#), it is possible to specify multiple payment methods. You can thus let your on-line store [customers](#) pay cash on delivery or choose one of the available payment systems to pay for the purchased [products](#). These systems may include traditional mail orders and card payments, currently widespread online payments using payment gateways or more alternative approaches such as secure order forms, etc.

When creating a new [order](#) or editing an existing one on the **Billing** tab, you can choose a payment method based on the shipping option (selected on the **Shipping** tab), as highlighted in the screenshot below.

Managing payment methods

Payment methods can be managed in **CMS Desk -> E-commerce -> Configuration** on the **Payment methods** tab. In this section of the administration interface, you can see a list of all defined payment methods. New ones can be added to the list by clicking the **New payment method** button above the list. Properties of already defined payment methods can be edited by clicking the **Edit** (✎) icon in the **Actions** column. You can also delete a payment method by clicking the **Delete** (✖) icon.

Actions	Name	Allowed if no shipping supplied	Enabled
	Credit	Yes	Yes
	Credit Card - Authorize.NET	Yes	Yes
	Custom gateway	Yes	Yes
	Payment on Delivery	No	Yes
	PayPal	Yes	Yes

When creating a new payment method or editing an existing one, you can specify the following properties:

- **Display name** - the name of the payment method displayed to users on the live site and in the administration interface.
- **Code name** - the name of the payment method used by developers in the code.
- **Description** - can be used to enter a text description for the payment method in order to give further information.
- **Teaser image** - allows to add a teaser image, which will be displayed to users on the live site. However, other types of files such as documents and audio and video files can also be uploaded.
- **Allow if no shipping is supplied** - indicates whether the payment method should be allowed if no shipping is supplied. If checked, the payment method is offered while no shipping is available during the purchase process (e.g. if no product with the *Needs shipping* flag is found in the shopping cart).
- **Enabled** - indicates if the payment method object can be used in your on-line store. For example, if checked, the respective payment method can be selected from the *Payment method* drop-down list when editing an order on its *Billing* tab.

Payment gateway settings

The following properties need to be entered only if the given payment method represents a [payment gateway](#).

- **Payment gateway URL** - the URL of the payment gateway. It can be parametrized by macros, e.g.: `http://mycustompaymentgateway.com?currency={%Currency.CurrencyCode%}&total={%RoundedTotalPrice%}`.
- **Payment gateway assembly name** - the name of the assembly (dll) where the payment provider is stored.
- **Payment gateway class name** - the name of the corresponding class that represents the payment provider.
- **Order status if payment succeeds** - can be used to assign order status after a successful payment has been made. Please use the drop-down list to select an appropriate order status.
- **Order status if payment fails** - can be used to assign order status after the payment has failed. Please use the drop-down list to select an appropriate order status.

The screenshot displays the Kentico CMS 7.0 E-commerce configuration interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu features 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The left sidebar lists 'Store settings', 'Departments', 'Shipping options', 'Payment methods', 'Tax classes', 'Currencies', 'Exchange rates', 'Order status', 'Public status', 'Internal status', and 'Invoice'. The main content area is titled 'Payment method properties' and shows the configuration for 'Payment on Delivery'. A 'Save' button is visible. The configuration fields include:

- Display name: Payment on Delivery
- Code name: EcommerceSite.4PaymentOnDelivery
- Description: You can pay for your goods directly to the carrier upon their delivery to your preferred address.
- Teaser image: A table with columns 'Actions', 'Update', 'File name', and 'Size'. It shows a file named 'delivery.png' with a size of 3 kB.
- Allow if no shipping is supplied:
- Enabled:
- Payment gateway settings:
 - Payment gateway URL:
 - Payment gateway assembly name:
 - Payment gateway class name:
 - Order status if payment succeeds: (none)
 - Order status if payment fails: (none)

4.11 Reports

4.11.1 Overview

Kentico CMS offers multiple interactive reports related to the E-commerce solution. All the major store sections, i.e. [sales](#), [orders](#), [products](#), [customers](#) and [donations](#), are covered. The information is gathered during your on-line store life cycle as individual events occur (e.g. the [customer](#) makes an [order](#) or adds a [product](#) to a wishlist) and is stored in the database. If you select a report from the reports tree, you can view its details. Depending on the selected report, a graph, table or a combination of these may be displayed, sometimes along with additional report information (e.g. various report values).

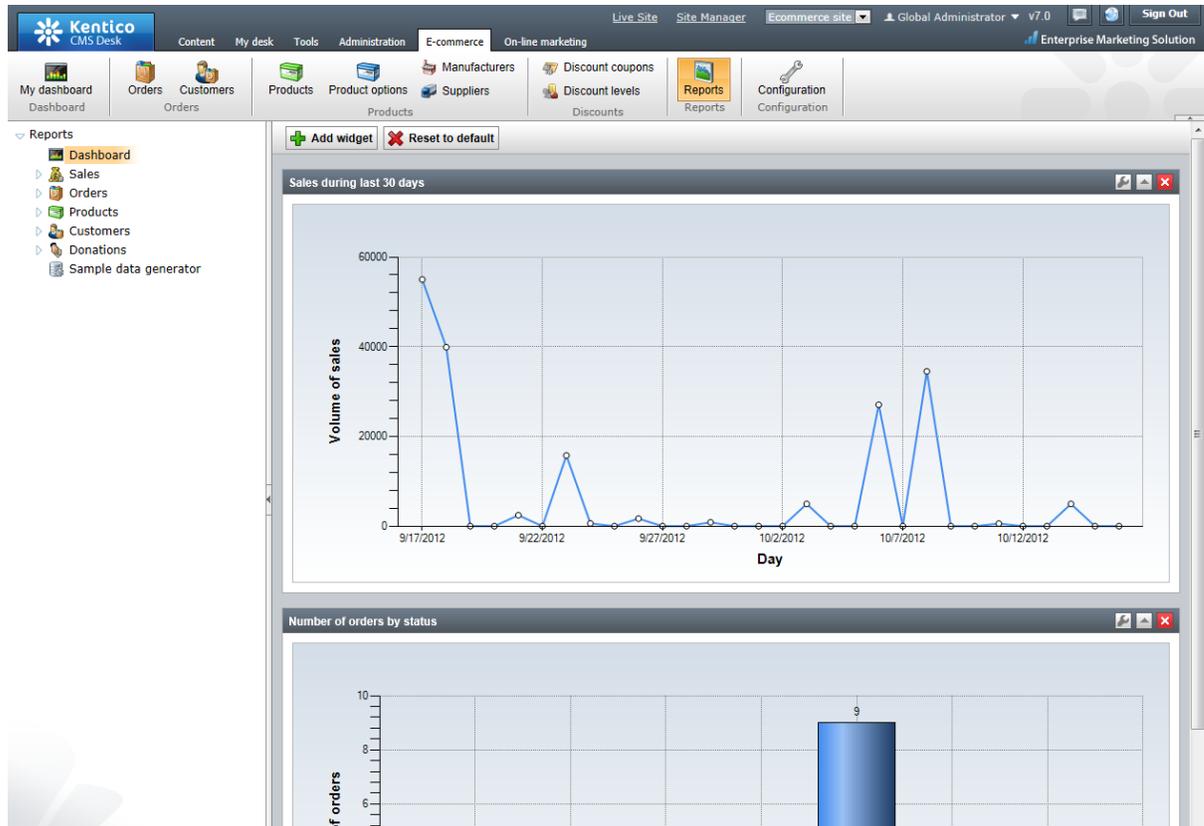
The reports may be filtered based on their type and any report can be **Saved** or **Printed**. You can also subscribe to a report by clicking the **Subscribe** button.

The [dashboard](#) page allows you to personalize and view various e-commerce reports on a single page. Besides, you can use the [sample data generator](#) and generate e-commerce sample data to try out e-commerce reports without the need to enter your real data.

Please note that you can configure your on-line store reports in **CMS Desk -> Tools -> Reporting** if you have the corresponding permissions. More details can be found in the [Membership, permissions and security -> Permissions](#) chapter in the Development section of the Developer's Guide.

4.11.2 Dashboard

The Reports [dashboard](#) allows you to use dedicated [widgets](#) to view various e-commerce [reports](#). You can configure and place these widgets on your dashboard page.



4.11.3 Sales

The **Sales** section allows you to view reports related to sales made in your on-line store.

The screenshot displays the Kentico CMS 7.0 E-commerce interface. The top navigation bar includes 'Live Site', 'Site Manager', 'Ecommerce site', 'Global Administrator v7.0', and 'Sign Out'. The main navigation menu has 'E-commerce' selected, with sub-menus for 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The left sidebar shows a 'Reports' menu with a red box highlighting the following items:

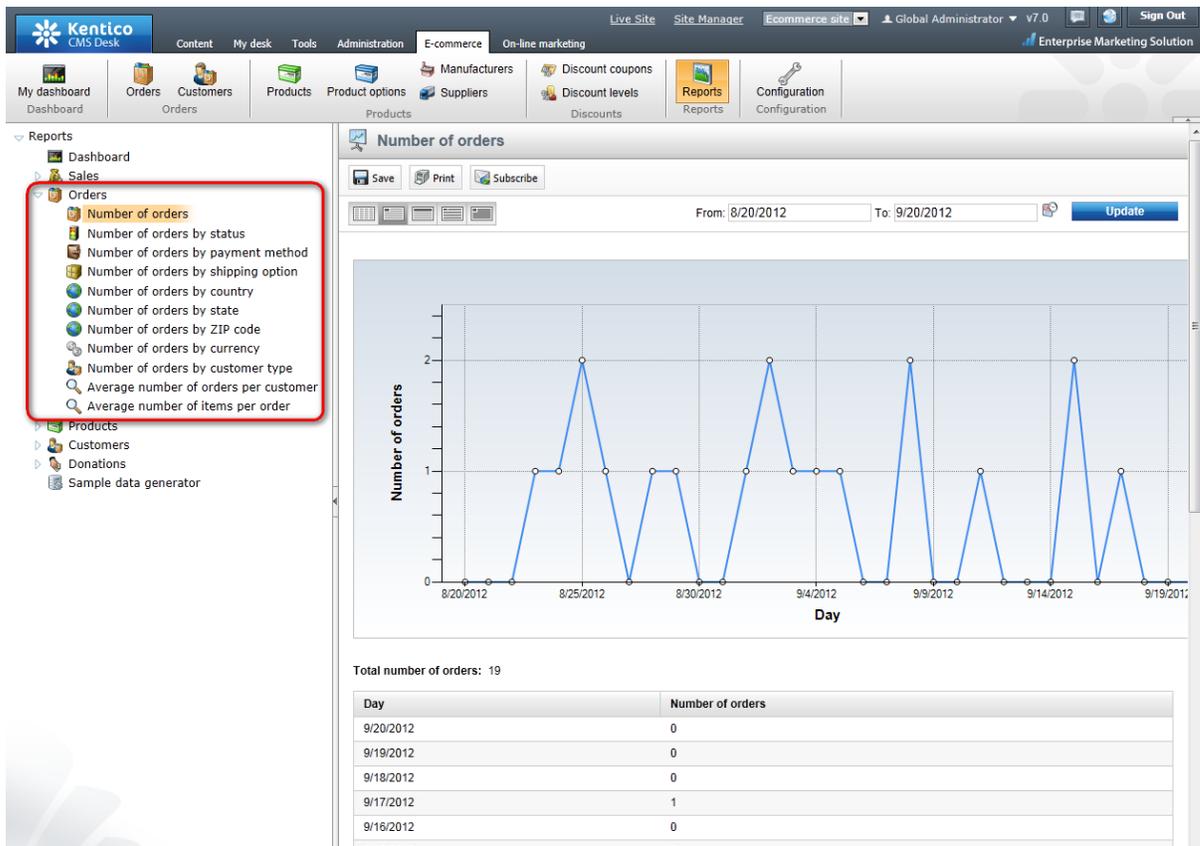
- Sales
- Sales comparison
- Sales by order status
- Sales by department
- Sales by manufacturer
- Sales by country
- Sales by state
- Sales by ZIP code
- Sales by currency
- Average sales per customer
- Average sales per order

The main content area shows the 'Sales' report. It includes a 'Save', 'Print', and 'Subscribe' button, a date range selector (From: 8/20/2012 To: 9/20/2012), and an 'Update' button. The chart displays 'Volume of sales' on the y-axis (0 to 50000) and 'Day' on the x-axis (8/20/2012 to 9/19/2012). The chart shows a significant peak in sales on 9/14/2012, reaching approximately 40,000. Below the chart, the total volume of sales is 110946.0. A table below the chart shows the volume of sales for specific days:

Day	Volume of sales
9/20/2012	0.0
9/19/2012	0.0
9/18/2012	0.0
9/17/2012	732.0
9/16/2012	0.0
9/15/2012	110946.0

4.11.4 Orders

The **Orders** section allows you to view reports related to [orders](#) made in your on-line store.



4.11.5 Products

The **Products** section allows you to view reports related to [products](#) offered in your on-line store.

The screenshot shows the 'Inventory' report page. The 'Reports' sidebar on the left has 'Inventory' highlighted under the 'Products' category. The main area shows a form for filtering the inventory report and a table of products.

Inventory Report Form:

- Product name:
- Number:
- Department:
- Manufacturer:
- Supplier:
- Public status:
- Internal status:
- Display product options:
- Available items less than:
- Needs to be reordered:
-

Inventory Table:

Total number of products: 76

Product name	Product number	Department	Manufacturer	Supplier	Price	Reorder at	Available items
A Game of Thrones A Song of Ice and Fire: Book One		Books			10.00	-	5
Adidas Adifit Regular		Clothing	Adidas		60.00	-	18
Adidas Climacool Seduction		Clothing	Adidas		99.99	-	-11
Adidas Firebird Track Pants		Clothing	Adidas		49.99	-	19
Adidas Originals AR 2.0		Clothing	Adidas		94.99	-	19
Adidas Trefoil Tee		Clothing			25.00	-	18
Adidas Zebra Crew		Clothing	Adidas		22.00	-	14
Annie iPad 16GB		Computers	Annie		499.99	-	13

4.11.6 Customers

The **Customers** section allows you to view reports related to [customers](#) of your on-line store.

The screenshot shows the 'Top customers by volume of sales' report page. The 'Reports' sidebar on the left has 'Top customers by volume of sales' highlighted under the 'Customers' category. The main area shows a form for filtering the report and a table of customer data.

Top customers by volume of sales Report Form:

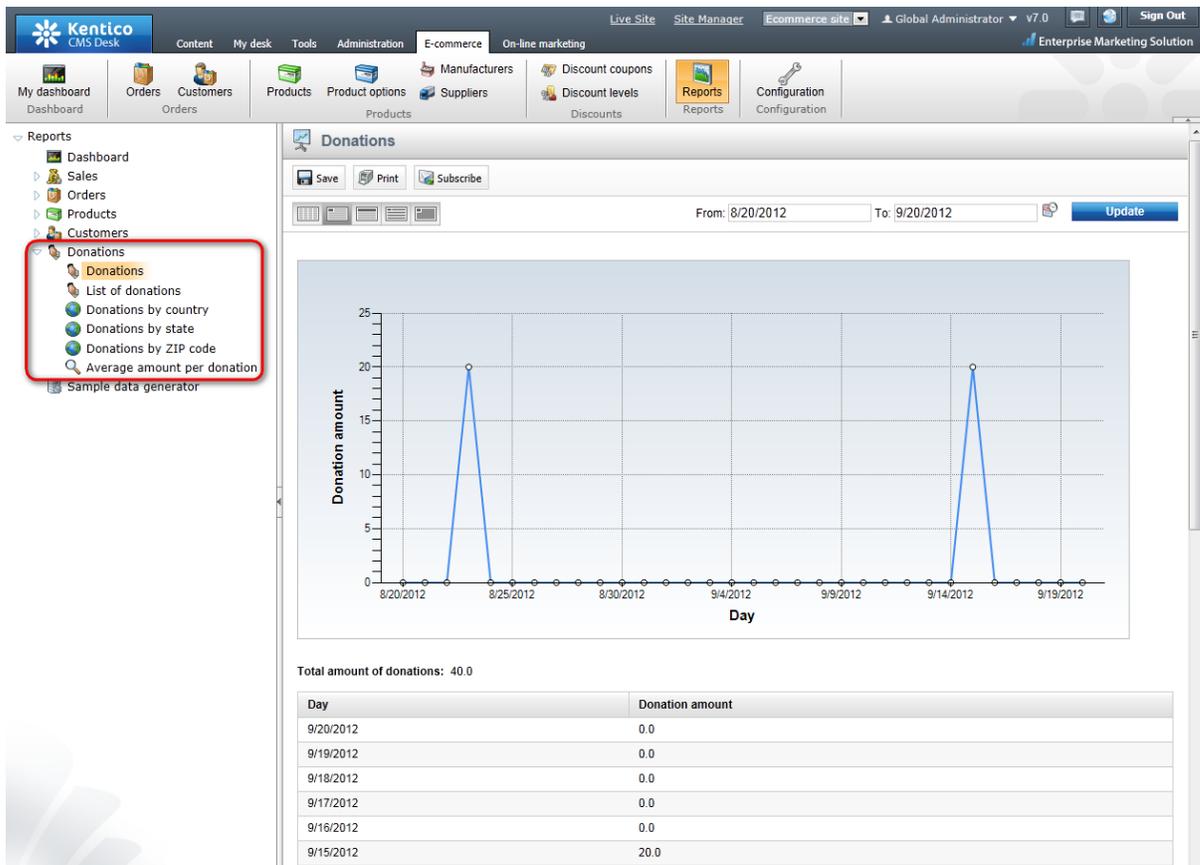
- First name:
- Last name:
- Company:
- E-mail:
- Number of records:
-

Top customers by volume of sales Table:

First name	Last name	Company	E-mail	Volume of sales
GENERATED - David	Davis 556			81260.00
GENERATED - Michael	Jones 501			12346.00
GENERATED - Joseph	Moore 997			6330.00
GENERATED - Robert	Williams 667			6043.00
GENERATED - James	Smith 868			2673.00

4.11.7 Donations

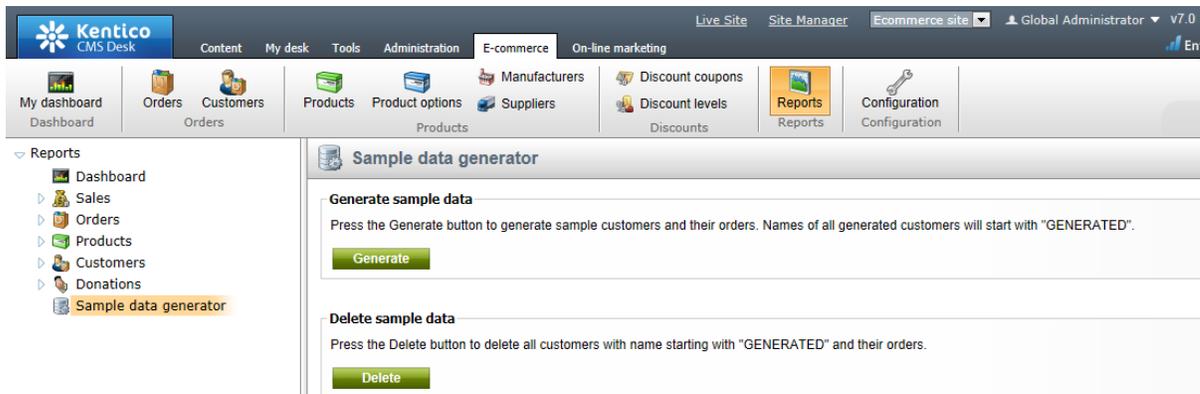
The **Donations** section allows you to view reports related to [donations](#) made in your on-line store.



4.11.8 Sample data generator

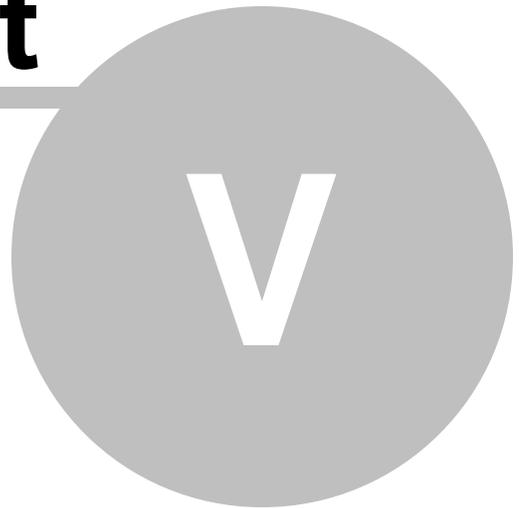
The E-commerce solution sample data generator allows you to generate sample [customers](#) and [orders](#). You can use this data to become familiar with e-commerce [reports](#).

Click **Generate** to generate your sample data or click **Delete** to remove your sample data (if any) from the CMS system.



Other e-commerce data, e.g. [products](#), is not generated by the sample data generator, but is used from the current site (if available). Please note that such data is not affected by the generator.

Part



Security

5 Security

5.1 Overview

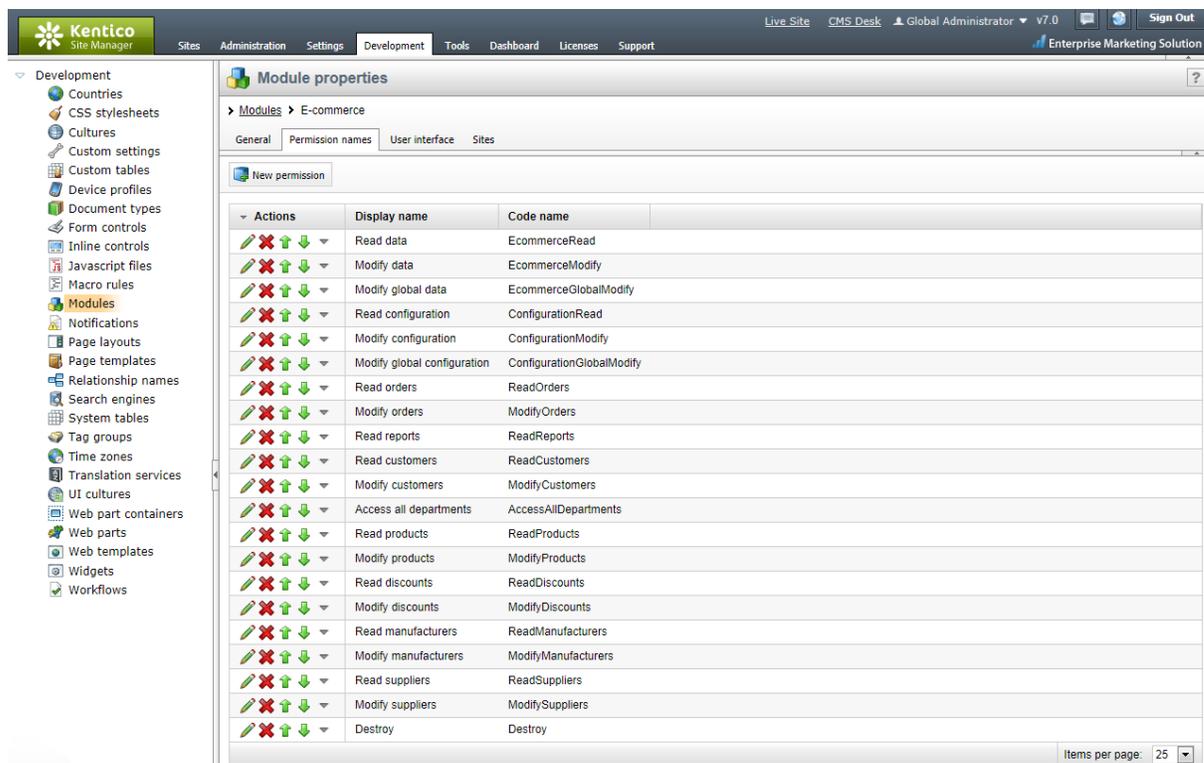
This chapter describes security of the E-commerce solution:

- To learn what security settings are available in your on-line store to define access and configuration rights for users of your website, please refer to the [Permissions](#) topic.
- To learn what needs to be set for a user to be able to manage [products](#) from a specific [department](#), please refer to the [Department administrators](#) topic.
- To learn how to personalize your user interface of the E-commerce solution, please refer to the [UI personalization](#) topic.
- To see UI personalization and permissions sample settings for the E-commerce solution, please refer to the [E-commerce sample roles](#) topic.

5.2 Permissions

To prevent users from accessing and modifying certain on-line store data and from configuring the on-line store, you will need to assign E-commerce solution permissions. This procedure is described in more detail in the [Membership, permissions and security -> Permissions](#) chapter in the Development section of the Developer's Guide.

The E-commerce solution has the following permissions:



Actions	Display name	Code name
[Icons]	Read data	EcommerceRead
[Icons]	Modify data	EcommerceModify
[Icons]	Modify global data	EcommerceGlobalModify
[Icons]	Read configuration	ConfigurationRead
[Icons]	Modify configuration	ConfigurationModify
[Icons]	Modify global configuration	ConfigurationGlobalModify
[Icons]	Read orders	ReadOrders
[Icons]	Modify orders	ModifyOrders
[Icons]	Read reports	ReadReports
[Icons]	Read customers	ReadCustomers
[Icons]	Modify customers	ModifyCustomers
[Icons]	Access all departments	AccessAllDepartments
[Icons]	Read products	ReadProducts
[Icons]	Modify products	ModifyProducts
[Icons]	Read discounts	ReadDiscounts
[Icons]	Modify discounts	ModifyDiscounts
[Icons]	Read manufacturers	ReadManufacturers
[Icons]	Modify manufacturers	ModifyManufacturers
[Icons]	Read suppliers	ReadSuppliers
[Icons]	Modify suppliers	ModifySuppliers
[Icons]	Destroy	Destroy

- **Read data** - allows to access Orders, Reports, Customers, Products, Product options, Discount coupons, Discount levels, Manufacturers and Suppliers.

- **Modify data** - allows to create, modify and delete data; see Read data.
- **Modify global data** - allows to create, modify and delete global Customers, global Products, global Product options, global Discount coupons, global Discount levels, global Manufacturers and global Suppliers.
- **Read configuration** - allows to access E-commerce solution configuration (Store settings, Departments, Shipping options, Payment methods, Tax classes, Currencies, Exchange rates, Order status, Public status, Internal status, Invoice).
- **Modify configuration** - allows to modify E-commerce solution configuration; see Read configuration.
- **Modify global configuration** - allows to modify E-commerce solution global configuration.
- **Read orders** - allows to access Orders.
- **Modify orders** - allows to create, modify and delete Orders.
- **Read reports** - allows to access Reports.
- **Read customers** - allows to access Customers.
- **Modify customers** - allows to create, modify and delete Customers.
- **Access all departments** - allows to access Products from all departments.
- **Read products** - allows to access Products and Product options.
- **Modify products** - allows to create, modify and delete Products and Product options.
- **Read discounts** - allows to access Discount coupons.
- **Modify discounts** - allows to create, modify and delete Discount coupons.
- **Read manufacturers** - allows to access Manufacturers.
- **Modify manufacturers** - allows to create, modify and delete Manufacturers.
- **Read suppliers** - allows to access Suppliers.
- **Modify suppliers** - allows to create, modify and delete Suppliers.
- **Destroy** - allows to destroy E-commerce solution object version history.

Example

To allow members of a particular role to edit e.g. a site-bound Manufacturer, you will need to assign this role permissions in one of the following combinations:

- **Read data + Modify data**
- **Read data + Modify manufacturers**
- **Read manufacturers + Modify data**
- **Read manufacturers + Modify manufacturers**

Similarly, to edit e.g. a global Customer, you will need to assign permissions in one of the following combinations:

- **Read data + Modify global data**
- **Read customers + Modify global data**

This can be configured in the E-commerce permissions matrix in **Site Manager -> Administration -> Permissions**, as described in detail in the [Permissions](#) chapter in the Development -> Membership, permissions and security section of the Developer's Guide.

Product permissions

Permissions described in this topic relate to E-commerce objects only. If you need to restrict access to modifications of a [product](#), you thus need to distinguish between:

Product as [Stand-alone SKU](#)

The respective above-described permissions apply fully, i.e. you do not need any other permissions.

Product as SKU + document

In such case, you will need both respective E-commerce solution permissions and document-related ones. These are described in detail in the [Permissions -> Document permissions](#) chapter in the Development -> Membership, permissions and security section of the Developer's Guide.

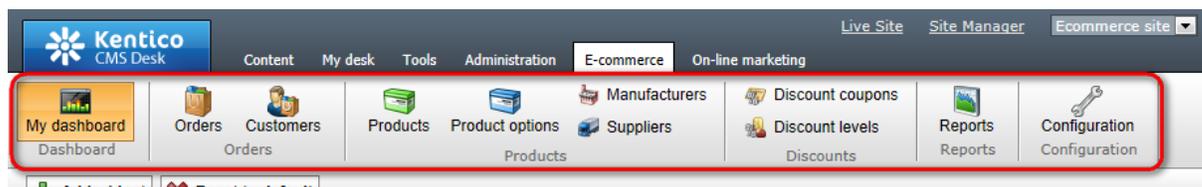
5.3 UI personalization

UI personalization enables you to provide certain users with **customized user interface**. You can hide any E-commerce solution UI item represented by the corresponding UI element and you can also create your custom UI elements. To learn how to do this, please refer to the [Membership, permissions and security -> UI personalization](#) chapter in the Development section of the Developer's Guide.

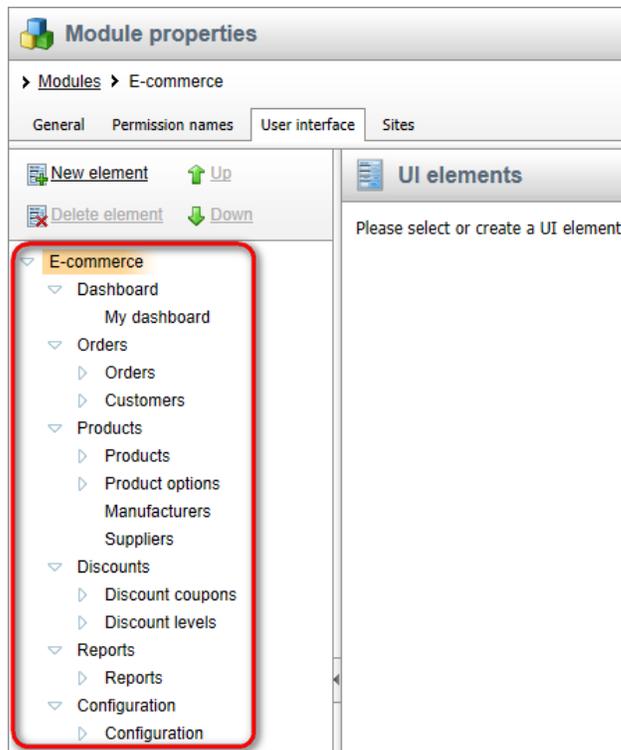
Here follows a survey of E-commerce UI elements and the real UI which these elements represent.

E-commerce toolbar

The **E-commerce** solution offers ample possibilities for UI personalization. As you can see in the screenshot below, it is divided into six categories: [Dashboard](#), [Orders](#), [Products](#), [Discounts](#), [Reports](#) and [Configuration](#).



These categories together with items they contain are represented by the first- and second-level E-commerce solution UI elements as highlighted below.



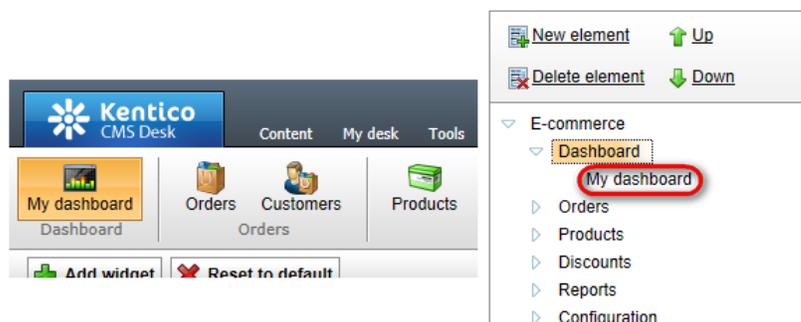
Please note

It is recommended not to move any UI elements that come with the installation. The reason is to ensure the possibility of a correct security check in the real UI.

You can adjust the size of the icon in the ribbon. This can be done in **Site Manager -> Development -> Modules -> Edit (✎) E-commerce** on the **User interface -> General** tab of the corresponding UI element. More details can be found in the [UI personalization -> UI elements management](#) chapter in the same section of the Developer's Guide.

Dashboard

The Dashboard category provides access to your E-commerce [dashboard](#).

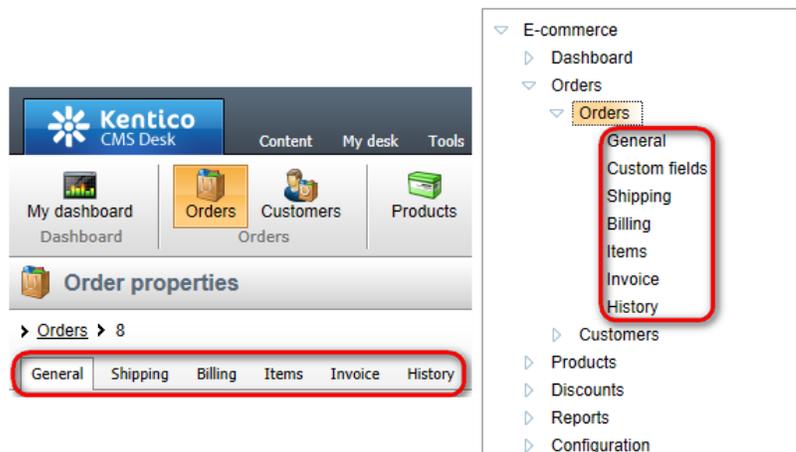


Orders

The Orders category provides information about [orders](#) and [customers](#).

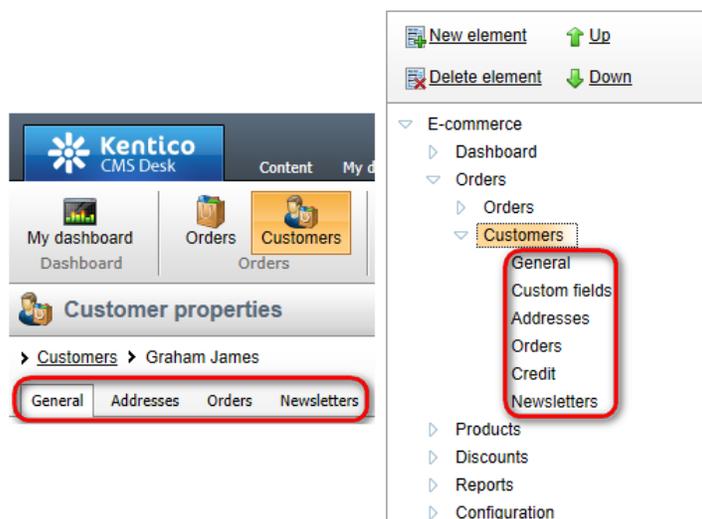
Orders

These tabs contain information about your order. Please note that the **Custom fields** tab is visible only if you added your custom fields via **Site Manager -> Development -> System tables**.



Customers

These tabs contain information about your customer. Please note that the **Custom fields** tab is visible only if you added your custom fields via **Site Manager -> Development -> System tables**.



Products

The Products category provides information about [products](#), [product options](#), [manufacturers](#) and [suppliers](#).

Products

These tabs contain information about your product.

The screenshot displays the Kentico CMS interface for editing a product. The main content area shows the 'Product properties' page for 'Sony KDL55BX520'. The breadcrumb trail is 'Products > Electronics > Televisions > LCD > Sony KDL55BX520'. The tabs include 'General', 'Attachments', 'Metadata', 'Categories', 'Tax classes', 'Advanced', 'Preview', and 'Live site'. A sidebar on the left shows 'Options', 'Volume discounts', 'Related products', 'Workflow', 'Versions', and 'Documents'. A sidebar on the right shows a tree view of the 'Products' section, with 'Product properties' expanded to show 'General', 'Attachments', 'Metadata', 'Categories', 'Tax classes', 'Advanced', 'Options', 'Volume discounts', 'Related products', 'Workflow', 'Versions', and 'Documents'.

Please note that if you are editing a [site-specific stand-alone SKU](#), all document-related tabs are hidden by default.

The screenshot displays the Kentico CMS interface for editing a stand-alone SKU. The main content area shows the 'SKU properties' page for 'Apple iPod shuffle 2GB'. The breadcrumb trail is 'Stand-alone SKUs > Apple iPod shuffle 2GB'. The tabs include 'General', 'Tax classes', 'Options', and 'Volume discounts'.

Product options

These tabs contain information about your product option.

The screenshot shows the Kentico CMS Desk interface. The main navigation bar includes 'Content', 'My desk', 'Tools', and 'Administration'. Below it are icons for 'My dashboard', 'Orders', 'Customers', 'Products', and 'Product options'. The 'Category properties' section shows 'Product option categories > Label / Inscription' with 'General' and 'Options' tabs. The right-hand navigation menu is expanded to 'E-commerce > Products > Product options', with 'General' and 'Options' highlighted.

These tabs contain your product option details.

The screenshot shows the Kentico CMS Desk interface. The main navigation bar includes 'Content', 'My desk', 'Tools', and 'Administration'. Below it are icons for 'My dashboard', 'Orders', 'Customers', 'Products', and 'Product options'. The 'Category properties' section shows 'Product option categories > Accessories' with 'General' and 'Options' tabs. The 'Product options' section shows 'Charger kit' with 'General' and 'Tax classes' tabs. The right-hand navigation menu is expanded to 'E-commerce > Products > Product options', with 'Options' and 'General' highlighted.

Discounts

The Discounts category provides information about [discount coupons](#) and [discount levels](#).

Discount coupons

These tabs contain information about your discount coupon.

The screenshot shows the Kentico CMS Desk interface. The main navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. Below it are icons for 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Discount coupons', and 'Discount levels'. The 'Discount coupon properties' section shows 'Discount coupons > V.I.P. Discount' with 'General' and 'Products' tabs. The right-hand navigation menu is expanded to 'E-commerce > Discounts > Discount coupons', with 'General' and 'Products' highlighted.

Discount levels

These tabs contain information about your discount level.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' menu is expanded, showing 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Discount coupons', and 'Discount levels'. The 'Discount levels' sub-menu is expanded, showing 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Discount levels' sub-menu is further expanded, showing 'General' and 'Departments' tabs, both of which are highlighted with red boxes.

Reports

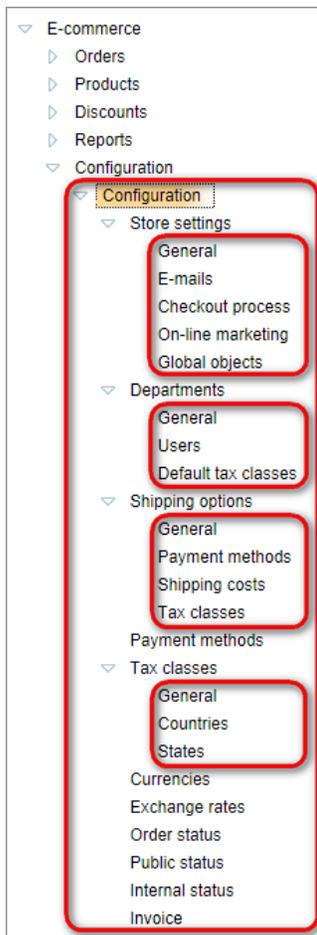
The Reports category provides E-commerce [reports](#).

The reports tree items provide categorized reporting related to your on-line store.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' menu is expanded, showing 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Discount coupons', 'Discount levels', and 'Reports'. The 'Reports' sub-menu is expanded, showing 'Dashboard', 'Sales', 'Orders', 'Products', 'Customers', 'Donations', and 'Sample data generator'. The 'Sales' sub-menu is further expanded, showing a list of report items: 'Sales comparison', 'Sales by order status', 'Sales by department', 'Sales by manufacturer', 'Sales by country', 'Sales by state', 'Sales by ZIP code', 'Sales by currency', 'Average sales per customer', and 'Average sales per order'. The 'Sales' sub-menu is highlighted with a red box. A line graph titled 'Sales' is displayed, showing 'Volume of sales' on the Y-axis (ranging from 5000 to 20000) and 'From: 9/5' on the X-axis.

Configuration

The Configuration category provides access to configuration-related features of your on-line store.



The Configuration menu items enable you to configure your E-commerce solution features.

The screenshot displays the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce sit'. Below this is a secondary navigation bar with categories like 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. A third bar contains various icons for 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Manufacturers', 'Suppliers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The main content area is titled 'Store settings' and features a left sidebar menu with a red border. The sidebar menu items are: Store settings, Departments, Shipping options, Payment methods, Tax classes, Currencies, Exchange rates, Order status, Public status, Internal status, and Invoice. The main content area has tabs for 'General', 'E-mails', 'Checkout process', 'On-line marketing', and 'Global objects'. The 'General' tab is active, showing a 'Save' button and sections for 'Currencies' (Main currency: U.S. Dollar) and 'Products UI' (Display tree of product sections, Products starting path, Display products in sections tree, Allow stand-alone SKUs).

Store settings

These tabs contain information about your on-line store settings.

This screenshot shows the same Kentico CMS Desk interface as the previous one, but with the 'Store settings' tab in the left sidebar highlighted with a red box. In the main content area, the 'Store settings' page is shown with tabs for 'General', 'E-mails', 'Checkout process', 'On-line marketing', and 'Global objects'. The 'On-line marketing' tab is highlighted with a red box.

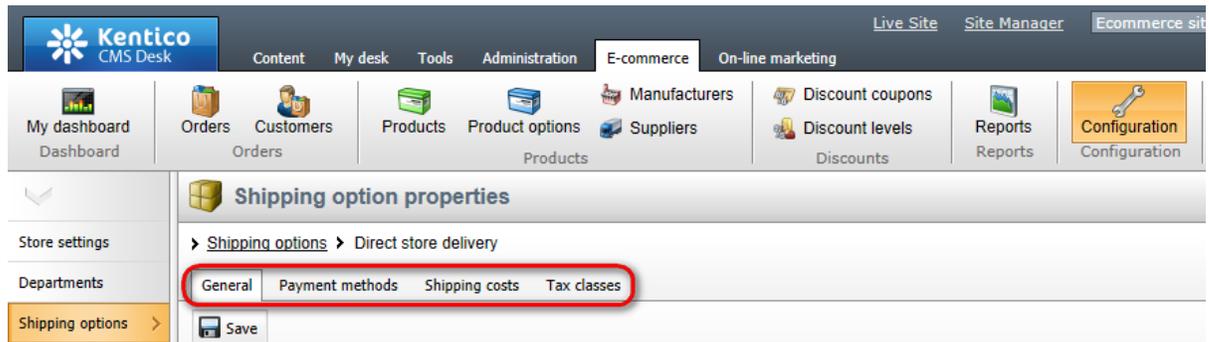
Departments

These tabs contain information about your [department](#).

This screenshot shows the Kentico CMS Desk interface with the 'Department properties' page. The left sidebar menu has 'Departments' highlighted with a red box. The main content area shows the 'Department properties' page with a breadcrumb trail '> Departments > Computers' and tabs for 'General', 'Users', and 'Default tax classes'. The 'General' tab is highlighted with a red box.

Shipping options

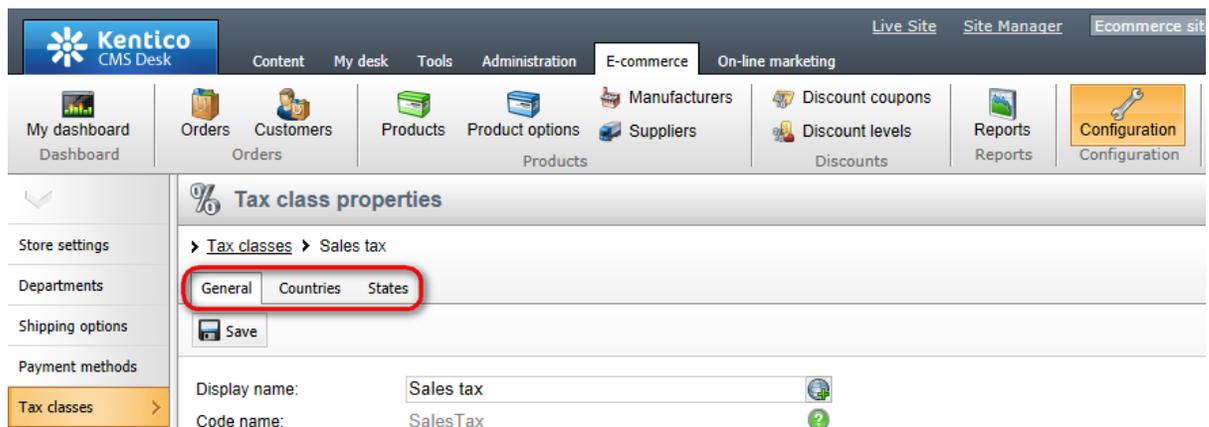
These tabs contain information about your [shipping option](#).



The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce sit'. The main menu has tabs for 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' tab is active, showing sub-tabs for 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Shipping options' sub-tab is selected, and the 'General' tab within it is highlighted with a red box. The page title is 'Shipping option properties' and the breadcrumb is '> Shipping options > Direct store delivery'. A 'Save' button is visible at the bottom left of the configuration area.

Tax classes

These tabs contain information about your [tax class](#).



The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce sit'. The main menu has tabs for 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' tab is active, showing sub-tabs for 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Tax classes' sub-tab is selected, and the 'General' tab within it is highlighted with a red box. The page title is 'Tax class properties' and the breadcrumb is '> Tax classes > Sales tax'. A 'Save' button is visible at the bottom left of the configuration area. Below the configuration area, there are fields for 'Display name:' (Sales tax) and 'Code name:' (SalesTax).

5.4 E-commerce sample roles

After installing the sample E-commerce site, you can see [UI personalization](#) and [Permissions](#) sample settings for your E-commerce solution. For this purpose, the following sample roles are pre-configured on the site: [CMS E-commerce Account Managers](#), [CMS E-commerce Administrators](#) and [CMS E-commerce Editors](#). Please note that these roles are not available on other Kentico CMS sample sites.

These roles can be edited in **Site Manager -> Administration -> Roles**. More details can be found in the [Membership, permissions and security -> Role management](#) topic in the Development section of the Developer's Guide.



Please note

These roles serve only as inspiration for security settings of your on-line store administration. You can create and configure your own roles for your on-line store.

CMS E-commerce Account Managers

Members of this role can access the following features, based on the role UI profile settings as described in detail in the [UI personalization](#) topic:



Based on the role [permissions](#) settings, members of this role have full access to Orders, Customers, Manufacturers and Suppliers and they can also view Reports. However, Products and Product options they can only read:

Role properties	
> Roles > CMS E-commerce Account Managers	
General Users Memberships Permissions UI personalization	
Permissions for:	Module <input type="text" value="Module"/> E-commerce <input type="text" value="E-commerce"/>
Permission	Allow
Read data	<input type="checkbox"/>
Modify data	<input type="checkbox"/>
Modify global data	<input type="checkbox"/>
Read configuration	<input type="checkbox"/>
Modify configuration	<input type="checkbox"/>
Modify global configuration	<input type="checkbox"/>
Read orders	<input checked="" type="checkbox"/>
Modify orders	<input checked="" type="checkbox"/>
Read reports	<input checked="" type="checkbox"/>
Read customers	<input checked="" type="checkbox"/>
Modify customers	<input checked="" type="checkbox"/>
Access all departments	<input type="checkbox"/>
Read products	<input checked="" type="checkbox"/>
Modify products	<input type="checkbox"/>
Read discounts	<input type="checkbox"/>
Modify discounts	<input type="checkbox"/>
Read manufacturers	<input checked="" type="checkbox"/>
Modify manufacturers	<input checked="" type="checkbox"/>
Read suppliers	<input checked="" type="checkbox"/>
Modify suppliers	<input checked="" type="checkbox"/>
<< < 1 2 > >>	

Please note



To try this role out, please log in as the role default user, i.e. *E-commerce Account Manager*, with *ECAccountManager* user name and blank password.

CMS E-commerce Administrators

Members of this role can access the following features, based on the role UI profile settings as described in detail in the [UI personalization](#) topic:



Based on the role [permissions](#) settings, members of this role have full access within the E-commerce solution. However, they cannot modify global data or global configuration:

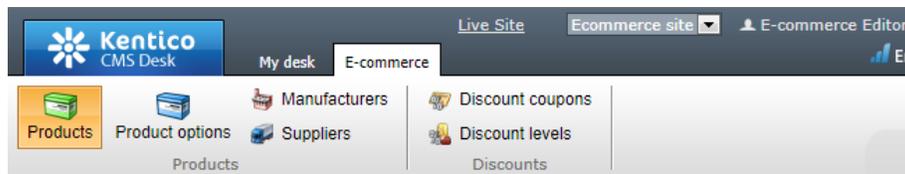
Role properties	
Roles > CMS E-commerce Administrators	
General Users Memberships Permissions UI personalization	
Permissions for: Module <input type="text" value="Module"/> E-commerce <input type="text" value="E-commerce"/>	
Permission	Allow
Read data	<input checked="" type="checkbox"/>
Modify data	<input checked="" type="checkbox"/>
Modify global data	<input type="checkbox"/>
Read configuration	<input checked="" type="checkbox"/>
Modify configuration	<input checked="" type="checkbox"/>
Modify global configuration	<input type="checkbox"/>
Read orders	<input checked="" type="checkbox"/>
Modify orders	<input checked="" type="checkbox"/>
Read reports	<input checked="" type="checkbox"/>
Read customers	<input checked="" type="checkbox"/>
Modify customers	<input checked="" type="checkbox"/>
Access all departments	<input checked="" type="checkbox"/>
Read products	<input checked="" type="checkbox"/>
Modify products	<input checked="" type="checkbox"/>
Read discounts	<input checked="" type="checkbox"/>
Modify discounts	<input checked="" type="checkbox"/>
Read manufacturers	<input checked="" type="checkbox"/>
Modify manufacturers	<input checked="" type="checkbox"/>
Read suppliers	<input checked="" type="checkbox"/>
Modify suppliers	<input checked="" type="checkbox"/>

**Please note**

To try this role out, please log in as the role default user, i.e. *E-commerce Admin*, with *ECAdmin* user name and blank password.

CMS E-commerce Editors

Members of this role can access the following features in **CMS Desk -> E-commerce**, based on the role UI profile settings as described in detail in the [UI personalization](#) topic:



Based on the role [permissions](#) settings, members of the *CMS E-commerce Editors* role have full access to Products, Product options, Discount coupons and Discount levels. However, Manufacturers and Suppliers they can only read:

 **Role properties**

» [Roles](#) » CMS E-commerce Editors

General Users Memberships **Permissions** UI personalization

Permissions for: Module ▼ E-commerce ▼

Permission	Allow
Read data	<input type="checkbox"/>
Modify data	<input type="checkbox"/>
Modify global data	<input type="checkbox"/>
Read configuration	<input type="checkbox"/>
Modify configuration	<input type="checkbox"/>
Modify global configuration	<input type="checkbox"/>
Read orders	<input type="checkbox"/>
Modify orders	<input type="checkbox"/>
Read reports	<input type="checkbox"/>
Read customers	<input type="checkbox"/>
Modify customers	<input type="checkbox"/>
Access all departments	<input type="checkbox"/>
Read products	<input checked="" type="checkbox"/>
Modify products	<input checked="" type="checkbox"/>
Read discounts	<input checked="" type="checkbox"/>
Modify discounts	<input checked="" type="checkbox"/>
Read manufacturers	<input checked="" type="checkbox"/>
Modify manufacturers	<input type="checkbox"/>
Read suppliers	<input checked="" type="checkbox"/>
Modify suppliers	<input type="checkbox"/>

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Please note

To try this role out, please log in as the role default user, i.e. *E-commerce Editor*, with *ECEditor* user name and blank password.

5.5 Department administrators

Here you will learn how to assign certain users, i.e. your department administrators, to [departments](#) containing [products](#) for which they are responsible. This will prevent them from accidentally modifying other products.

To allow a user to manage products in given departments, you need to:

1. Assign the role whose member the user is appropriate E-commerce solution permissions. Specifically, you need to assign the Read and Modify permissions for products or data. The user will

thus be able to access and manage products. If you have not assigned these permissions yet and need further advice, please refer to the [Permissions](#) topic for more details.

2. Assign the user to departments the products of which they should manage OR assign the role whose member the given user is the **Access all departments** permission; see note below.

**Please note**

If you need to allow certain department administrators to access products from all departments regardless of the departments to which they are assigned, please set the **Access all departments** permission for role(s) whose members these administrators are.

Part

VI

Building your on-line store

6 Building your on-line store

6.1 Overview

This chapter will help you build your on-line store. Before you launch the store, we recommend that you go through the following steps:

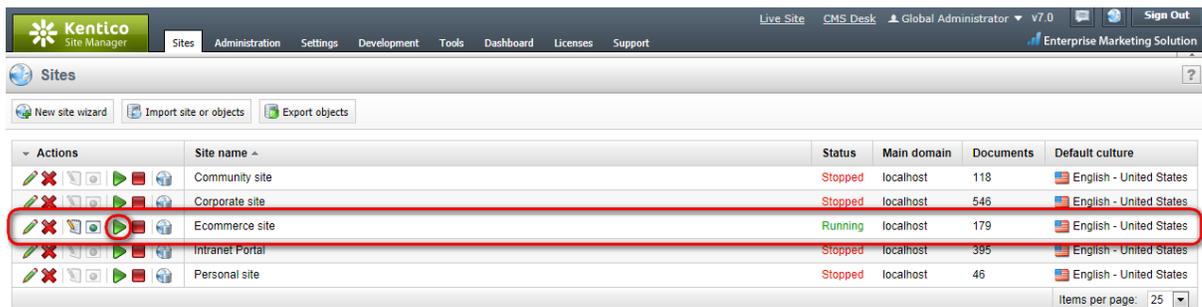
- [Getting familiar](#) with the CMS system
- [Personalizing your store](#)
- [Configuring your store](#)
- [Adding your product types](#) (optional)
- [Further personalizing your store](#) (optional)
- [Modifying the design](#) of your website (optional)
- Performing [advanced configuration](#) (optional)

6.2 Getting started

Here you will learn how to install your E-commerce starter site, and what the user interface of the E-commerce solution looks like.

Installing E-commerce starter site

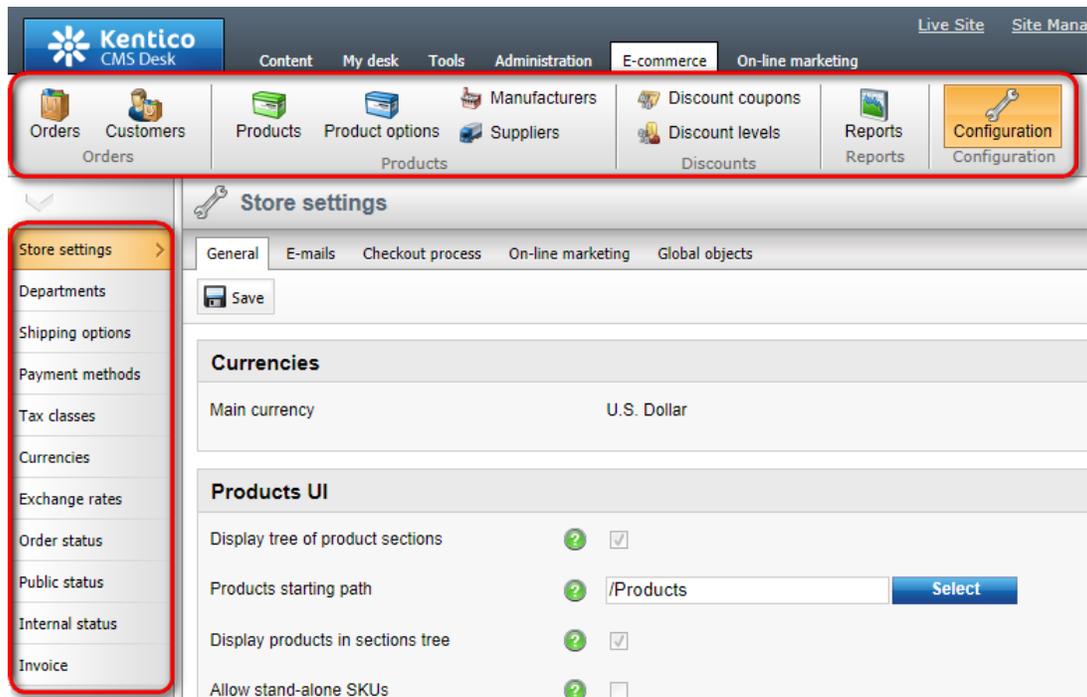
For detailed, step-by-step instructions on how to install your E-commerce starter site, please refer to the [Installing the sample E-commerce site](#) topic. Once the installation is finished, navigate to **Site Manager -> Sites** and make sure the site is running in your CMS system (this can be done by clicking the **Start site** (▶) icon on the respective line).



Actions	Site name	Status	Main domain	Documents	Default culture
    	Community site	Stopped	localhost	118	English - United States
    	Corporate site	Stopped	localhost	546	English - United States
    	Ecommerce site	Running	localhost	179	English - United States
    	Intranet Portal	Stopped	localhost	395	English - United States
    	Personal site	Stopped	localhost	46	English - United States

E-commerce user interface

You can access the E-commerce user interface in **CMS Desk -> E-commerce**. The more frequently used E-commerce features (e.g. [Products](#), [Customers](#), etc.) are available from the ribbon and others can be accessed after clicking the **Configuration** button in the **Configuration** section of the ribbon. You can find a more detailed description of the E-commerce user interface in the [E-commerce user interface](#) topic.



6.3 Personalizing your store

6.3.1 Overview

This chapter will help you customize your on-line store to best suit your needs.

In the initial section you will learn how website [content](#) is organized in Kentico CMS, how you can manage [pages](#) that build up your store and how to deal with [web parts](#), i.e. web page components that provide a combination of content and functionality. Then you will continue with [required](#) and [optional](#) personalization of your store, such as changing the store logo or managing text, various lists, etc., which you need to present to your [customers](#).

A separate section is dedicated to [personalizing products](#), i.e. the most important entities in your on-line store.

Further personalization and customization of your on-line store is described in the [Further personalizing your store](#) chapter.

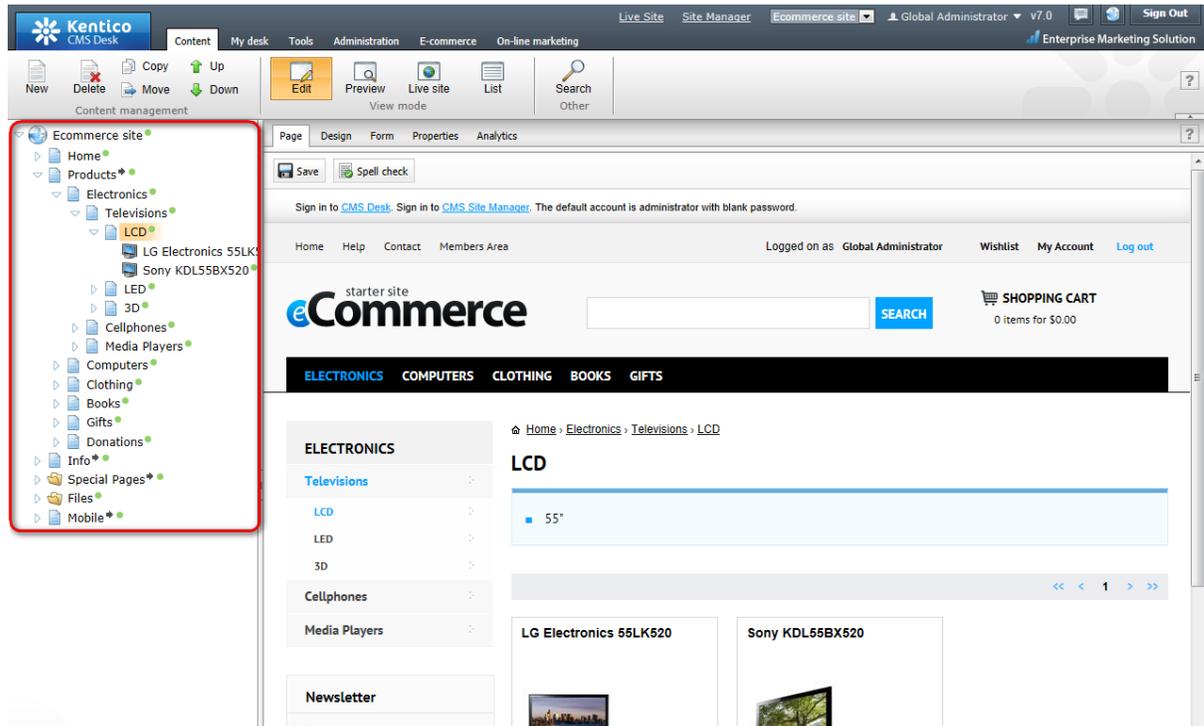
To learn how to modify design of your on-line store, please refer to the [Modifying design](#) chapter.

6.3.2 Content management basics

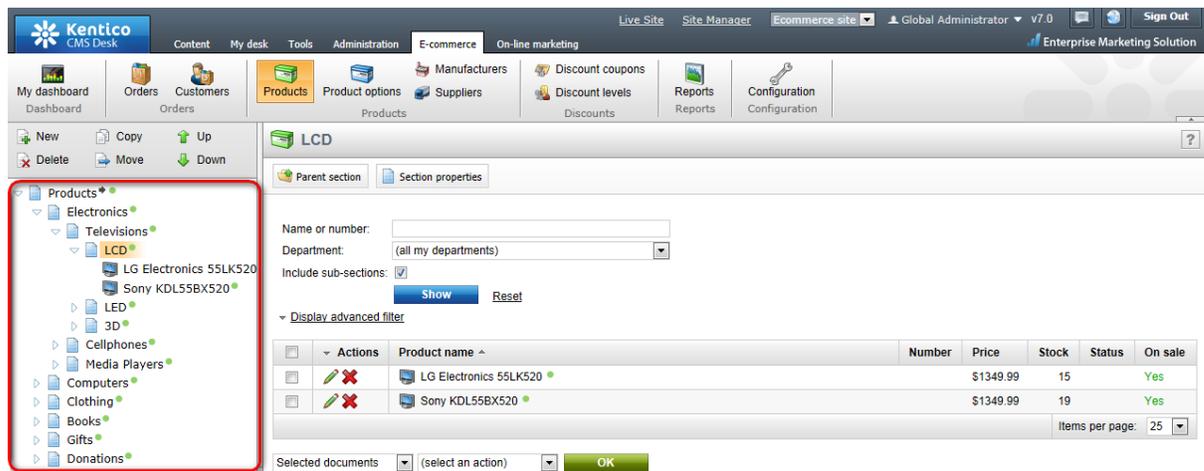
6.3.2.1 Organizing content

All content in Kentico CMS is stored in a tree hierarchy, which has many advantages. For example, the pages are organized in a logical structure that represents a (dynamic) site map ensuring easy-to-navigate information architecture, [permissions](#) (and other types of settings) can be defined for a particular site section, etc.

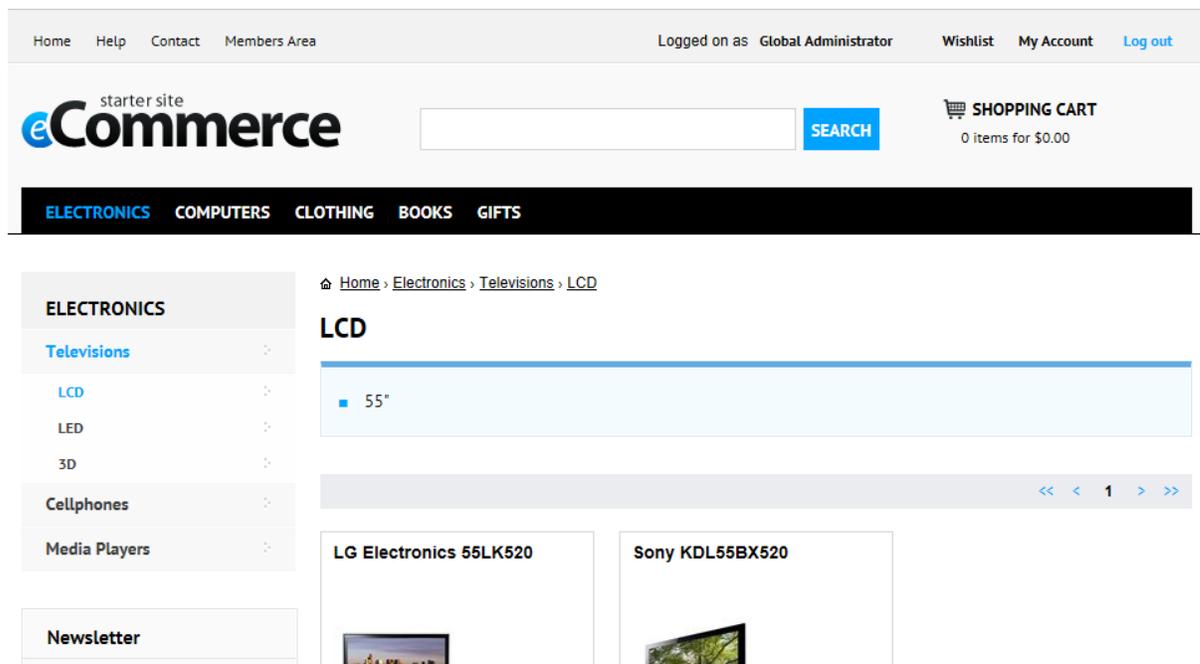
You can see the **content tree** in **CMS Desk -> Content**.



Besides, you can see the [product sections tree](#) in CMS Desk -> E-commerce -> Products, which allows you to view the structure (and content) of the **Products** section.



The following picture shows how the content tree (and product sections tree) defines the structure and navigation on the live website.



Pages and documents

All items in the content tree are, in fact, documents. However, there is a special type of documents called **pages**. Pages (such as */Home*, */Products*, */Help*, etc.) display the content and they are displayed as menu items by default (you can customize this behavior).

Unlike pages, **structured documents** (e.g. news items under the */News* section or [products](#) under the */Products* section) contain structured data that can be displayed on the pages.

While pages usually contain unstructured content in the form of editable regions that can be edited on the [Page tab](#), structured documents contain structured data stored in document type-specific database tables and can be edited on the [Form tab](#).

Files

There are two types of files you need to manage on the website:

- **Website design files** - images and flash files that are part of the website's design, such as logo, background or menu images, etc. These should be stored in the file system as part of the application theme.
- **Media files and document files** - images, flash movies, word documents, PDFs, etc. that are published on the live website and are part of the content editable by editors. These should be uploaded to the content tree as documents so that content editors can manage them and so that you can apply all content-related features (permissions, [workflow and versioning](#), [multilingual support](#)) to the files as well.

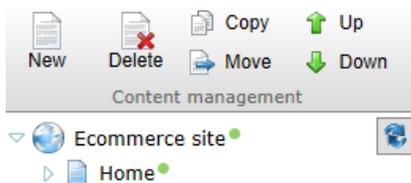
To learn more about how content is organized in Kentico CMS, please refer to the [Content management](#) section of the Developer's Guide.

6.3.2.2 Managing documents

Your website's pages can be managed through a browser-based, WYSIWYG user interface. Please note that content editors need to have the appropriate [permissions](#) assigned and must first authenticate themselves by signing in with a user name and password. Specifically, you can manage the content in **CMS Desk -> Content**, where the actions can be executed either from the **ribbon** above the content tree or from a **context menu** displayed by right-clicking a document.

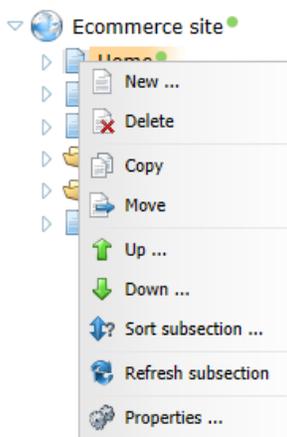
The ribbon offers the following actions:

- **New** - creates a new document under the currently selected one.
- **Delete** - deletes the currently selected document.
- **Copy** - creates a copy of the currently selected document in a location specified in a pop-up dialog.
- **Move** - moves the currently selected document to a location specified in a pop-up dialog.
- **Up** - moves the currently selected document above the one which is above it at the same level.
- **Down** - moves the currently selected document below the one which is below it at the same level.
- **Refresh content tree** - displayed only on mouse-over of the content tree's top right corner; refreshes the content tree so that it shows the current content.



If you right-click a document in the content tree, a **context menu** appears. The menu offers the same actions as listed above, while the following extra options are available below the ones from the ribbon:

- **Sort subsection** - sorts documents under the selected one, while both ascending and descending order by date or alphabet is available.
- **Refresh subsection** - refreshes the content tree subsection under the selected document.
- **Properties** - opens the currently selected document's *Properties* -> *General* tab.



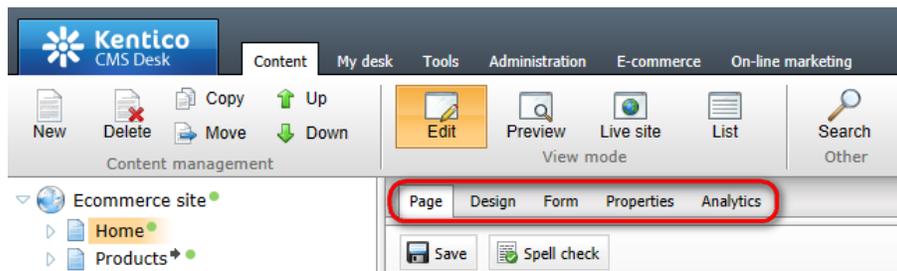
If you right-click some of the items in the context menu or hold the mouse pointer above it, a **sub-menu with additional options** appears, as further described in the [Basic content tree actions](#) topic in the Editing content (CMS Desk) -> Content management section of the Developer's Guide.

Editing documents

Each document in Kentico CMS is based on some document type. Document types are fully customizable and can be edited in **Site Manager -> Development -> Document types**, as described in detail in the [Document types and transformations](#) chapter in the Development section of the Developer's Guide (please note that [products](#) are based on special document types called [product types](#), which can be edited in the same location).

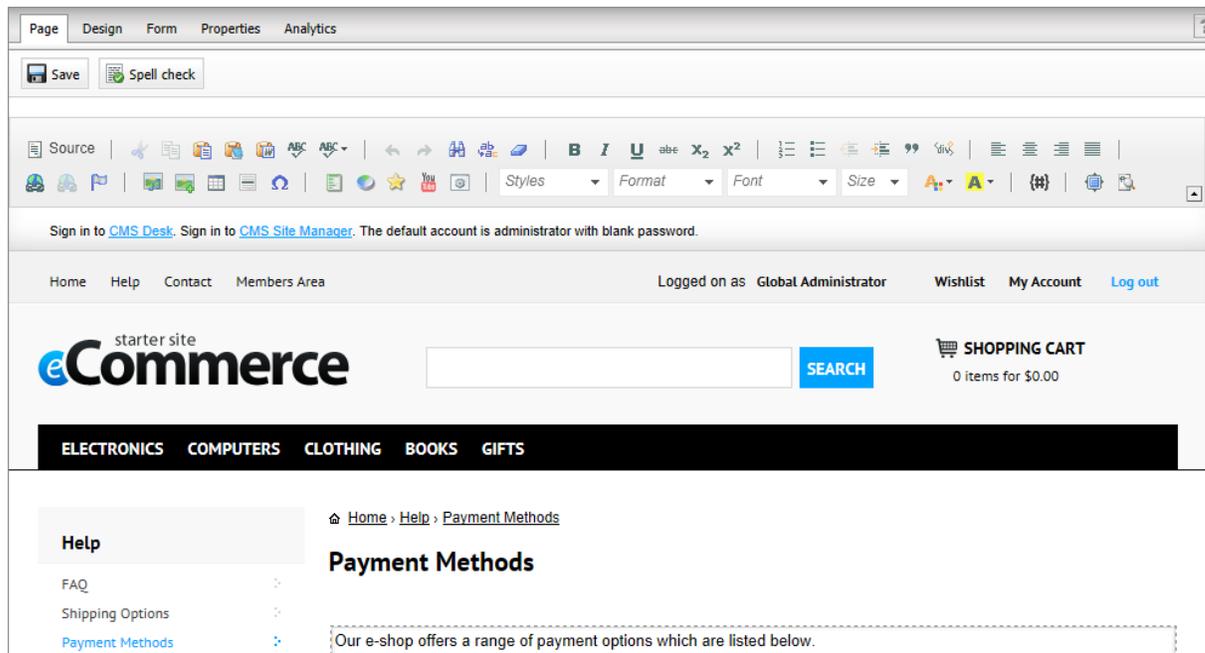
If you need to edit a document's content, design or properties, select it from the content tree and make sure **Edit mode** is selected from the **View mode** selection. The following tabs are available for all documents:

- **Page tab**
- [Design tab](#)
- [Form tab](#)
- [Properties tab](#)
- [Analytics tab](#)



Page tab

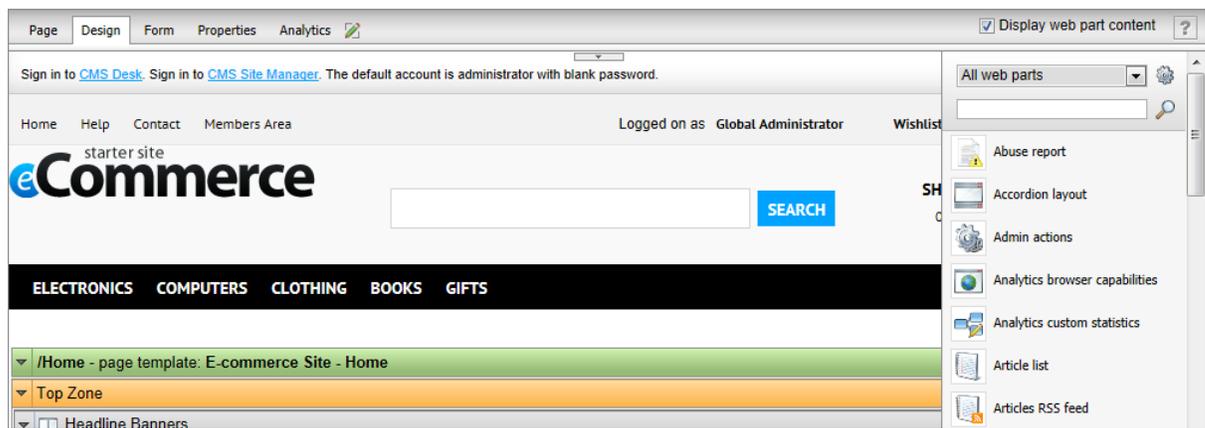
On this tab you can edit the content of editable regions placed into the document using the [WYSIWYG editor](#). Additionally, if there are any editor widget zones defined on the page, this tab is where they can be managed.



Design tab

On this tab, you can edit the current document's [page template](#), which means you can add (+), relocate (↔), duplicate (🌐), configure (⚙️) or remove (✖️) [web parts](#) and [widgets](#). Besides, entire web part/widget zones may be managed through their drop-down menus (▼).

Depending on the preferences of the current user, the tab may also include a [toolbar](#) that provides a convenient way to add new web parts. The toolbar's **Settings** (⚙️) button allows you to disable the toolbar or change its position. Please note that you can remove existing web part instances from the page template by dragging them into the trash bin area (🗑️) of the toolbar.



Please keep in mind that any changes made on this tab will be applied also to all documents using the same page template as the currently edited document.

Form tab

On this tab you can edit data related to the document (the **Document name**, **Publish from/to**, etc. properties) or its [structured content](#). The document fields are fully customizable for every document type.

The screenshot shows the 'Form' tab of a document management interface. At the top, there are tabs for 'Page', 'Design', 'Form', 'Properties', and 'Analytics'. Below the tabs are two buttons: 'Save' and 'Spell check'. The main content area contains several form fields: 'Document name:' with the text 'Televisions'; 'Teaser image:' with an 'Upload file' button; 'Menu group:' with a dropdown menu set to '(none)'; 'Publish from:' with an empty text box and a 'Now' button; and 'Publish to:' with an empty text box and a 'Now' button.

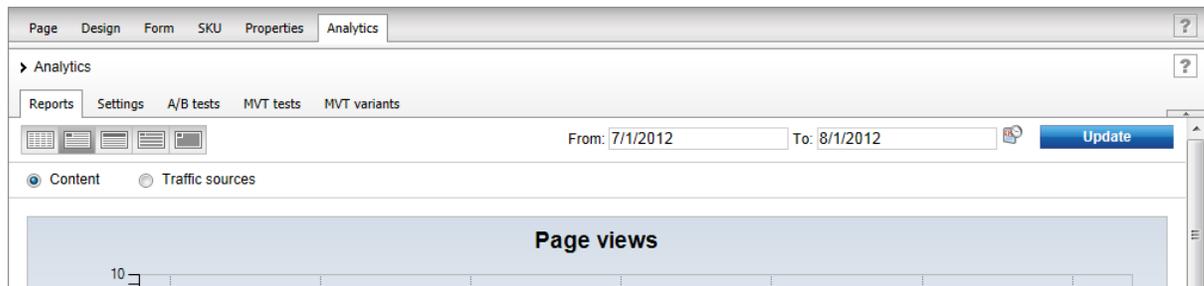
Properties tab

On this tab you can manage the document's properties, i.e. its general attributes such as design, owner, etc., same as other properties such as URLs, metadata, related documents, etc. You can switch between the sections of the menu to view the respective properties.

The screenshot shows the 'Properties' tab of a document management interface. At the top, there are tabs for 'Page', 'Design', 'Form', 'Properties', and 'Analytics'. Below the tabs are two buttons: 'Save' and 'Spell check'. On the left side, there is a vertical menu with the following items: 'General' (highlighted), 'URLs', 'Template', 'Metadata', 'Categories', 'Navigation', 'Related docs', 'Linked docs', 'Security', and 'Attachments'. The main content area is divided into two sections: 'Design' and 'Other properties'. The 'Design' section has a 'CSS stylesheet:' dropdown menu set to 'E-commerce site' with 'Edit' and 'New' buttons, and a checked 'Inherit' checkbox. The 'Other properties' section displays a list of document attributes: 'Document name: Home', 'Type: Page (menu item)', 'Created by: Global Administrator', 'Created: 2/6/2012 10:22:47 PM', 'Last modified by: Global Administrator', and 'Last modified: 4/17/2012 9:52:19 AM'. Below this list is a 'Rating:' field with a star rating system (10 stars) and a 'Reset' button. At the bottom, 'Node ID: 569' and 'Document ID: 560' are displayed.

Analytics tab

On this tab you can view the web analytics data measured for the selected document and manage its tracking (campaigns and conversions) and optimization (A/B or Multivariate testing) options. More resources concerning web analytics can be found in the [Web analytics](#) chapter in the Modules section of the Developer's Guide.



Please note

Kentico CMS allows you to work with the content of your on-line store also through a convenient [on-site editing](#) interface. Store editors can thus make changes to page content and manage documents directly while viewing the website from the live site perspective.

Editing the Master page

Master pages represent a powerful concept of sharing the same header and footer on all pages of your website. It allows you to manage repeated items such as [website logo](#), main menu and header/footer content in a single place.

Master pages are either the root of the content tree or pages whose page template has the **Master template** option enabled (**Site Manager -> Development -> Page templates -> Edit (✎) page template -> General tab**). They can be edited just like any other pages, i.e. you can use the **Design** tab to edit the web parts and layout of any master page.

In addition, there's a special **Master page** tab available in **CMS Desk -> Content -> Edit** only for master pages, where you can define the sections of the HTML code of the master page. This code is used for all pages that inherit content from the master page.

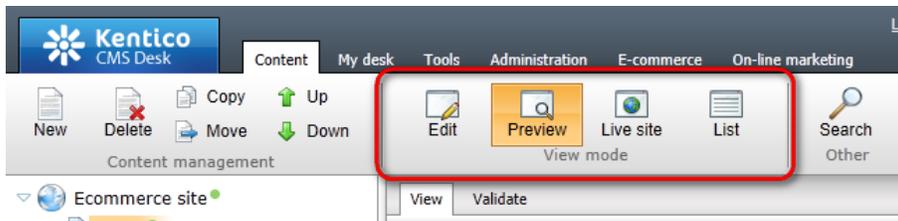


More information about master pages can be found in the [Portal engine development model -> Editing the master page](#) topic in the Development section of the Developer's Guide.

Viewing documents

The **View mode selection** in **CMS Desk -> Content** allows you not only to [edit](#) the currently selected document (this mode is selected by default) but also choose how the content shall be displayed.

- **Live site** - this mode shows the page as it currently appears to visitors on the live site.
- **Preview** - this mode also displays the current version of the page, but it may be used even for documents that are not yet published on the live site while using [workflow and versioning](#).
- **List** - this mode shows a list of all documents under the currently selected document. This can be useful if there is a large number of documents under a single parent, or if you wish to perform an action on multiple documents simultaneously.



For more information on how documents can be viewed in Kentico CMS, see the [Editing content \(CMS Desk\) -> Previewing documents](#) topic in the Content management section of the Developer's Guide.

6.3.2.3 Using web parts

6.3.2.3.1 Overview

The E-commerce solution provides a number of specialized [web parts](#) that can be integrated into your on-line store. Among them you can find:

- **Shopping cart** - allows you to add [products](#) to a virtual shopping cart (during the [checkout-process](#)) and displays the shopping cart content.
- **Shopping cart preview** - displays the links to the shopping cart, to *My account* and to *My wishlist*, and the total value of the shopping cart content.
- **My account** - displays the details of the current user, such as personal settings, addresses, [orders](#) and [invoices](#), and allows the user to change the password.
- **Wishlist** - displays the wishlist of the currently logged-on user.
- **Similar products by sale** - displays products that were purchased together with the current product by previous [customers](#).
- **Random products** - displays N random products that correspond to the criteria specified in the content filter.
- **Product datalist** - displays products on the basis of their e-commerce product (SKU) properties, instead of displaying the standard CMS documents.
- **Top N newest products** - displays N newest products.
- **Top N products by sales** - displays N best-selling products.

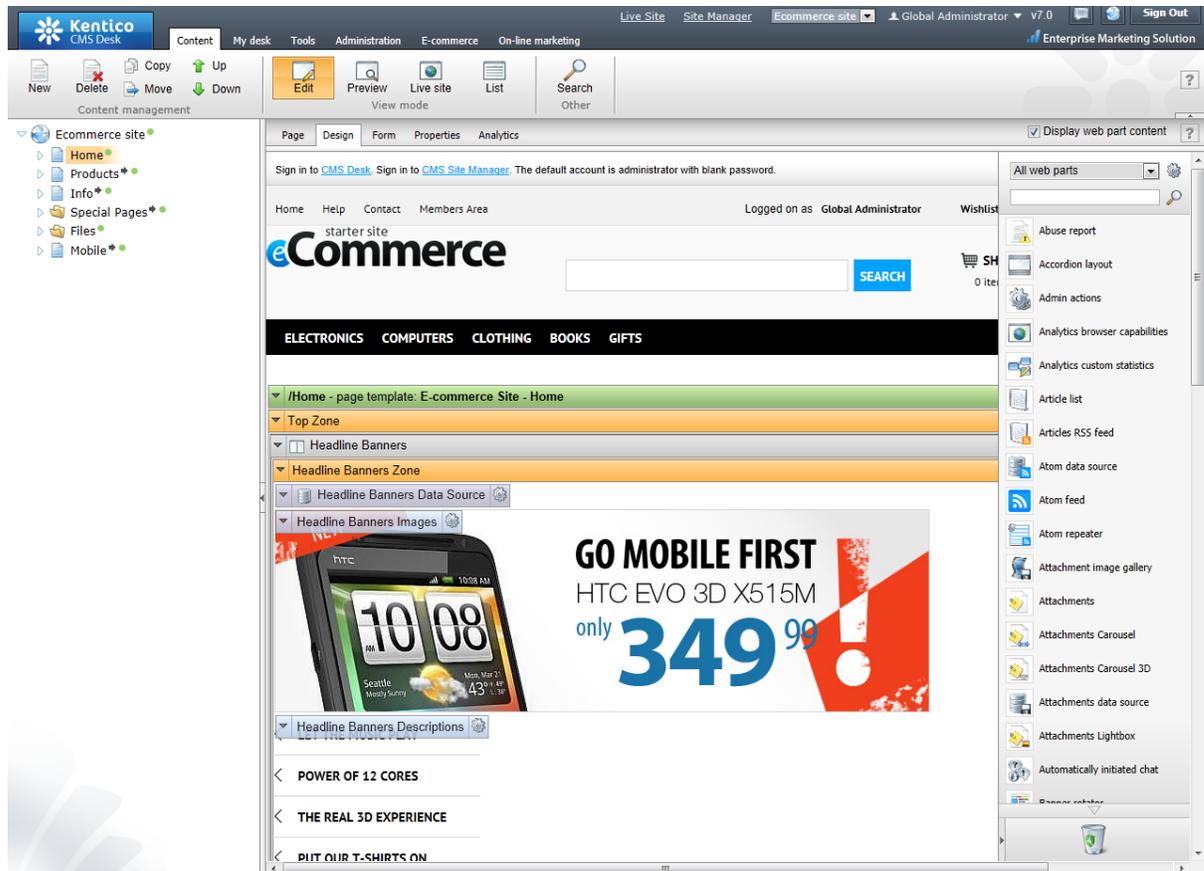
The web parts can be used on both [portal page templates and ASPX templates](#). However, with ASPX page templates the web parts are used as independent user controls, which means you need to add and configure them in Visual Studio just like standard user controls. You thus lose the friendly browser-based interface.

Further in this section, you will learn how to [manage](#) web parts and how to set [properties](#) common to web parts used in your on-line store.

6.3.2.3.2 Managing web parts

This topic describes how you can work with instances of [web parts](#) when editing page templates through the [portal engine](#).

Navigate to **CMS Desk -> Content** and make sure **Edit** mode is selected from the **View mode selection**. Select any [page document](#) from the content tree (for example *Home*) and switch to the **Design** tab. This tab allows you to view the structure of the page's template in design mode and modify its web part content as required.



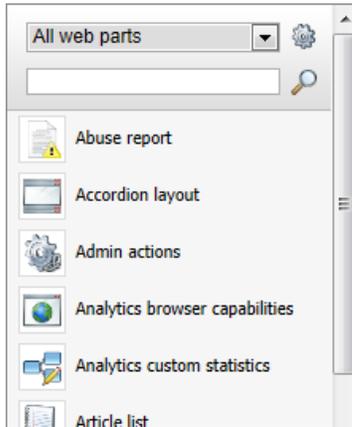
Using the Web part toolbar

The most direct way to add a new web part to the template is provided by the *web part toolbar*, which is displayed on the right side of the tab by default. Because there is a large number of web parts available, you can choose which ones should be listed in the toolbar by selecting an appropriate category from the drop-down list at the top. It is also possible to look up specific web parts by entering their name or its part into the search textbox (🔍).

Once you find the web part that you wish to add, simply drag it from the toolbar and drop it into the desired location in one of the template's web part zones. You can also remove existing web part instances from the page template by dragging them into the trash bin area (🗑️) of the toolbar.

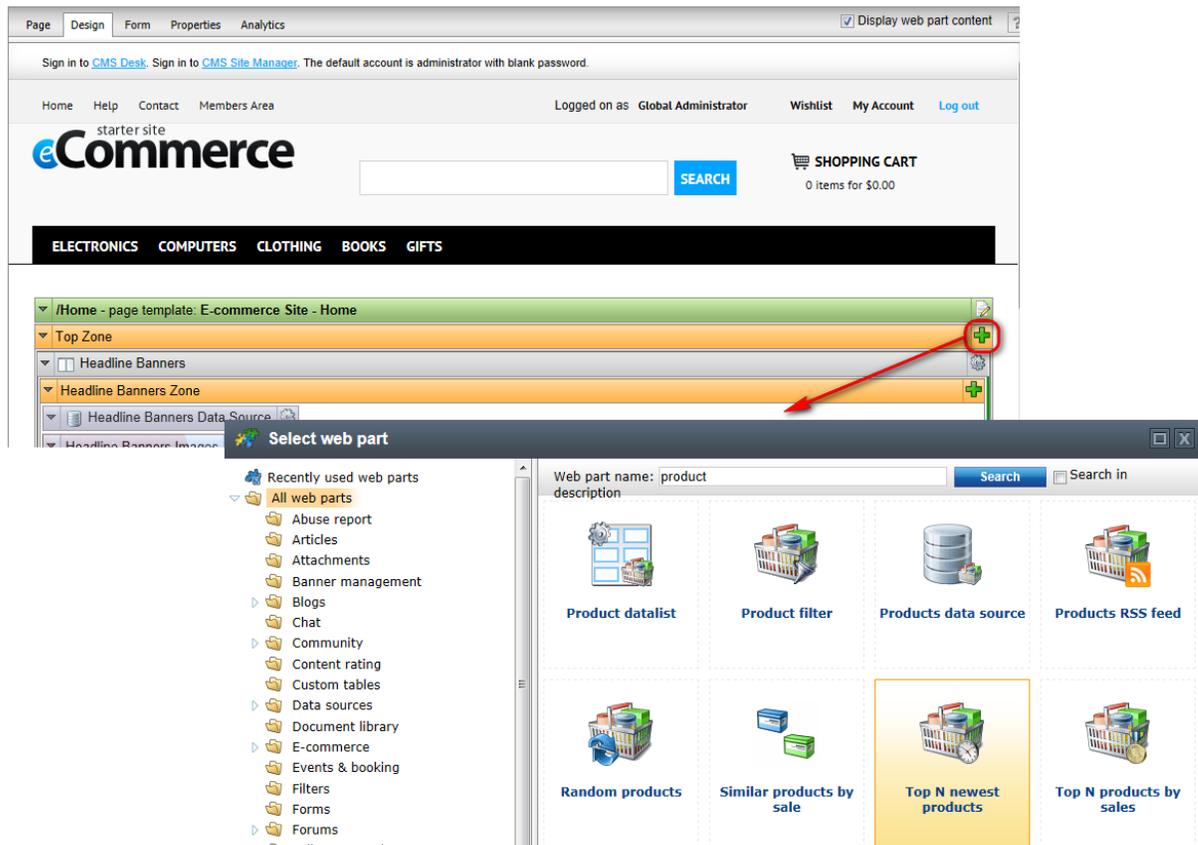
You can configure the toolbar according to your preferences. The settings can be accessed directly on the toolbar by clicking the **Settings** (⚙️) button next to the category selector and you can also find the

same options by going to **CMS Desk -> My Desk -> My profile -> Details**.



Managing web parts

If you do not wish to use the toolbar, you can instead click the **Add web part (+)** icon in the top-right corner of the zone where you want to insert the web part. This opens the **Select web part** dialog, which contains a catalog of all available web parts. You can locate a specific web part by browsing through the category tree and then confirm your selection by clicking **OK**.

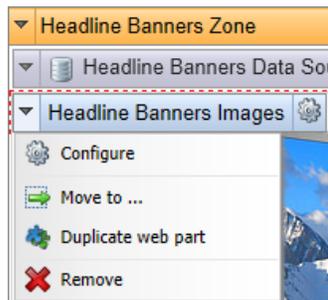


When a new web part instance is added into a zone, using either the toolbar or the zone action buttons,

the **Web part properties** dialog opens (unless the given web part is configured to skip the action). Here you can set up and finetune the behavior of the web part by entering appropriate values for its properties.

The same configuration dialog can be opened for existing web part instances at any time by clicking the **Configure** (⚙️) button in their header on the **Design** tab. You can also **use the drag-and-drop functionality to relocate web parts** to different positions or other zones.

Additionally, every web part has a context menu that can be opened by right-clicking its header or using the arrow icon (▼). The actions in this menu provide an alternative way to perform common tasks, i.e. **Configure** (⚙️), **Move to...** (➡️), **Duplicate web part** (🔄) and **Remove** (✖️).



A similar menu is available also for entire web part zones. This allows you to configure the zone's properties or carry out actions for all contained web parts.

All web part modifications are applied immediately and reflected on the live site. Page templates are not connected to workflow, but it is possible to use object versioning to keep track of the changes made to a template, including its web part content (and roll back to previous versions if necessary). More details can be found in the [Object versioning](#) chapter in the Development section of the Developer's Guide.

Configuring web parts via on-site editing

Although on-site editing is **primarily intended for modifying basic page content**



and managing documents, users with design [permissions](#) may use it also to directly configure the properties of web parts while browsing the website. Please refer to the [On-site editing](#) chapter in the Content management section of the Developer's Guide for more details.

Editable text / Editable image web part

These two web parts provide an editable text / image region that you can use to enter page content. Content editors can thus edit the region in **CMS Desk -> Content -> Edit** on the **Page** tab or while viewing the page in the On-site editing mode.

The screenshot displays the CMS Desk interface. At the top, there are tabs for Page, Design, Form, Master page, Properties, and Analytics. Below the tabs are buttons for Save and Spell check. A rich text editor toolbar is visible, containing various icons for text formatting (bold, italic, underline, link, unlink, list, indent, outdent, text color, background color, font size, font face) and other actions (undo, redo, source, preview, help). The main content area shows a text input field with the label "Question:" and an "OK" button below it. At the bottom of the page, there is a footer section with three columns of links: CONTACT (Contact Us, About Us, Stores, Donate with Us), HELP (FAQ, Shipping Options, Payment Methods), and OTHER (Brands, News, Sitemap, Mobile Version). To the right of the footer, there are two web parts: "E-commerce Site Logo" and "Powered By Kentico", both with "Select" and "Clear" buttons. Below these is a "Footer info" web part containing text about the sample on-line store created with Kentico CMS for ASP.NET.

6.3.2.3.3 Common web part properties

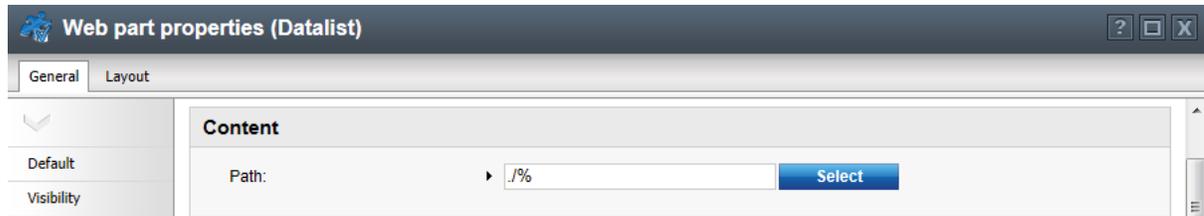
All [web parts](#) that display lists, for example the *Wishlist*, *Random products*, *Product datalist*, etc. web parts, have a similar set of properties to define the displayed content (i.e. [product](#) lists, store lists, news lists, etc.). Specifically, these properties determine:

- **Where** to display the content from (content location).
- **What** content to display (type of content, further content specifications).
- **How** to display the content (transformations, layout, paging).

Where...

These properties define the content's location, i.e. where to load the documents from:

- **Path** - defines the path of the document(s) to be loaded. In addition to basic paths, the property also supports special characters that may be used to specify entire sections of the content or relative paths. More details can be found in the [Development -> Macro expressions](#) chapter of the Developer's Guide.
- etc.



What...

These properties specify which documents to display from the given location:

- **Document types** - determines which types of documents are to be selected.
- **ORDER BY expression** - sets the value of the ORDER BY clause in the SELECT statement used to retrieve the content.
- **Select top N documents** - specifies the maximum amount of documents to be loaded. If empty, all possible documents are selected.
- **WHERE condition** - sets the value of the WHERE clause in the SELECT statement used to retrieve the content.
- **Columns** - lists the database columns to be loaded along with the given objects, separated by commas (,). If empty, all columns are loaded.
- etc.

Web part properties (Datalist)

General Layout

Content filter

Document types: CMSProduct.*;CMS.Product

Category name: {%SiteContext.CurrentCategory.C

Combine with default culture: Yes
 No
 Use site settings

Culture code:

Maximum nesting level: -1

ORDER BY expression: SKUPrice ASC

Select only published:

Select top N documents: 0

Site name:

WHERE condition:

Columns:

How...

These properties define how to display the given content:

- **Transformation** - sets the [transformation](#) used for the displayed content.
- **Enable paging** - indicates whether to page the displayed data.
- **Page size** - determines the maximum number of records displayed per page.
- **HTML before** - contains HTML code placed on the page before the pager.
- **HTML after** - contains HTML code placed on the page after the pager.
- etc.

Web part properties (Datalist)

General | Layout

Transformations

Transformation: ▶ EcommerceSite.Transformations.f

Alternating transformation: ▶

Selected item transformation: ▶

Nested controls IDs: ▶

Layout

Repeat columns: ▶ 3

Repeat direction*: ▶ Horizontal ▼

Repeat layout*: ▶ Table ▼

Paging

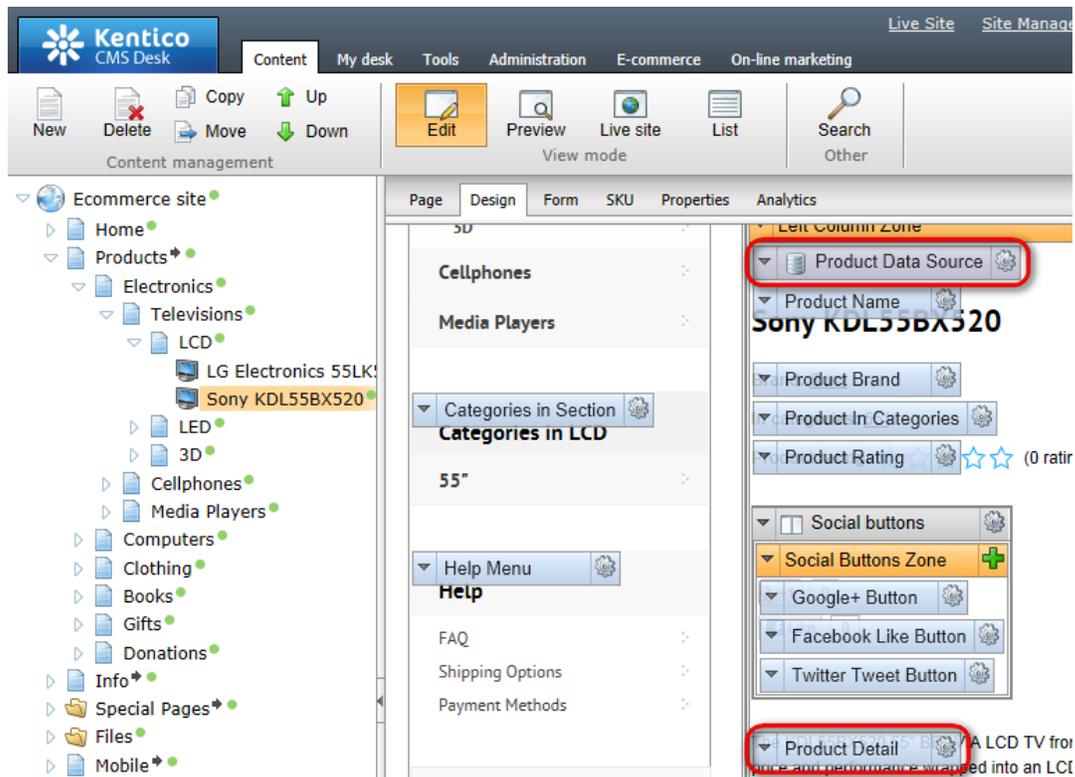
Enable paging: ▶

Paging mode: ▶ Postback ▼

Data source web parts

Some web parts use another web part to define the page content, i.e. they use a [data source](#) web part, and only display the content through transformations. If this is the case, then the source of data (its location, type, database columns, etc.) is not defined directly in the displaying web part but externally in the data source web part.

For example, the **Product Detail** web part on product details pages uses the **Product Data Source** web part for its content definition.



Similarly, the **Headline Banners Images** web part on the **Home** page uses the **Headline Banners Data Source** web part for its content definition.

More information about properties shared by most web parts can be found in the [Common web part properties](#) chapter in the Portal engine development model -> Development section of the Developer's Guide.

6.3.3 Required personalization

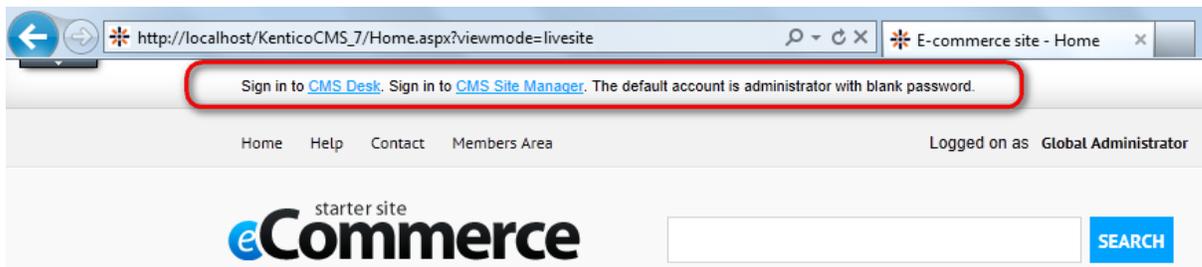
6.3.3.1 Overview

This section describes general tasks that you need to perform when personalizing your on-line store. Specifically, you will learn how to:

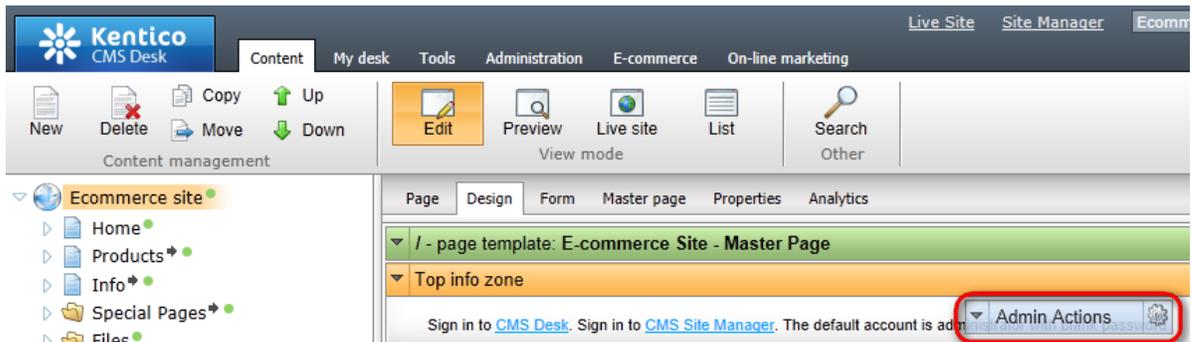
- [Hide the administrator actions toolbar](#)
- [Change the store logo](#)
- [Set up your Facebook profile](#)
- [Manage lists](#)
- [Manage text content](#)
- [Set up store headquarters](#)

6.3.3.2 Hiding the toolbar

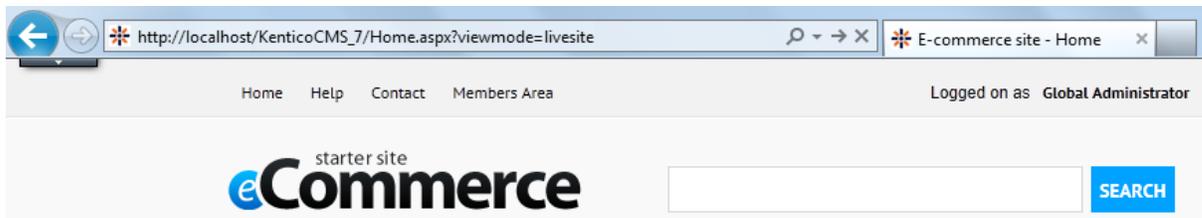
If you need to hide the toolbar displaying links to **CMS Desk** and **Site Manager**...



...navigate to **CMS Desk** -> **Content**, select the master page (**Ecommerce site**) from the content tree, switch to **Edit** -> **Design** and [remove](#) the **Admin Actions web part** from the page template.



If you now go back to the live site, you can see that the toolbar is hidden.

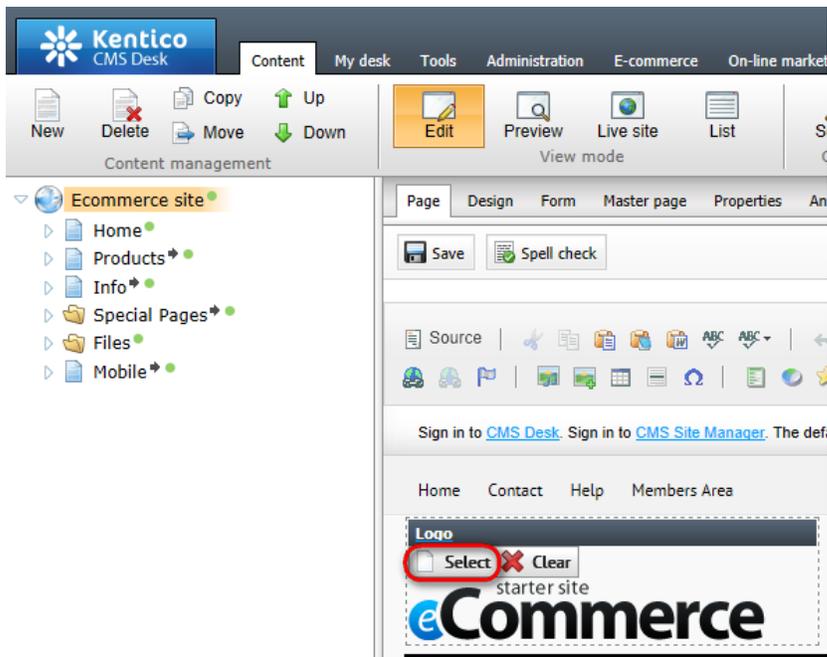


6.3.3.3 Changing the logo

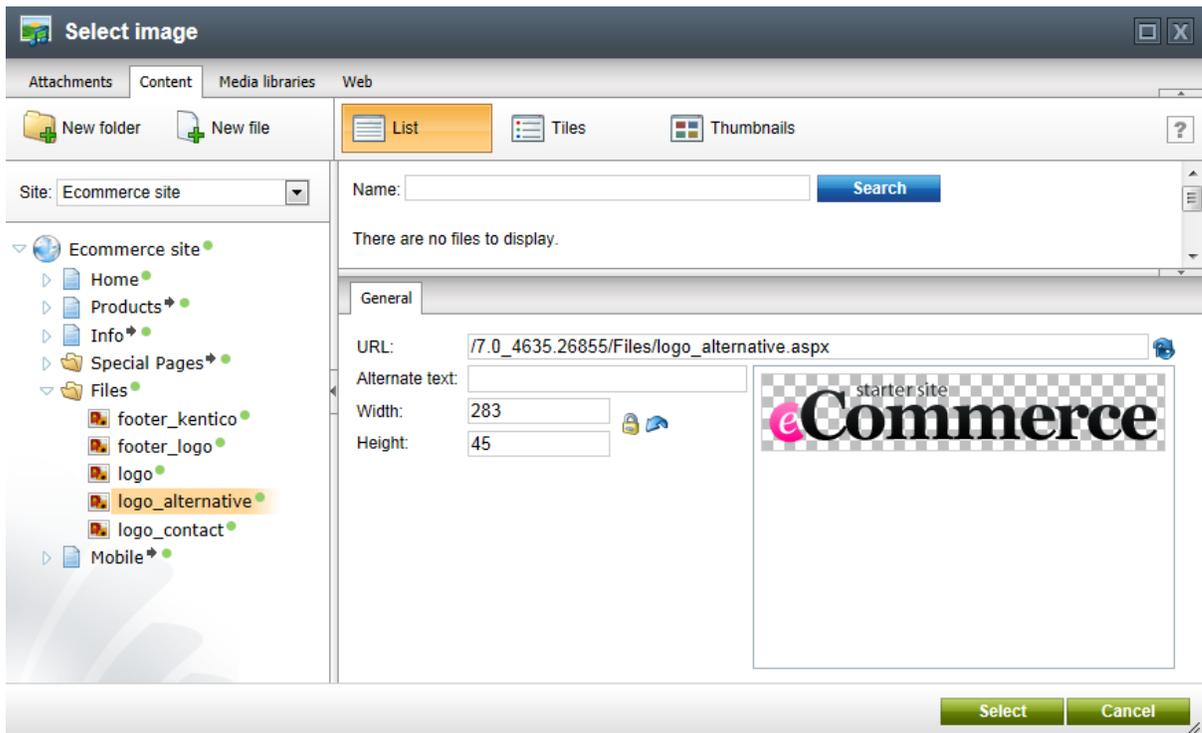
If you need to change the store logo...



...navigate to **CMS Desk** -> **Content** and select the master page (**Ecommerce site**) from the content tree. Then switch to **Edit** -> **Page**, locate the respective editable region and click **Select**.



This opens the **Select image** dialog where you can choose your new logo. Confirm the changes.

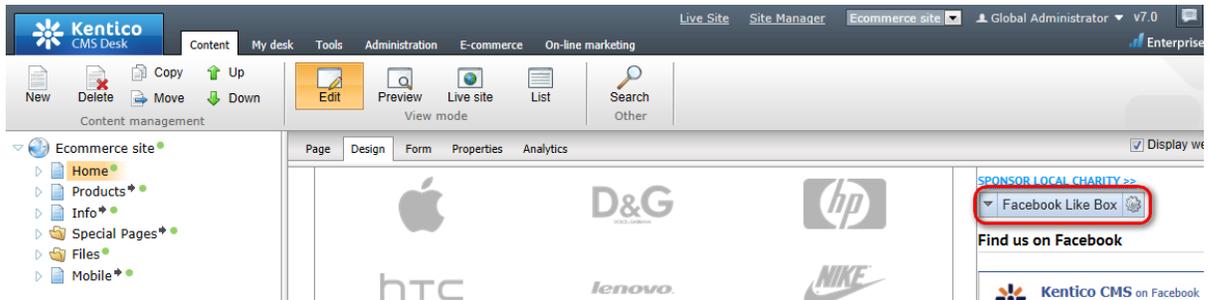


If you now go back to the live site, you can see that the logo is different.



6.3.3.4 Setting up your Facebook profile

If you need to set up your Facebook profile, navigate to **CMS Desk -> Content** and select the **Home** page from the content tree. Then switch to **Edit -> Design** and locate the **Facebook Like Box** [web part](#).



Finally, [edit](#) the web part to change its **Facebook page URL** property as required.



6.3.3.5 Managing lists

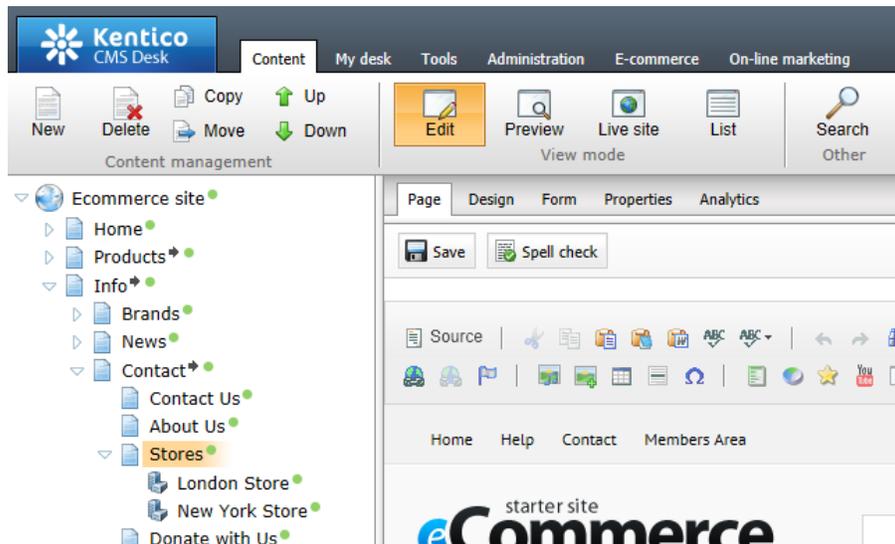
If you need to manage any list of documents, you need to:

- Locate the respective document items in the content tree.
- Add (delete, relocate) the document items.
- Alternatively, change the design of the list.

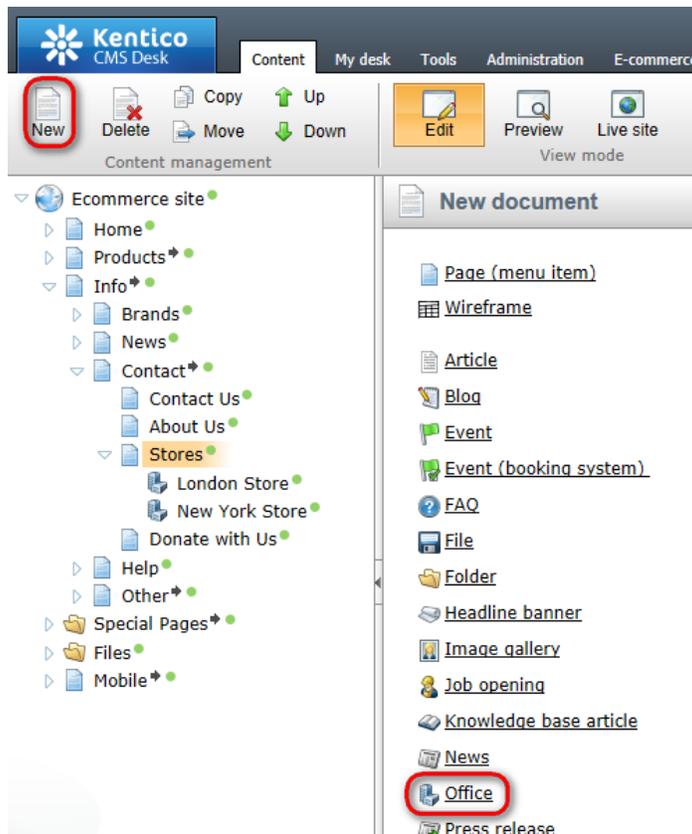
Example - Adding a new store item

Although the following example shows how to modify the list of stores, you can use this procedure to modify various other lists, e.g. the list of news, FAQs, [products](#), [banners](#), etc.

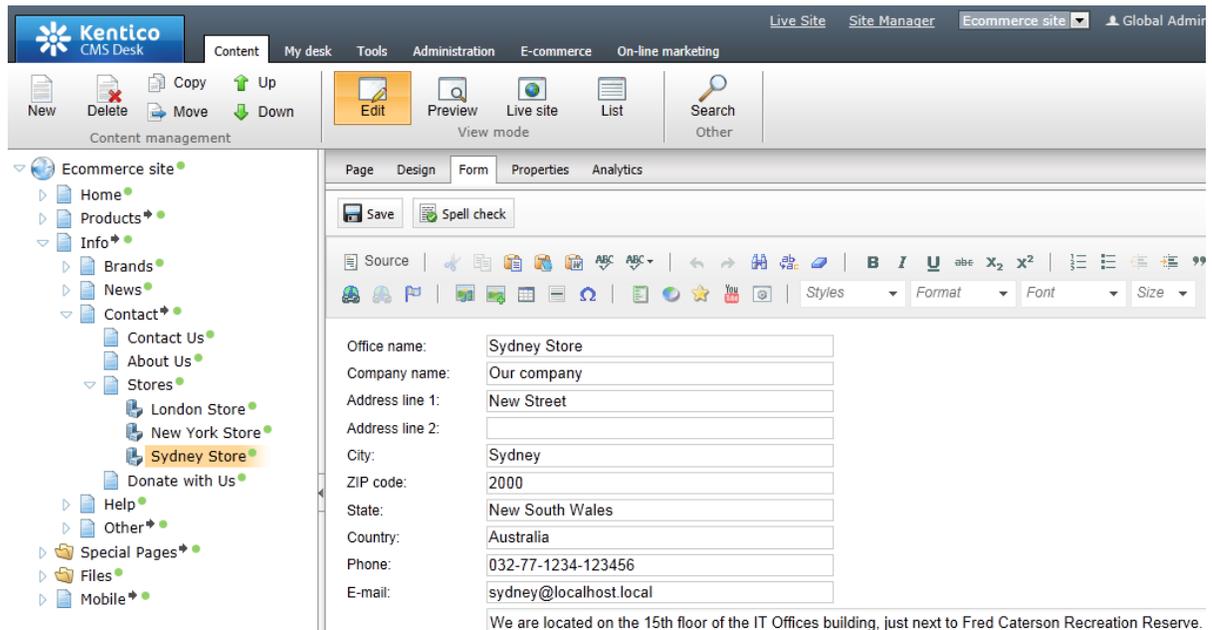
1. Navigate to **CMS Desk -> Content** and in the content tree locate the page that displays the list of stores.



2. Add a new document of the respective type under the **Stores** page by clicking **New** and selecting **Office** from the list of available [document types](#).



3. Fill in the properties of the new document as required and click **Save**.



If you now go to the live website, you can see the new store is listed among other stores.

http://localhost/KenticoCMS_7/Info/Contact/Stores.aspx

E-commerce site - Stores

22%
 Link from another web site
 20%
 Referred by a friend
 31%
 Search engine
 25%

VOTE

Newsletter

[See our latest newsletter](#)

SUBSCRIBE

New York Store

3rd Ave and 69th St
 New York NY 10022-7601
 United States of America

Telephone: 123-456-7890
 E-mail: newyork@localhost.local

Sydney Store

New Street
 Sydney New South Wales 2000
 Australia

Telephone: 032-77-1234-123456
 E-mail: sydney@localhost.local

Displaying banners on the Home page

The [web part](#) displaying banners on the **Home** page (the **Headline Banners Images** web part) uses a [data source web part](#) (**Headline Banners Data Source**) for its content definition.

This means that you need to modify the content- and design-related properties of this particular list in two different web parts.

Common properties of web parts, which allow you to change the lists' content and design, are described in detail in the [Using web parts -> Common web part properties](#) topic.

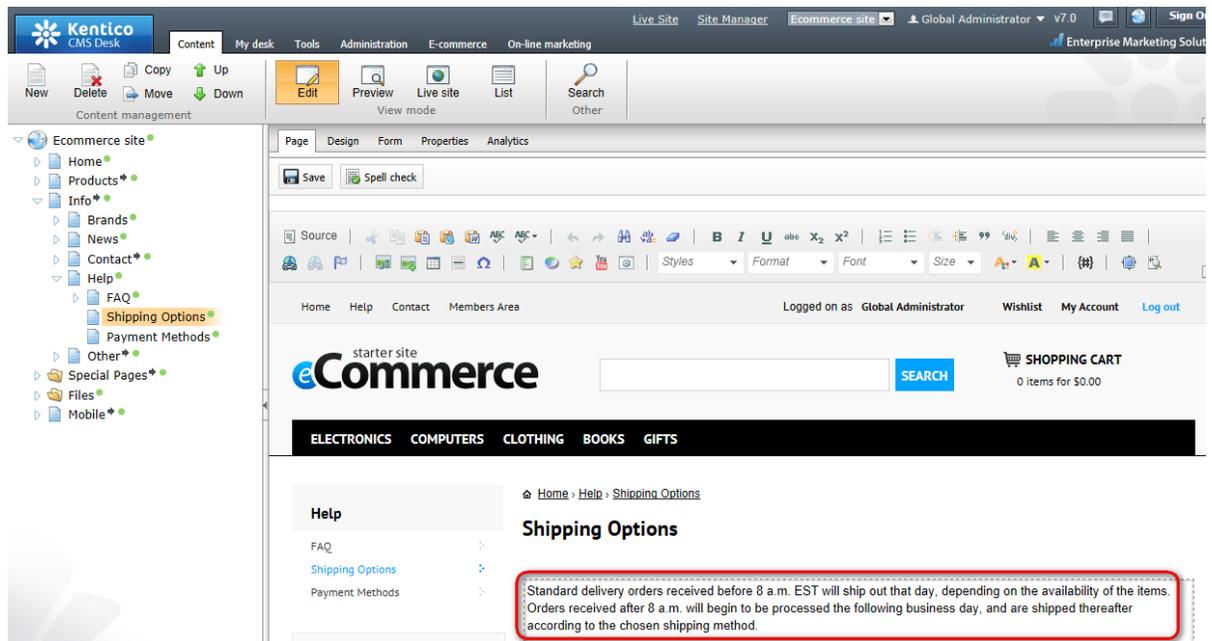
6.3.3.6 Managing text content

Kentico CMS offers two ways of managing text (or image, HTML, etc.) content:

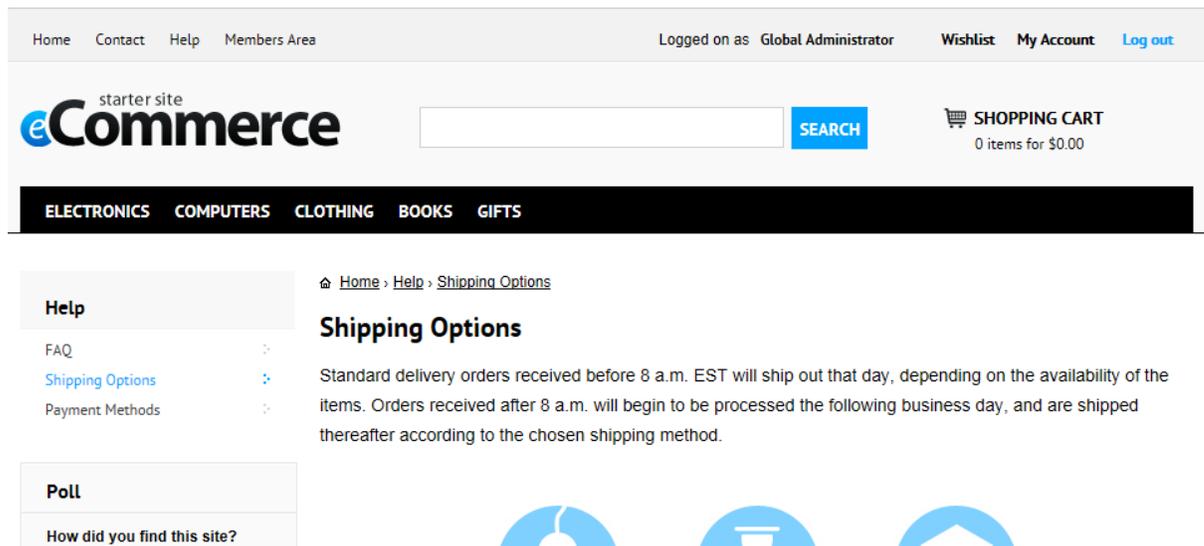
- [Editable text](#) - the *Editable text* web part is used, allowing to enter page content via the [Page tab](#).
- **Static text** - the *Static text* web part is used, allowing to enter page content by configuring its *Text* property.

Modifying editable text content

If you need to modify editable text content, navigate to **CMS Desk -> Content**, choose a given page from the content tree, e.g. the **Shipping Options** page, and switch to **Edit -> Page**. Make content changes as required by editing the respective editable region and click **Save**.



As you can see, the live website displays content as defined in the respective editable region.



Modifying static text content

If you need to modify static text content, navigate to **CMS Desk -> Content**, choose a given page from the content tree, e.g. the **Detail** page under [Brands](#), switch to **Edit -> Design** and locate the **Static text** web part on the page template (the **Brand Info** web part in this example). Make content changes as required by [editing](#) the web part's **Text** property.

The screenshot displays the Kentico CMS interface. At the top, the navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main content area shows a live website with a navigation menu and a search bar. A 'Web part properties (Static text)' dialog box is open, showing the configuration for a 'Brand Info' web part. The 'Content' tab is selected, and the 'Text' field contains the following code:

```
<h1>{ ECommerceContext.CurrentMa  
<div class="brandWebsite"><strong>  
</div class="brandText">{ ECommerce
```

A red arrow points from the 'Brand Info' web part in the live site to the 'Text' field in the dialog box, indicating that the live site displays content corresponding to the current configuration of the Static Text web part.

As you can see, the live website displays content corresponding to the current configuration of the **Static Text** web part.

Home Contact Help Members Area Logged on as Global Administrator Wishlist My Account Log out

starter site
eCommerce **SHOPPING CART**
0 items for \$0.00

ELECTRONICS COMPUTERS CLOTHING BOOKS GIFTS

Help
FAQ
Shipping Options
Payment Methods

Contact
Contact Us
About Us
Stores
Donate with Us

Poll
How did you find this site?
 Print advertising 22%
 Link from another web site 20%
 Referred by a friend

Home > Brands > Sony

Sony
Website: <http://www.sony.com/>

Sony Corporation of America, based in New York, NY, is the U.S. subsidiary of Sony Corporation, headquartered in Tokyo, Japan. Sony is a leading manufacturer of audio, video, communications, and information technology products for the consumer and professional markets. Its motion picture, television, computer entertainment, music and online businesses make Sony one of the most comprehensive entertainment and technology companies in the world. Sony's principal U.S. businesses include Sony Electronics Inc., Sony Computer Entertainment America LLC, Sony Pictures Entertainment Inc., and Sony Music Entertainment. Sony recorded consolidated annual sales of approximately \$87 billion for the fiscal year ended March 31, 2011, and it employs 168,200 people worldwide.

Best rated Sony products

Please note that the brand details page implements the **Static text** web part as an example of the use of [macro expressions](#). You can use these expressions to display content dynamically, i.e. to display it on the basis of the given context.

6.3.3.7 Setting up the headquarters

If you need to change your store headquarters...

Home Help Contact Members Area Logged on as Global Administrator Wishlist My Account Log out

starter site
eCommerce

SEARCH

SHOPPING CART
0 items for \$0.00

ELECTRONICS COMPUTERS CLOTHING BOOKS GIFTS

Home > Contact > Contact Us

Contact Us

Our store is online and open 24/7. Click on a product category in the main menu above to start shopping.

You can even take advantage of our support chat service! The chat window appears on the bottom right-hand side of your window when any of our support staff is available. Feel free to start a conversation - we are always happy to help. Chat service is also available on our Contact us page and all product detail pages.

Support is not available

How did you find this site?

- Print advertising 22%
- Link from another web site 20%
- Referred by a friend 31%
- Search engine

By E-mail
london@localhost.local

By Phone
011-22-1234-123456

Headquarters
Old Street
London England EC1Y 1BE
United Kingdom

...navigate to **CMS Desk -> Content**, select the respective store document from the content tree and switch to **Edit -> Form**. Here you need to set the **Is headquarters** property of the given document.

Kentico CMS Desk

Live Site Site Manager Ecommerce site

Content My desk Tools Administration E-commerce On-line marketing

New Delete Move Down Up Edit Preview Live site List Search Other

Content management

Page Design Form Properties Analytics

Save Spell check

Source

Styles Format Font

Is headquarters:

Icon URL: Select

Publish from: New

Please note that for your new headquarters settings to take effect, you must uncheck the **Is headquarters** box for the store that was set as your on-line store headquarters previously (if any).

If you now go to the live website, you can see the store has new headquarters.

Home Help Contact Members Area Logged on as Global Administrator Wishlist My Account Log out

starter site
eCommerce

SEARCH

SHOPPING CART
0 Items for \$0.00

ELECTRONICS COMPUTERS CLOTHING BOOKS GIFTS

Home > Contact > Contact Us

Contact

- Contact Us
- About Us
- Stores
- Donate with Us

Contact Us

Our store is online and open 24/7. Click on a product category in the main menu above to start shopping.

You can even take advantage of our support chat service! The chat window appears on the bottom right-hand side of your window when any of our support staff is available. Feel free to start a conversation - we are always happy to help. Chat service is also available on our Contact us page and all product detail pages.

Support is not available

How did you find this site?

Method	Percentage
Print advertising	22%
Link from another web site	20%
Referred by a friend	31%
Search engine	

By E-mail
newyork@localhost.local

By Phone
123-456-7890

Headquarters
3rd Ave and 69th St
New York NY 10022-7601
United States of America

6.3.4 Optional personalization

6.3.4.1 Overview

This section describes other tasks that you may wish to perform when personalizing your on-line store. Specifically, you will learn how to:

- [Hide the *See our newsletter link*](#)
- [Hide the *Donate with us link*](#)
- [Disable the support chat](#)

6.3.4.2 Hiding the See our latest newsletter link

If you need to hide the **See our latest newsletter link**...

NEWS

Father's Day - Gift Ideas

With Father's Day fast approaching, you may be scrambling to find that perfect gift, one which shows your pride, gratitude and love for the man you call 'Dad'. Whether it's a fun, interesting

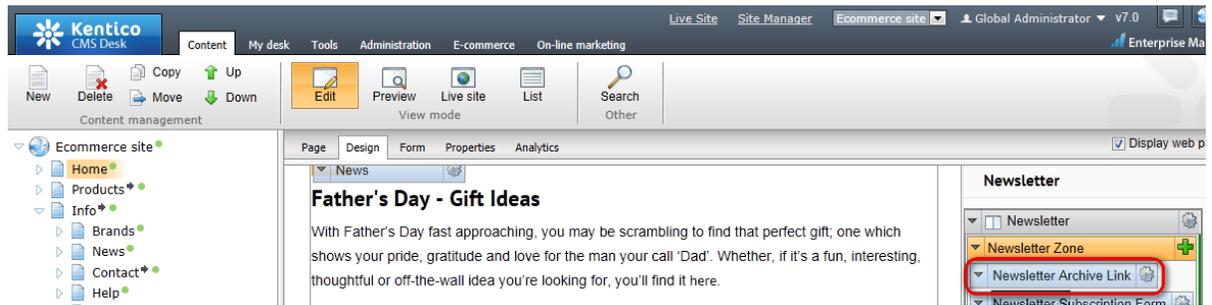
Newsletter

[See our latest newsletter](#)

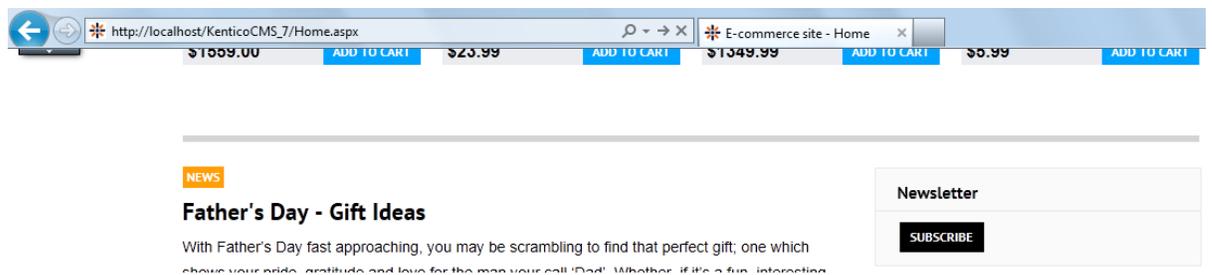
SUBSCRIBE

...navigate to **CMS Desk** -> **Content**, select the respective pages (**Home**, **Contact**, etc.) from the content tree, switch to **Edit** -> **Design** and [remove](#) the **Newsletter Archive Link web part** from the page

templates.

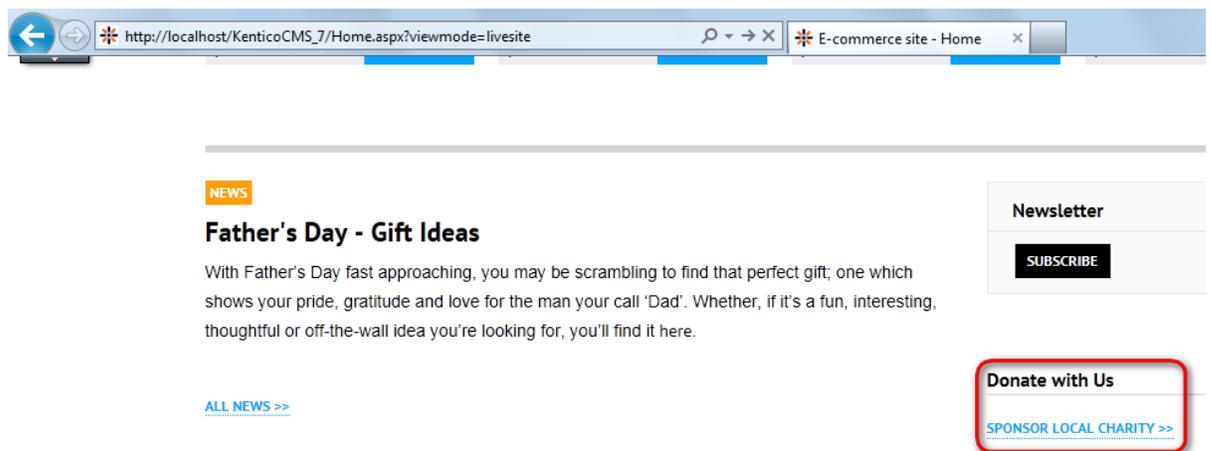


If you now go back to the live site, you can see that the link is hidden.

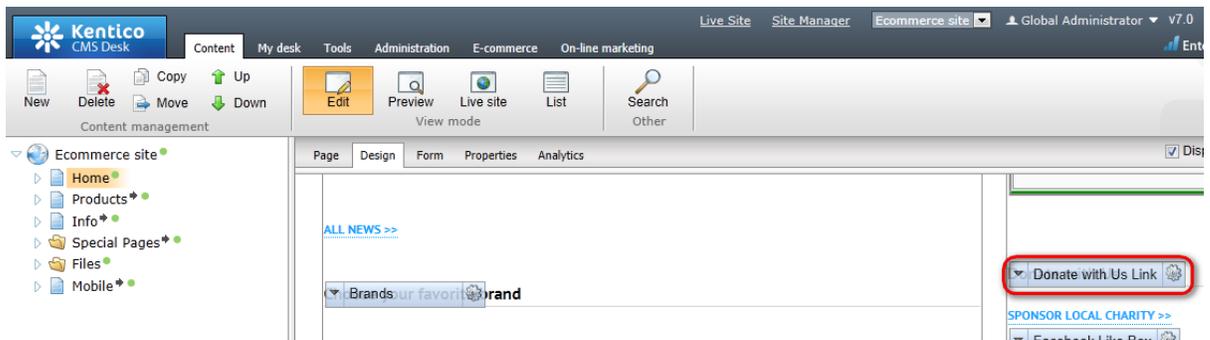


6.3.4.3 Hiding the Donate with Us link

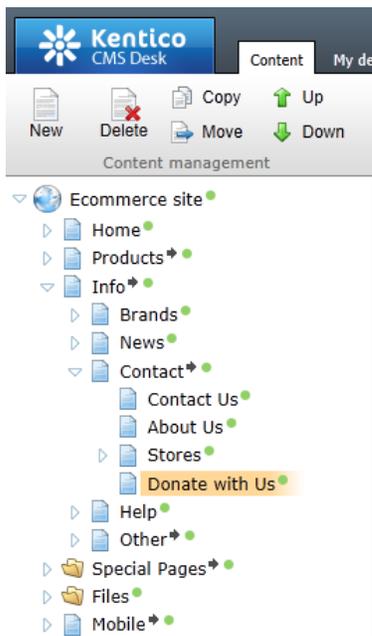
If you need to hide the **Donate with Us** link, allowing website users to make [donations](#), ...



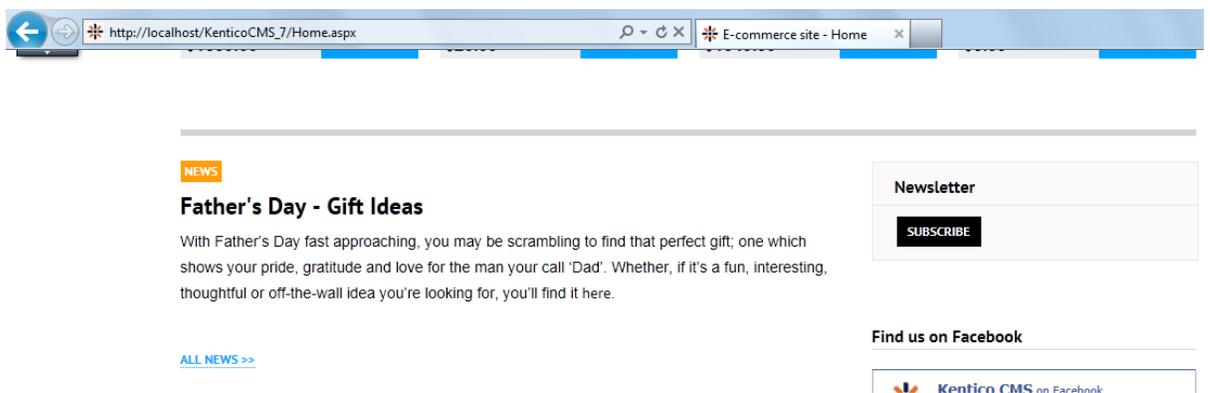
...navigate to **CMS Desk** -> **Content**, select the respective page (**Home**) from the content tree, switch to **Edit** -> **Design** and [remove](#) the **Donate with Us Link web part** from the page template.



Then [delete](#) the **Donate with Us** page, which is no longer needed.



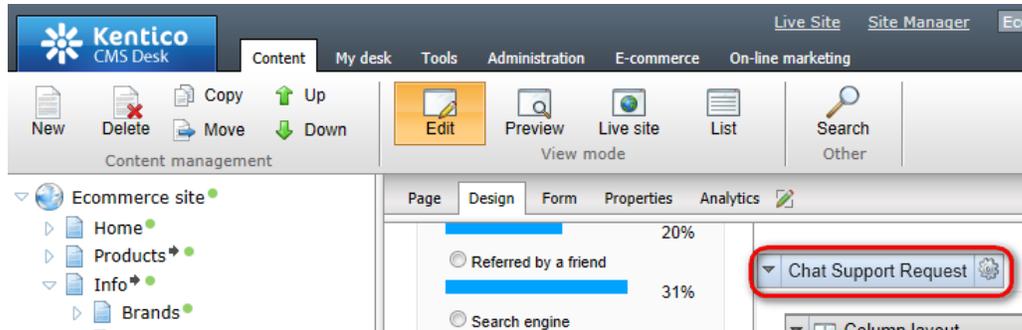
If you now go back to the live site, you can see that the link is hidden.



6.3.4.4 Disabling the support chat

To disable [support chat](#), which allows the marketers to communicate with your on-line store [customers](#) in real time by means of text messages, you need to:

1. Navigate to **CMS Desk -> Content**.
2. Select the respective pages (**Contact**, product details pages, etc.) from the content tree.
3. Switch to **Edit -> Design** and [remove](#) the **Chat Support Request web part** from the given page templates.



6.3.5 Personalizing products

6.3.5.1 Overview

This section describes [product](#)-related tasks that you need to perform when personalizing your on-line store. Specifically, you will learn how to:

- [Add brands](#)
- [Delete sample products](#)
- [Delete sample product types](#)
- [Add product sections and products](#)
- [Set up public statuses](#)

6.3.5.2 Adding brands

To add a new brand, i.e. a manufacturer whose [products](#) you sell, you basically need to create a new [manufacturer](#) in your CMS system.

However, if a manufacturer is to be displayed as a brand on the **Home** page of your on-line store, the following conditions must be fulfilled by default.

- A **logo is assigned** for the manufacturer.
- The manufacturer is **set as important**.

Kentico CMS Desk

Content My desk Tools Administration

Orders Customers Products Product options Suppliers

Manufacturer properties

Manufacturers > HP

Save

Display name: HP

Code name: HP

Description: HP is a technology company that operates in more than 170 countries around the world. They explore how technology and services can help people and companies address their problems and challenges, and realize their

Homepage: http://www.hp.com/

Logo:	Actions	Update	File name	Size
			brand_hp.png	6.8 kB

Is important:

Enabled:

You can change this by modifying the **WHERE condition** property of the **Brands** web part, which displays the list of brands.

Kentico CMS Desk

Content My desk Tools Administration E-commerce On-line marketing

New Delete Copy Up Move Down Edit Preview Live site List Search

Ecommerce site

- Home
- Products
- Info
- Special Pages
- Files
- Mobile

Brands: our favorite brand

Apple D&G

Web part properties (Datalist with custom query)

General Layout

Content filter

ORDER BY expression: ManufacturerDisplayName

Select top N: 9

WHERE condition: ManufacturerEnabled = 1 AND ManufacturerIsImp

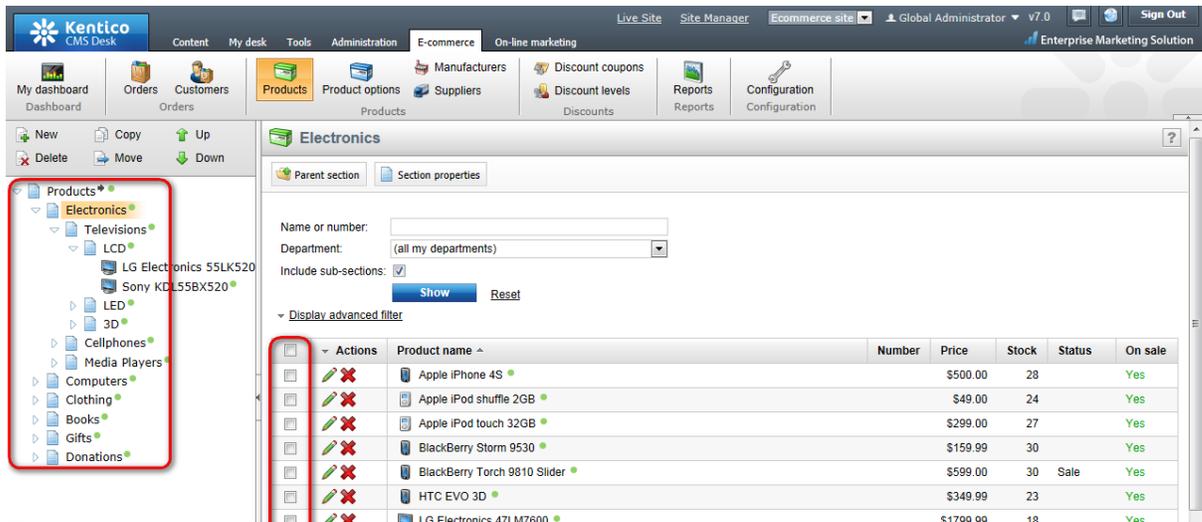
Selected columns: ManufacturerID, ManufacturerDisplayName, Mani

Filter name:

6.3.5.3 Deleting sample products

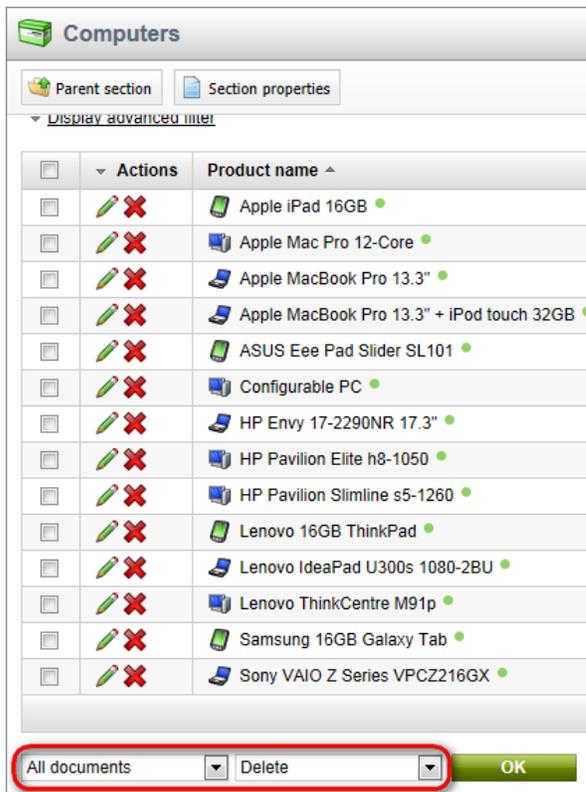
You may wish to delete Kentico CMS sample products (and sample product sections in which these products are contained). To do so, navigate to **CMS Desk -> Content -> E-commerce -> Products** and choose the sample products (sample product sections) you wish to remove.

You can do this either by selecting a whole product section from the [sections tree](#) or by selecting individual products from the list. Please note that to remove a product section, you need to perform the  **Delete** action above the tree, i.e. you cannot remove a product section by only deleting the products it contains.



Actions	Product name	Number	Price	Stock	Status	On sale
	Apple iPhone 4S		\$500.00	28	Yes	
	Apple iPod shuffle 2GB		\$49.00	24	Yes	
	Apple iPod touch 32GB		\$299.00	27	Yes	
	BlackBerry Storm 9530		\$159.99	30	Yes	
	BlackBerry Torch 9810 Slider		\$599.00	30	Sale	Yes
	HTC EVO 3D		\$349.99	23	Yes	
	LG Electronics 471 M7600		\$1799.99	18	Yes	

You can remove all listed sample products at once by selecting **All documents / Delete** from the drop-down lists on the bottom of the page.



For a detailed description of product management in Kentico CMS, please refer to the [Products](#) chapter in the Managing your store section.

6.3.5.4 Deleting sample product types

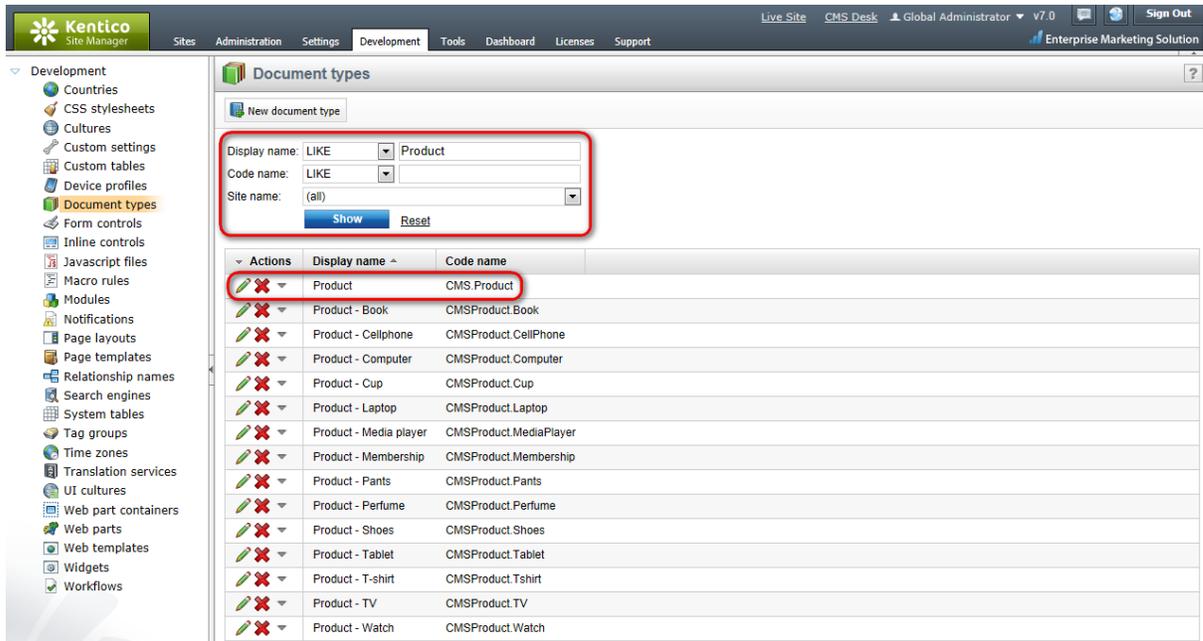
You may wish to delete Kentico CMS sample product types, i.e. [document types](#) defining the properties of [products](#) that you offer in your on-line store.

To do so, navigate to **Site Manager -> Development -> Document types** and from the list of all available document types choose the sample product types you wish to remove. To perform the actual deletion of a product type, click the **Delete** () icon on the respective line.



We recommend that you use the filter to display product types only.

We also recommend that you keep the general **Product (CMS.Product)** type in your CMS system so that you can add products for which you do not need to define any custom properties.



The screenshot shows the Kentico Site Manager interface. The left sidebar contains a navigation menu with categories like Development, Administration, Settings, and Tools. The main content area is titled 'Document types' and features a 'New document type' form. The form has three fields: 'Display name' (set to 'Product'), 'Code name' (set to 'CMS.Product'), and 'Site name' (set to '(all)'). Below the form is a table listing existing document types.

Actions	Display name	Code name
	Product	CMS.Product
	Product - Book	CMSProduct.Book
	Product - Cellphone	CMSProduct.CellPhone
	Product - Computer	CMSProduct.Computer
	Product - Cup	CMSProduct.Cup
	Product - Laptop	CMSProduct.Laptop
	Product - Media player	CMSProduct.MediaPlayer
	Product - Membership	CMSProduct.Membership
	Product - Pants	CMSProduct.Pants
	Product - Perfume	CMSProduct.Perfume
	Product - Shoes	CMSProduct.Shoes
	Product - Tablet	CMSProduct.Tablet
	Product - T-shirt	CMSProduct.Tshirt
	Product - TV	CMSProduct.TV
	Product - Watch	CMSProduct.Watch

To learn how to add your custom product types, please refer to the [Adding your product types](#) chapter. For a detailed description of product types management in Kentico CMS, please refer to the [Products -> Product types](#) chapter in the Managing your store section.

6.3.5.5 Adding product sections and products

If you [deleted](#) Kentico CMS sample [products](#) (and sample [product sections](#)), you must first create a new structure of your on-line store by [adding custom product sections](#). Then you need to [add new products](#) under these new sections.



Please note

If you [deleted](#) all sample [product types](#), you need to create your [custom](#) ones to be able to add new products to your on-line store.

6.3.5.6 Setting up public statuses

[Public statuses](#), i.e. attributes that inform your [customers](#) about the current state of products you offer in your on-line store, can be configured in **CMS Desk -> E-commerce -> Configuration -> Public status**.

To set a public status for a particular [product](#), you need to choose the given status from the list of available public statuses while editing the product on the [General tab](#).

The screenshot displays the Kentico CMS 7.0 E-commerce interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce sit'. The main menu has tabs for 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' tab is active, showing sub-menus for 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The left sidebar shows a tree view of the product hierarchy: Products > Electronics > Televisions > LCD > Sony KDL55BX520. The main content area is titled 'Product properties' and shows the breadcrumb path: Products > Electronics > Televisions > LCD > Sony KDL55BX520. Below the breadcrumb is a 'Save' button and a rich text editor. The 'Status' section is visible, with the following fields:

Status	
In store from:	4/10/2012 Now
Public status:	Featured
Internal status:	(none)
Allow for sale:	<input type="checkbox"/>

By default, you can find public statuses (e.g. *Featured*, *New*, *Sale*, etc.) in [product lists](#) and [product details](#).

Home Help Contact Members Area Logged on as Global Administrator Wishlist My Account Log out

starter site
eCommerce

SEARCH

SHOPPING CART
0 items for \$0.00

ELECTRONICS COMPUTERS CLOTHING BOOKS GIFTS

Home > Electronics > Televisions > LCD

LCD

55"

Status: (all) Manufacturer: (all) Only in stock

Paging: (all) Sorting: By name: A to Z Filter

See our latest newsletter
SUBSCRIBE

Help

FAQ
Shipping Options
Payment Methods

LG Electronics 55LK520

 **\$1349.99**
In stock
☆☆☆☆☆ ADD TO CART

Sony KDL55BX520

 **Featured**
~~\$1400.00~~
\$1349.99
In stock
☆☆☆☆☆ ADD TO CART

To change this behavior, you need to [edit](#) web parts that display the given status by changing their [Transformation](#) properties.

As the web parts basically display a box whose content is defined by a dedicated class, you need to [edit](#) this class to modify the design of the status representation on a web page.

Product lists

The **Product List** web part displays public status in product lists. To change this behavior, you need to edit its **Transformation** properties.

The screenshot shows the Kentico CMS 7.0 interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The main workspace displays a 'Product List' web part with a red arrow pointing to its transformation properties. The 'Edit transformation' dialog is open, showing the 'Transformation properties' tab. The transformation name is 'ProductList' and the type is 'ASCX'. The code block contains the following HTML and ASP.NET code:

```
<%@ Control Language="C#" AutoEventWireup="true" Inherits="CMS.Controls.CMSAbstractTransformation" %>
<%@ Register TagPrefix="cci" Namespace="CMS.Controls" Assembly="CMS.Controls" %>
<# Register Src="~/CMSModules/Ecommerce/Controls/ProductOptions/ShoppingCartItemSelector.ascx" TagName="CartItemSelector" TagPrefix="uol"
<# Register Src="~/CMSAdminControls/ContentRating/RatingControl.ascx" TagName="RatingControl" TagPrefix="cms" #>

<div class="productPreview">
  <a href="#{$ GetDocumentUrl() }" title="See detail of {$ EvalText("SKUName", true)}"><h2>{$ LimitLength(EvalText("SKUName", true),
  <div class="left">
    <a class="image" href="#{$ GetDocumentUrl() }" title="See detail of {$ EvalText("SKUName", true)}">
      
    </a>
    <cms:RatingControl ID="elemRating" runat="server" Enabled="false" RatingType="Stars" ExternalValue="#{$ EvalDouble("DocumentRatingVa
  </div>
  <div class="right">
    <span class="indicator" #{$ GetSKUIndicatorProperty("PublicStatusName")} #{$ GetSKUIndicatorProperty("PublicStatusDisplayName")} #>
    <span class="price">{$ GetSKUFormattedPrice() } #>
  </div>
</div>
```

Product details

The **Product Main Image** web part displays public status in product details. To change this behavior, you need to edit its **Transformation** properties.

The screenshot shows the Kentico CMS 7.0 interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The main workspace displays a 'Product Detail' web part with a red arrow pointing to its transformation properties. The 'Edit transformation' dialog is open, showing the 'Transformation properties' tab. The transformation name is 'ProductDetailGalleryProductImage' and the type is 'ASCX'. The code block contains the following HTML and ASP.NET code:

```
<%@ Control Language="C#" AutoEventWireup="true" Inherits="CMS.Controls.CMSAbstractTransformation" %>
<%@ Register TagPrefix="cci" Namespace="CMS.Controls" Assembly="CMS.Controls" %>

<div class="productMainImageContainer">
  <div class="productPublicStatus">
    <span class="#{$ GetSKUIndicatorProperty("PublicStatusName")} #>
    #{$ GetSKUIndicatorProperty("PublicStatusDisplayName")} #>
  </div>
</div>
<div class="productMainImage">
```

6.4 Configuring your store

6.4.1 Overview

This chapter describes what you need to do when configuring your on-line store. Specifically, you will learn:

- What we [recommend](#) before you launch your on-line store.
- What configuration is [required](#) before launching your on-line store.
- What configuration is [optional](#) before launching your on-line store.

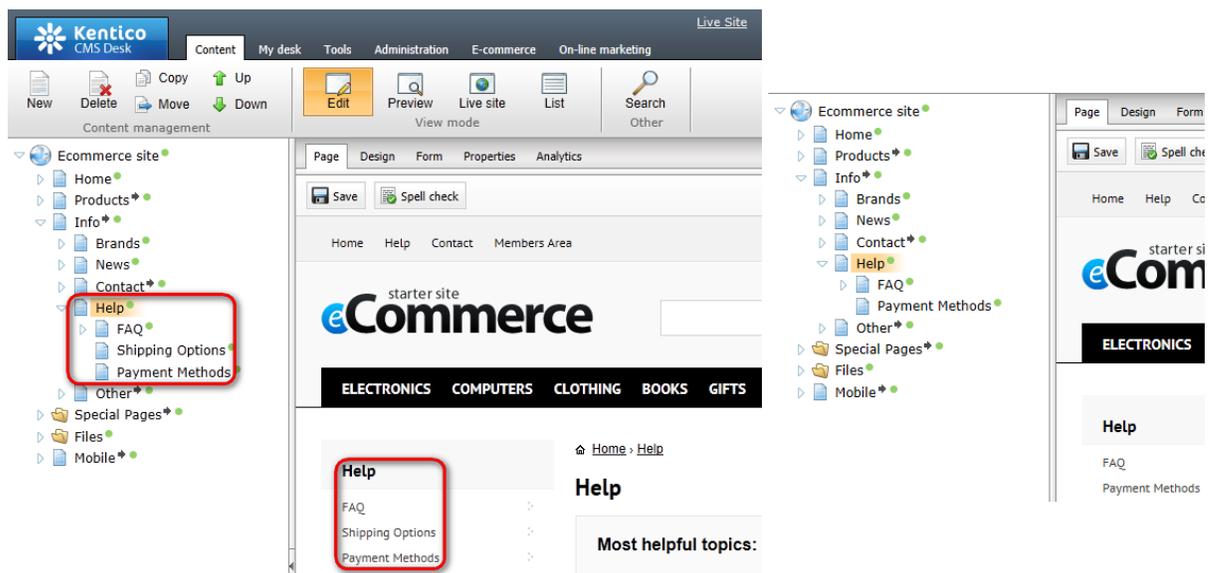
6.4.2 Removing sample data

The E-commerce starter site has various sample data (e.g. sample [products](#), [product options](#), [shipping options](#), [payment methods](#), etc.) set up by default.

That's why we recommend that you [delete](#) this data and replace it with your custom data before launching your on-line store. Alternatively, you can only overwrite Kentico CMS sample data with values corresponding to your on-line store profile.

If you decide to **not use some kind of data** (e.g. shipping options if you plan to offer [e-products](#) only), you need to **consider**:

- Removing the corresponding [web parts](#) from page templates so that the pages display relevant content.
- Removing the corresponding [documents](#) from the content tree so that menus display relevant items.



6.4.3 Required configuration

6.4.3.1 Overview

You need to configure the following E-commerce solution features before launching your on-line store:

- [Main currency](#)
- [Countries](#)
- [Default country](#)
- [E-mails](#)
- [Anonymous/registered users](#)
- [Checkout process](#)
- [Invoice](#)
- [Other settings](#)

6.4.3.2 Main currency

You can set a currency as your on-line store main currency in **CMS Desk -> E-commerce -> Configuration -> Store settings** on the **General** tab.

The main currency is your store default currency, in which you enter the values of all prices, [taxes](#) and other charges and which is used as base for calculation of [exchange rates](#).



Please note

You need to have at least one currency defined on your website to be able to set the store main currency.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu has tabs for 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' tab is active, showing sub-tabs for 'Manufacturers', 'Suppliers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Configuration' sub-tab is selected, leading to the 'Store settings' page. The 'Store settings' page has a left sidebar with 'Store settings' selected. The main content area shows the 'General' tab for 'Store settings', with a 'Save' button and a 'Currencies' section. The 'Currencies' section displays 'Main currency' as 'U.S. Dollar' with a 'Change' button.

For further details on how to perform these tasks, please refer to [Managing your store -> Currencies](#).

6.4.3.3 Countries

We recommend that you set up what countries (and states) are to be defined in the CMS system before you launch your on-line store. This configuration determines from which locations your on-line store will

accept your [customers'](#) orders. Besides, you can specify different [tax classes](#) with different rates for each country (or state) and then apply the taxes to particular [products](#) and [shipping options](#).

You can perform the task in **Site Manager -> Development -> Countries** by **Deleting** (✘) from the list of countries (or states) the items you are not going to use.

The screenshot shows the Kentico Site Manager interface. The top navigation bar includes 'Sites', 'Administration', 'Settings', 'Development', 'Tools', 'Dashboard', 'Licenses', and 'Support'. The left sidebar is expanded to 'Development', with 'Countries' selected. The main content area is titled 'Countries' and features a 'New country' button and a form with the following fields:

- Country name: LIKE
- 2-letter code: LIKE
- 3-letter code: LIKE

Below the form are 'Show' and 'Reset' buttons. A table lists existing countries with columns for 'Actions', 'Country name', '2-letter code', and '3-letter code'. Each row includes a delete icon (✘).

Actions	Country name	2-letter code	3-letter code
✘	Afghanistan	AF	AFG
✘	Albania	AL	ALB
✘	Algeria	DZ	DZA
✘	American Samoa	AS	ASM
✘	Andorra	AD	AND
✘	Angola	AO	AGO

6.4.3.4 Default country

You can set the default country in **CMS Desk -> E-commerce -> Configuration -> Store settings** on the **General** tab.

Your default country is a country used as base for application of [taxes](#) unless the [customer](#) specifies their country (or state) during the [checkout process](#).

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The left sidebar is expanded to 'Store settings', with 'Taxes' selected. The main content area is titled 'Store settings' and features a 'Save' button and a 'Taxes' section. The 'Default country' dropdown menu is highlighted with a red box and is set to 'USA'. The 'Apply taxes based on' section has 'Billing address' selected.

Taxes

Default country: USA Inherit from glc

Apply taxes based on: Billing address Shipping address Inherit from glc

6.4.3.5 E-mails

If you wish to inform your [customers](#) (and other users) about [orders](#) made in your on-line store by sending notification e-mails, navigate to **CMS Desk -> E-commerce -> Configuration -> Store settings** and adjust the settings on the **E-mails** tab as required.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' tab is active. Below the navigation bar, there are several icons for different sections: My dashboard, Orders, Customers, Products, Product options, Suppliers, Manufacturers, Discount coupons, Discount levels, Reports, and Configuration. The 'Configuration' icon is highlighted. The main content area is titled 'Store settings' and has tabs for 'General', 'E-mails', 'Checkout process', 'On-line marketing', and 'Global objects'. The 'E-mails' tab is selected. A 'Save' button is visible. The 'E-mails' section contains the following settings:

Setting	Value	Inherit from glc
Send e-commerce e-mails from	admin@example.com	<input type="checkbox"/>
Send e-commerce e-mails to	customer@example.com	<input type="checkbox"/>
Send order notification	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Send payment notification	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Send e-products reminder (days)	10	<input type="checkbox"/>
Use customer's culture for e-mails	<input type="checkbox"/>	<input type="checkbox"/>

For further details on how to perform this task, please refer to the [Site settings](#) topic in the Configuring your store -> Settings section.

6.4.3.6 Anonymous/registered users

Kentico CMS allows you to determine whether the [customers](#) can purchase in your on-line store anonymously or whether they have to register before being allowed to make a purchase.

This is defined by the **Allow anonymous customers** setting in **CMS Desk -> E-commerce -> Configuration -> Store settings** on the **General** tab.

The screenshot shows the 'Store settings' configuration page in Kentico CMS Desk. The 'General' tab is active. Under 'Live site pricing', the following options are visible:

- Display price including discounts: Inherit from glo
- Display price including taxes: Inherit from glo

Under 'Accounts', the following options are visible:

- Allow anonymous customers: Inherit from glo
- Use an extra company address: Inherit from glo

6.4.3.7 Checkout process

We recommend that you keep the default checkout process in your CMS system. However, you can personalize this process in **CMS Desk -> E-commerce -> Configuration -> Store settings** on the **General** tab by adding or removing process steps.

Besides, you can define your [custom steps](#) to enhance the purchase process to best fit your needs.

Actions	#	Caption	Live site	CMSDesk customer	CMSDesk order	CMSDesk order items
	1	Select customer	No	No	Yes	No
	2	Add some products to your shopping cart	Yes	Yes	Yes	Yes
	3	Registration check	Yes	No	No	No
	4	Select billing and shipping address	Yes	Yes	Yes	No
	5	Select payment and shipping methods	Yes	Yes	Yes	No
	6	Order preview	Yes	Yes	Yes	No
	7	Payment	Yes	Yes	Yes	Yes

For further details on how to perform these tasks, please refer to [Configuring your store -> Checkout process](#).

6.4.3.8 Invoice

You can configure the invoice, i.e. a commercial document that you issue to the [customer](#) while making a purchase in your on-line store, in **CMS Desk -> E-commerce -> Configuration -> Invoice**.

The screenshot displays the Kentico CMS Desk interface for configuring an invoice template. The top navigation bar includes 'Live Site', 'Site Manager', and 'Ecommerce site'. The main menu has tabs for 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' tab is active, showing sub-menus for 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Invoice template' page has a 'Save' button and a 'Generate from global invoice' button. Below these is a rich text editor with a toolbar. The main content area shows a preview of an invoice template with fields for 'Invoice number', 'Order date', 'Supplier', and 'Customer', each with associated code snippets.

For further details on how to perform this task, please refer to [Configuring your store -> Invoices](#).

6.4.3.9 Other settings

You can configure other on-line store settings in **Site Manager -> Settings -> E-commerce**.

The screenshot displays the Kentico Site Manager interface for configuring settings. The top navigation bar includes 'Sites', 'Administration', and 'Settings'. The 'Settings' page has a 'Save' button and a 'Product' section. The left sidebar shows a tree view of settings categories: 'Content', 'URLs and SEO', 'Security & Membership', 'System', 'On-line marketing', 'E-commerce', 'Global objects', 'Payment gateways', 'Authorize.NET', 'PayPal', and 'Community'. The 'E-commerce' category is expanded, showing sub-categories like 'Global objects', 'Payment gateways', 'Authorize.NET', and 'PayPal'.

For further details, please refer to the [Site settings](#) topic in the Configuring your store -> Settings section.

6.4.4 Optional configuration

6.4.4.1 Overview

You may wish to configure the following E-commerce solution features before launching your on-line store:

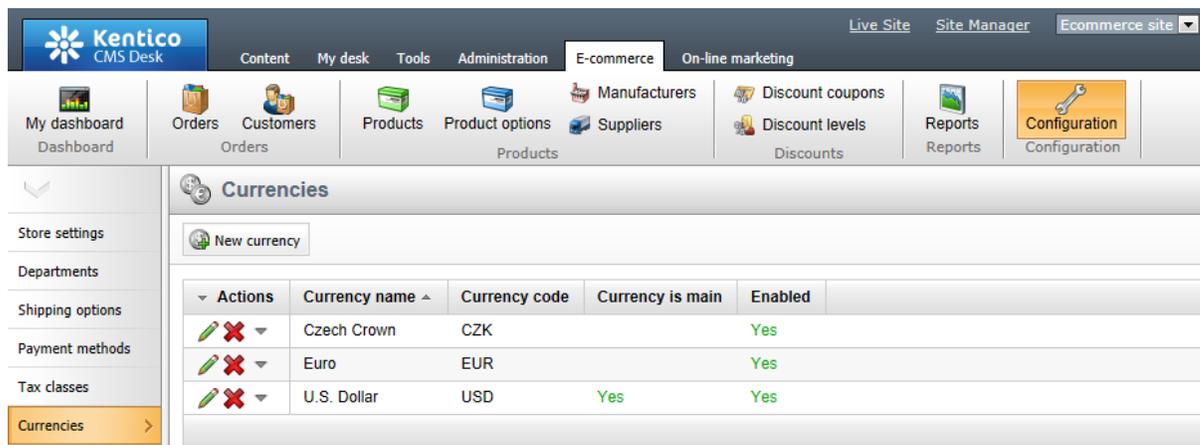
- [Multiple currencies and exchange rates](#)
- [Tax classes](#)
- [Shipping options](#)
- [Payment methods](#)
- [Departments](#)
- [Product categories](#)
- [Product options](#)
- [Product statuses](#)
- [Manufacturers](#)
- [Suppliers](#)
- [Discounts](#)

6.4.4.2 Multiple currencies and exchange rates

Multiple currencies

Although you can define precisely one [main currency](#) for each on-line store, Kentico CMS allows you to use multiple currencies while running your store. As a result, a [customer](#) can make [orders](#) in a currency that best fits their needs.

You can configure multiple currencies in **CMS Desk -> E-commerce -> Configuration -> Currencies** as described in detail in the [Currencies](#) topic in the Managing your store -> Currencies chapter.



Actions	Currency name	Currency code	Currency is main	Enabled
 	Czech Crown	CZK		Yes
 	Euro	EUR		Yes
 	U.S. Dollar	USD	Yes	Yes

Exchange rates

If multiple currencies are defined in your on-line store, exchange rates need to be defined in your CMS system, too for the customers to be able to view relevant prices.

You can configure exchange rates in **CMS Desk -> E-commerce -> Configuration -> Exchange rates** as described in detail in the [Exchange rates](#) topic in the Managing your store -> Currencies chapter.

The screenshot shows the 'Exchange table properties' configuration page in the Kentico CMS Desk. The navigation menu on the left includes 'Store settings', 'Departments', 'Shipping options', 'Payment methods', 'Tax classes', 'Currencies', 'Exchange rates' (selected), 'Order status', 'Public status', 'Internal status', and 'Invoice'. The main content area shows the following configuration options:

- Display name: Exchange table
- Valid from: 8/31/2012 0:0:1 AM (Now)
- Valid to: 8/31/2012 11:59:59 PM (Now)
- Exchange rates: From main currency (USD) to other currencies

To currency	Rate value
CZK	0.055
EUR	1.345

6.4.4.3 Tax classes

You can configure tax classes in **CMS Desk -> E-commerce -> Configuration -> Tax classes**. Tax classes allow you to configure taxes that the [customers](#) pay when making purchases in your on-line store.

The screenshot shows the 'Tax classes' configuration page in the Kentico CMS Desk. The navigation menu on the left includes 'Store settings', 'Departments', 'Shipping options', 'Payment methods', and 'Tax classes' (selected). The main content area shows the following configuration options:

- New tax class button
- Table listing existing tax classes:

Actions	Name
	Sales tax

For further details on how to perform this task, please refer to [Managing your store -> Tax classes](#).

6.4.4.4 Shipping options

You can configure shipping options, i.e. services used to deliver [products](#) to your [customers](#), in **CMS Desk -> E-commerce -> Configuration -> Shipping options**. For further details on how to perform this task, please refer to [Managing your store -> Orders -> Shipping options](#).

Shipping options

Actions	Name	Shipping charge	Enabled
	Direct store delivery	\$0.00	Yes
	Shipping	\$15.00	Yes

If you add a shipping option, it is displayed in the list of shipping options on the **Shipping Options** page (linked by the **Help** page).

Help

- FAQ
- [Shipping Options](#)
- Payment Methods

[Home](#) > [Help](#) > [Shipping Options](#)

Shipping Options

Standard delivery orders received before 8 a.m. EST will ship out that day, depending on the availability of the items. Orders received after 8 a.m. will begin to be processed the following business day, and are shipped thereafter according to the chosen shipping method.

Poll

How did you find this site?

- Print advertising 22%
- Link from another web site 20%
- Referred by a friend 31%
- Search engine 25%

VOTE



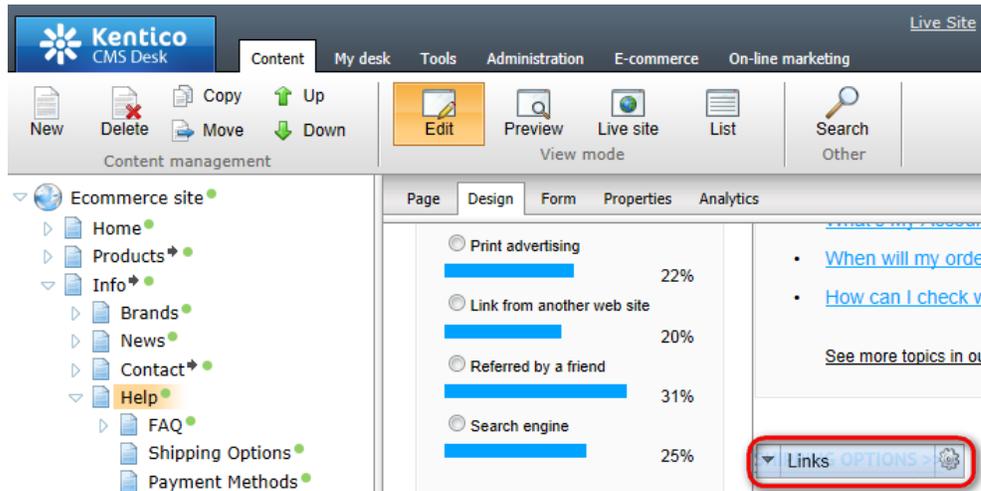
Shipping options

Direct store delivery
You can collect your purchased products directly from one of our stores completely free of charge. Please see our [stores list](#).

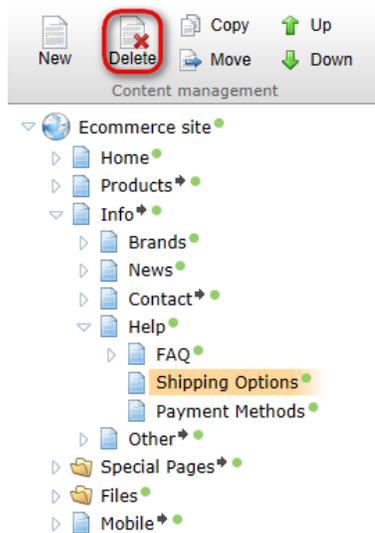
Shipping
We offer a range of shipping options, such as DHL, FedEx, TNT and others. Charges may vary depending on the option you choose and may be calculated by weight. Particular tax classes may apply as well.

Removing shipping options

If you remove all shipping options from the system, you thus need to update the **Help** page by [editing](#) the **Links** web part...



...and [remove](#) the **Shipping Options** page from the content tree.



6.4.4.5 Payment methods

You can configure payment methods, i.e. instruments your [customers](#) use to pay for the purchased [products](#), in CMS Desk -> **E-commerce** -> **Configuration** -> **Payment methods**. For further details on how to perform this task, please refer to [Managing your store -> Orders -> Managing payment methods](#).

Actions	Name	Allowed if no shipping supplied	Enabled
	Credit	No	Yes
	Credit Card - Authorize.NET	No	Yes
	Payment on Delivery	No	Yes
	PayPal	No	Yes

If you add a payment method, it is displayed in the list of payment methods on the **Payment Methods** page (linked by the **Help** page).

Payment Methods

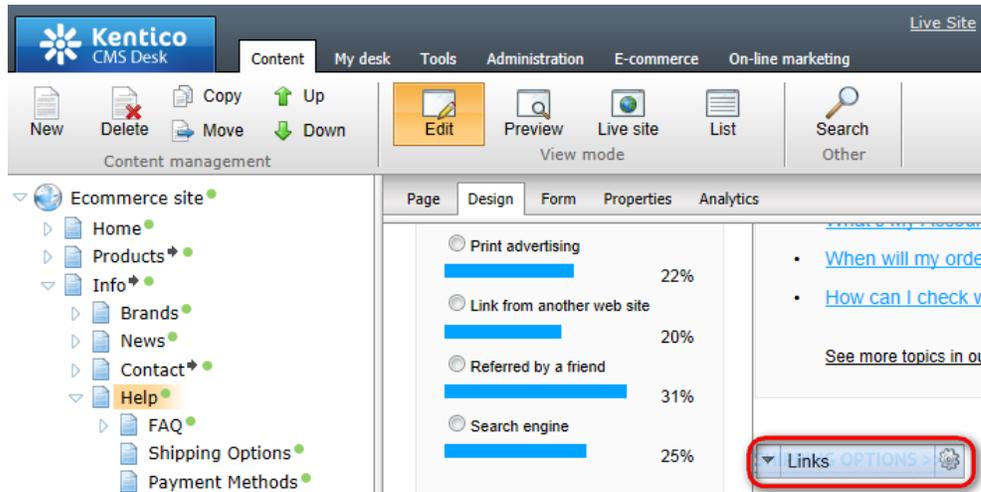
Our e-shop offers a range of payment options which are listed below.

Payment methods

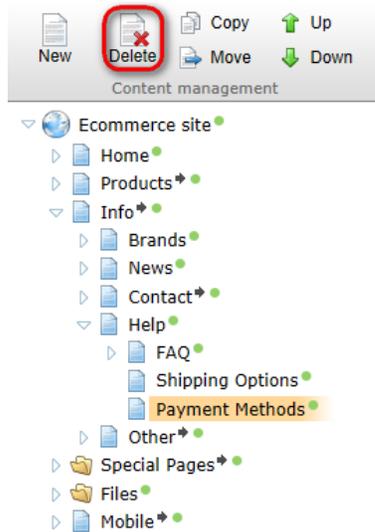
- Credit Card - Authorize.NET**
You can pay for your orders with credit card. For your protection, we use Authorize.NET to ensure your payment details are kept safe. You will be requested to enter your credit card information in the last step of the checkout process to complete payment.
- PayPal**
You can pay using your PayPal account if you have one. No additional information is required in the last step of the checkout process. After you click "Finish payment" you will be redirected to the PayPal payment gateway to complete payment.
- Credit**
You may add credit to your E-commerce account and then purchase products using this credit.
- Payment on Delivery**
You can pay for your goods directly to the carrier upon their delivery to your preferred address.

Removing payment methods

If you remove all payment methods from the system, you thus need to update the **Help** page by [editing](#) the **Links** web part...



...and [remove](#) the **Payment Methods** page from the content tree.



6.4.4.6 Departments

You can configure departments in **CMS Desk -> E-commerce -> Configuration -> Departments**.

The Departments feature is used for organizing your product management efforts as it enables you to specify users responsible for the management of [products](#) in a particular department of your on-line store.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' menu is active, showing options like 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Departments' section is expanded, showing a table of departments: Books, Clothing, Computers, Electronics, and Gifts. Each department has edit and delete icons.

For further details on how to perform this task, please refer to [Managing your store -> Departments](#).

6.4.4.7 Product categories

You can categorize the [products](#) you offer in your on-line store by putting them under categories, which allow for sorting on the basis of topic-related groups. You can do this while editing a given product in **CMS Desk -> E-commerce -> Products** on the [Categories tab](#).

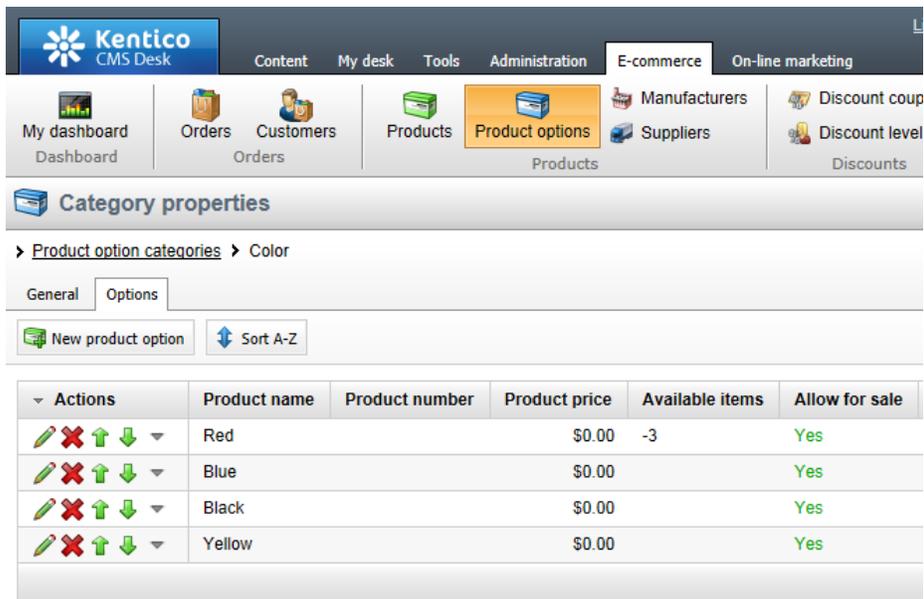
The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'E-commerce' menu is active, showing options like 'My dashboard', 'Orders', 'Customers', 'Products', 'Product options', 'Suppliers', 'Manufacturers', 'Discount coupons', 'Discount levels', 'Reports', and 'Configuration'. The 'Product properties' section is expanded, showing a tree view of products: Products > Electronics > Televisions > LCD > Sony KDL55BX520. The 'Categories' tab is selected, showing a table of categories assigned to the product: Electronics > TVs > 55"

Please note that you can assign categories also in **CMS Desk -> Content** after selecting the respective product from the content tree.

6.4.4.8 Product options

You can configure product options in **CMS Desk -> E-commerce -> Product options**.

Product options offer your [customers](#) greater variability while purchasing in your on-line store by allowing them, for example, to choose color of a given [product](#) or add an inscription on it, etc.



Actions	Product name	Product number	Product price	Available items	Allow for sale
	Red		\$0.00	-3	Yes
	Blue		\$0.00		Yes
	Black		\$0.00		Yes
	Yellow		\$0.00		Yes

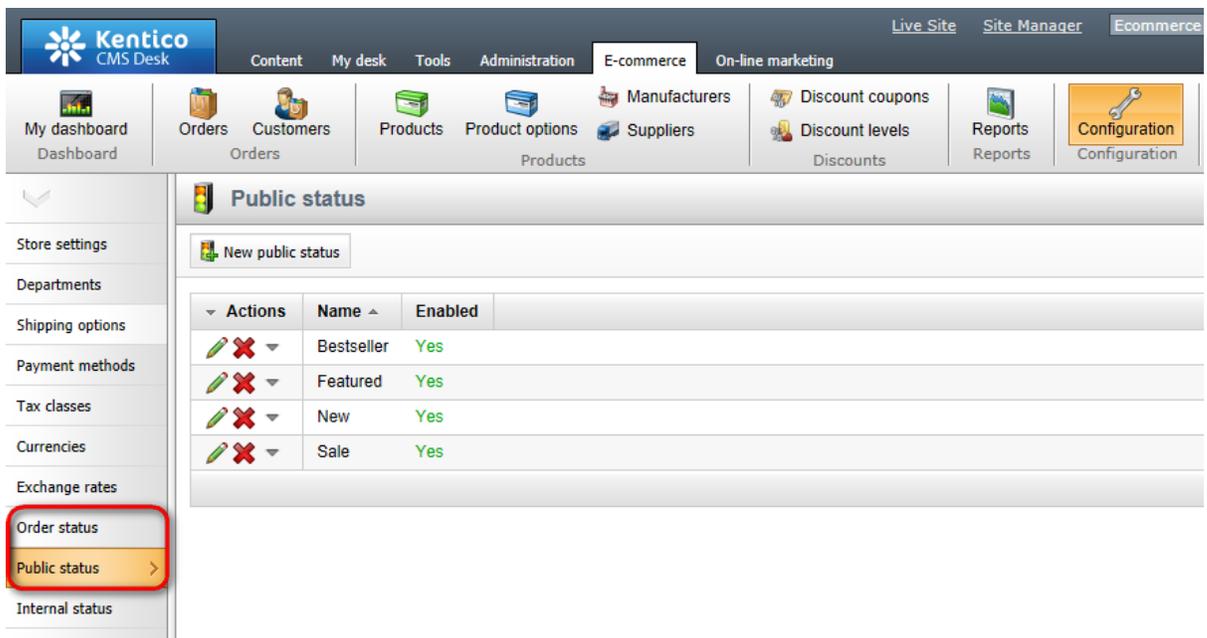
For further details on how to perform this task, please refer to [Managing your store -> Product options](#).

6.4.4.9 Product statuses

With Kentico CMS, you can assign the [products](#) that you offer to the [customers](#) of your on-line store two types of status. These include:

- **Public statuses**
- **Internal statuses**

You can configure product statuses in **CMS Desk -> E-commerce -> Configuration**.



Actions	Name	Enabled
	Bestseller	Yes
	Featured	Yes
	New	Yes
	Sale	Yes

To learn how to set up public status for a particular [product](#), please refer to the [Products -> Setting up public statuses](#) topic.

For further details on how to configure product statuses, please refer to the [Product statuses](#) chapter in the Managing your store -> Products section.

6.4.4.10 Manufacturers

You can configure manufacturers of the [products](#) that you offer to your on-line store [customers](#) in **CMS Desk -> E-commerce -> Manufacturers**.

Please note that Kentico CMS allows you to display manufacturers as [brands](#) on your live website.



The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line'. Under 'E-commerce', there are icons for 'Manufacturers', 'Suppliers', 'Products', 'Product options', 'Customers', and 'Orders'. The 'Manufacturers' section is active, showing a 'New manufacturer' button and a table of configured manufacturers.

Actions	Name ^	Enabled
▾	Adidas	Yes
▾	Apple	Yes
▾	Asus	Yes
▾	BlackBerry	Yes
▾	Casio	Yes
▾	Chanel	Yes
▾	Dolce&Gabbana	Yes
▾	HP	Yes

For further details on how to configure manufacturers, please refer to the [Manufacturers](#) topic in the Managing your store -> Products section.

6.4.4.11 Suppliers

You can configure suppliers of the [products](#) that you offer to your on-line store [customers](#) in **CMS Desk -> E-commerce -> Suppliers**.

Actions	Supplier name ^	Enabled
	Electronics, Plc.	Yes
	Hardware, Inc.	Yes
	Software, Ltd.	Yes

For further details on how to perform this task, please refer to the [Suppliers](#) topic in the Managing your store -> Products section.

6.4.4.12 Discounts

With Kentico CMS, you can offer your on-line store [customers](#) various discounts. These include:

- **Discount coupons**
- **Discount levels**
- **Volume discounts**

Actions	Name ^	Enabled	Value	Valid from	Valid to
	Gold Partners	Yes	20%		
	Silver Partners	Yes	10%		

For further details, please refer to the [Discounts](#) chapter in the Managing your store section.

6.5 Adding your product types

6.5.1 Adding your product types

Product types in Kentico CMS are fully customizable [document types](#), allowing you to create [products](#) and thus present product articles and services to your on-line store [customers](#).

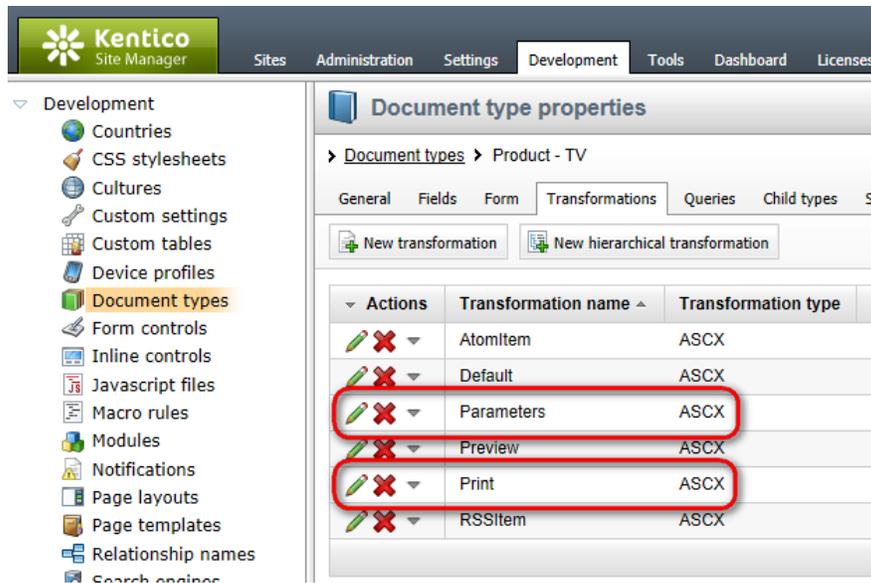
Creating a new product type

If you added a new product type to your CMS system, i.e. if you defined a new document type and configured it as a product type as described in detail in the [Product types -> Product type configuration](#) topic in the Managing your store -> Products section, you now need to create transformations to determine how products based on this product type are to be displayed on the live website.

Setting up transformations

As products use some [transformations](#) by default, e.g. the **Product Detail web part** uses the **ProductDetail** transformation, you only need to add transformations for displaying product [parameters](#) and [printing](#) product details.

You can do this in **Site Manager -> Development -> Document types** while **Editing** (✎) your new product type on the **Transformations** tab. Please note that you can create more custom transformations if required.

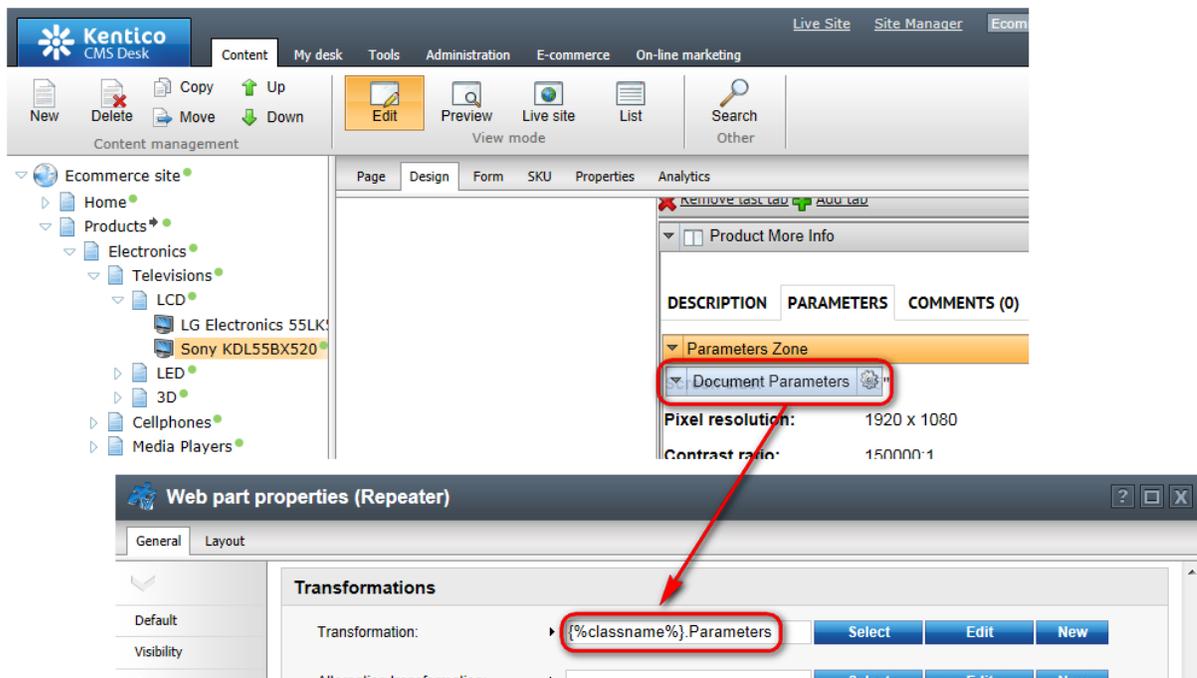


The screenshot shows the Kentico Site Manager interface. The 'Development' tab is active, and the 'Document type properties' for 'Product - TV' is displayed. The 'Transformations' tab is selected, showing a table of transformations. The 'Parameters' and 'Print' rows are highlighted with red circles.

Actions	Transformation name	Transformation type
✎ ✖	AtomItem	ASCX
✎ ✖	Default	ASCX
✎ ✖	Parameters	ASCX
✎ ✖	Preview	ASCX
✎ ✖	Print	ASCX
✎ ✖	RSSItem	ASCX

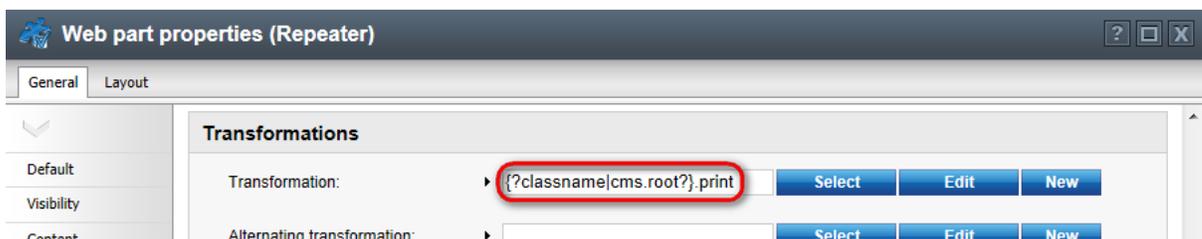
Parameters

To be able to display product parameters (if any) on the **Parameters** tab of the product details page, the **Document Parameters** web part must have the respective *Parameters* transformation set up.



Print

To be able to print product details (if any), the **Print** web part must have the respective *Print* transformation set up.



6.6 Further personalizing your store

6.6.1 Overview

Basic content adjustments of your on-line store website and the accompanying modifications of page templates are described in detail in the [Personalizing your store](#) chapter. Here you will see further examples of personalization of your on-line store as you will be working with more advanced templates' modifications. Specifically, you will learn how to further personalize your website's:

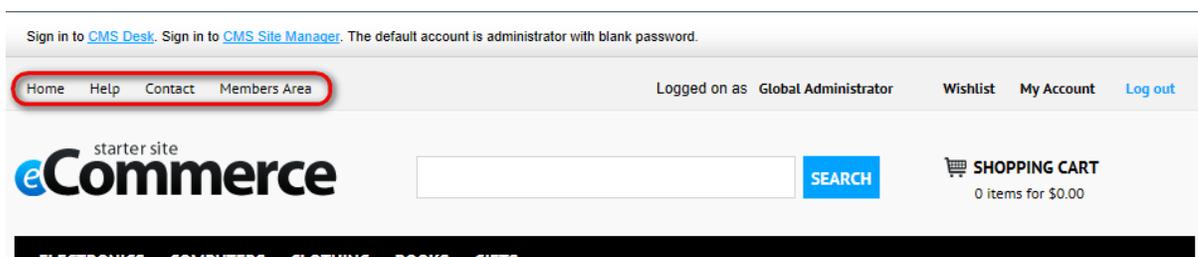
- **Master page**
 - [Adding the Brands link to the menu bar](#)
 - [Modifying the Shopping cart preview text](#)
- **Home page**
 - [Adding the Sale tab](#)
 - [Changing the number of displayed Brands](#)

- Product listing pages
 - [Changing transformation](#)
 - [Modifying page size and sorting](#)
- Product details pages
 - [Changing transformation text](#)

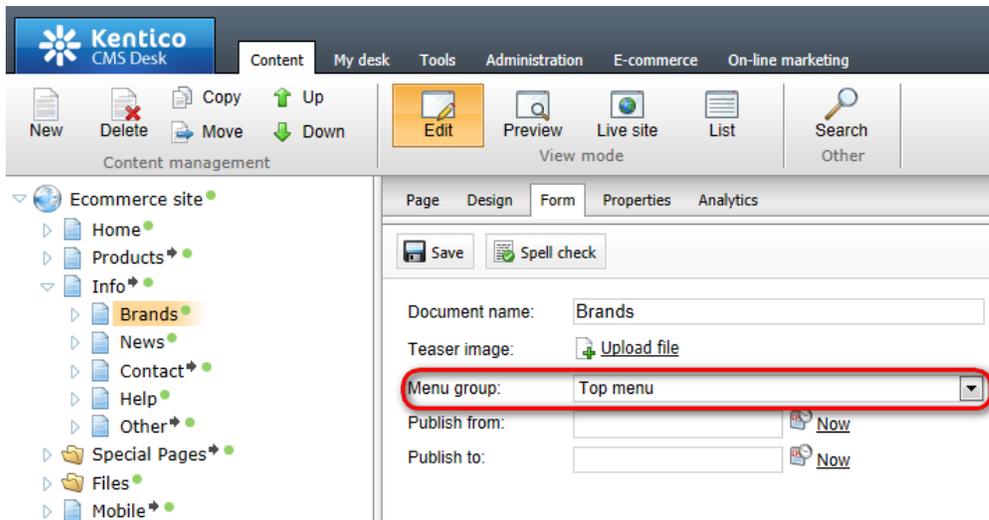
6.6.2 Master page

6.6.2.1 Adding the Brands link to the menu bar

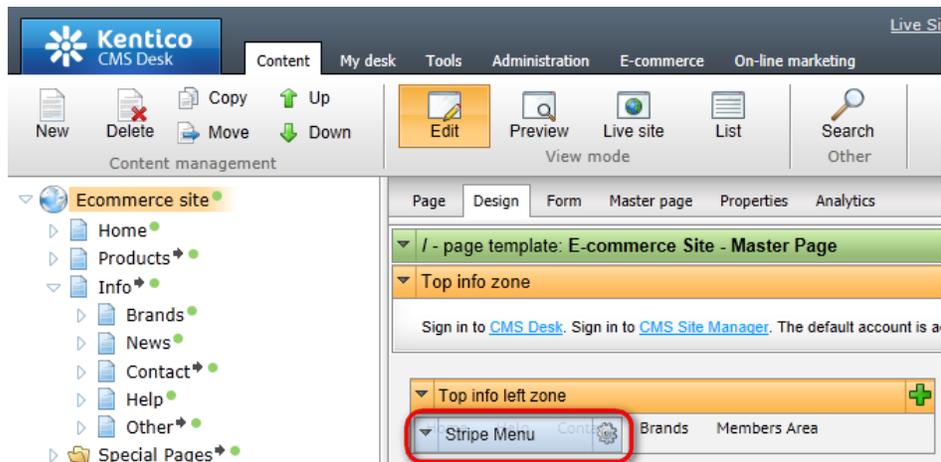
If you need to add a link to the [Brands](#) page into the header menu...



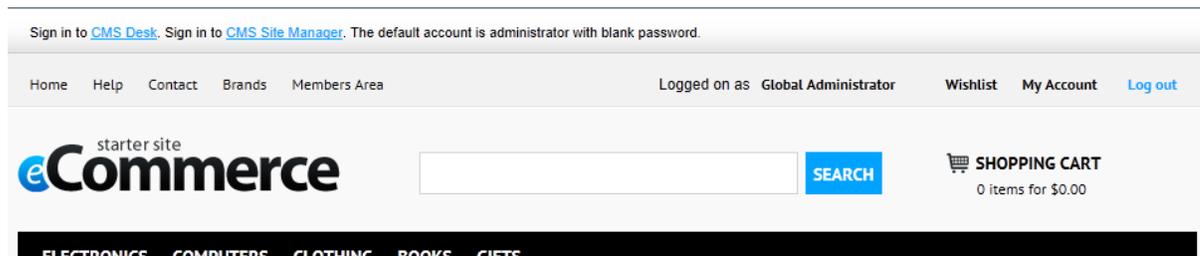
...navigate to **CMS Desk -> Content**, choose the **Brands** page from the content tree and switch to **Edit -> Form**. Make sure the *Top menu* is selected from the **Menu group** drop-down list and click **Save**.



You may also wish to change the order of items displayed in the menu. To do so, choose the [master page \(Ecommerce site\)](#) from the content tree, switch to **Edit -> Design** and [modify](#) the respective properties of the **Stripe Menu web part** as required.

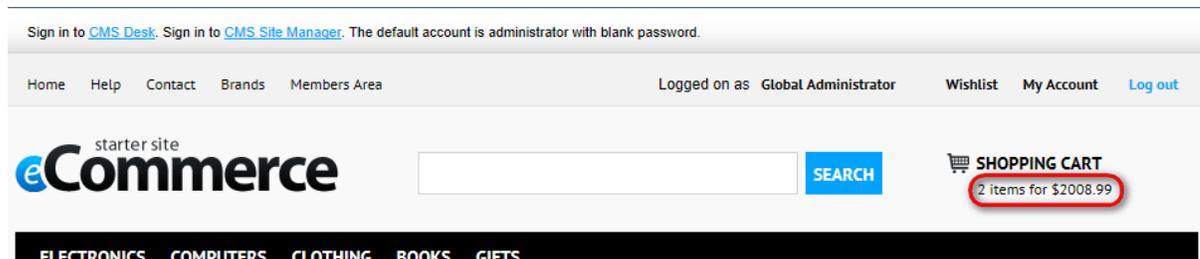


If you now view the given page on the live website, you can see that the menu contains the **Brands** link leading to the **Brands** page.

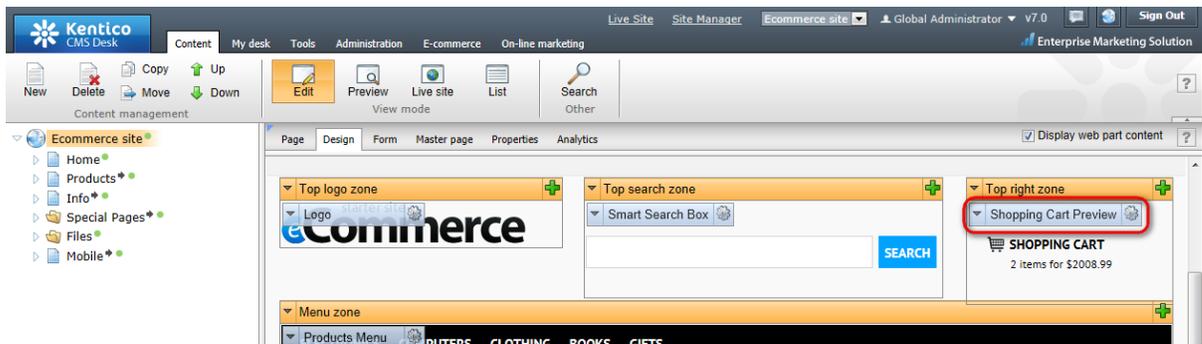


6.6.2.2 Modifying the Shopping cart preview text

If you need to modify text in the shopping cart preview...

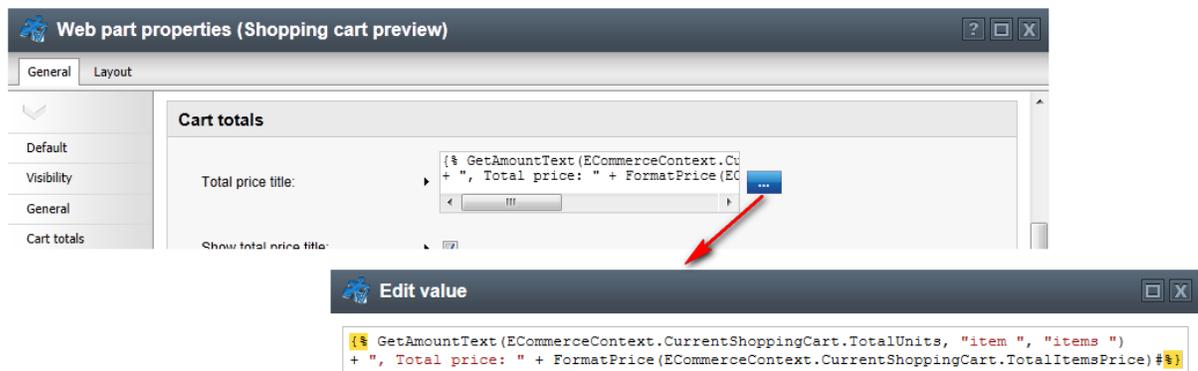


...navigate to **CMS Desk** -> **Content** and choose the [master page](#) (**Ecommerce site**) from the content tree. Switch to **Edit** -> **Design** and [edit](#) the **Shopping Cart Preview** [web part](#).

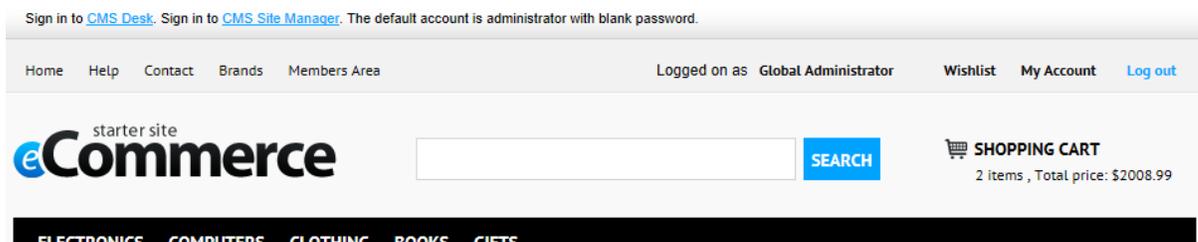


Specifically, you need to modify the **Total price title** property of this web part. Change the property values using the **Edit value** dialog as required and confirm the changes.

```
{% GetAmountText (ECommerceContext.CurrentShoppingCart.TotalUnits, "item ", "items ") + ", Total price: " + FormatPrice (ECommerceContext.CurrentShoppingCart.TotalItemsPrice) #%}
```



If you now view the given page on the live website, you can see that the text in the shopping cart preview has changed and corresponds to the current values of the **Total price title** property.



6.6.3 Home page

6.6.3.1 Adding the Sale tab

If you need to add the **Sale** tab into your website's **Home** page...

Sign in to [CMS Desk](#). Sign in to [CMS Site Manager](#). The default account is administrator with blank password.

Home Contact Help Members Area Logged on as Global Administrator [Wishlist](#) [My Account](#) [Log out](#)

starter site
eCommerce [SEARCH](#)  **SHOPPING CART**
0 items for \$0.00

ELECTRONICS COMPUTERS CLOTHING BOOKS GIFTS

NEW



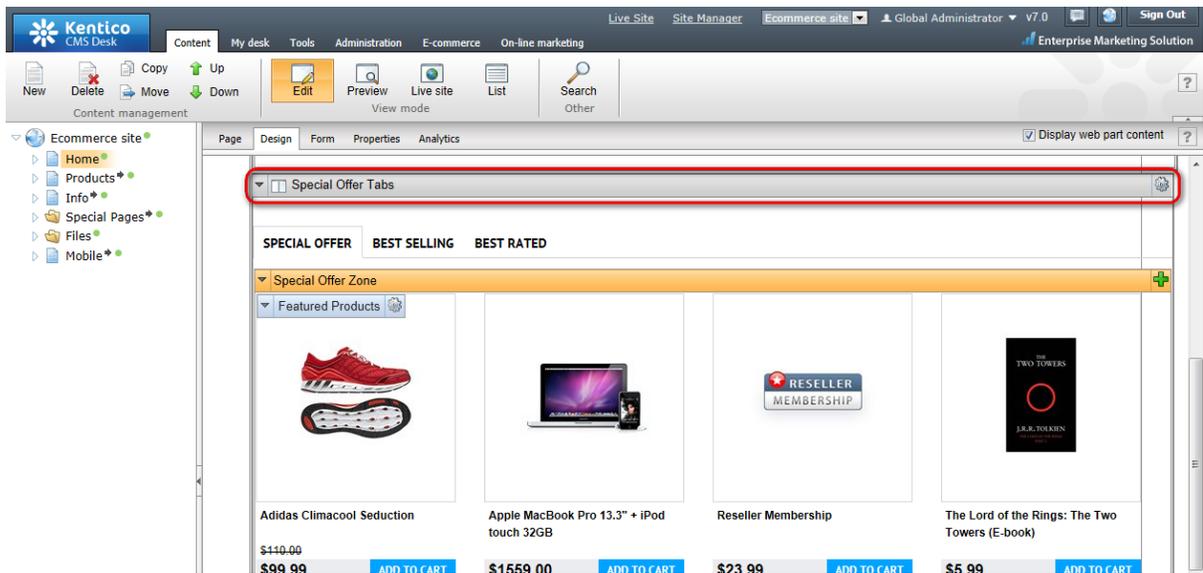
GO MOBILE FIRST
HTC EVO 3D X515M
only **349⁹⁹**

- < [LET THE MUSIC PLAY](#)
- < [POWER OF 12 CORES](#)
- < [THE REAL 3D EXPERIENCE](#)
- < [PUT OUR T-SHIRTS ON](#)
- < [GO MOBILE FIRST](#)

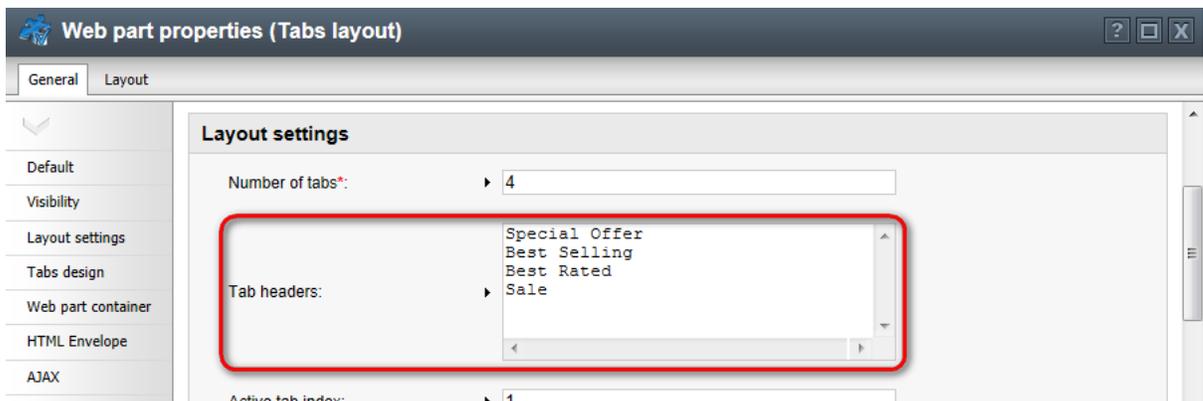
SPECIAL OFFER **BEST SELLING** **BEST RATED**

			
<p>Adidas Climacool Seduction</p> <p>\$110.00 \$99.00 ADD TO CART</p>	<p>Apple MacBook Pro 13.3" + iPod touch 32GB</p> <p>\$1550.00 \$1550.00 ADD TO CART</p>	<p>Reseller Membership</p> <p>\$23.00 \$23.00 ADD TO CART</p>	<p>The Lord of the Rings: The Two Towers (E-book)</p> <p>\$5.00 \$5.00 ADD TO CART</p>

...navigate to **CMS Desk** -> **Content** and choose the **Home** page from the content tree. Switch to **Edit** -> **Design** and [edit](#) the **Special Offer Tabs** [web part](#).



Specifically, you need to modify the **Tab headers** property of this web part by entering the name of the new tab.



To allow the [customers](#) of your on-line store to view the **Sale** tab on the live site, you also have to [modify](#) the **Number of tabs** property of the **Special Offer Tabs** web part accordingly.

As the web part provides basically a tab layout, each tab defines just a separate [web part zone](#). This means that you now need to add the required content by clicking on your new tab and adding appropriate web part(s) into the respective zone.

The screenshot shows the Kentico CMS design tool interface. At the top, there are tabs for 'Page', 'Design', 'Form', 'Properties', and 'Analytics'. A checkbox labeled 'Display web part content' is checked. Below this is a 'Special Offer Tabs' widget. The widget has four tabs: 'SPECIAL OFFER', 'BEST SELLING', 'BEST RATED', and 'SALE'. The 'SALE' tab is currently selected. Below the tabs is a 'Sale Zone' section, which is expanded to show a 'Sale' sub-section. This sub-section contains four product cards, each with an image, a title, a price, and an 'ADD TO CART' button. The products are: Adidas Climacool Seduction (red sneakers), Apple MacBook Pro 13.3\" + iPod touch 32GB, Apple iPod shuffle 2GB, and Apple Mac Pro 12-Core. The prices are \$99.99, \$1559.00, \$49.00, and \$6999.99 respectively. The original prices are shown as \$110.00, \$7449.99, and \$7449.99.

Product	Price	Action
Adidas Climacool Seduction	\$99.99	ADD TO CART
Apple MacBook Pro 13.3" + iPod touch 32GB	\$1559.00	ADD TO CART
Apple iPod shuffle 2GB	\$49.00	ADD TO CART
Apple Mac Pro 12-Core	\$6999.99	ADD TO CART

If you now view the **Home** page on the live website, you can see the **Sale** tab displays [products](#) on sale.

Sign in to [CMS Desk](#). Sign in to [CMS Site Manager](#). The default account is administrator with blank password.

Home Contact Help Members Area Logged on as Global Administrator Wishlist My Account Log out

starter site
eCommerce

SEARCH

SHOPPING CART
0 items for \$0.00

ELECTRONICS COMPUTERS CLOTHING BOOKS GIFTS

NEW



GO MOBILE FIRST
HTC EVO 3D X515M
only **349⁹⁹**

- < LET THE MUSIC PLAY
- < POWER OF 12 CORES
- < THE REAL 3D EXPERIENCE
- < PUT OUR T-SHIRTS ON
- < **GO MOBILE FIRST**

SPECIAL OFFER BEST SELLING BEST RATED **SALE**

			
<p>Adidas Climacool Seduction</p> <p>\$110.00 €00.00 ADD TO CART</p>	<p>Apple MacBook Pro 13.3" + iPod touch 32GB</p> <p>\$1550.00 €1550.00 ADD TO CART</p>	<p>Apple iPod shuffle 2GB</p> <p>\$49.00 €49.00 ADD TO CART</p>	<p>Apple Mac Pro 12-Core</p> <p>\$7449.99 €6000.00 ADD TO CART</p>

6.6.3.2 Changing the number of displayed Brands

If you need to change the number of [brands](#) displayed on the **Home** page...

Choose your favorite brand



[ALL BRANDS >>](#)

Donate with U

[SPONSOR LOCAL C](#)

Find us on Fac

Kentico 

980 people like K

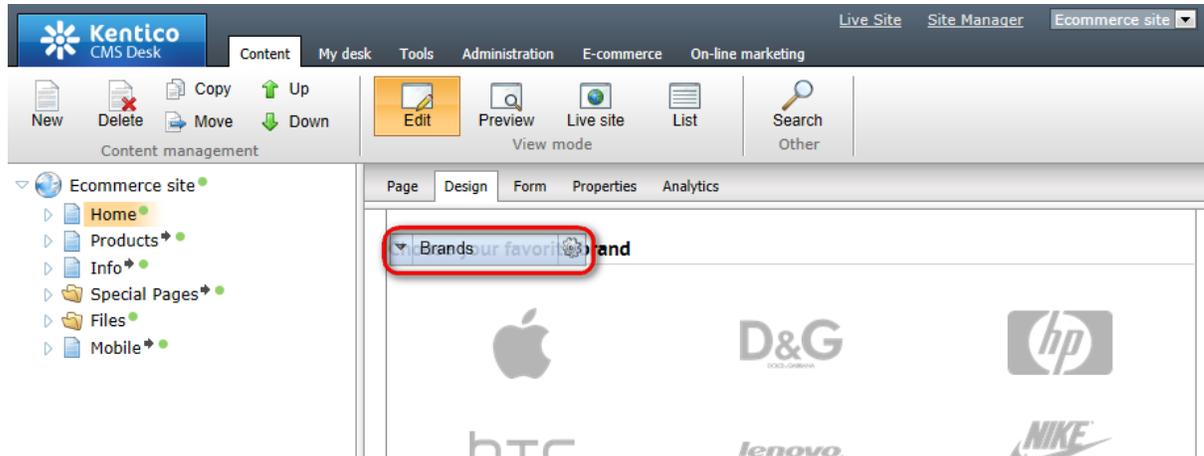


Alecia



Ivai

...navigate to **CMS Desk** -> **Content** and choose the **Home** page from the content tree. Switch to **Edit** -> **Design** and modify the **Select top N** property of the **Brands web part**, which displays the list of brands.



Alternatively, you may wish to change the layout of the displayed brand items by modifying properties in the **Layout** section of the web part.

If you now view the **Home** page on the live website, you can see that the number of displayed brands has changed and that it corresponds to the current value of the **Select top N** property of the **Brands** web part.

Choose your favorite brand



Donate with Us:

[SPONSOR LOCAL CI](#)

Find us on Facebook



6.6.4 Product listing pages

6.6.4.1 Changing transformation

By default, Kentico CMS uses the **EcommerceSite.Transformations.ProductPreviewForThreeColumnsLayout** [transformation](#) to list products on product listing pages.

ELECTRONICS

- Televisions >
- Cellphones >
- Media Players >

Help

- FAQ >
- Shipping Options >
- Payment Methods >

Newsletter

[See our latest newsletter](#)

Your e-mail

SUBSCRIBE

Home > [Electronics](#)

Electronics

Status: Manufacturer: Only in stock

Paging: Sorting: [Filter](#)

[<<](#) [<](#) [1](#) [2](#) [>](#) [>>](#)

Apple iPhone 4S



~~\$699.00~~
\$500.00
In stock

★★★★★ [ADD TO CART](#)

Apple iPhone 4s 32GB, Black or White, AT&T or Verizon

Apple iPod shuffle 2GB



~~\$49.00~~
\$49.00
In stock

★★★★★ [ADD TO CART](#)

The perfect companion to workouts, daily jogs or morning commutes; the 4th-Generation Apple iPod shuffle provides you with high-quality music in a...

Apple iPod touch 32GB



~~\$299.00~~
\$299.00
In stock

☆☆☆☆☆ [ADD TO CART](#)

Apple's popular 32GB iPod touch now reaches its 4th generation, offering an incredible iPod, video camera, pocket computer, and portable game player...

BlackBerry Storm 9530



~~\$299.99~~
\$159.99
In stock

★★★★☆ [ADD TO CART](#)

BlackBerry Torch 9810 Slider



Sale

~~\$699.00~~
\$599.00
In stock

★★★★☆ [ADD TO CART](#)

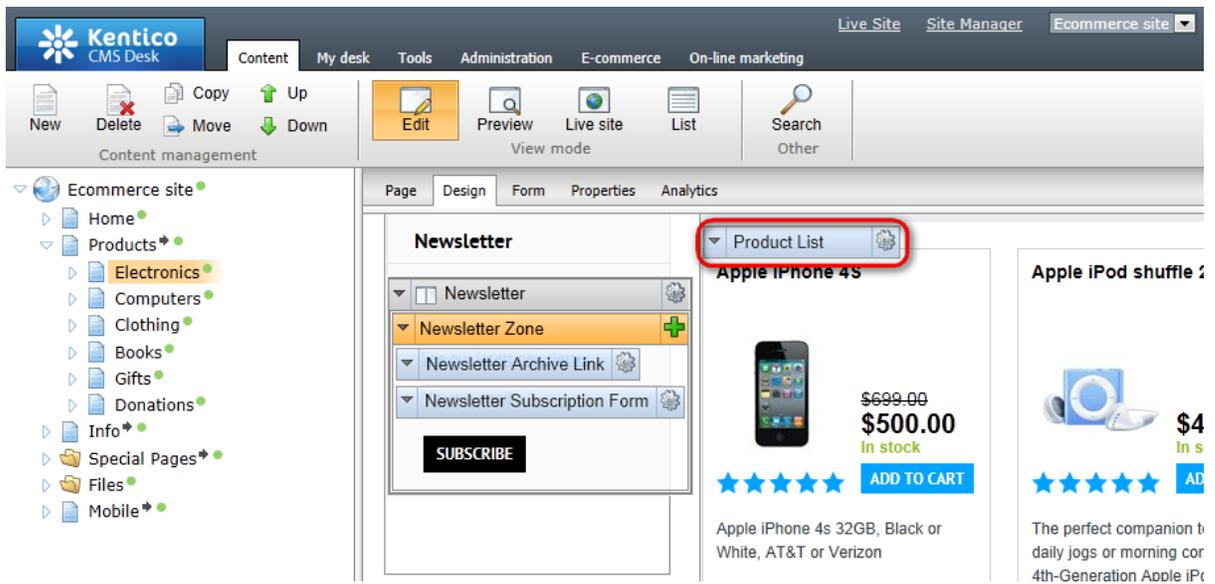
HTC EVO 3D



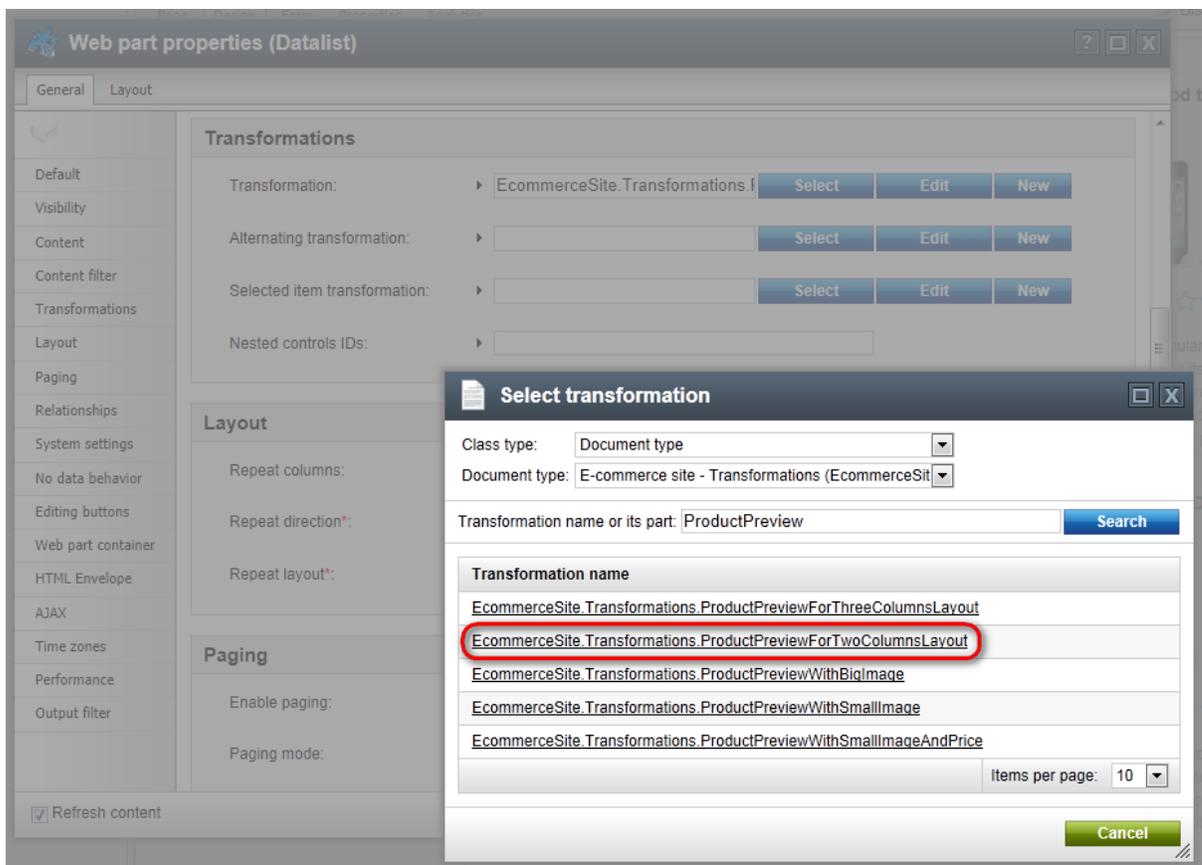
~~\$399.99~~
\$349.99
In stock

★★★★☆ [ADD TO CART](#)

If you wish to use an alternative transformation, e.g. the **EcommerceSite.Transformations.ProductPreviewForTwoColumnsLayout** transformation, to list [products](#) that you offer in your on-line store, navigate to **CMS Desk -> Content** and from the content tree choose some product listing page. Switch to **Edit -> Design** and locate the **Product List** [web part](#).



Then [modify](#) the **Transformation** property of this web part by choosing your alternative transformation.



Please note that you may also need to change values of some other properties of the web part based on the choice of your alternative transformation, e.g. the **Repeat columns** property.

If you now view some product listing page on the live website, you can see the listing looks different as it

corresponds to the current configuration of the **Product List** web part.

Home > Electronics

Electronics

Status: (all) Manufacturer: (all) Only in stock

Paging: (all) Sorting: By name: A to Z [Filter](#)

<< < 1 2 > >>

Apple iPhone 4S

  **\$500.00** ~~\$699.00~~
In stock [ADD TO CART](#)

Apple iPod shuffle 2GB

  **\$49.00**
In stock [ADD TO CART](#)

Apple iPod touch 32GB

  **\$299.00**
In stock [ADD TO CART](#)

BlackBerry Storm 9530

  **\$159.99** ~~\$299.99~~
In stock [ADD TO CART](#)

BlackBerry Torch 9810 Sli... Sale

  ~~\$599.00~~ ~~\$699.00~~

HTC EVO 3D

  ~~\$249.00~~ ~~\$299.00~~

6.6.4.2 Modifying page size and sorting

If you need to modify the size and sorting of listings on [product](#) listing pages...

Home > Electronics

Electronics

Status: (all) Manufacturer: (all) Only in stock

Paging: (all) Sorting: By name: A to Z [Filter](#)

<< < 1 2 > >>

Apple iPhone 4S

★★★★★

\$500.00 ~~\$699.00~~

In stock [ADD TO CART](#)

Apple iPod shuffle 2GB

★★★★★

\$49.00

In stock [ADD TO CART](#)

Apple iPod touch 32GB

★★★★★

\$299.00

In stock [ADD TO CART](#)

BlackBerry Storm 9530

★★★★★

\$159.99 ~~\$299.99~~

In stock [ADD TO CART](#)

BlackBerry Torch 9810 Sli... Sale

★★★★★

~~\$599.00~~ ~~\$699.00~~

HTC EVO 3D

★★★★★

~~\$349.99~~ ~~\$399.99~~

...navigate to **CMS Desk** -> **Content** and from the content tree choose some product listing page. Switch to **Edit** -> **Design** and locate the **Product List** [web part](#).

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The 'Content' tab is active, showing a 'Content management' toolbar with options like 'New', 'Delete', 'Move', 'Up', 'Down', 'Edit', 'Preview', 'Live site', 'List', 'Search', and 'Other'. The left sidebar shows a content tree with 'Ecommerce site' expanded to 'Products' and 'Electronics'. The main workspace is in 'Design' view, showing a 'Newsletter' web part and a 'Product List' web part. The 'Product List' web part is highlighted with a red box and contains product listings for 'Apple iPhone 4S', 'Apple iPod touch 32GB', 'Apple iPod', and 'BlackBerry'.

Then [modify](#) the **ORDER BY** expression, **Page size**, etc. properties of this web part as required.

If you now view some product listing page on the live website, you can see the listing of products corresponds to the current configuration of the **Product List** web part.

[Home](#) > [Electronics](#)

Electronics

Status: (all) Manufacturer: (all) Only in stock

Paging: (all) Sorting: By name: Z to A [Filter](#)

<< < 1 2 > >>

Sony KDL55HX729 ★★★★☆

 **\$2359.99**
In stock [ADD TO CART](#)

Sony KDL55BX520 ★★★★☆

 **\$1349.99**
In stock [ADD TO CART](#)

Sony A Series Walkman 16G... ★★★★☆

 **\$220.99** ~~\$250.99~~
In stock [ADD TO CART](#)

Sharp LC-80LE632U ★★★★☆ **Sale**

 **\$4999.99** ~~\$5199.99~~
In stock [ADD TO CART](#)

Samsung UN65D8000 ★★★★☆ **Featured**

 **\$4975.99** ~~\$5199.99~~

Samsung Galaxy Player 8GB ★★★★☆ **New**

 **\$199.99**

ELECTRONICS

- Televisions
- Cellphones
- Media Players

Help

- FAQ
- Shipping Options
- Payment Methods

Newsletter

[See our latest newsletter](#)

Your e-mail

[SUBSCRIBE](#)

6.6.5 Product details pages

6.6.5.1 Changing transformation text

Here you will learn how to change [transformation](#) text.

For example, if you need to change transformation text to display on [product](#) details pages a specific number of items available instead of displaying only **In stock** info (default)...

Sign in to [CMS Desk](#). Sign in to [CMS Site Manager](#). The default account is administrator with blank password.

Home Help Contact Brands Members Area Logged on as Global Administrator Wishlist My Account Log out

starter site
eCommerce  **SHOPPING CART**
2 items , Total price: \$2008.99

ELECTRONICS COMPUTERS CLOTHING BOOKS GIFTS

ELECTRONICS
Televitions
LCD
LED
3D
Cellphones
Media Players

Categories in LCD
55"

Newsletter

Home > Electronics > Televisions > LCD > Sony KDL55BX520 

Sony KDL55BX520

Brand: [Sony](#)
In categories: [55"](#)
Product rating: ☆☆☆☆☆ (0 ratings)

 +1  Like 0  Tweet

The KDL55BX520 55" BRAVIA LCD TV from Sony is the perfect blend of design, price and performance wrapped into an LCD TV. Its innovative features, like LightSensor technology automatically adjust the picture color based on a room's lighting to create an unparalleled home theater experience.

Availability: **In stock**

Total price: **\$1349.99**



Support is not available

...navigate to **CMS Desk** -> **Content** and choose some product details page from the content tree. Switch to **Edit** -> **Design** and [edit](#) the **Product Detail** [web part](#).

Kentico CMS Desk Live Site Site Manager

Content My desk Tools Administration E-commerce On-line marketing

New Delete Copy Move Up Down Edit Preview Live site List Search Other

Content management View mode Other

Ecommerce site

- Home
- Products
 - Electronics
 - Televisions
 - LCD
 - LG Electronics 55LK1
 - Sony KDL55BX520**
 - LED

Page Design Form SKU Properties Analytics

SUBSCRIBE

Product Detail A LCD TV from Sony price and performance wrapped into an LCD TV. LightSensor technology automatically adjust the lighting to create an unparalleled home theater experience.

Availability: **In stock**

Specifically, you need to [modify](#) the **Transformation** property of this web part. Change the property values using the **Edit transformation** dialog as required and confirm the changes.

```
<%# If(IsSKUAvailableForSale(), "<span class=\"stock green\">" + EvalInteger("SKUAvailableItems") + "</span>", "<span class=\"stock red\">Out of stock</span>") %>
```

The image shows two overlapping windows from the Kentico CMS interface. The top window is titled 'Web part properties (Basic repeater)' and has tabs for 'General' and 'Layout'. The 'Transformations' section is active, showing a table with columns for 'Transformation name', 'Select', 'Edit', and 'New'. The first row has the name 'EcommerceSite.Transformations.f'. A red arrow points to the 'Edit' button for this row. The bottom window is titled 'Edit transformation' and has tabs for 'General' and 'Versions'. It shows a 'Transformation name' field with 'ProductDetail' and a 'Transformation type' dropdown set to 'ASCX'. Below this is a code editor with ASP.NET code. A red horizontal line highlights a line of code: `<# If (IsSKUAvailableForSale(), "" + EvalInteger("SKUAvailableItems") + "", "<span class=\"sto`.

If you now view some product details page on the live website, you can see that the displayed text corresponds to the current values of the **Transformation** property.

Sign in to [CMS Desk](#). Sign in to [CMS Site Manager](#). The default account is administrator with blank password.

Home Help Contact Brands Members Area Logged on as Global Administrator Wishlist My Account Log out

starter site
eCommerce  **SHOPPING CART**
2 items , Total price: \$2008.99

ELECTRONICS COMPUTERS CLOTHING BOOKS GIFTS

ELECTRONICS
Televisions
LCD
LED
3D
Cellphones
Media Players

Categories in LCD
55"

Newsletter

Home > Electronics > Televisions > LCD > Sony KDL55BX520 Print

Sony KDL55BX520

Brand: [Sony](#)
In categories: [55"](#)
Product rating: ☆☆☆☆☆ (0 ratings)

 +1  Like  Tweet

The KDL55BX520 55" BRAVIA LCD TV from Sony is the perfect blend of design, price and performance wrapped into an LCD TV. Its innovative features, like LightSensor technology automatically adjust the picture color based on a room's lighting to create an unparalleled home theater experience.



Availability: **18**

Total price: **\$1349.99**

 Support is not available



Please note

Similarly, you can modify the manner of representation (transformation) in any other displaying web part, e.g. the **Product List**, **Brands**, etc. web part.

6.7 Modifying design

6.7.1 Overview

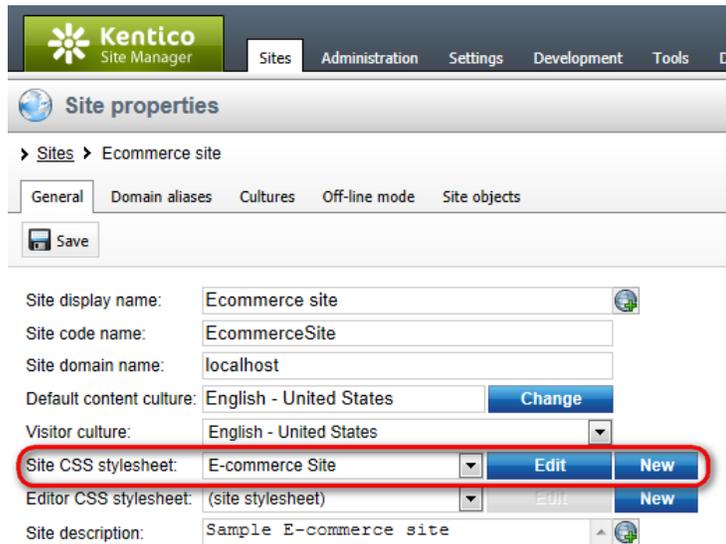
Basic modifications of your on-line store content are described in the [Personalizing your store](#) chapter. The [Further personalizing your store](#) chapter gives various examples of modifications of your website's content and design. Here you will learn how to:

- [Modify CSS stylesheets](#)
- [Modify page layouts](#)
- [Display and resize images](#)

6.7.2 Modifying CSS stylesheets

CSS stylesheets allow you to change the appearance and design of your on-line store.

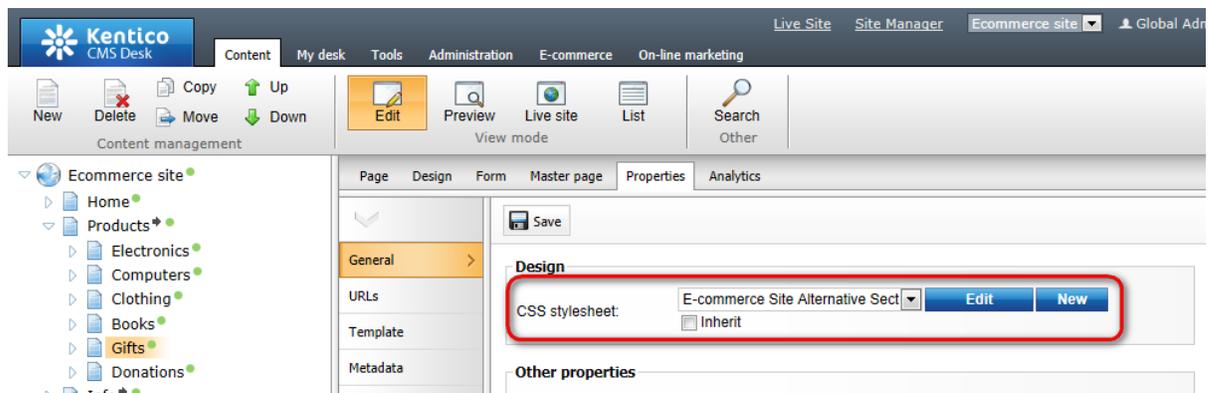
In Kentico CMS, each website has its default stylesheet defined. You can assign the default stylesheet to a site in **Site Manager -> Sites** while editing the given site on the **General** tab. Specifically, you need to modify the **Site CSS stylesheet** property.



The screenshot shows the 'Site properties' page in Kentico Site Manager. The 'General' tab is selected. The 'Site CSS stylesheet' property is highlighted with a red circle. The value is 'E-commerce Site'. There are 'Edit' and 'New' buttons next to the dropdown menu.

Site display name:	Ecommerce site
Site code name:	EcommerceSite
Site domain name:	localhost
Default content culture:	English - United States
Visitor culture:	English - United States
Site CSS stylesheet:	E-commerce Site
Editor CSS stylesheet:	(site stylesheet)
Site description:	Sample E-commerce site

Individual pages can either use the default website stylesheet or override it with their own stylesheet. You can assign a stylesheet to an individual page in **CMS Desk -> Content -> Edit** while editing the given page on the **Properties -> General** tab. Specifically, you need to modify the **CSS stylesheet** property.



The screenshot shows the 'Page properties' page in Kentico CMS Desk. The 'Design' tab is selected. The 'CSS stylesheet' property is highlighted with a red circle. The value is 'E-commerce Site Alternative Sect'. There are 'Edit' and 'New' buttons next to the dropdown menu.

Page	Design	Form	Master page	Properties	Analytics
General	URLs	Template	Metadata		
CSS stylesheet:	E-commerce Site Alternative Sect	Inherit			

Modifying CSS stylesheets

You can modify CSS stylesheets in **Site Manager -> Development -> CSS stylesheets**.

Actions	Display name	Code name
	Community Site	CommunitySite
	Corporate Site	CorporateSite
	Corporate Site - Mobile device	CorporateSiteMobile
	Corporate Site - Responsive design	CorporateSiteResponsiveDesign
	Corporate site printer styles	CorporateSitePrinter
	E-commerce Site	EcommerceSite
	E-commerce Site - Alternative Section	EcommerceSiteAlternativeSection
	E-commerce Site - Mobile	EcommerceSiteMobile
	E-commerce Site - Print	EcommerceSitePrint
	Intranet Portal - Blue	IntranetPortal

To modify a particular CSS stylesheet, you need to:

1. Open the CSS stylesheet editing interface by clicking **Edit** () on the respective line in the CSS stylesheet list.
2. Edit the stylesheet code by changing the definitions of respective classes as required.

Examples

The following examples show basic CSS stylesheet modifications. We will be modifying design of your on-line store **Home** page, and you will see examples of changing:

- **Font family**
- [Font size](#)
- [Text color](#)
- [Button color](#)

Changing font family

The screenshot shows an e-commerce website with a banner for a special offer ending on July 30, 2012. Below the banner are four product listings: Adidas Climacool Seduction (\$99.99), Apple MacBook Pro 13.3" + iPod touch (\$1559.00), Dolce & Gabbana The One (\$69.99), and Motorola MOTOACTV 8GB (\$249.99). A CSS stylesheet editor is overlaid on the page, showing the following CSS code:

```

    .topInfo a,
    .pager .page,
    .options .text a,
    .grayBox.p404 a,
    nav>ul>li>ul>li>ul>li>ul>li>a,
    footer a
    {
        font-family: Georgia, serif;
    }

    a,
    .CurrentUserLabel
    {
        font-family: 'PTSansRegular', sans-serif;
        font-weight: normal;
    }

    input[type="submit"],
  
```

The editor's 'Font Families' property is highlighted in red. The website's navigation bar includes 'GO MOBILE FIRST' and 'SPECIAL OFFER' / 'BEST RATED' tabs.

Changing font size

<p>Adidas Climacool Seduction</p>  <p>\$140.00 \$99.99 In stock</p> <p>☆☆☆☆☆ ADD TO CART</p> <p>When it comes to running, more comfort equals more power. That's why these breezy adidas CC Seduction women's running shoes feature 360 degrees...</p>	<p>Apple MacBook Pro 13.3" + iPod touch ...</p>  <p>\$1559.00 \$1559.00 In stock</p> <p>☆☆☆☆☆ ADD TO CART</p> <p>If you've been waiting for a good deal from Apple to score their latest 13.3" screen MacBook Pro laptop and an iPod Touch, the wait is over!</p>	<p>Dolce & Gabbana The One</p>  <p>\$120.00 \$69.99 In stock</p> <p>☆☆☆☆☆ ADD TO CART</p> <p>The fragrance features top notes of mandarin and peach that leads into a heart of jasmine and ends with a base of vanilla, amber and musk.</p>	<p>Motorola MOTOACTV 8GB</p>  <p>\$280.00 \$249.99 In stock</p> <p>☆☆☆☆☆ ADD TO CART</p> <p>The Motorola 8GB MOTOACTV GPS Fitness Tracker & Smart Music Player combines your favorite motivational jams and a GPS-precision fitness tracker.</p>
---	---	--	---

CSS stylesheet properties

» CSS stylesheets » E-commerce Site

General Theme Sites Versions

Save Undo checkout Check in

You need to check in the object to enable other users to edit the object.

```

.PollQuestion,
header .stripe a,
header .stripe span,
footer .menu a,
.productFilter,
.simpleBox.regForm span,
.CartStepBody .UnitsTextBox
{
  font-size: 14px;
  line-height: 1.2px;
}

.IE7 .bannerDescription li,
.IE8 .bannerDescription li
{
  font-size: 12px;
  line-height: 20px;
}
        
```

- Margin top 35px
- Margin top 40px
- Padding right 20px
- Text
- Bold
- Color - Black
- Color - Blue
- Color - White
- Decoration None
- Decoration Underline
- Font Families
- Normal Case
- Normal Weight
- Size
- Upper Case
- Menu Items
- 404 - Page not found
- About Us
- Brands
- Contact Us

<p>Combination: 2: Product Listing variant <input checked="" type="checkbox"/> Enabled Custom name: 2: Product Listing variant Change Set as result</p>			
<p>Adidas Climacool Seduction</p>  <p>\$140.00 \$99.99 In stock</p> <p>☆☆☆☆☆ ADD TO CART</p> <p>When it comes to running, more comfort equals more power. That's why these breezy adidas CC Seduction women's running shoes feature 360</p>	<p>Apple MacBook Pro 13.3" + iPod touch ...</p>  <p>\$1559.00 \$1559.00 In stock</p> <p>☆☆☆☆☆ ADD TO CART</p> <p>If you've been waiting for a good deal from Apple to score their latest 13.3" screen MacBook Pro laptop and an iPod Touch, the wait is over!</p>	<p>Dolce & Gabbana The One</p>  <p>\$120.00 \$69.99 In stock</p> <p>☆☆☆☆☆ ADD TO CART</p> <p>The fragrance features top notes of mandarin and peach that leads into a heart of jasmine and ends with a base of vanilla, amber and musk.</p>	<p>Motorola MOTOACTV 8GB</p>  <p>\$280.00 \$249.99 In stock</p> <p>☆☆☆☆☆ ADD TO CART</p> <p>The Motorola 8GB MOTOACTV GPS Fitness Tracker & Smart Music Player combines your favorite motivational jams and a GPS-precision fitness tracker.</p>

Changing text color

The screenshot shows a web application interface with a product grid at the top and a CSS stylesheet editor below it. The product grid contains four items:

- Adidas Climacool Seduction:** Original price \$110.00, current price \$99.99, in stock.
- Apple MacBook Pro 13.3" + iPod touch ...:** Price \$1559.00, in stock.
- Dolce & Gabbana The One:** Original price \$120.00, current price \$69.99, in stock.
- Motorola MOTOACTV 8GB:** Original price \$280.00, current price \$249.99, in stock.

Below the grid is a 'CSS stylesheet properties' window. It shows a list of CSS rules. One rule is highlighted with a red box:

```

a.FormButton.white:hover,
.myAccountEdit .UniGridGrid th a,
.UniGridPager td a:hover,
.CartStepBody .UniGridGrid .CartProductDetailLink,
.productDetail .detailLabel a,
.categories a,
.productTeaser a.AddToCartLink:hover
{
  color: grey;
}
    
```

The right-hand pane of the editor shows a list of CSS properties, with 'Color - Black' highlighted in red. The bottom of the screenshot shows a toolbar with a 'Change' button and a 'Set as result' button. The product grid is also highlighted with a red border.

Changing button color

The screenshot displays a product listing page with four items: Adidas Climacool Seduction, Apple MacBook Pro 13.3" + iPod touch, Dolce & Gabbana The One, and Motorola MOTOACTV 8GB. Each item has a price, stock status, and an 'ADD TO CART' button. The 'ADD TO CART' buttons are highlighted with a red circle.

Below the product listing is a 'CSS stylesheet properties' window. The 'General' tab is active, showing the following CSS code:

```

You need to check in the object to enable other users to edit the object.
...
.WishlistTable .btnContinue input,
.CartTable .TextRight .SubmitButton,
.CartTable input[value=="Finish"]
{
border: none;
background: green;
color: #ffffff;
padding: 5px 10px;
overflow: visible;
margin-top: 36px;
cursor: pointer;
}

.IE8 .searchBox input[type=submit]
{
padding: 5px 8px;
position: relative;
top: -1px;
}

```

The 'Button' property in the 'Layout' section of the right-hand pane is also highlighted with a red circle.

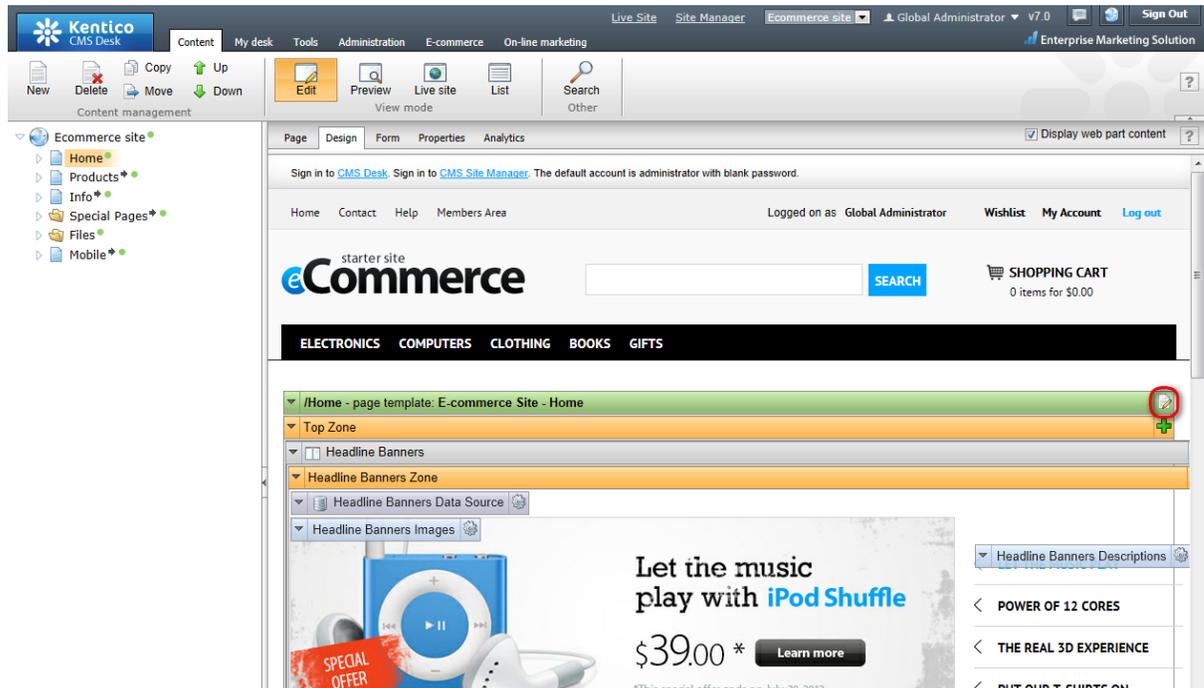
You can find more details about CSS stylesheets in the [CSS stylesheets and design](#) chapter in the Development section of the Developer's Guide.

6.7.3 Modifying page layouts

A page layout in Kentico CMS consists of layout code and web part zones that specify regions where [web parts](#) can be placed. You thus use page layouts to define the **layout and design of your on-line store**.

If you need to modify layout of a given page, navigate to **CMS Desk -> Content** and choose the page from the content tree. Then switch to **Edit -> Design** and click the **Edit layout** () button at the top

right of the green template area. This opens the **Page template layout properties** dialog, where you can edit the layout code as required.



You can find description of the management of web parts in Kentico CMS in the [Content management basics -> Using web parts](#) chapter in the Building your on-line store -> Personalizing your store section. To learn more about page layouts, please refer to the [Portal engine development model -> Page layouts](#) topic in the Development -> Web development overview section of the Developer's Guide.

6.7.4 Displaying and resizing images

6.7.4.1 Overview

If you want to present an image on your website multiple times, each time in different sizes, it is sufficient to upload the image just once. Kentico CMS is able to resize it for you. However, please consider that the size of an image can only be decreased, not increased. It is therefore important that you upload your images in the maximum size you want to use on your website.

The section is divided into the following parts:

- [Displaying images](#)
- [Resizing images](#)

6.7.4.2 Displaying images

Here you will learn how to display images and [product images](#) in transformations.

Displaying images in transformations

To get an image in the given size, you need to insert one of the following methods into the

[transformation](#):

Getting image by its attachment GUID

- **GetImage**(object attachmentGuidColumn, object maxSideSize, object width, object height, object alt)
- **GetImage**(object attachmentGuidColumn)
- **GetImage**(object attachmentGuidColumn, int maxSideSize)
- **GetImage**(object attachmentGuidColumn, int width, int height)

Getting image by its URL

- **GetImageByUrl**(object imageUrl, object maxSideSize, object width, object height, object alt)
- **GetImageByUrl**(object imageUrl)
- **GetImageByUrl**(object imageUrl, int maxSideSize)
- **GetImageByUrl**(object imageUrl, int width, int height)

These methods use the following parameters:

- **attachmentGuidColumn** - specifies the attachment GUID.
- **imageUrl** - specifies the image URL.
- **maxSideSize** - determines the required image maximum side size.
- **width** - specifies the required image width.
- **height** - specifies the required image height.
- **alt** - specifies alternate text of the image.

All the methods generate HTML code for inserting an image according to given parameters.

Example: Displaying images in transformations using image attachment GUID

You can display images using the field value of a given document type that represents the attachment GUID.

In the following example, we defined a new [document type](#) *Employee*. This type has two attributes: **Employee name** specified in the *EmployeeName* column and **Employee photo** specified in the *EmployeePhoto* column.

The screenshot shows the 'Form' tab of the Kentico CMS interface. It displays the configuration for a document type named 'Employee'. The fields are as follows:

- EmployeeID:** 1
- Employee name:** James Graham
- Employee photo:** An upload area containing a red 'X' icon, the filename 'james_graham.jpg', and a 'Browse...' button.
- Publish from:** 10/1/2012 12:00:01 PM with a 'Now' button.
- Publish to:** (empty) with a 'Now' button.

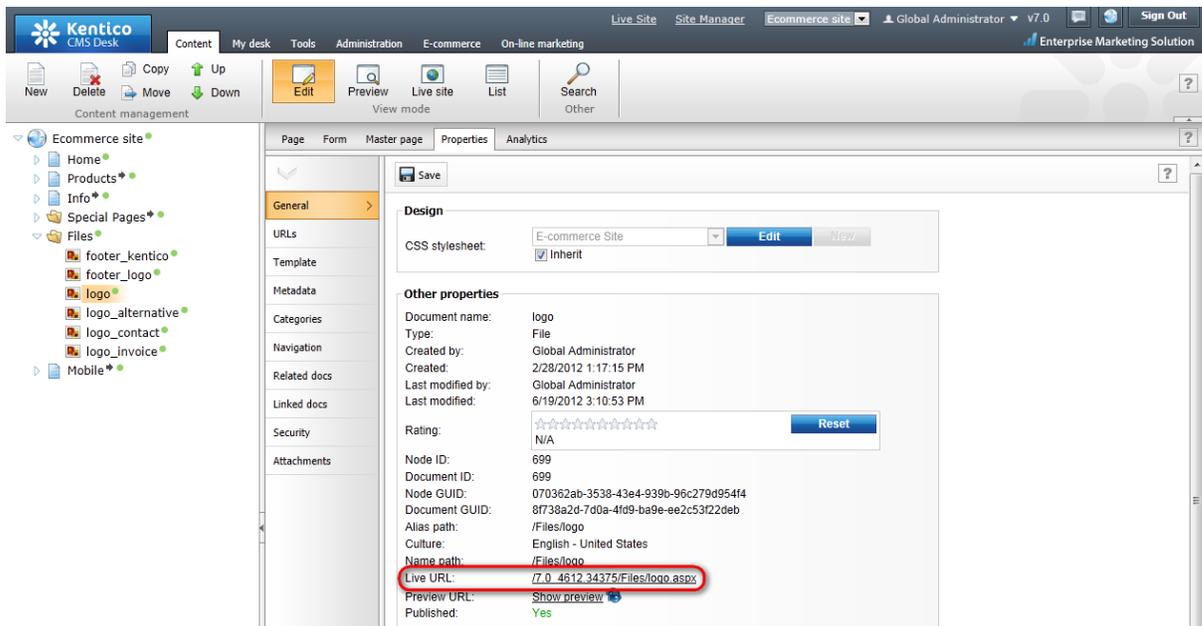
To display the employee photo, you need to insert the **GetImage** method with the following syntax into the transformation.

```
<%#Get Image ( Eval ( "EmployeePhoto" ) ) %>
```

Examples: Displaying images in transformations using image URL

You can display images:

a) Using the **Live URL** property while editing the given file in **CMS Desk** -> **Content** -> **Edit** on the **Properties** -> **General** tab.



```
<%#GetImageByUrl(~/Files/logo.aspx) %>
```

b) Using the field value of a given document type that represents the image URL, for example *SKUImagePath*.

Displaying product images in transformations

To get a product image in a given size, you need to insert the **GetSKUUrl()** method into the transformation or you can insert the **GetSKUImageUrl** method with the following syntax into the transformation:

- **GetSKUImageUrl(int width, int height)**
- **GetSKUImageUrl(int maxSideSize)**

The methods generate HTML code that inserts an image into your page. If no [product](#) image is set, the methods display the default image in the given size.

<p>Lenovo IdeaPad U300s 1080-2BU</p>  <p>\$1049.99 In stock</p> <p>☆☆☆☆☆ ADD TO CART</p> <p>The IdeaPad U300s 1080-2BU 13.3" Ultrabook Computer (Graphite Gray) from Lenovo features an ultra slim and lightweight design for easy...</p>	<p>HP Envy 17-2290NR 17.3"</p>  <p>\$1449.99 In stock</p> <p>☆☆☆☆☆ ADD TO CART</p> <p>The Envy 17-2290NR 17.3" Notebook Computer (Etched Aluminum Finish) from Hewlett Packard is a desktop replacement computer that combines...</p>	<p>Apple MacBook Pro 13.3"</p>  <p>\$1499.99 In stock</p> <p>☆☆☆☆☆ ADD TO CART</p> <p>The 13.3" MacBook Pro Notebook Computer from Apple is a powerful notebook computer with an innovative aluminum unibody design. It is loaded...</p>
<p>Apple MacBook Pro 13.3" + iPod touch ...</p> <p>Featured</p>  <p>\$1559.00 In stock</p> <p>☆☆☆☆☆ ADD TO CART</p> <p>If you've been waiting for a good deal from Apple to score their latest 13.3" screen MacBook Pro laptop and an iPod Touch, the wait is...</p>	<p>Sony VAIO Z Series VPCZ216GX</p>  <p>\$2500.00 \$2399.00 In stock</p> <p>☆☆☆☆☆ ADD TO CART</p> <p>The VAIO Z Series VPCZ216GX 13.1" Notebook Computer (Carbon Fiber Black) is a compact notebook computer with enough power to handle demanding...</p>	

Please see the examples in the [Resizing images](#) chapter for further details.



Storing images

For the best performance while loading images, please ensure that images are stored in the file system.

6.7.4.3 Resizing images

This chapter describes how you can resize [product](#) images. Please note that you can resize any image the following way using the respective methods (i.e. *GetImage()* and *GetImageByUrl()*) with appropriate parameters.

You can set a size of the original image (width: 422px, height: 266px) using the **GetSKUImageUrl** method in the following ways:

- **Setting the Maxsize value**
- [Setting the Height value](#)
- [Setting the Width value](#)
- [Setting the Width and Height values](#)



Setting the Maxsize value

This sets the longer side to the value specified as **Maxsize**. The other side is calculated automatically, and so the aspect ratio remains the same as it is in the original image. In the following image, **Maxsize** is set to 240px.

```
GetSKUImageUrl(240)
```



Setting the Height value

This sets the height of an image. The width is calculated automatically, and so the aspect ratio remains the same as it is in the original image. In the following image, **Height** is set to 170px.

```
GetSKUImageUrl(0,170)
```



Setting the Width value

This sets the width of an image. The height is calculated automatically, and so the aspect ratio remains the same as it is in the original image. In the following image, **Width** is set to 200px.

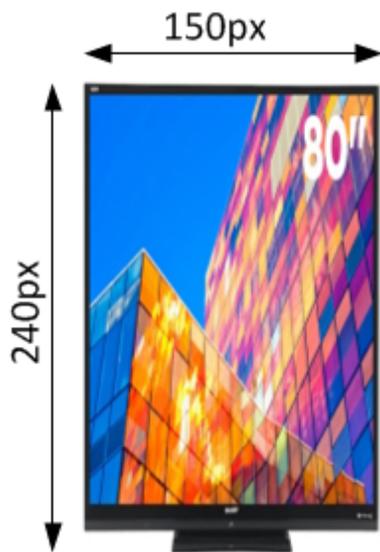
```
GetSKUImageUrl(200,0)
```



Setting the Width and Height values

The given values are set on condition that they are not greater than the original size of an image. Please note that the aspect ratio may not be maintained. In the following image, **Width** is set to 150px and **Height** is set to 240px.

```
GetSKUImageUrl(150,240)
```



In the following image, **Width** is set to 240px and **Height** is set to 150px.

```
GetSKUImageUrl ( 240 , 150 )
```



If at least one value is greater than the original size, the original image size is set. In the following image, **Width** is set to 600px and **Height** is set to 500px.

```
GetSKUImageUrl ( 600 , 500 )
```



6.8 Advanced configuration

6.8.1 Overview

This section describes advanced configuration of your on-line store. The following features are covered:

- [Multilingual products](#)
- [Versioned products](#)
- [Multisite store](#)
- [Store security](#)
- [API customization](#)

Please note that here the features are explained only briefly. This is because dedicated sections in this and in other Kentico CMS guides (to which you are linked from the respective topics) provide a detailed description of the features.

6.8.2 Using multilingual products

Kentico CMS allows you to have your website content translated into multiple languages. In a multilingual on-line store this typically applies to [products](#), which may thus have separate language versions.

You can find more details in the [Multilingual store](#) topic in the Configuring your store section.

6.8.3 Using versioned products

Kentico CMS supports workflow, which is a sequence of steps that define the life cycle of [products](#) (and documents). This allows you to set up a reviewing and approval process to ensure quality of content and design. In such process, you can specify roles that different users play and places in the flow where the users have influence on the products.

If workflow is enabled on your website, the [Advanced -> Versions](#) tab available in **CMS Desk -> E-**

commerce -> **Products** while **Editing** () a product allows you to view all workflow versions of the given product.

You can find more details about workflow and versioning in Kentico CMS in the [Workflow and versioning](#) chapter in the Content management section of the Developer's Guide.

6.8.4 Multisite store

Kentico CMS allows you to run multiple stores on a single Kentico CMS installation. If you decide for this option, you can use both site-specific objects available for the respective sites only and global objects shared across all your on-line store sites.

You can find more details in the [Multisite store](#) chapter in the Configuring your store section.

6.8.5 Store security

With Kentico CMS you can easily and effectively ensure high security standards of your on-line store by defining access, configuration, etc. rights for your store administrators.

You can find more details in the [Security](#) section.

6.8.6 API customization

Kentico CMS allows you to script any action accessible via the user interface. You can thus create your customized features or write procedures for integration with external systems.

You can find more details in the [Customization](#) section, and in the [API programming and Kentico CMS internals](#) section of the Developer's Guide.

Part

VII

Customization

7 Customization

7.1 Customization

Customization of the behavior of the CMS application or its specific module according to your exact requirements is described in detail in the [Custom providers](#) chapter in the API programming and Kentico CMS internals section of the Developer's Guide.

As this type of customization is also available for the E-commerce solution, you can override the default behavior and calculations by using custom providers that ensure various operations.

Examples

The Kentico CMS installation includes examples of E-commerce customization. To access these samples:

1. Open your installation directory (by default *C:\Program Files\KenticoCMS\<version>*).
2. Expand the *CodeSamples\App_Code Samples* sub-directory.
3. Copy the **E-commerce samples** folder into the *App_Code\CMSModules\Ecommerce* folder of your web project.



Web application installations

If your Kentico CMS project was installed in the web application format, copy the examples into the **Old_App_Code** folder instead.

You must also manually include the sample class files into the project:

1. Open your CMS application in Visual Studio.
2. Click **Show all files** at the top of the Solution Explorer.
3. Navigate to *Old_App_Code\CMSModules\Ecommerce*, right-click the new **E-commerce samples** folder and select **Include in Project**.

Now you can view the code of the sample customized providers and try out their functionality. To apply the customizations to your application, you must uncomment the appropriate lines in the *SampleECommerceModule.cs* loader class.

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