

## Woo to Multipub Queue – Overview

### Overview

The Woocommerce Shopping cart is a shopping cart built on the Wordpress platform that communicates directly with Multipub through API's.

Woocommerce is an open source Wordpress-based shopping cart that is very customizable for many different types of organizations. There are numerous plug-ins available for Woocommerce that can enable you to build the user experience you desire for visitors to your site.

Multipub has developed a Woo-to-MP Queue to transmit data from Woocommerce through the Multi-e-commerce API's. Additionally, Multipub can provide several components to simplify your ability to offer an on-line ordering and account management experience. We can

- Provide hosting through a third-party provider
- Offer website development through a third-party provider
- Provide access to the administrator tool in Woocommerce for managing the site
- Provide specifications for how to create products in Woocommerce
- Provide specifications on how to map the data fields in Woocommerce to the appropriate fields in Multipub
- Install and support the Woo-to-MP Queue for transmitting data from Woocommerce directly to Multi-e-commerce with no re-keying of data
- Create a staging site to test development and product set-up

Once the website is created, the customer has the ability to administer the site themselves, including adding new products, changing prices, adding promo codes, etc.

Note: the functionality in the shopping cart, such as pricing and calculating sales tax, is based on Woocommerce functionality, not the Multipub API's.

The available functionality is as follows:

### Administrator Functionality

1. Create products
  - a. Subscription products
  - b. One-off products
2. Upload product images and enter product descriptions
3. Allow for different prices
4. Create coupons for discounts, net price is sent to Multipub
5. Offer free (nonpaid, controlled circulation) products
6. Create different acknowledgement emails that are automatically sent from Woocommerce on various triggers

7. Enter merchant/payment gateway information (additional plug-in required, customer is responsible for plug-in fees)

## User Experience

The user (consumer) experience will include the following:

1. Create a new account
2. Existing subscribers can log in to their account
3. Online account maintenance, including
  - a. View account
  - b. Change email address
  - c. Change password/retrieve forgotten password
  - d. Change address
  - e. View order history of orders placed on-line
4. Online ordering
  - a. Subscription products
    - i. New orders
    - ii. Renewal orders
  - b. One-off products
  - c. Free products
  - d. Order subscriptions and products together on one order
  - e. Purchase a gift subscription (i.e. enter both a shipto and a billto address)
5. Check-out
  - a. View all items in the cart
  - b. Allow Entry of a coupon code for a discount (net amount is sent to Multipub)
  - c. Calculate sales tax (based on Woocommerce tax settings, tax amount is sent separately to Multipub)
  - d. Calculate shipping charges (based on Woocommerce shipping settings, shipping charges are sent separately to Multipub)
  - e. Calculate the price, including discounts, taxes and shipping
  - f. Allow the user to "check out"
  - g. Payment processing
    - i. Allow the entry of credit card information OR
    - ii. Choose existing card used with previous online purchases
  - h. Order Acknowledgement email sent upon submission of order

## Post Order Processing

1. Orders will be sent to Multipub and will include
  - a. Customer account information
    - i. Billto & shipto information
  - b. Product Code
  - c. Rate Code
  - d. Term
  - e. Sales Amount
  - f. Tax Amount
  - g. Shipping Amount
  - h. Payment Information



2. Customer will process orders as needed
  - a. Edit list
  - b. Posting
  - c. Shipping
3. Multipub data sent to Woocommerce via the Woo-to-MP Queue
  - a. New subscriber name/address records entered in Multipub
  - b. Address changes entered in Multipub
  - c. New orders entered in Multipub

## Other

Customer is responsible for all merchant fees, fees for plug-ins, etc. Site enhancements, re-designs and modifications are quoted and billed separately.

To view a sample of a Woocommerce-based shopping cart, visit [www.mult-e-commerce.com](http://www.mult-e-commerce.com). If you would like to see the admin tool, email [sales@multipub.com](mailto:sales@multipub.com) to schedule a demo.