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## General

### • Store Management

The Web site used to manage your CPOne store is now called **Store Management** (instead of Store Administration).

### • Improved User Interface

CPOnline V2.0 includes an entirely new user interface designed for ease of use.

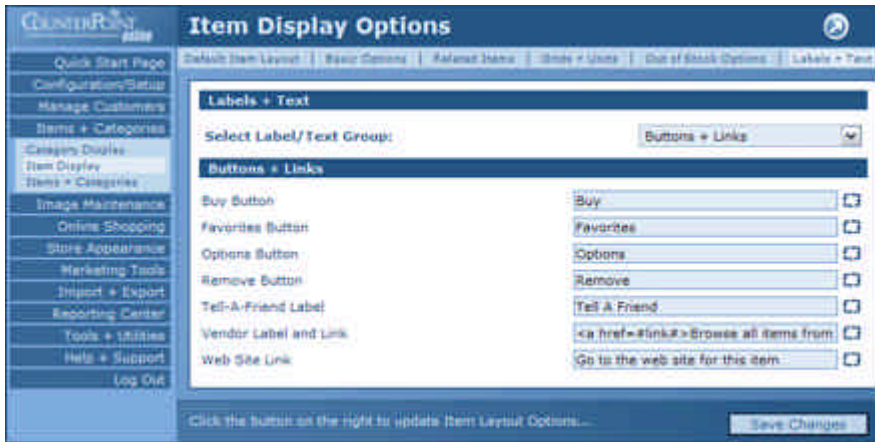


Here are just a few examples of the improvements:

- Menus have been rearranged to be even more intuitive and easy to use, so you can quickly and easily find everything you're looking for to help you manage and promote your CPOne site. For example, the tools that help you market your site or market specific items to your shoppers are grouped together under a new **Marketing Tools** menu.
- Individual menu selections have been reorganized to group related functions on separate tabs, making it easier to see everything on one screen as you configure your store.
- A new easy-to-use scrolling selection window is used throughout Store Management to allow you to easily scan through lists of customers, items, images, etc to find the information you're looking for. You can click on the desired selection to drill-down into the detail for that selection.

### • Improved Custom Text Editing

V2.0 makes it even easier for you to customize the text throughout your storefront. The Custom Text Editor found in previous versions has been replaced by **Labels + Text** tabs within individual menu selections, so the custom text for any specific page is now found in the same place as other settings for that page.



## • Quick Start Page

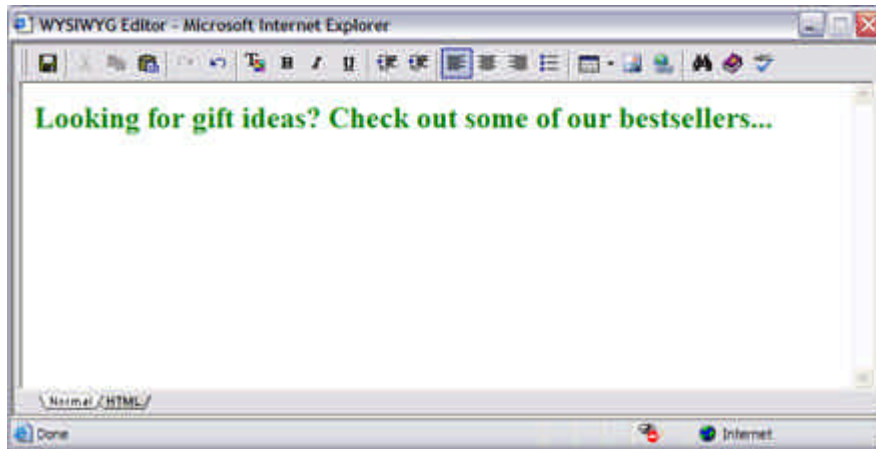
A new Quick Start page appears when you log into Store Management. This page provides a snapshot of your store, including:

- Mini-reports of your store's order and customer activity
- Summary of how many new orders have been placed since your last order download
- Random tips & tricks
- Links to the most frequently used functions, such as downloading new orders, importing CounterPoint data, sending eNewsletters, and managing Featured Items



## • WYSIWYG Editor

A new pop-up WYSIWYG (What You See Is What You Get) Editor lets you edit blocks of page content using familiar tools like those found in Microsoft Word. An Editor button is available throughout Store Management wherever you can edit page content using the WYSIWYG Editor.



- **Help & Support**

A new **Help & Support** menu section allows you to easily submit questions, problem reports, and feature suggestions to the CPOOnline Team.

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## ***Behind the Scenes***

- **Improved Architecture**

The architecture behind CPOOnline has been completely rewritten in V2.0 to optimize storefront performance.

- **New Data Center**

CPOOnline V2.0 is launching in the new Synchronics Data Center, a brand-new Synchronics-owned facility designed specifically to house CPOOnline and CPGateway, our two hosted services.

The Synchronics Data Center offers redundant power (with UPS systems and multiple backup generators), redundant connections to the Internet, redundant servers, even redundant air conditioning units. We've designed the new CPOOnline systems to eliminate all single points of failure to ensure that your store stays up and running.

And, because the new Data Center is located in our corporate headquarters, we can take full advantage of our excellent IT staff to maintain and upgrade equipment more easily than was previously possible in the co-location facility where CPOOnline has lived for the last 5 years.

- **New Faster Servers**

The new Data Center incorporates completely new hardware to power CPOOnline, including faster, more powerful servers. That means the performance of CPOOnline gets a double boost, with new optimized code and new hardware to run it.

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## Store Configuration

### ■ User Manager

You can now create multiple logins for the CPOne Store Management Web site, so each of your employees can have a unique user ID and password. For each user ID, you can restrict access permissions so that each user only sees the menu selections they are authorized to use.

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## Customers

### ■ Multiple Member Price Lists

Multiple Member Price Lists allow you to offer contract pricing for up to 24 different customer groups.

Previous versions supported 3 different prices for each item, including List Price (for display only), Selling Price (general public price), and Member Price (available only to members). CPOne allowed you to specify which customer categories qualified for the Member Price instead of the normal Selling Price.

You can now create up to 24 different Member Price Lists in CounterPoint. These expanded capabilities allow your CPOne store to offer special pricing for different customer categories or individual customers. For example, in addition to your normal Selling Price, you could have separate price lists for your Small-wholesale, Large-wholesale, Giant-wholesale, and Educational-discount customers. You could also publish a Member Price List for Acme Goodcustomer, one for Zenith Greatcustomer, one for the members of the St. Mary's buying group, and so forth, up to a maximum of 24 unique Member Price Lists.

Each Member Price List corresponds to a specific customer number and prices are calculated and published using the specified customer's calculated prices. CPOne Store Management allows you to specify which customer categories qualify for each of the 24 Member Price Lists.

**CounterPoint V7** -- requires V7.5.9 (or higher)

**CounterPoint SQL** -- requires V8.3.2 (or higher)

### ■ Quick Searches

Customer **Quick Searches** let you quickly generate customer lists that meet preset criteria, such as customers with items in their cart, customers who placed orders in the last week, customers who haven't ordered in the past 90 days, etc.

### ■ Enhanced Customer Manager

An enhanced Customer Manager provides more information about your shoppers than previous versions. New information includes preferred payment type, the last IP address used, the last promotional code used, and customer category.

### ■ Default Shipping Method

You can select the default shipping method to use when a new shopper account is created. (Shoppers can still change to any shipping method you offer.)

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## **Items + Categories**

### • **Non-Discountable Items**

You can now mark individual items as non-discountable. Any order-level discounts (e.g., customer discount percent, promotional code discount, etc.) will not include items marked as non-discountable.

CounterPoint V7.5.9 and CounterPoint SQL V8.3.2 allow you to publish the item discountable flag from CounterPoint. If you're using an earlier version of CounterPoint V7 or CounterPoint SQL, you can set the item discountable flag using the Item Editor in Store Management.

Available for all CounterPoint versions. Ability to import from CounterPoint:

**CounterPoint V7** -- requires V7.5.9 (or higher)

**CounterPoint SQL** -- requires V8.3.2 (or higher)

### • **Improved Item/Category Browser**

An improved Item/Category Browser lets you navigate more easily through your existing items and categories.

### • **Item Preview**

A new Item Preview lets you see how any item in your store will look with any layout, without having to actually apply that layout to your storefront.

### • **Improved Item Sorting**

Items now have a secondary sort order, giving you even more control over the order in which items appear in your storefront.

### • **New Tiled Item Layouts**

When using a tiled layout for your item thumbnail pages, you can now select what item information should display:

- Image, Item Name, Item #, Price, Buy Button
- Image, Item Name, Item #, Price
- Image, Item Name
- Item Name

### • **Meta Description Tags for Items & Categories**

Meta Tags give you better control over how your site is listed by various search engines. Previous versions of CPOnline allowed you to enter Meta Keyword Tags (containing search keywords) for your individual items and categories. You can now also enter Meta Description Tags to describe each of your item and category pages. Search engines that use the Meta Description Tag will display this description with your listings.

## • **New Category Layouts**

New category layout options allow you to display category names without images when browsing categories, and to display category images without names or descriptions when browsing items.

## • **Category Layout Preview**

A new category layout previews makes it easier for you to select the category layout you want before applying changes to your storefront.

## • **Alternate Category Long Descriptions**

Category long descriptions can now be maintained within Store Management instead of in CounterPoint. This option allows you to use the WYSIWYG Editor within CPOne Store Management to format your category pages more easily, using formatting tools similar to those in Microsoft Word.

## • **Improved Category Name Changes**

If you want to change a category name after publishing that category from CounterPoint, you can now change the display name using the Category Editor in Store Management. (The Category Name Mapping utility from previous versions has been removed in CPOne V2.0.)

## • **Additional Category-Specific Featured Items**

CPOne V2.0 expands the number of featured items allowed per category from 10 to 15.

## • **Item-Specific In-Stock Messages**

Previous versions of CPOne supported item-specific out-of-stock messages. Version 2.0 adds support for item-specific in-stock messages as well.

## • **Item-Specific Related Item Layout With Preview**

You can now select an item-specific layout for related items. A preview is provided for each layout option so you can easily select the layout you want before applying changes to your storefront.

## • **WYSIWYG Editor for Item Messages**

The WYSIWYG Editor is now available for editing item supplemental information, item-specific in-stock messages, and item-specific out-of-stock messages.

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## ***Images***

### ■ **Improved Image Manager**

A new Image Manager allows you to more easily review your existing images in a scrolling list. You can preview any image, see the size and last change date for each image, select multiple images for deletion, print an image list, and upload individual images or groups of images, all from the same menu selection.

### ■ **Improved Missing Images Report**

The Missing Images Report now includes options for displaying categories with missing images and categories that not have an image assigned to them.

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## ***Shopping***

### ■ **Order Scripts**

You can now enter your own Order Scripts to easily incorporate Yahoo! Search Marketing and Google scripts, BizRate order surveys, or any other 3rd-party JavaScript that should run when an order is placed. Scripts can include dynamic information such as order number, order total, discount code, affiliate code, etc.

### ■ **Order Confirmation Email Enhancements**

Previous versions of CPOne always included order notes and payment information in shopper confirmation emails. You can now select whether or not to include this information in shopper confirmation emails.

### ■ **Improved Foreign Currency Support**

If your store uses a currency other than US dollars, you can now select your specific currency in order to change your currency formatting throughout your CPOne store and Store Management.

### ■ **Featured Item Layout in the Shopping Cart**

You can now select an item layout just for featured items on the Cart page, with new options for tiled layouts. See the **Improvements to Featured Items** topic under **Marketing Tools** and the **New Tiled Item Layouts** topic under **Items + Categories** for more information.

### ■ **Tell-A-Friend Email Address Enhancement**

You can now select whether emails generated by your store's Tell-A-Friend feature use the shopper's email or the merchant's email as the From email address. If you choose to use the merchant's email address, you can enter the specific email address to use.

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## **Shipping**

### ■ **Support for UPS Account Numbers**

When using 3rd-party rate lookups for UPS, you can now enter your UPS account number so that all shipping rate lookups use your contracted UPS rates. (Previous versions supported FedEx account numbers, but not UPS.)

### ■ **Improved Setup for Shipping Rate Calculations**

Shipping rate calculations methods have been grouped by whether they are looked up on 3rd-party sites (e.g., FedEx, UPS, USPS), looked up in a user-defined table, or calculated.

### ■ **Enhancements to 3rd-Party Rate Lookups**

Several enhancements have been made to shipping rates calculations when using 3rd-party rate lookups:

- You can select to add item-specific surcharges, using the item-specific shipping amounts published from CounterPoint. This feature allows you to ensure that items with special shipping needs are charged properly (e.g., oversized items that require special packaging, hazardous materials that require special shipping considerations, etc.).
- You can optionally markup all shipping rates by a specific percentage (i.e., to cover handling/packing charges, etc.).

### ■ **Enhancements to Shipping Rate Calculations and Table Lookups**

Several enhancements have been made to shipping rates calculations and table rate lookups:

- You can optionally specify a minimum and maximum shipping amount.
- You can specify whether to calculate shipping based on List price or Sale price. This feature is helpful for stores that offer heavily discounted merchandise in their online store – it allows you to ensure that shipping is not also discounted.
- For table lookup shipping rate methods, you can specify the rate for each table row as a dollar amount or as a percentage.

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## **Store Appearance**

### ■ **Splash Pages**

Splash pages are now available without a custom template. Splash pages are displayed to the shopper the first time they access your home page during any single browser session. Store Management allows you to enter your own Splash page content and to enable/disable this page as desired.

### ■ **Featured Item Layout on the Home Page**

You can now select an item layout just for featured items on the Home page, with new options for tiled layouts. See the **Improvements to Featured Items** topic under **Marketing Tools** and the **New Tiled Item Layouts** topic under **Items + Categories** for more information.

### • **Contact Page Enhancements**

Several enhancements have been added to the Contact Us page:

- If you prefer, you can now disable the built-in Contact form.
- You can now enter a second email address to receive emails generated by the form on the Contact Us page.
- The WYSIWYG Editor is available for you to edit both the Contact Page itself and the Thank-You page that appears when a shopper submits the built-in form.

### • **Extra Page Enhancements**

Several enhancements have been added to the Extra Pages feature of CPOnline:

- The new Extra Page Manager allows you to more easily review and manage your existing Extra Pages
- You can add up to 10 featured items to any Extra Page, allowing you to quickly create your own customized item pages. For example, you can quickly create an Extra Page named "Father's Day Gifts" and feature your 10 top-selling men's gift items on that page. And, you can choose a different item layout for each Extra Page, giving you maximum flexibility to show your items the way you want.
- For each of your Extra Pages, you can now optionally select whether the page should be secure (encrypted via SSL).

### • **Enhancements to Favorites, New Items, and Specials**

Several enhancements have been made to the Favorites, New Items, and Specials pages:

- You can now select up to 10 items to feature on each of these pages. You can even select the layout for these items just for the selected page, without affecting the rest of your store. Previews are provided for each layout option so you can see the layout you want before applying changes to your storefront. See the **Improvements to Featured Items** topic under **Marketing Tools** for more information.
- A new Item Layout preview makes it easier for you to select the layout you want for each of these pages before applying changes to your storefront.
- When using a tiled layout for these pages, you can now select what information to display. See the **New Tiled Item Layouts** topic under **Items + Categories** for more information.
- Multi-page navigation (e.g., do you want Previous/Next links to appear at the top of the page, the bottom of the page, or both?) can now be set separately for each of these pages without affecting the rest of the storefront.

### • **Search Enhancements**

Several enhancements have been made to the Search page:

- You can select the search method to use in your store – Any Keyword, All Keywords, Phrase

Match, or Shopper's Choice.

- A new Item Layout preview makes it easier for you to select the layout you want for this page before applying changes to your storefront.
- When using a tiled layout for the Search page, you can now select what information to display. See the **New Tiled Item Layouts** topic under **Items + Categories** for more information.
- Multi-page navigation (e.g., do you want Previous/Next links to appear at the top of the page, the bottom of the page, or both?) can now be set separately for the Search page without affecting the rest of the storefront.

#### ■ Improved Color Selections

Your color selections are now displayed in actual selected colors so you can more easily coordinate your site's color scheme.

#### ■ Improved Font Selections

To select the fonts used in your storefront, you can now select from font family groups, using the new Font Preview to help you make your selection before applying changes to your storefront.

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## Marketing Tools

#### ■ Improvements to Featured Items

Several enhancements have been made to Featured Items:

- Previous versions allowed you to choose featured items to display on the Home page, category pages, Cart page, and Search page. You can now also choose featured items for the New Items page, the Specials page, and the Favorites page. In addition, you can add featured items to any Extra Page, allowing you to quickly create your own customized item pages. For example, you can create an Extra Page named "Father's Day Gifts" and feature your 10 top-selling men's gift items on that page. And, you can choose a different item layout for each page that supports Featured Items, giving you maximum flexibility to show your items the way you want.
- You can select an item layout specific to the featured items on any individual page, without affecting the rest of your store. Previews are provided for each layout option so you can select the layout you want for each page before applying changes to your storefront.
- When using a tiled layout for featured items on any page, you can now select what item information should display. See the **New Tiled Item Layouts** topic under **Items + Categories** for more information.

#### ■ Affiliate Program Improvements

You can now maintain a list of your valid affiliates within Store Management, with name and email address as well as affiliate code.

In addition, a new Affiliate Code Validation feature allows you to optionally validate all affiliate codes used in your storefront to ensure that only valid affiliate codes are stored and exported to CounterPoint.

#### ■ Improvements to Discounts and Promotional Codes

Several improvements have been made to the Discounts + Promos features within CPOnline:

- The new Discount Code Manager allows you to easily view and manage your existing discount codes.
- You can now specify a maximum discount amount for any promotional discount code.
- In previous versions of CPOnline, a promotional code was stored with a shopper's account only until the shopper placed an order with that code. Now, an option in Store Management lets you select whether promotional codes should be reset when an order is placed, or stored with the shopper's account for their next visit.
- Previous versions of CPOnline included a user-definable message to inform your shoppers when their order did not meet the minimum required for a specific promotional discount. A new user-definable message has been added for orders that contain non-discountable items, so you can let your shoppers know that even though their order total may be enough to qualify for the discount, they may not meet the requirement because their order contains one or more non-discountable items.
- A new user-definable message allows you to inform your shoppers when they enter a promotional code that has a start date in the future.
- User-definable promotional-code-specific messages allow you to provide your shoppers with better assistance and information when they attempt to use a promotional code on an order. Code-specific messages include Promotion Used, Promotion Is Expired, Promotion Not Yet Valid, and Minimum Order Amount Not Met.

#### ■ **Additional Customer Filtering for eNewsletters**

You can now use advanced customer filtering criteria to determine which of your shoppers should receive your eNewsletters. With this new feature, you can send a promotional discount code to just those shoppers who haven't visited your site recently, send eNewsletters to shoppers within a specific state, etc.

#### ■ **eNewsletter Options for New/Special Items**

When including New and Special items in eNewsletters, you can now select whether or not to include item long descriptions.

#### ■ **Support for Category-Specific Froogle Transfers**

When transferring your item information to Froogle (for listing on the Froogle shopping search service), you can now select to restrict your Froogle listings to one or more specific categories in your online store, instead of listing all your items.

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## ***Import + Export***

#### ■ **Import History Time Stamp**

The import history list now includes the time for each import, as well as a flag indicating whether the upload was performed via Automated Data Transfer.

#### ■ **Order Batch Time/Date Stamps**

When downloading a new order batch, you can now see the date and time of the first and last orders in the new batch, as well as the total number of orders and total order amount in the batch.

#### ■ **Order Batch History Audit Information**

For previous order batches, you can now see the time and date when the batch was downloaded, as well as the ID and IP address of the individual Store Management user who downloaded the batch.

#### ■ **CounterPoint Order Numbers Display in View Order History**

The View Orders feature now includes the CounterPoint order number in the list display so you can more easily find the order you wish to view.

#### ■ **Enhanced Date Selection for Viewing Previous Orders**

The View Orders feature now allows you to view orders for a specific date range instead of month-by-month, which helps you find specific single orders more quickly.

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## **Reports**

#### ■ **Affiliate Sales Report**

A new Affiliate Sales Report allows you to create Summary or Detailed order reports showing order volume by affiliate.

#### ■ **Active Shoppers Report**

The Active Shoppers Report now includes the IP Address and Source/Affiliate (if any) for each shopper.

#### ■ **Discount Code Usage Report**

The Discount Code Usage Report can now be filtered by Affiliate Code.

#### ■ **Missing Images Report**

The Missing Images Report now includes options for displaying categories with missing images and categories with no image assigned.

#### ■ **Order Volume Report**

The Order Volume Report now shows the average order amount as well as the total order amount for each

day.

- **Store Size Report**

The Store Size Report now includes the total number of top-level categories, the number of customers with active carts, the number of customers with saved Favorites, and the total number of orders to date.

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## ***Utilities***

- **Purge Data Utility**

The Purge Data utility is now available for stores in Live Mode, allowing you to quickly and easily reset all item- and category-specific settings to global defaults.