The eCommerce Process

Scenario

Once you've signed up for your eTapestry eCommerce page, you'll want to follow the steps below to ensure your page(s) are created in a timely manner.

Step One:

You've purchased your eCommerce page, what next?
After purchasing your eCommerce page, you'll need to think about your credit card processor. Currently eTapestry partners with two companies, Verus Card Services and IATS Ticketmaster. These two companies will seamlessly integrate with your created eCommerce page and allow credit card transactions to be processed in real time. More information on the two providers can be found here:
http://www.etapestry.com/files/productinfo/pi_ecommerce_provider_options.pdf

Make sure to tell our eCommerce team on your form template about which processor you are going with. Hooking up your page to the correct credit card processor is essential to completing your page!

Once you've chosen your processor, you'll need to fill out the documentation for the account setup.

If you are using IATS Ticketmaster:
http://www.iats.ticketmaster.com/setupdocs/etap/etap.html

If you are using Verus Card Services:
Documents can be accessed by following the instructions below…

- Visit the Website Services Website at http://www.etapestry.com/webservices
- Click on eCommerce Integration
- Scroll to the Verus Card Services Documents Section

Once you've completed the proper documentation for your processor, you'll need to fax that information to the appropriate fax number.

Ticketmaster Fax: 310-734-0794
Verus Card Services Fax: 425-675-2006

For Questions regarding the merchant application documents, please contact:

Ticketmaster Support: 1-888-955-5455
Verus Card Services: 1-410-266-2566

Once your merchant application has been submitted, your account details will arrive from your processor via fax or email. Those account details will instruct you how to add your new processor to your eTapestry database. If you have any questions on adding that account information to your database, contact the eTapestry support team at support@etapestry.com.

Step Two

Filling out your eCommerce Template Information
After you've purchased eCommerce your organization will need to fill out your page template. To access the template, please visit the eCommerce and Website Services website at: http://www.etapestry.com/webservices

- Click on eCommerce Integration
- Click on Order a new ecommerce page

The first section of the template is the **Contact Information** section. This section asks for general information regarding your organization. Make sure to enter the contact name and email address of the primary contact for the eCommerce project.

The next section of the template will ask for your **eTapestry Account Information** (username and password). If you do not have an eTapestry database, please contact your area sales representative. Your eTapestry database will act as the storage unit for all information that is obtained via your eCommerce page(s).

The **Processor Information** section is intended to give our eCommerce team the credit card processor you intend to use. If you need help deciding on which processor, please read the eCommerce Provider Options document at: http://www.etapestry.com/files/productinfo/pi_ecommerce_provider_options.pdf

The **Email Confirmation** section of the template is where you can define (if you wish) your donors/registrants to receive a confirmation email upon a successful transaction to the email address they provide on your page. You can also define which email address this confirmation email is generated from. For example, if you wish your donors to receive confirmation from your general email box (info@myorganization.org), make sure to specify that in the From email section. You also can determine if you wish to receive a confirmation of a successful or failed transaction at your organization. Multiple email accounts may be added, just make sure to separate them with a comma.

The **Form-Specific Section** is where you fill out the details of your page.

You will also find the options to rush your order. **Please be aware there is an extra $150 fee for any page that is rushed.**

Step Three

Once you have submitted your page information to the eCommerce team, you will be contacted by the developer who will be working with you. The developer will notify you once your page is ready and if any additional information is needed to complete the page. It is important to be as descriptive as possible when filling out the page template so that our design team can get as much of the up-front work done as possible before sending you the link.

Once the page is complete, our eCommerce team will ask that you perform a test transaction on the page. This test transaction should ensure the following:

- Your financial transaction is correctly set up
- All fields are directed to the appropriate location within your database
- Your success, and confirmation emails are as requested.

Step Four

Once your page is ready and you have run a test transaction, it's time to link your page to your website. Our design team will provide your organization with the link needed to get your page displayed to your donors! It is up to your organization to link the page to your website. Your webmaster must use the link provided by eTapestry to access your eCommerce page. The eCommerce pages that eTapestry creates are housed on our secure servers and should only be linked to your website, not uploaded to the server where your website is hosted.

Step Five

Link your page to your website via a hyperlink and begin taking accepting transactions online!

If you would like changes made to your eCommerce page…

To request a change to your ecommerce page, please visit http://www.etapestry.com/webservices

- Click on eCommerce Integration
- Click on the Request an edit to your ecommerce page

For more information, please contact the eCommerce department at 1-888-739-3827 ext. 4 or eCommerce@etapestry.com