



Reseller's Guide

Date	Changes	Version
28 Jan 2011	First Issue	1.0
2 April 2011	Add Appendix A – Reseller Store Creation Process	1.1

Table of Contents

- 1 Introduction 2
 - 1.1 eShop-Systems Reseller Program 2
 - 1.2 Using the Control Panel 2
- 2 User Account Management 3
 - 2.1 New Account Registration 3
 - 2.2 Account Listing 3
 - 2.2.1 Login into Client's Account 4
 - 2.2.2 Edit User Account..... 4
 - 2.2.3 Terminate an Account..... 5
 - 2.2.4 Delete an Account..... 5
 - 2.3 Store Listing..... 5
- 3 Subscription Fees and Commission 6
 - 3.1 Subscription fees setup..... 6
 - 3.2 Commission calculations..... 7
- 4 Sales Performance 8
- 5 Reseller Profile 9
- 6 Marketing Tools 10
 - 6.1 Information about eShop-Systems 10
 - 6.2 Building a demo store 10
 - 6.3 Store directory 10
 - 6.4 Taking part in discussion forum 11

- Appendix A Reseller Store Creation Process 12

1 Introduction

1.1 eShop-Systems Reseller Program

With *eShop-Systems* reseller program, we want you to make a rewarding revenue and simultaneously satisfying your clients' online trading needs. We have automated the software that you can start offering e-commerce service to your clients without the hassle of developing a fully operational e-commerce platform.

As a reseller, you will resell our web based *eShop-Systems* software. We have created an online platform for you so that your clients can register an account and build their store under your flag. We offer reseller a competitive wholesale price and you set your selling price for your services - whether you manage the e-commerce stores for your clients or let them manage it themselves.

Below are the reseller's benefits:

- **Attractive rewards:** We offer an attractive revenue stream for resellers. You set your own subscription charges and receive commission after we have deducted a small wholesale fee.
- **Co-branding:** Your clients can register with our service through a co-branded application form accessible through a link on your website.
- **Extra service revenue:** You can offer an additional service to your client and improve your income with little effort. All operations are automated and we are here to help.
- **Sales support:** Marketing collateral to support the new user recruitment process and your profile in our website to help generate leads.
- **Technical support:** We upgrade software on a regular basis to improve user experience and resolve technical issues. We also help you on technical enquires you may have from your clients.

1.2 Using the Control Panel

We provide web based control panel so that there is no software to install on your or your client's PC. You can log in the control panel at anytime wherever you have an Internet connection. You can monitor your reseller account in real time and assist your clients using the control panel.

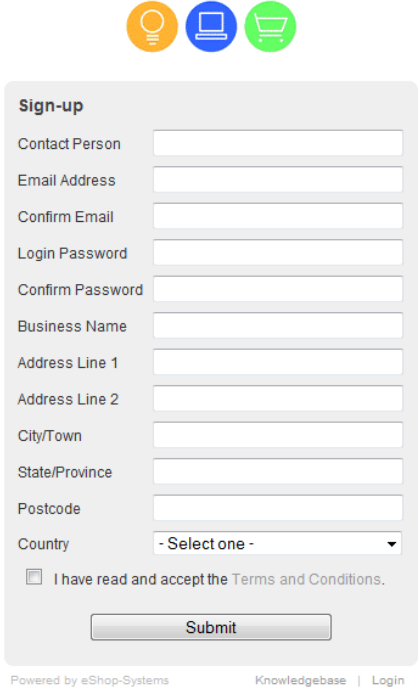
To help you success, we also offer you three free stores with your reseller account: for use as your main website if you have not already got one, for creating a demo e-commerce store, or for testing store features or installing third party applications. You can start building your stores and learning more about the software after login into the control panel.

To access to the control panel, login using the main email address you used when registered as reseller. You can only see the reseller control panel if you login using the main email address.

2 User Account Management

2.1 New Account Registration

Your client can register for an online account from your control panel. After verifying their email address, their account will be ready for e-commerce store development. Screenshot below shows the co-branded registration form. Your logo will appear on top of the form.



There is no special facility for reseller to create an account from within the control panel. If you have to register an account for your client, use the same registration form above to register an account. You may want to use your own email address in the registration form, so that you can verify their account. Appendix A presents the process flow diagram.

There is no payment or credit card details collected from you or your clients.

2.2 Account Listing

When you login to the reseller control panel, the first page you will see is the "Manage Accounts" or account listing page. It lists all user accounts registered through your co-branded registration form. If you do not already have any client, only your account with three free stores will be listed, as shown below.

Manage Accounts

Filter: Active (1) Pending (0) Terminated (0) Suspended (0) Deleted (0) Unverified (0)

Account ID ▲	Business Details	Store Count	Status	Expiry Date ▲	Visited ▲	Action
100001 <small>Joined on 2010-06-01</small>	Demo Store <small>support@store2go.net</small>	2 / 3 active	Active	2011-06-01 <small>Last visited 2010-11-18 20:34:04</small>		

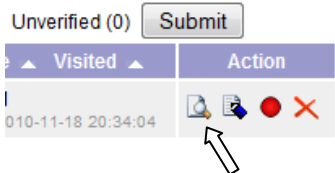
The Account ID is automatically generated when a new account is created. You can filter the account based on its account status. There are:

- Active – the account is up and running.
- Pending – the account subscription has expired.
- Terminated – 30-days after the subscription is expired.
- Suspended – account was suspended due to breach of our terms of service.
- Deleted – All information has been removed from the database.
- Unverified – email address is pending for verification.

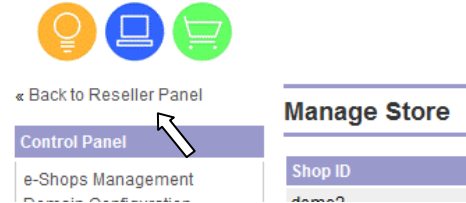
Only stores belong to active accounts will be charged for wholesale fees.

2.2.1 Login into Client's Account

In order to assist clients, reseller can login to the client's account by clicking the "Login" icon (first icon under the Action heading). Once entering the client's account, you can view what your client sees.



To exit from the client's account and return to the reseller control panel, click the link on top of the side navigation menu.



2.2.2 Edit User Account

To edit client's account information, click the "Edit Account" icon (second icon under the Action heading) to access the "Edit User Account" page. Here you can change the account status, expiry date, number of stores, as well as changing the "Shop ID" of a store.

Edit User Account Back

Account ID:	<input type="text" value="100001"/>
Expiry Date:	<input type="text" value="01"/> <input type="text" value="Jun"/> <input type="text" value="2011"/>
Change Status:	<input type="text" value="Active"/>
Number of Stores:	<input type="text" value="3"/>

Change Shop ID

Store to Change ID:	<input type="text" value="demo2"/>
New Shop ID:	<input type="text"/>
Confirm New ID:	<input type="text"/>

Unless absolutely necessary, it is not recommend to change a Shop ID. This function will result in service downtime of the store and potential corruption of the data associated with the store.

2.2.3 Terminate an Account

Inactive accounts will be terminated automatically 30 days after the subscription is ended. Clients can login to their account during this stage to re-active their account. To re-active their account, all they need to do is pay for the subscription fee, which is calculated from the day payment is made.

Occasionally, reseller may want to terminate an account manually. For example, the client contacts you that they no longer require the account.

To terminate an account, click the "Terminate Account" icon (third icon under the Action heading). A dialog box will pop out for your confirmation. Alternatively, click the "Edit Account" icon and change the account status to "Terminate".







2.2.4 Delete an Account

Inactive accounts will be terminated 30 days after the subscription is ended. Once terminated, the account is ready for deletion. It is reseller responsibility to delete inactive accounts. We recommend reseller to delete account that is inactive for 4 months or more.

To delete an account, click the "Delete Account" icon (last icon under the Action heading). A dialog box will pop out for your confirmation. Account deletion is unrecoverable and all data and images will be removed from our server. Information such as client's name, business details and email address (information they have provided during registration) will be kept in the database for future reference.

2.3 Store Listing

Similar to "Account Listing" in Section 2.2, "Store Listing" allow you to search for an account using Shop ID. In this interface, reseller can login to the client's account by clicking the "Login" icon (first icon under the Action heading). To visit store, click the "Visit Shop" icon (second icon under the Action heading).

Manage Stores				
Shop ID ▲	Account ID ▲	Store Name	Popularity ▲	Action
demo1	100001	e-Shop Demo Store	0	  
demo2	100001	e-Shop Demo Store Dup	0	  

3 Subscription Fees and Commission

3.1 Subscription fees setup

When your client registers an account, he/she will be offered a free trial. The free trial period starts when an account is created in our database. By default a 30-days free trial period will be offered to all new users. Reseller can change the length from 7 to 60 days to suit. We will start charging a wholesale fee on each store hosted on our system 30-days after a new account is created, regardless the free trial period you are offering.

Subscription Fees Setup

Offer ends date YYYY-MM-DD	Subscription fee of 1st store *	Subscription fee for each additional stores *	Discount on quarterly subscription	Discount on annual subscription	Delete?
2012-08-31	£ 9.99	£ 6.99	0 %	0 %	<input type="checkbox"/>
	£	£	%	%	
	£	£	%	%	
	£	£	%	%	

Free trial period: days

eShop-Systems do not charge reseller the initial 30 days of creation of new stores, regardless the free trial period you offered to your customers. For example, if you offer your customers 60 days free trial period, we will still charging you after the first 30 days, but will not collect any payment from your customers. On the other hand, if you offer 14 days free trial, we will start collecting subscription fee from your customers after the initial two weeks, but we will not charge you any wholesale fee until after the first 30 days.

* You are not allow to charge a subscription fee less than the agreed wholesale fee. All subscription fee will subject to 20% VAT.

After the free trial period, a monthly subscription fee is charged to your client by the number of web stores created. We recommend a subscription fee of £9.99 per month for the first store, and £7.99 per month for each additional store. For example, a client has 3 stores within his account. He will pay subscription fee of £31.16 including tax per month.

$$\text{Subscription fees} = (\text{£}9.99 + \text{£}7.99 + \text{£}7.99) * 20\% \text{ VAT} = \text{£}31.16$$

Using the "Offer ends date", reseller can set new subscription fees to new users, while keeping the old subscription fee structure to existing clients. For example, as shown in screenshot below, clients registered on or before 31st September 2010 will pay £8.99/m for their first store and £6.99/m for each additional store. Clients register an account after this date will pay £9.99/m for their first store and £7.99/m for each additional store.

Subscription Fees Setup

Offer ends date YYYY-MM-DD	Subscription fee of 1st store *	Subscription fee for each additional stores *	Discount on quarterly subscription	Discount on annual subscription	Delete?
2010-09-31	£ 8.99	£ 6.99	0 %	16.67 %	<input type="checkbox"/>
2020-12-31	£ 9.99	£ 7.99	0 %	16.67 %	<input type="checkbox"/>
	£	£	%	%	

Reseller can also offer a discount when client pay the monthly subscription fee on quarterly or annually basis. For example, if you would like to offer 2 months free when your client pays annually, then enter 16.67% in the text field under the "Discount on annual subscription" heading.

The subscription fee will be collected by *eShop-Systems* and paid into our account. We will then pay you a commission on monthly basis.

3.2 Commission calculations

Commission is the subscription fees paid to *eShop-Systems* by your clients for using the e-commerce services, minus the wholesale fee, credit card chargeback (and associated fees) and refunds. Let say you have 60 stores created under your reseller account, and in one particular month:

Total subscription fees received from your clients = £647.28

VAT on subscription fees (assume all clients are eligible to pay VAT) = £107.88

Wholesale price for 60 stores (excluding VAT) = £3.00 * 60 = £180.00

If you are VAT registered, then Commission = £647.28 - (£180.00 * 20% VAT) = **£431.28**

If you are not VAT registered, then Commission = £647.28 - £107.88 - £180.00 = **£359.40**

Reseller commission for the current month will be paid into your account within 10 working days of the following month. If the commission amount is less that £50, then it will be carried forward into the next month.

A self-billing invoice will be created and emailed to you after each commission is paid into your account. If you have not already signed a self-billing agreement with us, please contact us immediately at support@eshop-systems.net.

4 Sales Performance

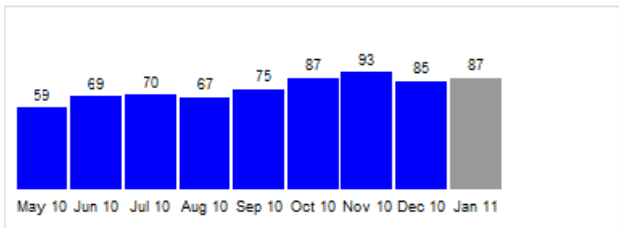
We have prepared a simple to understand chart for you to monitor your sales performance. The first chart shows the number of active accounts. Non active account, such as those pending for subscription fee, terminated or unverified, will not be included in the chart.

The second chart shows the active stores hosted within your reseller account. The blue column at the bottom represents paid store, whereas the red column on the top represents free stores (stores created within new accounts).

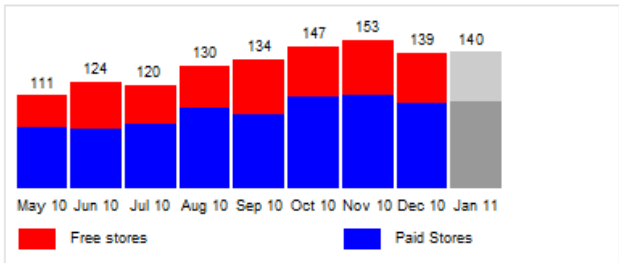
The third chart shows the income generated by your reseller account. The blue column at the bottom represents the wholesale fee charged by *eShop-Systems* for using the services. The green column on the top represents the commission earned.

Sales Performance

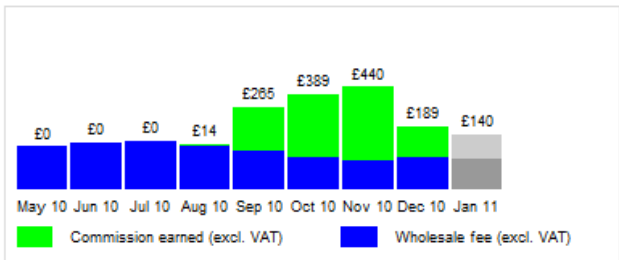
Number of Active Accounts (as on 2011-01-09)



Number of Active Stores (as on 2011-01-09)



Commission Earned (as on 2011-01-09)



Reseller Activity Reports

- [Activity Report - current month](#)
- [Activity Report - December 2010](#)
- [Activity Report - November 2010](#)
- [Activity Report - October 2010](#)
- [Activity Report - September 2010](#)
- [Activity Report - August 2010](#)
- [Activity Report - July 2010](#)
- [Activity Report - June 2010](#)
- [Activity Report - May 2010](#)

On the right hand side column, there are links to “Activity Report” for your reseller account. This includes all the transactions carried out by your clients and their amount, so that you can check the commission earned.

5 Reseller Profile

This page contains your business information, including email address which we can contact you. The email address is also used for communication between you and your clients. For example, your business name and email address will be used to send out subscription renewal notification.

The business name and address will be used to generate self-billing invoice. Please ensure you have provided the correct information, otherwise you may find it is not suitable for accounting purposes. We will not re-issue self-billing invoice for your mistake in your reseller profile.

On the right hand side column, this is the account information where we pay commission into. Please ensure the account details are correct. We will not be responsible for any delay or missing in the commission payout due to incorrect account information.

Reseller Profile

Reseller profile updated.

Date Joined:	2009-08-01
Business Name:	eShop-Systems.net
Website URL:	http://eshop-systems.net
Street Line 1:	1 Test Drive
Street Line 2:	
City:	Tester
State/Province:	Tester
Post Code:	TEST123
Country:	United Kingdom
Telephone:	01234567890
Fax Number:	
Business Email:	support@eshop-systems.net
Trading Currency:	Pounds Sterling

Pay commission earned to:

Bank Transfer (Recommended for UK reseller)

Account Name	Test Reseller
Bank Sort Code	11-11-11
Account Number	12345678

Skrull / Moneybookers (For Non-UK reseller)

Email Address

Refer to Moneybookers for withdrawal fee.

Reseller commission for the current month will be paid into your account in the first week of the following month. If the commission amount is less than £50, it will be carried forward into the next month.

If no account is provided or the account details are incorrect, we will not be responsible for any delay or missing in the commission payout.

6 Marketing Tools

6.1 Information about eShop-Systems

It is useful to provide crucial information about the features of *eShop-Systems* software in your website. Information such as the functions of the shopping cart, available payment gateways, flexibility of the control panel and the subscription fee are necessary to attract prospective clients to sign-up for the service.

We have the above mentioned information on our website (<http://www.eshop-systems.net>) and you can copy them for use at your website.

6.2 Building a demo store

For the purpose of marketing and to familiar yourself with the *eShop-Systems* software, we have provided reseller three web stores free of charge. These stores can be used as demonstration store, for software testing or as reseller's dedicated website of our software.

A demo store will help you to convince your prospective clients what they can achieve with the software. While building a demo store, you will also learn how to use the software so that you can help your clients when they have difficulty to use the software. For more information about building a store, please refer to the *eShop-Systems* User's Guide.

6.3 Store directory

The Store directory lists stores which popularity is greater than 50 (see Section 2.3). Screenshot below shows an example of store listing.



We have prepared scripts for you to place on your website for displaying the store directory. If you have a static website, or using our free store to display the store directory, use the HTML iFrame script. If you have a dynamic website programmed in PHP, follow the script provided below. We do not currently have script written in ASP or other scripting languages.

Using HTML iFrame:

```
<iframe name="frame1"
  src="http://www.eshop-systems.net/_func/store_directory.php?res=s2g&page=1"
  width="98%" height="950" frameborder="0" scrolling="auto">
</iframe>
```

Using PHP script:

```
$page = $_GET['page'];
if(!$page) $page = 1;
if($fp = fopen('http://www.eshop-
systems.net/_func/store_directory.php?p=store_directory&res=s2g&page='.$page,'r'))
{
  $content = "";
  while ($line = fread($fp, 1024)) $content .= $line;
  $output = explode('<!-- eShop-Systems Store Directory for s2g -->', $content, 2);
  echo $output[1];
}
```

6.4 Taking part in discussion forum

A discussion forum is available for all users of the software. The forum is not publicly display so that users can discuss freely the issues they may have with their stores. The discussion forum can be accessed from the control panel.

As an *eShop-Systems* software reseller, we are expecting you to actively participate in the discussion forum to help store users with the issues they encountered when building store.

Appendix A Reseller Store Creation Process

