

## Yahoo! Merchant Solutions and OrderMotion

### Introduction

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OrderMotion integrates with Yahoo! Merchant Solutions to provide you a multi-channel order management and fulfillment system for your online store. This application note describes the integrated solution and its benefits, how to use OrderMotion with your online store, and where to get support and find more information.

### Solution Overview

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#### What Yahoo! Provides

Yahoo! provides basic order management functionality for your online store. You can take, retrieve, process, and ship orders placed at your store.

#### What OrderMotion Provides

OrderMotion provides a web-based multi-channel order management platform that connects in real-time to one or more Yahoo! Stores and centralizes back-end operations including order capture, fulfillment, inventory management, payment processing, database management, and reports generation.

### Integration Benefits

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The integration provides you with these benefits:

#### Synchronizing Product Catalogs and Store Setup

If you are a Yahoo! Merchant Solutions customer with past order and product catalog information, you can export that information directly to OrderMotion, allowing OrderMotion to become the central repository for order and product information. If you are a new Yahoo! Merchant Solutions customer, you can update your online store with pre-built extracts of the product catalog information already in OrderMotion.

#### Real-Time Inventory Checking

During the shopping and order placement process, the real-time inventory link allows you to verify and display the appropriate inventory disposition to the shopper. This on-demand information provides confidence to your

customers that what they are buying is in stock and available for immediate fulfillment.

#### Real-Time Order Transfer

Once an order is placed in your online store, the order is immediately and securely transferred to OrderMotion for instant processing.

#### Fully Automated Payment Processing

Orders can be authorized in real-time in your Yahoo! Merchant Solutions store, and credit card payments can be processed and settled by OrderMotion.

### Using OrderMotion With Your Yahoo! Merchant Solutions Store

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The following sections describe the integration points between OrderMotion and Yahoo! Merchant Solutions:

#### Exporting Products and Store Setup to OrderMotion

Existing Yahoo! Merchant Solutions merchants who begin using OrderMotion can export all past order and product catalog information directly to OrderMotion. There are two steps in the process:

1. Standardize your store product options
  - When correctly formatted, all of your product data can be automatically imported by OrderMotion. Certain conventions must be followed in the formatting of options, which specify all of the possible attributes of a product. Refer to the OrderMotion Yahoo! Store Startup Guide for more information on editing Options information.
2. Export your legacy data to OrderMotion
  - To export your store order data to OrderMotion, you must retrieve orders in your Store Manager and export the orders in the “Generic CSV” format. Then save the data tables as a tar file to your desktop. Email the OrderMotion System Integration team at [setup@OrderMotion.com](mailto:setup@OrderMotion.com), and include the file as an attachment and mention your OrderMotion BizID in the message.

## Yahoo! Merchant Solutions and OrderMotion

### Uploading a Product Catalog to Your Yahoo! Merchant Solutions Store

If OrderMotion is your primary repository for product, customer, and transaction information, you need to update your Yahoo! Merchant Solutions store with this information as it changes. The first step is to export catalog information as a CSV file from the OrderMotion Console to your desktop. Next, upload the CSV file to your store using the Database Upload feature in your Yahoo! Merchant Solutions Store Manager. For more information on how to use the Database Upload feature, see: <http://help.yahoo.com/help/us/store/edit/advanced/advanced-18.html>

You can add incremental uploads to specific areas of your store by editing the CSV file and removing the lines you do not want to upload. When you upload this file to your store, select "Add", not "Rebuild," to add/update this section only.

### Real-time Inventory Checking

Once your store is opened for business, the real-time inventory link allows real-time inventory checking during the shopping and order placement process. For this to work, your Store Manager must be set up to contact your OrderMotion account every time an item is viewed. To set up this checking, you must select the "Configure Inventory" link from your Store Manager page. In the Configure Inventory Management page, you will specify a URL that your store will use to query OrderMotion.

Refer to the OrderMotion Yahoo! Store Startup Guide for more information.

### Real-time Order Transfer

Real-time order transfer allows orders placed on your store to be automatically sent to OrderMotion. To set up these transfers, you must configure the Real-Time link under the Order Settings of your Store Manager. In the Order Settings page, you will specify a secure URL that your store will use to transfer orders.

When an order arrives at OrderMotion, it is placed in a special order queue. OrderMotion checks the validity of the incoming order including billing address details, shipping

method requested, payment details, and coupons used.

Refer to the OrderMotion Yahoo! Store Startup Guide for more information.

### Fully Automated Payment Processing

When the order has been identified as valid in OrderMotion, it is processed and:

- Credit card payment is authorized.
- The order is sent to the relevant fulfillment centers.
- When the products are shipped, shipping confirmation emails with tracking numbers are sent to the customer and updated in Order Motion for customer service.

OrderMotion supports different variations of credit card processing. Settlements can be pre-authorized in the Yahoo! Merchant Solutions or in OrderMotion for phone orders and settled before or after orders are sent to the fulfillment center. A payment processing module that connects to your existing merchant account through one of the popular gateways such as Paymentech, Verisign, Authroize.Net or CyberSource eliminates 95% of manual labor. Additionally, you have the ability to setup review rules based on shipping address, order value, and AVS result to decrease fraud.

### Multiple Yahoo! Merchant Solution Stores for One OrderMotion Account

Every order posted by Yahoo! Store is captured with its unique store ID and order ID. This allows a single OrderMotion account to be connected to an unlimited number of online stores. All stores can share the same inventory and deplete on-hand quantities in real-time. Item information only needs to be setup once and multiple store layouts can be managed easily with OrderMotion's own Web Store Management tool.

Multi-store and multi-channel reporting provides a holistic view of your direct-commerce business.

## Yahoo! Merchant Solutions and OrderMotion

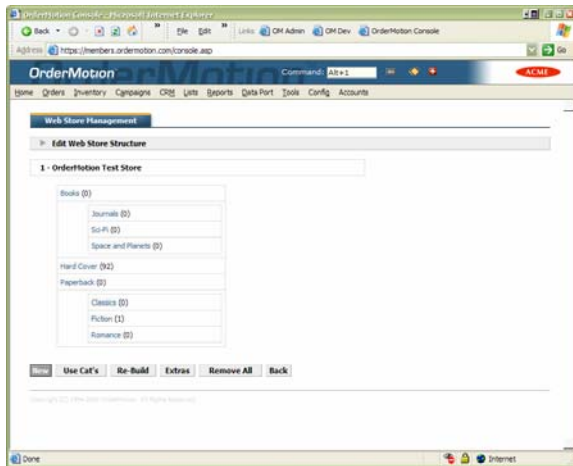


Figure 1: OrderMotion Web Store Management Module (Category/Store Section Association)

in 8 online stores and handles billions in merchant sales.

### About OrderMotion

OrderMotion, a CommercialWare company, was founded in 1994 and provides an outsourced software solution to the mission-critical order capture, processing and fulfillment needs of small to medium sized direct commerce companies. With operations based in New York City, OrderMotion delivers its on-demand service to clients worldwide.

## Support

### Support From Yahoo!

Yahoo! will handle customer service issues with regard to Yahoo! Merchant Solutions setup:

- Yahoo! Help/FAQs:  
<http://help.yahoo.com/help/us/store/shipping>
- Yahoo! Email support:  
[store-support@yahoo-inc.com](mailto:store-support@yahoo-inc.com)
- Yahoo! Merchant Solutions 24/7 Technical Support: 1-866-800-8092

### Support From OrderMotion

Questions regarding OrderMotion setup, Yahoo! Merchant Solutions integration and any other order management related issues are handled by OrderMotion Support:

- OrderMotion Help/FAQs:  
<http://help.ordermotion.com>
- OrderMotion Email support:  
[support@ordermotion.com](mailto:support@ordermotion.com)
- OrderMotion Technical Support:  
1-877-307-3997

### About Yahoo! Merchant Solutions

Yahoo! Merchants Solutions is a complete e-commerce system that includes such features as a secure shopping cart and online order processing, advanced catalog and inventory management, a domain name, hosting services, and business mail, as well as tools and templates to help build a web site. An industry leader for more than 6 years, Yahoo! powers 1