

Ecommerce Solutions

The team at Red Rook has partnered with industry leaders NCR and Magento to create the most advanced Omni-Channel and Ecommerce solutions for NCR Counterpoint users. This document details the solutions available to merchants using NCR Counterpoint, the unique benefits of each, and the partners Red Rook is working with to deliver the solutions described in this document.

There are three solutions that will be discussed throughout this document. We have tried to create solution offerings that meet the diverse needs of more than 7,600 Counterpoint users. The following table is a high-level view of the 3 solutions and the tiers they serve. Additional information on each solution will be provided throughout this document.

CP Shop	CP Magento	COMMERCE5 [™]
Entry Level Template based Woo-Commerce website with limited integration. Best for Brick-and-Mortar retailers using NCR Counterpoint who want to provide a way for their customers to view product availability and facilitate low online transaction volume. Also the best fit for those with brochure and/or catalog sites that are just getting started in an online business model.	Template based Magento community website with B2C integration similar to NRO. Best for Brick-and-Mortar retailers using NCR Counterpoint to extend their reach into multi-channel online business. This solution will provide a way for customers to view product availability and facilitate medium online transaction volume using NCR Counterpoint order fulfillment tools.	Fully custom Magento Community or Enterprise website in an open hosted and development environment empowering the most user control over the online technology with the most advanced integration with NCR Counterpoint. Best for B2B, direct to consumer sites, advanced B2C merchants with multiple webistes, merchants selling in marketplaces such as Amazon, online retailers exceeding \$700k in annual revenue, and omni-channel retailers investing in market automation (SEO, Etc) to grow their online business, any merchant with one or more dedicated fulfillment locations.

We have organized this document to first speak to those clients that are already on NCR Retail Online (NRO), those that are currently on Counterpoint Online (CPO), and finally new or existing Counterpoint users that are looking for an Omni-Channel and/or Ecommerce solution.

EXISTING NRO CUSTOMERS

Did you know that NRO was built on the Magento platform which is also the same platform used by **CPMagento** and **Commerce5**. This will allow for a straightforward migration to one of those platforms depending on your online requirements. Red Rook is a preferred Magento partner and we have stayed on the leading edge of supporting their most recent version of the platform. If you migrate over to **CPMagento** or **Commerce5** today, you will be running the 1.x version of Magento. You can be assured that Red Rook will be on the forefront with future product upgrades as required with all platforms. We already support the 2.0 version of Magento, and will continue our development efforts with Magento to ensure our clients always have access to current technology and features.

The quickest and least imposing way to respond to the NRO EOL announcement is to migrate your site to either the **CPMagento** or **Commerce5** solutions, depending on which one best serves your business needs. We have created a migration package that starts at \$2,500 and preserves the existing design aspects of your current site. This migration package basically keeps your existing site as currently designed, and moves it to a new hosting and support environment. The table below differentiates the features, functionality and pricing models for **CPMagento** and **Commerce5** to help you make the best choice during this migration decision. For those merchants that are growing and serious about their online business, we would recommend using **Commerce5** and upgrading to the Magento 2.0 platform during this initial transition. We will consult with and advise merchants on the best solution that fits their needs and help them understand all the trade-offs today, while also looking ahead to future needs. The following table highlights the various features and pricing models (by merchant's online revenue range) for **CPMagento** and **Commerce5**:

Merchant's Online Revenue Tiers	CP Magento			COMMERCE5™					
	100K - 300K	300K - 700K	700K - 1 Mil	< 1 Mil	1-2 Mil	2-3.5 Mil	3.5-5 Mil	5-10 Mil	10+ Mil
NRO Migration Fee	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	Custom
Hosting - Estimated Monthly Fee	\$ 100.00	\$ 199.00	\$ 500.00	\$ 350.00	\$ 500.00	\$ 600.00	\$ 800.00	\$ 1,000.00	Custom
Integration Monthly Fee	\$ 100.00	\$ 150.00	\$ 225.00	\$ 495.00	\$ 1,195.00	\$ 1,795.00	\$ 2,495.00	\$ 3,195.00	Custom
	Template Based			Customer Specific Website Design					
Features	Product Catalog Upload	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		
	Inventory Upload	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		
	Customer Download	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		
	Customer Upload	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		
	Customer Upload (at Login)						<input checked="" type="checkbox"/>		
	Customer Address Download						<input checked="" type="checkbox"/>		
	Customer Address Upload						<input checked="" type="checkbox"/>		
	Loyalty Point Sync						<input checked="" type="checkbox"/>		
	Loyalty Point Redeem						<input checked="" type="checkbox"/>		
	Loyalty Point (Online Rules)						<input checked="" type="checkbox"/>		
	Download Orders	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		
	Upload Processed Orders	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		
	Upload Tracking Numbers	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		
	Display store transactions online						<input checked="" type="checkbox"/>		
	Store pickup	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		
	Ship from store						<input checked="" type="checkbox"/>		
	Gift Card (GC) Sales	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		
	Gift Card Redeem	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		
	Gift Card Balance Check						<input checked="" type="checkbox"/>		
	GC Duplicate Charge Prevention						<input checked="" type="checkbox"/>		
	Business to Business (B2B)							<input checked="" type="checkbox"/>	
	Multiple Websites							<input checked="" type="checkbox"/>	
	Market Places (Amazon / Ebay)	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>	
SecurePay	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>		
Capture Payment at Sale	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>		
Capture Payment at Release							<input checked="" type="checkbox"/>		
Error Notifications							<input checked="" type="checkbox"/>		
Magento V1	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>		
Magento V2							<input checked="" type="checkbox"/>		
Magento Enterprise V1 and V2							<input checked="" type="checkbox"/>		
Flexible Hosting Environment							<input checked="" type="checkbox"/>		
Flexible Design Environment							<input checked="" type="checkbox"/>		

For those that may not require the level of functionality and features described above for **CPMagento** or **Commerce5**, our lowest end solution, **CPShop**, may be a better option for small businesses and those just starting their online store. CPShop is built on the WooCommerce platform which is the marketshare leader for businesses with a limited number of online transactions and sales volume. Our Partners, Ecomitize and MainSpring, have built an integrated WooCommerce and NCR Counterpoint solution with the following pricing and available features:

\$999 BASIC SOLUTION		\$1999 INTEGRATED SOLUTION	
<ul style="list-style-type: none"> • Turn-Key Solution to help you grow your sales online • You own the Website • No Revenue Share on Sales • Integrations into Marketplaces like eBay and Amazon • Mobile Friendly • Modern and Clean Interface • Built in Analytics • Customizable to fit your needs • Security Enhancements 	<ul style="list-style-type: none"> • Easily load data through a simple and friendly API • Advanced Custom Fields • Logo Carousel Slider • Create front end post grid on any page • Create unlimited number of contact forms • Payment Gateways • Shipping Solutions • Other enhancements available like ajax search, popups, quick view, zoom magnifier, ajax navigation and more. 	<ul style="list-style-type: none"> • Includes everything offered in the Basic Solution plus • WooCommerce - Counterpoint Integration • SEO Enhancements • Enhanced eCommerce Google Analytics • Frequently Bought Together plugins • Sliders and Promotions • Gift cards • Waiting list • Infinite Scrolling • Product FAQ's 	<ul style="list-style-type: none"> • Product Enquiry • Live Chat • Social Login • Advanced Reviews • Featured Video • Desktop Notifications • Request a Quote • Q&A • Dynamic Pricing and Discounts • Desktop Notifications

Recurring monthly fee: BASIC package is \$125/month, INTEGRATED package is \$250/month

EXISTING CPO CUSTOMERS

The ecommerce platform that is currently used by CPO is no longer supported in the industry. Therefore, you will need to build a new site and move it to a new platform. Red Rook will also work to make this transition as easy as possible. Once again, the same 3 options are available as mentioned above; **CPShop**, **CPMagento**, and **Commerce5**. The upfront fees will differ in each solution since a new website will need to be built (no easy migration path here). The table below represents the fees for a new website and monthly recurring.

Price by Revenue Tiers	CP Shop		CP Magento			COMMERCE5™				
	~	~	100K - 300K	300K - 700K	700K - 1 Mil	< 1 Mil	1-2 Mil	2-3.5 Mil	3.5-5 Mil	5+ Mil
One-time Website Development Fee	\$ 999.00	\$ 1,999.00	\$ 4,495.00	\$ 7,495.00	\$ 11,495.00	\$ 15,000.00	\$ 30,000.00	\$ 45,000.00	\$ 60,000.00	Custom
Hosting - Estimated Monthly Fee	\$ 125.00	\$ 125.00	\$ 100.00	\$ 199.00	\$ 500.00	\$ 350.00	\$ 500.00	\$ 650.00	\$ 800.00	Custom
Integration Installation Fee	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	Custom
Integration Monthly Fee	\$ -	\$ 125.00	\$ 100.00	\$ 150.00	\$ 225.00	\$ 495.00	\$ 1,195.00	\$ 1,795.00	\$ 2,495.00	Custom

NOTE: The one-time fees for the new web design are estimates and may be lower or higher depending on customer's website the design requirements.

NEW or EXISTING COUNTERPOINT CUSTOMERS (NOT using NRO/CPO)

With over 7,600 merchants using NCR Counterpoint today, and that number growing daily, we understand there is a need to offer Omni-Channel and Ecommerce solutions as part of the Counterpoint offering. Many of these merchants today are likely using an Ecommerce solution that is not integrated, or only partially integrated. This is a great opportunity to introduce them to one of the above-mentioned products to improve their daily operations, grow online sales, and leverage their investment in Counterpoint. For each of the solutions, merchants should expect to pay the following initial startup fees by tier:

	CP Shop		CP Magento			COMMERCE5™				
Price by Revenue Tiers	~	~	100K - 300K	300K - 700K	700K - 1 Mil	< 1 Mil	1-2 Mil	2-3.5 Mil	3.5-5 Mil	5+ Mil
One-time Website Development Fee	\$ 999.00	\$ 1,999.00	\$ 4,495.00	\$ 7,495.00	\$ 11,495.00	\$ 15,000.00	\$ 30,000.00	\$ 45,000.00	\$ 60,000.00	Custom
Hosting - Estimated Monthly Fee	\$ 125.00	\$ 125.00	\$ 100.00	\$ 199.00	\$ 500.00	\$ 350.00	\$ 500.00	\$ 650.00	\$ 800.00	Custom
Integration Installation Fee	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	Custom
Integration Monthly Fee	\$ -	\$ 125.00	\$ 100.00	\$ 150.00	\$ 225.00	\$ 495.00	\$ 1,195.00	\$ 1,795.00	\$ 2,495.00	Custom

NOTE: The one-time fees for the new web design are estimates and may be lower or higher depending on customer's website design requirements.

WHICH SOLUTION IS BEST FOR YOU

Let's start with **Commerce5**. You should be using **Commerce5** if you meet the following criteria:

1. Online Revenues at \$750K or greater and growing
2. Complexity issues – channels, back-office, fulfillment, Customer requirements
3. B2B requirements, or a combination of B2C and B2B
4. Omni-Channel requirements (gift card, loyalty, pickup, returns, ship to/from, etc.)
5. Want to be on Magento 2.0 or a Magento Enterprise level product
6. Fully integrated with Counterpoint – everything driven by CP for the above
7. Require an open system approach to work with design and hosting company of their choice
8. Looking to invest in marketing, traffic generation, and conversion solutions
9. If you have one or more dedicated terminals or facilities for fulfillment

Now let's look at **CPMagento**. You should be using **CPMagento** if you meet the following criteria:

1. Online Revenues are in the range of \$100K to \$750K
2. Flexible webstore intended to service my brick and mortar customers
3. Require power of Magento, but in a closed system approach similar to NRO
4. Require Counterpoint integration for items, orders, customers, and inventory, but limited Omni-Channel integration when compared to Commerce5.
5. Require a budget sensitive migration from NRO or CPO and willing to sacrifice some features
6. You are very happy with NRO, that solution meets all your needs

And now **CPShop**. You should be using **CPShop** if you meet the following criteria:

1. Online revenues are under \$100K
2. Don't need the flexibility and open platform of Magento
3. Have limited support needs with your online store
4. Just getting started with online business and looking for an inexpensive solution
5. Still want control of your website for customizations and design, but simple in scope
6. Want a lighter integration with Counterpoint that is easier to support

This is an early release document and it's intended to provide estimates and guidelines to inform customers of the choices available to them. We will continue to update this information on an ongoing basis as features and pricing models are updated.