

Web Order Interface

The **Web Order Interface** allows you to configure FTD Mercury so orders placed on your Web site are automatically converted to incoming orders in FTD Mercury. When an order from your Web site is sent to your email address, FTD Mercury retrieves that order and translates the email message into an incoming FTD Mercury order. You can then attach the order in **Order Entry** or **Point of Sale**.

How the Web Order Interface Works

The FTD development team has created a custom conversion program to work with your Web site and FTD Mercury. When installed, this conversion program allows FTD Mercury to interpret data from orders placed on your Web site and bring them into FTD Mercury.

To set up your system, you will give FTD Mercury the information it needs to access the Internet and your email account. The information your system will need is your Internet connection information, as well as the information for the incoming mail server for your email account and your email login and password. You provide this information so that the system can automatically connect to the Internet, access your email account, and retrieve the orders.

You will also configure your system so that it knows which orders to retrieve from your e-commerce email account. It is recommended that you only use the email account for orders. The system must know which messages are orders, and which are not. You will specify the subject line for the orders that are sent from your Web site to the email address. FTD Mercury only creates orders from email messages with this subject line.

FTD Mercury will be set up so that it automatically connects with the Internet and logs into your email account for a given time interval. The email messages then are translated into incoming orders in FTD Mercury. You will treat the orders just like regular incoming orders, and process the order as normal.

After the orders are retrieved from your email account, they are deleted from your email account. Therefore you will use **Order Entry** and your **Mercury Message** log to track your orders. If there is an error with an order, the order is sent to an alternate email address (you will specify this address during the setup process).

Requirements for Your Web Site

Your Web site must meet a certain number of formatting, encryption, and setup requirements before you can set up the Web Order Interface. FTD provides your Web site designer a list of these requirements so that he or she can make modifications to your Web site if necessary. See [Web Order Interface Web Site Requirements](#) on page 27-4 for a list of these requirements.

Setting Up the Web Order Interface

This section walks you through the Web Order Interface configuration process. It consists of the following steps:

- » [Before You Begin](#)
- » [Step 1: Confirm that the License Key is Valid](#)
- » [Step 2: Set Up Your Mail Server Information in Mercury Administration](#)

Before You Begin

Before you set up the Web Order Interface, you should clean out the inbox of the email address that receives Web orders. If you have order email messages in your inbox that have already been processed, you should delete these before setting up the Web Order Interface; otherwise these email messages will be processed in FTD Mercury and will result in duplicate orders. Orders that are not order-related will be forwarded to your Error inbox (which you will set up later), so you should also delete these before beginning.

Step 1: Confirm that the License Key is Valid

After you purchase the Web Order Interface feature, the Mercury Technology Assistance Center sends you a General (GEN) message that enables the features on your system. The first step is to make sure that the GEN message has turned on the features for you.

TASK To check that the module has been enabled:

- 1 Double-click **Mercury Administration** on your desktop.
- 2 Double-click the **Security** folder.
- 3 Click **License**.
- 4 Ensure **Web Orders** is **Valid**.

Step 2: Set Up Your Mail Server Information in Mercury Administration

After confirming the license key is valid, you must complete the incoming and outgoing mail server information in Mercury Administration.

You must enter your incoming mail server information in this screen so that Web orders can be retrieved from your email account. Your incoming mail server is the server that your Internet service provider (ISP) uses to manage your email account. If you have multiple email accounts where Web site orders are sent to, you can set up multiple incoming mail server accounts.

The outgoing mail server information is required because if there are any errors associated with Web order email messages, the email messages are sent to your error email address (which you will indicate in this screen).

TASK To access the Mail Server screen in Mercury Administration:

- 1 Double-click the **Communication** folder.
- 2 Click **MailServer**.

To complete this screen, you will need the help of your ISP's technical support department. Please refer to [MailServer Screen](#) on page 24–30 to learn how to complete the information on this screen.

How Messages are Retrieved from Your Email Account

FTD Mercury checks to see if there are any new incoming orders in your email account for the time interval that you specified in the Polling Interval field in the Mail Server option in Mercury Administration (see [MailServer Screen](#) on page 24–30). Below is the process that occurs when checking for new incoming orders:

- 1 FTD Mercury checks your email account for any new incoming email messages.
- 2 If there are incoming email messages, FTD Mercury checks to see if any email messages have the matching subject line that you specified in the Subject field in the Mail Server option in Mercury Administration.
- 3 If any email messages have a matching subject line, the email messages are removed from your inbox and translated into incoming FTD orders. At this time the order can be found in your Message Log and is available to attach as an incoming order in Order Entry.

If any email messages subject lines that do not match, these email messages are forwarded to the error email account that you specified in the Send Errors To field in the MailServer Screen in Mercury Administration.

Processing Web Orders in FTD Mercury

TASK To process incoming Web Order Interface orders in FTD Mercury:

- 1 On the **FTD Mercury Main Menu**, click **Order Entry**. The **Order Entry** window opens.
- 2 From a blank **Order Entry** window, click **Message Center** to search for the incoming Web order. Incoming Web orders are listed as FTD IN orders.
- 3 Enter your search criteria and then click **Search**. From the results list, select the order you want to attach and click **Select**. The order populates the **Order Entry** screen.

NOTE Web orders always have a status of “Exception” and a filling florist code of 90-0000AA. To search for Web orders in Message Center, change the Wire Service list to WEB and click Search.

- 4 The system attempts to locate the customer in your customer database. If it locates a customer, the customer’s information is populated in the **Order Entry** screen. If a customer cannot be located, you are prompted if you want to add a new customer.

Consider the following:

» **Order information is found in Order Notes**

The Web order information is located in Order Notes. Having the information in Order Notes allows you to access the information. However, Order Notes do not get printed on the invoice and do not get transmitted over Mercury if the order is sent as an outgoing Mercury order. (To learn how to send a Web order as an outgoing Mercury order, follow the steps outlined in [Creating a Wire Out Order from an Incoming Florists Online or Flowers All Hours Order](#) on page 9–25.)

To access Order Notes, click the **Order Notes** button in the Order Entry order screen.

Below is an example of how the Web order information is displayed in Order Notes:

Figure 27-1: Order Notes

The screenshot shows a 'Note Entry' window with a blue title bar and a close button. The main area contains the following text:

CUSTOMER NAME: Karen Smith
 E-MAIL ADDRESS: ksmith@email.com
 AD: 1212 Main Street
 AD: Downers Grove, IL 60515
 DAYTIME TEL #: 630-555-1212
 NIGHT TEL #:
 FAX #:
 CREDIT CARD #: [REDACTED]
 TYPE: VI
 EX: XXXX
 CARDHOLDER REF #:1234
 DELIVERY DATE: 10/05/05

At the bottom of the window, there are three buttons: 'Timestamp', 'Save', and 'Escape'.

» **An automatic Web Order adjustment is applied**

After the incoming Web order is attached in Order Entry and all automatic charges are applied (delivery zone fees, service charges, etc.), the new order total is validated. The new order total, after all automated processing and after line item taxes have been established, is compared to the original order total from the incoming Web order. If these values do not match, the non-taxable “Web Order Adjustment” product is added to the order to adjust the balance, positively or negatively, to ensure that the current order total matches the incoming Web order total. This “Web Order Adjustment” product has been added to your product database with a product code of ADJUST_WEB.

If you make any changes to the order (adding a customer discount or products for example), the Web order adjustment line does not change.

» **Discounts are listed (if applicable)**

A new product has been added to your system called “Website Order Discount,” with a product code of DISCOUNT_WEB. This product is treated like a coupon. Any discount amount coming from the Web order uses this product on a product line in Order Entry.

If a customer account is set up to receive discounts, you must add this discount manually.

- 5 Check the information in the Order Entry screen. Select the delivery zone if necessary. If the customer receives a discount at your store, you have to add this discount manually.
- 6 Click **Payment** to check the information on the Payment screen. The credit card information from the order is populated for you. If the customer placed the order on his or her house account, the house account is already selected.
- 7 Click **Save** in the **Payments** window.
- 8 Click **Complete** to complete the order.

Web Order Interface Web Site Requirements

This section will help you understand how to program your Web site so FTD Mercury can retrieve Web orders from your e-commerce email address. Give this information to your Web site designer before you set up the Web Order Interface.

General Requirements

- » **E-commerce Web site with SMTP capability and symmetric encryption capability.**
- » **A working Internet connection.**
- » **An outgoing SMTP server.** You can use FTD’s mail server or your own. This should be set up in Mercury Administration (see [MailServer Screen](#) on page 24–30).

- » **An email address for e-commerce Web orders.** The account must be accessible via POP3 or IMAP protocols from the Internet. If your ISP has any IP restrictions on which addresses are allowed to communicate with the mail server, then WOI will be unable to pick up these email messages.
- » **A separate email address for error reporting.** It is recommended that this address use the same incoming mail server as your e-commerce email address (for example, if your email address for Web orders is **orders@email.com**, it is recommended that your Web site for error reporting is **errors@email.com**). You do not have to use this email address for error reporting only (it can be used for personal use as well).

Field Requirements

The following table lists the requirements for fields on your Web site. Information about the contents of each column is provided below:

- » **Web Site Field**—This column lists the fields that FTD Mercury is able to interpret on your Web site.
- » **Requirements for Field**—This column lists the standards that your field must follow (if any) so that FTD Mercury can properly interpret the information. If no standards are listed, then there are no requirements for this field (the text will be copied into FTD Mercury “as is”).
- » **Number of Characters**—This column lists the maximum number of characters that FTD Mercury can use to obtain information. You may decide to allow your customers to enter more characters than what is listed here; however any number of characters that is greater than what is listed here will be lost.

Table 27-1: Field Requirements

Web Site Field	Requirements for Field	Number of Characters
Additional Information	Goes in Order Notes	1000
Bill Address1		100
Bill Address2		100
Bill City		30
Bill Country	USA or CND for example	3
Bill Fax Area Code		3
Bill Fax Number	Prefix plus phone number, or remaining phone number values	20
Bill Fax Prefix	Can be left blank	3
Bill Name	This field should list the person that is PLACING the order	50
Bill Phone Area Code		3
Bill Phone Extension	Must be SEPARATE field from Phone Number	4
Bill Phone Number	Prefix plus phone number, or remaining phone number values	20
Bill Phone Prefix	Can be left blank	3
Bill Phone2 Area Code		3
Bill Phone2 Extension	Must be SEPARATE field from Phone Number	4

Table 27-1: Field Requirements (cont.)

Web Site Field	Requirements for Field	Number of Characters
Bill Phone2 Number	Prefix plus phone number, or remaining phone number values	20
Bill Phone2 Prefix	Can be left blank	3
Bill State	2-digit abbreviation	2
Bill Zip Code		10
Business Name	Not currently used	N/A
Card Message		600
CC Cardholder	(Not Required.) This field should list the same name that is on the CREDIT CARD. If payment is to be applied to a house account, provide house account number.	30
CC Company	Credit card company that the number applies to (VISA, DISCOVER, etc.). If payment is to be applied to a house account, supply "INHOUSE"	10
CC CVV Code	Credit card security code (on back of card)	10
CC Expiration (Month)	2-digit number	2
CC Expiration (Year)	2- or 4-digit year	4
CC Number	Credit card number. If payment is to be applied to a house account, provide house account number.	20
Delivery (Day)	2-digit number	2
Delivery (Month)	2-digit number	2
Delivery (Year)	2- or 4-digit year	4
Delivery Charge	Can include the decimal or dollar sign	8
Delivery Instructions		250
Discount Amount	Can include the decimal or dollar sign	8
E-mail Address		50
Occasion Code	0 = None 1 = Sympathy 2 = Illness 3 = Birthday 4 = Business Gifts 5 = Holiday 6 = Maternity 7 = Anniversary 8 = Other	2
Product AmountX	Where X is the line item number of the product	8
Product CodeX	Where X is the line item number of the product	10
Product DescriptionX	Where X is the line item number of the product	350
Product QtyX	Where X is the line item number of the product	4
Recipient Address1		100
Recipient Address2		100

Table 27-1: Field Requirements (cont.)

Web Site Field	Requirements for Field	Number of Characters
Recipient City		30
Recipient Country Code	USA or CND for example	3
Recipient Name		100
Recipient Phone Area Code		3
Recipient Phone Extension	Must be SEPARATE field from Phone Number	4
Recipient Phone Number	Prefix plus phone number, or remaining phone number values	20
Recipient Phone Prefix	Can be left blank	3
Recipient Phone2 Area Code		3
Recipient Phone2 Extension	(Must be SEPARATE field from Phone Number)	6
Recipient Phone2 Number	Prefix plus phone number, or remaining phone number values	10
Recipient Phone2 Prefix	Can be left blank	3
Recipient State	2-digit abbreviation	2
Recipient Zip Code		10
Relay Charge	Can include the decimal or dollar sign	8
Retrans Charge	Can include the decimal or dollar sign	8
Service Charge	Can include the decimal or dollar sign	8
Tax Amount	Can include the decimal or dollar sign	8
Total Order Amount	Total order amount should be the total of all products, fees, and taxes minus any discounts. Can include the decimal or dollar sign	20

Special Instruction Tags for Preauthorized Credit Cards

FTD Mercury supports cards preauthorized via your Web site. When transmitting information to FTD Mercury, information is received in the special instructions for orders received from WOI. Credit card processing is not performed in FTD Mercury if an approval code is transmitted with a WOI order.

IMPORTANT These fields also apply to Florists Online (FOL) orders.

The following tags are available for preauthorized credit cards using WOI or FOL (you must have previously provided the credit card number, type, and expiration date to use these tags):

Table 27-2: Special Instructions Preauthorization Tags

Tag	Requirements/Notes	Characters
APPROVAL CODE	If this contains a value, the approval code is displayed in the Payments window for the order. The order will not be reprocessed unless the order total is changed.	1024 (AP, DECLINED, ERROR)
AVS RESPONSE	Must be either Y or N	1 (alpha)
CARD CODE	Always blank	
CARD CODE RESPONSE	Always blank	
CC MESSAGE	Stored in Order Notes	48
CLIENT REFERENCE ID		64 (alphanumeric)
RESPONSE CODE	AP or DC (approved or declined) or blank. NOTE: If this is blank and both Transaction ID and Client Reference ID are not blank, a query of CCAPI will be performed to receive the updated status. If this is blank and Transaction ID and Client Reference ID are blank, the order will be available for normal credit card processing in FTD Mercury.	2 (alpha)
TRANSACTION ID	CCAPI Transaction ID# (required if approval code exists)	9 (numeric)

Other Formatting Considerations

- » Because the Web Order Interface is doing key/value parsing of the email, the email must be in plain text. HTML or rich text formatted (RTF) email cannot be handled and will cause error.
- » Email messages with the given subject line that have been successfully processed will be deleted from the given email server. If the email causes an error of any kind, it will be forwarded onto the error email address configured in Mercury Administration. If the attempt to forward this email fails, the mail will be left on the email server.
- » Email messages that do not have the given subject line will be forwarded to the error email address provided in Mercury Administration.
- » Whether encrypted or not, everything should reside within the body of the email. If the email body is encrypted, it should be Base64 encoded (care should be taken by the Web developer to ensure correct line block length). Attachments will be ignored.
- » Do not use special characters, except in the email address (for example, do not use #, \$, %, ^, &, etc.).
- » If you are not using the Product Description field for a product description, enter the product code in both the Product Description field and the Product Code field.
- » If a field in the Web order form is unused, that field should still be included in the generated email.

- » Given the above table, a valid email body would look like this:

Bill Name: Joe Customer
 Bill Address1: 12345 Main Street
 Bill Address2:
 Bill City: Anytown
 Bill State: IL
 Bill Country: USA
 Bill Zip Code: 60515
 Bill Phone Area Code: 630
 Bill Phone Prefix: 555
 Bill Phone Number: 7890
 Bill Phone Extension: 1028
 ...etc.

NOTE

There is no space between the heading and the colon, and there is a space between the colon and the relevant information.

Encryption

- » Only a user-friendly password will be required for configuration by the user. This password will be used to generate both the key and initialization vector required by the encryption process.
 - » If the password is longer than necessary, it will be truncated to fit.
 - » If the password is shorter than necessary, it will be right padded with asterisks (*).
 - » The valid lengths that will determine truncation or padding are defined as being the maximum length allowed for each respective algorithm. Currently, those lengths are defined as follows:
 - » Valid key lengths:
 - DES - 8 bytes
 - RC2 - 16 bytes
 - Rijndael - 32 bytes
 - TripleDES - 24 bytes
 - » Valid IV lengths:
 - DES, RC2, TripleDES - 8 bytes
 - Rijndael - 16 bytes
- For example, the key and IV that should be used for a password of "flower," for example the TripleDES encryption algorithm:
- Key: "flower*****"
 IV: "flower**"

TripleDES: Since a weak key provided to TripleDES will cause an error, the FTD Mercury encryption library will predetermine whether or not the key is weak. If the key is found to be weak, encryption will be processed via the DES algorithm, not TripleDES. This will not impact the user in any way.

