

EDGE2ECOMMERCE  
Data conversion instructions.

RETAIL EDGE

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## Principle product description fields available from Edge:

- Barcode As String
- BrandID As String
- CatalogueName As String
- CataloguePrice As Decimal
- CataloguePriceEnd As Date
- CataloguePriceStart As Date
- CategoryID As Integer
- CurrentPrice As Decimal
- Description As String
- DesignNum As String
- Equals(Object) As Boolean
- Equals(Object, Object) As Boolean
- ExtensionData As System.Runtime.Serialization.ExtensionDataObject
- GetHashCode() As Integer
- GetType() As System.Type
- ID1 As String
- ID2 As String
- ID3 As String
- ID4 As String
- Images As edge2ecommerce.edgeEweb.ItemImage()
- ISDs As edge2ecommerce.edgeEweb.ItemISD()
- LastDateIn As Date?
- Location As String
- MarketingDescription As String
- OldBarcode As String
- OldKey As String
- Price As Decimal
- PropertyChanged As System.ComponentModel.PropertyChangedEventHandler
- RealDesignNum As String
- ReferenceEquals(Object, Object) As Boolean
- RetailPrice As Decimal
- ShortMarketingDescription As String
- SKU As String
- SpecialPrice As Decimal
- SpecialPriceEnd As Date
- SpecialPriceStart As Date
- StockNum As Integer
- ToString() As String
- TotalAvailQOH As Decimal
- UOM As String
- UpdateDateTime As Date
- VendorID As String
- WebOptionBoolean1 As Boolean
- WebOptionBoolean2 As Boolean
- WebOptionBoolean3 As Boolean

## Points to consider:

### INTRODUCTION

1. The sync process when it runs (once or twice a day) examines every item from the Edge and compares to the web data. If it does not exist on the web then it uploads it otherwise it will update it where it finds a difference between them, this includes the images, quantity on hand and all description fields.
2. As for the tags/attributes, it just take the data specified from the Edge and apply them. That being said the origin of this data is really up to you as the Edge is relatively flexible and allows for your personal tuning. If the current classifications of category, vendor, brand are adequate then use these however everybody has their own view of the world and promoting your view distinguishes your site.
3. You should consider taking the approach of using the 16 ISD fields that you can independently set up and name so the information is specifically tailored for the use on the web as opposed to any functional aspects of the POS system.
4. It's a presentation thing with regards to the description fields, is the product name to be uppercase/camel case/sentence case, purely arbitrary for you.
5. Gordon could advise on the best fields to put where. If you choose say "shortmarketingdescription" for the product name and you wanted it always to be uppercase then it can force this case on the way through.
6. You have a lot of information in the Edge system for each product so, on a technical basis, it just need to know what you want transferred to the web and what are the field names that you want to get it from and it put in. It also has a limited ability during the transfer to modify or combine information from the Edge to get your desired result.
7. The other aspect that needs to be considered is what "Product Attributes"/"Product Tags" need to be created to enable the web site to present products together in response to the customers search. That is, the things that feed the search engine.
8. All the data is in Edge that you will need. The main question is how much use you have made of the variants in your website. If none then it would be good to go with what you have providing we can make up the search tags that you want.
9. The sync optionally removes the "001-" from the start of the SKU .
10. There is a charge for a full basic setup including testing and hand holding that does not require programmatic manipulation of your database, eg to extract the design number from the design value against a sku if it includes a size or colour value as well, this would be charged on an hourly basis but is not a big job if the rules are clear. Retail Edge has a small monthly charge for hosting the sync program and providing the eWeb facility that the sync attaches to. The sync program is \$25pm from Edge for hosting and provision of the eWeb system.

## WEB DESCRIPTIONS

Suggest you use:

1. "Short Marketing" for a product title. (The sync can force the case for consistency if required. e.g. uppercase)
2. "Marketing" for the full description of the product.

## 16 ITEM DETAIL FIELDS/ADJECTIVES AS TAGS FOR WEB SEARCHING

To setup the 16 Item Detail field option in Edge:

1. Select "Stock" of the left menu
2. Select "Admin" on the top menu
3. Select "Lists"
4. Create a List of drop down options for your "adjective" and give it a meaningful name.
5. To apply this list to a category
  - a. Select "Admin" on the top menu
  - b. Select "Departments"
  - c. In the "Default" tab select "Edit"
  - d. In the next available grid of the 16 ISD fields enter the "Detail Name" you want to appear on the screen
  - e. Select the list name in the "Type" drop down.
6. When the sync runs it will construct a "Tag" in whatever way you want. For the "Algolia" search in Shopify we concatenate the [ISD.name & ":" & ISD.value] and then force a camelcase e.g. "Metal\_Type:Gold"

## VARIANTS/VARIATIONS (applies to Shopify/WooCommerce)

1. To link Product "Variants" together in Edge we use the "Old Stock#" value that holds the base Design number WITHOUT the size extension. In this way we can link all sizes of the same product together.
2. To avoid an excessive amount of data entry with variants we choose one of these size options to be the "Primary" product. We denote this when you check the "Website" flag, click the "Option" button that appears beside it and check the "Primary" option there.
  - a. For ease of use choose the most common size option to be the primary and be consistent.
  - b. In the variant non-Primary products then only the "Size" Item Detail value needs to be entered as this will be added to all the other ones and applied to the "Product" (not just the variant) on the web
  - c. Photos will only be added from the "Primary" product or non-Variant products.
  - d. To create the "Primary" option:
    - i. Select "Admin" on the top menu
    - ii. Select "System Options"
    - iii. Go to the "Stock Options" heading
    - iv. At bottom of this section you will see "Web Boolean 1 field Desc"
    - v. Type "Primary" in the value area
    - vi. Press OK

## **Gift Cards/Vouchers**

1. In your web site create 2 products Instore Gift Card/Online Gift Card with multiple variants
2. Create products in edge for each variant with their own sku's for each price \$20, \$50, ...
3. Put oldkey="ONLINE\_GC" or "INSTORE\_GC" this way we can exempt them from shipping and tax
4. When they are bought they come through as a normal product.
5. When redeemed then when we return it to eweb with a note line identifying how paid
  - a. "Payment gateway: " & gateway description
  - b. The description can be any number and combination of payment types so is best left to you to analyse on acceptance of the order as you see fit.