

About S.P. Richards Enhanced Content

ECinteractivePLUS[®] leverages enhanced content from S.P. RichardsTM so that you and your customers benefit from a highly competitive online purchasing experience. S.P. Richards enhanced content has the following:

- **Enhanced Keyword Search:** The search includes more terms familiar to industry outsiders, multiple spellings (and common misspellings) for various items, and synonyms for common search terms.
- **Search Filters:** Category-specific attributes allow customers to filter search results by product attribute. For example, a listing of copy paper could be filtered by brand, color, size, weight, brightness, or coating. Customers can select multiple filters to further refine the search results. Product attributes can also be collapsed and expanded.
- **Enhanced Categorization:** Improved organization, indexing structure, and clear, logical category labels make it easier to locate products when browsing the catalog.
- **Cross-selling of Accessories:** The enhanced item information in S.P. Richards' e-content includes links to consumable items such as print cartridges and cables.
- **Up-Selling:** Item information is also linked by package quantity and attributes to take advantage of up-sell opportunities. For example, a 25-count spindle of CDs might be linked to the 50- and 100-count spindles, encouraging customers to move up to the larger quantity.
- **Additional Images:** Additional image options give customers better views of products, including new extra-large images (500 x 500 pixels) and rich media content (360-degree revolving images, manufacturer rebates, warranties, users manuals, and more).
- **Product Comparison:** Customers are able to compare items with selected attributes in a separate display window.

Obtaining Your S.P. Richards Site ID


S.P. Richards Enhanced Content requires a Site ID. If you do not have a Site ID set up on your Site Preferences page, your site defaults to the ECinteractivePLUS standard search.

To obtain your Site ID for S.P. Richards Enhanced Content:

1. Go to www.iteminfo.com/eci.
2. Click the Company Name box and enter your company name.
3. Click the Email Address box and enter your email address.
4. Select ECinteractivePLUS.
5. Click Submit.

Once you click Submit, your information is sent to S.P. Richards' third-party enhanced content provider, Etilize, who responds within 24 business hours to the email address entered in the form.

Setting Up Site Preferences

1. On the Admin site, click the Site Config training toolbar and select Site Preferences.
2. Click  in the Enhanced Content Provider section.

3. Select S.P. Richards.
4. Click the Site ID box and enter the Site ID you obtained from Etilize.
5. Click Save.

Understanding Exclusions

The S.P. Richards enhanced catalog does not display certain items hosted on our servers:

- If you are using other vendor catalogs (such as Supplies Network or Essendant™, and any others you load into your inventory database), they are excluded from S.P. Richard’s enhanced catalog tools.
- If you have added your own items and assigned items to custom catalog categories. These items are initially excluded from S.P. Richard’s enhanced catalog, but you can authorize your custom catalog to sync with S.P. Richards as the Enhanced Catalog Provider after completing the Enhanced Content setup described in [Setting Up Custom Items & Catalogs](#).

Excluded items that were previously listed in a customer’s Favorites and History may not display as expected in the catalog categories, search results, Quick Order, etc. We recommend that you initially release these features to customers likely to shop for items in the S.P. Richards Enhanced catalog.

Setting Up Customer Groups

You can enable the S.P. Richards catalog for specific customer groups.

1. On the Admin site, click the Consumer Config training toolbar and select Feature.
2. Click next to an existing group or click to create a new group.
3. To enable the My Machines tool for this customer group, click Access Machine Matching.
4. Click the Machine Matching Tool Data drop-down menu and select SPR Groupings. When you use Machine Matching, you must select which wholesaler catalog to use when the system matches consumables (such as ink & toner cartridges and other supplies) for selected copiers, printers, and fax equipment.

5. Click Save or Update.
6. Click the Enhanced Content tab. This tab works with the enhanced content search feature. It lets your end users view enhanced content while browsing the catalog and in Quick Search and Enhanced Search results.

Note: By default, Enhanced Content is disabled. All search results display ECinteractivePLUS Standard Content (including custom catalogs and other wholesalers' catalogs) by default.

7. Select Enable next to Enable Enhanced Content.
8. Select Enhanced Content next to Choose Content for Quick Search.
9. Select the appropriate setting next to Choose Content for Advanced Search:
 - Click ECinteractive Standard Content to display regular limits and items (including items from custom or other wholesaler's catalogs) in Advanced Search pages.
 - Click Enhanced Content to replace the Advanced Search limits (standard manufacturer, brand, and attributes) and included item results with the enhanced item limits and catalog item results.
 - Click Not Display Advanced Search to remove the option to limit searches by manufacturer, brand, and other attributes (recycled, minority-owned, etc.).

Note: If you use custom items or other wholesaler catalogs, we recommend selecting ECinteractive Standard Content for advanced search.

Feature Settings

Create or Edit Feature Settings

General

Enhanced Content

Enable Enhanced Content ⓘ Enable Disable

Choose Content for Quick Search ecInteractive Standard Content Enhanced Content

Choose Content for Advanced Search ecInteractive Standard Content Enhanced Content Not Display Advanced Search

Update
Delete
Cancel

10. Click Update.
11. Click the Consumer Admin training toolbar and select Customer Groups.

Customer Group Setup

Select Customer Group

Customer Group

Description

Dealerstation Conversion (optional)

Customers coming over from Dealerstation with the selected account & department will be assigned to the settings in this customer group.

Account

Department

User Groupings

Alt/Sub * ⓘ

Checkout * ⓘ

Communication * ⓘ

Feature * ⓘ

Marketing * ⓘ

Price * ⓘ

12. Click the Customer Group drop-down menu and select either an existing customer group or leave it set to New Customer Group.
13. Click the Description box and enter a description.
14. Click the Feature drop-down menu and select the feature group you updated in **Step 2**.
15. Click Save.

Mass Assigning Users to the S.P. Richards Group

Once you set up customer groups, you may need to mass add users to those customer groups.

1. On the Admin site, click the Consumer Admin training toolbar and select Mass Setting Maintenance.

Customer Group Settings Assignment

Assign customer settings to a group of customers by Account, Department, GL Location, Inventory Location or Attention. Help

Note: Executing these updates cause changes to take effect immediately and cannot be undone without help from ECI Support.

Customer Filter

Account Code Get Customer

Customer List

Filter: Account Code is blank

User Name	First Name	Last Name	Email	Account	Department
<input style="width: 80%; border: 1px solid gray;" type="text"/> Y	<input style="width: 80%; border: 1px solid gray;" type="text"/> Y	<input style="width: 80%; border: 1px solid gray;" type="text"/> Y	<input style="width: 80%; border: 1px solid gray;" type="text"/> Y	<input style="width: 80%; border: 1px solid gray;" type="text"/> Y	<input style="width: 80%; border: 1px solid gray;" type="text"/> Y
No Customer found					

User Groupings

Choose a Setting: Choose a Setting... ▼

Choose a value: ▼ Save

2. Click the Customer Filter drop-down menu and select the category by which to search.
3. In the corresponding box, enter the criteria by which to search. For example, if you select Department Code, you could enter Acct for Accounting.
4. Click Get Customer. All customers who meet the limits you set display in the Customer List.
5. Click the Choose a Setting drop-down menu and select Feature.
6. Click the Choose a Value drop-down menu and select the customer group you set up to display S.P. Richards Content.
7. Click Save.