About Essendant SmartSearch

ECI produces the leading e-commerce solutions for the office products industry, and Essendant™, a leading wholesaler, has partnered with ECI and other leading industry technology providers to provide its SmartSearch service.

The ECinteractivePLUS® Enhanced Content feature uses the Essendant SmartSearch service so that you and your customers benefit from a highly competitive online purchasing experience.

- **Quicker, More Intuitive Searches**: Enhanced keyword search includes more terms familiar to industry outsiders, multiple spellings (and common misspellings) for various items, and synonyms for common search terms.

- **Search Filters**: Essendant has added category-specific attribute templates to its e-content, allowing 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.

- **List Views**: Shoppers can use Quick, Detail, Summary, and Comparison views in all item lists.

- **Product Comparison**: Customers are able to compare items with selected attributes in a separate display window.

- **Enhanced Categorization**: Improved organization, a new indexing structure, and clear, logical category labels make it easier to locate products when browsing the catalog.

- **Additional Item Detail**: Your customers can view item detail such as Selling Points, Additional Images, Supplies & Accessories, and Warranty (where available).

- **Cross-Selling and Up-Selling**: The enhanced item information in Essendant's Enhanced Content includes Products to Consider links to relevant, similar products and featured items. Your customers can also use My Machines to find Essendant Ink and Toner content.

Understanding Default Enhanced Content vs. Dealer- or User-Specific Content
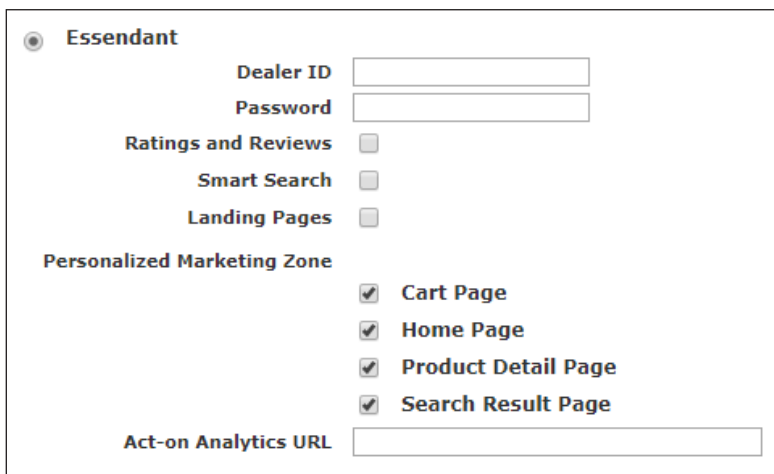
By default, Essendant SmartSearch is designed to display everything in the Essendant catalog. ECinteractivePLUS uses its Catalog Combination Indexing to display dealer-specific and user-specific content so that your shoppers only see the items from catalogs or contracts/laundry lists assigned to them. We recommend that you initially release the Essendant Enhanced Content features to customers likely to shop for items from that catalog.

If you are implementing Essendant SmartSearch but many of your end users shop from wholesaler catalogs other than Essendant, consider using ECinteractive Standard Content for Advanced Search on those customer groups.

The Custom Product Management Dashboard page on the Admin site lets you add your own catalogs and items. The system automatically synchronizes your custom catalogs with your Enhanced Content Provider (ECP) service. Your custom items are then displayed in Enhanced Search Results and related pages on your shopping site. For more information, see Setting Up Custom Items & Catalogs.

Setting Up Site Preferences

1. Contact your Essendant Account Manager to request your SmartSearch Web Service Dealer ID and password.

2. On the Admin site, click the Site Config training toolbar and select Site Preferences.

3. Click [icon] in the Enhanced Content Provider section.

4. Select Essendant.

5. Click the Dealer ID box and enter your Web Service Dealer ID.

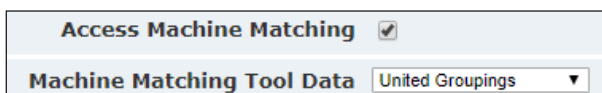6. Click the Password box and enter your Web Service Password.

7. Click Save.

Setting Up Customer Groups

You can enable the Essendant catalog for specific customer groups.

1. On the Admin site, click the Consumer Config training toolbar and select Feature.

2. Click [icon] next to an existing group or click [icon] 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 United 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.
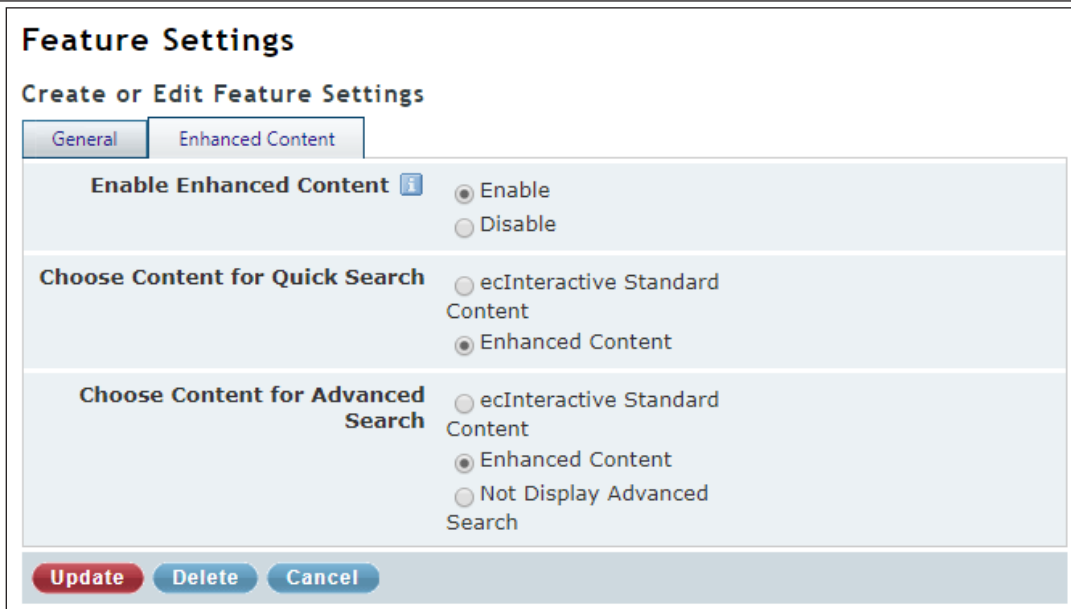

5. Click Save or Update.

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.

10. Click Update.

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

Customer Group Setup

Select Customer Group

Customer Group   <New 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 *	Ignore ▼	ℹ
Checkout *	Default ▼	ℹ
Communication *	Default ▼	ℹ
Feature *	Default ▼	ℹ
Marketing *	Default ▼	ℹ
Price *	Default ▼	ℹ

Save

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 Essendant 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.

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
▼	▼	▼	▼	▼	▼

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 Essendant Content.

7. Click Save.