

## Yahoo! Merchant Solutions and Stone Edge Order Manager

### Introduction

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The integration with Stone Edge Order Manager provides advanced order and inventory management functionality to your Yahoo! Merchant Solutions store. Order Manager streamlines the process of managing orders, customers, inventory, shipping, drop-shipping, credit card processing, and other tasks involved in running a retail business. This application note describes the integration points, how to start using Order Manager, and where to get support and find more information.

### Solution Overview

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#### What Yahoo! Provides

When shoppers place an order in your online store, the order details are stored in your Yahoo! Merchant Solutions store Order section. You can retrieve and print orders for your records, customer invoices, or packing slips.

#### What Stone Edge Provides

Stone Edge Order Manager allows you to automate and streamline the daily tasks of processing and fulfilling orders, tracking inventory, and managing your customer information.

### Integration Benefits

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The integration of Yahoo! Merchant Solutions and Stone Edge Order Manager provides you with these benefits:

#### Order Management

Orders placed in your store can be exported in real time to a secure web server managed by Stone Edge and delivered to your Order Manager when you are ready to import those orders for processing.

#### Inventory Management

A real-time inventory check into Order Manager can be performed before products are placed in the shopping cart to verify that you have enough inventory to make the sale.

#### Automatic Order Tracking

Once an order has been fulfilled within Order Manager, the tracking number and status can be updated in the Yahoo! Merchant Solutions store tracking system automatically.

#### Synchronizing Product Information

Product data can be exported from your Yahoo! Merchant Solutions store to Order Manager.

### Using Stone Edge Order Manager With Yahoo! Merchant Solutions

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The following sections describe how to configure and use the integration points between Yahoo! and Stone Edge.

#### Exporting Orders to Order Manager via the Real-Time Link

The real-time link enables orders placed on your store to be automatically sent to a secure web server hosted by Stone Edge. In Order Manager, you can download and import these orders from the secure server for processing.

#### Yahoo! Store Manager Settings

To configure the real-time link in your Yahoo! Merchant Solutions store:

1. Sign in to the Store Manager and click "Real-Time" link under Order Settings.
2. Under "Real Time Delivery" type the following URL into the orders text box: <https://209.235.214.90/yahoo/yahoo.asp>
3. Set the format to "Yahoo! Format."
4. Click "Update."

Real Time Delivery

Orders	<input type="text" value="https://209.235.214.90/yahoo/yahoo.asp"/>	Format: <input type="text" value="Yahoo! Format"/>
Cat. Requests	<input type="text" value="https://209.235.214.90/yahoo/yahoo.asp"/>	Format: <input type="text" value="Yahoo! Format"/>
Delivery Rate	<input type="text" value="Fast in parallel"/>	

• Normally, the system will post orders as fast as possible, up to 15 in parallel. If you don't get more than a few orders per minute, and if your system has trouble handling large peak loads, you may want to limit to one at a time.

Figure 1: Real Time Delivery Settings

For more information on setting up the real-time inventory feature, see:

<http://help.yahoo.com/help/us/store/order/retrieval/retrieve-13.html>

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### Order Manager Settings

To configure Order Manager to accept transfers from the real-time link:

1. Go to the Maintenance Functions tab of the Maintenance Menu and click "Set System Parameters."
2. Select the Yahoo! parameter group.
3. Select the parameter called "YahooUseInternetImport." Set the parameter to "True," and click the "Save" button.
4. Select the parameter called "YahooSKUSource."
5. Since Yahoo! Merchant Solutions does not have a specific SKU (unique part number) field, you must tell the Order Manager which Yahoo! field to use for the SKU: the Code or the ID. Select whichever of those has unique product identifiers, and click "Save." The other parameters in the Yahoo! group do not affect downloading orders using the real-time link.

Next, define a shopping cart to hold your user name and password. The shopping cart has information about your store:

1. In the Order Manager, go to the Maintenance Menu, then select the "Store Setup Functions" tab.
2. Click the "Shopping Carts" button. The Shopping Carts form will appear.

Name	Type	ID	Password	
My Yahoo Store	Yahoo!Store	username	*****	209.239

Figure 2: Shopping Cart Settings

3. Click "Add Cart."
4. Enter a store name to identify this shopping cart.
5. Enter the user name and password provided to you by Stone Edge.
6. For Script URL, enter the same URL that you entered in your Yahoo! Merchant Solutions Store Manager: [209.235.214.90/yahoo/yahoo.asp](http://209.235.214.90/yahoo/yahoo.asp) (Note: Do not start the script with "http://" or "https://")
7. In the field labeled "Yahoo! store name," enter the account name of your Yahoo! Merchant Solutions store. This must be your exact account name as it appears in your Yahoo! Store Manager. (It is case sensitive.)
8. Save the shopping cart and return to the Maintenance Menu.

### Importing Orders

To import new orders from Order Manager:

1. Click "Import Orders" at the Order Manager Main Menu and the Import Orders form will appear.

Figure 3: Import Orders Settings

2. Select the appropriate shopping cart.
3. Click "Import via Internet."
4. If everything is set up properly, your orders will be downloaded and imported.
5. To open the View & Approve Orders form, automatically filtered to show your new

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orders, click the "View Orders From Last Import" button.

order anytime Internet traffic makes your server temporarily unreachable.

### Setting Up the Yahoo! Real-Time Inventory Link

The real-time inventory link allows real-time inventory checking during the shopping and order placement process.

### Yahoo! Store Manager Settings

To enable real-time inventory:

1. Select the "Configure Inventory" link from your Yahoo! Store Manager page.
2. Set the Call Script to:  
<https://209.235.214.90/yahoo/yahoo.asp>

Figure 4: Real Time Inventory Checking Settings

There are three setup options:

1. **Display Inventory Column:** If "No," the inventory column will not be displayed. If "Yes With Quantity," customers will see the actual number of the quantity available. If "Yes With Availability," customers will see either "Yes" or "No," and they will not see the actual number available.
2. **Quantity Can Exceed Availability:** The default for this option is "No," which means customers won't be able to order more of an item than you have available. The integration with Order Manager requires this setting be "No."
3. **If My Server Is Unreachable:** The default for this option is "Accept Orders." That means that if your server is unreachable after 10 seconds, your customer will see a message stating "Availability could not be confirmed," and the order will be allowed to be completed. Setting this option to "Reject Orders" means you could be blocking an

For more information on setting up the real-time inventory feature, see:

<http://help.yahoo.com/help/us/store/manage/ordersettings/ordersettings-16.html>

### Order Manager Settings

1. Go to the system parameters (click "Maintenance Menu," then "Set System Parameters").
2. Select the Program group and set SyncQOH to "True."
3. Select the Order group and set CheckInventory to "True."
4. Click "Maintenance Menu," then "Cart Functions," then "Yahoo! Functions."
5. Click "Send QOH." This will send your inventory to the real-time link. (Note: You should "Send QOH" periodically since it is possible for the quantities online to become out of sync with the quantities in the Order Manager.)
6. **Maximum Number of Items per Send:** This is the number of SKUs per batch that the Order Manager will post. There is no need to set this field, unless you are on a slower Internet connection and are experiencing server timeout issues. All SKUs will be posted regardless of this number.

Figure 5: Yahoo! Store Functions

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### Setting up Stone Edge Administration Online

1. Go to  
<http://www.stoneedge.net/yahoo/admin/>  
or directly via IP at  
<http://209.235.214.90/yahoo/admin/>
2. Log in using the same user name and password provided to you for the Real-Time Order Delivery system.
3. Click on "Set Parameters."
4. Set all of the following parameters.

**Use Sub SKUs:** If you build and maintain sub SKUs in the Order Manager you must set this to "Yes."

**SKU Delimiter:** This is what will be placed between the Parent SKU and the Sub SKUs when building sub SKUs.

For example:

SKU Delimiter = -  
Parent SKU = tshirt  
Option 1: red  
Option 2: large

The resulting SKU would be "tshirt-red-large." It is this SKU's quantity on hand that would be returned to Yahoo!.

**Sub SKU Delimiter:** Many Yahoo! merchants use a sub SKU part within the options value list that should be used internally. Sticking with the example above, a more suitable SKU might be "tshirt-rd-lg." To achieve this with Yahoo! you must place the sub SKU part inside the option value and delimit it with a unique identifier. For example, your customers might have the option: RD: Red or XL: Extra Large. RD and XL become the sub SKU parts and the colon ":" becomes the sub SKU delimiter. This should exactly match the parameter in the Order Manager.

**Use Code or ID for SKU:** Yahoo! Merchant Solutions does not have a specific SKU or part number field. Because of this, you must specify which field you are using for your SKU. It would be either ID or Code and should also match the parameter value that you have in the Order Manager.

**Allow Exceptions:** This is a built-in error buffer. When the quantity on hand for a sub SKU returns an unknown availability, the real-time inventory link will then check for a quantity of the parent SKU only and return this quantity to your customers.

**Virtual Products Quantity on Hand (QOH):** If using Virtual Products within the Order Manager, you must specify the quantity available to be returned to Yahoo!. It is recommended that you specify a value higher than the quantity that you would ever expect to be actually ordered of any of your virtual products.

**Inventory Message:** Specify a brief message (maximum 250 characters) that would be displayed to your customers when a product is not available.

### Sending Tracking Status to Yahoo! Merchant Solutions

The Order Manager is capable of sending a tracking number and the status of "Shipped" to the Yahoo! Merchant Solutions tracking status system. This system uses the Order Manager's Order Status System to determine when to send the tracking data to Yahoo!.

To enable the submission of tracking updates to Yahoo!:

#### Generate an Email Tracking Password:

1. In the Store Manager click "Shipment Status."
2. Select "Use Shipment Tracking Features."
3. Click "Show Email Tracking Password."
4. Note this password for future use.

#### For Order Status System Users:

1. Go to the Maintenance Menu, Store Setup Functions, then click "Status Events."
2. If you do not already have a status listed for the event "Order Add Tracking Number," create one.

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3. Check "Notify Cart" for the event "Order Add Tracking Number."
4. Go to the Maintenance Menu, and click "Set System Parameters."
5. Go to the Yahoo! parameter group.
6. Set "YahooEmailTrackingPassword" to the email tracking password that Yahoo! assigned to you.
5. Enter the account name of your store and click the "Save" button.
6. Select the parameter "YahooSKUSource." Set it to either Code or ID and click the "Save" button. This selects the field in your Yahoo! data that the Order Manager will use for each item's SKU (unique product identifier).

### For Non-Order Status System Users:

1. Go to the Maintenance Menu, Store Setup Functions, then click "Status Events."
2. Click "List Maintenance."
3. Select the list called "Status" and add a status called "Shipped."
4. Close the List Maintenance window.
5. Find the event called "Order Add Tracking Number."
6. Under the Item Status and Order Status columns, select the status "Shipped."
7. Check "Notify Cart" for the event "Order Add Tracking Number."
8. Go to the Maintenance Menu, and click "Set System Parameters."
9. Go to the Yahoo! parameter group.
10. Set "YahooEmailTrackingPassword" to the email tracking password that Yahoo! assigned to you.

### Exporting Product Data to Order Manager

Some merchants add product data directly in their Yahoo! Merchant Solutions store and later export this product data to Order Manager. The easiest way to accomplish this is to export this product data directly via the Internet.

To use this feature, you must enable the download in your Yahoo! Merchant Solutions store:

1. From your Store Manager page, click "Search Engines."
2. Enable the "Export of Store Contents" feature and click "Done."

To set up this feature in the Order Manager:

1. Go to the Maintenance Menu.
2. Go to Set System Parameters.
3. Select the Yahoo! parameter group.
4. Select the parameter "YahooAccountName."

To export product data to Order Manager:

1. In the Order Manager, go to the Maintenance Menu.
2. Go to the Inventory Functions tab.
3. Click "Import Inventory From Yahoo".
4. Select the options you want to tell the Order Manager how to treat existing data.
5. If you receive an error message that says "DOCTYPE indicator not found," you probably have not turned on the export feature in your Yahoo! Merchant Solutions store as described above.
6. If you receive an error message that begins with "Invalid store name," you have entered the wrong name in the YahooAccountName parameter.
7. After exporting your product information successfully, you can turn off the "Export of Store Contents" feature in your Yahoo! Merchant Solutions store.

## Support

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### Support From Yahoo!

Yahoo! will handle customer service issues regarding set up of Yahoo! Merchant Solutions:

- Yahoo! Help/FAQs:  
<http://help.yahoo.com/help/us/store/>
- Yahoo! Email Support:  
[store-support@yahoo-inc.com](mailto:store-support@yahoo-inc.com)
- Yahoo! Merchant Solutions 24/7 Technical Support: 1-866-800-8092

### Support From Stone Edge

Questions regarding sales and support of Order Manager are handled by Stone Edge:

- Stone Edge Technical Support:  
215-641-1837

## Yahoo! Merchant Solutions and Stone Edge Order Manager

- Stone Edge Technical Support Request Form:  
<http://www.stoneedge.com/maillsupport.asp>
- Stone Edge User Forum:  
<http://www.stoneedge.net/forum/>

### **About Yahoo! Merchant Solutions**

Yahoo! Merchants Solutions is a complete e-commerce system that includes such features as a secure shopping cart and online order processing, advanced catalog and inventory management, a domain name, hosting services, and business mail, as well as tools and templates to help build a web site. An industry leader for more than 6 years, Yahoo! powers 1 in 8 online stores and handles billions in merchant sales.

### **About Stone Edge Technologies**

Stone Edge Technologies Inc. creates and distributes software for small-to-medium web merchants. The Stone Edge Order Manager is the leading back-end system for managing sales, customers, inventory, and all of the daily tasks involved in running an Internet retail business. The Order Manager was introduced in early 2000 and is used by hundreds of merchants, most of which ship between 10 and 2,000 orders per day.