

SHUCKS, THAT'S A GOOD WEBSITE.

How the Huskers maximized their Ecommerce experience.

Like most university presses, The University of Nebraska Press publishes a variety of books—nonfiction books and scholarly journals, contemporary and regional works of prose and poetry, and reprints of established works of fiction. Through its paperback division, Bison Books, the Press also publishes reprints of classic books of myriad genres.

But also like many university presses, it doesn't have unlimited resources to develop and maintain its website. So it turned to Firebrand for a solution.

The result was a user-friendly site that was also friendly to the Press itself. That's because our Ecommerce Solutions architecture is integrated with Title Management to leverage and automate content. Now, the site offers a user experience that includes:

- Up-to-date and pertinent collateral information, such as experts, author web sites, and reader guides
- Safe, secure, and easy-to-follow shopping carts and checkout
- Email opt-in for newsletters
- Intuitive full text searches

In the end, the Press gains valuable cross-selling opportunities, a finely-tuned user experience that motivates repeat visits, and automation that ensures that the information online is also on target.



The University of Nebraska Press adopted Firebrand's Ecommerce Solutions underlying architecture—a great way to sell more online while maintaining its own brand identity.



Integrated with Title Management, Ecommerce gives web visitors rich and detailed information about the publication and author, including excerpts and reviews.



SAMPLE SITES

University of Nebraska Press
<http://nebraskapress.unl.edu>

Texas A&M University Press
<http://www.tamu.edu/upress/>

This site emphasizes the importance of The Consortium—a group of presses serviced by Texas A&M University Press, while presenting the visitor with a rotating billboard of key messages and a small number of featured titles in a clean design.

American Printing House For the Blind
<http://louis.aph.org>

This Web site features nearly 200,000 products in accessible format. This site is designed for search optimization, using a dedicated Google Search appliance in Firebrand's datacenter, and an intuitive, easily-navigated design for blind and vision impaired web visitors.

Barbour Books
<http://www.barbourbooks.com>

This site includes a strong emphasis on the importance of their authors, while providing their loyal visitors mechanisms for staying connected as part of a community.

"The Title Management project has surpassed our best expectations. It has gone so smoothly (and projects like this never go this smoothly), we almost can't believe it!"

- JANA FAUST,
Electronic Project Manager,
University of Nebraska Press

LICENSING OVERVIEW

Our Ecommerce Solutions are designed to be extensible for publishers of any size and can be hosted in our datacenter, installed in your IT department, or installed at a third party provider with the proper services.

Given the unique requirements of each publisher and the need for a unique identity and presence on the web, Firebrand will tailor a proposal to meet your objectives and budget.

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To learn more about how Ecommerce Solutions can improve your online outreach and to view a complete feature matrix, visit us online at www.firebrandtech.com. Or contact Doug Lessing at doug@firebrandtech.com or 516.356.6633.

YOUR VISITORS EXPECT
A RICH WEB EXPERIENCE.
ARE YOU DELIVERING?

In an increasingly digital world, our Ecommerce Solutions help deliver sales across new channels.

The problem: websites demand more attention than you can give them.

Look closely at your current website. Is it isolated and delivering only the minimum of title content? Do your web visitors leave quickly or feel confused—unsure if they are finding the right book or ordering in a secure environment?

You're not alone. Most publishers have been forced to create their websites from scratch, unable to take advantage of any high quality pre-existing solution. Lack of resources and budgets often force publishers to give their websites only passing glance—maybe with someone paying a weekly, monthly, or even seasonal visit to deliver morsels of title information.

The solution: automation through integration.

Firebrand's Ecommerce Solution is a pre-developed architecture, designed and developed to include the functionality that is critical to the unique world of book publishers—designed to serve your visitors.

Tightly integrated with Firebrand's Title Management Solutions, our Ecommerce architecture leverages your investment in high-quality, enriched title information. With the click of a secure check box in Title Management, titles are published to your website and automatically refreshed as title information changes.

Title Management is the Content Management System for all title information, title navigation and categorization. The Firebrand Admin Console is the Content Management System for managing all other site content and ecommerce functions.

A better user experience—for staff members and visitors alike.

While the underlying architecture for our Ecommerce Solutions is pre-developed, it is assumed that a unique identity is vital to your online presence. This is precisely why we have created this extensible architecture. Whether you have one imprint or ten, Ecommerce helps you focus your investment on creating a visitor experience that reflects your personality and compels visitors to click to place an order.

FIREBRAND ECOMMERCE WEB ARCHITECTURE SUMMARY OF FEATURES

HOME PAGE FEATURES

- Rotating Banner – Flash based or Image file based
- Featured Titles on Home Page – Various Selections/ Groupings of Highlighted Titles
- News and Press Release
- Featured Author(s)
- Most Popular
- Featured Links
- Mini-Cart in Header
- Registered User Functions in Header

BROWSE AND SEARCH FUNCTIONS

- Search engine provided by integrated Google Site Search with sorting, weighting and relevance
- Global Product Search field on all pages – full text search on ISBN, Title, Subtitle, Series, Author, Description, etc
- Browse by Subject Category
- Browse By other title groupings i.e. Bargain Books, New Titles
- Browse By Series
- Advanced Search Page – search by various title fields
- Search Results grouped by work – multiple formats of same title grouped together
- Search Results Jacket Image Displayed

BOOK DETAIL PAGES

- List Multiple ISBNs/Formats on Book Detail Page
- Title Bibliographic Content
- Price and Availability
- Jacket Image in multiple sizes
- Downloadable Products Supported
- Media File Linking – Excerpts, Readers Guides, Press Kits, Audio Recordings, Video Trailers
- Descriptive Copy with HTML formatting
- Quotes and Reviews
- Table of Contents
- Cross-Selling – ‘Also of Interest’ titles specified by admin or determined automatically based on rules (i.e. same subject category)
- Links To Other Works by Author
- Pre-Order Process – ‘Notify Me’ functions
- Link to Author Home Pages
- Email to a Friend – Form based capability to send a book link to a friend

AUTHOR HOME PAGE

- Featured Authors on Author landing page
- Author Photo
- Author Biography
- Email Contact Information
- Links to Websites and Blogs
- Titles By This Author List
- Author Search

SALES AND PUBLICITY PAGES

- Publicity Events
- Exhibits
- Sales Catalog PDF

VIRTUAL PAGES FOR NON-PRODUCT WEB CONTENT

- Unlimited Virtual Pages Can be Added to Site
- HTML Based Content managed in Admin Console WYSIWYG Editor
- Contact Us
- About Us
- Author Submission Guidelines
- Help/FAQ managed in Admin Console

FORMS

- Contact Us
- Desk/Exam Copy Request
- Email To A Friend

JOURNALS HOME PAGES

- Journal Home Page distinct from Press Home Page
- List Featured Journals

JOURNALS DETAIL PAGE

- ISSN and Bibliographic Content
- Pricing including various subscription pricing levels
- Journal Abstract
- Current Issue description and contents
- Submission Guidelines
- Advertising Pricing and Information
- Permissions Request Form
- Customer Service Information
- Journal/Society Website Links
- Order Journal Issues

REGISTERED USER FEATURES

- Registered Users with Login
- Saved Shopping Cart for Registered Users
- E-Newsletter Signup – Opt-in, or Opt-Out
- News Feeds (RSS) Subscribe
- Saved Wish List
- Saved Shipping and Billing Address
- View Past Orders

FEATURE DESCRIPTION

- View Available Downloads
- Manage Contact Information and Passwords
- Registered User Functions in Header – Login, Logout, Register, Account Info
- Welcome Message in Header when logged in

ECOMMERCE FUNCTIONS

- Full Shopping Cart – designed for real-life use
- Mini Shopping Cart in page header
- Registration Allowed but not required
- Payment Gateways – connect to many different preconfigured gateways such as PayPal, Authorize. Net, Verisign
- Shipping Gateways – Options dependent on Region
- Sales Tax Rules
- Discounts and Promotions based on Rules
- Downloadable Products Supported

TECHNOLOGY AND PERFORMANCE

- Based on Microsoft .Net Framework
- Operates on a Microsoft SQLServer database
- Advanced Caching for speed
- Performance and Stability built into every level of the website
- Built-in Site Statistics and Google Analytics
- Site Map for Search Engine discovery
- Permanent URL for ISBN

ADMIN CONSOLE PAGES

- Dashboard – Store Activity Overview
- Review and Manage Orders
- Manage File Uploads
- Manage Virtual Pages and HTML Content
- Manage Registered Users
- Manage Site Structure/Navigation and Categories
- Manage Payment Gateways
- Manage Regions and Shipping Gateways