

# GETTING STARTED

6. Oktober 2010

This document will give you a rough overview of the features that Shirtnetwork offers as well as a quick start into our software.



## Your Shirtnetwork one Tool, many possibilities

With Shirtnetwork you have chosen an unique and extensive solution for print on demand in your webshop. With a single tool you can not only let your users create customized products directly in your online store but also use the viral effect of affiliates and the marketplace to raise your income.

Through our simple model you will always have your fees under control, you will only pay when you sell an item.

We are always there to help you with your questions because your success is our most important goal.

Starting is easy as pie and can be done with your in-house workers or through a media consulting agency of your choice. You can

also just use one of our services to get started as fast as possible. We can offer anything from basic installation up to complete layouts and concepts.

Through our modular architecture we do not force you into a shop system, just choose whatever fits best and install one of our connectors for your system.

The data management is done through our dedicated Adobe Air based desktop tool, this will save you from long waiting times and cross browser issues in a webinterface.

90% of the connector source codes are open and can be modified according to your needs, this will help you to create even the most special use cases.

Start selling your advertising material with Shirtnetwork today and create a whole new level of raising in sales through using the interactive technology we offer.

# What is Shirtnetwork?

## And what can I do with it?

Shirtnetwork is a platform for online sellers that distribute customized products. We offer the software solution that makes it possible for your customers to create products with text and/or graphics directly in your online store. The system consist of multiple parts.

The core of our system is the so called **API**. It allows the different applications to create and manage personalized products. It also stores your personal data as well as the bookings of the fees.

The second part is the **HBE-Desktop-Tool**. This application helps you to create and manage your products directly on your computer. It also gives you the possibility to manage logos, printtypes, prices and many other settings for the use of the designer.

The third part is the **Shopsystem** (e.g. Oxid eSales), the base for selling and marketing your products. It will care about orders and payment, customer contact and as an interface for your inventory control.

The fourth part is the **Connector**. This is the interface between your shop system and the Shirtnetwork-API, it will tell your shop about all the data you have entered into the HBE. It is main part that will add the Shirtnetwork features to your online store. The connector includes the handling of the data that your customers enters and orders.

Depending on which connector your are using you will have access to different parts of Shirtnetwork.

The Designer is included in all connectors, it will help your customer to create customized products

„Shirtnetwork consist of multiple parts which create endless possibilities to sell and advertise,,

Alexander Kludt, CTO

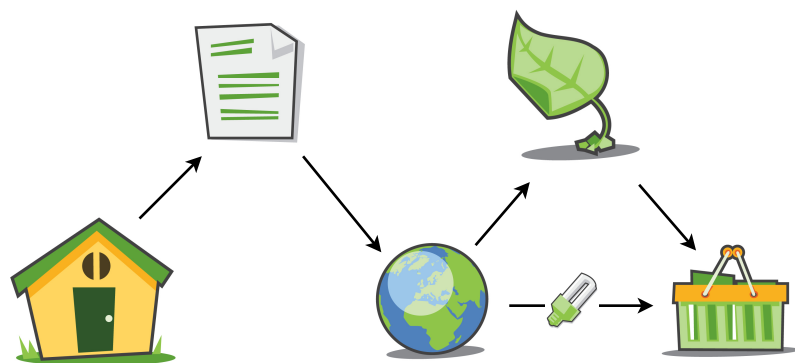
in your store. Since you enter all of your data and pictures through the HBE you are free to choose which products you want to sell and what prices you want to charge. You can define up charges for all kinds of customization e.g. for textblocks and lines or for user uploads. You can also modify the price depending on the size of an object on the product to get even more precise prices.

Some plugins contain more features which will help you to create even more conversions.

Through the easy to use extension for your customers you can build up an affiliate network with ease.

### Components

Shirtnetwork consists of different modules which work together to offer the full load of features.



User (You)



HBE



API



Designer



Connector



Webshop

# Additional features

## Affiliates & Marketplace

Some plugins will give you the possibility of an **Affiliate System**, with this your users can offer your products on their own homepage and will earn commissions.

They can change many of the options with a few clicks directly in your shop. The affiliate chooses the products and logos that match his personal customer pool and will help you to reach more customers.

But this is not everything, with the Shirenetwork **Marketplace** you will have another sales channel.

Many talented designers are searching for a way to distribute their creations without managing a whole own store. This is where the marketplace comes into play, using it designers can upload their own logos and put them onto products that can then be bought by your customers. The uploaded logos can also be offered in your own designer. The creator will earn his self determined commission when his logo was sold.

In conjunction with the affiliate system your resellers can also sell their logos and products in their own subshop - he will earn the same commissions as on the marketplace.

Only the designer defines how much commission he will get and whether he wants to sell the logo only in his subshop. This makes special shops, like association shops, possible which are only reachable for a certain customer group or on a special domain.

To publish a logo it has to go through a special workflow, this will make sure that no inappropriate logos or texts are put on the public marketplace. As soon as a graphic was submitted it will be checked whether it is a pixel or a vector graphic. Pixel graphics can be used immediately to create private products which are only visible in the subshops. Vector files have to be checked by you if they can be used (Linewidth, Fonts etc.). After approving these can be also used for private products. If

**„Increasing sales can be so easy, you just need to have the right tools at hand. The affiliate system for a micro eco system and the marketplace for the public use,,**

**Stefan Kludt, CEO**

the designer wants to offer his logo on the public marketplace he will need to gather an additional approval for that graphic. When you approve the public use of that logo it can be used to create marketplace products for all of your customers.

# All beginnings are difficult

## What do I have to do?

In this chapter we will assume that you already have a domain and a dedicated server.

If not we advise you to have a look at our recommended hosting partner Hetzner. You will find their website at [www.hetzner.de](http://www.hetzner.de) - for shops running shirtnetwork all managed servers are a reasonable choice.

In general every hoster that is willing to offer the system requirements for the connector and the shop system is fine. We do not recommend installing Shirtnetwork on a webspace package, you should at least have an average virtual server.

After you have a domain and webspace you will need a free Shirtnetwork account. You will need it to add products and logos and to receive your invoices. You can have multiple accounts, e.g. to differentiate multiple shops or product portfolios.

To create a new account please open [www.shirtnetwork.com](http://www.shirtnetwork.com) and follow the menu item „Pricing“ to the registration process. Currently we offer 3 different packages you can choose from. Each package contains different services.

### Creating an account

Your Shirtnetwork account is the base for all future actions, please register your free account at [www.shirtnetwork.com](http://www.shirtnetwork.com) before you continue. Please be sure to choose your password carefully! A weak password can lead to data insecurity for you and your customers!

**BASIC** offers the minimum service and only contains the Shirtnetwork account. You can use all the features Shirtnetwork has but you will not get any additional services than support. This package is perfect for customers with a solid technical background, if you have a media agency or in-house workers to support you.

**SETUP** adds the installation of the shops system, the connector and the server settings configuration to the BASIC package. You will get a fully installed shop including the connector on your webserver.

**ALL INCL** extends the SETUP package with a full custom layout following your principles, a full set of our product images and the setup of your shop (Payment & Shipping methods, Discounts etc.). With this you can start directly after defining the pricing of your logos and products.

## The registration

### Fields explained

<b>Username</b>	Your Shirtnetwork Username, no spaces or special chars allowed
<b>E-Mail</b>	Your E-Mail address, you will get all news and invoices through this.
<b>Shop URL</b>	URL to your shop, no mandatory but will help us to spread the word for new shops
<b>Password</b>	Password for your Shirtnetwork account - at least 6 chars, letters and numbers.
<b>First/Last Name</b>	Your first and last name, used on invoices
<b>Company</b>	Name of your company
<b>Street</b>	Street and number
<b>City</b>	Name of your city
<b>Zip</b>	Zip code
<b>Country</b>	Country you live in
<b>Phone</b>	Phone number for call backs, important for quick responses!
<b>VAT-ID</b>	Value added Tax Identification Number. (see <a href="http://en.wikipedia.org/wiki/Value_added_tax_identification_number">http://en.wikipedia.org/wiki/Value_added_tax_identification_number</a> )

# Preparing your webspace

## Server requirements

When choosing your hoster please keep in mind the connectors requirements:

- PHP 5.2.x
- MySQL 5.x
- Ioncube Loader

Since you will need the ioncube loader you should ask the hoster before starting if he can activate this PHP Extension. Every connector will need the ioncube loader to run in your shop, **it is not possible to use the connector without ioncube!** This is how you install the loader:

First download the needed package from the manufacturers website, please be sure to download the right package for your system

<http://www.ioncube.com/loaders.php>

If you are unsure please ask your hoster which one is the right for you. You can install the loader using 2 methods, by using autoload or with an entry in the php.ini file. As the autoload feature is not available from PHP 5.2.5 we will only explain the other method here. Most hosters allow for a custom php.ini file in the root of your domain, so create a file called php.ini in your shop root folder and enter the line in the green box.

Please be sure to enter the full path to your webspace as well as the right filename of the ioncube loader. You can get this path from your php info file or ask your hoster what the path is. Further information about it can be found at

the ioncube homepage. Copy the file from the zip file to a folder called ioncube. If you have followed all of the steps the loader should be installed now, you should be able to see it in your php info file now.

Now install the shop system of your choice, after that you can install the connector. You can find the connectors on our homepage.

The connector contains a separate installation manual, please follow this readme. For further information on the connector settings please read the connectors manual.

```
zend_extension = /path/to/webspace/ioncube/ioncube_loader_*.so;
```

# Installing the Desktop Tool

## Managing your products locally



The desktop tool, also called HBE, will help you to enter products and logos for the designer as well as special options like printtypes, colors, taxes etc. The product data can be synchronized with your shop system later (depending on your connector). In some

cases you will need to add some more information inside of the shop system.

To use the desktop tool you will need to install Adobe AIR first. This plugin runs on all operating systems and will make it possible to use the HBE on Windows, Mac OSX or Linux.

<http://get.adobe.com/de/air/>

After installing the plugin you can install and run so called AIR Applications. You can find the HBE on our homepage or always in the most recent version here:

<http://api.shirtnetwork.de/pub/AIR/hbe/desktop.air>

Please note that some browsers and operating systems rename the package to \*.zip. In this case please rename the file to desktop.air after downloading it and start. Do not extract the package contents with an your zip program!

After starting the tool you will be asked for your username and password, from this point you can follow the HBE manual.

# Information for Live Mode

## What fees will be charged?

As all of our tools are distributed as „Software as a Service“ you will only pay fees when you really sell something. This means that you can evaluate Shirtnetwork as much as you want to. You won't pay any fees before you set your store into live mode.

While not in live mode all orders will be handled as test data and no fees will be charged. As soon as you are done you can just set your shop to live mode (see connector manual).

From this point on all orders that were created through Shirtnetwork tools will be charged with the following fees:

- For items under 10 Euro you will be charged 10% of the sales price.
- For items over 10 Euro you will be charged 1 Euro per item.

This goes for all items being customized and sold through the designer. Items that are not sold through Shirtnetwork (default shop items etc.) are not being charged.

The fees will be charged in the moment of the order finishing, putting an item into the cart will not create any charges.

**Please note:**

Your shop will show a notice message in the footer and will only create test data while not in live mode, all other features should be doing fine. If you have any problems or bugs please do not set your shop into live mode, this will not solve any bugs!

**An Example:**

A customer order 5 shirts that he created through the designer (Price: 12.50€) und 3 additional shirts without personalization directly from your shop. This will create a total of 5€ of fees. That's it, there is no monthly fee or hidden costs.

We also offer white label licenses for the designer. In this case you will pay a one time price for every domain that runs the designer. If you want to go for this license please ask us for a quote by phone or mail.

# Support and Updates

## Our services

You will get free skype, forum and E-Mail support with all of our plans.

Also you will get all updates of the connectors and Shirtnetwork features completely free.

The HBE and designer updates will be automatically delivered through our central API Server, the connector updates can be obtained wherever you downloaded the connector.

We are always happy to help you with any of your questions, no matter if they are related to Shirtnetwork or your online store. Please be aware that bugs or problems that raise in your store in most cases can't be solved by us. Please ask the store developer for help in these cases. If you have any problems with the connector we are always here to help you.

If you are unsure or want to ask any special questions you can call us at any time. You will find the phone number on the shirtnetwork homepage or on directly on our company page at [www.aggrosoft.de](http://www.aggrosoft.de)