



HOW TO
Start Using
Miva Merchant, Wizards, &
Maintain Your Store

Revision 1.2



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HOW TO Start Using Miva Merchant, Wizards, & Maintain Your Store

Overview

Miva Merchant is a browser-based Storefront Development and Management System. It integrates cataloging, product, fulfillment, maintenance, category management, inventory, affiliates, and shopping basket, order and credit card processing. Multiple stores can be maintained by one central administrator or specific store functions can be delegated to sub-administrators.

The software is organized as a series of modules that can be upgraded to provide new functionality without changes to the core system. E-merchants can use the browser-based interface to build stores and developers can build modules in XML-based Miva Script. Merchants manage their stores with a user friendly browser-based interface.

Your Miva-enabled hosting provider usually supplies initial installation and configuration support. Ongoing developer and merchant support for using Miva Merchant is available from Miva Corporation at <http://www.miva.com/support>. You may also send e-mail directly to support with specific questions about support policies and procedures.

This guide introduces you to the Miva Merchant interfaces, including menus, common navigation buttons, and wizards. It directs you to where you can find publications to add features and functions to your store, and discusses tips for maintaining your store.

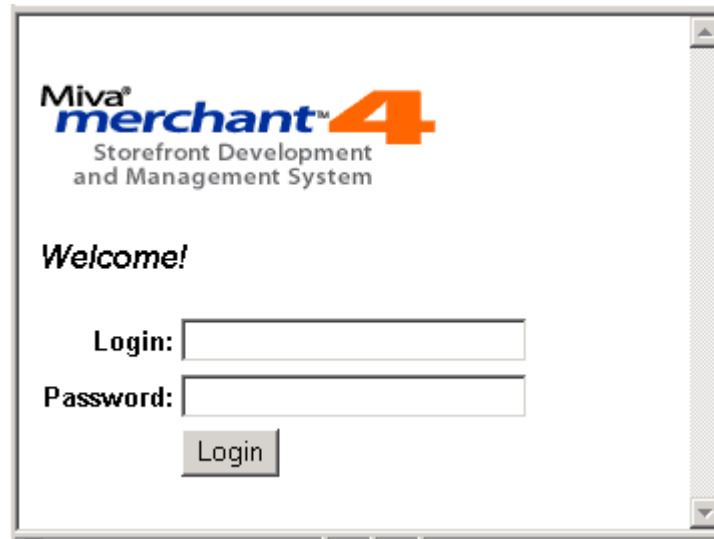
This HOW TO guide covers the following major topics:

- “The First Steps” on page 2
 - Log In
 - Simple Administration for New Users
 - Administration Interface
 - Wizards
- “Next Steps: Add Functionality to Your Store” on page 14
- “Next Steps: Maintain Your Store” on page 15
 - Keep Your Store Running Efficiently
 - Backing up your data
- “Miva Merchant Documentation” on page 16

The First Steps

Log In

Use the URL that displayed on the last page of the Setup process to access the Miva Merchant administration interface module (`admin.mv`). The login screen displays as shown below.



If you previously performed Setup and did not bookmark the URL to the Miva Merchant Administration Interface, you can locate the URL. `admin.mv` is located under the Merchant or Merchant2, which is located under the script directory (which could be named `html`, `mivascript`, etc.) of your domain or sub-domain. Examples:

- <http://www.YourDomain.com/merchant/admin.mv?>
- <http://www.Domain.com/~YourSubDomain/merchant/admin.mv?>

OR

- <http://www.YourDomain.com/merchant2/admin.mv?>
- <http://www.Domain.com/~YourSubDomain/merchant2/admin.mv?>

If you still cannot locate it, check with your Internet Host/Service Provider.

1. Enter the user name and password you defined in the Setup Wizard. This is the name and password for the domain administrator. Click on Login.
2. The Administration Interface is displayed.

If this is the first time you are logging into Miva Merchant after a new installation (setup), the Simple Administration Interface displays.

Simple Administration for New Users

Providing a simple, quick way for you to get your store up and running. The Simple Administration guides you through the phases of the store creation and configuration processes, loading a series of wizards. When one step is complete, a checkmark is placed beside it, and the next wizard automatically loads. If you log out of the Simple Administration interface before completing all the steps, the next time you log in, the Simple Administration will load, with the completed steps checked.

At any time you can go to the Advanced Administration Interface .

Your Internet Host Provider may have set up certain modules or features as part of the package you have purchased. Therefore, you may not have all the modules available to you that are described in this publication.

Miva[®] merchant 4 Miva Merchant v4.00 Simple Administration [Switch to Advanced Administration](#) [Logout](#)

▶ I. [Welcome!](#)
 II. [Create a store](#)
 III. Configure Store
 1. Add Categories
 2. Add Products
 3. Add Attributes
 4. Configure Payment
 5. Configure Shipping
 6. Setup Affiliates Program
 7. Add Affiliates
 8. Configure Fulfillment
 9. Configure Look & Feel
 IV. [Finished!](#)

There were 0 failed login attempts since your last login.

Welcome to Simple Administration! This interface leads you through a series of tasks to get your store up and running quickly, and allowing you to become familiar with Miva Merchant. The tasks on the left indicate your current task with an arrow, and completed task with a checkmark. A gray link indicates a task that is not available until an associated task has been completed. At each task, a wizard loads and provides you with a basic description of the essential features needed for your store to operate properly.

To begin please press the continue button.

[Continue](#)

Domain Notifications
No Current Notifications Present

Simple Administration Screen

| | |
|---|--|
| Steps | Indicates the current step with an arrow. Each step is checked as you complete it, and the next one automatically loads. (You can, however, click on any available step.) |
| Switch to Advanced Administration (at the top) | Displays the Administration Interface. |
| Logout (at the top) | Logs out the current user. Using logout is important, so that Miva Merchant can provide you with the same settings next time you log in. However, if all your tasks are complete (indicated by a checkmark) when you log out, then, the next time you log in, the (Advanced) Administration Interface will display |
| Data Area | Displays the information and selections for each of the steps and corresponding wizards. |

The interface first takes you through the process of establishing a store, then through the steps to configure it.

Note: The first time you create a store, it might be beneficial to keep the number of items, such as the categories and products to a small number. You could make a “test store” until you become familiar with the features you want to use for your Miva Merchant store.

Create a Store

To create your store and set up basic configurations, follow the directions in the Simple Administration screens:

- **Enter basic information about your store.**

The wizard asks you to enter a store name, owner information, store settings and layout.

Other store settings are automatically set, based on the country in which the Owner resides. These settings are: Measurement (weight), Sales Tax Calculation and Currency formatting. If you want to modify these and other store settings, refer to *HOW TO Change the Sales Tax Calculation for Your Store* and *HOW TO Edit Store Settings, Maintenance Mode & Order Minimums*.

Note: To skip a step, click **Skip** in the top, right corner.

1. Add Categories

Arrange your products into groups. You can have nested categories, where one category is the ‘parent’ of another. For example, the categories “card holders” and “bookends.” might have the parent category “Desk Items.” You can also put the products in more than one category. For example, bookends could be under Desk Items, Office Accessories, and Bookshelf Items.

2. Add Products

Enter the basic product information. At this point, consider keeping the number of products you enter to a fairly small number.

After you have set up the basic store you might consider importing your product information, particularly if you are adding quite a few products, will track product inventory, or if many of your products have several attributes (for example, color or size). Refer to *HOW TO Import Product Data Using a Flat File*.

3. Add Attributes

After you have added products using the Simple Administration interface, the Add Attributes link will be enabled. Colors and sizes are examples of attributes.

Note: If you have several products that use the same or similar attributes, later, you might consider using Attribute Template(s) that are available in Advanced Administration. For example, T-shirts and Shorts may have sizes of small, medium, large, extra large, and jumbo, and Jackets have all the same sizes, except jumbo. You can copy the Attribute Template, then simply delete the jumbo size from the jackets. Refer to *HOW TO Create Attribute Templates*.

4. Configure Payment

Your store must be configured with a payment method so you can sell products. If it is not, your e-shoppers will receive an error. This wizard guides you through the payment module(s) selection and configuration.

5. Configure Shipping

Configuring shipping helps both you and your customer. You can choose the best method(s) for the type of products you sell, include quantity discounts, base the shipping cost on product weight or price, and other options. Your e-shopper sees the specific shipping charges during the checkout process. You can sell products without configuring shipping, but your customers will see a message telling them shipping is not configured.

6. Setup Affiliates Program

You can encourage other sites to become one of your affiliates, for which you could see more traffic, increased completed orders, and your affiliates can earn commissions.

In configuring affiliates, the wizard helps you set up the default commissions you will pay out to affiliates. Of course, later you will be able to edit these for any individual affiliate. Other items you configure include Email configuration and notification. For additional information about the Affiliate Program, see *HOW TO Set Up Affiliates*, which guides you through the Affiliate settings in the (Advanced) Administration Interface.

7. Add Affiliates

Potential affiliates can sign up in your store, depending upon how you configure Affiliates, but you can also add affiliate information yourself. You might do this when you have disabled the Default Application Status, in which case the Affiliate Login does not display on your Store Front. This data also includes the specific commissions you want to pay out for this affiliate.

8. Configure Fulfillment

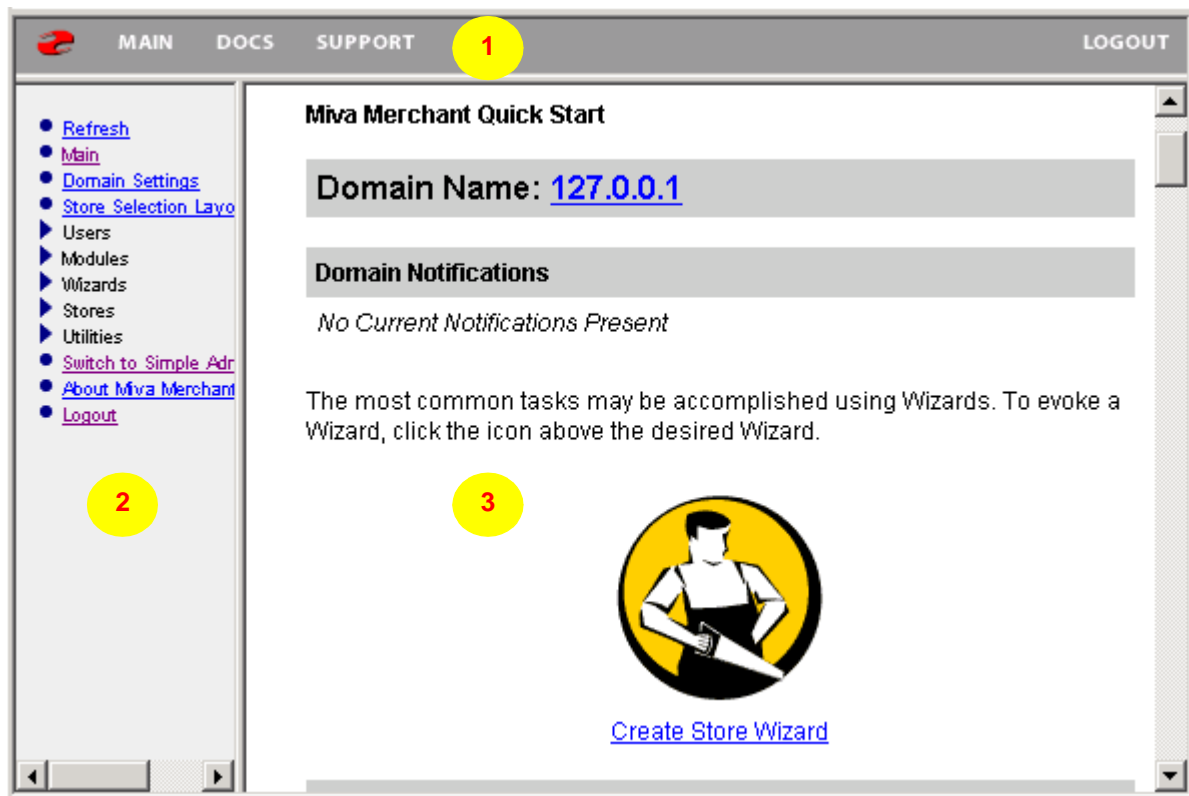
Confirms orders via Emails to your customers and to designated merchants. To enter more than one Email address in the CC field, separate the Email addresses with a comma.

9. Configure Look & Feel

Guides you through choosing a store color scheme, messages, and assigning products that will appear on your Store front. For additional information on this wizard, see *HOW TO Create the Store's Basic Look & Feel using Wizards*.

When the basic configuration for your store is complete, an option displays for you to switch to the Administration Interface.

Administration Interface



The “Advanced Administration Interface” is referred to simply as “Administration Interface” in the rest of this publication, and in other Miva Merchant publications.

The Administration Interface includes the following components:

1. Header menu bar
2. Administration Interface menu
3. Data entry area

Header Menu Bar



Click this logo to open a new browser and display the home page of the Miva Corporation website (www.miva.com).

Main

Click to go to the Quick Start screen.

Docs

Click to open a new browser and display the Docs page of the Miva website.

Support

Click to open a new browser and display the Support page of the Miva website.

Logout

Click to log out of the Administration Interface. Using logout is important, so that Miva Merchant can provide you with the same settings next time you log in.

Administration Interface Menu Items

This menu is where you access the administrative functions of Miva Merchant. When you start, the menu only shows the following items:

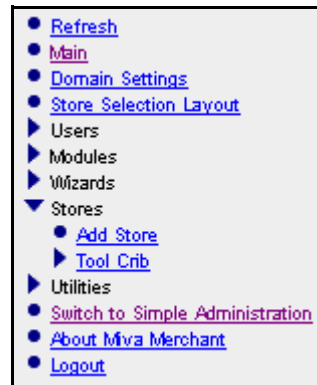


| Menu Item | Description |
|-----------------|---|
| Refresh | Refresh the screen. |
| Main | Displays the Miva Merchant Quick Start page, that includes: <ul style="list-style-type: none"> Graphical representations of the wizards Domain and Store Notifications Store statistics The exact display depends upon how your domain and store are configured. |
| Domain Settings | Modify the Miva Merchant domain settings. Refer to <i>HOW TO Setup & Administer a Miva Merchant Domain</i> for detailed information on these tasks. |

| Menu Item | Description |
|---------------------------------|--|
| Store Selection Layout | <p>Select or change the basic look of the store. Choose between:</p> <ul style="list-style-type: none"> • KoolCat Look & Feel (KCUl) <ul style="list-style-type: none"> Contains fewer layout options than MMUI • Miva Merchant Look & Feel (MMUI) <ul style="list-style-type: none"> You choose many layout options |
| Users | <p>Add administrative users to the Miva Merchant domain. You can also delete or edit user information here. After you add a user, you can go to the store and assign the person to a group within that store.</p> <p>Refer to <i>HOW TO Administer Users</i> for detailed information on these tasks.</p> |
| Modules | <p>Modules are the applications that add functionality to Miva Merchant.</p> |
| Wizards | <p>Wizards allow you to quickly and easily perform tasks such as creating a store and adding module functionality to it.</p> <p>See “Wizards” on page 13.</p> |
| Stores | <p>Add stores and/or modify existing store data.</p> <p>Refer to the Making Changes to Your Store set of HOW TO guides for detailed information on these tasks.</p> |
| Utilities | <p>Contains the Domain-level Pack Data Files utility, which compresses the domain databases. Since packing files is a very important maintenance task for your store, there is a store-level Pack Data utility.</p> <p>See “Next Steps: Maintain Your Store” on page 15.</p> |
| Switch to Simple Administration | <p>Displays the Simple Interface that guides you through creating and configuring a store.</p> |
| About Miva Merchant | <p>Displays the version of Miva Merchant and Miva Engine, the licensed user name, the license number, and the license agreement.</p> |
| Logout | <p>Logs out the current user. Using logout is important, so that Miva Merchant can provide you with the same settings next time you log in.</p> |

Using the Administration Interface Menu

Click on an item in the main menu to access its functionality. Some menu items are hyperlinks, and some are not. Items that have a blue arrow next to them contain subordinate items that may be displayed by clicking the blue arrow to the left ► of the item. Items with no subordinate items have a blue dot ● next to them. See the close up below:



By clicking an ► arrow the menu displays the subordinate items, and the arrow points down at these items ▼.

When one of the links in the menu is clicked, its corresponding content or form displays in the Data Entry Area. For example, clicking the About Miva Merchant link displays the following screen.

Administration Interface Data Entry Area

The default screen for the Data Entry Area in the Advanced Administrative Interface is the Miva Merchant Quick Start screen. This is the screen that is displayed when you click **Main** in the Header Bar or in the Administration Interface menu on the left.

In the screen below, the Create Store Wizard has been used to add the store Tool Crib.

The screenshot displays the Administration Interface for the 'Tool Crib' store. On the left is a navigation menu with links such as Refresh, Main, Domain Settings, Store Selection Layout, Users, Modules, Wizards, Stores (with sub-links for Add Store and Tool Crib), Utilities, Switch to Simple Administration, About Miva Merchant, and Logout. The main content area features a 'Create Store Wizard' link at the top. Below it, the 'Store Name' is 'Tool Crib'. The 'Store Notifications' section shows 'No Current Notifications Present'. The 'Statistics' section includes a 'Reset Statistics' link and a table with the following data:

| Statistics | Value |
|----------------|-------|
| Hits: | 0 |
| Visits: | 0 |
| Orders: | 0 |
| Revenue: | 0.00 |
| Products Sold: | 0 |

The 'Best Sellers' section indicates 'No Best Sellers Currently Available'. At the bottom, there are three icons with corresponding links: 'Look & Feel' (brush icon), 'Shipping Configuration' (shipping box icon), and 'Payment Configuration' (cash register icon).

Before the first store is created, the only wizard on this screen is the Create Store Wizard. After the store has been created, store statistics and the other wizards are displayed under the store name. See ["Wizards" on page 13](#)

When you click a link in the Administration Interface Menu, the corresponding data entry form is displayed in the Data Entry Area. For example, when you click the Domain Settings link, its Data Entry Area displays.

The Data Entry Area includes the following sections:

1. Title

The title of the form is at the top. It is the same name as the link you selected from the Administration menu on the left.

2. Help button

The Help button loads the applicable Miva Merchant help from Miva Corporation's website.

3. Tabs (Links)

Many Data Entry Areas for the selected link contain more than one form. Clicking these tabs displays additional sets of fields.

4. Field Area

The field area contains text boxes into which you enter data. This area also displays data you or your Internet Host Provider previously entered, or from the Miva Merchant program.

5. Buttons

The buttons at the bottom of the form will update, reset, or delete the selection.

The screenshot shows a web form titled "Domain Settings". At the top right of the title bar is a help icon. Below the title bar are four tabs: "Information", "Registration", "Site Configuration", and "Timeouts". The "Information" tab is selected. The form contains three input fields: "Domain Name" with the value "127.0.0.1", "License #" with the value "PROM-NUDE93ALASL", and "Version" with the value "4.00". At the bottom of the form are two buttons: "Update" and "Reset".

Statistics

Clicking the Main link in the Administration Interface menu on the left, or in the bar at the top, also displays Miva Merchant statistics. They reflect the numbers since the last time you reset the statistics.

Hits: The total number of hits for your store.

Visits: The number of individual visits your store has received.

Orders: Based on baskets converted to orders.





















Revenue: The total of all the order totals.

Products Sold: The total quantity of all products sold.

Best Sellers: List of the top five selling products and the number of each sold.

Administration Interface Navigation Buttons and Arrows

There are icons in the Miva Merchant Administration Interface that you can use to access various functions. These icons are described below.

| Icon | Name | Description |
|---|--------------------|---|
|  | Color | Display the color selector palette. |
|  | Edit | Edit the full data record. |
|  | Edit Here | Make a quick edit of the currently displayed data fields. |
|  | Help | Get detailed information about your Merchant page. |
|  | Link | Reveal the relevant links to integrate your site. |
|  | Move Down | Move the list item down one in the list. |
|  | Move Up | Move the list item up one in the list. |
|  | Check All | Put a check next to all displayed items in the list. |
|  | Uncheck All | Remove the checks from all displayed items in the list. |
|  | New | Create a new record. |
|  | Next | Show next part of list. |
|  | Previous | Show preceding part of list. |
|  | First | Go to the first record. |
|  | Prev | Go to the previous record. |
|  | Next | Go to the next record. |
|  | Last | Go to the last record. |
|  | Refresh | Reset your page to its original display. |
|  | Search | Search on the variables you entered in the search text box. |
|  | Select | Choose the record. |
|  | Upload File | Input file name or browse for a file. |

Wizards

Wizards help make creating a store and configuring features and functions a quick and simple task. You can select any wizard directly from the Administration Interface menu or from the Miva Merchant Quick Start form. (The Simple Administration Interface automates the process for you. See [“Simple Administration for New Users” on page 3.](#)) The wizards run in their own windows.

- **Create Store Wizard**

When you first enter the Administration Interface, if you have not yet created a store, the Create Store Wizard is the only wizard available. It is a fast and easy way to step through the initial phase of creating a store. For information, refer to *HOW TO Create a Miva Merchant Store Using the Create Store Wizard*.

- **Add Category Wizard**

You can have nested categories, where one category is the ‘parent’ of another. For example, the categories “card holders” and “bookends.” might have the parent category “Desk Items.” And, “wooden bookends” and “metal bookends” could have the parent category “bookends.”

- **Add Product Wizard**

Guides you through entering the basic product information. If you’re adding quite a few products, will track inventory, or many of your products have several attributes (for example, color or size), you might consider importing your product information. Refer to *HOW TO Set Up Products & Attributes Using the Add Products Wizard*, and for importing, refer to *HOW TO Import Product Data Using a Text File*.

- **Add Product Attribute Wizard**

From the Add Product Wizard, you can click the Add Attribute(s) button to run this wizard. And, as with other wizards, you can select it from the Administration menu or the Quick Start form.

Guides you through entering attributes (features) and options that you products have. It also let’s you choose the type of selection methods your e-shoppers will see. Refer to *HOW TO Set Up Products & Attributes Using the Add Products Wizard*.

- **Payment Configuration Wizard**

Based on the payment module you choose to use, this wizard displays a series of screens for you to identify the specific data required for the selected payment type.

If you want to use a Payment Gateway, before you can set this up, you need to do the following (unless your IHP already has).

- Obtain a merchant account
- Determine the Payment Gateway you want to use
- Get an account with the Payment Gateway and register.
- Enter this information as the wizard asks for it.

Refer to *HOW TO Configure Payment Processing*.

- **Shipping Configuration Wizard**

When you configure shipping, you can choose the best method(s) for the type of products you sell, include quantity discounts, base the shipping cost on product weight or price, and other options. Your e-shopper sees the specific shipping charges during the checkout process. You can sell products without configuring shipping, but your customers will see a message telling them shipping is not configured.

- **Affiliate Configuration Wizard**

In configuring affiliates, the wizard helps you set up the default commissions you will pay out to affiliates. (You can modify these for individual affiliates, if you wish.) Other items you configure include Email configuration and notification. For additional information about the Affiliate Program, see *HOW TO Set Up Affiliates*, which guides you through all the Affiliate settings.

- **Add Affiliate Wizard**

Potential affiliates can sign up in your store, but you can also add affiliate information yourself. You might do this when you have disabled the Default Application Status, in which case the Affiliate Login does not display on your Store Front. This data also includes the specific commissions you want to pay out for this affiliate.

- **Look and Feel Configuration Wizard**

Helps you customize the basic look and feel of your store. The choices vary, depending upon which Layout you have selected, Kool Cat or Miva Merchant Look & Feel. Refer to *HOW TO Create the Basic Look & Feel for Your Store Using the Wizard*.

Next Steps: Add Functionality to Your Store

After you have the basic configuration of your store, you may want to further refine its look, or add certain functions. (The Miva Merchant feature or function is identified in parenthesis below.) You may want to

- **track the inventory of some or all products (Inventory).**
- **extend special offers to your customers (Upsales).**
- **sell products at reduced rates to certain customers or for whom you have special products (Price Groups and Availability Groups).**
- **identify a minimum quantity or order price that must be purchased (Order Minimums).**
- **tie in the color scheme with your existing website (Edit Store, Colors).**
- **apply the same text at the top of each page (Global Headers and Footers).**

For all these features, and others in which you may be interested, go to <http://www.miva.com/docs/merchant>, and look for the applicable “How To...” link. For the items mentioned above, look under the groups “Making Changes to Your Store” and “Edit Your Store’s Features & Functionality.”

Refer to the section [“Miva Merchant Documentation” on page 16](#) for a description of the publications available for Miva Merchant users.

Next Steps: Maintain Your Store

Keep Your Store Running Efficiently

To keep your store running efficiently, prevent the size of your store from becoming larger than necessary and overburdened, and for added security, you should put your store into Maintenance Mode on a regular basis, and perform the activities listed below. For information about Maintenance Mode, refer to the publication *HOW TO Edit Store Settings, Maintenance Mode, and Order Minimums*.

How often you should perform these activities will depend upon the amount of traffic and the number of orders your store receives. Your store maintenance activities could be weekly or monthly.

The publications *HOW TO Use Miva Merchant Utilities*, contains information about removing expired baskets and packing data.



- **Remove Expired Shopping Baskets**
These are left when an e-shopper, who is browsing in your store, adds one or more items to the Shopping Basket, but leaves without buying anything. Although, they will expire, Miva Merchant provides a way for you to clear these.
- **Pack Data**
Packing data removes extraneous data that has been left in the database files of your store. The extraneous data occurs when your store has traffic, and when you delete any items (expired shopping baskets, old orders, products, etc.) from your store.
You should use the Pack Data utility on a regular basis, and after making major changes to your store.
- **Remove Old Orders**
Refer to *How To Administer Order Processing* for information on creating batches, processing orders, and running reports for orders.
You should also regularly remove old orders. You may, however, want to retain an archive of your batched orders for financial or tax reasons. Miva Merchant provides ways for you to retain order information:
 - Print Orders
 - Export to an outside file
 After archiving your older, batched and processed orders (by printing and/or exporting), you can delete the batch order.

Note: After removing your archived orders, be sure to use the Pack Data utility.

Refer to *How To Export Data to an Outside File* for information on archiving your order data.

Backing up your data

You should back up your Miva Merchant data, as you would make backup copies of any of your vital files. You should perform backups:

- **Before an upgrade.**
- **After you have set up your initial store.**
- **After adding several categories, products, or making major changes.**
- **On a regular basis. How often depends on the amount of traffic and the number of orders your store receives.**

Miva Merchant Documentation

Documentation Organization

The Miva Merchant publications are located on the Miva Corporation website, at <http://www.miva.com/docs/merchant/>. Knowing the version of the software you are using can help you locate the correct publication.

To find the version: in the Administration Interface menu, on the left, click About Miva Merchant.



What Are the HOW TO ... Guides and How Do You Use Them?

The HOW TO Guides are written for the e-merchant who wants to build a Miva Merchant store. The guides assume you have a general knowledge of the Internet and e-commerce.

The HOW TO Guides are written to help you perform specific tasks. On the website, they are grouped in the following categories:

- **Getting Started**
Includes publications for installation, starting to use Miva Merchant (this publication), creating a store, and integrating into an existing site.
- **Making Changes to Your Store**
Includes adding and setting up products, categories, attributes, inventory, upsale, groups, countries and states, and customers.

- **Set Up Basic Miva Merchant Configurations**
Includes configuring affiliates, payment, shipping, order fulfillment, and logging.
- **Edit Your Store's Features and Functionality**
Includes changing the look & feel of your store, store setting, maintenance mode, order minimums, and the tax structure.
- **Administer a Miva Merchant Store**
Includes setting up a domain, a mall, users/groups, order processing, exporting and importing data, importing products, and utilities to clean up your domain and store data.

The Miva Merchant 4.0 HOW TO ... Guides can be found at <http://www.miva.com/docs/merchant/howto4.html>.