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## Introduction

Emarket is a CASHNet module that allows departments to collect money for approved services/products/fees via online storefronts. Customers are linked out from a department website to a customized storefront where they can select and pay for items via credit card. The site is PCI compliant and funds are automatically deposited to the general ledger in most cases.

## Application Process - How it Works

Departments interested in using this ecommerce solution are asked to complete an *Application for an eMarket Storefront* which is located on the Bursar's Office website under the Forms section. The requested information includes:

- type of payment to be collected
- amount
- fund and department id
- bank account where funds are to be deposited
- GL account where credit card interchange fees should be charged

The completed form is submitted to the Bursar's Office for approval, and if approved, a copy sent electronically to the Accounting Office where the account number will be assigned. The Bursar's Office will notify the requesting department via email if their request is approved or denied.

Note: If the funds are deposited to the Tower Foundation or Research Foundation, the Controller of that area must approve prior to the final approval of the AVP of Finance.

## What Happens Once Approval is Granted

### Bursar's Office Role

The Bursar's Office will:

- contact the department and set up a meeting to discuss the store setup and design
- ask the department to prepare a document with their product names, descriptions, amounts, any information they wish to collect on the transaction, and any custom messages they want displayed in their storefront
- ask the department to provide the names of staff members who will oversee their store and who will issue refunds
- create the store in a test environment for the department to view and request any changes
- set up department users in the eMarket system (within CASHNet) with a user id and password
- move the store from "test" to production once the department is satisfied with the setup
- provide the department with the URL to their storefront

### Requesting Department's Role

The department will:

- provide the Bursar's Office with a list of products/services, the description, the amount, and any additional information they wish to collect for each transaction such as buyer's name, address, etc.
- provide the Bursar's Office with the names of employees who will manage/oversee their storefront
- submit a CASHNet Operator Request form for each employee listed above
- provide any images they wish to display with their products/services
- review and thoroughly test the storefront in the test environment
- request any final changes
- place a link on their website to direct their customers to their eMarket storefront
- run reports of transactions
- notify the Bursar's Office if an employee changes job duties and no longer requires access to eMarket so their user id can be disabled

## How to Request an Operator ID

Department storefront owners are required to complete a *CASHNet Operator Request Form* located on the Bursar's Office website under the "Forms" section. They will be given a CASHNet Operator ID and password to access CASHNet's eMarket system. Privileges are dependent upon the Operator Group to which they are assigned. There are two groups for CASHNet's eMarket users:

1. eMarket Admins who can change/update the store setup and run reports
2. eMarket User w/ Refund Rights who can change/update the store, run reports, and issue refunds

## Types of Products/Services in eMarket

### Products/Services Allowed

Storefronts may be used for a variety of approved products, services, or fees such as:

- conferences
- donations
- membership fees
- scholarships
- event tickets
- applications/deposits
- physical goods
- test fees

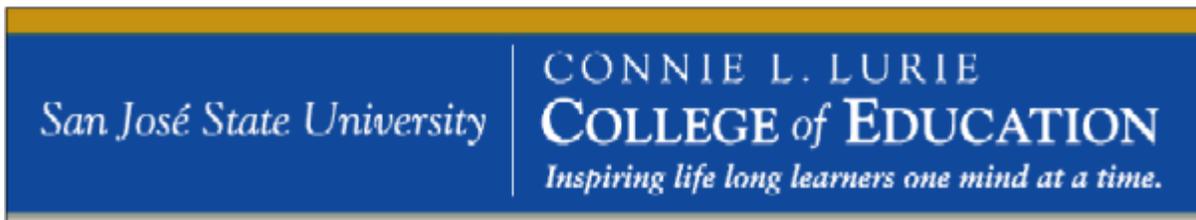
### Products/Services not Allowed

- Emarket is not intended for payment towards charges posted to a student's account in PeopleSoft.
- Fees charged to all students enrolled in a course are considered course fees and should be submitted to the Campus Fee Advisory Committee for approval and subsequent posting to students' accounts. New fees of any type charged to students must be approved by the Campus Fee Advisory Committee.

## Storefront Settings

### Banner

A banner is a graphic at the top of your storefront page. Departments may use the same banner that appears on their SJSU website for their storefront. These are sample banners:



**Item Codes & References (inventory and fulfillment)**

All items within a store are tied to an "item code" which will include a print description of the item, the amount, and the GL account code where the payment will be deposited. Additional information can be collected for each item such as name, address, email, etc of the buyer. These are called "reference fields" and can be required or optional.

If a physical item is being sold, there is a setting to require "fulfillment" of the product. This will place the order in a pending status and not charge the customer until the department operator fulfills the item by making sure the product is available. If the product is a physical item, once it is sent to the buyer the item may be fulfilled.

Emarket can also track inventory for products where a limited number may be sold.

**Custom Messages**

There are several places within the storefront where custom messages can be placed. Messages are simply explanatory text or a change to the wording of a button within your storefront.

**Categories**

If there are several products/services offered within a store, they can be organized into categories so customers can find them easier. An example might be a category of "Tickets" and within that category, are several types of tickets available for sale.

**Store Scheduler**

Stores may be brought online/offline via the store scheduler. Online means a store is visible to your customers; offline means the store will display a custom message set by your department that it is currently unavailable.

**Refunds**

Department storefront owners with refund rights can process refunds for payments made through their eMarket storefront. The refund is made directly to the credit card used and partial refunds are allowed.

**Reports**

Department users can run reports on the payment activity within their storefront. Reports are based on a combination of selected criteria such as date range, transaction type, item code, amount, or GL account code. Reports may be run in summary or detail mode and formatted using Excel, Word, or PDF. Emarket also offers the option to email a report in any of these formats.

**Cost to Departments**

The cost to departments for using eMarket is the interchange rate assessed by the banks for processing Visa, MasterCard, AMEX, and Discover credit card transactions. At the time of this writing, the average interchange rate is approximately 2% of the total transactions in the storefront. Your department will be charged for these fees by the Accounting Office if you deposit to our main Wells Fargo account. If you deposit to a different account or bank, your Accounting Department will work with you to charge back the fees.

The Bursar's Office does not charge departments for the set up of the storefront.

**Frequently Asked Questions****Q. How do I access eMarket? Do I need special software or equipment?**

A. As the storefront owner, you must use a pc and Internet Explorer as your browser to access eMarket.

**Q. Are customers also required to use pc's and Internet Explorer?**

A. No. Customers may use any computer or web browser.

**Q. How long does it take to get a store ready for production?**

A. It depends on the number of products. Normally, it takes about 2 weeks from the last meeting with the Bursar's Office until the store is ready for department viewing.

**Q. What if my department deposits to another bank or a different Wells Fargo bank account?**

A. We can still accommodate your request for a storefront. However, there will not be an automatic feed to the general ledger. This must be done manually based on reports run by your department. You will also be required to submit the latest copy of the bank statement for the account used for deposit.

**Q. Can I add/delete products/services from my store if I have a CASHNet Operator ID with eMarket access?**

A. You must complete another Request for eMarket Storefront form and check the box indicating it is a request for additional items. All new products/services must be approved prior to being added to the storefront.

**Q. Will we receive training on how to run reports?**

A. Yes.

**Q. Can my department increase fees to cover the cost of the bank's interchange fees?**

A. No

**Q. Why doesn't eMarket accept echeck payments?**

A. NACHA regulations state the customer must be authenticated prior to submitting an echeck payment and this is not available via eMarket.

**Q. Whom do we contact for questions about eMarket?**

A. You may contact John Hardin, 4-2273 or Jennifer Kraskouskas at 4-1531.