

Welcome to Cart32,

The purpose of the Getting Started Guide is to cover the basic settings required to start using Cart32. There is an Introduction section to familiarize new users with the Cart32 software and terminology. There is a Getting Started section to walk new users through the basics of setting up Cart32. Only the basic Cart32 settings will be covered in detail here. There are many more advanced settings in Cart32 that are not covered in the scope of this Guide. For more advanced features and a description of all Cart32 functions, please view the [Cart32 Support](#) section of our website. We hope you enjoy using Cart32 and remember; we are always here to help you.

Sincerely,

Cart32 Support Team

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# How Cart32 Works

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Let's look at Cart32 from the view point of a shopper on a website. Below is a general description of how Cart32 works when a customer accesses a website and orders products.

- 1.) A web page contains HTML to add items to the cart.
- 2.) The customer adds one or more items to their shopping cart.
- 3.) The customer checks out or goes back to order more items.
- 4.) Customer "checks out" by entering in the billing, shipping, and payment information.
- 5.) Customer reviews all order information one final time before order is confirmed.
- 6.) Order is confirmed and order number is assigned.

Now, let's look at Cart32 from the view point of a client or owner of the cart. Below is a general description of how Cart32 works with your website.

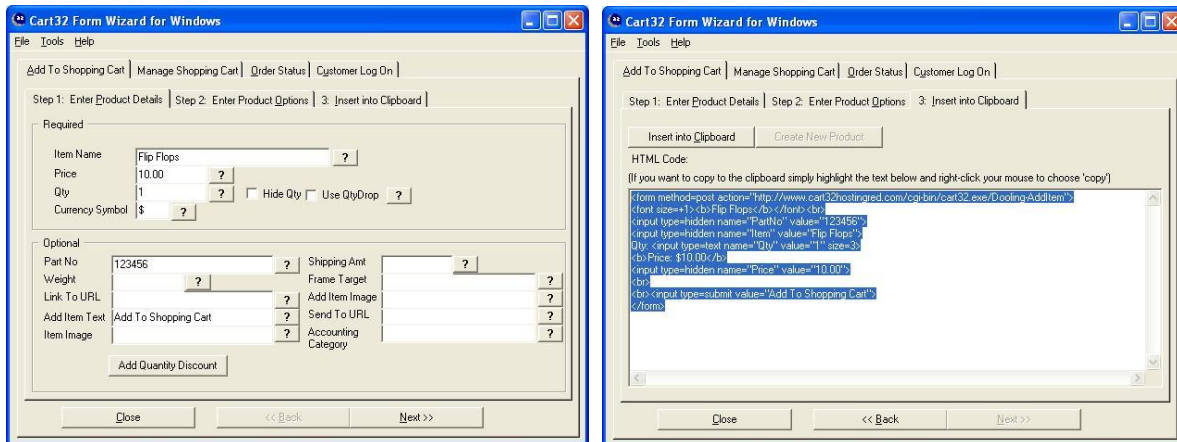
Cart32 has two routes for you depending on your situation:

- 1.) You can add HTML to an existing or developing website using form code that will link to your Cart32 checkout pages.
- 2.) You can use our Store32 store front to manage your products.

## **Option 1: Adding Cart32 into your HTML**

To add Cart32 to your website, you will need to add HTML form code for each item that you want to sell online. Cart32 uses standard HTML forms to submit the item details to the Cart32 software. If you do not know HTML, do not fear. Cart32 offers a free form wizard that will generate the HTML code for you. You simply copy and paste the code from the wizard into your website page. See [Cart32 form wizard](#) below for more information.

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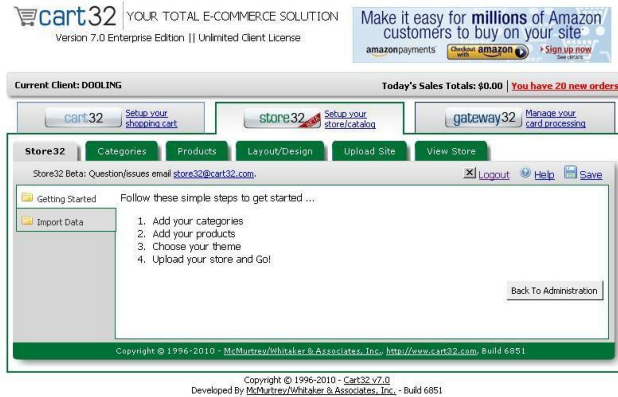


## Option 2: Store32

Need an online store now? Using Store32 allows you to get going. Here are the steps you would take to get your store up and going with Store32:

- 1.) Pick out your template
- 2.) Upload your products
- 3.) Upload your site
- 4.) Start Selling

Poof! You have an online store! Click here to read the [Store32 Manual](#).



# Logging into Cart32 for the first time

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When signing up for a Cart32 trial you will receive two emails. The first email will provide you with log in information for Cart32.com. Here is an example of this email:

*Thank you for signing up for a free trial of our Cart32 Hosting service. We are very pleased that you chose Cart32 for your ecommerce solution. **Your trial will be enabled once we verify your sign up information.** To expedite the process, please call us at 417-865-1283.*

*We know there is a lot to learn when starting an e-commerce business, we are here to help you! If you have any questions, please feel free to contact our support department. Please visit <http://www.cart32.com/support.asp> for more information.*

*Your support code is **111111**. You will need to reference your support code when contacting Cart32. Your account will expire on **01/01/14**. Expired accounts will remain in our system for 60 days.*

*Once your trial is enabled, please use the following login information:*

-----  
**Logon Address:** <http://www.cart32.com/cart32hosting/>

**Client code :** Cart32

**Password :** Cart32%432 (We cannot retrieve this, please do not lose it!)

-----  
*Thanks again for choosing Cart32!*

*Best Regards,*

*Cart32 Sales & Support*

*[support@cart32.com](mailto:support@cart32.com)*

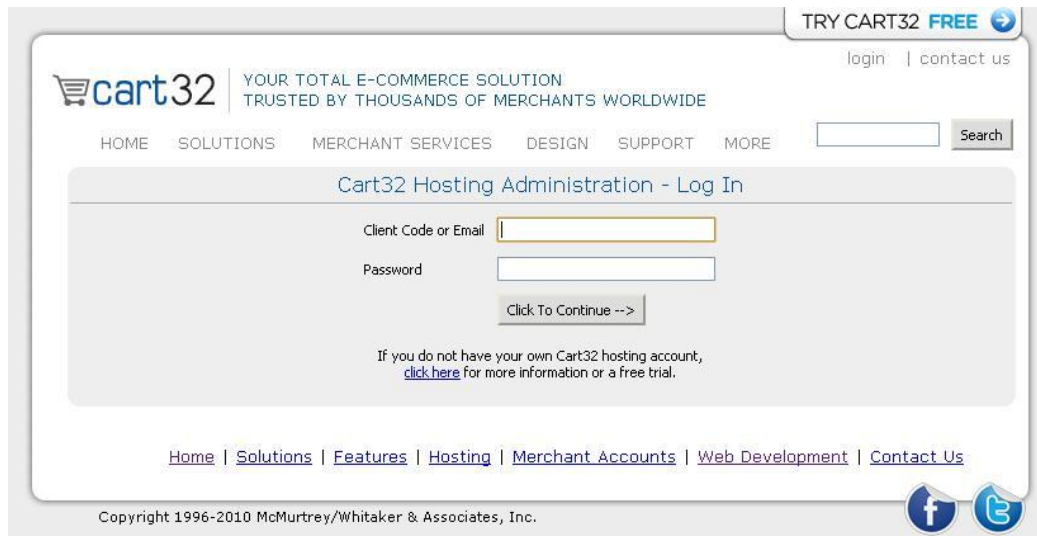
*417-865-1283*

*<http://www.cart32.com>*

**Here are the steps to follow to log into your trial account:**

- 1.) Click on the Logon Address listed in the email. <http://www.cart32.com/cart32hosting/>
- 2.) Enter your client code and password that are provided in the email

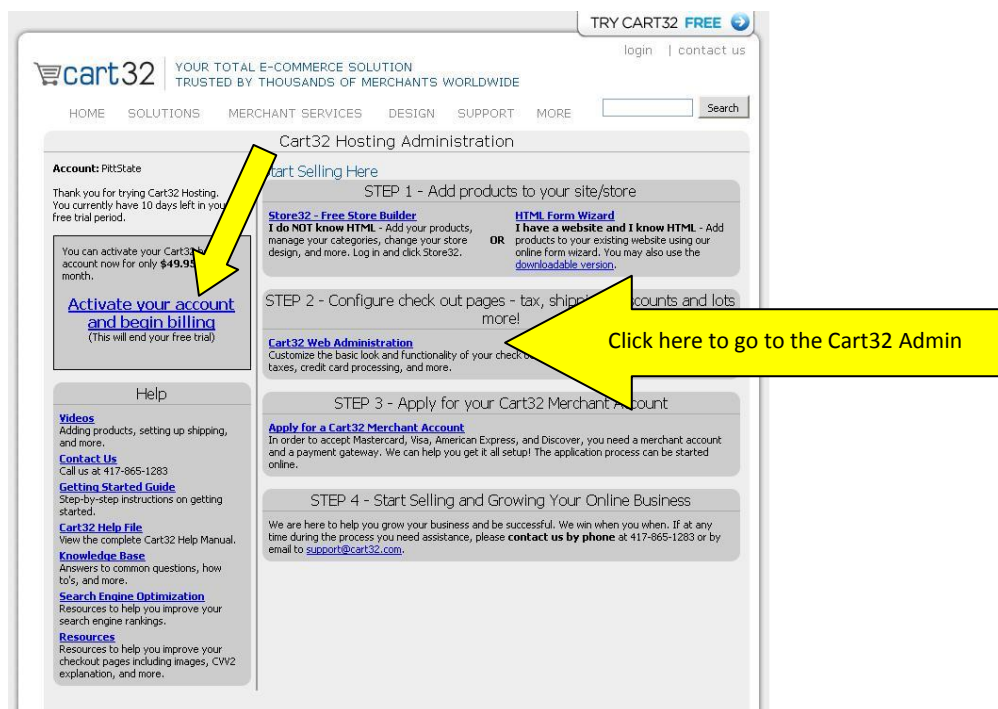
From here you will see this page:



While in trial mode you will have full access to the Cart Administration, which includes:

- Store32
- Web Administration
- Knowledge Base Articles
- Support Videos
- And much more!

Once you have made your decision about Cart32 you will be able to activate your billing through the Cart32 Hosting Administration.



## Don't like the automated password that was generated for you?

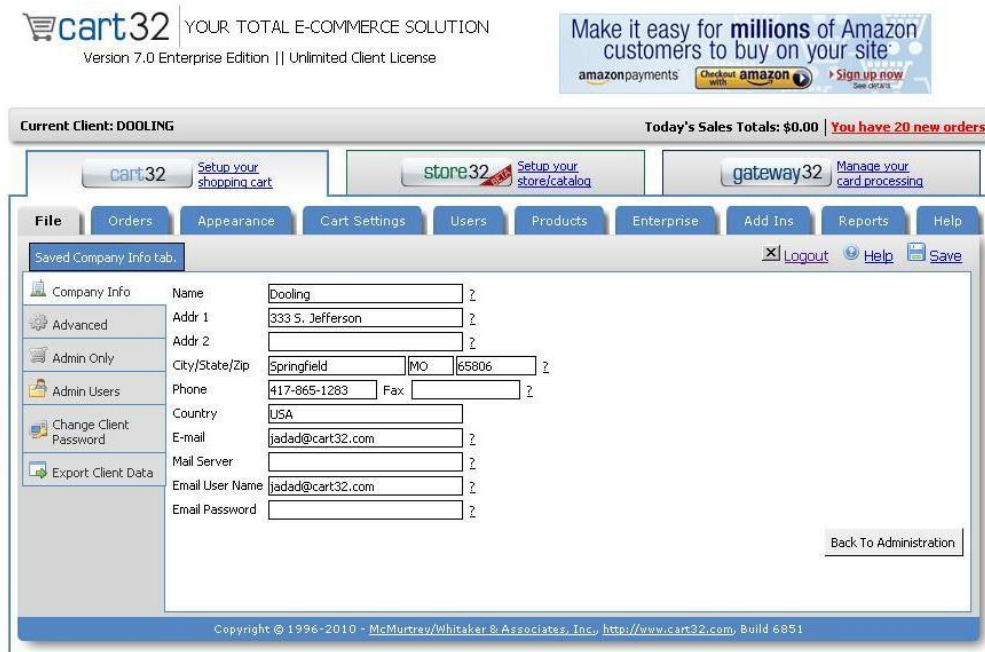
Don't worry – you can change it within your Cart32 Admin. Under the File tab → Change Client Password. When changing your password it will change the password for both Cart32 Hosting Administration and Cart32 Administration.

# Cart32 Web Administration

The secure Cart32 web based administration is the control panel for the Cart32 software. The web admin is only accessed by the owner of the cart or a “client.” The customer or shopper on the site does not access the web admin. The web admin is where the client changes the cart settings for appearance of the cart, taxes, shipping, discounts, gift certificates, and much more!

When first using Cart32, you will need to login to the Cart32 web admin to setup the basic settings. See Getting Started, [Cart32 Web Administration](#) below for more information.

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The screenshot displays the Cart32 web administration interface. At the top, it shows the Cart32 logo and version information: "Version 7.0 Enterprise Edition || Unlimited Client License". There are also promotional banners for Amazon Payments and a "Sign up now" button. The main header indicates the current client is "DOOLING" and shows "Today's Sales Totals: \$0.00" and "You have 20 new orders".

The interface has a navigation menu with tabs: File, Orders, Appearance, Cart Settings, Users, Products, Enterprise, Add Ins, Reports, and Help. The "File" tab is selected, and the "Change Client Password" option is highlighted in the left sidebar.

The main content area shows the "Company Info" tab for client "DOOLING". The form contains the following fields:

Company Info	Name	Dooling
Advanced	Addr 1	333 S. Jefferson
	Addr 2	
Admin Only	City/State/Zip	Springfield MO 65806
	Phone	417-865-1283 Fax
Admin Users	Country	USA
	E-mail	jadad@cart32.com
Change Client Password	Mail Server	
	Email User Name	jadad@cart32.com
	Email Password	

At the bottom of the form, there is a "Back To Administration" button. The footer of the interface includes the copyright information: "Copyright © 1996-2010 - McMurtrey/Whitaker & Associates, Inc., http://www.cart32.com, Build 6851".

## Private/Public Key Encryption Keys

Cart32 generates a public and private key pair to encrypt the credit card data. The public key will be stored on the server and the private key will be stored on your computer in a file or in the registry. Only the public key is needed to encrypt the data, but both the public and private keys are needed to decrypt the data. By default, the credit card data is stored encrypted in the Cart32 database.

IF THE PRIVATE KEY IS LOST THEN THE CREDIT CARD DATA WILL NOT BE RETRIEVABLE. Please protect your private key. If it is lost there is nothing that can be done to retrieve the data. Your customers' credit card data will be safe as long as the private key is in your care. To retrieve orders with the public key encrypted credit card numbers use the same machine and browser that you used to generate the keys.

If you setup the keys, Cart32 will launch an object that will be used to generate the keys, save the private key to your hard drive.

You can select Skip for now or Skip altogether and setup the keys at a later time if you are unsure about setting up the keys. [Click here](#) to continue if you wish to setup the keys.

Only the computer that you have placed the keys on can view the credit card numbers. The key can be copied to additional machines.

Want more information? Check out these knowledge base articles:

[Public-Private Encryption Keys Set Up](#)

[How to view orders using public/private key encryption on more than one machine](#)

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## Making Changes

When making changes in the Cart32 web admin, always click the SAVE button to save your changes.

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## Help

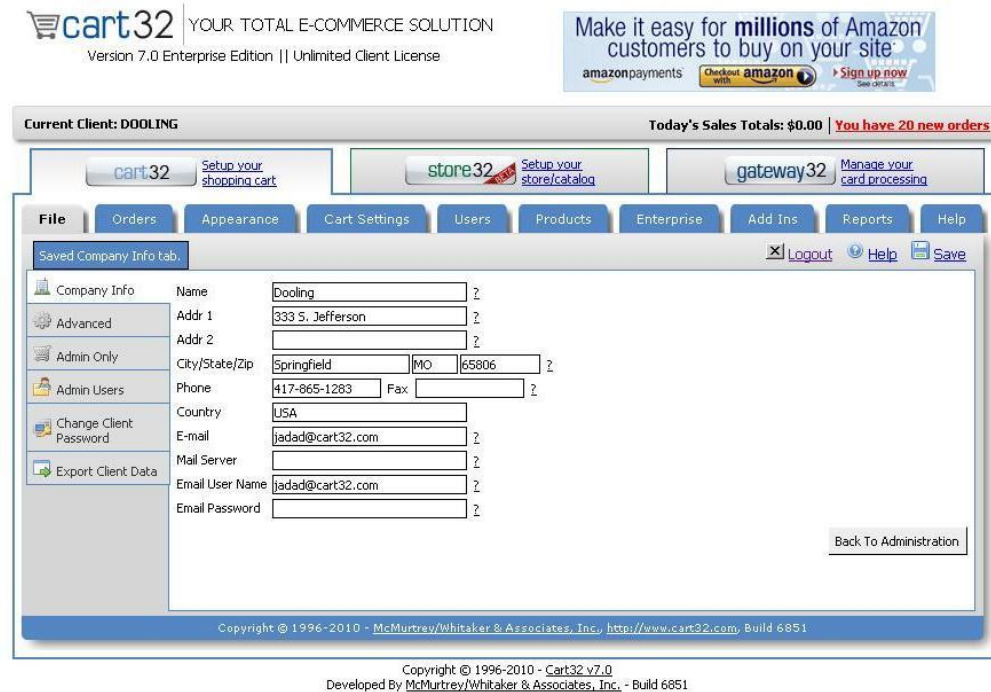
Most functions include a clickable ? next to it for a description of how it works. The Cart32 Help File is accessible from any tab in the admin by click the **Help** button

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## Web Administration Tabs

### File Tab



The screenshot shows the cart32 web administration interface. At the top, it displays 'Current Client: DOOLING' and 'Today's Sales Totals: \$0.00 | You have 20 new orders'. Below this are three main tabs: 'cart32 Setup your shopping cart', 'store32 Setup your store/catalog', and 'gateway32 Manage your card processing'. The 'File' tab is selected, showing a navigation menu with options like 'Orders', 'Appearance', 'Cart Settings', 'Users', 'Products', 'Enterprise', 'Add Ins', 'Reports', and 'Help'. The 'Company Info' form is visible, with fields for Name, Address, City/State/Zip, Phone, Fax, Country, E-mail, Mail Server, Email User Name, and Email Password. A 'Save' button is located at the bottom right of the form. Copyright information is visible at the bottom of the page.

### Company Info

Enter your company Name Address, City/State/Zip, Phone, Fax, Country, Email, Mail Server (optional, not required for Cart32 Hosting), Email User Name (optional, not required for Cart32 Hosting, only for SMTP), and Email Password (optional, only for SMTP). Click Save.

These settings will be displayed to your customers on the order confirmation. The email address listed here will be used for order emails. You can enter multiple email addresses separated by a comma.

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### Advanced

#### Remember Customer Information for Repeat Orders

If this option is checked, then when a customer returns to your website to make a repeat order his/her customer information is recalled. This only works with Internet browsers that support cookies.

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### Template File Directory

This field is to set a specific path to the HTML template files. This is very useful when you want the HTML files to be located in the area where the web pages are located on

the server, instead of beneath the Cart32 directory. This is also useful when you want to customize the look of your cart. Only list the path and not any files name here.

Ex: d:\ozarkol\cart32templates\clientcode\

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### **Use Post Method**

Check this box if you want Cart32 to use the POST method when submitting the template files you have specified. By default, Cart32 will use the GET method.

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### **File extension for HTML template files**

This enables a powerful feature where you can include server side scripting code in the HTML template files. Active Server Pages (ASP) and Cold Fusion (CF) are good examples of uses for this field. You do not rename the template files themselves. They keep their .html extension. Cart32 automatically replaces the extension with what this field contains. For example, if you put “.asp” (without the quotes) in this field, then all of the template files will be treated as ASP files and you can put ASP code in them.

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### **Next Order Number**

This specifies the order number (must be numeric) that will be assigned to the next online order. Cart32 automatically increments this for each order.

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### **Require whole numbers quantities for items added to the cart**

Check this box if you only want whole numbers for quantities used when using the cart. For example, this will prevent a user from entering “1.5” as the quantity for an item if partial quantities are not available.

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### **Require POST for adding to cart**

This requires all Cart32 transactions to use the POST method for processing forms. This is a security measure to prevent a user from typing in changed prices or other parameters. The POST method is more secure.

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### **Don't store credit cards in Cart32 internal databases**

Check this box if you do not want Cart32 to store the credit card information at all. This is useful if you use a real time payment processor and do not need the credit card after the transaction is complete.

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### **CVV2 Option**

Select whether or not the CVV2 field (the credit card security number on the back of the card) is stored in the cart. To protect CVV2 data from being compromised, VISA U.S.A. Inc. Operating Regulations prohibit merchants from keeping or storing CVV2 numbers once a transaction has been completed. So you must either not store the data or clear it out once you've processed an order. Cart32 will keep the CVV2 stored for a maximum of 5 days.

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### **Generate Public/Private Encryption Keys**

The link will start the wizard to generate public a public/private key pair for use in encrypting credit cards. If you run this after it has already been run, any credit cards encrypted previously with key encryption will NOT be retrievable.

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### **Use Secure Transactions**

Notes whether or not that client's server supports SSL secure transactions. If so Cart32, will use the https:// protocol instead of the regular http:// protocol to process the transaction. It is recommended that you check this setting.

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### **Secure Domain Name**

Leave this field blank to have Cart32 automatically find the secure domain name (recommended). If Cart32 returns an incorrect domain name, then you can specify the correct one in this field. Do not include [http://](#).

### **Secure CGI Directory**

Leave this field blank to have Cart32 automatically find the secure domain name (recommended). If you specify the secure domain name, then you need to also specify the secure CGI directory. The field should begin and end with a forward slash (/).

Ex: /cgi-bin/

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### **Leave secure connection in frames on framed website**

If you checked this then Cart32 will keep framed websites in frames on secure connections. With this unchecked Cart32 will go to a non-frames window for secure pages. The non-frames window is the better option because the browser shows that the connection is secure.

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## Orders Tab



**Current Client: DOOLING** **Today's Sales Totals: \$0.00** | **You have 20 new orders**

[cart32](#) Setup your shopping cart | 
 [store32](#) Setup your store/catalog | 
 [gateway32](#) Manage your card processing

[File](#) | **[Orders](#)** | [Appearance](#) | [Cart Settings](#) | [Users](#) | [Products](#) | [Enterprise](#) | [Add Ins](#) | [Reports](#) | [Help](#)

[Logout](#) | [Help](#) | [Save](#)

[Show Orders \(Secure\)](#)  
[Show Orders](#)  
[Order Settings](#)  
[Order Emails](#)

Search By:

Date Range: Custom | From: 8/23/2010 | To: 8/23/2010

Filters:  New Only | Approved: All | Show: 10

No orders found.

[Back To Administration](#)

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### Show Orders

This is where you can view orders in the cart. You can search the orders by date range, order number, etc. The orders are listed much like a checkbook register. You can view, print, edit, and delete orders. The order status field is for internal use, but will be noted to customers if you are using the orderstatus link (see form wizard). You can print shipping labels if you are using a real time shipper.

Helpful Hints for Show Orders Tab:

- 1.) [Order Status Check](#)
- 2.) [Resent Customer Orders](#)

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### Order Settings

#### Order Output File

This is where you can save your order information to a text file that you can download.

The default location is the following:

c:\ozarkol\cart32templates\clientcode\orders\clientcode-orders.txt.

This file can be downloaded via FTP.

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### E-mail Response To Client

Check this box if you want the cart to send you an email when there is a new order.

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### **E-mail Response to Customer**

Check this box if you want the cart to send the customer an email when they place an order.

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### **Order Emails**

Here is a great knowledge base article regarding Cart32 Emails!

[Knowledge Base Article: Cart32 Emails](#)

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### **Appearance Tab**

Here are some helpful hints for this section:

Knowledge Base Article: [Item List](#)

Knowledge Base Article: [Button](#)

Knowledge Base Article: [Template Files](#)

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## Cart Setting Tab

### Billing Information

Current Client: DOOLING Today's Sales Totals: \$89.80 You have 15 new orders

cart32 Setup your shopping cart store32 Setup your store/catalog gateway32 Manage your card processing

File Orders Appearance **Cart Settings** Users Products Enterprise Add Ins Reports Help

Logout Help Save

Billing Information All Use All  Yes  No ? Bold  Yes  No ?

Shipping Information Font Color  ? Italic  Yes  No ?

Payment Information Billing Title Billing Information ? Font Face Tahoma,Arial,Helvetica ?

Google Table BG Color  ? Font Size -1 ?

PayPal Table Border 0 ? Info Not Given (empty required field) ?

Amazon Table Cellspacing  ? Validate Email Address  Yes  No ?

Tax Table Cellpadding  ? Invalid Email Text (Invalid Email Address) ?

Shipping Types Extra Table Tags  ?

Setup FedEx Shipping

Setup DHL Shipping

Discounts

Discount Codes

Gift Certificates

Other Payment Types

First Name

Last Name Show  Yes  No ? Font Size -1 ?

Company Required  Yes  No ? Font Face Tahoma,Arial,Helve ?

Address 1 Order 2 ? Font Color  ?

Address 2 Text First Name ? Bold  Yes  No ?

City Create Drop Down

State/Province Width 30 ? Max Length  ? Italic  Yes  No ?

Country Default  ? Type Text Box ?

Zip

Phone Show In Email  Yes  No ? Email Text  ?

Fax

E-mail

Comment

Other 1

Set Payment Values To Default

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The above picture points out the three most important features in the billing information. The scroll bar lists the attributes that you can have available for your clients to fill out. To the right you can choose to SHOW or REQUIRE each attribute. It is very important that the billing information matches the shipping information. *If an attribute is required on billing it needs to be required in shipping as well.*

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## Shipping Information

Current Client: DOOLING Today's Sales Totals: \$89.80 You have 15 new orders

cart32 Setup your shopping cart store32 Setup your store/catalog gateway32 Manage your card processing

File Orders Appearance **Cart Settings** Users Products Enterprise Add Ins Reports Help

Saved Company Info tab. Logout Help Save

Billing Information All Use All  Yes  No ? Bold  Yes  No ?

Shipping Information Font Color  ? Italic  Yes  No ?

Shipping Title  ? Font Face  ?

Table BG Color  ? Font Size  ?

Table Border  ? Info Not Given  ?

Table Cellspacing  ? Validate Email Address  Yes  No ?

Table Cellpadding  ? Invalid Email Text  ?

Extra Table Tags  ?

Use Separate Shipping Address  Yes  No ?

Show two columns on billing/shipping table  Yes  No ?

Same

First Name Show  Yes  No ? Font Size  ?

Last Name Required  Yes  No ? Font Face  ?

Company Order  ? Font Color  ?

Address 1 Text  ? Bold  Yes  No ?

Address 2 [Create Drop Down](#) Italic  Yes  No ?

City Width  ? Max Length  ? Type  ?

State/Province Default  ? Email Text  ?

Zip Show In Email  Yes  No ?

Country

Country

Phone

Fax

E-mail

Comment

Set Payment Values To Default

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The shipping information tab operates the exact same way as the billing information tab. You will want to make sure your billing and shipping information show the same fields and require the same information.

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### Use Separate Shipping Address

If checked Yes, this shipping section will appear on the online order form. If not, then only the billing section will be active.

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### Show two columns on billing/shipping table

If checked Yes, this shipping section will appear in a second column to the right of the billing section on the online order form.

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### **Payment Information**

This tab allows you to control the payment methods, such as check, MasterCard, Visa, etc., displayed under payment info on the online order form.

To select whether or not a payment method shows, highlight the field in the scroll box in the lower left portion of the tab. Set **Show** to Yes or No.

This tab contains many more advanced settings that will not be covered here.

### **PayPal**

To enable PayPal as a payment method, check Enable PayPal as a payment option and enter you PayPal ID/Email associated with your PayPal account.

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### **Tax**

Cart32 allows for complete customization of tax settings.

Here are a few Knowledge Base articles that will help you set up your taxes:

[Set up sales tax based on state](#)

[Setting up tax codes for various tax rates on products](#)

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### **Shipping Types**

Cart32 allows for multiple ship types and customized shipping settings. This guide will only cover the most common form, charging shipping based on real time calculations from a shipping carrier. You can setup several shipping types, such as Ground, Next Day, 3 Day, etc.

Enter a Name such as USPS Priority for the shipping type and click the Add Shipping Type button. This name will be shown to your customers. Click Edit next to the shipping type you just created. Choose your Shipping Method. For this example we would choose By US Postal Service and select Priority Mail from the drop down list.

For real time shipping companies other than USPS, you will need to setup the account first. See Below.

Here are a few Knowledge Base Articles to help you set up shipping:

[Basic Shipping Information](#)

[Tightening Your Shipping Configuration](#)



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### **UPS Shipping**

Cart32 is able to retrieve shipping rates for UPS; however, you are not able to print UPS labels from the Cart32 Administration. We are working on a solution to do this and hope to have something available in the near future.

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### **Setup FedEx Shipping**

Click the link to start the online setup and follow the onscreen prompts. You will need to have an account with the shipper before you begin. If you do not have an account, see the company's website to sign up.

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### **Setup DHL Shipping (International Shipping ONLY)**

Click the link to start the online setup and follow the onscreen prompts. You will need to have an account with the shipper before you begin. If you do not have an account, see the company's website to sign up.

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### **Discounts**

Here are some helpful hints for Discount:

[How to set up a discount code](#)

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### **Discount Codes**

This section allows you to set up options for how the user can enter in their discount code(s).

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### **Gift Certificates**

This is the control panel for your gift certificates. You can set up how gift certificates will be accepted. You will also create gift certificates in this area, as well.

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### **Other Payment Types**

This tab contains advanced settings that will not be covered here.

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### **Users**

#### **Users Setup**

Cart32 gives you the option of making user registration for customers not available, optional, or mandatory. Registered users create a password protected account that stores their billing and shipping information for easy reordering.

This tab contains many more advanced setting that will not be covered here.

This tab contains advanced settings that will not be covered here.

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### **Products Tab**

The product database setup is optional and is only used for inventory management purposes. Cart32 does not build your store pages based on the database. See our Store Manger product for this functionality.

Here is a great knowledge base article that discusses databases:

[Cart32 and A Product Database](#)

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### **Enterprise Tab**

Most of the information that is inputted in this tab will be specific based on the customer. If you have questions entering your gateway information, please contact Cart32.

The Auto Download function is located in the Enterprise tab. Here is a knowledge base article that will explain how to set up your Auto Download:

[Auto Download](#)

### **Real Time Card Processing**

Cart32 provides online site owners with a low-cost, all-in-one online merchant account and gateway solution. Cart32 Merchant Services allows you to accept credit cards for payment directly from your site and manage them from an online virtual terminal. Apply now with Cart32 Merchant Services. If you already have a merchant account, see our list of compatible gateways.

To set up your payment processor, follow these instructions. Check Use Real Time Credit Card Processing and select the Auth Name from the drop down list. Wait for the page to reload. Fill in the required fields with the information provided by your payment processor, such as Merchant ID, password/PIN, etc.

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### **Add Ins Tab**

Cart32 has add ins available for Quickbook integration and Real Time Cart View to see customer orders as they use your shopping cart. View this tab for more information and a free 10-day trial.

### **Reports Tab**

Cart32 has a reports add ins available for reports based on Customer List, Sales Total, Sales by Customer, Order List, Lost Sales, and Inventory. View this tab for more information and a free 10-day trial.

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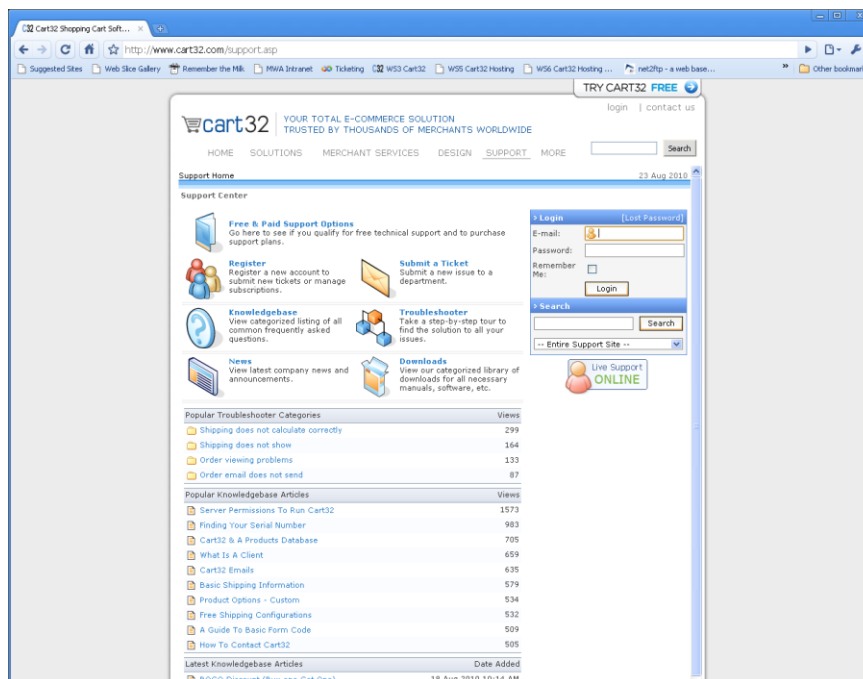
## Getting Help

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### Cart32 Support page

For all Cart32 support resources, please visit [www.cart32.com/support.asp](http://www.cart32.com/support.asp). Here you will find links to all support resources, Cart32 support contact information, online chat with a Cart32 representative, and more!

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### Cart32 Knowledge Base

For answers to a wide variety of questions regarding the setup and use of Cart32, common errors, explanations of terms, and more, please visit our searchable knowledge base at [www.cart32.com/support.asp](http://www.cart32.com/support.asp)

### ***Cart32 Help File***

We also have an online Help File that can be useful. Check it out at:

[www.cart32.com/help/](http://www.cart32.com/help/).

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Congratulations! You are now on your way to the exciting world of ecommerce. There are many features, products, and services available from Cart32 to make ecommerce easy. Please visit our site [www.cart32.com](http://www.cart32.com) for more details. Please let us know if you have any questions, comments, or suggestions.

Cart32 Support Team