



store  
technology  
solutions

## PRODUCT SUMMARY

# inSite

### THE ADVANTAGES

- Easily develop and customize a robust web presence to reach online customers
- Integrate with all other MBS applications
- Market to customers via multiple channels
- Ensure you provide secure transactions
- Optimize your webpage with mobile capabilities
- Capture Internet sales by providing customers access to your inventory 24/7
- Simplify faculty adoptions
- Accept campus-specific payment tenders including financial aid and gift cards
- Offer additional services including price comparison and a campus marketplace



MBS inSite web commerce solution provides everything you need to take your store to the Web, capture Internet sales and defend against online competition.

### THE PROBLEM

Today's college students grew up on the Internet and they're extremely connected to technology. As a result, more and more students buy their textbooks online every year. Preferring the convenience of online ordering, they expect access to merchandise via multiple channels, and won't hesitate to purchase elsewhere if a store doesn't provide this all important resource. Without an e-commerce solution, college stores are losing valuable market share to online retailers.

### THE SOLUTION

With the MBS inSite web commerce solution, your store can stay competitive in the online marketplace. Using the inSite application, you'll quickly and easily build and manage a fully functioning website where customers can shop, keep a wish list, and collect and redeem loyalty points. Better yet, MBS Store Technology Solutions takes care of everything for you; inSite is easy to use and browser-based, hosted and supported by MBS, and requires no extra hardware.

### HERE'S HOW IT WORKS

Because inSite is integrated in real time with all of your other MBS applications, online activity is automatically reflected across the board, ensuring that everything is always up to date. Online transactions are secure

[www.mbsbooks.com](http://www.mbsbooks.com)

and meet Visanet CISP standards, as well, providing peace of mind for your store. The inSite application delivers credit-card authorization and settlement, and acceptance of store-defined alternative tenders (Gift Cards, etc.) is handled with ease.

As a total store solution, inSite is also fully integrated and synchronized with:

### **Online sales processing**

Supporting several online processing gateways, inSite allows you to process sales without having to take orders through your POS System. Your online gateway handles the validation of the card and processing of the charge when the order is packed. Therefore, inSite's integrated end of day processes, including credit card batch settlement, sales/tender reports and sales posting to update inventory can all be completed within the administrative interface.

### **Text applications**

inSite is also connected to your MBS text management system, so any changes you make within TextAid, TAonline or TA<sup>2</sup>online are reflected on your website. Updates to courses, prices, rental fees and editions are completely synchronized so no uploads or manual adjustments are needed. inSite automatically matches book listings with cover images to add appealing graphic representation and save you countless hours.

### **Rentals and digital textbooks**

If your store uses the MBS Textbook Rentals application, you can offer rentals online. Students simply choose which books they would like to rent, and your inSite website will capture all of the information needed to process the rental. Additionally, inSite can be used to sell, activate and download eBooks for those stores using the MBS Universal Digital Textbooks Module within their text management applications.‡

‡ This requires the licensing of the UDT program.

## **KEY FEATURES**

### **Customized layouts**

Add content to any page with ease. Customize additional navigation options, including submenus, and design your store with full CSS support. Better yet, our inSite Client Representatives help you every step of the way from planning to implementation!

### **Secure Transactions**

The inSite application meets Visanet CISP standard, delivers credit card authorization and settlement,

and accepts store-defined alternative tenders such as financial aid and gift cards.

### **Gift notes and gift wrapping**

Add a special touch by opting for gift wrapping, or the inclusion of a personalized note. You're in control with the option to choose if these services are free or fee-based.

### **Customized content**

Group your customers into various categories — such as: alumni, faculty, students and loyalty member — using the Customer Types feature. Then, create customized promotions, sales, or catalogs geared toward each demographic for a more personal experience on your site.

### **On-Hand inventory integration option**

Set up alerts to notify you and your online users when website items are either out of stock or running low. If an item is completely out of stock, choose to hide it from shoppers or display a “temporarily out of stock” message until the inventory is replenished. Once the item is back in stock, the website will be updated accordingly.

### **Social media integration**

When enabled, our optional social feature allows students to interact with your site by selecting the merchandise they like, and sharing it with their friends across 340 available social networks with the click of a button.

### **General merchandise integration**

With the MBS GM/Trade Module or the GMonline app, your store can create online catalogs where you control the look of all merchandise presented, from sweatshirts to general books and more, geared toward each demographic for a more personal experience on your site.

### **UPS and FedEx shipping integration**

Once an order leaves the bookstore, inSite sends you an email containing the package's UPS or FedEx tracking number so you can check its progress, saving your staff the hassle of dealing with students' shipping inquiries.

### **Mobile options**

Modify your page for easy viewing on mobile devices. You even can create custom pages, alter links and control the navigation of the site.

### **Exciting inSite add-on software**

Also available as add-ons to MBS inSite are our Loyalty and Gift Registry programs. This includes the ability

to offer and accept eGift Cards through a partnership program with Stored Value Solutions (SVS). These applications are licensed separately from inSite, so please contact your MBS Store Technology Solutions Sales Consultant for details

#### **Registrar/student schedule integration**

The inSite application can automatically import students' required course materials, so they're ready for checkout in one click.

#### **Price comparison**

Offer students options and ensure transparency by integrating price comparison into your website. Tailor the application to meet your needs by choosing which textbook conditions and online retailers to feature.

#### **A campus marketplace option**

Offer a centralized network which features free online classified advertisements where students can post their textbooks for sale and respond to inquiries regarding the posted items.

#### **Buyback alerts**

Communicate your buyback dates and values through email and your website. Even better, notify students of their books' specific buyback values by auto-generating personalized emails.

#### **Quick and easy online faculty adoption**

inSite walks faculty through online adoptions step-by-step. Instructors can easily search the integrated MBS Faculty Center Network database complete with over 1.25 million titles. When they've made their selections, their lists are then sent to your store's MBS Text Management application for seamless processing.