

## CASHNet eMarket

### How do I make my institution's online storefronts secure?

Provide your departments with a secure, yet easy-to-use tool for creating their own web storefronts—without having to utilize valuable campus IT resources. Customizable and fully PCI certified, eMarket is a powerful solution for creating, controlling, and managing the growing number of web storefronts appearing on campus.

### Departmental Storefronts

- A “Storefront Wizard” and standard templates for speed and simplicity
- Provide departments with a tool designed for rapid creation of web sites to conduct online commerce
- Tailor the fonts, colors and content for distinct web sites; style sheets provide further customization and uniqueness
- PCI payment processing to ensure adherence with campus IT policies and business rules
- Product catalogs for item control, inventory, shipping and tax tracking
- Familiar shopping cart motif to simplify training and support efforts
- 24x7 self-service with single sign-on campus portal integration
- Optional Storefront registration and customer profile management
- Interfaces to ancillary systems for development, alumni relations, online applications, event ticketing, transcripts and others
- Easy departmental reporting and integration with financial reporting systems

### Checkout Integration

- Enable payments for existing web sites (donations, gifts, fund raising)
- Enable checkout for any web shopping cart created on campus
- Present desired options for payment and collect customer information
- Defer all, part, or none of your costly credit card fees
- Securely transmit payment information for real-time authorization
- Post payments to appropriate campus systems
- Uniformly deploy and enforce campus commerce rules and regulations

“The most exciting part about that for me... has been the eMarket piece... this product will provide (our campus departments) with an option of setting up their complete storefronts and using credit card shopping baskets, the whole nine yards - whatever they need.”

Janet Lowe,  
Controller  
**University of Wyoming**





## Business Benefits

### Maximum Financial Return

CASHNet's "Software as a Service" model enables you to reliably forecast campus commerce costs while having continual access to the latest technological advancements without further need for additional software or hardware investments. Our hosted architecture provides broader reach, greater availability, and lower cost than any alternative strategy today, making CASHNet effective for any campus, regardless of size and mission.

### State of the Art Security

Protect your customers' financial information and personal privacy and your institution's assets and reputation with need-based data encryption, security certification and compliance, and access control. CASHNet's state-of-the-art data center provides the architecture and processes that assure an unsurpassed level of safety and availability for every element of commerce on your campus.

### Integration

CASHNet's strategic alliances and two decades of interface expertise guarantees you seamless, end-to-end integration with your institution's administrative and financial systems, whether Jenzabar, Peoplesoft, Banner, Datatel or legacy. Furthermore, we utilize our growing catalogue of tactical vendor alliances for specialized systems such as housing, dining, parking, library, events and health services to make sure that a consistent commerce solution is available at every corner of the campus.

### Deployment, Training and Support

Deployment is fast and painless. Initial and recurrent training options are aligned with your institution's policies and procedures and range from web-based to on-campus classes using real-life, hands-on exercises for users and administrators. Operational support is provided by our team of full-time, multi-lingual, Help Desk professionals.

