



W3Rent™ - rental system overview

QuartSoft Inc.
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FOREWORD

W3Rent Inc. is the subdivision of QuartSoft Inc., specializes in DVD/Game rental software that brings your small- or medium-sized rental business to the next level. Our skills, experience and knowledge embodied into online DVD/Game rental system for you that follows your greatest expectations and market trends.

A short tour over this system's main features and functions, provided below, will give you a chance to value one part of our special all-in-one solution for DVD rental business.

Compatibility with popular payment gateways, deep customizing, mailing label generation, online and offline rent support, user packages differentiated by you yourself, and even more for founding a new business or expand an existing one.

Web surfing may become a challenge for you and your customer, but not with our system.

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Secure, Password-Protected Administration Area

With login and password, administrator has access to a secure area on your web site. This area contains the different section in order to manage inventory, categories, orders, members, sent items, returned items, packages etc. Administrator is able to change any information in areas like FAQ, Privacy etc.

The login to this secure area of your web site is handled via SSL. This is a standard method of encrypting data transmitted between the browser and web server. It ensures security of login and password information and prevents interception by third parties.

Current administration has the following sections:

Movie Administrators – are empowered to setup different accounts which enable login to administrator's section and make corrections to inventory, add or delete items. Administrator doesn't have same right as Super Admin user (root). That's why you can easy grant your operator some rights to manage inventory without access to financial section.

Members – you have rights to view, search, add and edit new members, as well as to view orders, sent items and the queue of particular member. You can also browse by member and view his history, including items he rented and rental packages he purchased.

Every member has details page where you can see all information about him.

Cancel section – you will be able to see what member would like to cancel the account and process this cancellation.

Orders – you are enabled to view the orders which come from new registered members. All orders appear in admin section with marks as Pending, Approved, and Declined. The status for every transaction is based on response from payment gateway. As payment gateway you may use Verisign, Authorize, etc.

Our system has a function of saving customer's credit card information in its database and show this info to admin. By request we can turn this OFF in case your laws forbid keeping credit card details.

The system handles orders from purchase section: in this section operator views orders with request to buy DVDs or games.

Shipping setup – Our system allows to configure state/province/district and zip code. You can prevent signup process from specific regions or zips. By default system allows signup process from every state/province/district and zip. You can also set the specific local TAX.

Items – admin/super admin will be able to create unlimited amount of DVD's and manage DVD stock. System allows browsing the inventory by category, specific title, specific area

(HOT DVD). System manages single DVD and DVD which has more than 1 copy. The system provide list of reviews and ability to modify, add and remove reviews by administrator for every disc.

Generate pick list – every day your store sends DVD's to the customers. This section provides ability to prepare the list of DVD's and generate mailing labels for them. Mailing labels could be generated as general HTML page or like PDF file. Before proceeding with final list you can modify the picked one and correct it.

Our ready-to-use solution enables printing these labels to be mailed with the envelope. When DVD comes back to the store, the barcode is used for identification of the disc.

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Sent Items – information about all items sent is stored in this section and administrator is able to find out which DVD's were sent to specific member. From this section administrator can mark the disc as returned one.

Check In Returned Items – the system allows you to make bulk return. All returned DVD's are processed using bar-code scanner. Easy-to-use form lets you scan the barcode from mailing label and get quick details about the disc. As soon as all returned discs are scanned, you will be able to process all items at once as returned.

Damaged Items – sometimes DVD return as damaged – you can keep track of these kinds of DVD's by placing them to specific section.

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Categories – all DVDs can be sorted to fit specific genre category. The system allows you to create unlimited number of such categories.

ESRB, Languages, Actors, Studios – you can manage all these parameters, which can be used as an option for each disc. All of them can be modified, added or removed.

Packages – with this system you can create different package plans which let your customers a desired amount of discs at a time. The package plan is a set amount of discs your customer rents at a time for specified fee.

Promo-codes – you can create your own promotional programs by generating promo codes which can be used during signup process. This way your customer can save his money by typing his promotional code into the text field while subscribing to the service or purchasing/upgrading his package from “Member section”. You can specify static discount or in percent of the package price. The promo code is valid until the date you specify during its creation.

Subscribers, Mass mail – visitors are able to signup and receive upcoming newsletter and updates from your website. There are 2 ways to subscribe – signup for the service or simply printing the email into subscription form.

FAQ, News, Static pages and more – the section which allows you to control the content, pages etc.

Banner system – with this function you can upload banners which will be showed at your website. All ads statistics is saved in the database and shows up in admin section.

Functionality of this section can be extended or modified by request.

Sign-Up Form For members

New members will be able to sign up via online form. The form will be located in SSL protected area in order to keep private security. This form will demand address and phone information, login (e-mail address) and password details, and some other details if you need them. The data submitted via this form will be stored in your database.

During sign-up process your visitors will be able to use promotional codes, GIFT codes. Visitors will be able to choose between different packages and payment options you have set.

The registration process will be divided into several steps. The first step will contain the general account information and shipping information. The second one will specify payment and package details. The final step will list all details of account and also will ask for credit card information.

The credit card information and package details will be saved in the database and system will process the transaction via payment gateway.

Depending on the result of the final step, the account will be activated or declined. Active member will be able to log in to his profile and proceed to the queue. The declined member will be able to login but system will be asked to purchase the package first. In case the member chooses free trial option, the account will be activated automatically for a free trial period. Amount specified will be deducted from credit card at the end of the trial period and the customer will receive the package set as default.

General procedure of signup process can be modified according to your website design

Browse section

As usability is one of the main powers of satisfying the surfer, we have done a great job to make him feel at home. The largest section in the system contains all pages for browsing and searching items.

The items are separated by categories – we empower the customer to browse items by category or search by ID, name or by actors, studios as well.

The items are displayed in several columns with a snapshot so, the customer can see the listing with large number of items per page or we can show the listing in 1 column but provide more detailed information about every disc.

Every item has its own page with full description, large image (front/back) and buttons “Rent” and “Buy”. By clicking “Rent” button, the item will be placed to queue. “Buy” button will start disc’s purchase process.

All texts and photos are controlled by administrator from administration section. Customers will be able to sort the DVD listing using different criteria: by name, studio, release date, rating, etc.

Every DVD will have reviews and rental offers section which let customer get similar DVD based on system recommendations.

Tools to Queue

As processing of orders takes some time, your customers shouldn't feel that. The system will make this job for you. The only thing to do is to print out the label and post items.

Every member is able to browse the categories and choose discs for rental. Clicking "Rent" button they will see the Queue section with items they requested. System will control check stock unit availability.

Customers can add unlimited number of items to queue. Also customer rent them in future directly from "wish list" page, thus, saving his time.

Every item for rent is listed in special "rental history" page so customer will see the current rented items and the items were rented before.

Customer will be able to change the order of the items in rental queue – the position of the item in rental queue will show what DVD will be sent to customer next time.

This section can also be extended to include other functionality.

My Account section

Another step to make you and your customers feel comfortable: users can manage their profile through intuitive and protected interface.

Existing members will be able to login to the site and see the Account section. This section is located in SSL protected area for private security reasons. This form will show them account settings: address and credit card information, password details, and some other details, you have specified as necessary to fill in.

The following options are available:

- modify account information;
- modify credit card information;
- view rental history;
- upgrade/downgrade package;
- cancel membership.

Other sections / features

As general attitude towards new people is based on our first feeling, we have taken care of "minor details" to make this feeling extremely positive for you and your customers.

Some other required sections/features are:

Payment gateway integration – the system can be complies with any credit card payment gateway, for example, Verisign, Authorize.net, PayPal etc.

Tell a friend – the system allows to send friendly notification to customer's friends and enabling this person to sign up with trial or any available package. This section will insert the member's message into the email and add the automatic link to your site with information about the service.

Gift section – the system allow customer to purchase the GIFT certificate which will be sent to addressee's e-mail with invitation link. Addressee will receive the e-mail with GIFT code – using this link person will be able to signup for the account with package purchased for him by his friend.

Subscribe section – the customer will be able to place his own e-mail into subscribe section and receive regular updates about the changes, new items etc.

Email notification for different situations – all actions will send notification to admin, for example: new member sign up, customer change credit card info, cancel account and more.

"Help/FAQ" section, privacy, terms - all static pages will describe the service and store terms, how system works etc.

This area can also be extended to include other functionality.

Customer's responsibilities

QuartSoft will provide the tools and functionality described above (according to the original project specification or changes which can be mentioned during development process). Please be sure to find answers to following questions, you are responsible for:

- comments, content for pages
- the source files for logo, collages if required
- all information related to sections listed above
- hosting for website (or purchase our hosting if required)

Future Functionality

While developing your business, you have new ideas. We implement them.

QuartSoft is interested in long term partnership and is able to develop more features in future which are not listed in original specification for extra price based on \$20/hour rate or standard amount depending on features required.

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Support

Almost any product in the world needs service. You get the longest one.

QuartSoft provides free active lifetime support of this system – the support, which includes any fix you may find anytime. The new features will be developed for extra price (see Future Functionality).

QuartSoft considers and processes all questions when sent to us via e-mail. The question will be processed and answered within one Ukrainian business day (Ukrainian business time) with confirmation of timeframe needed to answer the question. In urgent cases, we can be notified via telephone and will follow the same procedure.

Development process, timeline and payment schedule

Coming closer to customers needs and expectations, we develop solutions which fit your particular vision of business.

It takes 30-40 business days to complete the system.

The demo-version will be installed by QuartSoft on our development server and you will be able to see the daily progress.

The communication will be done with project manager via emails, msn meetings or phone calls urgent cases.

The project will be completed according to the schedule below:

DEVELOPMENT PHASE		
Project phase, description	Period, days	Percent, %
<i>General website sections</i>		
Member registration, authorization, administration, email notifications	1-2	10
Regular member sign in process using email/password verification, forgot your password function, email notification	1	5
Browse categories, Search options, Product /categories administration in admin section, Product detail page	4-5	25
Queue feature	2-3	20
<i>Member account sections</i>		
My account page, modify shipment details, modify credit card page, change password, view rental history.	2-3	15
Payment gateway integration, online order processing	2-3	15
<i>Special sections</i>		
Help section, content pages	1-2	5
Testing, bug tracking, finalizing HTML code	5-7	5
TOTAL DEVELOPMENT TIME	26	100
PRODUCTION LAUNCH PHASE		
Support of the project	Unlimited	-

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*QuartSoft reserves the right to shift the project's timeframe in case Customer is the cause of delay

** The testing of sections should be done by QuartSoft testers and Customer within all development process in order to save testing time at the end of the project.

Payment terms should be:

Down payment required to start the project	30%
50% of the system completed at development server	25%
100% of the system completed	25%
System installed	20%

Please NOTE:

All installment calculations are based on the total project budget

Payment should be transferred using 2Checkout payment gateway (www.2checkout.com)

With any questions feel free to contact: pr@quart-soft.com

Terms and conditions

1. All QuartSoft Bodies have a duty of confidence to customers and a duty to support professional ethical standards of confidentiality.
2. Everyone working for or with the QuartSoft records and mail, handles, stores or otherwise comes across information that is capable of identifying individual customers. All have a personal duty of confidence to customers and to his/her employer.
3. The duty of confidence is conferred by common law, statute, contract of employment, disciplinary codes and policies and professional registration.
4. Everyone in the Trust must be aware of the importance of confidentiality. All staff need to be aware of their responsibilities for safeguarding patient confidentiality and keeping information secure.
5. Breaches of confidentiality are a serious matter. Non-compliance with this policy and code of conduct by any person employed by QuartSoft may result in disciplinary action being taken. No employee shall knowingly misuse any information or allow others to do so.
6. This policy and accompanying guidelines are intended as an overview of the issues that you need to be aware of.

From Customer's side the same code of conduct is expected. Terms discussed and approved should not be disclosed to anyone else. Any other information received by us in connection with services to be performed is considered as confidential.

QuartSoft will provide you with a copy of the full source code for this project. You are allowed to make modifications to the source code. QuartSoft cannot, in any way, be held responsible for any changes are made by third party.

If you have any questions or concerns, please feel free to contact me. You can reach me by e-mail
pr@quart-soft.com

Sincerely yours,

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