

# Contents

<b>About This Book</b>	7
Who Should Read This Book .....	7
About The Author .....	7
Conventions .....	7
Terms And Definitions.....	8
Organization of the Book.....	9
Chapter Overview.....	9
What You Need to Know About.....	10
E-Commerce .....	10
OFBiz .....	11
OFBiz Enterprise Resource Planning (ERP).....	11
OFBiz Out-Of-The-Box.....	12
A Note About OFBiz Releases .....	12
<b>Chapter 1</b>	
<b>Introducing The OFBiz ERP Platform</b>	15
The OFBiz Application Family .....	16
What Exactly is OFBiz E-Commerce Out-Of-The-Box?.....	18
The eCommerce Application Revealed.....	19
<b>Chapter 2</b>	
<b>Navigating The OFBiz Landscape</b>	21
Out-Of-The-Box: The Main E-Commerce Web Page.....	22
The E-Commerce Web Store Layout.....	24
Web Store Web Page Details .....	25
The Web Page Header.....	25
Top Navigation Bar.....	27
Left Column Menus And Feature Links .....	28
Center or Middle Column Content.....	30
Right Column Menus And Feature Links.....	32
The Web Page Footer.....	33
Catalogs, Categories and Products .....	34
Catalogs .....	34
Catalog Categories.....	34
Products .....	35
“Featured Products” Category.....	36
Product Category Listing Features.....	37
Product Details Web Page .....	39

# Contents

Product Details Revealed.....	41
Product Details For “Configurable” Products.....	43
Product Details For User Selectable Product Variations.....	45

## Chapter 3

<b>The Shopping Cart</b> .....	47
Shopping Cart Web Page.....	48
Shopping Cart Features.....	50
Product Promotions and Special Offers.....	52
Coupon Codes.....	52
Cross Selling.....	52
Shopping Lists.....	53
Quotes & Requests.....	53
Handling Quotes and Requests.....	55
Global Request/Quote Views.....	56
Outstanding “Requests” List.....	57

## Chapter 4

<b>Secure Checkout</b> .....	59
The Secure Checkout Process.....	60
Checkout Links.....	61
Anonymous Checkout.....	62
Account Holder Checkout.....	63
Checkout Flows.....	64
A Quick Look at “Quick Checkout”.....	64
“One Page Checkout”.....	65
The Multi-Form Checkout.....	66
Checkout Details.....	66
Shipping Contact Information.....	66
Shipping Method Preferences.....	67
Shipping Details.....	68
Split Shipments.....	69
Shipping “Groups”.....	69
Adding Shipping Addresses.....	71
Updating Shipping Addresses.....	72
Payment Methods.....	73
User Payment Intentions.....	73
User Payment Method Updates.....	75
Final Checkout Order Review.....	76

# Contents

Order Confirmation.....	77
Configuring Store Payment Methods .....	78
<b>Chapter 5</b>	
<b>Order Creation</b> .....	81
Anatomy Of An OFBiz “Sales Order” .....	82
Order Payment.....	84
Online Payments .....	84
Billing Accounts .....	85
Offline Payments .....	86
Order Statistics.....	90
Payment Blacklists .....	91
Email Notifications.....	91
Order Security .....	92
<b>Chapter 6</b>	
<b>User Accounts</b> .....	95
Customer Accounts .....	96
Self Service (Customer Created) Accounts.....	96
Create Accounts Using The Party Manager .....	102
Customer Account “Profiles” .....	104
Order History .....	108
Drill Down To An Individual Order.....	110
<b>Chapter 7</b>	
<b>Miscellaneous Topics</b> .....	113
Product Search .....	114
Product Reviews .....	116
Surveys .....	118
“Experience Surveys” .....	118
Generic Surveys.....	119
Blogs .....	122
Factoids.....	123
Mailing Lists .....	125
Website Statistics.....	127
Visual Themes .....	130
<b>Chapter 8</b>	
<b>Doing Business With OFBiz</b> .....	133
Web Store Set Up .....	134

# Contents

Party Manager Login.....	135
Finding the Web Store's Profile.....	136
Changing The Web Store's Name.....	138
Changing The Web Store's Contact Information.....	139
Getting Paid (Introduction To OFBiz Accounting).....	140
Payment Gateways.....	142
Getting Paid w/Invoices.....	143
Paying the Bills.....	144
Support for Collecting Taxes.....	146
Handling Orders.....	148
Sales Orders.....	151
Purchase Orders.....	152
Handling Returns and Cancellations.....	153
Managing Suppliers.....	155
Inventory.....	157
Adding Inventory.....	159
<b>Getting The OFBiz Code</b>	
Step 1: Prerequisites.....	161
Step 2: Download OFBiz Code.....	161
Step 3: Unpack The Download File.....	162
Step 4: Build The <b>OFBiz</b> "jar" File.....	162
Step 5: Start Up <b>OFBiz</b> And Verify Download.....	163
Next Steps:.....	164
What Could Go Wrong?.....	165
Can't Find The Download Link.....	165
OFBiz Shuts Down Immediately w/No Error Messages.....	166
"Out of Memory" Error. OFBiz Shuts Down Immediately.....	166
"Class Not Found" Errors.....	167
Port Conflicts.....	167