

Questions & Answers Regarding the NACSCORP & JourneyEd eStore Program

Click on links below to be directed to each section:

[THE BASICS: WHAT, WHO, WHY](#)

[BENEFITS OF THE PROGRAM](#)

[SIGNING UP](#)

[YOUR ESTORE: OPERATIONAL INFORMATION FOR RESELLERS](#)

[YOUR ESTORE: AVAILABLE PRODUCTS, CUSTOMER ELIGIBILITY & VENDOR AUTHORIZATIONS, PRIVACY PROTECTION](#)

[MARKETING YOUR ESTORE](#)

[YOUR ESTORE: END-USER ISSUES](#)

[MISCELLANEOUS](#)

THE BASICS: WHAT, WHO, WHY

Q: What is the NACSCORP & JourneyEd eStore Program?

A: Effective 4/11/05, NACSCORP and Journey Education Marketing (JourneyEd) have developed the NACSCORP & JourneyEd eStore Program, which allows NACSCORP to offer a professionally designed and managed direct-to-consumer web solution (eStore) to college stores who currently do not have a web solution for technology products or wish to expand their current e-tailing capabilities.

This program is a no-cost, turnkey service covering everything from design and hosting to marketing and order fulfillment for technology products. You don't need any web skills or online expertise. You don't need to worry about keeping the site current or anything of that sort. In fact, you won't have much to do besides promoting the site and receiving commissions from all of the sales that your eStore generates!

Q: Who is JourneyEd?

A: In business since 1990, JourneyEd is North America's leading technology seller to the secondary and post-secondary academic market for students, faculty, and academic institutions. Through its catalogs, brochures, e-mail broadcasts, and extensive eStore network, JourneyEd offers thousands of software products from over 300 manufacturers. JourneyEd hosts and operates over 2,000 online technology eStores for college bookstores, schools, and academic organizations nationwide.

To see how your customers can be directed to your eStore, visit the web site [www.AcademicEstore.com/ landingpg](http://www.AcademicEstore.com/landingpg). Click on "Select a State" in the drop-down menu, then choose a store from the list that appears.

Q: Why did NACSCORP and JourneyEd decide to work together?

A: NACSCORP and JourneyEd have been serving the higher education market with over 55 years of combined experience. Both companies felt that a program of this type would greatly enhance the ability of college stores to meet the needs of their customers for technology products across campus. With this new partnership, you can now offer customers thousands of technology titles, whether you stock many products, a selected few, or none at all.

NACSCORP has been looking for some time for ways to help enhance the online component of our customers' retail strategy. JourneyEd is the nation's leader in running online technology stores for college stores, which makes the partnership a natural fit.

Q: I already have a web site, can I take advantage of this program?

A: Yes; college stores that currently have a web site can add or expand technology products by linking your current site to your new eStore. Just fill out and send in the sign-up form and we'll do the rest.

Q: I do not have a web site, have no interest in learning HTML, could not enter a URL to save my life, and do not want to administer a site. Is this program for me?

A: Absolutely! Stores with no current web presence stand to gain the most from this program. JourneyEd takes care of everything from design to hosting and fulfillment. All you need to do is sign up and then spread the word amongst your customers once your eStore is up and running.

BENEFITS OF THE PROGRAM

Q: What is the benefit to my store/campus/customers?

A: The NACSCORP & JourneyEd eStore Program gives college stores that do not have a direct-to-consumer web site for technology products a comprehensive, "soup-to-nuts" solution featuring a wide variety of software (including academically discounted titles), software licenses, supplies, accessories, hardware, and peripherals. You don't need special web knowledge, you don't need to learn how to program for the web, you don't even need to set aside time to manage the site. All that's done for you by NACSCORP and JourneyEd.

Furthermore, all vendor authorizations are taken care of by JourneyEd, and academic eligibility verifications are handled between JourneyEd and your customers so there are no administrative hassles for you, and your customers will have 24/7 access from their office, dorm, or home. In fact, all aspects of the transaction, from billing to shipment to returns, are conducted between JourneyEd and your customers.

Best of all, you earn commission on every sale without adding inventory or staff. Consider that instead of turning away a customer or having to special order an item you normally don't carry, you'll be able to enter special orders on your customers' behalf right onto the site. Your customers will enjoy faster delivery right to their door and a sense that you helped them, while you avoid paying shipping charges (because your customer pays for the shipment) and having to place a single-unit order, yet still realize a financial benefit.

Q: What is the benefit to working with NACSCORP & JourneyEd vs. JourneyEd directly?

By working with NACSCORP, you will be able to reduce the total amount of paperwork and processing related to your eStore since you already have a working relationship with NACSCORP.

SIGNING UP

Q: How do I sign up?

A: It's simple. To sign up online, go to www.TechnologyeStore.com/signup. For a faxable form, fill out the [program sign-up sheet, available online](#), or request it from your [NACSCORP Account Manager](#) (call (800) 622-7498). Fax the completed form to NACSCORP at (800) 344-5059, ATTN: Charles Brenner. The expected turnaround time from when you turn in your form to having your eStore operational is 7-10 days.

Q: Must I pay start-up or sign-up charges, or any fees for hosting or licensed use of the JourneyEd model, or anything else?

A: No, it's a completely free program. There are no costs involved.

Q: Is the NACSCORP & JourneyEd Program also available to college stores outside the 48 contiguous states? (Canada, Alaska, Hawaii, etc.)

A: Yes; Alaska and Hawaii are covered, though additional shipping charges apply. The NACSCORP & JourneyEd Program is also available for Canadian stores and is administered by JourneyEd Canada, a subsidiary of JourneyEd. (All transactions and representations of price are handled in Canadian dollars.) Other international locales are served as well; please contact us for more information on how the NACSCORP & JourneyEd eStore Program will work in your area.

Q: I am currently working directly with JourneyEd, can I transition to the NACSCORP & JourneyEd eStore Program?

A: Sure, it's easy. Just complete and submit [the program sign-up form](#) and within 7-10 days, you will be a member of the NACSCORP & JourneyEd Program. Your "main" site, where users go to find your unique eStore amongst the list of all eStores, will switch from the JourneyEd site www.AcademicEstore.com/landingpg to the NACSCORP & JourneyEd site www.TechnologyeStore.com. Your existing eStore will remain in service during the entire transition period.

YOUR ESTORE: OPERATIONAL INFORMATION FOR RESELLERS

Q: How will I know when my eStore is up and running?

A: After completing and submitting the sign-up sheet, your eStore should be up and running in 7-10 days, and your NACSCORP Account Manager will contact you when it is operational. NACSCORP will also provide you with the hyperlink to use in linking your current web site (if you have one) to your new eStore. You can create your own graphic or button, or use the "TechnologyeStore" graphic in [.jpg](#) or [.gif](#) format.

Q: How does the commission structure work?

A: Please contact your [NACSCORP Account Manager](#) for details.

Q: How will I know if I've made a sale through my eStore? And what specific customer-level data fields (name, address, phone, e-mail, etc.) will be available to me?

A: Your Account Manager will keep you up-to-date on your eStore sales activity and any earned commissions over \$250.

Upon request, we can also supply the following information for each purchase/transaction: transaction date, customer name, billing & shipping address, city, state, zip, e-mail, telephone, product name, item number, shipping quantity, customer price, returned quantity, returned price, net sales, net cost, net gross margin dollars, and net gross margin percentage.

Q: How does my new Technology eStore link to my existing store site?

A: If you provided a specific unique URL that you own for your eStore when you signed up, it will be directed to your new eStore site (e.g. techsuperstoreofyourwildestdreams.com). If you currently have a web site, you can create a link or page directing your customers to your technology eStore as a subdomain of your main site, using the URL “jump code” written specifically for your store; this points visitors from your technology web page or button to your new eStore (e.g. “verybestuniversitybookstore.edu/techproducts”).

Q: What parts of my eStore can I customize?

A: Your eStore can be customized with your store name, logo, and/or store or campus image. Keep in mind, though, that the intent of the program is to provide a workable, hands-off web solution for as many stores as want to use it, and this involves a tradeoff that keeps the product mix and pricing up to the discretion, expertise, and knowledge of JourneyEd. Therefore, you won't be able to change the product mix, placement, or pricing.

Q: What requirements are there for the logo that will appear on my eStore?

A: The minimum image size is 180 X 70 pixels and can be sent in almost any popular image format (.gif, .jpg, .tif, .eps, etc.). If unsure, send a larger file that will be resized to fit. E-mail logo files to Charles Brenner at cbrenner@nacscorp.com.

Q: Can college stores that have multiple locations, and serve multiple schools, be listed as more than one school?

A: Yes. If your store has multiple locations, or serves as a bookstore for more than one school, the multiple locations will all be listed on www.TechnologyeStore.com. (Commission and other reports will be generated for and sent to each store according to its NACSCORP account number.)

YOUR ESTORE: AVAILABLE PRODUCTS, CUSTOMER ELIGIBILITY & VENDOR AUTHORIZATIONS, PRIVACY PROTECTION

Q: What products will be available on my eStore?

A: Through this program your customers will gain online access to thousands of best selling products from top manufacturers—including: Microsoft, Adobe, Macromedia, Avid, Alias, Symantec, Autodesk, Corel, HP, Belkin, Epson, Sony, and Cisco—shipped right to your customers' home, dorm, or office. Categories include software (including academically discounted titles), software licenses, supplies, accessories, peripherals, and more.

Q: I am a college store that is not currently authorized to sell restricted academically priced products from Microsoft and Adobe; can my customers purchase products through this program?

A: Yes. JourneyEd is an authorized Education Reseller for Microsoft and Adobe. Through this program, you can now offer their restricted academically priced products to your customers. This goes for other vendors who require reseller authorization as well, from Autodesk to Wolfram Research, and many others.

Q: Which customers will be eligible to purchase through my eStore?

A: Anyone can purchase non-academically priced products through your eStore. Some software and most hardware products do not require academic verification and are noted by an “N” at the end of the JourneyEd product SKU. To be eligible to purchase academically discounted products, online purchases are no different from in-store purchases: customers should be matriculating students (part-time or full-time), or be on faculty or an academic institution (licenses/lab purchases).

Q: How will academic verification work on my eStore?

For purchasing products that do require academic verification, you'll be worry-free in two ways: (1) you won't have to bother with the hassles of checking IDs, yet (2) you can be confident knowing that JourneyEd has years of experience in the verification of academic eligibility, and you can expect them to be professional, quick, and accurate with your customers.

Here is the process to verify eligibility for those products that offer academic discounts:

- At time of ordering, one option is for the user's information to be compared against an extensive national student database
 - if the student is registered therein, authorization is instantly granted online and the order will be forwarded for processing
 - if not instantly verified online, the user will still complete the ordering process, but the order will be placed on "Pending Academic Verification Hold" until the user provides JourneyEd a current student and/or faculty ID—or be an accredited institution
 - Academic verification can be faxed or e-mailed to JourneyEd and will promptly be processed by JourneyEd's Verification Department
 - After doing this, the ID will be kept on file for the remainder of the semester, school year, or whatever end date is printed on the ID, and the student will be granted instant authorization for the rest of that period
- E-mail order confirmations will state that academic verification is required on most orders

Q: How reliable is the verification process for academic products?

A: JourneyEd is regarded by the nation's leading software manufacturers as having the best academic verification process available. It has to be good, because their entire business has depended on it for the last 15 years. JourneyEd has an on-site verification department whose only job is to process academic verifications. In addition, one of the unique features offered through your eStore is an automated online verification process. Students can be verified online through the national database if your school is included; if not, they can fax or e-mail their identification to JourneyEd at (972) 481-2150 / proof@journeyed.com.

Q: Can schools that are currently not available in JourneyEd's online verification process get added or provide lists of qualified students?

A: JourneyEd uses an extensive national student database hosted by a third party clearinghouse to verify academic status. Most schools nationwide are included, but if yours is not or if you're not sure, contact your NACSCORP Account Manager at (800) 622-7498 and we will find out for you. If your school is not in the database, there are two ways to proceed. Your college can sign up with the third party clearinghouse, or JourneyEd can work with your campus IT department to develop an online verification process to be used directly by JourneyEd. If you need more information or would like to move forward with either of these options, contact your NACSCORP Account Manager.

Q: How will my customers' privacy be protected?

A: JourneyEd employs the latest encryption and security technology and fraud detection techniques in all areas where users provide personal or account information. This is done to protect users from unauthorized use of the information sent to their server. To make sure users have the latest security features, they should be using the latest version of their favorite browser. For privacy purposes, once users give any information relating to themselves, it's stored on a highly secure server that is not accessible via the Internet.

Further, all information is kept confidential except where reporting is required by contract with vendors (e.g. Microsoft) or permitted by the user. JourneyEd may use customer preference

profiles provided by the users to be sent offers or information the users may wish to receive. JourneyEd will abide by the customers' express preferences and will not send unsolicited information.

MARKETING YOUR ESTORE

Q: What are the best ways to drive traffic to my eStore?

A: Once your eStore is established and you are ready, start promoting your site in your store and through your marketing efforts. Create a link on your current store's web site using the URL "jump code" written specifically for your store, which points a web page or button to your new eStore. (This code will be sent to you once your eStore is operational, and is available from your Account Manager if necessary.)

www.TechnologyEstore.com is a gateway for your customers to visit your new fully functional eStore. Take it for a ride and see how it feels. First-time customers will easily navigate to your store's specific site using the drop-down state and store menus, and a cookie will be loaded on their computer to make future visits effortless (after the first time, they'll be taken to your eStore without having to navigate the drop-down menus, as long as they don't clear their cookies).

Q: What is the total value proposition for my eStore that I should communicate to my customers?

When compared as a total value to other e-tailing sites, your eStore will stand up quite well to the competition. JourneyEd offers a very high level of customer satisfaction and efficient, accurate shipping. Their fast eligibility verification process also differentiates them from other e-tail service providers.

Please note, though, that this program is designed to serve as a broad e-tailing solution, and so pricing generally will stay close to the Standard Retail Price/Suggested Educational Price. While prices will be competitive, please note that they may not be the lowest at any given time.

Q: Are there marketing materials available to help me promote my eStore's products to my campus?

A: NACSCORP and JourneyEd realize it's all about sell-through, so as a participating eStore customer, you'll have access to free advertising materials through JourneyEd. These materials will promote the www.TechnologyStore.com site, which consumers can use to select your unique eStore.

YOUR ESTORE: END-USER ISSUES

Q: Some of my customers may not have Internet access, or prefer not to place their orders online. Can orders be placed by phone?

A: Yes. JourneyEd has a call center available 24/7. You can place the order on behalf of your customer or have your customer place his or her own order using JourneyEd's toll-free number, (800) 874-9001. Just make sure you identify your store name.

Q: If a customer places an order and does not receive an e-mail confirmation or has an issue with the status of an order, can my store check the order status?

A: Yes, you're welcome to contact JourneyEd and check order status on behalf of a customer.

Q: How are shipping and order confirmations handled for my customers?

A: Orders are placed online at your new online eStore. If the customer is verified online using JourneyEd's instant academic verification system, the order will be processed.

Once the credit card payment is authorized, the order will be released for shipping. Most orders that are approved for academic verification and payment ship the same business day the order is placed. The customer has a choice for shipping method of FedEx Overnight, FedEx 2-Day, or UPS Ground. The order will ship to the shipping address provided by the end-user.

Customers will receive an e-mail Order Confirmation shortly after placing the order, as well as a Shipping Confirmation once the order is shipped. The Shipping Confirmation will include tracking information. Customers can also check their order status at any time at the online eStore (using name and password set up at time of ordering).

Q: How are customer service issues on shipments handled?

A: JourneyEd takes care of everything. The JourneyEd Customer Service Dept. is open Monday-Friday 7:30am-7:00pm Central Standard Time, (800) 874-9001. Online, questions can be sent to CustServ@JourneyEd.com.

Q: What name appears on my customers' billing statements and packing slips as the provider/source of the products/services?

A: Customer credit card billing statements will show transactions as coming from "AcademicEstore," which JourneyEd uses for its affiliate programs. Packing lists likewise will show AcademicEstore as the company name.

Q: How can my customers pay for their purchases?

A: For individual user orders, JourneyEd accepts personal checks, money orders, bank certified checks, Visa, Master Card, Discover, and American Express. For your institution, there is an option to accept institutional purchase orders.

Q: Is sales tax charged on eStore transactions?

A: Sales taxes are collected on all transactions shipping to: AZ, CA, LA, MA, TX.

MISCELLANEOUS

Q: How does this program affect the distribution of technology products by NACSCORP, both out of its Oberlin, Ohio facility and through Ingram Micro?

A: The NACSCORP & JourneyEd eStore Program does not affect NACSCORP's distribution of technology products, either through its own warehouse or through Ingram Micro.

NACSCORP will continue to distribute technology products—with a primary focus on software, supplies, and accessories from our Oberlin facility as well as products from Ingram Micro warehouses—to your physical store location. The NACSCORP & JourneyEd eStore Program will help serve your customers online directly through your eStore.

Q: Are organizations on campus, such as student or alumni groups, allowed to participate in the NACSCORP & JourneyEd eStore Program?

A: College stores that have a relationship with organizations on campus can work with those groups to promote their eStore. JourneyEd does not currently work with groups and organizations on campus and has no plans at this time to sign up various campus organizations.

Q: Whom can I contact to get more information?

A: You can contact your [NACSCORP Account Manager](#) at (800) 622-7498.