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Endicia

How To Integrate Endicia Into Your eCommerce Solution



Agenda

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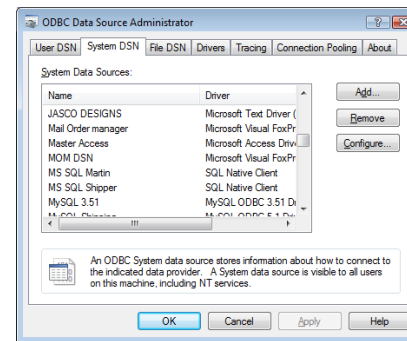
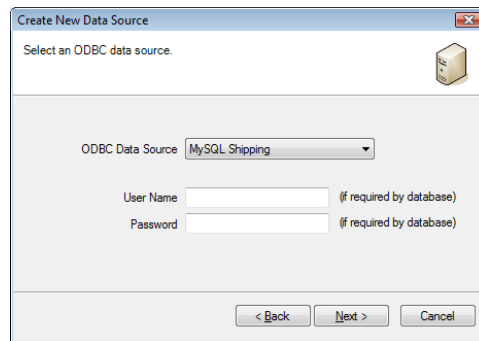
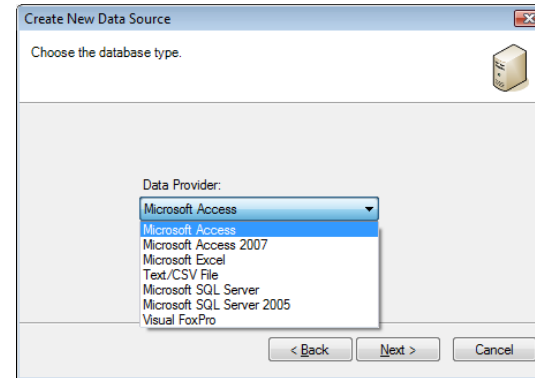
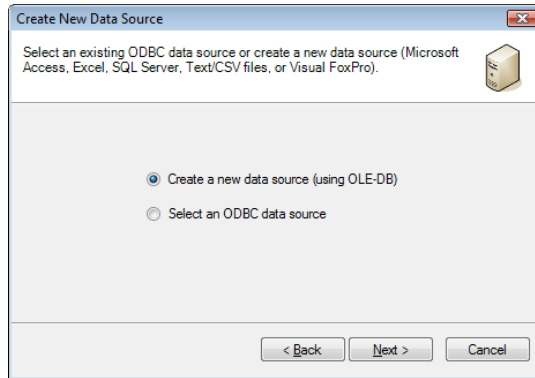
- The Basics
 - OLE with Professional
 - ODBC with Professional
 - Partner integration
- XML Integration
 - Feature Demos
 - Mac Integration
- ELS
 - Full integration that allows all aspects of shipping
 - Web-based
 - Multi-location
- Q&A session
- Wrap-up

Basic integration



OLE and ODBC with Professional

- Simple Integration



Notes: During the actual presentation, we ran through demonstrations of setting up an Excel spreadsheet with the OLE DB interface and doing the same thing using ODBC to call an existing SQL database. If you would like more information on setting these connections up, there is information in our quick start guide. The best place to start would be in the, "[Establish the Data Source Connection](#)," section.

Features and Limitations

- Features
 - Ease of Entry *(batch entry from database or table formatted data rather than manual order entry)*
 - Flexible Data Sources *(can work with a simple comma-delimited file or a full ODBC database connection)*
 - Post Back *(Data from postage print can also be loaded back into original spreadsheet or database.)*
- Limitations
 - Still Requires DAZzle Software
 - *(User must use DAZzle interface to purchase postage, request a refund and other common tasks.)*
 - *(User must update DAZzle software with each postal price change and required update.)*
 - Won't Capture Refunds Data with Post Back *(This is because the refund is processed separately from the postage printing.)*

Partner Integration

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Notes: In terms of easy integrations, we should also talk a little bit about our partner program. If you're looking for a way to streamline your order processing, this can be a great solution for you. DYMO Endicia has a partner list of over 100 companies that integrate our postage printing software into their online store, shopping cart or multicarrier shipping systems. So there's a good chance that we have already integrated with the software you use everyday to run your store or auctions.

Endicia Partner Program

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The screenshot displays the Endicia Partner Program website. At the top, there is a navigation bar with the Dymo logo, the Endicia logo, a phone number (800) 576-3279, a SIGN OUT link, a shopping cart icon with (0) items, and a search bar. Below the navigation bar are tabs for Home, Products, Store, Partners (which is highlighted), Developers, Support, and My Account. The main content area features a 'Featured' section with four partner cards: StarShip V-Technologies, LLC; ZOOVY (Success Driven eCommerce Technology, Zoovy Complete Zoovy); <abol> SOFTWARE (iABOL ABOL Software); and Computerized Parcel System (CPS) Harvey Software, Inc. Below this is the 'Integrated Partners' section, which includes a filter sidebar on the left with categories like Platform, Certification (Any, Not Certified (83), Certified (5)), and Business Need. The main list shows two partner cards: <abol> SOFTWARE (ABOL Software, iABOL, Features: Multi-Carrier Shipping Solution, Platform: Web) and ShipWorks (Interapptive ShipWorks, Features: Checkout & Payment, Multi-Carrier Shipping Solution, Order Management, Shipping Management, Amazon, eBay, Yahoo! Store, PayPal, etc.).

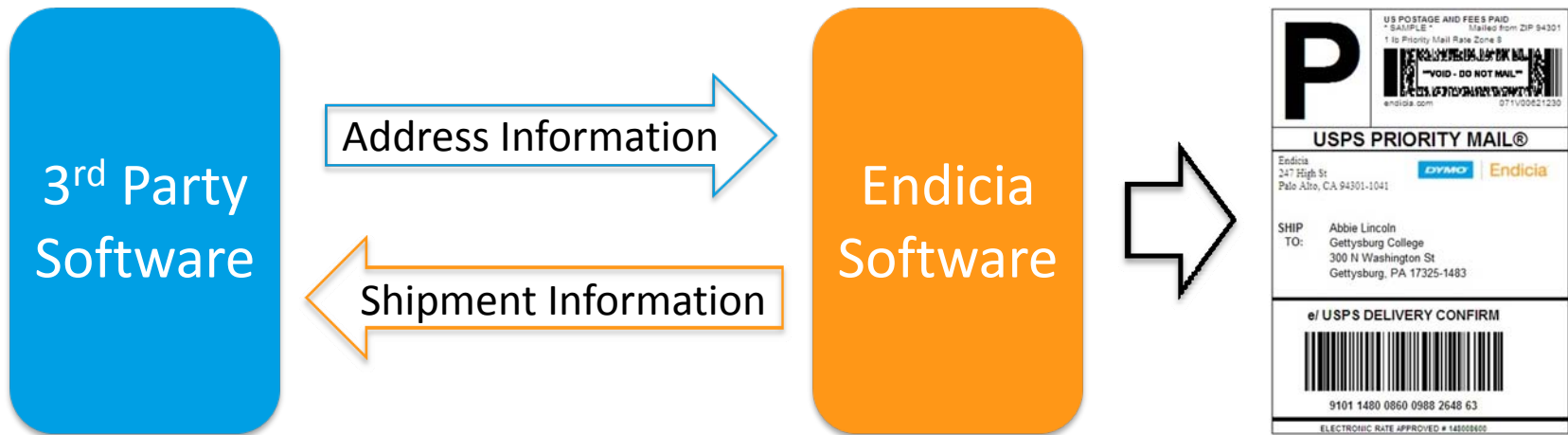
- Show featured partner: [Featured Partner](#) This page changes every month giving you an in-depth look at one of our certified partners and the features of their integrated software.
- Show search: [Partner Page](#) This page allows you to search our partner list by partner or software package name and to filter for various features and needs.
- Show email link partners@endicia.com This is for requesting information on becoming a partner, suggesting improvements to the Partner Page, suggesting new partners or letting us know about an unlisted partner
- Show Developers page: [Developers' Corner](#) This page has links to information on our various integrations including XML and ELS API which are discussed in-depth later in this presentation.

- Features
 - Particularly useful if you're already using a partner
 - Integration is already done for you
- Limitations
 - Still requires DAZzle interface for most integrations
 - Limited by what's currently available and how the system is implemented. The user has less control over features.

XML Integration



XML Integration:



This introduced a demonstration of loading and running simple XML scripts to print a domestic shipping label and an international label with integrated customs form. If you would like more information on XML, you can find it on our [Developer's Corner Page](#) under the section Endicia Desktop software integration. From there, you can go to a download form that will enable you to get a copy of our current XML specification. There is no charge to get the specification. You can also find some sample scripts on the [Endicia for Mac XML page](#).

- Features
 - Allows other applications to supply or retrieve information from Endicia to streamline shipping process
 - Multiple types of interface support
 - Command line, directory monitoring or Clipboard
- Limitations
 - Must have DAZzle installed in each workstation
 - Required Updates
 - Not as easy to set up with multiple shipping stations
 - Users still need to interact with DAZzle to buy postage, request for refund and create SCAN form

- Getting XML file into Endicia for Mac:
 - using AppleScript
 - via Command Line Endicia Tool
 - print from external XML file
- Plus a few unique ways:
 - Endicia for Mac URL Type
 - Endicia for Mac AppleScript Watched folder

No demos were done for the Mac interface as we were running the presentation on PC's. More information on the Mac XML integration is available on the [Endicia for Mac XML page](#).

- Unified XML Code for both PC and Mac

The screenshot shows the 'endicia for mac' website. The header includes navigation links: 'Mac Home | Windows Version | Buy Supplies', 'Endicia for Mac: About | Sign-up | Support', and 'PictureItPostage: About | Download | Support'. The main content area is titled 'Endicia for Mac XML Automation'. A highlighted box contains the text: 'The May 2007 USPS Rates have required an update to our XML. There is a **new XML specification**'. Below this, a paragraph states: 'You can automate Endicia for Mac using XML command files. We have based our command structure on the **DAZZle XML specification**.' A 'Please Note' section follows, stating: 'Endicia for Mac does not yet support many of the commands offered in this document. Currently there is support for the PRINTING command as well as the XML log export.' The final section, 'Here are the only printing parameters currently supported:', lists the following parameters:

- Package
- OutputFile
- Prompt
- ID
- MailClass
- DateAdvance - up to 7 days only
- FlatRate - Priority Mail or Express Mail only
- WeightOz
- Services - Only Delivery Confirmation and Signature Confirmation and InsuredMail (OFF or ENDICIA only)
- Stealth

- To get started:
 - Visit our Developers' Corner:
<http://www.endicia.com/Developers/>
 - For XML documentation for PC:
<http://endicia.xmlpc.sgizmo.com>
 - For XML documentation for Endicia for Mac:
<http://endicia.xmlmac.sgizmo.com>

Endicia Label Server



Full Integration

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- Web-based XML API
- Highly Scalable *(Can be used on multiple systems or from a web site.)*
- Fully Functional
 - All Scanned USPS mail classes
 - Domestic & International
 - Confirm, Integrated Customs Form, Delivery Confirmation, Signature Confirmation, Certified Mail
 - USPS Insurance, Discounted Endicia Parcel insurance and third-party insurance options
 - Electronic refunds
- Postage Accounts
 - Shared (Web-Sites)
 - Separate (higher volume shippers)

Notes: ELS is a Web-based XML API. Some of the key gains with this type of integration is that you're no longer tied into the DAZZle software, which means, in addition to no longer having to go into that interface for parts of the process, you can also put postage printing directly into your interface and you wouldn't need to have all of your customers update their dazzle software with every price change or required upgrade.

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Web Services

- Request a shipping label
- Buy postage
- Change a pass phrase
- Calculate postage and fees
- Account status
- Request a refund
- Account signup
- Package status
- Request transaction lists
- SCAN form
- Carrier pickup request
- Address validation

Notes: The key to keep in mind is that this is a code intensive solution that requires software development to implement. However, if you are a software developer or work for a company with development resources, this could be a great way to add postage printing to your existing solution.

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The image displays the iabol web application interface on the left and a USPS Priority Mail label on the right. The iabol interface features a navigation menu with links for Home, iabol, Solutions, Partners, Support, Blog, and Contact Us. It includes a search bar and a 'Sign In' button. The main content area is divided into several sections: Order Issues, Administration Reports, User Management, Reports, Subscriptions, Order Configuration, and Shipping Site Management. The USPS label is for a Priority Mail envelope, featuring a large 'P' in a black box, a QR code, and the text 'USPS PRIORITY MAIL'. Below the label, there is a 'DP - USPS DELIVERY CONFIRM' section with a barcode and the tracking number 4209 4301 9101 1480 0885 0085 4027 83.

ELS Integration: Example 1: iabol is a great multi carrier integration that allows users to manage the shipping from various warehouses and online environments.

Endicia Label Server

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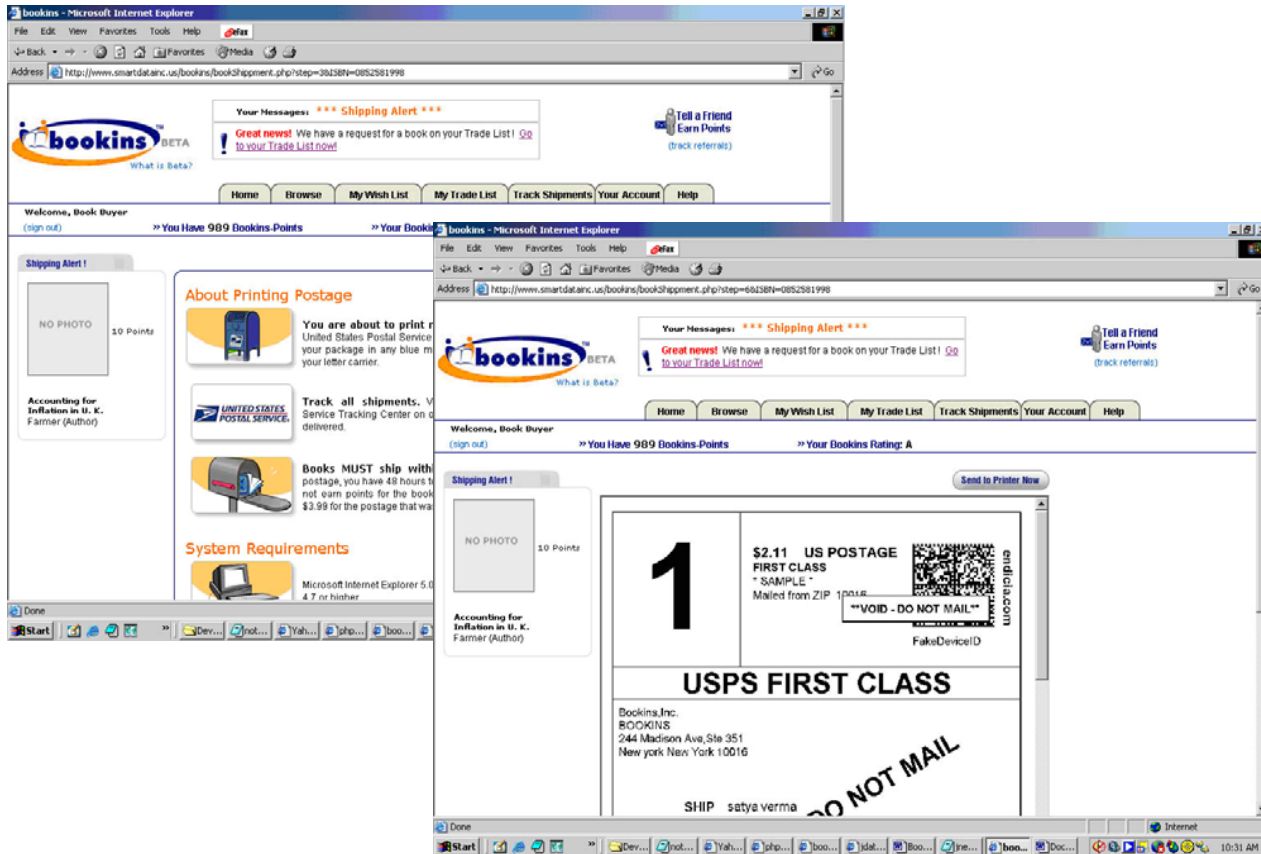
The screenshot displays the SwapTree website interface. At the top, there is a navigation bar with the SwapTree logo and user information. Below the navigation bar, there is a search bar and a list of categories including Books, Music, Movies, and Games. The main content area features a 'print shipping label' button and a 'PRINT LABEL' section. This section contains a shipping label template with fields for 'FCM', 'SHIP TO', and 'SHIP FROM'. A QR code is visible on the right side of the label. Below the label, there is a 'ZIP - of USPS DELIVERY CONFIRM' section with a barcode and the number '420 2109 1101 1400'. The interface is clean and modern, with a focus on user-friendly navigation and real-time label generation.

ELS Integration: Example 2: SwapTree is a national swap site that allows users to swap books, CD, moves, games and more and used the ELS integration to allow users to print shipping labels in real time.

Endicia Label Server

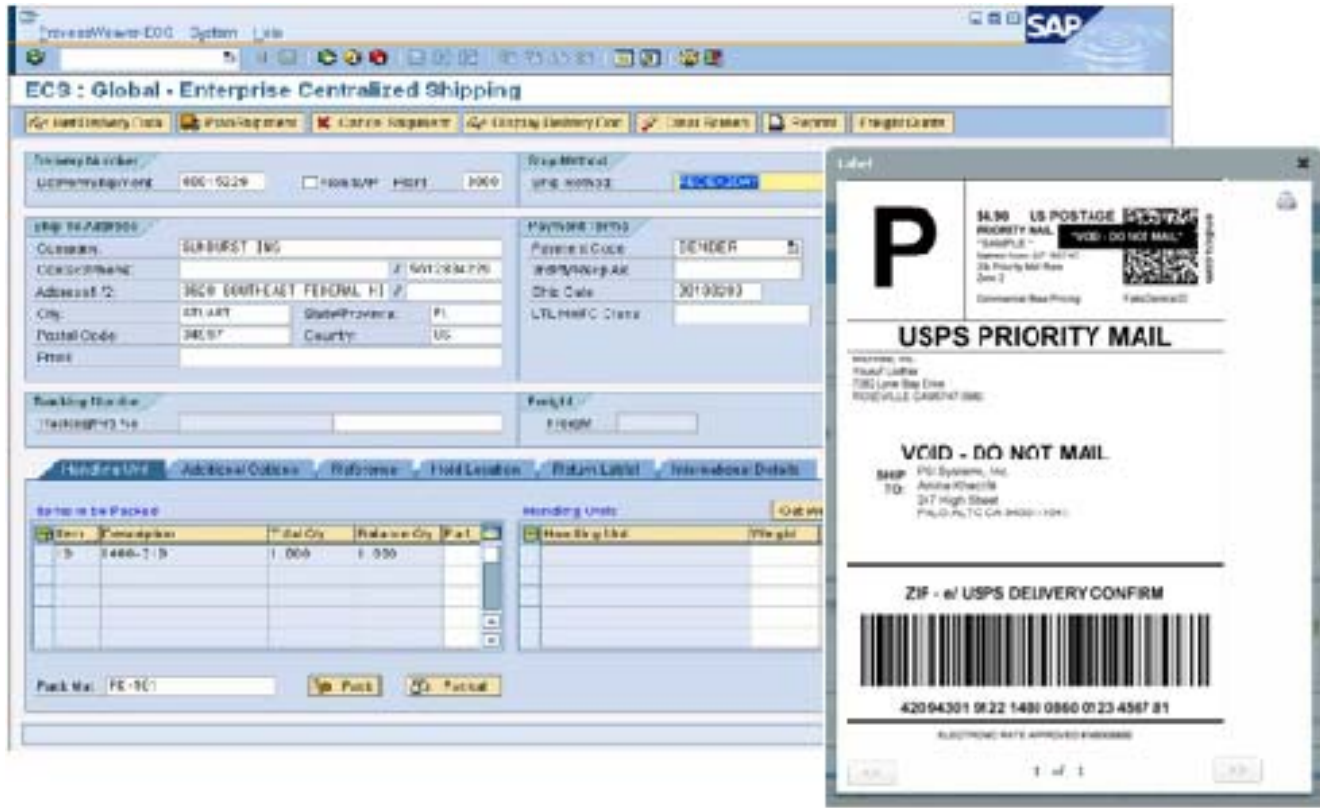
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ELS Integration: Example 3: Bookins allows users to swap books around the country.

Endicia Label Server



ELS Integration: Example 3: Process Weaver created a multi carrier shipping solution that integrates directly into SAP allowing users to streamline their shipping directly in their SAP interface.

Wrap Up



- If you haven't done so already, please take this time to submit questions to our speakers using the Q&A chat window on your console.
- This presentation will soon be available for download at:

<http://www.endicia.com/Support/Webinars/>

Notes: A transcript of the Q & A session is printed on the next three slides.

Transcript Of Q&A Session:

Question 1: I want to become a certified partner, how do we start the process?

Answer: We are always happy to work with new Endicia Integrated Partners. If you are building a solution for 10 or more customers, please contact us at partners@endicia.com. One of our Business Development team representatives will contact you and work with you to become part of our Endicia Partner Program.

Question 2: How do I set up my CSV File with OLE?

Answer: While this was demonstrated during the webinar, you can find information on setting this up from our [CSV Help Topic](#).

Question 3: How much do these integrations cost?

Answer: If you are interested in the XML integration with DAZzle, you will need to have a Premium account or above to work with the XML integration. On the Endicia Label Server side, you will be contacted by our Business Development team once you have downloaded the documentation and the agreement with pricing information (here is the link to the [ELS inquiry form](#)). Endicia does not charge users/developers for downloading the documentation.

Transcript Of Q&A Session (cont.):

Question 4: Can Endicia Professional get preferred mail class and weight information from a database?

Answer: Yes. For more information visit our [ODBC Database connection guide](#).

Question 5: How long does it take to integrate Endicia services?

Answer: Both the XML integration with DAZzle and Endicia Label Server integration were designed with ease of integration in mind. If you have done an integration with other carriers, you will find integration with Endicia is very simple. We have heard of customers or partners getting the integration done over the course of a weekend and up to several weeks depending on their development resources and level of complexity.

For Endicia Label Server integration, the work on connecting with Label Server is not the determining factor for the integration as much as the state of the User Interface for the end user. For a solution that already has the UI to receive information for package shipping, an integration to add USPS into the offering is fairly simple. On the other hand, if the solution is to be built from scratch, than understanding all the elements involved in package shipping (dimension, weight/scale integration, Customs forms) could take up more time from the development point of view.

Transcript Of Q&A Session (cont.):

Question 6: How do I choose the right integration for my needs?

While that very much depends on your specific situation, we can offer some guidelines. Individual customers who don't have a programming background are probably best served by the simple OLE and ODBC types of connections available with our Professional level of service or with the use of one or our partners' existing integrations.

For potential partners and developers, If the integration is for a single location and you would like to have a simple way to request postage ready labels, our XML integration is a great choice. On the other hand, if your solution is web-based and needs to be accessed from multiple locations, Endicia Label Sever is more likely to serve your needs.

Question 7: What other types of integrations does Endicia offer?

Besides the ones we have discussed here, we also offer integration to our Address Validation solution, Dial-A-Zip, and to our customized stamp product, PictureItPostage. Please visit our [Developers' Corner](#) on our website for more information.

Contact Us

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- For general or account questions:
 - Email: sales@endicia.com
 - Phone: (800) 576-3279 x140
- For software or printer issues:
 - Email: support@endicia.com
 - Phone: (800) 576-3279 x130
- For partner inquiries:
 - partners@endicia.com
- For anything:
 - Twitter: www.twitter.com/endicia
 - Facebook: www.facebook.com/dymo.endicia
 - Google Buzz: www.google.com/profiles/dymoendicia

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Thank you!

