



NCR Counterpoint Online Price List

Prices Effective August 25, 2008

Startup Fees

Service	Price	
Registration fee	\$300	
SSL certificate Certificate price includes certificate, configuration, installation, and management.	New certificate: \$250 (1 year) \$400 (2 year)	Renewal: \$200 (1 year) \$350 (2 year) \$495 (3 year)
Domain name registration You can use your existing domain name or NCR can purchase one on your behalf.	\$35 (1 year) \$60 (2 year) \$75 (3 year) \$95 (5 year) \$150 (10 year)	
Domain name setup	\$40	

Monthly Fees

NCR Counterpoint Online (CPOne) includes much more than just a Web site! Your monthly CPOne fee includes:

- Fully load-balanced website hosting and 24/7/365 monitoring
- Live telephone and email support
- Easy-to-use Web-based store management – no web programming required
- Thousands (yes, thousands) of easy-to-use options for customizing your store
- Built-in integration with your NCR Counterpoint data – no duplication of effort and one database
- Built-in ability to bring orders directly into NCR Counterpoint – no manual keying of online orders
- Google Base™ transfer utility, search engine friendly URLs, and other SEO features
- Dynamic site data driven by Microsoft SQL
- Unlimited email marketing to online shoppers
- Monthly vulnerability scans performed by Coalfire Systems, the leading provider of PCI compliance solutions for payment service providers

Your monthly fee is based on two variables -- the total number of orders placed in your store each month and bandwidth fees for usage in excess of 6 GB.

Number of downloaded orders	Monthly fee
Development Mode (used while setting up your online store)	\$100
Catalog-Only Mode	\$100
0 to 50 orders	\$125
51-100 orders	\$175
101-500 orders	\$275
501-1,000 orders	\$450
1,001+ orders	\$700

Bandwidth Fees

Your CPOnline monthly fee includes up to 6 GB per month of storefront traffic. Storefront traffic in excess of 6 GB per month incurs an additional fee of 7¢ per MB transferred.

NOTE: Store Management traffic does not count toward bandwidth usage and is provided free of charge.

Storefront Traffic

Storefront traffic is the total size of all the web pages and images that are transferred across the Internet to your shoppers from your online store. Your NCR Counterpoint Online monthly hosting fee includes up to 6 GB per month of storefront traffic.

The amount of monthly storefront traffic that your store generates is directly related to the number of shoppers who visit your online store, the number of pages they view, the number of items in your online store, the number and size of the images on your site, and the layout you choose for your online store.

Prospective merchants often ask us what size store generates more than 6 GB in traffic. It's difficult to answer this question, because each NCR Counterpoint Online site contains different images that the merchant controls, and images are usually the largest single component of storefront traffic.

One way to approach this question is to consider that a typical optimized Web page displaying 10 products with thumbnail images might generate approximately 100 KB in traffic (1024 KB is 1 MB, and 1024 MB is 1 GB). So, if your store has 5,000 visitors in one month who each look at 12-13 such pages, your store would generate approximately 6 GB in storefront traffic that month.

If your store does exceed 6 GB in monthly storefront traffic, NCR will work with you ensure that your online store is optimized to minimize any unnecessary traffic.

If your storefront traffic still exceeds 6 GB once your store is optimized, that means your online store is very successful! At that point, storefront traffic is a direct reflection of the number of visitors who spend time on your site and place orders with you – more traffic generates more sales.

Monthly Fees—Premium Features

Premium Features are optional features that you can add to enhance your CPOnline storefront. You can add Premium Features to your CPOnline store at any time through your Store Management Web site.

Automated Data Transfer • \$150/month

The **Automated Data Transfer** Premium Feature allows NCR Counterpoint Online to exchange data with NCR Counterpoint in unattended mode, so you can automatically download orders to NCR Counterpoint and automatically upload items, customers, order status information, and ticket history to NCR Counterpoint Online. You can schedule automated data transfers to occur at specific times or at regular intervals, as often as once per hour.

This Premium Feature is intended for high-volume merchants who want to combine the simplicity and power of NCR Counterpoint Online with the automation of a real-time ecommerce system. You don't have to remember to download and import orders or publish price changes, because it all happens automatically.

The **Automated Data Transfer** Premium Feature requires NCR Counterpoint V7.5.6 or later, or NCR Counterpoint SQL 8.3.7 or later. Additional requirements include a dedicated Windows workstation, a dedicated NCR Counterpoint license, a full-time broadband Internet connection (DSL, Cable Modem, T1, etc.), and purchase of specific FTP client software.

Boutique Store • \$125 each/month

The **Boutique Store** Premium Feature allows you to have multiple NCR Counterpoint Online stores all tied to a single NCR Counterpoint database. This feature allows you to have a unique storefront for different product lines but still manage everything in one place. For example, a shoe store could have separate online stores for women's shoes, men's shoes, and children's shoes.

The **Boutique Store** Premium Feature is available for all NCR Counterpoint Online stores, regardless of NCR Counterpoint version. Both a registered domain name and an SSL Certificate are required.

Counterpoint Ticket History • \$75/month

The **Counterpoint Ticket History** Premium Feature allows you to send NCR Counterpoint ticket history information to NCR Counterpoint Online for purchases that did not originate online. This Premium Feature allows online shoppers to view their entire purchase history, including both purchases made through NCR Counterpoint Online and those made at your physical store.

The **Counterpoint Ticket History** Premium Feature requires NCR Counterpoint V7.5.6 or later, or NCR Counterpoint SQL V8.3.2 or later.

Tax Rate Lookup by ZIP Code • \$25/month

The standard NCR Counterpoint Online service allows you to specify whether to charge tax on a state-by-state basis, and to manually specify a single tax rate for each state.

The **Tax Rate Lookup by ZIP Code** Premium Feature provides tax rate lookups based on the shipping ZIP code of the order. You no longer have to maintain state tax rates manually in NCR Counterpoint Online Store Administration. With this Premium Feature, simply indicate the states for which you charge sales tax, and let NCR Counterpoint Online do the rest of the work for you.

The **Tax Rate Lookup by ZIP Code** Premium Feature is available for all NCR Counterpoint Online stores, regardless of NCR Counterpoint version. Tax rate lookups are only available for US ZIP codes.

Restricted Store Access • \$25/month

The **Restricted Store Access** Premium Feature is intended for those merchants who want to control access to their online storefront. With this Premium Feature, you have three store access options:

- Unrestricted** This option allows all visitors to browse your store anonymously and create a new customer account if they choose. (**Unrestricted** is the default behavior for all NCR Counterpoint Online stores. If this is the behavior you want your store to use, you do not need the **Restricted Store Access** Premium Feature.)
- Require Account** This option requires visitors to log in or create an account before they can browse your store.
- Existing Customers Only** Only customers with existing accounts will be allowed to browse the store. This option allows you to restrict access to your storefront to only those customers that you upload from NCR Counterpoint. New visitors to your online store will not be allowed to create an account or browse your store.

The **Restricted Store Access** Premium Feature requires NCR Counterpoint V7.5.3 or later, or NCR Counterpoint SQL V8.3.2 or later.

Other Services

Service	Price
Consulting and Web site design assistance	\$150/hour
Custom template design	Per contract (contact NCR)
Custom development	Per contract (contact NCR)
Search Engine Optimization (SEO) NCR Counterpoint Online's Search Engine Optimization (SEO) is designed to increase your online store's ranking in the top search engines. By increasing your site's visibility, you can target the shoppers actively searching for your product, drive more traffic to your site, and significantly increase your conversion rate.	Per contract (contact NCR)