The University of South Carolina MarketPlace E-Commerce Guidelines

Background

The University of South Carolina (USC) MarketPlace provides Campus departments with a secure and cost-effective way to extend their business Operations to the World Wide Web. The USC MarketPlace is an e-commerce solution hosted offsite and integrated with Banner. The hosted application provides the University of South Carolina System with a Purchasing Card Industry (PCI) compliant solution for accepting on-line payments. The USC System MarketPlace provides a secure environment for buyers and sellers to connect electronically, making it easy for students, parents, alumni and the community to do business with the University. The USC MarketPlace allows departments to easily create online storefronts to sell products or accept online payments with the review and approval of the Bursar’s Office. The University of South Carolina Bursar owns this eCommerce Guideline. Please see the University of South Carolina policy statement, Bursar’s Office, FINA 4.00 at http://www.sc.edu/policies/ppm/fina400.pdf.

If your department has an eCommerce web site, or is planning to put up an eCommerce web site on a University of South Carolina System web site, that collects any payment information, please contact the University of South Carolina Bursar’s Office (803) 777-4233.

Definitions

USC Storefront – A shopping cart application that allows customers to purchase items and pay for products on-line.

USC Operations Center – The web application for building and editing the stores and products that reside in the MarketPlace. Reports are generated and orders are filled, cancelled, or refunded using the MarketPlace Operations Center.

USC MarketPlace – A virtual MarketPlace that contains links to all of the stores and products that exist in the USC MarketPlace.

USC Payment Gateway – Processes payments from customers, sends payment data to the College’s credit card processor. The Payment Gateway creates Automated Clearing House (ACH) standard files to send to the bank for web check transactions.
Roles and Responsibilities

The University of South Carolina Bursar’s Office

The Bursar’s Office is responsible for electronic commerce including approving requests for new stores, approving store content and set up and providing training and mentoring for merchant and store managers. The University Bursar will periodically audit each storefront to ensure that appropriate standards are followed.

Bursar’s Office

The Bursar’s Office is responsible for working with the bank to obtain new merchant ID’s and setting up host system accounts in the USC Payment Gateway. The Bursar’s Office processes ACH files and reconciles deposits with Banner journal entries. Representatives from the Bursar’s Office will advise the MarketPlace Requester of the process and procedure for establishing merchant id's, setting up host accounts, store setup, training and specific actions required to approve a store front for USC use.

Web Master and Advertising

The University of South Carolina, Division of Communications, and Director of Web Communications is responsible for the branding and advertisement review, and approval for University of South Carolina System. The Director of Web Communications coordinates with the University Bursar to assist Store Managers with creating images for products and store fronts in uStores.

Information Technology

The Bursar’s Office will notify USC University Technology Services when assistance is required for setting up and/or the migration of an existing store front to uStore application and assisting with technical issues.

Department or College Merchant Manager

The Merchant Manager completes requests for new stores, obtains approval from Departmental Directors and submits the form to the University Bursar for review and approval. Once approved, the Merchant and Store Managers work together to set up and test the storefront.

Store Manager

The Store Manager is responsible for day to day management of the store, adding and removing products and reconciling sales. The Store Manager can also add other users to the store and assign fulfillment, fulfillment with cancel/refund rights and store contact users. Adding and removing user to the store and assigning specific role requires the submission of an Add/Remove User request form.

Fulfiller

The Fulfiller is responsible for completing order processing by accepting payments, entering fulfillment information and sending shipment confirmation messages to buyers. Fulfillers with refund and cancel
rights can also cancel all or part of a pending order and refund payment for an order. Orders should not be fulfilled until the ordered products can be shipped to the customer.

**New uStore Creation Process and Timeline**

The following chart is intended to provide an outline of the process and estimated timeline for creating a new store in the University of South Carolina MarketPlace. The University of South Carolina will have two MarketPlace environments: Test and Production. Without exception, a USC Storefront will be created in the test environment first so that all aspects of the store can be tested. After the testing is completed for a Storefront, a request is submitted to the University Bursar seeking approval to setup the Storefront in production. The time frames are approximate and dependent upon the complexity of the project and time of school year.

The USC MarketPlace will provide a structured approach to making your online store a reality. The amount of time that is required by this approach varies depending upon the demand for new storefronts and the nature of the business. You should plan on a four (4) to (6) week cycle from application to Production approval by the Bursar’s Office.

**PCI Compliant Requirements**

*(All of the following must be completed before going Live in Marketplace)*

1. Applicant/Department must complete the Campusguard Portal Training *(One Time)*
   a. This training is scheduled by the Bursar’s Office and held at 1244 Blossom Street.
2. Applicant/Department must complete the Assigned Self-Assessment Questionnaire (SAQ) *(Yearly)*
3. Applicant/Department must complete the Departmental Procedures for PCI *(One Time / As Needed)*
4. Applicant/Department must complete the PCI Training *(Yearly)*

For questions on PCI compliancy please contact Alex Pitts *(Pittsma@mailbox.sc.edu)* or Edwin Roe *(Edwinr@mailbox.sc.edu)*
<table>
<thead>
<tr>
<th>Who</th>
<th>Task</th>
<th>Time Frame</th>
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| **Scoping:**                                                          | Complete and submit an Application for MarketPlace form. The Bursar’s Office will schedule a Clarification Meeting where we will begin discussing your detailed requirements, expectations, and constraints for the project. In addition, your storefront application will be reviewed in order to identify any relevant concerns, such as:  
  • Sales or other applicable taxes.  
  • Is the activity unrelated to the University’s mission and therefore subject to Unrelated Business Income Tax?  
  • Are there any licensing or copyright issues that must be addressed?                                                                 | 1 – 2 Weeks |
| • Department or College Manager  
• University Bursar  
• University Controller                                             |                                                                                                |            |
| **Approval Phase:**                                                   | Schedule meeting with Department or College manager and store manager to discuss established requirements.                                      | 1 Week     |
| University Bursar                                                     | uStore request approval.                                                                                                                         |            |
| **Design:**                                                           | The Storefront is created in phases, Testing and Production, which will provide a review of various design aspects including branding.  
  Typically, we will start by tailoring the look and feel of the site to meet University standards, your preferences, or existing web site. Payment methods, product types, available reports and other setup and configuration aspects are addressed. | 1 Week     |
| • Bursar’s Office  
• Department or College Store Merchant Manager                      |                                                                                                |            |
| **Development and Test:**                                            | Once approved by the Bursar’s Office MarketPlace staff members will meet with you to discuss and refine your business processes that will guide the storefront creation:  
  • Technical requirements.  
  • Training needs.  
  • Set-up guidelines and requirements.  
  Setup/Configuration in a TEST system.  
  • Set up Merchant and store in the test USC MarketPlace.  
  • Create logins for Merchant and Store Manager                                                                          | 2 Weeks    |
| • Bursar’s Office  
• Department or College Store Merchant Manager                      |                                                                                                |            |
<p>| <strong>Development and Test:</strong>                                            | Set up host system account with credit card merchant in test.                                                                                  |            |
| Bursar’s Office                                                       |                                                                                                |            |
| <strong>Store Manager</strong>                                                     | Add products to Store in Test.                                                                                                                   | TBD        |
| Store Manager                                                         | Test, test, test.                                                                                                                                | TBD        |
| Store Manager                                                         | Inform Merchant Manager and the University Bursar when the store set-up is complete.                                                              | TBD        |</p>
<table>
<thead>
<tr>
<th>University Bursar</th>
<th>Review and approve store in test.</th>
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<tbody>
<tr>
<td><strong>Implementation Phase:</strong> Production</td>
<td>Build production store:</td>
</tr>
<tr>
<td>• Bursar’s Office</td>
<td>• Setup/Configuration in the Production system.</td>
</tr>
<tr>
<td>• Department or College Merchant Manager</td>
<td>• Set up Merchant and store in the test USC MarketPlace.</td>
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<tr>
<td>• Store Manager</td>
<td>• Create logins for Merchant and Store Manager Create Credit Card Merchant</td>
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<tr>
<td></td>
<td>• Setup host system account.</td>
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<td></td>
<td>• Create detail codes in Banner production.</td>
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<tr>
<td></td>
<td>1-2 Weeks</td>
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<tr>
<td><strong>Follow Up Phase</strong></td>
<td>Review of Production Ready Site for Approval to Go Live.</td>
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<tr>
<td></td>
<td>1 Day</td>
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<tr>
<td></td>
<td>All sites are subject to periodic review for compliance by the Bursar’s Office.</td>
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<tr>
<td></td>
<td>Post Production</td>
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</tbody>
</table>

**USC MarketPlace Guidelines**

**Credit Card Fees**

Credit card transactions will be assessed a credit card processing fee which will be allocated directly to the department.

**Reconciling**

Departments must reconcile sales transactions captured through their online storefronts with transactions posted to the USC General Ledger. If a department discovers that sales transactions are missing, duplicated, or incorrectly posted, the staff member responsible for reconciling the accounts must contact the University Bursar Business Office for assistance in resolving the errors.

**Disputed Transaction Sales, or Chargeback**

If a credit card holder disputes a sale transaction processed through the USC MarketPlace, the cardholder will need to contact the University Bursar’s Office. If the dispute is not resolved, the College will be charged for the transaction. Upon notice of charges for unsettled disputes, the Bursar’s Office will transfer the charge back to the department’s account.

**Customer Service**

The following standard practices will be observed: prompt and correct fulfillment of orders, prompt notification to the customer regarding any problems or delays with the order, and management of the customer relationship in a professional manner.
**Returns, Exchanges, and Refunds**

In general, funds transferred in the sale of goods are refunded in the same manner in which the good was originally purchased (credit card, check, etc.). Refunds, like returns, should be processed within 30 days of the purchase or delivery of an item.

**Return of Equipment**

All USC System-wide departments that have POS equipment are required to send the equipment to Bursar’s Office upon the acceptance by the University Bursar and the Dean of the Department of their uStore site. Acceptance is defined as your uStore site approved for Production use.

**Legal**

Electronic publications are to follow the same University policies and standards as print publications in regards to copyright laws, “fair use” and intellectual property rights and authorized use of the University’s signature, seal and logos.

The University of South Carolina MarketPlace sites must only be used for University business and any goods or services offered for sale must be related to the department’s core mission.

All customer using the internet to place orders must be presented with a summary of the University of South Carolina Terms and Conditions and must indicate they agree to the terms and conditions presented.

The University of South Carolina, University Identity Theft and Detection Program, or “Red Flags Rule”, can be found at:

http://www.sc.edu/policies/ppm/fina412.pdf

**USC Policies and Guidelines**

All users of the USC MarketPlace are to read and understand the University of South Carolina Policies and Guidelines including but not limited to:

- Copyright
- Trademarks and Licensing
- Privacy Guidelines
- Accessibility Guidelines
- Web Guidelines
- Web Presence
- Web Communications.