



# CPOnline Price List

Prices Effective August 25, 2008

## CPOnline Startup Fees

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

## CPOnline Monthly Fees

CPOnline includes much more than just a Web site! Your monthly CPOne monthly 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 of easy-to-use options for customizing your store
- Built-in integration with your CounterPoint data – no duplication of effort and one database
- Built-in ability to bring orders directly into 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
- 6 GB data transfer per month for storefront traffic
- Monthly vulnerability scans performed by Coalfire, a leading provider of PCI compliance solutions

**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
<b>Development Mode</b> (used while setting up your online store)	\$100
<b>Catalog Only Mode</b> (disables ability to complete Purchases)	\$100
<b>0 to 50 orders</b>	\$125
<b>51-100 orders</b>	\$175
<b>101-500 orders</b>	\$275
<b>501-1,000 orders</b>	\$450
<b>1,001+ orders</b>	\$700

## Bandwidth Fees

Your CPOne monthly hosting 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. 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 CPOne 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 CPOne 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, Radiant Systems 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.*

## CPOnline Monthly Fee—Premium Features

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

### **Automated Data Transfer • \$150/month**

The **Automated Data Transfer** Premium Feature allows CPOne to exchange data with CounterPoint in unattended mode, so you can automatically download orders to CounterPoint and automatically upload items, customers, order status information, and ticket history to CPOne. 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 CPOne 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 CounterPoint V7.5.6 or later, or CounterPoint SQL 8.3.7 or later. Additional requirements include a dedicated Windows workstation, a dedicated 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 CPOne stores all tied to a single 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 CPOne stores, regardless of 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 CounterPoint ticket history information to CPOne for purchases that did not originate online. This Premium Feature allows online

shoppers to view their entire purchase history, including both purchases made through CPOne and those made at your physical store.

This Premium Feature requires CounterPoint V7.5.6 or later, or CounterPoint SQL V8.3.2 or later.

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

The standard CPOne 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 CPOne Store Administration. With this Premium Feature, simply indicate the states for which you charge sales tax, and let CPOne do the rest of the work for you.

The **Tax Rate Lookup by ZIP Code** Premium Feature is available for all CPOne stores, regardless of 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 CPOne 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 CounterPoint. New visitors to your online store will not be allowed to create an account or browse your store.

This Premium Feature requires CounterPoint V7.5.3 or later, or CounterPoint SQL V8.3.2 or later.

## Other CPOne Services

Service	Price
<b>Consulting and Web site design assistance</b>	\$150/hour
<b>Custom template design</b>	Per contract (contact Radiant Systems)
<b>Custom development</b>	Per contract (contact Radiant Systems)
<b>Search Engine Optimization (SEO)</b> CPOne'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 Radiant Systems)