

# Nebraksa WinPrism Integration

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## Why Implement In-Store Cards?

Our review of sales results across the system has shown that stores who implement an in-store sales option for digital course materials see triple the sales of stores who use a "terminal" approach. It is clear that a visual presence of the product on the shelf makes for easier product discovery and significantly higher sales. Some stores have concerns over shrinkage due to theft, however Campus eBookstore can virtually eliminate those concerns. The in-store cards generated by Campus eBookstore are "inactive". This means that the product cannot be redeemed until the product has been purchased through the cash register. Upon purchase, the POS system will "activate" the product. This means the customer can redeem the product when they return home. The in-store cards also offer an opportunity for students to return the item. Overall, it is a very good customer experience for students.

## Overview of WinPrism POS Integration

WinPrism integration is achieved by leveraging the serialized inventory capability which already exists in the system. The goal is to generate in-store cards for digital course materials that can be placed on the shelf next to the physical products. This gives the student a visual item they can easily find and purchase when shopping in-store. We also aim to use the existing capabilities of WinPrism to avoid any additional costs. The integration consists of a simple Visual Basic script file that is scheduled to run at 5-minute intervals throughout the day. The script will check for new serialized inventory purchases in the WinPrism database that match the format of the Campus eBookstore redemption codes (12-digits, alternating letter then number, three groups of 4 digits separated by hyphens. e.g.: P2A7-T8A4-P7N9). If any new redemption codes are found, they are activated by a simple web-service (HTTPS) call to the Campus eBookstore server.

## Script Installation Steps

1. Create a folder on your WinPrism server called: C:\Access\_Code\_Activation\
2. Save the file ActivateCards.vbs.txt (attached to this article at the bottom of the page) to the new folder, then rename to ActivateCards.vbs
3. Open the ActivateCards.vbs in notepad, we need to adjust the database connection string on line 21 to have the username, password, and database name of your WinPrism database. Save the file.
4. Set up a Windows Task Scheduler event that runs every 5 minutes and executes the ActivateCards.vbs file
5. We run some tests to see if it is working. There is a log file created at C:\Access\_Code\_Activation\log.txt to see what is happening!

## WinPrism Product Setup Steps

1. Launch WinPrism as normal
2. Have item built in Item Maintenance as normal
3. Go to "Serial Number Maintenance" in Inventory Maintenance module

**105 Serial Number Maintenance**

Location: OSU Beaver Store      Warranty ID:

SKU: 19443676      Warranty Days:

Description: BI 211 Code w/out eBook      Keep Until Date:

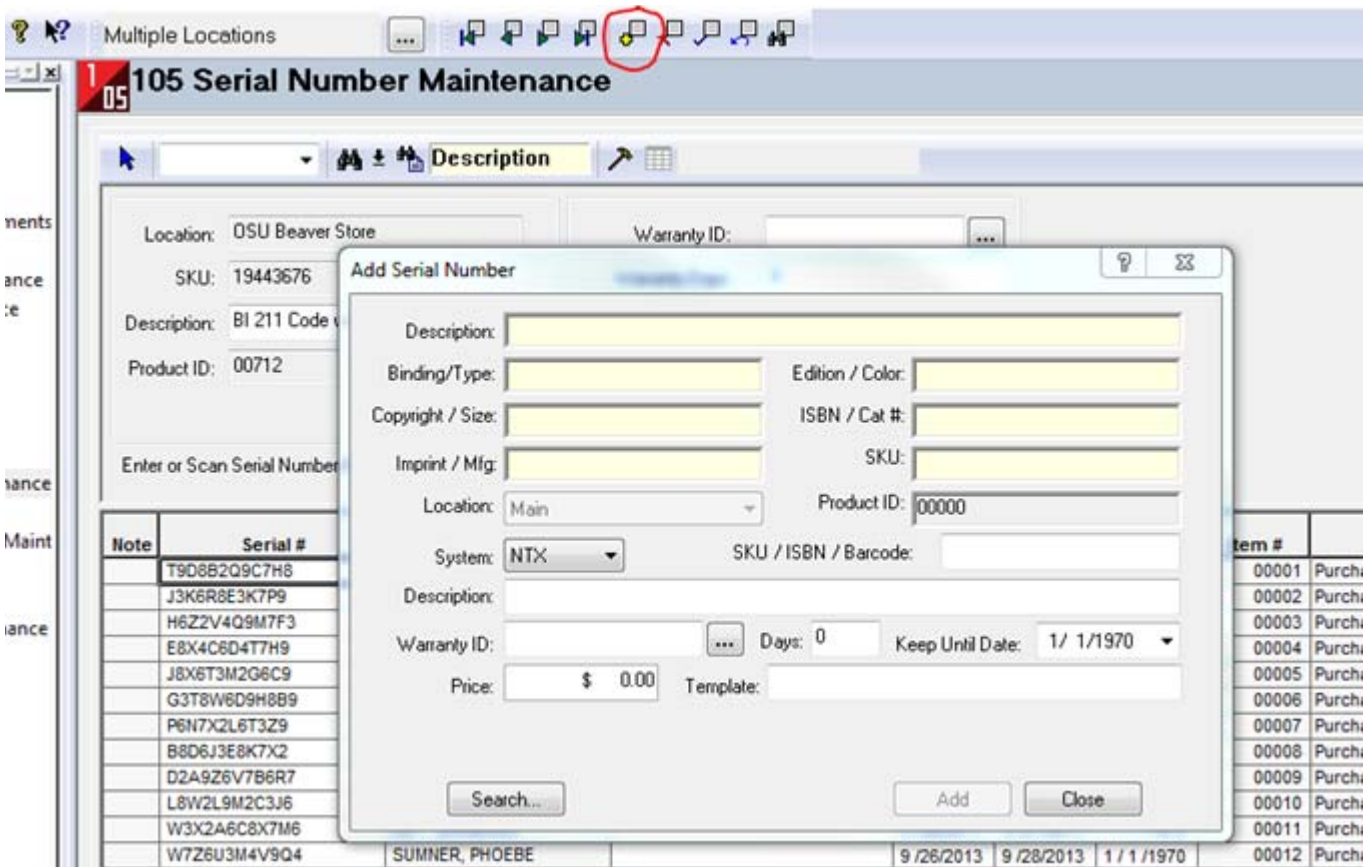
Product ID: 00712      Price:

Template::

Enter or Scan Serial Number/XREF:

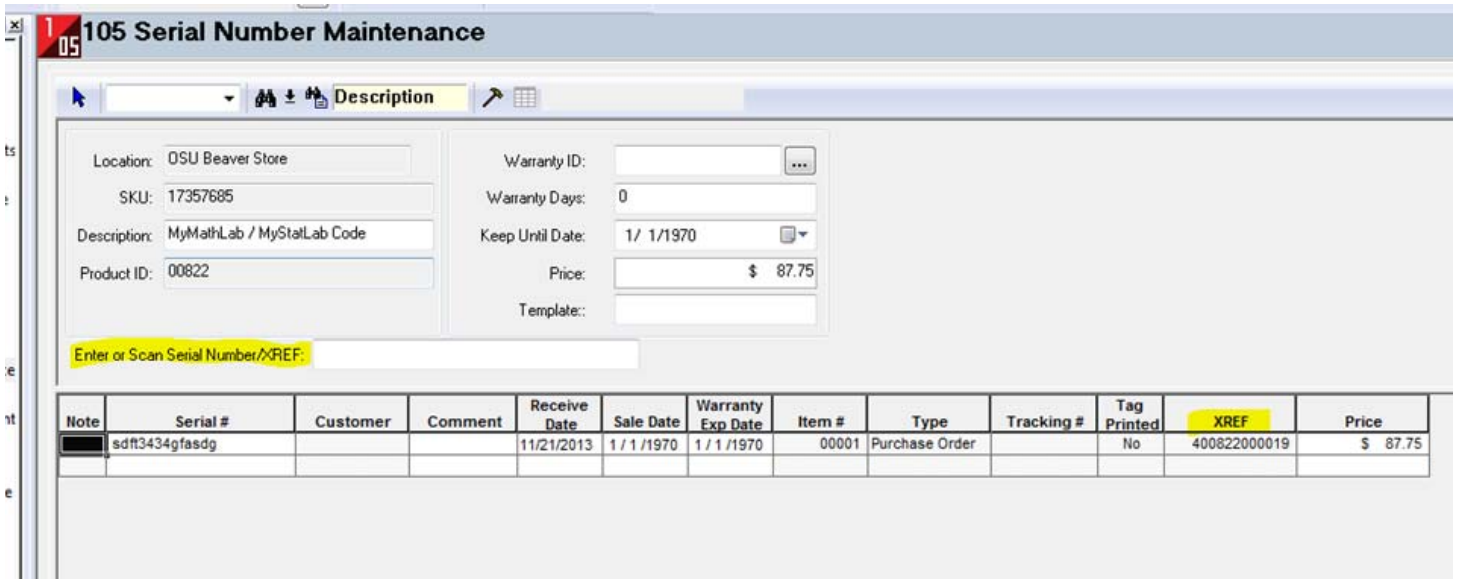
| Note | Serial #     | Customer          | Comm |
|------|--------------|-------------------|------|
|      | T9D8B2Q9C7H8 |                   |      |
|      | J3K6R8E3K7P9 | SUMNER, PHOEBE    |      |
|      | H6Z2V4Q9M7F3 | THURMAN, FRAZIER  |      |
|      | E8X4C6D4T7H9 | SUMNER, PHOEBE    |      |
|      | J8X6T3M2G6C9 | NITZ, JOSHUA C    |      |
|      | G3T8W6D9H8B9 | THURMAN, FRAZIER  |      |
|      | P6N7X2L6T3Z9 | THURMAN, FRAZIER  |      |
|      | B8D6J3E8K7X2 | SUMNER, PHOEBE    |      |
|      | D2A9Z6V7B6R7 | ROOF, SAMANTHA M  |      |
|      | L8W2L9M2C3J6 | KUTZLER, COURTNEY |      |
|      | W3X2A6C8X7M6 | DEY, BARBARA      |      |
|      | W7Z6U3M4V9Q4 | SUMNER, PHOEBE    |      |

4. Add Serial Number (don't use "warranty" fields for this product)



### 5. Add Serial Number Maintenance Item

- I just get a scanner and scan each card into field
- After scanning in redemption codes I run price tags using the assigned XREF for each



6. Ready to roll.... The scanned XREF tag at the register will draw upon the appropriate Serial # (aka, Campus eBookstore Redemption Code) to activate that code on the Campus eBookstore platform.

### Testing Your WinPrism Integration

There is a test product within Campus eBookstore called "Chris Goes To The Zoo - Training Test Item". We recommend that you adopt this product within Campus eBookstore, and WinPrism. Generate in-store cards through Campus eBookstore and set them up according to the instruction above within WinPrism. Since the "Chris Goes To The Zoo - Training Test Item" is a \$0.00 (zero) price item, there are no financial implications to selling the product, and it allows you to ensure that all parts of the integration are working properly.

We encourage you to train and demonstrate these steps to your staff. We also encourage you to demonstrate the student purchase experience to your staff as it will help them answer customer questions.

### **Implementation Help**

Campus eBookstore staff are available to assist with the implementation of WinPrism integration. Please contact [help@campusebookstore.com](mailto:help@campusebookstore.com) or open a support ticket to arrange a support session.

### **Credits**

The Campus eBookstore team sincerely thanks James Howard of the Oregon State University Beaver Store for his assistance with creating, testing, and documenting the integration process with WinPrism. He was a tremendous help, and we are immensely appreciative!

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