

Sequoia Retail Systems, Inc

30

Years Strong

Simplifying eBook Sales with Sequoia and RedShelf

Who is RedShelf?

- RedShelf is a leading supplier of digital learning materials.
- RedShelf's goal is to create new efficiencies for digital content discovery, distribution, and consumption.
- RedShelf partners with both publishers and college bookstores to provide students and readers with an elegant online reading experience and more affordable course material options.

How Does RedShelf Partner With Stores?

- RedShelf aims to help campus bookstores position themselves as the central hub for all digital course materials.
- RedShelf provides stores with a white labeled platform branded to their campus, designed to help stores keep their customers coming back.
- RedShelf's store-friendly model includes no upfront costs or monthly fees for the store, which enables any size or type of store to get started with their own digital solution with minimal financial outlay.

Why Students Love RedShelf

- **Ease of use**
 - 100% HTML5 Cloud-based Reader: immediate, seamless updates and feature releases
 - BYOD: Device agnostic with a uniform experience across all devices and browsers
 - Dedicated, on site customer support team
- **FAST**
 - Instant access to eBooks after purchase
 - No apps,
 - No downloads
 - No syncs
 - Fast load-time and navigation
- **Reliable**
 - 99.99% up-time
- **eBook Pricing & Exclusives**
 - More affordable pricing options and access durations
 - Digital options that aren't available on other platforms
 - Digital is always in stock (students can purchase at 2am)

RedShelf eReader Features

- Fast, easy navigation
- Linked table of contents and bookmarking
- In-text and marginal note taking
- Highlighting of text, graphs, and images
- Keyword search within text and notes
- Note and bookmark organizer
- Built-in dictionary
- Pen tool
- Offline access to most titles
- Printing options on most titles
- Flashcard creation
- Personalized study guide
- Collaboration and note-sharing
- ADA compliant

Sequoia Software Requirements

- Linux ES6 operating environment
- SCS Server Suite v6.15.0 or later
- PCPOS v4.0.3 or later (to sell in-store)
- ePOS/ePOS Administrator v5.5.19 or later (to sell online)

Firewall Updates

- Textbook Partner Server
 - Must allow outgoing access to the domain redshelf.com on Ports 443 and/or port 80 for catalog retrieval
- SCS Server
 - Must allow outgoing access to redshelf.com domain on ports 443 and 80 for access code retrieval (sales) and cancelation (refunds)

Textbook Partner Setup

System Parameters - BuyGuide/Book/Buyback/Course/eBook-BIP Information

Buying ~Guide ~Book B~uyback Cou~rse ~eBook/BIP

Ebooks

Ebook Provider: RedShelf

Maximum Number of Choices: 0

Minimum Duration: 0

Catalog URL:

Catalog Username (RedShelf Only):

Private Key Filename (RedShelf Only):

API Key (Vitalsource Only):

URL and API Key are provided by partner.

Access BIP from the hard drive

Automatically Search BIP for books not in book file or buying guide when adopting by ISBN

Remove "A, An, The" from beginning of titles when copying books from BIP

Internet Stock Availability Link

Bowker Login:

Bowker Password:

Type: BIP Web

Product: Global including Canada

OK Cancel

New eBook/BIP settings

- Select Provider
- Decided how many prices to share (1-4)
- Restrict short duration rentals
- Add vendor provided catalog settings

Textbook Partner Process

- Software will refresh RedShelf catalog by a scheduled process or on demand from utilities menu.
- Catalog refresh automatically populates/updates available eBook options and prices for adopted titles.
- eBook options are presented on the “General” book tab for review and activation.
- When activated eBook prices and durations are automatically pushed to PCPOS and ePOS for selling.
- When deactivated, eBook prices are removed from both PCPOS and ePOS.

Textbook Partner Presentation

The screenshot shows a software window titled 'Textbook FALL15' with a 'General' tab selected. The form contains the following fields and values:

- Author: IODULARU
- ISBN: 978-1-61233-970-2
- Title: NIGERIA - US TRADE RELATIONS IN THE NON-OIL SECTOR
- Alt.ISBN: (empty)
- Publ/Impr: (empty)
- Imprint of: (empty)
- Distributors: (empty)
- New On Hand: -5
- Binding: 0 HARDCOVER
- Used On Hand: 0
- Grade: (empty)
- Whs.On Hand: 0
- On Hand per Campus: (empty)
- Edition Ed#: 1 Yr: 0
- New Ed: pending
- New Ed. ISBN: (empty)
- Old Ed. ISBN: (empty)
- Prices List: \$25.00 Net: \$0.00
- New: \$25.00 Used: \$18.80
- Prc.Source: (empty)
- ESL: Lock New: Lock Used:
- Book Publisher Status: (empty)
- Order Grade: 1 - Order from all sources
- Epos/Tags: New & Used
- Comment: EXPORT IT NOW
- New POS Class: 101
- Warehouse Inv Price: \$0.00 Class: 105
- Used POS Class: 102

At the bottom, there are buttons for OK, Cancel, Update, Prev, and Next.

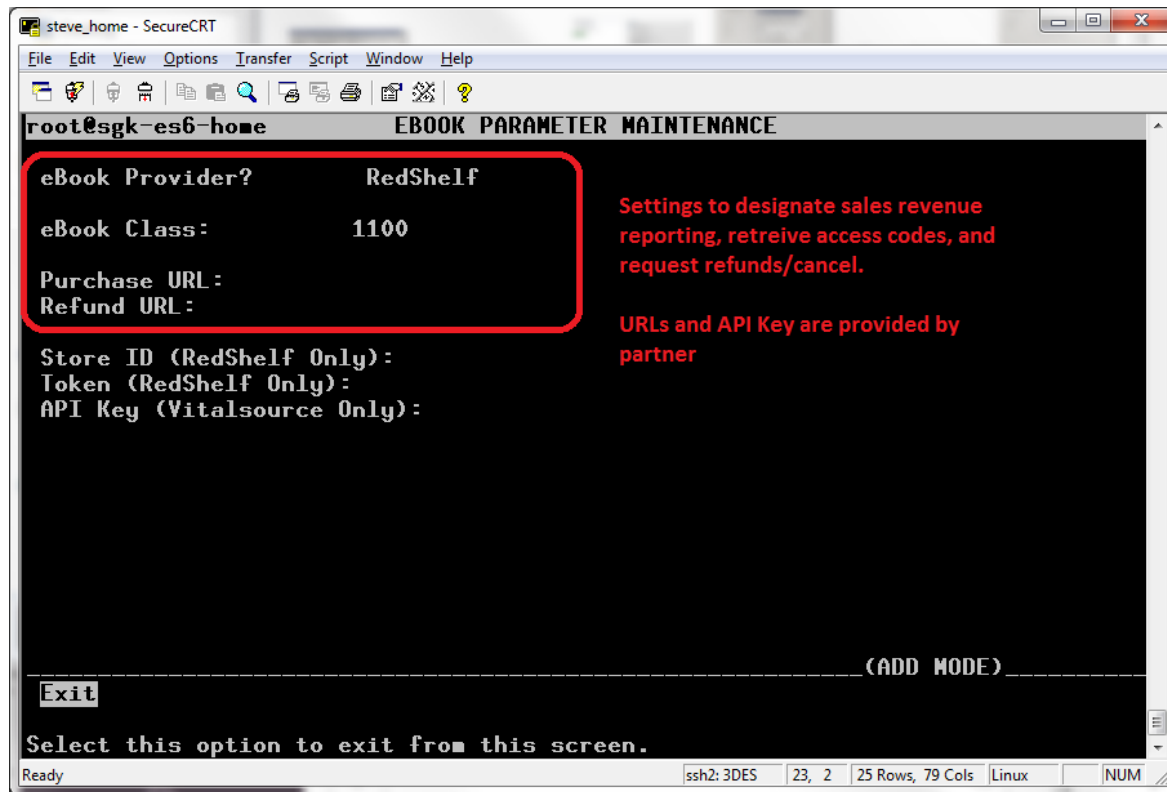
The 'eBooks' section is highlighted with a red box and contains the following options:

<input type="checkbox"/>	Price
<input type="checkbox"/>	\$18.20
<input type="checkbox"/>	365 days
<input type="checkbox"/>	\$10.40
<input type="checkbox"/>	120 days
<input type="checkbox"/>	\$9.10
<input type="checkbox"/>	90 days
<input type="checkbox"/>	\$7.80
<input type="checkbox"/>	60 days

General Screen

- eBook options are limited by settings (max choices and duration)
- Button selection enables selling
- Button deselection disables selling

SCS Setup



```
steve_home - SecureCRT
File Edit View Options Transfer Script Window Help
root@sgk-es6-home EBOOK PARAMETER MAINTENANCE
eBook Provider?      RedShelf
eBook Class:        1100
Purchase URL:
Refund URL:
Store ID (RedShelf Only):
Token (RedShelf Only):
API Key (Vitalsource Only):
(ADD MODE)
Exit
Select this option to exit from this screen.
Ready ssh2: 3DES 23, 2 25 Rows, 79 Cols Linux NUM
```

New eBook Parameters

- Select Provider
- Assign class to track sales
- Add vendor provided purchase/refund settings

SCS Process

- Textbook Partner will enable/disable eBooks within SCS and subsequently PCPOS.
- Available eBook options can be viewed in SCS > Textbook Maintenance > Book Maintenance screen.
- Options may NOT be altered in SCS. All presentation decisions are made in Textbook Partner.

SCS Presentation

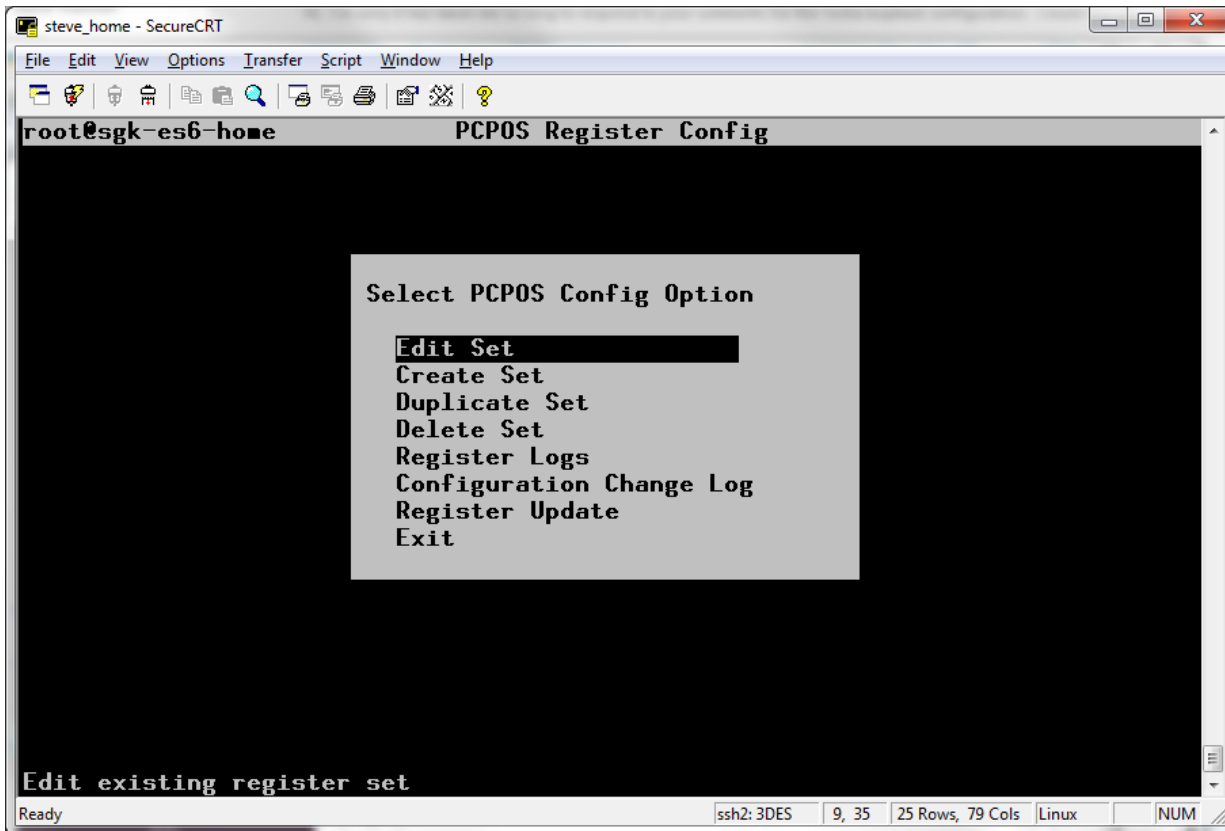
```
mvssh - SecureCRT
File Edit View Options Transfer Script Window Help
root@Portland TEXT MAINTENANCE 11/17/15 9:48
ISBN: 978-1-61233-970-2
Alt New: New Class: 101 New Textbooks Alt Used: Used Class: 102 Used Textbooks
Author: ODULARU
Title: NIGERIA - US TRADE RELATIONS IN THE NON-OIL SECTOR
Publisher:
Subject: BUYGUIDE BOOK
Edition: 1 Edition Due: 00/00 Pub Date: 00/00 Vol.: 0 Binding? Hardcover
New Used
Cost: 0.00 0.00
Price: 25.00 18.80
Buyback: 0.00 0.00
On Hand: -5 0
On Order: 0 0
Ord Date: 00/00/00 00/00/00
Buying For: NO ONE
Notes: EXPORT IT NOW
Course: A S 101
Exit Modify Delete Buyback
Select this option to edit text information shown.
Ready ssh2:3DES 23, 10 26 Rows, 80 Cols Linux NUM
```

Textbook Maintenance – Book Maintenance Screen

- eBook options are displayed if enabled in TBP
- Information may not be altered within SCS

eBooks		View only in SCS
Duration	Price	
365 days	18.20	eBook options are selected in TBP
120 days	10.40	
90 days	9.10	
60 days	7.80	

PCPOS Setup



The screenshot shows a terminal window titled "steve_home - SecureCRT" with a menu titled "PCPOS Register Config". The menu options are:

```
Select PCPOS Config Option
Edit Set
Create Set
Duplicate Set
Delete Set
Register Logs
Configuration Change Log
Register Update
Exit
```

At the bottom of the terminal, the prompt "Edit existing register set" is visible. The status bar at the bottom of the window shows "Ready", "ssh2: 3DES", "9, 35", "25 Rows, 79 Cols", "Linux", and "NUM".

Register set configuration

- Sequoia staff will assist with register configuration
- Load supported PCPOS software
- Configure appropriate receipt content to direct shoppers to eBook redemption

PCPOS Process

- Upon scanning a new book ISBN, PCPOS will present eBook options in addition to purchase and rental options.
- Selection of an eBook option will request an access code from RedShelf.
- Successful retrieval of an access code will add the eBook price to the transaction and print the relevant eBook receipt content upon payment.
- eBook sales will be reported as open department revenue as to not impact new book sales or on-hand qty.

PCPOS Presentation

9781612339702 NIGERIA - US TRADE RELAT
SELECT OPTION OR PRESS CLEAR

Reg: 30 Cshr: 222 Tran: 3640 11/17/15 09:44
PRT CDW

TYPE	TERM	DUE	PRICE	YOU SAVE
New Book Purchase			25.00	
Ebook	365 days		18.20	6.80
Ebook	120 days		10.40	14.60
Ebook	90 days		9.10	15.90
Ebook	60 days		7.80	17.20

Clear Manager Functions
Accept
Cust ID Trans Cancel
Reprint Receipt Scantron
Qty Pencil
List Test Eraser
Eucerin Lotion

Cash Register Screen

- Options appear after scanning the new book ISBN
- eBook options are displayed if enabled in TBP
- Touch or select from dropdown list to request an access code

ePOS Setup

Options and Preferences

General Servers Orders Store Automatic Email Spelling POS eBook Images

Sequoia eBook Options

eBook System: RedShelf

Token: 7f40848f4a424b0890192c1b43011fc4

SAN: 7654321

URL: https://postest.redshelf.com

https:// URL without path

OK Cancel Apply Help

Options and Preferences

- Select eBook partner
- Enter vendor provided Token, store SAN, and vendor URL for access code retrieval

ePOS Process

- Upon course lookup, ePOS will present eBook options in addition to purchase and rental options.
- For each title a single, available eBook selection may be added to the ePOS cart. (If a shopper wants to purchase two or more of eBooks for a single title, they will need to complete multiple transactions.)
- Upon “Place Order”, ePOS will immediately request an access code.
- Successful retrieval of an access code will charge the shopper and provide immediate eBook confirmation and access.
- eBook sales will be reported as open department revenue as to not impact new book sales or on-hand qty.

ePOS Presentation - Admin

9780486278049 ANTIGONE with eBook

Main | Rental Info | Events/Limits | **Members** | Images | Suggested Items | Item Notes | Catalogs

Attributes	POS SKU	Price	Stock	On Sale?	Sale Price	Store Location	Limit Per Cart
▶ New Textbooks	9780486278049	\$4.00		<input type="checkbox"/>			
Used Textbooks	2900486278048	\$3.50		<input type="checkbox"/>			
Rental New Textbooks	9780486278049	\$2.75		<input type="checkbox"/>			
Rental Used Textbooks	9780486278049	\$1.75		<input type="checkbox"/>			
eBook_999999	8307645896102	\$2.33		<input type="checkbox"/>			
eBook_180	9561322194612	\$1.31		<input type="checkbox"/>			

Publish Remove Copy Current to All

Check Spelling OK Cancel Apply Help

Textbook Attributes Tab

- eBook options are displayed if enabled in TBP
- Information may not be altered within ePOS

ePOS Presentation - Web

ANTIGONE with eBook

ISBN: 9780486278049
Author: SOPHOCLES

Has RedShelf eBook Attributes

REQUIRED

Add? Qty? 1

New Purchase \$4.00

Used Purchase \$3.50

New Book Rental \$2.75
Store Location: DOVER PUBLICATIONS
Due: 07/30/2016
Late Fee: \$1.00
Additional Fees: \$0.00
Replacement Price: \$4.00

Used Rental \$1.97
Store Location: DOVER PUBLICATIONS
Due: 04/30/2016
Late Fee: \$1.00
Additional Fees: \$0.00
Replacement Price: \$2.50

RedShelf eBook Options

180 day digital rental \$1.31

Lifetime Access \$2.33

Substitution Options ?
OK to Substitute

Supplemental materials are not guaranteed for used textbooks or rentals (access codes, DVDs, workbooks).

Rent ONLINE!

New Purchase

Add To Rental Cart

Assumptions and Limitations

- Software will support a single eBook vendor partner.
- All eBook maintenance is conducted within Textbook Partner.
- eBook prices may not be altered. eBooks are sold at the current catalog price only.
- A card or other portable, new ISBN barcode will be provided for in-store shoppers to purchase an eBook.
- Shelf tags may support eBook prices but require assistance from Sequoia staff to properly display desired information.

Assumptions and Limitations

- To avoid shelf discrepancies, price updates (new items or adopted item updates) will be disabled by default. Logs will identify items to review after price updates.
- eBook options will not be presented via Traverse Mobile.
- eBooks are immediately processed when on-line orders are placed.
- eBook refunds may only be initiated in-store by using PCPOS' intelligent refund functionality.