



GROXIS



INTERFACE

Interface Phases and Requirements

January 2003



The new face of computing

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or! Bookmark not defined.	Err

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Interface Flor Project Overview and Phases

Introduction

Interface, Inc. has commissioned Groxis to provide a complete technology solution phased in through several projects within the divisions of the company. The follow-on projects will be dependent upon successful completion and acceptance of the prior projects' objectives. The projects are commissioned as a result of Interface's need to increase:

- Customer sales by pursuing the residential market segment
- The efficiency of both online and offline commerce processes
- Accessibility of information essential to establishing and maintaining
- Long-term customer relationships
- The use of effective eCRM services

This solution will be comprised of software licensing and systems development and integration services that will result in an integrated e-business platform.

Phase One - Interface Flor e-Business Launch

The first phase will include Groxis establishing a new Interface website for a new Interface business called Interface Flor. The website will facilitate online service and ordering technology, an e-commerce platform, streamlined product catalog management, a platform for sales force automation, business-to-business and business-to-customer communication.

Phase Two – The Sample Center Overhaul

The second phase of the Interface project is the start of implementing a unified system across all of Interface's business units. The Sample Center (SC) will be re-developed using the Groxis catalog engine.

Phase Three - Sales/Marketing, Product Research, and Communication Tool

The third phase of the Interface project is to create a sales/marketing, product research, and communication tool. This phase of the project is a downloadable Groxis application available to all authorized Interface employees. The application will include all necessary plug-ins to access all of Interface's carpet resources. The application tool could be used by anyone at Interface from sales people in the field to customer service representatives, and designers alike.

Phase Four - Interface-Branded Custom Groxis Enterprise Software

The fourth phase of the Interface project is a continuation of the third phase. The intent of this phase is to create a customized and Interface branded sales/marketing, product research, and communication tool for Interface and its partners. This phase of the project is a downloadable Groxis application available to all authorized Interface employees and its partners. The application will include all necessary plug-ins to access all of Interface's carpet resources and

plug-ins that access partner's information such as Steelcase and Herman Miller. Any authorized partner or Interface employee from sales people in the field to customer service representatives, and designers could use the application tool.

Phase One - Interface Flor e-Business Launch

Introduction

The first phase will include Groxis establishing a new Interface website for a new Interface business called Interface Flor. The website will facilitate online service and ordering technology, an e-commerce platform, streamlined product catalog management, a platform for sales force automation, business-to-business and business-to-customer communication. Phase One will be broken out into two sub-phases: Phase .5 is a splash screen with some company and product info with an online form to gather customer information and the eCommerce back-end implementation and Phase One is everything described in this Phase One section.

Customer Profile

Consumers have become increasingly aware of modern ideas in interior design through such companies as IKEA and Design Within Reach. These consumers are looking for modern alternatives to dated ideas of interior design, furniture, and even flooring. Interface Flor has a modular modern design solution to the consumer's flooring needs. Interface Flor's site and e-commerce initiative needs to address the needs, externally, of home consumers, small to large flooring professionals, and resellers. Internally this initiative needs to support Customer Service Representatives, Sales Associates, Designers, Executives, and Inventory Managers to name a few.

Interface Flor Requirements and Objectives

Project Objectives

- Create a state-of-the-art website for Interface Flor
- Develop smarter and more sustainable workplace system offerings through product and process innovation (powered by Groxis software technology)
- Achieve sales growth through e-commerce
- Enhance the perception and "coolness" in the design community
- Increase revenues by capturing new business and smaller business opportunities that are presently unavailable or too costly to support
- Enhance the company's ability to evolve rapidly as an e-business
- Increase the marketability of the core Interface Flor products using more intuitive business communications tools

Business Requirements

e-Commerce Solution

Interface Flor requires a reliable technology platform to enable the company to conduct business on the Internet. To meet the aggressive time frame for website launch, Groxis will develop, test, deliver and implement an e-commerce platform initially using Interchange to facilitate commerce.

This e-commerce system will enable Interface Flor and its customers to:

1. Merchandise
 - a. Cross sell
 - b. Up sell
 - c. Special Offers – Discounts, Sales, etc.
 - d. Dynamic pages
2. Select and purchase carpet tiles and samples using
 - a. Established accounts online
 - b. Through sales staff (email, phone, fax)
 - c. By securely accepting credit or debit card payments over the Internet
3. Create an Interface Flor account allowing for
 - a. Saved baskets
 - b. Order returns
 - c. Personal account information
4. Supply robust reporting tools to Interface Flor employees
 - a. Pending orders
 - b. Shipped orders
 - c. Returns
 - d. Site statistics/Traffic
 - e. Sample vs. Product order reporting
5. Customer Service Tools
6. Supply Chain management
 - a. Warehouse inventory
 - b. Fulfillment
 - c. System Updates

Groxis-Powered Modular Business Catalog

The Groxis visual mapping capabilities will be embedded within the Interface Flor website. The new site will evoke the essence of the Interface Flor Brand. Subject category development for the carpet sector Groxis will work with Interface to define the terminology associated with their industry and the organizing principles that facilitate business between customers and partners. This terminology will be packaged into a taxonomy that will allow Interface Flor to further customize the Groxis mapping software to use data filtering with industry specific terminology for maximum relevance of the content search and navigation.

Interface Flor Site Map (see **Appendix B**)

1. Home
 - a. Marketing side
 - i. "Home" page feel (Flooring in a box?)
 - ii. "Demo" of product
 - iii. "Rolls vs. Tiles"
 - iv. Order Catalog
 - v. Links to other corporate type sections such as about, contact, legal, privacy, policies, etc.
 - b. Zooming space side (always present)
 - i. Only products will be mapped

- ii. Square layout with different sections, the whole map could be called "Interface Flor Showroom". Other container nodes could be
 - 1. Featured
 - 2. What's New
 - 3. Products – broken out by group
(around 50 SKUs for room in a box and 10 SKUs for rug in a box)
- 2. Grokker Catalog
 - a. Tile Finder (Filters)
 - i. What's New (date)
 - ii. Dominant Color
 - iii. Accent Color
 - iv. Pattern
 - v. Pattern Size
 - vi. Layout Options
 - b. Tile Inspector (review)
 - i. Image of tile
 - ii. Add to cart (samples and tiles)
 - iii. Details
- 3. Flor in a Box
 - a. Flor To Wall
 - i. Overview/About
 - 1. Shipping
 - 2. Pictures
 - b. Area Flor
 - i. Overview/About
 - 1. Shipping
 - 2. Pictures
- 4. Gallery
 - a. Imagery
 - i. Flor to Wall
 - 1. Flor produced
 - 2. Customer produced
 - ii. Area Flor
 - 1. Flor produced
 - 2. Customer produced
- 5. Ideas
 - a. About
 - b. General Configurations
 - i. Flor to Wall
 - ii. Area Flor
 - c. Applications
 - i. Garage
 - ii. Kitchen
 - iii. Living room
 - iv. Etc.
- 6. How To...

- a. Installation
- b. Care
- c. Design
- d. Recycle

7. My Account

- a. Register/Log In
- b. Cart
- c. Checkout
- d. Customer Profile
 - i. Shipping Addresses
 - ii. Billing Address
 - iii. Change Password
- e. Saved Carts
- f. Order History
- g. Returns

8. Customer Service

- a. Contacts
- b. Ordering
- c. Shipping
- d. FAQ
- e. Returns
- f. Recycling
- g. Design
- h. Catalog

9. Contact

- a. Customer Service
- b. Sales
- c. Designers
- d. Catalog Order
- e. Phone Order
- f. Location

Back Office Integration

Groxis will work closely with Interface IT staff to develop the necessary plug-in software modules to accurately extract the enterprise data from existing data sources such as the Interface AS/400s, Lotus Domino and Notes servers, SQL databases, and hierarchical file systems of documents and images.

Exclusive Technology

In order for Interface to effectively leverage the opportunities that the Groxis technology represents to the company, Groxis will grant Interface a (2) year exclusivity agreement as defined separately in the Exclusivity Agreement (agreement provided by Groxis). The spirit of this agreement will enable Interface to move freely as the sole Groxis affiliate and licensee for the commercial furnishings industry.

Systems Integration and Project Management Services

Groxis professional services team will commit to managing all aspects of the project as specified herein. Groxis will ensure timely development and integration of all software modules, including the necessary product and data customizations. Additionally, Groxis will

contribute to all strategic considerations commensurate with launching the e-business initiative.

Integration with a Virtual Design Center

Groxis professional service team will provide necessary integration with a Virtual Design Center. There have been some different ideas on this and will probably be implemented in phases. Initially this segment is probably going to be done with photographs and possibly basic floor calculations.

Operations

Sales Support/Customer Service

Interface Flor will staff an internal customer service/sales support group. The Customer Service Representative's responsibility is customer support from in-bound email and phone requests as it pertains to general operations issues. Some example requests may be missing shipments, missing parts, defective merchandise, site help, etc. The Sales Support Representative's responsibility is customer support from in-bound email, mail, and phone requests as it pertains to product specific issues. Some example requests may be installation problems, order taking and entry, shipped order follow-up with customer, suggestive ordering, catalogs requests, etc.

Orders and Fulfillment

Sales will come from three points of contact: web (see **Appendix A**), phone, and mail. Web orders are customer driven (self service) and will come directly from the site and be entered automatically in the Interchange eCommerce system. A phone order is taken either when a web order is flagged as being out of the ordinary or when a customer is ordering from a printed catalog. An Interface Flor (IF) Customer Service Representative (CSR) then manually enters the order into the system. Mail orders are entered similarly to phone orders. Web orders are credit card only, phone and mail orders may be credit card or mailed check.

Samples should be "pushed" at all times before a purchase is made especially when it comes to the "Floor in a Box" tiles. Sample packs are quarter-sized tiles and shipped in packs of four. The customer, free of charge, may order these smaller sized sample packs. It is not necessary however, on smaller orders to order a sample pack first. FLOR fulfills these small samples. On large orders a pack of 4 full size samples (1 sq. yd.) is required to be sent to the customer before the order is fulfilled and shipped. The customer, for a nominal fee, may request the large sample kit. At the view cart or checkout stage a large order is flagged by the system telling the user to call customer service or fill out a web form acknowledging that they understand what is involved with their suggested order.

When an order is flagged the customer has two options to proceed with their order. The first option is to fill out a web form and the second is to call an Interface CSR. Flor the customer chooses the web form they must fill out all of the fields completely. Some suggested fields could be: have you purchased carpet tiles before?; Do you understand that Ntiles come in Nboxes?; etc. If the customer answers the questions correctly then they are issued a "pass key" electronically. The customer may take this key and enter it when they checkout to complete their web transaction. If ANY of the fields are incorrect then the customer is prompted to call a CSR.

When the user calls a CSR and the CSR determines that the user is a first time buyer and has not seen or received any tiles before then the representative enters the user's request and information into the sample center's website and the sample is fulfilled and shipped by the sample center. If the CSR, with strong recommendations of getting a sample first, determines that the user can proceed with their order without receiving a sample set then the CSR gives the user a "pass" code on the FLOR checkout page that allows the user to continue with their order in a self service manner.

Legacy Order Sample from Sample Center DB

****EXAMPLE****

```
<?xml version="1.0" encoding="UTF-8"?>
<SampleOrderTSC>
<OrderType>Samples</OrderType>
<OrderSource>www.thesamplecenter.com</OrderSource>
<OrderConfirmationNo>30379</OrderConfirmationNo>
<DateandTime>2002-09-04 16:28:03</DateandTime>
<ProjectName>Pennington Clinic</ProjectName>
<SpecialInstructions>Please send overnight afternoon delivery</SpecialInstructions>
<CustomerInformation>
<FirstName>Lori</FirstName>
<LastName>Augustine</LastName>
<CompanyName>Interface Inc</CompanyName>
<StreetAddress>for internal use only</StreetAddress>
<StreetAddress2/>
<StreetAddress3/>
<City>LaGrange</City>
<State>GA</State>
<Zip>30240</Zip>
<OfficeNumber>504-463-5800</OfficeNumber>
<Email>lori.augustine@us.interfaceinc.com</Email>
</CustomerInformation>
<ShippingAddress>
<FirstName>Ana</FirstName>
<LastName>Forbes</LastName>
<CompanyName>Acosta Forbes Interiors</CompanyName>
<StreetAddress>2320 Drusilla Suite F</StreetAddress>
<StreetAddress2/>
<StreetAddress3/>
<City>Baton Rouge </City>
<State>LA</State>
<Zip>70809</Zip>
<TelephoneNumber>225-214-3088</TelephoneNumber>
</ShippingAddress>
<ShippingMethod>2 Business Days</ShippingMethod>
<LocalAccountRepresentatives>
<IFSAE>Lori Augustine/PrinceStreet/FC/Interface</IFSAE>
<PSTAE>Lori Augustine/PrinceStreet/FC/Interface</PSTAE>
<BentleyAE>Lori Augustine/PrinceStreet/FC/Interface</BentleyAE>
</LocalAccountRepresentatives>
<SampleOrderDetails>
```

```
<SampleLine>
<OverviewDocUnID>PXD99-6524212</OverviewDocUnID>
<Brand>Bentley Mills</Brand>
<StyleNumber>8ME24</StyleNumber>
<ColorNumber>8575</ColorNumber>
<StyleName>Mercator</StyleName>
<ColorName>Global</ColorName>
<Quantity>1</Quantity>
</SampleLine>
<SampleLine>
<OverviewDocUnID>PXP01-11519534</OverviewDocUnID>
<Brand>Bentley Mills</Brand>
<StyleNumber>8LB26</StyleNumber>
<ColorNumber>885790</ColorNumber>
<StyleName>Lanesborough Tip</StyleName>
<ColorName>Panel</ColorName>
<Quantity>1</Quantity>
</SampleLine>
<SampleLine>
<OverviewDocUnID>PXP01-11519534</OverviewDocUnID>
<Brand>Bentley Mills</Brand>
<StyleNumber>8LB26</StyleNumber>
<ColorNumber>885791</ColorNumber>
<StyleName>Lanesborough Tip</StyleName>
<ColorName>Resin</ColorName>
<Quantity>1</Quantity>
</SampleLine>
<SampleLine>
<OverviewDocUnID>PXP01-8508590</OverviewDocUnID>
<Brand>Bentley Mills</Brand>
<StyleNumber>8HY20</StyleNumber>
<ColorNumber>885723</ColorNumber>
<StyleName>Hyperion</StyleName>
<ColorName>Campbeltown</ColorName>
<Quantity>1</Quantity>
</SampleLine>
<SampleLine>
<OverviewDocUnID>PXP01-8508886</OverviewDocUnID>
<Brand>Bentley Mills</Brand>
<StyleNumber>8MF24</StyleNumber>
<ColorNumber>885717</ColorNumber>
<StyleName>Moorfield</StyleName>
<ColorName>Jersey</ColorName>
<Quantity>1</Quantity>
</SampleLine>
<SampleLine>
<OverviewDocUnID>PXP01-8508886</OverviewDocUnID>
<Brand>Bentley Mills</Brand>
<StyleNumber>8MF24</StyleNumber>
<ColorNumber>885723</ColorNumber>
<StyleName>Moorfield</StyleName>
<ColorName>Campbeltown</ColorName>
```

```

<Quantity>1</Quantity>
</SampleLine>
<SampleLine>
<OverviewDocUnID>PXP01-8509052</OverviewDocUnID>
<Brand>Bentley Mills</Brand>
<StyleNumber>8RA24</StyleNumber>
<ColorNumber>885717</ColorNumber>
<StyleName>Brabourne</StyleName>
<ColorName>Jersey</ColorName>
<Quantity>1</Quantity>
</SampleLine>
<SampleLine>
<OverviewDocUnID>PXP01-8509052</OverviewDocUnID>
<Brand>Bentley Mills</Brand>
<StyleNumber>8RA24</StyleNumber>
<ColorNumber>885723</ColorNumber>
<StyleName>Brabourne</StyleName>
<ColorName>Campbeltown</ColorName>
<Quantity>1</Quantity>
</SampleLine>
</SampleOrderDetails>
</SampleOrderTSC>

**END EXAMPLE**
  
```

Order Status from Legacy System

```

**EXAMPLE**

<?xml version="1.0" encoding="UTF-8"?>
<WebOrderStatusUpdate>
<Line>
<Source>TSC</Source>
<WebOrder>30378</WebOrder>
<UNID>SXG00-19906923</UNID>
<Color>3600</Color>
<Status>BO</Status>
<ShippingNotes/>
</Line>
</WebOrderStatusUpdate>

**END EXAMPLE**
  
```

Inventory

Initially inventory will be approximately 50 SKUs for room in a box (samples will have a separate set of SKUs) and 10 SKUs for rug in a box. Inventory may be accessed by the customer or a CSR on the FLOR website. Inventories are determined by dye lots and controlled and updated by FLOR warehouse employees. The customer and the CSR should ascertain from the website that (1) the product is indeed in stock and (2) the actual number of tiles requested by the customer are available for purchase. The number of tiles displayed to the user should be the dye lot with the most tiles available for shipment. So, for example, if a

there is only one dye lot in the warehouse then the number of those tiles available should be posted. If there are numerous dye lots the dye lot with the highest number should be posted. If an order can be fulfilled using a dye lot that has less in it than the posted lot then tiles should be shipped using that lot. When items are placed in a cart they are removed from availability for twenty minutes or until purchase. If the cart is abandoned inventory is updated with the tiles that were in the cart after the twenty minutes has expired.

Shipping

UPS will handle all of Interface Flor's shipping needs. UPS offers web tracking to the consumer and "easy" returns. The user should be made aware throughout the site as to what shipping entails and that large orders become cumbersome. If a shipment is too large to deliver unannounced UPS will call the customer to arrange a drop-off time. Some shipping cost could be hidden in the product and also in "handling" fees.

1DA: UPS Next Day Air
1DM: UPS Next Day Air Early AM
1DP: UPS Next Day Air Saver
2DA: UPS 2nd Day Air
2DM: UPS 2nd Day Air A.M.
3DS: UPS 3 Day Select
GNDCOM: UPS Ground Commercial
GNDRES: UPS Ground Residential PERD

Returns

Interface Flor should do its best to limit returns through marketing copy, shipping alerts at checkout, and sample tiles. However, there will be returns and Interface, initially, should take back any product no questions asked for a full refund. To limit the costliness of shipping some shipping costs could be hidden in the product price. When a product is returned an RMA number is provided and UPS will pick up the shipment from the customer's location.

Affiliates

The ecommerce platform will offer a fast and easy way to credit referrers and affiliates with sales recommendations to the Flor web site. If an affiliate makes a catalog sale to a home user but the user wants to purchase over the web the customer may enter, at checkout, the affiliate number on the catalog to give that agent credit for the sale.

Integration and Development

Hosting and Servers

Hosting possibilities include integrating with Interface Inc.'s existing hosting solution. The Interchange eCommerce Platform requires a server with the Linux Operating System installed.

eCommerce/SKU Catalog

The FLOR SKU database of approximately 50 SKUs (Flor To Wall) and 10 SKUs (Area Flor) initially will be uploaded to the Interchange (IC) database using a tab delimited flat file. The flat file will auto-populate the IC database, and can be updated and expanded at any time. The process is designed to be simple and easy.

SKU Properties/Metadata

****EXAMPLE****

ProductNum: 1462902500
Product name: Fast Forward
ColorNum: 3680
Color name: Ocean
Backing name: GlasBac® Tile
Thumbnail: ..\Images\Thumbnail\146293680.jpg
Fullsize: ..\Images\Fullsize\146293680.jpg
OverviewDocUNID: SXJ02-27789398
USSize: 19.69 in x x 19.69
MtrcSize: 50 cm x x 50 cm
BusUnit: Interface Flor
NumOfColors: 3
SoilForDisplay: Soil/Stain Protection
SoilProtection: Protekt©~®
AntiMicrobial: |(AATCC 138 Washed) (AATCC 174 Parts 2&3) Intersept®
PreCoat:
Reinforcement:
USGauge: 1/12 in
MtrcGauge: 47.2 ends/10 cm
USHeight: .15
MtrcHeight: 3.8
USStitches: 9
MtrcStitches: 35.433
USTufts:
MtrcTufts:
USDensity: 5846
MtrcDensity:
USCshnDensity:
MtrcCshnDensity:
USTtlWeight: 142
MtrcTtlWeight: 4815
USTtlThickness: .27
MtrcTtlThickness: 6.858
USHeightHigh:
MtrcHeightHigh:
USHeightMedium:
MtrcHeightMedium:
USHeightLow:
MtrcHeightLow:
MtrcYarnWeight: 576
USYarnWeight: 17
USYarnWeightDesc: 20 oz & below (678g & below)

```
USRepeat:
MtrcRepeat:
RadiantPanel: (ASTM E-648) Class 1
HotMetalNut:
RadiantPanel2:
T_2:
T_1_3:
Flammability:
SmokeDev:
FlameSpread:
SmokeDensity: (ASTM E-662)
T: £
T_1_1: 450
LightFastness: (AATCC 16 - E)
T_1: ©-
T_1_2: 4.0 @ 60 AFU's
Static: (AATCC - 134) < 3 KV
DimStability: AACHEN Din 54318 < .10%
Boptions: GlasBac® Tile
Warranty: Tile
ProductType: Tile
QuickShip: No
CarpetType: Tile
Collection:
Construction:
PatternWords:
PatternScale:
ProductStatus: Standard
TileTypes: N
YarnSys: Solutia™ Ultron® ReNew

**END EXAMPLE**
```

Interchange (IC) eCommerce System

Interface Flor requires a reliable technology platform to enable the company to conduct business on the Internet. To meet the aggressive time frame for website launch, Groxis will develop, test, deliver and implement an e-commerce platform initially using Interchange (IC) to facilitate commerce. IC runs on a Linux server and can be accessed via a password protected web site by any authorized FLOR employee. The site's administrator may further limit access to FLOR employees by creating users and groups with varied permissions. Two components are required to augment IC in order to begin taking web payments:

Merchant Account

FLOR will need a merchant account with a credit card transaction processor plug-in such as Authorize.net or Signio.

SSL Certificate

An SSL certificate is required in order to have secure encrypted transactions. The certificate may be acquired through Verisign.

Overview of the Interchange System

FLOR Administration

1. General FLOR eCommerce info
Various information on the catalog and Interchange installation can be found in this area. Of particular interest are:
 - a. Active Sessions: Here you can select an active session and see all the information Interchange has on currently active Web site visitors, including Administrators.
 - b. Database Information: This lists all the Perl database access modules installed on the server and available for Interchange.
 - c. Module Information: A list of Perl modules available to Interchange, with comments about affected functionality for those that are missing.
2. Tax table – Create tax table for Troupe County, GA
3. Shipping options (P1 shipping options listed)
 - a. 1DA: UPS Next Day Air
 - b. 1DM: UPS Next Day Air Early AM
 - c. 1DP: UPS Next Day Air Saver
 - d. 2DA: UPS 2nd Day Air
 - e. 2DM: UPS 2nd Day Air A.M.
 - f. 3DS: UPS 3 Day Select
 - g. GNDCOM: UPS Ground Commercial
 - h. GNDRES: UPS Ground Residential PERD
4. Payment Options
 - a. VISA (required)
 - b. Mastercard (required)
 - c. Discover (required)
 - d. American Express (required)
 - e. Diners Club/Other (optional)
 - f. Online Check (optional)
 - g. COD (optional)
 - h. Postal billing (optional)
 - i. Purchase Order (optional)
5. Access
 - a. Create Users and Groups
 - b. Delete Users and Groups
 - c. Set Permissions for Users and Groups
6. Preferences for IC system
7. Access database tables
 - a. Import/Export Data
 - b. Create Spreadsheets
 - c. Create a new entry

Customer Administration

1. View customer lists
 - a. Active
 - b. Inactive
2. View Customer
 - a. Customer Username
 - b. Customer Name

- c. Company
 - d. Home phone
 - e. Work phone
 - f. Email
 - g. Payment type
 - h. Dealer
 - i. Mail lists
 - j. Bill To
 - i. Editable
 - ii. Able to add more than one bill to address
 - k. Ship To
 - i. Editable
 - ii. Able to add more than one bill to address
 - l. Order History
 - i. Order Number
 - ii. Order Date
 - iii. Order Total
 - iv. Order Status
3. Change customer password
 4. Delete customer
 5. Deactivate customer
 6. Create a new customer

Orders

1. View customer's order detail
 - a. Payment Method
 - b. Status
 - c. Product Name
 - d. SKU
 - e. Qty.
 - f. Unit Price
 - g. Discount
 - h. Total
2. Enter order manually on behalf of displayed customer
3. Enter order manually for a new customer
4. View pending orders
 - a. Delete orders
 - b. Archive orders
5. View archived orders
6. Change order status
 - a. New
 - b. Pending
 - c. Shipped
 - d. Partially Shipped
 - e. Back Ordered
 - f. Returned
 - g. Waiting For Credit
 - h. Canceled

Items and Merchandising

1. View item list (SKUs)
2. Edit Item

- a. Short Description
 - b. Product Group
 - c. Category
 - d. Product Price
 - e. Dealer Price
 - f. Product Image
 - g. Product Thumbnail
 - h. Detailed Description
 - i. Weight in pounds
 - j. Gift certificate handling
 - k. Tax
 - l. Specifications
 - m. Installation picture
 - n. Other FLOR specified criteria
3. Create new item
 - a. Same as edit item
 4. Clone Item
 5. Up-sell
 6. Cross-sell
 7. Promotion
 - a. Create a teaser
 - b. Choose promotion category
 - c. Time promotion
 8. Inventory
 - a. Basic inventory alerts
 - b. Exact number display

Reporting

1. Orders
 - a. View stats
 - i. Overall by month
 - ii. By day for this month
 - iii. Individual orders this month
 - b. View stats for any period of time
2. Site statistics and reporting
 - a. View stats
 - i. Overall by month
 - ii. By day for this month
 - b. View stats for any period of time
3. Create custom reports

Content Management

1. Create multiple templates for HTML output (customizable to **ANY** look)
2. Upload HTML pages
3. Dynamic pages
 - a. Product pages
 - b. Corporate pages
4. Code supported
 - a. HTML
 - b. CSS
 - c. Javascript
 - d. Dynamic HTML

e. And more...

Interface Flor Front-End

Marketing (Copy and Graphics)

The home page and the entire site for that matter should reflect the values of the Interface organization it should be clean, professional, easy to use, engaging, and eCommerce friendly while still maintaining a high-end catalog feel. At no time should the customer feel uncomfortable about the buying experience or the credentials of the organization.

Content Copy

Generally copy should be kept brief but concise and creative. People on the web do not like to read a lot of marketing copy. Pages that do require the most content should be kept around 3-4 paragraphs long. The tone of the copy should be:

Friendly Not Cold — Copy should have an air of friendliness as if Mr. Colando, himself, were in the site speaking to the customer directly. Here is an example of the difference between friendly and cold: “Installing Flor tile is simple and hassle-free using our comprehensive step-by-step guide.” Vs. “Use this guide to install Flor tile properly.”

“Knowledgeable” Not Uninformed — Copy should sound intelligent and knowledgeable about the product, business, and industry. The consumer needs to feel that the company knows what it is doing and is not trying to push sub-par products and services. Bottom line is the consumer needs to feel good about spending their money on Flor product. Here is an example of the difference between knowledgeable and uninformed: “Flor tile is made from the finest most durable materials using advanced manufacturing techniques.” Vs. “We make carpet tile for the home.”

Precise Not Confusing — Precision is key to understanding. Introducing a new product concept to the consumer market is a challenge for any company. To alleviate any misconceptions of the product by the consumer precision in phrasing concepts is paramount. Here is an example of the difference between being precise not confusing: “Carpet tile is a new concept for the home. We are sure you will be pleased with your product but if you are a first time buyer we strongly urge you to order samples before placing an order.” Vs. “Carpet tile is a new concept for the home and we are sure you will be pleased with your samples or purchase.”

Brief Not Wordy — The consumer, generally, does not like to read a lot of fluffy marketing content—they want to know the facts and see the product. Being brief yet concise and creative with copy allows the customer to get to the end-purchase faster. Here is an example of the difference between being brief not wordy: “Flor hair tile with its quirky retro flair has fast become one of our best selling carpet tiles.” Vs. “Flor hair tile has become one of our best selling carpet tiles due in part to its quirky retro flair and design professional acceptance.”

Proponent Not “Used Car Sales” — The copy should be a “champion” for Flor not a “salesman”. Here is an example of the difference between being proponent not a salesman: “Flor tile is designed to look attractive in any space and configuration.

There are many styles and colors to choose from with endless possibilities.” Vs. “If you install Flor tile in your home you will be the envy of all your neighbors. We guarantee you will love this product.”

These are just some ideas to keep the tone of the site copy on track. When creating content for the site remembering these concepts will help in creating a cohesive site. Precise creativity!

Design and Graphics

Graphics such as photos, diagrams, and general eye-candy should support and augment the copy and overall site messaging. Design should be clean, simple, and high-end geared toward catalog e-commerce — think *Design Within Reach*, meets *Apple*, meets *Pottery Barn*.

Left Side:
Grokker catalog



Right Side:
Web pages, product
information, filters,
e-commerce

Grokker Catalog

A key component to the consumer experience, the Grokker carpet tile catalog engine (zooming space) will always be present on the FLOR Web site. Only carpet tiles will be rendered in the catalog zooming space using squares and actual tile images (jpgs). The customer has complete control over the catalog from zooming in and out of the tiles to temporarily filtering tiles out of view. If a user clicks, in the zooming space, on a tile the tile is focused for the user and the details (review) of that particular product are presented to the customer.

Map Contents

The map could be called “Flor Showroom” and contain categories such as the ones listed below.

- Featured — 4-8 featured products
- What’s New — the latest tiles recently added to the FLOR catalog
- Various Categories (TBD) — Tile categories and sub-categories need to be ironed out
- My Picks — an empty container where customers can drag and drop tiles of interest for keeping until their session is over on the site. This node should never be filtered out. No matter how many filters have been applied, this node nor its contents should ever be filtered out. When a customer filters they need to be able to drag and drop into My Picks at any given moment. (version 1.5)
- Installation Pics — a picture repository of and for professional and customer installs

Grokker Filters

Filters allow customers to narrow their focus onto a particular sub-set of tiles quickly and efficiently using intuitive tools. See *Online Catalog Tools and Display* for more information.

Catalog Items

When the user clicks on a tile found in the map, the Tile Inspector section is shown giving the user all of the metadata associated with a carpet tile. See *Online Catalog Tools and Display* for more information.

“Home Page” and Flor Information

“Home” page feel (Flor in a box?)

The home page sets the tone for the entire site and gives the customer instant feelings about the company. The home page and the entire site for that matter should be clean, professional, easy to use, engaging, and eCommerce friendly while still maintaining a high-end catalog feel. At no time should the customer feel uncomfortable about the buying experience or the credentials of the organization. Most home pages have a main feature then there are sub-features that lead the user to other areas of the site where Flor may want to direct the user. The main feature of the Flor site could be the notion of “Flooring in a box.” Flor could introduce this idea through creative lead-in copy and stylized graphics. **NOTE:** Do not allow the information to go below the “fold”. The user should not have to scroll to see the entire home page.

“Demo”

The demo could be an animation, movie, or some other graphic representation of the how tiles work and what they are. The demo could be integrated somehow into the main feature if needed to conserve home page real estate for other items.

“Rolls vs. Tiles”

The notion of carpet tiles will probably be foreign to most home consumers. Copy and creative graphics will be needed to make the distinction between self-installation tiles and the wait and make an appointment installation method. This notion can also be wrapped into the main feature or demo section if needed to conserve page real estate.

Order Catalog

The customer should be aware that there is a printed catalog available if they are interested in more information on Flor carpet tiles. Customers may request a catalog via an online web form.

Links

Links are other pages within the Flor site that are not product or e-commerce specific. Below are some suggested links/pages to consider.

Company

Any information about Flor should go here including such items as company background, employment, resellers, etc.

Legal Information

Describes terms and use of the Interface Flor. It also includes copyright information, trademarks, reservation of rights, general disclaimer, patents, etc.

Privacy

The privacy policy outlines Interface Flor's policy towards the individual user of the website. The policy covers treatment of Personal Information that Interface gathers when the user accesses the website.

Online Catalog Tools and Display

There are approximately 50 SKUs available for site launch. Each tile will be given a new name, color, and SKU. Each carpet tile SKU will have an associated sample tile SKU. Using the Groxis catalog engine users may explore the catalog freely. As the user explores the Flor catalog they may choose to enhance their interaction using tools.

Catalog Filters

Filters allow customers to narrow their focus onto a particular sub-set of tiles quickly and efficiently. The design and copy of this page should focus on maximum simplicity and clarity. The customer may use one or more of the filters described below to control the tile options in the zooming space:

- Dominant Color — slider
- Accent Color — slider
- Pattern — icon push buttons
- Pattern Size — icon push buttons
- Layout Options — icon push buttons
- Fit Size — icon push buttons
- Other FLOR specified criteria — TBD

Filtering method should be set to compact so that all products that do not match the filter's criteria are temporarily removed and relevant tiles are redrawn and scaled to fill the zooming space. Turning filters on and off should be obvious to the customer. Iconic push buttons instead of checkboxes should be used in front of each filter.



When a filter, for example a slider knob, is clicked on before the filter is turned on the filter will turn on automatically.

(Review)

The Tile Inspector section displays all of the metadata associated with a carpet tile. When a customer selects a carpet tile in the zooming space they are shown all of its attributes in a nicely designed dynamic web page. The dynamic web page will be shared by all Flor to Wall and Area Flor SKUs. The copy should be minimal with the tile's attributes doing most of the talking. A customer may add an item to their cart at this point. When a carpet tile is clicked on in the map the review section should show automatically.

- Review details
 - FLOR designated metadata (can show all or some)
 - Carpet tile in a setting photo
 - Carpet tile "feel" photo (the customer can't touch the tile so some consideration should be taken to give the customer some idea about the tile and how it may feel, look, etc.)

- Configure button jumping user to configuration tool (v1.5)
- Add to Cart functionality (SKU and quantity information will pass to the cart)
- Order sample functionality (sample information will pass to the cart with no price or quantity)

Flor In a Box

Generally copy should be kept brief but concise and creative. Graphics such as photos, diagrams, and general eye-candy should support and augment the copy and overall site messaging.

About/Introduction

Copy describes the concept of “Flor in a Box” with lead-ins to the other sub-sections: Flor to Wall and Area Flor. Other items to include (approximately 2-3 paragraphs):

- High-end modern design made available for the home consumer (dwr.com)
- Photos of tiles
 - In a setting
 - How it may “feel”

Links

Area Flor

This section gives a brief overview of how Flor can be used to create area rugs. Explains how many tiles a customer should buy to create different size rugs from their own choices. Also explains that there are pre-configured and packaged area rugs.

Flor to Wall

This section gives a brief overview of how Flor can be used for wall to wall carpeting.

Ideas

Copy describes how the tiles may be used in the home (kitchen, garage, living room, etc.), in a SOHO, on the wall. The copy also describes at a high level configuration ideas for Area Flor and Flor to Wall. This main section can be one overview page with sub-links to:

Area Flor Ideas

Copy describes how the tiles may be configured using diagrams and creative photography.

Ideas for Flor to Wall

Copy describes how the tiles may be configured using diagrams and creative photography.

Gallery

The gallery section shows Flor in room settings. This section is mostly photography with reference to the tiles used in the photography. Grokker will play in an important role in maintaining and displaying the gallery library. Gallery showcases Flor sanctioned imagery and customer imagery alike.

How To...

The How To... section basically replaces the Help section from the previous site map. This section, in a user-friendly way gives information ranging from How to install Flor to How to recycle Flor. This section introduces and explains the items below. Some of the list items may link to more information.

How do I install Flor?

This section should have a slightly more technical flair to it but not too technical where the consumer is turned off. Using info-graphics and smart easy-to-read copy is the key to describing how the tiles should be installed based on surface (concrete, linoleum, etc.). Copy can run as long as needed but brief instructions are always preferred. Key points to touch on are installing Flor with hard angles and corners, on concrete, on hardwood floors, on linoleum, etc. Also explain the tools required for the job, if any. This section can link to its own page.

How do I take care of Flor?

Copy describes how the tiles should be cared for, cleaned, maintained, and include information on recommended cleaning solutions, stain resisters, etc. (3-4 paragraphs). **Note:** play-up modularity – play-down general task. This section can link to its own page if needed.

Does Flor offer design help?

This section can explain the services Flor offers as it pertains to helping the customer choose a Flor solution. This may not need a more link to a separate page.

How can I recycle Flor?

Explain Flor's commitment to the environment and how the customer can help by recycling unused/old tiles. This section will need a more link to a separate page in the Customer Service Section.

My Account

Register/Log In

The customer may log-in to the interchange system using an existing user account or they may create a new account with FLOR. It is not necessary to register to complete a purchase.

Cart

Any customer may access their cart at any time. The customer is given feedback on their current session on the FLOR site. If there are items in the cart the user may delete the item or change the quantity. From this point the user may proceed to checkout.

Checkout

The customer may checkout using one of two methods:

Credit Card

The customer may checkout without being registered. Items in the cart are totaled including, shipping and tax. At this point the user may change quantities, delete items, or change shipping method. As the user proceeds they will be prompted to enter their billing,

shipping, and credit card information. If they are pre-existing users and logged-in all of this information will be filled-in automatically with the exception of the credit card number. When the order is placed an e-receipt is issued and an email receipt is sent (see **Appendix A** for more order flow information).

CC options: VISA, Mastercard, Discover, American Express
Long term: Purchase Order

Customer Profile

The FLOR customer has direct access to their secure password protected FLOR account. Through their secure account they may edit and store information such as multiple shipping addresses, multiple billing accounts, and password information. If the customer does not have an account they may create their own from the site.

Saved Carts

An existing customer may save one or multiple carts that can later be recalled for purchase.

Order History

Order history lets the customer have access to:

- Status
- Tracking information (UPS Track #)
- Returns
- Cancellations – Customers may only cancel orders that have not shipped via the web. For the order has shipped and they wish to cancel they must call a CSR.

Returns

A customer may return an item via the FLOR site. When a product is returned an RMA number is provided and UPS will pick up the shipment from the customer's location (see **Appendix A** for more order flow information).

Customer Service

Help documentation is important for this site for two important reasons (1) the product is a shift in conventional ideas about carpet and (2) the catalog system is a shift in conventional web/catalog design. Some help items to consider:

- Contacts
- Catalog
- Ordering
- Shipping
- FAQ
- Returns
- Cancellations
- Installation
 - Tools
 - Adhesives
- Care and Maintenance
- Carpet terms (glossary)
- And more...

About

Corporate backgrounder that should highlight years in business, parent company, and commitment to the environment. (One page)

Order Catalog

This section has a web form for customers to order the catalog and have it mailed to their house. Another option is to have a .pdf available for download so the customer can have it on their desktop and also print it out.

Contact

Customers should have access to various points of contact within the organization. The ecommerce platform will offer several methods of access to the Interface Flor customer services. These include:

- Customer Service
- Sales
- Designers
- Catalog Order
- Phone Order
- Location
- Media
- Partners/Resellers
- And more...

Policy Information

Links to all of Flor's policies (separate pages) like legal, privacy, shipping, returns, etc.

Phase One – InterfaceFlor.com “Versioning”

Version 0.5 – eCommerce Back-end and “Splash” Screen

To start with a splash/coming soon page should be put up on interfaceflor.com as soon as possible. This should be about one page and the copy can be “stealth” if we don't want to give away exactly what we are trying to do. We should also be mining user registrations to let them know when the site is launching. Registration incentives could be a digital coupon to use on carpet tiles on the FLOR site.

The Interchange system should be set up as soon as possible and loaded with all of the proper product information. IC will connect to Interface's back office systems and allow Sales Associates or CSRs to take phone and mail orders and manually enter them in the IC system.

Version 1.0 – Interfaceflor.com Public Launch

Interface Flor's launch consists of all of the items listed in this document. See the Interface Flor Project spreadsheet for further details.

Phase Two – The Sample Center Overhaul

Introduction

The second phase of the Interface project is the start of implementing a unified system across all of Interface's business units. With the successful completion of the interfaceflor.com site the Sample Center (SC) will be re-developed using the Groxis catalog engine. The items outlined in this section have not been discussed in great detail and therefore are extremely high-level and may not be entirely correct.

Customer Profile

The Sample Center's target customers are professionals in the industry and include interior designers, sales associates, and installers who work on any size carpet installation.

The Sample Center Requirements and Objectives

Project Objectives

- Create a revamped, state-of-the-art, seamless Sample Center website that will greatly improve the division's profile while increasing sales force productivity.
- Integrate Groxis with the enterprise e-commerce platform.

Business Requirements

e-Commerce Solution

The sample center does not require an eCommerce solution but the business units should become more unified so a comprehensive and scalable eCommerce/CRM solution should be sought and implemented such as Blue Martini.

Groxis-Powered Modular Business Catalog

The Groxis visual mapping capabilities will be embedded within the Sample Center website. The new site will evoke the essence of the Interface Brand. Subject category development for the carpet sector Groxis will work with Interface to define the terminology associated with their industry and the organizing principles that facilitate business between customers and partners. This terminology will be packaged into a taxonomy that will allow Interface Flor to further customize the Groxis mapping software to use data filtering with industry specific terminology for maximum relevance of the content search and navigation.

Sample Center Site Map

1. Home
 - a. Marketing side
 - i. "Home" page feel
 - ii. Links to other corporate type sections such as about, contact, legal, privacy, policies, etc.
 - b. Zooming space side (always present)
 - i. Only products will be mapped

- ii. Square layout with different sections, the whole map could be called "Sample Center Showroom". Other container nodes could be
 - 1. Featured
 - 2. What's New
 - 3. Products – broken out by group
- 2. Catalog
 - a. Tile Finder (Filters)
 - b. Tile Inspector (review)
 - i. Image of tile
 - ii. Add to cart (samples)
 - iii. Details
 - c. Configuration tool
- 3. My Flor
 - a. Register/Log In
 - b. Cart
 - c. Checkout
 - d. Customer Profile
 - i. Shipping Addresses
 - ii. Billing Address
 - iii. Change Password
 - e. Saved Carts
 - f. Order History
 - g. Returns
- 4. Help
 - a. Site Map
 - b. Customer Service
 - c. Ordering
 - d. Shipping
 - e. FAQ
 - f. Returns
- 5. Contact
 - a. Customer Service
 - b. Sales
 - c. Designers
 - d. Location

Back Office Integration

Groxis will work closely with Interface IT staff to develop the necessary plug-in software modules to accurately extract the enterprise data from existing data sources such as the Interface AS/400s, Lotus Domino and Notes servers, SQL databases, and hierarchical file systems of documents and images.

Exclusive Technology

In order for Interface to effectively leverage the opportunities that the Groxis technology represents to the company, Groxis will grant Interface a 2 year exclusivity as defined separately in the Exclusivity Agreement. The spirit of this agreement will enable Interface to move freely as the sole Groxis affiliate and licensee for the commercial furnishings industry.

Integration and Development

Hosting and Servers

The Sample Center will remain hosted at Qwest, unless Interface determines another service to be more suitable to their expanded e-business initiatives. Groxis will advise and assist in this consideration as necessary.

Marketing (Copy and Graphics)

The home page and the entire site for that matter should reflect the values of the Interface organization it should be clean, professional, easy to use, engaging, and eCommerce friendly while still maintaining a high-end catalog feel. At no time should the customer feel uncomfortable about the buying experience or the credentials of the organization. Generally copy should be kept brief but concise and creative. Graphics such as photos, diagrams, and general eye-candy should support and augment the copy and overall site messaging.

Sample Center Front-End

Grokker

The Groxis catalog component (zooming space) will always be present on the SC Web site. Only carpet tiles will be rendered in the catalog zooming space using squares and actual tile images (jpgs). The map could be called "Sample Center Showroom". Other container nodes could be "Featured" with 4-8 featured products and "What's New" with the latest tiles recently added to the SC catalog. The customer has complete control over the catalog from zooming in and out of the tiles to temporarily filtering tiles out of view. If a user clicks, in the zooming space, on a tile the tile is focused for the user and the details (review) of that particular product are presented to the customer.

Filters

Filters allow customers to narrow their focus onto a particular sub-set of tiles quickly and efficiently. The filtering system should be similar to that of the Grokker Pro using dynamic stacking filtering.

Review

The review section displays all of the metadata associated with a carpet tile. When a customer selects a carpet tile in the zooming space they are shown all of its attributes.

"Home Page" and Sample Center Information

"Home" page feel

The home page sets the tone for the entire site and gives the customer instant feelings about the company. The home page and the entire site for that matter should be clean, professional, easy to use, engaging, and eCommerce friendly while still maintaining a high-end catalog feel. At no time should the customer feel uncomfortable about the buying experience or the credentials of the organization. **NOTE:** Do not allow the information to go below the "fold". The user should not have to scroll to see the entire home page.

Links

Company

Any information about SC should go here including such items as company background, employment, resellers, etc.

Legal Information

Describes terms and use of the SC site. It also includes copyright information, trademarks, reservation of rights, general disclaimer, patents, etc.

Privacy

The privacy policy outlines SC's policy towards the individual user of the website. The policy covers treatment of Personal Information that Interface gathers when the user accesses the website.

Catalog

Using the Groxis catalog engine users may explore the catalog freely.

Tile Finder (Filters)

Filters allow customers to narrow their focus onto a particular sub-set of tiles quickly and efficiently. The filtering system should be similar to that of the Grokker Pro using dynamic stacking filtering.

Tile Inspector (review)

The review section displays all of the metadata associated with a carpet tile. When a customer selects a carpet tile in the zooming space the customer can:

- Review details
 - FLOR designated metadata (can show all or some)
 - Carpet tile in a setting photo
 - Carpet tile "feel" photo (the customer can't touch the tile so some consideration should be taken to give the customer some idea about the tile and how it may feel, look, etc.)
- Configure button jumping user to configuration tool
- Order sample functionality (sample information will pass to the cart with no price or quantity)

Configuration Tool

The tool initially will be a calculator. Eventually this tool will expand to be more robust using software from companies such as Apso. The calculator should let the user know these things:

- Display of carpet tile in a setting
- Change setting
- Change tile orientation

My Floor (different from Interface Flor's system)

A commerce system is already in operation. Groxis will evaluate the efficiency and effectiveness of this system, to either Integrate with the existing technology or utilize similar

technology developed for Interface Flor for tighter integration with the enterprise-wide e-business platform.

Help

Help documentation is important for this site because the catalog system is a shift in conventional web/catalog design. Some help items to consider:

- Site Map
- Customer Service
- Catalog FAQ
- Filtering
- Review
- Configuration
- Ordering
- Shipping
- FAQ
- Returns
- And more...

Contact

Customers should have access to various points of contact within the organization. The ecommerce platform will offer several methods of access to the Interface Flor customer services. These include:

- Customer Service
- Sales
- Designers
- Location
- And more...

Affiliates

The ecommerce platform will offer a fast and easy way to credit referrers and affiliates with sales recommendations to the Flor web site. If an affiliate makes a catalog sale to a home user but the user wants to purchase over the web the customer may enter, at checkout, the affiliate number on the catalog to give that agent credit for the sale.

Campaign Management

A unified eCommerce/CRM solution needs to be implemented such as Blue Martini. Groxis will consult, advise, and assist in the selection and integration of the necessary solution to deliver the requirements defined by Interface.

Phase Three - Sales/Marketing, Product Research, and Communication Tool

Introduction

The third phase of the Interface project is to create a sales/marketing, product research, and communication tool. This phase of the project is a downloadable Groxis application available to all authorized Interface employees. The application will include all necessary plug-ins to access all of Interface's carpet resources. The application tool could be used by anyone at Interface from sales people in the field to customer service representatives, and designers alike.

Project Objectives

- The Groxis team will work with Interface to identify requirements from the sales organization
- Groxis will enable the sales force to more effectively research product and market information
- Groxis will enable the sales force to create custom product solutions and presentations for their customers
- Groxis will enable the sales force to communicate with Sales/Marketing management to access vital product and customer information

Grokker Desktop Application

The Application will be made available for download from a secure website either hosted by Groxis or by Interface. With the correct login, password, and registration code any authorized Interface employee may use the application freely from his/her own computer. The application will include:

- Lotus Domino/Notes Plug-in
- Grokker Application Features
 - Search
 - Mapping
 - Filtering (Dynamic/Stacking)
 - Review
 - Adjust
 - Configuration Tool
 - Edit
 - Save and Collaborate

Installation and Training

Groxis will deploy members of its technical staff specifically trained to install, configure and deploy its software across the Interface organization. Additionally, the team will provide on-site training to Interface staff members, and equip them with the Getting Started kit to help train others on using the Groxis software to its full potential.

Phase Four - Interface-Branded Custom Groxis Enterprise Software

Introduction

The fourth phase of the Interface project is a continuation of the third phase. The intent of this phase is to create a customized and Interface branded sales/marketing, product research, and communication tool for Interface and its partners. This phase of the project is a downloadable Groxis application available to all authorized Interface employees and its partners. The application will include all necessary plug-ins to access all of Interface's carpet resources And plug-ins that access partner's information such as Steelcase and Herman Miller. Any authorized partner or Interface employee from sales people in the field to customer service representatives, and designers could use the application tool alike.

Project Objectives

- Groxis will customize its client mapping and presentation software to enable Interface to offer business partners, specifiers, architects, and customers an Interface-branded application
- Groxis will participate in training and education programs with Interface clients, at trade shows or other venues that will best maximize Interface's customer relations efforts

Grokker Desktop Application

The Application will be made available for download from a secure website either hosted by Groxis or by Interface. With the correct login, password, and registration code any authorized Interface employee may use the application freely from his/her own computer. The application will include:

- Lotus Domino/Notes Plug-ins
- Partner Plug-ins
- Grokker Application Features
 - Search
 - Mapping
 - Filtering (Dynamic/Stacking)
 - Review
 - Adjust
 - Configuration Tool
 - Edit
 - Save and Collaborate

Training

Groxis will participate in training and education programs with Interface clients at trade shows or other venues that will best maximize Interface's customer relation efforts.

Appendix B: Site Map

