System Technical Requirements

- High-speed Internet access

- Microsoft® Internet Explorer® 6.0 or greater

- An HTML editor for editing pages on your site; we recommend Microsoft® Expressions® Web, Microsoft® SharePoint® Designer and Microsoft® FrontPage®

- An image editor to crop and resize images; for example, Adobe® Photoshop® Elements

Advanced Users

- Microsoft® Visual Web Developer® 2008 Express Edition

- Adobe® Photoshop® PS3

- Mozilla Firefox® 2 or greater, with Firebug plugin installed

WebPRISM gives you a complete solution for building an online presence:

- Customer-focused Program Features

- Flexible and Reliable

- Easy to Navigate

- State-of-the Art Hosting Environment

To find out more about WebPRISM, contact us at:

800-869-0366

Nebraska Book Company

Business solutions for the college bookstore

4700 South 19th Street
Lincoln, NE 68512
800.869.0366
Fax: 800.869.0399
nebook.com

NBC WebPRISM™

It is no secret why more than **600 bookstores nationwide** (and growing) use WebPRISM to power their Web sites and help minimize the impact of online competition.

Nebraska Book Company offers the most complete e-commerce solution available with the technology, support, knowledge and vision to help your store succeed online, now and into the future.

As the engine that drives our e-commerce solution, WebPRISM is simply the most affordable and effective Web offering available to college bookstores. It is also the most completely integrated solution, seamlessly tying into your back-office system and integrating with POS and inventory control.

Couple our WebPRISM software with NBC's CampusHub® — providing awarding-winning support, world-class hosting center and a forward-thinking product development staff — and you have the perfect solution to catapult your bookstore on to the list of your shoppers' preferred Web sites.

With WebPRISM, your site stays in sync with your visitors' needs

We invest the time to ensure that our products and services closely meet the needs of the individuals visiting your online store. Whether your target customer is a student, faculty member, alumnus or simply a sports fan, we are committed to understanding the unique needs of each demographic. You can rest assured visitors to your WebPRISM site are more satisfied shoppers, likely to return for repeat business.

Below are some of the unique products and features available to all our bookstore customers:

ONLINE FACULTY ADOPTIONS *lets faculty quickly and easily enter adoptions online, at any time, driving value for your bookstore and your student shoppers. This newly developed, streamlined system will promote timely adoptions and reduce management through full integration with NBC's inventory control systems. It is easier than ever to ensure textbooks are available for sale when needed and to help students realize better prices for re-adopted textbooks.*

ONLINE BUYBACK *makes it simple and efficient for students to sell back their books. Features include printable price quotes, peer-to-peer classified listings and e-mail or text message alerts. This tool keeps students better informed and gives them a way to see what prices you will pay for the books they have. They will know they can trust the transaction, without surprises at the book buy counter, and this equals more satisfied customers.*

TEXTBOOK EXPRESS *lets students view required books and order them online in the most efficient way available, all with a single click. When students register for classes online, they can easily retrieve a shopping basket full of every book they need, making shopping for books a breeze. By providing this simplified shopping experience, you promote complete fulfillment by your store and can offer student customers a valuable convenience.*

ADVANCED MERCHANDISING FUNCTIONALITY *effortlessly boosts sales by promoting popular products, featuring any number of identified items, upselling visitors based on prior purchases and even cross-selling related products. The best part: WebPRISM's Auto-Merchandising Engine does all the work for you, keeping your site fresh and freeing you to focus on your in-store challenges.*

FULL PROMOTIONAL CAPABILITY *is provided as part of the WebPRISM product at no additional cost. This compelling functionally provides the most extensive in-cart coupon code management available in the industry, along with opt-in e-mail list management capability. The system allows for the individual or mass generation of coupon codes — all the way down to the item level. Run promotions to discount shipping or create a single-use coupon available to only an elite group of return customers. You can also e-mail coupon codes to your customers easily from within WebPRISM.*

TEXTBOOK PREORDERS *provide students the opportunity to reserve textbooks long before the booklist is posted. Managing reservations and quickly turning them into actual orders is simple. In addition, with our new Express Preorders, you can add one-click multi-course instant reservation capability to your site — a sure win with the student body. Let WebPRISM's student-focused reservation system help increase the success of your online reservations.*

CAMPUSHUB TECHNICAL SUPPORT *is a knowledgeable and friendly partner always available to assist in making your Web presence the best it can be. CampusHub is proud to offer top-notch assistance with highly efficient turnaround times. Have an idea for your site, but are not sure where to turn? CampusHub Support is here to answer your questions on customization, interfaces or additional services.*

CAMPUSHUB'S PROFESSIONAL SERVICES *team offers an array of options for your site, including full custom development and creative services, product photography and Web imaging, online merchandising, promotional support and strategic consulting.*

WebPRISM is designed for optimum flexibility and reliability

OPEN WEBPRISM ARCHITECTURE provides a plug-in based, highly flexible, easily modifiable product development platform. Supporting skill sets from beginner to advanced, you control every aspect of your site from the colors to the content. The platform even provides for developing a new site while still using your current site.

CONTENT BLOCK™ LIBRARY simplifies the customization of your site by offering a wide variety of "pre-compiled" blocks of functionality that can easily be dropped into your WebPRISM site to immediately add new functionality with almost no effort. With each WebPRISM release, CampusHub enhances the Content Block library to include new and exciting features.

FULL WEB BROWSER COMPATIBILITY means visitors will never be turned away from your site, regardless of the technology used to access it.

COMPLETE BACK OFFICE INTEGRATION saves time and effort in the bookstore. Whether you use an NBC system or another provider's, textbook and course data flow directly from the back office to your site. If your store uses an NBC system, our total integration provides the most powerful solution in the industry.

INTUITIVE SITE NAVIGATION makes shopping your online store enjoyable. The result of countless hours of focus groups and usability testing, WebPRISM's textbook ordering process is simple and browsing general merchandise has never been easier. While exploring your site, visitors can locate any product at any time by using the fast and always accessible global search.

State-of-the-Art Hosting Environment

HIGH AVAILABILITY SYSTEMS ensure your Web site is ready when your customers are. Using multiple virtual servers, database redundancy, load balancing technology and 24/7 monitoring, CampusHub keeps your site available year-round, day and night. Should one server become unavailable, the system seamlessly reroutes and balances traffic among the large number of remaining systems, allowing your customers an uninterrupted and consistent shopping experience.

STRINGENT SECURITY STANDARDS keep you and your customers safe, guaranteed. Our hosting environment is located in a state-of-the-art secure facility, and we use the latest technology to provide layered security and strong encryption within our systems to protect sensitive information. CampusHub boasts an impressive track record with not a single known security breach since our inception.

MANAGED DOMAINS AND SSL CERTIFICATES means you will never have to worry about renewing that domain or SSL certificate ever again. With the help of industry leaders VeriSign® and Network Solutions®, your domains and certificates are monitored and managed by CampusHub staff.

SECURE DATA TRANSFERS of orders to the associated back office system ensure the highest possible data security.

TOTAL COMPLIANCE is offered in all our solutions. Our hosting center is no exception. We are proud to host our sites in a PCI-compliant, SAS 70-certified facility.