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Introduction

eMarket, a module of Illumia (formerly Transact/CASHNet), lets departments accept online payments for approved products, services, or fees. Customers are directed from a department's website to a customized storefront, where they can choose items and pay by credit card. The system is PCI compliant, and typically funds are automatically posted into the general ledger.

Application Process - How it Works

Departments interested in using this eCommerce solution must complete an eMarket Storefront Application, available in the Our Services section of the [Bursar's Office](#) website. The application asks for details such as the type of payment being collected, the amount, the fund and department ID, the bank account for deposits, and the general ledger account to be used for credit card interchange fees.

The completed application should be submitted to Bursar's Office for review. If approved, a copy is sent electronically to the Accounting Office, where an account number is assigned. The Bursar's Office then notifies the department of approval or denial.

Note: If funds are to be deposited to **Tower Foundation or Research Foundation**, the appropriate Controller must sign the application prior to the Bursar's Office final approval.

What Happens Once Approval is Granted

Bursar's Office Role

The Bursar's Office will:

- Set up a meeting to discuss the store setup and design
- Ask the department to complete the eMarket New Store Setup; this helps with the store layout.
- Asks for the names of staff who will manage the store and handle refunds
- Creates the store in a test environment for review and revisions
- Moves the store from test environment to production after department approval
- Creates department user accounts in the eMarket system
- Provides the department with the storefront URL/QR code

Requesting Department's Role

The department will:

- Complete the eMarket New Store Setup form
- Submit an Operator Request form for staff that will manage or oversee the storefront and issue refunds. (Please note that departments are responsible for processing their own refunds)
- Provide a site logo as well as any images of products or services you wish to display
- Review and thoroughly test the storefront in the test environment for final updates

How to Request User Access

Department storefront owners are required to complete a *CASHNet Operator Request Form* available via DocuSign. Privileges are dependent upon the Operator Group to which they are assigned. Departments are responsible for notifying the Bursar's Office of staffing changes that may require disabling user access.

Approved Products/Services

eMarket storefronts may be used to collect payments for a range of approved products, services, and fees, including but not limited to:

- Conferences
- Donations
- Membership fees
- Event tickets
- Applications and deposits
- Examination or test fees

Note: eMarkets are not intended for payment towards charges on a student's account in PeopleSoft.

Storefront Settings

eMarket Logo/Banner

A banner is a graphic at the top of your storefront page. Departments may use the same banner that appears on their SJSU website for their storefront. Sample banners are provided for reference:



Item Codes & References (inventory and fulfillment)

Each item in a store is assigned an "item code" that includes a printed description, price, and the general ledger (GL) account code where payments are deposited. Additional customer information (such as name, address, and email) can be collected for each item through "reference fields" which may be set as optional or required.

For physical products, a fulfillment setting can be enabled to place orders in a pending status until the department confirms availability. Customers are not charged until the item is fulfilled by the department operator.

eMarkets can also track inventory when limited quantities are available for sale.

Custom Messages

Storefronts allow the addition of custom messages. Custom messages may include explanatory text or modified wording for options within the storefront.

Categories

When a store offers multiple products or services, they can be grouped into categories to improve navigation and ease of use for customers. Categories help organize items in a logical way, making them easier to locate within the storefront. For example, a "Tickets" category may include various types of tickets available for purchase.

Store Scheduler

Stores can be toggled online or offline using the store scheduler. When a store is online, it is visible and accessible to customers; when it is offline, a message is displayed indicating that the site is currently unavailable.

Refunds

Departments are responsible for processing their own refunds. Users with refund rights may process refunds for payments made through their eMarket storefront. Partial refunds are allowed; however, transaction fees are not refundable.

Reports

Users can run reports on storefront activity. Reports can be filtered by specified criteria, and users have the option to download or email reports.

Cost to Departments

The Bursar's Office does not charge departments for setting up eMarket storefronts.

Cost to a department consists solely of interchange rates fees assessed by the banks for processing Visa, MasterCard, AMEX, and Discover credit card transactions. Currently, our credit card processing fee is set at 2.65% of the transactions total. Your department will be charged these fees if you operate out of SJSU's main bank account. If you operate out of a different account/bank, your Accounting Department will work on the reconciliation of such processing fees.

Frequently Asked Questions

- Q. How do I access my department's eMarket? Do I need special software or equipment?**
- A. Departments may access their storefront on any available online browser. No special software or equipment is required.
- Q. How long does it take to get an eMarket ready for production?**
- A. Once an application is approved, a store typically takes 2-3 weeks to be built in the test environment. After testing and validation is confirmed by the department, the Bursar's Office can move the store to production within 2-5 days.
- Q. What if my department operates out of a different bank account?**
- A. We can still accommodate your request for a storefront; however, an automatic feed to the general ledger will not be available. The department may also be responsible for requesting a new Merchant Account to process payments.
- Q. Can I add or delete products/services from my store if I have operator access?**
- A. To add or remove products/services you must email your request to emarkets@sjsu.edu. Items with a different or new GL chart field, will require a storefront application for approval.
- Q. Will we receive training on how to run reports?**
- A. A guide is provided and additional support is available upon request.
- Q. Why doesn't eMarket accept ACH/eCheck payments?**
- A. NACHA regulations require customers to be authenticated when submitting ACH/eCheck payments. This feature is not available via eMarkets.
- Q. Whom do we contact for questions about eMarkets?**
- A. Any questions or concerns should be addressed to emarkets@sjsu.edu .