

# Organisation | Initialisation | Sales Channels

Sales Channels are created at the Institution level.

In this screen, you can activate/suspend a sales channel with immediate effect. The main purpose of this screen is to access the Point of Sale configuration which can be reached by selecting the sales channel and clicking on "Points of Sale".

★ *Sales Channels*

▶ ACTIVATE || SUSPEND ✎ POINTS OF SALE

ORGANISATION	INTERNAL NAME	CODE	INTERNAL	TYPE	STATE	STATUS
👁	Agencia MPJ	AMPJ	yes	Internet B2C	Suspended	Visible
▶ 👁	B2B shop - Test	B2B	yes	Internet B2B	Running	Visible
▶ 👁	Box office - Test	BO	yes	Box office	Running	Visible
▶ 👁	Exclusive ticket shop	EXCL	yes	Internet B2C	Running	Visible
▶ 👁	Goods Shop - Test	GOODS	yes	Goods shop	Running	Visible
▶ 👁	Realtime interface	PILT4T	yes	Realtime interface	Running	Visible
▶ 👁	Resale Platform - Test	C2C	yes	Internet resale platform	Running	Visible
▶ 👁	Ticketshop - Test	B2C	yes	Internet B2C	Running	Visible
▶ 👁 PIA	PIA Box Office	PBO	yes	Box office	Running	Visible
▶ 👁 PIA	PIA Internet	Plnt	yes	Internet B2C	Running	Visible

**Characteristics** => displayed for information. Configuration done at the Institution level

**Points of sale** => Sales channels can have multiple points of sale. This is obvious for box office sales channels where a multiplicity of workstations can be part of the same sales channel, but this is also possible for Internet sales channel because each point of sale is associated to a URL. Creating a point of sale is a mandatory setup to allow sales.



## Italian Certification | Specific behaviour

Italian clients using a Certified S-360 license must adopt point of sales codes according to the following SIAE rules, that impose the first 4 characters according to sales channel type and Institution code.  
The remaining 4 characters are free though still mandatory.

- *Sales channels type: Box office/MOTO/mail*

1	2	3	4	5	6	7	8
P	V	1° Institution code character	2° Institution code character.				

- *Ticketshop*

1	2	3	4	5	6	7	8
C	W	1° Institution code character	2° Institution code character.				

**NB:** Due to Italian law the point of sales code must be kept on the ticket template.

**Overheads grids** => displayed for information. Configuration done at the Institution level

**Storefront** => screen to configure quick access to the more used goods in the store

**Default charges** => [Default simple charges defined at sales channel level](#). More [information here](#)

**From the sales channel =>** Files in SecuTix are created from a sales channel. The default behavior is that any customer logged in on the ticketshop sees the history of all files booked under his name. In this screen, you can restrict files displayed on ticketshop to only files created on a given sales channel. To do this, you need to add the sales channel in the right column as below (in this example, the customer logged in this point of sale will only see files that were created in the Box Office sales channel)

☆ *Sales Channel > Ticketshop - Test*

Display files initiated by

☐ All from the sales channels

☒ List

Origin sales channels

<i>Unassociated</i>		<i>Associated</i>
Agencia MPJ		Box office - Test
B2B shop - Test		
Exclusive ticket shop	➡	
Goods Shop - Test	➡	
MIGRATION - Test	⬅	
Realtime interface		
Resale Platform - Test	⬅	

**Linked Sales Entity =>** One Sales Channel can only be linked with one Sales Entity; but one Sales Entity can be linked with one or several Sales Channels. Sales entity help to manage different TVA rate for a same product mainly matches. When it's sold through different countries. More [information here](#)

**Charges tables =>** charges tables associated to the sales channel and product : displayed for information

**Sales calendars =>** displayed for information. Configuration done in the product (Catalog - Competition - open the product and click on Calendar allocation in the left menu). Sales calendars make the link between event, sale channel and sale period a concert can be sale for example online first.

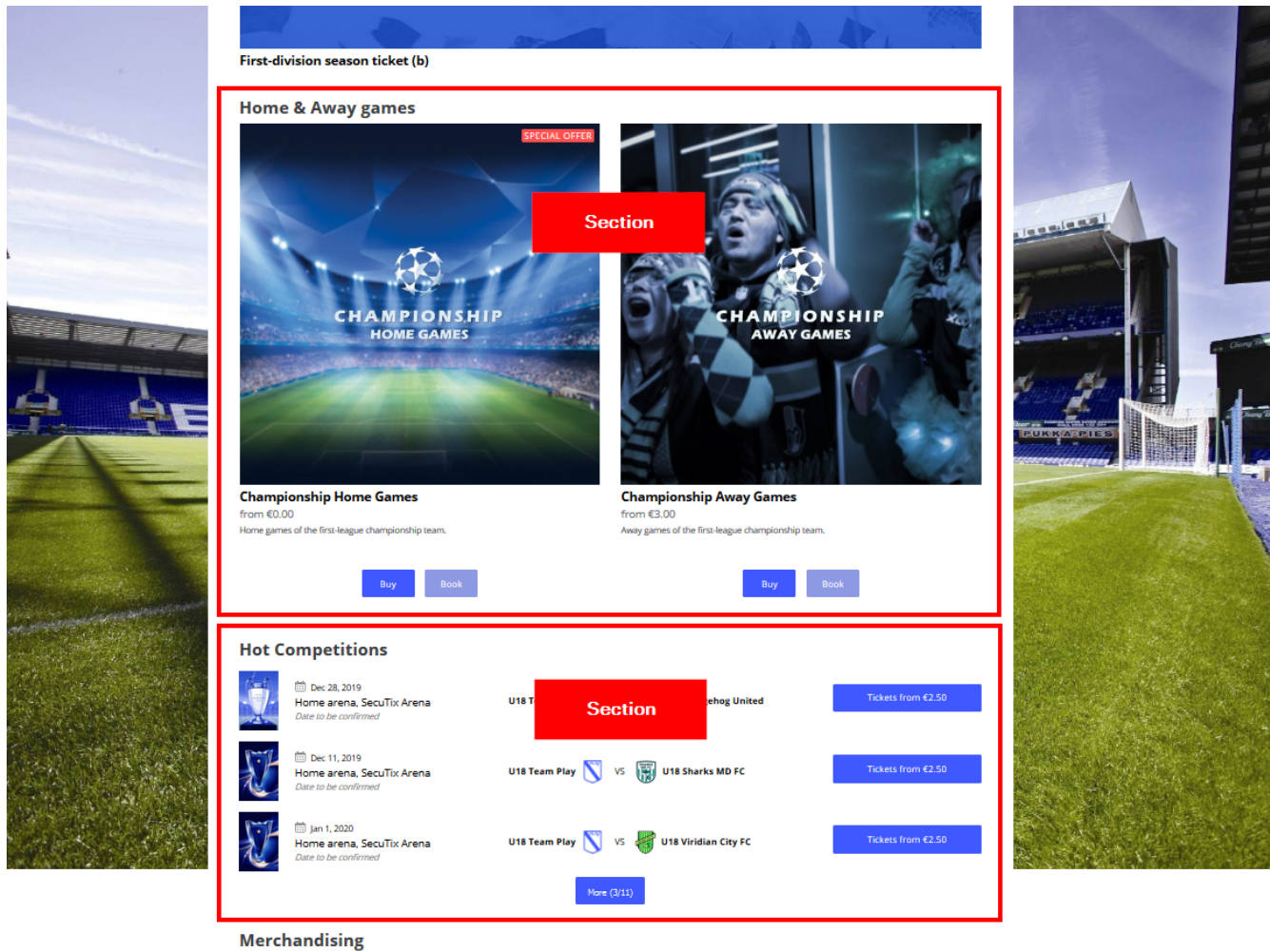
**Activity profiles =>** displayed for information. Configuration done in Catalog - Activity Profile. The activity profil help to define on which sale channel I sale which event or match and at which price.

**Product Profile =>** displayed for information. Configuration done in Catalog - Product Profile. The product profil help to define on which sale channel I sale which all the product except event and matchs and at which price.

**Clusters =>** for the landing page customisation (URL/content), you need to create clusters. A cluster is an aggregation of products/performance displayed in the same Section with the purpose to be displayed together online to present products. The standard practice is to create clusters that strictly corresponds to Sections. Once created, you need to RUN the cluster to be able to find it the Sections. More [information here](#).

**Tours =>** Specific to the display of tours. More [information here](#). From here you can see the tour linked to the sale channel.

**Sections =>** The section is a part of the landing page. Once created and saved, the section will be visible on the point of sale landing page (URL/content).



## Organisation | Initialisation | Sales Channels | Point of Sale | Characteristics

### Tab General

**Handle structure relays** => if checked, relays will be able to login if the structure they belong to is part of an authorised community type

**Community Type** => Structures are flagged as being "communities" or not. This flag was mainly design for operations in France, a country in which it was necessary to segregate the structure classification between public and non-public entities.

**Internet target type** => you can allow all contacts to have access (the right to successfully login) to the sales channel or you can restrict access to Set of Contacts (you need to save, then you will see appearing a new menu on the left "Authorised Contacts")

**Authorised country of residence** => access can be granted only for contacts with the main address in the authorised countries

**URL** => put the URL of the ticketshop, it can be a standard SECUTIX domain (example: <https://inst-org.shop.secutix.com/>) or a custom one (example: <https://tickets.com/>)



## Custom domain

By default, ticketshops will have a standard syntax *\*shop.secutix.com* with the institution code up front, and the organization code separated with a dash (if it's a multi-organization institution).

### CUSTOM DOMAIN

When setting a point of sale with a custom domain it is necessary to:

- 1) Change the DNS of your own domain and create a CNAME record like:

***tickets.customdomain.com***. IN CNAME ***inst.shop.secutix.com***.

where the first URL is your subdomain you want to use, and the second the Secutix standard.

**NB:** Be aware to not forget any dot (.) while executing this!

- 2) Check if the edit has been done successfully (you may use some free tool like <https://mxtoolbox.com/SuperTool.aspx>) and wait 1 hour before proceeding
- 3) Create the point of sale and input the custom domain in the URL field
- 4) Select the point of sales and click on "SSL management": choose between the two options and click on OK

The screenshot shows the Secutix interface. On the left, a sidebar menu has 'Points of sale' highlighted. The main area shows a list of points of sale with columns: INTERNAL NAME, CODE, NO, WORKSTATION, STATE, and STATUS. A row for 'B2C' with code 'CWITGIP1' and number '4' is selected. Above this row, there are buttons: NEW, DELETE, INVALIDATE, ACTIVATE, SUSPEND, and DUPLICATE. To the right of these buttons is a button labeled 'SSL MANAGEMENT'. A red box highlights this button. Below the table, a dialog box titled 'Point of sale > B2C > SSL Management' is open. It contains two radio buttons: 'Manage by SecuTix' (which is selected) and 'Use uploaded certificate'. A red box highlights the 'Manage by SecuTix' option. At the bottom right of the dialog, there are 'OK' and 'CANCEL' buttons, with 'OK' highlighted by a red box. Red arrows indicate the flow from the 'Points of sale' menu to the 'B2C' row, then to the 'SSL MANAGEMENT' button, and finally to the 'Manage by SecuTix' option in the dialog.

With the first option the certificate will be ready in 1 hour.

Selecting the second option you can use your own certificate. See [here](#)

### STANDARD DOMAIN

Just apply the standard syntax following points 3 and 4. In this case the certificate will be managed by Secutix and be ready immediately.

**External languages** => languages authorised in the ticketshop. If English is associated, then English will be a language of the ticketshop (content in English) and the customers will have the possibility to select English as a their preferred language for communication.

## Tab Internet Parameters

### Connection type

- Before checkout: the customer's identification is done at the time of the checkout
- Before catalog: customers need to login in order to see products on sale it allowed to see the advantages linked to the contact

**Guest login available:** If checked, the customer will be able to buy without creating an account (only by providing their email address)

**Require confirmation email:** If checked, a customer using a guest login (if it is activated) will need to provide two times his email address (to avoid errors in typing).

**Maximum Payment :** leave empty if you don't want to set a maximum amount of online purchase. If you set a cap, the customer will not be able to buy online beyond that limit. On the other hand, his order will be kept as a reservation for which you can take payment at the counter (for example) with another payment method.

### Mode of use :

- Standard: normal operation
- Flash: for flash sales (use exceptionally). This special mode allows to deal with very large sales volumes by delaying all treatments that are not strictly essential at the time of the conclusion of the sale. Before starting sales involving very large volumes, please contact SecuTix to determine if it is necessary to activate a sales line in flash mode.

**Epc Shop ID :** This is the SecuTix module ID to link to your PSP for online sale. This identifier is provided by SecuTix.

**Merchant ID:** related to split sales with Ingenico. More information here.

**SHA Key:** related to split sales with Ingenico. More information here.

### Internet addresses ----

**Institution website :** URL that will be the link to the logo on the top left of your ticketshop (for non-customised header) and various links on the ticketshop ("Continue shopping")

**Help page** URL if you click FAQ on your ticketshop, the user will land on this URL

**Root redirection URL** If you access the root URL of your ticketshop, the user will be redirected to this URL automatically. This is useful when you want to communicate a simple root URL to your customers but you want them to arrive on a specific page with a more complex URL.

**General terms and conditions** URL of terms and conditions (has to be a customer URL) that will appear at the moment of the logout. *Tip:* Use a dynamic field with the language for example [https://monsite/cgv-\({LANGUAGE}\).pdf](https://monsite/cgv-({LANGUAGE}).pdf) Becomes <https://monsite/cgv-fr.pdf> on the french page.

**Confidentiality Guarantee:** URL leading to your provisions for protecting your customer's data and/or legal mentions

**Data privacy policy summary explicitly shown to the contact :** This URL will be the data protection policy displayed on the ticketshop

**Security commitment :** URL link visible on the payment page only (right) that details guarantees for securing online payments

**Contact email** your contact email address will appear in the footer (non customised footer)

**Contact us :** URL with information on how your customers can contact you (non customised footer)

**Client account url** Direct URL to your customers' personal spaces. This address must be URL/xxx (example: <https://tickets.com/account>).

**Individual client account Url :** this function is useful for B2B ticketshop. You need here to put the link of the B2C account ticketshop to make the client can access to the ticket distributed in is individual space in the B2C from the B2B ticketshop. With that he will have the right link in the email he will receive to access to the right space.

**Cancellation insurance** If you offer cancellation insurance to your customers, this URL will describe the benefits and terms and conditions of this insurance

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### Do not allow waiting list

**blocked URL** Yes: the waiting list will not be visible

**blocked URL** No: the waiting list will be activated

The waiting list allow your client to be in a waiting list when a product is not available anymore

### Show member tariff to the general public

**blocked URL** yes: all your customers will be able to see the preferential rates of members (they will remain non-selectable for non-members)

**blocked URL** no: only members will see their tariff

This function is available for event and visit pass

### Authorise reselling tickets from a subscription

[blocked URL](#)Yes: subscribers can resell tickets for their subscription on the resale platform SecuTix  
[blocked URL](#)No: subscribers cannot resell tickets for their subscription on the resale platform SecuTix

### Affiliate sales

Yes: to give your point of sale online the graphic identity of a partner

No: when standard layout shall be applied

### Highlight the season of the products on sale

[blocked URL](#)Yes: products on sale are displayed separately per season  
[blocked URL](#)No : products on sale from different seasons are displayed together

### Allow login with contact number

[blocked URL](#)Yes: email and contact number can be used for login  
[blocked URL](#)No: only the email can be used for login

### Display RFID delivery mode only to season ticket holders

[blocked URL](#)Yes: only subscribers will be able to access RFID delivery  
[blocked URL](#)No: all customers will have access to RFID delivery

### Mass printing

[blocked URL](#)No: the user will not be able to print multiple tickets at once  
[blocked URL](#)By products: The user will be able to print in a single PDF with tickets (for a given product in a given file)  
[blocked URL](#)By file: The user will be able to print in a single PDF with tickets (in a given file)

### Double opt-in ([more information here](#))

Yes: email confirmation needed  
No: no email confirmation required when accepting communications

### *Google Analytics / Google Tag Manager-----*

**Google Analytics Tracking ID :** ID from your Google Analytics account

**Google Tag Manager Container ID:** ID from your Google Tag Manager account

**Enable enhanced e-commerce tracking (applies only when GTM is used)** => if checked, additional functionalities will be visible. ([More information here](#)).

**Enter ticket holder data:** ticket holder data is asked at the moment of ticket printing, with mandatory/optional values as configured in Screen Configuration (Institution | Initialisation | Organisation | Screen Configuration - ticket holder form)

**Enter ticket holder data even for exported or printed tickets:** ticket holder data can be modified even when tickets are in these states

**Modify ticket holder for ticket:** makes beneficiary modification possible before the beginning of the performance. Ticket holder change is thus possible but re-printing will not generate a new ticket with a new barcode, it would simply print the same ticket with updated ticket holder data (if configured to appear on the ticket template)

**Input ticket holder mandatory:** if checked, entering beneficiaries is mandatory at the moment of ticket printing

**Input ticket holder during sales:** if checked, beneficiaries are asked before payment

**Answer questionnaire during sales:** if a questionnaire is configured (Organisation - Catalog - Questionnaire), you can force it to be displayed before payment by checking this box

**Force first ticket holder to purchaser:** if checked, the purchase contact will be forced to be one of the ticket holder for each order done by this contact

**Guest propagation in packages:** feature to apply ticket holder data in bulk across multiple matches included in a package

**Allow purchase on behalf of my friends/family:** release note here and additional information here

**Allow online reservations:** allow users to make online reservations in order to book the inventory without paying immediately

**Allow payment or cancellation of pending files:** allow the user to pay or cancel unsold files

**Allow online quotes:** If checked, the user will be able to print a quote

**Display dashboard of pending actions:** the user sees in his personal space the actions in waiting (example: payment of a reservation)

**Only immediate shipment modes (if possible):** Only immediate delivery methods will be offered to the customer where possible (priority at print-home, e-ticket and RFID)

**Disable ticket download:** Do not allow the user to download their tickets online. All tickets at the point of sale will be visible but non-printable in the customer's personal space. It's useful to make the ticket available in a second time (post-seating, ticket available through TIXnGO wallet).

**Performance/timeslot filter based on desired quantity:** gives the user the ability to filter sessions and visit slots based on their availability (example: if the user only wants to see visit slots with at least 10 tickets available)

**Load tickets automatically on RFID card:** When a contact has an RFID card already associated with their account, the system automatically charges the RFID ticket purchased from the online sales portal

**Change billing contact:** allow customer to choose another billing contact than himself

**Enable remark field:** allow remark field to be displayed for the customer when he completes his online purchase

**Accommodation:** select Stay22 if you are integrated with this partner (<https://www.stay22.com/>)

## **Tab Currencies**

When multiple currencies are configured at the Institution level, you can select the currency that applies to this point of sale. Only one currency can be associated to one point of sale.

## **Tab Payment modes**

**Supported payment methods** => at least one payment method shall be associated to any point of sale (even sales channel with no sales authorised)

**Allow additional target group specific payment methods** => if checked, the payment methods authorised in Organisation | Initialisation | Target Group Configuration will be applied to this point of sale

**Security policy** => if yes, the 3 CVV digits will be asked during the checkout for payment by credit card

**Alias management** => if yes, the customer will be able to Save his credit card details in his account (only compatible if PSP is Ogone/Ingenico). Also possible to use this functionality in the back office ([more information here](#)).

## **Tab Gravity**

If you have a third party using SecuTix gravity widgets, you must generate a secret key in this screen and apply domain restrictions to authorise specific domain names to integrate your widgets.

[More information here](#).

# **Organisation | Initialisation | Sales Channels | Point of Sale | Internet Theme**

## **Tab General Structure**



Graphical Theme: CLASSIC is the old ticketshop theme (deprecated), you should use the new one called EQUILIBRIUM.

More information [on all fields here](#).

### **Tab Content**

With EQUILIBRIUM, the compatible display of blocks is DISPLAY TITLES AS BLOCKS. The other option should not be used with Equilibrium,

More information on [all fields here](#).

### **Tab Mobile**

This tab enables to customise your mobile APP if it was developed by SecuTix (different than TIXnGO).

### **Tab Custom**

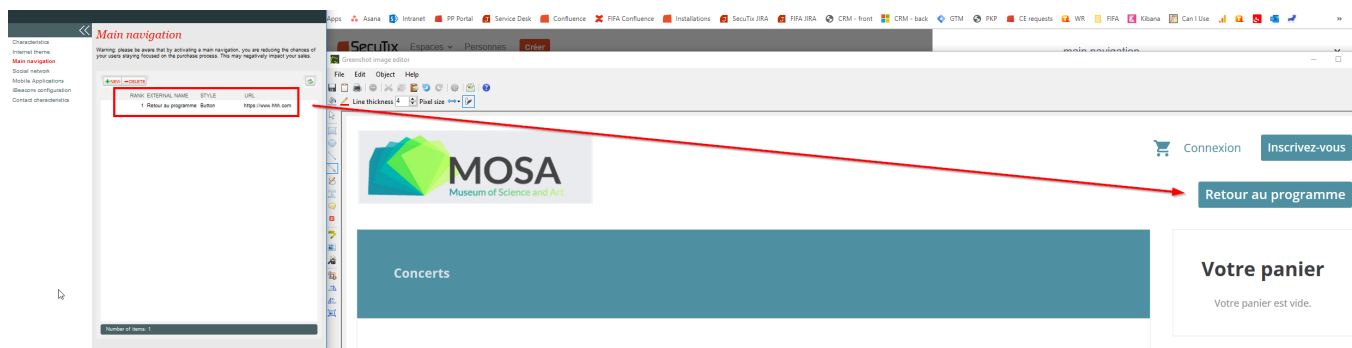
You have the possibility to inject customer header and footer for each language. SecuTix service team can do this customisation upon request. If you wish to add autonomously your piece of code, [follow instructions here](#).

### **Tab Advanced**

In this tab you can modify the content of the ticketshop labels autonomously. Core [documentation is here](#). If you want to empty a label, you cannot do from this screen (because a key with an empty value will give the default value), you have to ask SecuTix.

## **Organisation | Initialisation | Sales Channels | Point of Sale | Main Navigation**

If you use SecuTix standard header, you can add menu inside with a link that can be an external website as below.



## **Organisation | Initialisation | Sales Channels | Point of Sale | Social network**

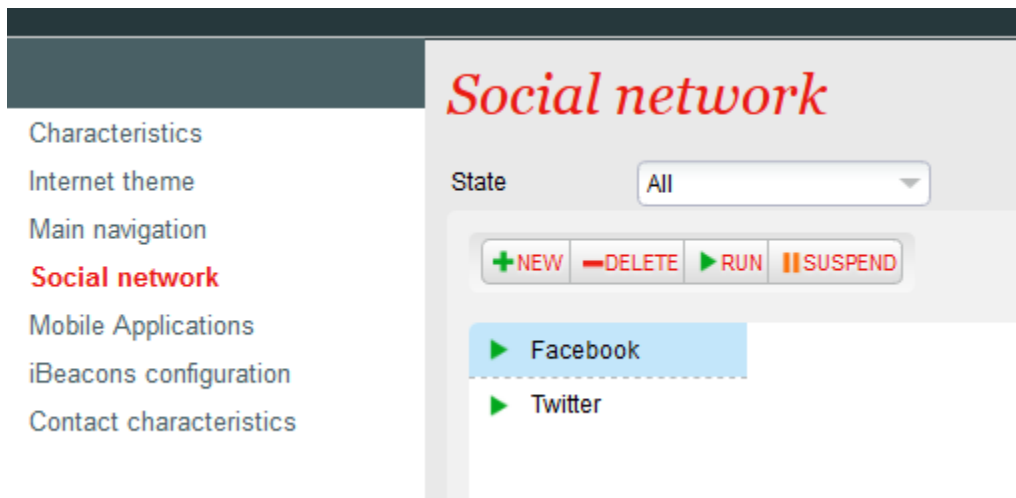
You can activate login with facebook, twitter, google via this screen.

Main [Documentation is here](#).

Twitter integration [here](#).

Google integration [here](#).





The SecuTix single sign on SSO is also configured through this menu more information [here](#).

## Organisation | Initialisation | Sales Channels | Point of Sale | Mobile Applications

This tab enables to customise your mobile APP if it was developed by SecuTix (different than TIXnGO).

## Organisation | Initialisation | Sales Channels | Point of Sale | iBeacons configuration

Is an old SecuTix function and will be soon hidden so do not try to use this feature.

## Organisation | Initialisation | Sales Channels | Point of Sale | Contact characteristics

**Contact criteria** ([definition here](#)). We recommend to select criteria that will be active for this point of sale. Criteria are created for you by SecuTix and can be, if configured, updated by the customers. This function is useful for online sales.

**Automatic VAT reverse charge** => if you operate in multiple countries or if you are tourism operator, you may want to apply reverse VAT for sales for specific countries. You can select here the list of countries that are applicable for this VAT reverse charge mechanism. More [information here](#).

**Marketing Authorisation** => select authorisation that will appear when customers create a new account or when they want to update their profile.

**Contact indicators** ([definition here](#))=> select indicators to be displayed to customers. For example, you may want to display to customer their quality of "Members" or "Season ticket holders" (as below)

