



# Virtual Store Live Access

---

## Documentation

*Version 2.000 – Nov 2008*

### DISCLAIMER

Copyright © 2006 - 2008 Helcim Inc. All rights reserved.  
The information contained in this document is subject to change without notice.  
This document contains information protected by copyright.  
NO PART OF THIS DOCUMENT MAY BE PHOTOCOPIED OR REPRODUCED IN ANY FORM  
WITHOUT PRIOR WRITTEN CONSENT FROM HELCIM INC.

## Table of Contents

<b>Document Revisions</b>	
What's New?	3
Important Notice	4
<b>Getting Started</b>	
Introduction	5
Purpose of This Document	5
Useful Links	5
Requirements	5
How it Works	5
<b>System Configurations</b>	
XML Links	6
XML Options	6
XML Link Generator	6
Pictures	7
Custom Images	7
Coding Practices	8
About the Code Samples	8
Extra Help	8
<b>XML Structures</b>	
Product XML Structure	9
- Example & Code Sample	10
Event XML Structure	12
- Example & Code Sample	13
Category XML Structure	14
- Example & Code Sample	15
Brand XML Structure	16
- Example & Code Sample	17
Parent Category XML Structure	18
- Example & Code Sample	19
Option Group XML Structure	20
- Example & Code Sample	21
Store Details XML Structure	22
- Example & Code Sample	23



## What's New?

### Release Version 2.000

- Initial Live Access Documentation release for Virtual Store Version 2.0.



## Introduction

The Helcim Virtual Store Live Access feature allows you to easily display your product catalogue on your own website without having to maintain two databases. Changes made in your Virtual Store will automatically be updated on your own website.

The Live Access feature allows you to get listings of all the available Virtual Store information including products, categories, parent categories, product options and store details. This can be done in a standard HTTP environment or in secure HTTPS.

## Purpose of This Document

The purpose of this document is to outline the basic functionality of the Live Access feature. In particular it will give information on the XML structure and how to access the XML files.

## Useful Links

If you would like to obtain more information on the XML specification you can visit: <http://www.w3.org/XML/>

For information on parsing XML in PHP 5 visit: <http://ca.php.net/manual/en/book.simplexml.php>

For PHP 4:

<http://ca.php.net/manual/en/ref.xml.php>

For ASP.NET:

<http://msdn2.microsoft.com/en-us/library/system.xml.aspx>

## Requirements

In order to use the Live Access feature a general understanding of XML, as well as a server-side scripting language (such as: PHP, ASP or JSP) is required. Since the XML is located on our servers Javascript will **not** be sufficient as it will not allow you to load a file from a different domain.

However, if live updates are not a requirement, it is possible to copy the XML and save it locally; in which case you would be able to load the file using Javascript.

## How it Works

The Live Access feature allows you to get an XML listing from our servers through a script on your own site. Our server will reply back with the XML file that you requested, which you can in turn use to display information on your site.

For example, if you wanted to get a listing of all of the products in your product catalogue:

1. In your scripting language of choice connect to:  
[http://xml.virtualstore.helcim.com/?type=product&merchant=your\\_merchant\\_id&token=your\\_xml\\_token](http://xml.virtualstore.helcim.com/?type=product&merchant=your_merchant_id&token=your_xml_token)
2. The response back will be an XML file with your requested information.
3. Parse the XML and display the information on your website.



## Accessing the XML

There are two URLs to access the XML one for production use and one for development use. The production URL supports both HTTP and HTTPS. Currently the development URL can only be accessed in standard HTTP.

Production: [xml.virtualstore.helcim.com](http://xml.virtualstore.helcim.com)  
Development: [demo.xml.virtualstore.helcim.com](http://demo.xml.virtualstore.helcim.com)

## XML Options

The XML also has extra options in the form of GET variables, some of which are mandatory. Options can be added by simply adding them to the URL. For example, to add the 'type' option to the XML query:

<http://xml.virtualstore.helcim.com/?type=product>

The first option in the URL is always preceded by a '?', each option after that is preceded by an '&':

[http://xml.virtualstore.helcim.com/?type=product&merchant=your\\_merchant\\_id](http://xml.virtualstore.helcim.com/?type=product&merchant=your_merchant_id)

There are three options that are mandatory for every XML request you send. They are:

**type** – The type of result you are looking for (product, category, etc..).

**merchant** – The merchant id, it's the same number you use to login to your account.

**token** – The XML token that needs to be generated in your Virtual Store before you can access the XML files. This token ensures that other sites can't pull your product catalogue without your knowledge and can be changed at anytime. Keep in mind that after your site is set up, if you change your XML token you will need to change your scripts so that they use the new token.

To generate your XML token:

1. Login to your Helcim Virtual Store.
2. Click on 'Store Options' on the upper menu.
3. Click on 'XML Remote Access' under 'Advanced Settings'
4. By default XML will be disabled. Select 'Yes' and click 'Save XML Settings Changes'.
5. An XML token will be generated for you. This is what you will put for the token option in any XML request you send.

There are also three common options that can be used for almost every type of XML:

**orderBy** – How you want your results ordered.

**orderDir** – What direction you want your results ordered ASC (ascending) or DESC (descending).

**limit** – Allows you to limit the number of results.



## Custom Images

Custom images allow you to set custom image sizes for the product and event pictures you upload to your account. When adding a custom size you will be asked to input a prefix for your pictures. You can then add this prefix to the pictures pulled from the XML file in the form of: <picture directory> + <prefix> + <picture>.

To add a custom image size:

1. Login to your Helcim Virtual Store.
2. Click on 'Store Options' on the upper menu.
3. Click on 'Custom Image Sizes' under 'Advanced Settings'.
4. Enter a prefix for this image size, the size, and whether or not you want to force the image to be resized or if it should keep its ratio.
5. Click 'Add Preset'

## Extra Help

If at any time you require further assistance with the Live Access feature please visit:

<http://www.helcim.com/public/support/> for the latest documentation, or visit the contact page at:

<http://www.helcim.com/public/contactus.php> and give us a call or email.

# Products

Type:	product
Optional Fields:	category, brand, product, parent, option, accessory, featured, onSale, getAccessories, tag, orderBy, orderDir, limit

## Optional Fields

**orderBy** – Products support ordering by: id, name, sku, price, stock, featured, weight, shippingUnits, addedToCart and purchased.

**category** – Allows you to pull products from a specific category by entering the category id.

**brand** – Allows you to pull products with a specific brand by entering the brand id.

**product** – Allows you to pull only a specific product by id.

**parent** – Allows you to pull products from a specific parent category by entering the parent id.

**option** – Allows you to pull products that have a specific option. For example, if you sold clothing and had an option group called “Size” you could get all clothing of size small, by entering the option id here.

**accessory** – Allows you to pull products that have this product as an accessory.

**featured** – Allows you to pull only products marked as featured.

**onSale** – Allows you to pull only products that are on sale.

**getAccessories** – Allows you to pull only products that have been marked as accessories to other products. When used with the “product” option getAccessories will pull a list of accessories for that product.

**tag** – Allows you to pull products based on the entered tags. This option will split up all the words sent and search for products with tags that match any of the words.

## Product XML Example

```

<?xml version="1.0"?>
<products>
  <product>
    <id>11</id>
    <category>
      <id>10</id>
      <name>Test Category 1</name>
    </category>
    <brand>
      <id>20</id>
      <name>Test Brand 1</name>
    </brand>
    <sku>SKU123</sku>
    <name>Product 1</name>
    <description>Test product number one.</description>
    <price>10.00</price>
    <originalPrice>15.00</originalPrice>
    <tags>tag1, tag2, tag3</tags>
    <weight>12.00</weight>
    <width>5.00</width>
    <height>10.00</height>
    <length>3.00</length>
    <shippingUnits>5</shippingUnits>
    <inStock>1</inStock>
    <featured>1</featured>
    <pictures>
      <path>http://virtualstore.helcim.com/pictures/products/</path>
      <main>mainpicture.jpg</main>
      <picture>picture.jpg</picture>
    </pictures>
    <options>
      <group>
        <id>1</id>
        <name>Group 1</name>
        <option>
          <id>10</id>
          <name>Option 1</name>
        </option>
        <option>
          <id>20</id>
          <name>Option 2</name>
        </option>
      </group>
    </options>
    <specifications>
      <specification>
        <name>Specification 1</name>
        <details>Specification information.</details>
      </specification>
      <specification>
        <name>Sepcification 2</name>
        <details>Specification information.</details>
      </specification>
    </specifications>
  </product>
</products>

```

# Parents

Type:	parent
Optional Fields:	productBrand, productOption, productTag, parent, showZeroProducts, orderBy, orderByDir, limit

## Optional Fields

**orderBy** – Parents support ordering by: id, name.

**productBrand** – Changes the numberOfProducts returned based on a particular brand.

**productOption** – Changes the numberOfProducts returned based on a particular option.

**productTag** – Changes the numberOfProducts returned based on a particular tag.

**parent** – Allows you to pull only a specific parent by id.

**showZeroProducts** – Either 1 or 0 (1 by default), allows you to hide parents that do not contain any products.

## Parents XML Example

```
<?xml version="1.0"?>
<parents>
  <parent>
    <id>38</id>
    <name>Parent 1</name>
    <description>Parent description 1.</description>
    <numberOfProducts>10</numberOfProducts>
  </parent>
</parents>
```

# Categories

Type:	category
Optional Fields:	productBrand, productOption, productTag, parent, category, showZeroProducts, orderBy, orderDir, limit

## Optional Fields

**orderBy** – Categories support ordering by: id, name.

**productBrand** – Changes the numberOfProducts returned based on a particular brand.

**productOption** – Changes the numberOfProducts returned based on a particular option.

**productTag** – Changes the numberOfProducts returned based on a particular tag.

**parent** – Allows you to pull only a categories from a specific parent by id.

**showZeroProducts** – Either 1 or 0 (1 by default), allows you to hide categories that do not contain any products.

## Categories XML Example

```
<?xml version="1.0"?>
<categories>
  <category>
    <id>103</id>
    <name>Category</name>
    <description>Category description.</description>
    <numberOfProducts>2</numberOfProducts>
    <parent>
      <id>38</id>
      <name>Parent 1</name>
      <description>Parent description.</description>
    </parent>
  </category>
</categories>
```

# Brands

Type:	brand
Optional Fields:	productCategory, productOption, productTag, brand, showZeroProducts, orderBy, orderDir, limit

## Optional Fields

**orderBy** – Brands support ordering by: id, name.

**productCategory** – Changes the numberOfProducts returned based on a particular category.

**productOption** – Changes the numberOfProducts returned based on a particular option.

**productTag** – Changes the numberOfProducts returned based on a particular tag.

**brand** – Allows you to pull only a specific brand by id.

**showZeroProducts** – Either 1 or 0 (1 by default), allows you to hide brands that do not contain any products.

## Brands XML Example

```
<?xml version="1.0"?>
<brands>
  <brand>
    <id>25</id>
    <name>Brand 1</name>
    <description>Brand description.</description>
    <logoPath>http://virtualstore.helcim.com/pictures/brands/</logoPath>
    <logo>logo.jpg</logo>
    <numberOfProducts>3</numberOfProducts>
  </brand>
</brands>
```

# Options

Type:	option
Optional Fields:	productBrand, productCategory, productTag, optionGroupId, showZeroProducts, orderBy, orderDir, limit

## Optional Fields

**orderBy** – Options support ordering by: id, name.

**productBrand** – Changes the numberOfProducts returned based on a particular brand.

**productCategory** – Changes the numberOfProducts returned based on a particular category.

**productTag** – Changes the numberOfProducts returned based on a particular tag.

**optionGroupId** – Allows you to pull only the options from a specific option group.

**showZeroProducts** – Either 1 or 0 (1 by default), allows you to hide options that have not been added to any products.

## Options XML Example

```
<?xml version="1.0"?>
<optionGroups>
  <optionGroup>
    <id>6</id>
    <name>Color</name>
    <numberOfProducts>9</numberOfProducts>
    <options>
      <option>
        <id>34</id>
        <name>Black</name>
        <numberOfProducts>7</numberOfProducts>
      </option>
      <option>
        <id>35</id>
        <name>Green</name>
        <numberOfProducts>3</numberOfProducts>
      </option>
      <option>
        <id>33</id>
        <name>White</name>
        <numberOfProducts>6</numberOfProducts>
      </option>
    </options>
  </optionGroup>
</optionGroups>
```

# Coupons

Type:	coupon
Optional Fields:	code, generateNew, showOneTimeUse, showExpired, orderBy, orderDir, limit

## Optional Fields

**orderBy** – Coupons support ordering by: id, code, name, discount, minimumPurchase, expiry.

**code** – Allows you to pull a specific coupon based on the coupon code.

**generateNew** – Will return a new coupon generated based off of the auto coupon settings.

**showOneTimeUse** – Either 1 or 0 (0 by default), shows or hides one time use coupons.

**showExpired** – Either 1 or 0 (0 by default), shows or hides coupons that have expired.

## Coupons XML Example

```
<?xml version="1.0"?>
<coupons>
  <coupon>
    <code>PROMO10</code>
    <name>10% off everything!name>
    <discount>10.00</discount>
    <discountType>%</discountType>
    <discountShipping>0</discountShipping>
    <minimumPurchase>10.00</minimumPurchase>
    <expiresOn>2019-01-02</expiresOn>
    <oneTimeUse>0</oneTimeUse>
  </coupon>
</coupons>
```

# Cart Colors

Type:	cartColors
Optional Fields:	none

## Cart Colors XML Example

```
<?xml version="1.0"?>
<colors>
  <background>
    <color>FFC2C9</color>
    <image>https://virtualstore.helcim.com/pictures/cartPresets/Helcim_VTpreset11_pageback.jpg</image>
    <repeat>repeat-x</repeat>
    <align>top center</align>
  </background>
  <tableBackground>
    <color>FFE0E3</color>
    <image>https://virtualstore.helcim.com/pictures/cartPresets/Helcim_VTpreset11_tableback.jpg</image>
    <repeat>repeat-x</repeat>
    <align>top center</align>
  </tableBackground>
  <cellOne>
    <color>FFEDEF</color>
  </cellOne>
  <cellTwo>
    <color>FFEBED</color>
  </cellTwo>
  <mainText>
    <color>932B52</color>
  </mainText>
  <subText>
    <color>AA6680</color>
  </subText>
  <tableBorder>
    <color>FFFFFF</color>
  </tableBorder>
  <link>
    <color>3196C0</color>
  </link>
  <activeLink>
    <color>1FBDFF</color>
  </activeLink>
</colors>
```

# Store Details

Type:	storeDetails
Optional Fields:	none

## Store Details XML Example

```
<?xml version="1.0"?>
<storeDetails>
  <contactInformation>
    <name>Helcim Inc</name>
    <address>#1A – 2016 25th Ave NE</address>
    <city>Calgary</city>
    <province>Alberta</province>
    <postalCode>T2E 6Z4</postalCode>
    <phoneNumber>(403) 291-1173</phoneNumber>
    <emailAddress>support@helcim.com</emailAddress>
  </contactInformation>
  <description>The quick and detailed descriptions are a way for your customers to learn more about your business.</description>
  <about>The detailed store description allows you to inform your customers about your business and build the confidence needed for them to complete a purchase.</about>
  <logoPath>http://virtualstore.helcim.com/pictures/logo/</logoPath>
  <logo>logo.jpg</logo>
  <acceptedCards>
    <card>Visa</card>
    <card>MasterCard</card>
    <card>American Express</card>
  </acceptedCards>
</storeDetails>
```

# Policies

Type:	policies
Optional Fields:	none

## Policies XML Example

```
<?xml version="1.0"?>
<policies>
  <delivery>Delivery and return policy.</delivery>
  <privacy>Privacy policy.</privacy>
</policies>
```

# Shipping

Type:	shipping
Optional Fields:	hideAllowances

## Optional Fields

**hideAllowances** – Either 0 or 1 (0 by default), this option allows you to NOT pull the allowed countries/provinces/states.

## Shipping XML Example

```
<?xml version="1.0"?>
<shipping>
  <canada>
    <methods>
      <method>
        <name>Standard Ground</name>
        <baseRate>12.00</baseRate>
        <perUnitRate>0.50</perUnitRate>
      </method>
      <method>
        <name>Expedited Air</name>
        <baseRate>15.00</baseRate>
        <perUnitRate>1.67</perUnitRate>
      </method>
    </methods>
    <allowedProvinces>Alberta, British Columbia, Manitoba, New Brunswick</allowedProvinces>
  </canada>
  <unitedstates>
    <methods>
      <method>
        <name>Standard International Ground</name>
        <baseRate>20.00</baseRate>
        <perUnitRate>0.09</perUnitRate>
      </method>
      <method>
        <name>Priority International Air</name>
        <baseRate>30.00</baseRate>
        <perUnitRate>0.15</perUnitRate>
      </method>
    </methods>
    <allowedStates>Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District of Columbia, Florida</allowedStates>
  </unitedstates>
  <international>
    <methods>
      <method>
        <name>Overseas Ground (4-6 weeks)</name>
        <baseRate>50.00</baseRate>
        <perUnitRate>0.50</perUnitRate>
      </method>
      <method>
        <name>Overseas Air (1-2 weeks)</name>
        <baseRate>75.00</baseRate>
        <perUnitRate>0.50</perUnitRate>
      </method>
    </methods>
    <allowedCountries>Afghanistan, Albania, Algeria, Andorra, Angola, Argentina, Armenia</allowedCountries>
  </international>
</shipping>
```