

infinitely simple ecommerce



OrderDynamics eCommerce

Complete Feature List

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Company Overview

About OrderDynamics

OrderDynamics provides on-demand eCommerce solutions to businesses looking to grow their online sales channel. The success of OrderDynamics is highly attributed to its ability to enable superior frontend website experiences and efficient backend operations that help companies grow sales.

Our Dynamic Merchandising best practice concepts and tactics provide superior shopping experiences, website control, and marketing tools that help drive revenue. The OrderDynamics solution services different businesses such as multichannel retail, manufacturing, business-to-business, complex online retail, and more.

The Beginning

OrderDynamics was formed to fill a recognizable gap preventing retailers from expanding their success online. In the early days this gap was largely technology oriented. Today, we recognize the gap is about innovative user experiences and enabling community and personalization, the primary reasons why retailers change vendors.

Our History

For over 8 years, our team has been delivering superior eCommerce solutions centered on helping our Clients drive revenues and scale. We started by creating custom software for each Client and quickly realized that we were solving many of the same business challenges each time. In 2004 we decided to design a scalable and robust eCommerce SaaS platform that would power all future Clients.

In 2006 we launched our on-demand eCommerce solution. We measure our Clients success through an increase in revenue, higher per-order value and improved check-out conversion rates. We are passionate about helping our Client's succeed in their eCommerce journey and this is our primary mission.

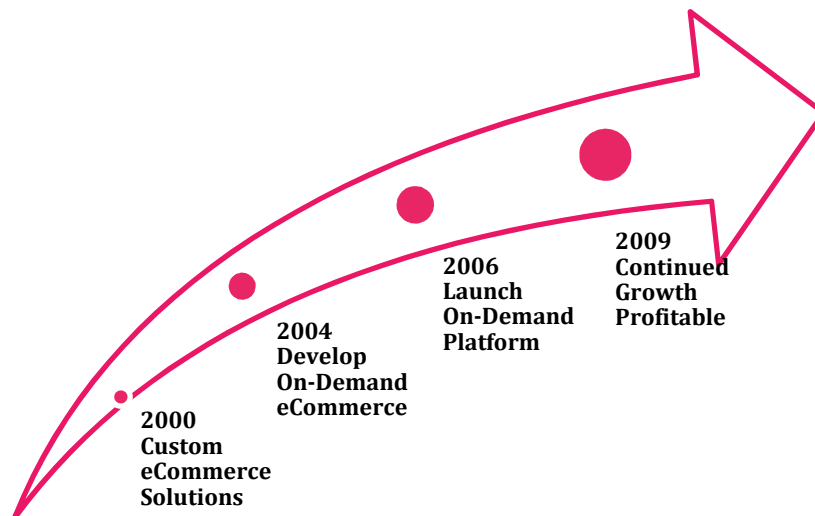


Figure 1: Our Journey

Certifications and Memberships

As part of our commitment to continuous improvement, OrderDynamics maintains industry leading certifications and has been recognized for its achievements.

OrderDynamics meets the following compliance specifications:

- **Payment Card Industry PA-DSS Compliance**
- **Personal Information Protection and Electronic Documents Act (S.C. 2000, c.5) (“PIPEDA”)**

OrderDynamics has active memberships with:

- **Think GREEN Alliance** (www.thinkgreenalliance.com)
- **FitForCommerce** (www.fitforcommerce.com)
- **Retail Council of Canada** (www.retailcouncil.org)
- **Disaster Recovery Information Exchange (DRIE)** (www.drie.org)
- **Better Business Bureau** (www.bbb.org)

Partnerships

OrderDynamics continuously evaluates partnerships in order to extend additional features and value to its Clients. Some partnerships are technology or service enabling while some are more strategic.

OrderDynamics has active partnerships with:

- **Microsoft Gold Certified Partner** (www.microsoft.com/partner)
- **Cardinal Commerce** (www.cardinalcommerce.com)
- **Eosensa** (www.eosensa.com)
- **Professional Distribution Services** (www.professionaldist.com)
- **Moneris** (www.moneris.com)
- **Beanstream** (www.beanstream.com)
- **Chase Paymentech** (www.chasepaymentech.com)
- **Authorize.NET** (www.authorize.net)
- **ShipWorks** (www.interapptive.com)
- **Pitney Bowes** (www.pitneybowes.com)
- **Pirayesh & Associates** (www.pirayesh.com)
- **GProxy** (www.gproxy.com)

Your New eCommerce Partner

OrderDynamics believes the fundamental ingredient to a successful Client-Vendor relationship includes a commitment to continuous improvement and innovation, transparency and customer service, and an overall partnership philosophy.

Reasons to Re-platform

Industry research has shown the top reasons for changing eCommerce vendors are related to the platform and service. Typical challenges include business process integration, accelerating consumer experiences, and improved business management tools. Retailers are finding it often faster to move to a new platform versus waiting for their provider to catch up. OrderDynamics has recognized this gap for years and has made continuous commitments to stay ahead of the platform curve while providing excellent customer service.

Service and Innovation

It is important to understand your next eStore must be more than just an impressive website design. In fact, Website Creative is only 1 of 3 core elements in every eCommerce project. The OrderDynamics platform meets all project requirements and allows you to totally re-design your website without interrupting your business.

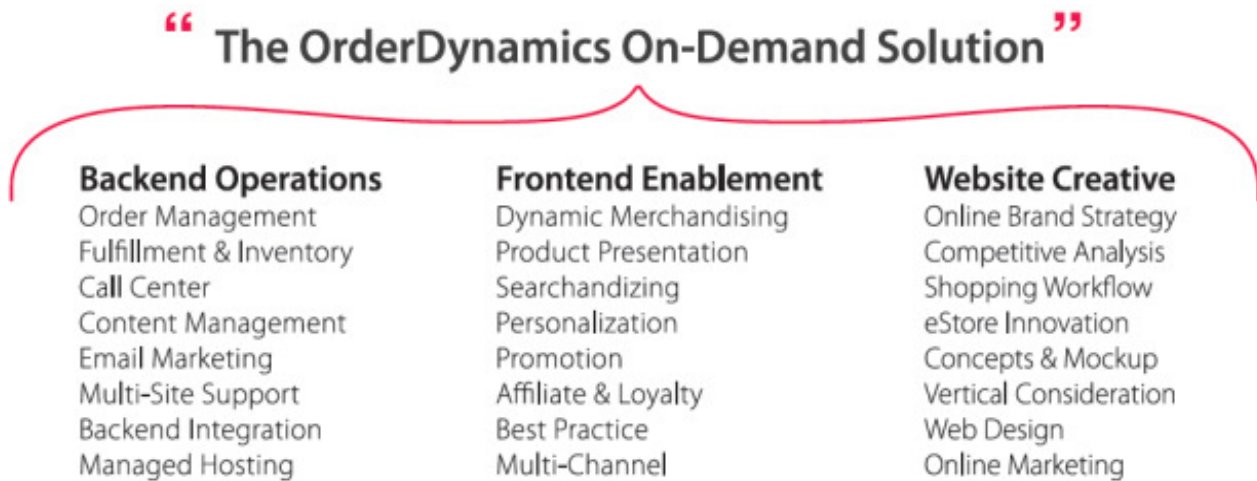


Figure 2: The eCommerce Project Spectrum

Complete Feature List

Frontend Enablement

Product & Catalog Management

- SEO Optimized XHTML 1.0 Compliant Page Builds
- eStore websites are dynamically data driven (flexibility and instant updates)
- Complete Search Engine Optimization (SEO) Control per Product Page
- Intuitive bulk product editing
- Short & Long Descriptions, drag-and-drop category management, Weight & Dimensions support
- Multiple custom HTML fields
- Multiple product images
- Product Categories and Per-eStore image bindings
- Automated integration with major Shopping Sites
- Dynamic and Static promotions w/rules & schedules (sales, also-bought, bundles, pricing)
- Call Center specific product pricing up sells & manager over-rides
- Automated image generation for website quality and performance
- Single high-resolution source for high-quality thumbnails and product images
- Configurable quality, resizing options
- Assign different images to eStores and content areas
- Automated Product Variant generation (for example colors, quantities, sizes)
- Control inventory levels, thresholds, notifications and other behavior per-SKU
- Synchronize product database with your own ERP

Product Merchandising

- SEO Optimized XHTML 1.0 Compliant Page Builds
- Powerful search to ensure products are found (even when spelled wrong)
- Data-driven "browse products in menus" Display
- "People who bought this Also Bought that" Dynamic Listings
- Top Products & Category Carousels
- Related Items & Accessories
- Product Reviews and Ratings System
- "Email a Friend"
- "Print This Page"
- Previously Viewed & Purchased Listings
- "You may be interested" Listings
- Wish Lists w/save & email option

- Categories w/Multiple Store Cross Promotions
- Fully isolated and branded check-out (your domain name and SSL Certificate)
- Product Image Carousels with photo gallery navigation and zoom controls
- Unlimited Custom Content Areas w/full HTML control and dynamic frontend integration
- "Make-Your-Best-Offer" - enables automated price bargaining with per-product control
- Revolutionary single-page checkout
- Complex pricing schemes including Per-site Pricing, and AutoShip Pricing
- Bonus Items with a minimum quantity to qualify
- Buy 2 get 1 free and/or Buy 2 get a different product for free
- Product bundling with reduced bundle price
- Sale pricing & quantity discounting
- Rewards/Points and Loyalty Programs
- Product categories & product searching
- Nested category support
- Multiple categories per-product
- Shopping Cart Trigger Engine enables business rules to be applied to shopping cart events
- Many more available frontend controls available
- Vanity Page Names and Vanity Domain Names

Search Merchandising, Navigation, & Personalization

- SEO Optimized XHTML 1.0 Compliant Page Builds
- Routine "Search Engine Optimization Quality" Scan and Correction
- Domain Masking - Map domains and sub-domains to any product page or static landing page
- Search Engine Directive Control (Crawling control)
- Per-Product Page Title, Keywords and Description customization
- Per-Domain Page Title, Keywords and Description customization
- SEO Friendly Page File Names (Dynamic and Vanity)
- Down-level and Mobile Browser support for all site pages
- Title tag and ALT attribute customization for products and product images
- Customized Product Landing Pages based on Keyword
- Real-Time SEO Referral Metrics (Traffic Source, Pay per Click, Advertising)
- Compatible Web Analytics (For example: Google Analytics, WebTrends, Omniture)
- Search Merchandizing Engine allows for business rules to be applied to site search
- Customized home page for returning shopper
- Customized home page for returning visitor based on previous browsing history
- Personalization Engine allows for business rules to be applied to site content for specific registered or anonymous users

Sales, Loyalty, and Affiliate Management

- Automatic “frontend” website merchandising and presentation
- Time and Date scheduled Promotions with automatic launch and removal from website
- Per-eStore website Sales, Coupons, Bundles and Affiliate with cross-promotion capability
- Unlimited Bundles, Affiliates, Sales, and Coupons
- Affiliate security code generation and automatic metric report tracking
- Bundles provide “real-SKU” tracking and complex discounting compatible with ERPs
- Multiple quantity bundle ordering control
- Coupons configured for free product or discount with Cart minimums
- Per-Product and Per-eStore Coupon Binding
- Sales configured per-product or bulk with scheduling
- Sales amount can be a Price Change or Additional Loyalty Points
- Loyalty points engine tracked per Customer
- Loyalty program point value configurable including redemption intervals
- Personalized site content based on recent purchases, recent views and others

Customer Relationship Management & B2B

- Centralized Customer Database with complete Order History & Bulk Import
- Call Center specific product pricing & up sells delivered directly to the call center agent during a phone order
- Quickly find Customers by name, e-mail, phone number, and more
- Call Center specific promotions & manager price over-rides
- Case delegation to Customer Service Agents
- Multiple B2B features and options to suit needs
- Business customer login and account status
- Customer levels facilitates pricing (retail & wholesale), product displays, bulk discounts
- Additional merchandising controls for B2B promotions
- Bill to Account options
- Separate “login only” B2B eStores for different line of business
- Sales Management Roles
- Real-time and Customer accessible order status
- Customer account information
- Ability to re-order orders
- Ability to retry failed orders without contacting Customer care
- Ability to enable and disable AutoShip on previously placed orders

eCast Promotions Management

- Proactive eMail Campaigns "eCasts" with granular Customer and Product filters
- Granular recipient filtering and demographics for highly targeted campaigns
- Recipient Filter: Gender, Country, Postal/Zip Code, Products, Order Size, Level, Sites
- Negative Filtering on previous eCasts
- Customizable eCast template using CMS or direct HTML w/XHTML 1.0 Validation
- Unlimited recipient lists or "campaign size"
- Split Testing using Referral Metrics report to analyze eCast advertisements
- Import mailing lists or other Customer databases
- Real-time Sales and eCast Status Monitoring (Delivered, Views, Traffic, Conversion)
- Automated unsubscribe links appended to all e-Cast
- Built-in SPAM compliance controls and separate eMail environments

Brand Control and Content Management

- Brand and Design is separate from on-demand eCommerce platform
- Ability to use third party Interactive Marketing Firms
- Rapid time-to-market for significant frontend design changes
- Many frontend website controls (drag and drop) to bring websites to life
- Multi-eStore website Content Management System (CMS)
- Controlled, direct access to website files through CMS
- "Go-Live" Version control system and test prior to promotion with automatic rollback
- Built-in WYSIWYG editor or advanced HTML access or upload using third party software
- Global or Product level Content Areas (for example "Top Products")
- Image Interpolation Controls per Content Area
- Create hidden pages anywhere in your site for specific marketing purposes
- All CMS pages support referral tracking and sales correlations
- Generics – "one size fits all" Data Driven Grouped Listings with links to products
- Generic example: Used for Career Pages, Store Finder, and Recipe Lists, etc.
- "Content Areas" for easy manipulation of product lists and image thumbnail sizes
- Floating Shopping Cart with no Page refreshes

Backend eCommerce Management

Order Management System (OMS) Features

- Customizable Order pipeline workflow to tailor to business rules
- In-Process U.S. & Canada Address Verification w/auto correction
- Multiple fraud mitigation in addition to AVS, CVV2 verification
- Fully integrated product and customer information
- Complete History and Audit trail with comprehensive Order search
- Order Entry and Customer Service for returns (RMA), and charge backs
- Single Page Order Entry Interface for Call Center staff with AutoComplete Product Search
- Robust Automatic Packing Slip & Shipping Label Generation Engine
- Integration with Major Shipping, Fulfillment, and 3rd party logistics Companies
- Up to real-time synchronization with POS and ERP environments
- PCI-compliant 1-Step Bill & Print for Order processing
- Custom Order routing with Shipping groups and Warehouse Location
- Built-in Inventory Control with Purchase Order (PO) entry and product costing
- View/Edit all order information
- Resubmit declined cards/new cards
- Modify shipping/billing information
- Per-order pricing overrides with Manager Approval Password
- Add notes to orders or Customer accounts for future reference
- Returned Orders tracking & RMA # assignment
- Offline Payment Processing Module
- Over 15 "Order Centric" metric reports
- Asynchronous & redundant order processing with server fail-over
- Background Credit Card processing
- Detailed error messages for all major gateways
- Detailed order reporting including filters by order status and origin
- AutoShip Engine enables products to be automatically re-ordered and shipped
- U.S. & Canada Zip/Postal Code Lookups
- Real-time Customer status e-mail notifications and automated re-order reminder e-mails

eCommerce Management

- High Performance eStore Website Frontend
- Launch new storefronts (eStores) with full branding capabilities
- Cross promotion of products to multiple eStores & Shopping Sites
- Combine sales orders from third party sources
- Call Center sales, both internal and third party
- Real-Time Sales, Orders, and Financial metrics
- Real-Time Marketing metrics online and offline (Radio, PPC, Referrals, Affiliates)
- Synchronization to ERP or Accounting software
- Granular Access controls with role-based users (Only see what they need or allowed)
- Direct Webpage Access & Content Management System (CMS)
- eStore implementation and maintenance (independent of design team)
- Multiple eStore support with many per-eStore features and unique domain names
- Unified product & Customer database
- Secure Sockets Layer (SSL) Certificates and Domain Name management
- eStore Shopping Cart (with single or multi page checkout configurations)
- Referral Tracking & Sales Correlation and Conversions
- Reports for tracking successful advertising programs

Management Dashboard and Metrics

- Real-time Order Statistics per Site
- Order Statistics Previous Day, This Month, Last Month, 3 Years
- Today's Sales Summary
- Secure integration into third party POS, ERP up-to real-time data feeds
- Graphing for reports
- Over 80 built-in reports with drill downs
- Inventory, Item, and Tax Reports
- Sales, Affiliates, Customer, Call Center, Order, and Transaction Metrics
- Referral, SEO, and Online Advertising to Sales Reports
- Payment Gateway Reconciliation Report
- Staff activity for managers (Sales, Orders, Call Center, etc.)
- Web statistics support (Google analytics, Webtrends, Omniture, other)

Warehouse, Fulfillment, and Inventory Control

- Real-time tracking of item Inventory Stock Levels
- Front-end eStore handling of out of stock items: Allow, Disallow, Hide Product
- Customizable re-order thresholds with e-mail notification
- Purchase Order input with Vendor database and purchase price
- Incoming Stock tracking through P.O.
- Receive partial or full quantities of P.O.'s
- Easily generate Product Variants using our multi-tiered Variant Generation tool
- Enter in Purchase Orders for products in order to increase Inventory levels or manually adjust levels
- Purchase Orders support receiving partial shipments
- Low inventory quantity sends automated e-mail notifications to purchasing manager
- Real-time inventory counts and detailed inventory log reports enables you to track exactly how inventory has been impacted
- Customize whether customers can order products when out of stock
- Customize whether storefronts will display out of stock products
- Backorder status reports
- Transfer inventory to 3rd party accounting or ERP software
- Out of Stock products are automatically removed from daily shopping feeds Administrative Backend Features
- Easily prioritize and group orders for fulfillment based on products in the cart, shipping rate, or other variables
- One-Click or Manual "Bill & Fulfill"
- Dispatch orders for fulfillment in real time instead of sticking to ridged scheduled batches
- Orders captured through the OMS are instantly available for fulfillment
- Bills all pending orders and automatically generates packing slips, invoices and shipping labels
- Real tracking numbers
- Sorting Services
- Sorting and Grouping of invoices, packing slips and shipping labels for easy packing
- Ensuring "priority" orders are processed first
- Event Tracking with logging and tracking of all Bill & Print jobs
- Resubmit failed batches or resubmit individual orders for printing
- Generate packing slips on-demand
- Reprint existing packing slip batches
- Bulk product imports and editor and 3rd party ERP integration

Call Center Sales and Support

- **Integrated Call Center and Case Management (Ticketing) System**
- **Call Center Order Entry for Sales staff or Customer Service Agents**
- **Separate Pricing, Promotions, Bundles, for Call Center**
- **Dynamic Merchandising cross sell and up sell for Call Center**
- **Customer look up through saved shopping cart or new entry**
- **Third party access or batch import of Call Center sales data**
- **Cases linked to Customer, Orders, Complete History**
- **Automatic email linking to Cases for Shoppers to use email**
- **Configurable Case email response templates (HTML Branded)**
- **Unified Case and Call Center supports multiple eStores**
- **System Generated Cases for proactive service management and sales**
- **Case delegation between staff with Management access**
- **E-mail Watcher component tracks / assigns case numbers to inbound Customer e-mails**
- **Inbound and Outbound Customer Service e-mail module from within the Dashboard**
- **Response templates for consistent Customer service verbiage**
- **Call Center Order Workflow**
- **Override prices, shipping costs**
- **Staff Order tracking**
- **Quickly locate Customers previous information, reduced data entry requirements**
- **Detailed Support and Sales metrics by Customer Service Agents**

Multiple Site Control and External Sites (Shopping, Auction, etc.)

- **Fully Isolated Multiple eStores Branding and URLs (domains)**
- **Completely Branded and Unique Checkout Experience**
- **Pricing, Promotions, Images, Shipping, and Payment Providers**
- **Product merchandising and cross promotions between eStores**
- **“Domain Masks” for Micro Sites with unique folder structure and URL**
- **Domain Mask Advanced SEO (Crawling, Meta Tags, Domain Name)**
- **Automated Shopping Site Integration (Shopping.com, Shopzilla, Google Base)**
- **Ability to push products to different frontend sites (e.g. Amazon, eBay)**
- **Unique Staff and Customer Access**
- **Unified Call Center and Support Ticket System**
- **eCast email marketing and promotions management**
- **Payment Processing and Order Management rules per eStore**

Platform Specifications

Security Management

- PCI PA-DSS Level 3 Compliance
- Datacenter includes
 - 24x7 Uniform Guard, Facility person traps, Close Circuit TV Cameras
 - Locked Cabinets and Cages for Infrastructure
 - Latest Layer 2 and Layer 3 Network Security Controls
 - Network Level Intrusion Detection System (IDS)
- Encrypted and controlled access to stored cardholder data
- Encryption Secure Sockets Layer (SSL) Transmission
- Extended Validation (EV) SSL Certificates Available
- Secure HTTPS APIs with Authentication for Integration (Web Services)
- Application and Database Isolation via user security context
- Roles-based security model for Retailer user access
- External Scans and Routine Penetration Tests
- Daily Backup with 30 Day offsite archive
- Disaster Recovery Site 60kms away from Production
- Maintain Information Security Policy

Payment Gateway Management

- Per-eStore payment gateways
- Payment gateway failover
- Payment gateway financial load balancing
- Rules engine and preferences which enables complex gateway selection based on Maximum dollar thresholds per gateway
- VeriSign, Authorize.NET, Chase Paymentech, Moneris, TD OnlineMart, Beanstream, PayPal, Bill Me Later, CardinalCommerce

Integration Management

- XML, SOAP, Web Services API for extensibility
- Secure FTP Upload for Advanced Web Folder Access

Shopping Site and Marketing Integration

- Automated Product Feeds out to: Shopzilla, Shopping.com, Google Base and PriceGrabber
- CampaignerPro, Share a Sale, Link Share, Angel, McAfee Secure, Microsoft Ad Center, Ad Sonar, Yahoo Marketing Solutions, Live Person

Shipping and Fulfillment Integration

- Fulfillment Integration through: UPS, DHL, FedEx, USPS, UPS, Purolator, Pitney Bowes, ShipWorks
- US and Canada Fulfillment through Professional Distribution Services (PDS)
- Real-time shipping rate calculation through UPS and United States Postal Service (USPS)
- XML, SOAP, Web Services API for extensibility

Tax Support

- Tax Support with Name/Percentage and Per-Country and Per-Province Bindings
- Real-time 3rd Party USA Tax calculations support through Avalara AvaTax

Multiple Language & Currency Support

- Multi language support through additional text fields
- Over 50 common language support

Internal General Ledger

- Foundational GL built in to OrderDynamics records all transaction events using GAAP standards
- Integration with major ERPs and POS. Examples include: Microsoft Dynamics (POS, RMS), QuickBooks, SAGE, Simply Accounting, Navision.

Built-in E-mail Templates

- **Case Closed Notification**
- **Case Note Added Notification**
- **Case Updated Notification**
- **Credit Alert Email Template**
- **E-Cast confirmation template**
- **Item Reorder email notification template**
- **Lost password email template**
- **New Case notification template**
- **New order email template**
- **Order Declined/Failed email template**
- **Order Shipped email template**
- **Payment Pending Cancellation email template**
- **Preemptive Auto Ship Email Template**

Country Support

Table 1: Country Matrix 1

AF - Afghanistan	CN - China	GL - Greenland	MW - Malawi
AX - Aland Islands	CX - Christmas Island	GD - Grenada	MY - Malaysia
AL - Albania	CC - Cocos (Keeling) Islands	GP - Guadeloupe	MV - Maldives
DZ - Algeria	CO - Colombia	GU - Guam	ML - Mali
AS - American Samoa	KM - Comoros	GT - Guatemala	MT - Malta
AD - Andorra	CG - Congo	GN - Guinea	MH - Marshall Islands
AO - Angola	CD - Congo, Democratic Republic	GW - Guinea-Bissau	MQ - Martinique
AI - Anguilla	CK - Cook Islands	GY - Guyana	MR - Mauritania
AQ - Antarctica	CR - Costa Rica	HT - Haiti	MU - Mauritius
AG - Antigua and Barbuda	CI - Cote D'Ivoire (Ivory Coast)	HM - Heard and McDonald Islands	YT - Mayotte
AR - Argentina	HR - Croatia (Hrvatska)	HN - Honduras	MX - Mexico
AM - Armenia	CU - Cuba	HK - Hong Kong	FM - Micronesia
AW - Aruba	CY - Cyprus	HU - Hungary	MD - Moldova
AC - Ascension Island	CZ - Czech Republic	IS - Iceland	MC - Monaco
AU - Australia	CS - Czechoslovakia (former)	IN - India	ME - Montenegro
AT - Austria	DK - Denmark	ID - Indonesia	MS - Montserrat
AZ - Azerbaijan	DJ - Djibouti	IR - Iran	MA - Morocco
BS - Bahamas	DM - Dominica	IQ - Iraq	MZ - Mozambique
BH - Bahrain	DO - Dominican Republic	IE - Ireland	MM - Myanmar
BB - Barbados	TP - East Timor	IL - Israel	NA - Namibia
BD - Bangladesh	EC - Ecuador	IM - Isle of Man	NR - Nauru
BY - Belarus	EG - Egypt	IT - Italy	NP - Nepal
BE - Belgium	SV - El Salvador	JE - Jersey	NL - Netherlands
BZ - Belize	GQ - Equatorial Guinea	JM - Jamaica	AN - Netherlands Antilles
BJ - Benin	ER - Eritrea	JP - Japan	NT - Neutral Zone
BM - Bermuda	EE - Estonia	JO - Jordan	NC - New Caledonia
BT - Bhutan	ET - Ethiopia	KZ - Kazakhstan	NZ - New Zealand (Aotearoa)
BW - Botswana	FK - Falkland Islands (Malvinas)	KE - Kenya	NI - Nicaragua
BO - Bolivia	FO - Faroe Islands	KI - Kiribati	NE - Niger
BA - Bosnia and Herzegovina	FJ - Fiji	KP - Korea (North)	NG - Nigeria
BV - Bouvet Island	FI - Finland	KR - Korea (South)	NU - Niue
BR - Brazil	FR - France	KW - Kuwait	NF - Norfolk Island
IO - British Indian Ocean Territory	FX - France, Metropolitan	KG - Kyrgyzstan	MP - Northern Mariana Islands
BN - Brunei Darussalam	GF - French Guiana	LA - Laos	NO - Norway
BG - Bulgaria	PF - French Polynesia	LV - Latvia	OM - Oman
BF - Burkina Faso	TF - French Southern Territories	LB - Lebanon	PK - Pakistan
BI - Burundi	MK - F.Y.R.O.M. (Macedonia)	LI - Liechtenstein	PW - Palau
KH - Cambodia	GA - Gabon	LR - Liberia	PS - Palestinian Territory, Occupied
CM - Cameroon	GM - Gambia	LY - Libya	PA - Panama
CA - Canada	GE - Georgia	LS - Lesotho	PG - Papua New Guinea
CV - Cape Verde	DE - Germany	LT - Lithuania	PY - Paraguay
KY - Cayman Islands	GH - Ghana	LU - Luxembourg	PE - Peru
CF - Central African Republic	GI - Gibraltar	MO - Macau	
TD - Chad	GB - Great Britain (UK)	MG - Madagascar	
CL - Chile	GR - Greece		