



# **WebApp User Guide for Practice Enterprises**

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PEN Worldwide Web Application User Guide  
for Trainers

PEN Worldwide 2021 V2





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## 1. Introduction

The objective of this User Guide is to provide Practice Enterprises an explanation of WebApp user functionalities. Each menu item is described in detail and includes information about its function, sub items and the procedures for the user.

## 2. Getting Started with the WebApp

### 2.1. Access to the WebApp

A Practice Enterprise (PE) can access the WebApp portal by using its User Name and Password. If you do not have/forgot your User Name or Password, please contact your national Central Office (CO) or click on the "Password forgotten" link in the Log In box (see

*Figure 1*) and your password will be emailed to you at the email associated with your account.

#### To connect to the WebApp

1. Use the following link:  
<https://penapps.penworldwide.org/>
2. Fill in your User Name and Password

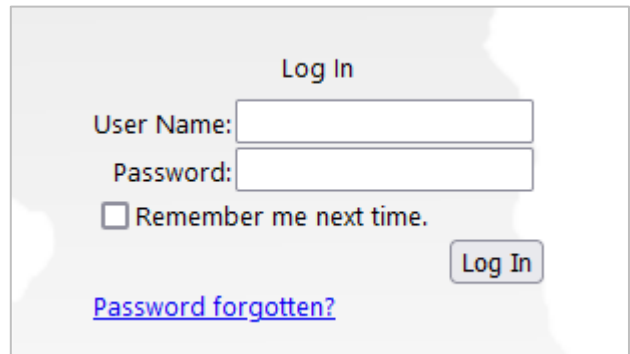
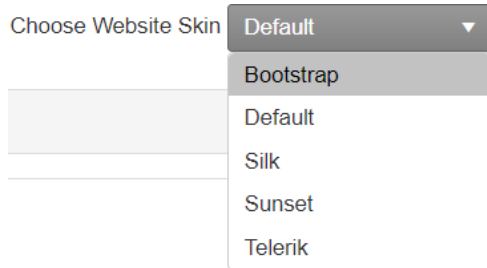
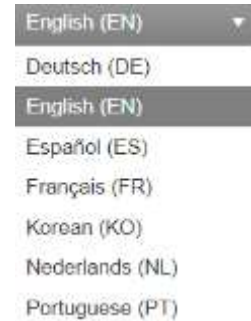


Figure 1: Log In Box WebApp

### Website User Preferences

#### Language Options

On the main page, there are language options for the menu (top right). Once a language is chosen, it will be saved as the default language for your site.



#### Website Layout

The website skin (website layout) is modifiable to 5 different options depending on your preference (top right). Once a website skin is chosen, it will be saved as the default for your site.

#### Page View

In the sections containing documents you can adjust the page view at the bottom of each screen (items per page, jump page, jump to end, jump to beginning, etc.).





### 3. PENApps Marketplace

WebApp menu item *PENApps Marketplace* has a direct link to the new Marketplace <https://marketplace.penworldwide.org>. You will be asked to enter your username and password that is supplied by your national Central Office.

You can find "Getting Started" guide for the Practice Enterprise Marketplace under the following link [User Guide for the Practice Enterprise Marketplace](#).

#### Activities and Events

Use this menu item to view the listing of the upcoming PEN Worldwide activities and events: <https://penapps.penworldwide.org/TradeFairs/TradeFairs.aspx>

Activities and events listings are uploaded by the host country. Please contact the host of the event directly for more details about the event. To add an event to the calendar, please contact your national Central Office.

You can also check out the upcoming events on our public website: <http://www.penworldwide.org/tradefairs.aspx>.

The calendar of events only includes information entered by national Central Offices. If there are missing events, please contact your CO. The events are automatically removed from the calendar the day after the event.

#### PE Trade Directories and Listings

This section explains how to find business partners using the Yellow Pages or specific search or listing criteria.

Only Practice Enterprises that are listed in the database as trading internationally can be found in the Yellow Pages. National traders can only be found using Listing criteria.

Only Practice Enterprises that have a minimum of one Category, keyword or description can be found in the Yellow Pages. If a PE has not entered any Yellow Page information in their PE information, they cannot be found and are invisible to all other PEs. If you are not sure that your PE is visible, verify your data with your national Central Office.

#### Search in the Yellow Pages

PE Trade Directories and Listings -> Yellow Pages Search

<https://penapps.penworldwide.org/PEMarket/YellowPages.aspx>

There are two ways to search in the Yellow Pages (YP) at the YP link page (*see Figure 2*). 1<sup>st</sup> search option - Browse by YP categories

2<sup>nd</sup> search option – by entering specific information and keywords

Both search options will be explained more detailed below:

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**Figure 2: Two search options in the Yellow Pages**



### 1<sup>st</sup> Search Option in the Yellow Pages

This option enables the user to find business partners (other PEs) according to a specific business category. There are 14 Yellow Page categories organised by number and colour (see Figure 3). Each category includes the information of the PEs operating in that business category.

Each PE indicated includes:

- 1) link to webshops
- 2) other activity categories
- 3) PE languages (see Figure 4)



Figure 3: 14 Yellow Pages Directories



Figure 4: Example for listing of PEs in the category Food and beverages

469 matches found

Shop Online	Practice Enterprise	Activity Categories	PE Languages
	<a href="#">@YOURSERVICE_MIRANDOLA_MO_IT</a>	5	IT, EN
	<a href="#">02H_Lido_Beach_US</a>	5 8	EN
	<a href="#">10_Chefs_N_A_Gourmet_Bundle_Boston_US</a>	5	EN, ES
	<a href="#">1WorldFoodCorp_Brooklyn_US</a> <small>1WorldFoodCorp is a multicultural catering company. 1WorldFoodCorp allows our customer to choose their menu based on their preferred culture.</small>	4 5 8 12	EN
	<a href="#">2_Pure_Farmingville_US</a> <small>2 Pure provides healthy, prepared meals delivered to your doorstep weekly.</small>	4 5 7	EN, IT, RO
	<a href="#">3H_GmbH_Hannover_DE</a> <small>Our medium sized enterprise 3H GmbH Honig Heiterkeit Hannover produces honey and products from honey. We do have our own beekeeping enterprise based in Lower Saxony, Germany. We are member of the association "Deutscher Imkerbund", who is representing and controlling the quality compliance of the products of German beekeeping enterprises. Our responsibility is to fund and to distribute the beekeeping so the nature will keep rich in species also in future. So that we are able to produce and to sell high qualified honey and honey products.</small>	5 7 10 11	DE, EN, FR, TR

## 2<sup>nd</sup> Search Option in the YP

This option can be used to find Practice Enterprises by entering specific information and keywords. This way of searching is specific to exact terms – language, spelling, plural or singular forms, etc.

Try to search using different language or with plurals. Example, “chocolat” or “chocolate” or “chocolates” if you want to search in French and English and plural.

It is important to use keywords with exact spelling. Misspelled words will not be found (example “cholocat”).

Try to search using single words only (example “chocolate”, see Figure 5) and avoid too many words or full sentences (example “chocolate produced in Belgium”, see Figure 6).



**Figure 5:** Search in the YP by keywords – good example

Or search in the yellow pages

 Search
 

Try to search using plurals, singular and by words only, not full sentences. Example - car vehicle part parts

**39 matches found**

Shop Online	Practice Enterprise	Activity Categories	PE Languages
	<b>A Golden Taste, KONTRUK, BE</b> We sell coffeemachines, coffee, <b>chocolate</b> , cakes and pies.	5	NL, EN, FR
	<b>Alcolade, BRUGGE, BE</b> Belgian Beer, Brugse Zot and delicious Belgian <b>chocolate</b>	5	NL, EN, FR
	<b>Bake My Day Bakeries, Elmont, US</b> Bake My Day Bakeries, LLC is a baking company designed to give you an experience that's guaranteed to brighten your day!	4, 5, 12	EN, ES
	<b>BASTAN LINORPAK S.A.S., ELIZONDO, ES</b> Fabricación y comercialización de bizcochos y <b>chocolate</b> en proceso (HECHO) compatible ALIMENTACIÓN BEBIDAS		ES, EU
	<b>BOCITA DELLA REGGIA, VENEZIA REALE (TO), IT</b>	5, 7	IT, EN
	<b>Botky potraviny, s.r.o., Hlohovec, SK</b> make activity with <b>chocolate</b> and coffee	5	CS, SK
	<b>BRANJANA DORINA, CASAL, RS</b> Caka, <b>chocolate</b> , food from Serbia	5	EN, SR

Recommendations how to search by keywords

As seen in Figure 5, the keyword “chocolate” results in 39 matches found.

**Figure 6:** Search in the YP by keywords – good example

Or search in the yellow pages

 Search
 

Try to search using plurals, singular and by words only, not full sentences. Example - car vehicle part parts

**0 match found**

No records to display.

Recommendations how to search by keywords

As seen in Figure 6, the keyword “chocolate in Belgium” is too complex and results in 0 matches found.

### Search for a Specific Company

PE Trade Directories and Listings -> Detailed Search

<https://penapps.penworldwide.org/PEMarket/SearchPE.aspx>

The Detailed Search enables a user to search for business partners using specified search criteria. Figure 7 below shows a search for a specific company can be done by entering specific criteria.



It is important that information entered into the search fields is written exactly as in the PE information. At least one exact criterion must be entered to get a result.

Searching by “Institution ID”, “Institution Name”, “Phone number”, “Email address”, “Contact or Manager” will give the result for the PE(s) associated with that information (see Figure 7).

**Figure 7:** Search for a specific company by Institution ID

The screenshot shows a search form with the following fields and values:

- Institution ID: CA01QCE-BB
- Institution Name: ex : All 4 Business GmbH
- Institution City: ex : Kornwestheim-Pattonvill
- Phone number: ex : +49 7141 28206-400
- Email address: ex : all4business@gmx.de
- Contact or Manager: ex : John
- Filter by Country: All

A "Search" button is located below the form. Below the form, the search results are displayed as follows:

**1 company found with an ID containing "CA01QCE-BB"**

<a href="#">CA01QCE-BB</a>	<b>BIOGLOBE</b> 298, boul. Armand-Thériault, local 1 H CDN-G5R 4C2 RIVIERE-DU-LOUP QUEBEC (Canada)	Phone: +14 183140404 poste Email: <a href="mailto:info@bioglobe.ca">info@bioglobe.ca</a>
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Searching by “Institution City” can provide more results as there is often more than one PE located in the same city (see Figure 8 below).

To search for PEs by country go to the section titled PE Listings by Country.





**Figure 8:** Search for a specific company by Institution ID and City

**Search criteria**

Institution ID:

Institution Name:

Institution City:

Phone number:

Email address:

Contact or Manager:

Filter by Country:

**1 company found with an ID containing "DE01BEC" in Germany**

<u>DE01BEC</u>	<b>BIT Best in Technik GmbH</b> Längelterstr. 106 D-74080 Heilbronn (Germany)	Phone: +49 7131 928237 Fax: +49 7131 928183 Email: <a href="mailto:Bit@ass-hn.de">Bit@ass-hn.de</a> Web: <a href="http://www.zuef.de/bit">http://www.zuef.de/bit</a>
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**9 companies found which city name contains "Heilbronn" in Germany**

<u>DE01BEC</u>	<b>BIT Best in Technik GmbH</b> Längelterstr. 106 D-74080 <b>Heilbronn</b> (Germany)	Phone: +49 7131 928237 Fax: +49 7131 928183 Email: <a href="mailto:Bit@ass-hn.de">Bit@ass-hn.de</a> Web: <a href="http://www.zuef.de/bit">http://www.zuef.de/bit</a>
<u>DE01BIW</u>	<b>Bike World GmbH</b> Frankfurter Str. 63 D-74072 <b>Heilbronn</b> (Germany)	Phone: +49 7131 564123 Fax: +49 7131 564119 Email: <a href="mailto:bike.world@gvss.de">bike.world@gvss.de</a>
<u>DE01BRU</u>	<b>Brunnen GmbH</b> ÜFA der Andreas-Schneider-Schule Längelterstr. 106 D-74080 <b>Heilbronn</b> (Germany)	Phone: +49 7131 928-180 Fax: +49 7131 928-182 Email: <a href="mailto:Brunnen@ass-hn.de">Brunnen@ass-hn.de</a>

### Search for Top International Traders

PE Trade Directories and Listings -> Top International Traders Listings

<https://penapps.penworldwide.org/Statistics/TopTraders.aspx>

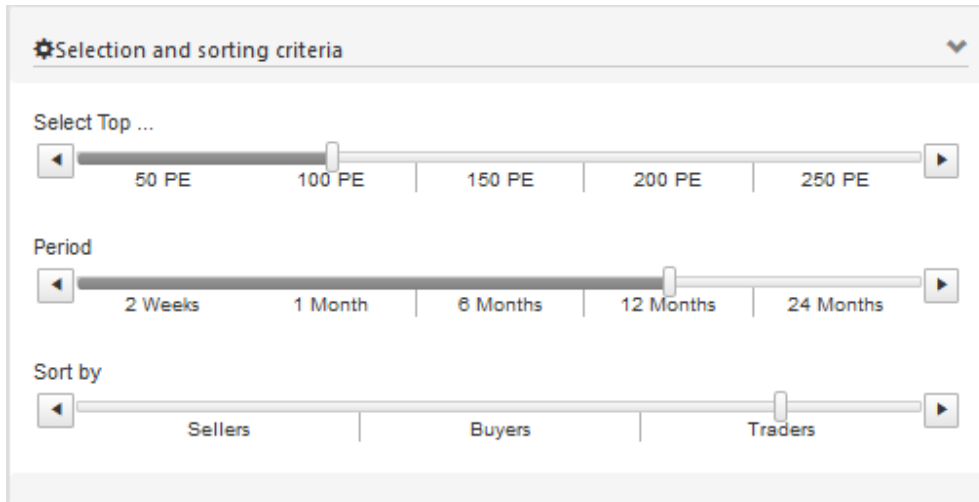
This section provides users with a listing of the Top Traders. It is very useful for finding potential business partners that are active in international trade.

A user can select in a range from 50 to 250 PEs between a period of 2 weeks and 24 months and sort by Top Sellers, Top Buyers and Top Overall Traders.

To change the search criteria, drag the slider along the line to the desired number of PEs (50 PEs, 100 PEs, 150 PEs, 200 PEs, 250 PEs), desired period (2 weeks, 1 Month, 6 Months, 12 Months, 24 Months) or one of three target groups (Sellers, Buyers, Traders).

Listings can be downloaded in Excel and PDF format.

*Figure 9: Selection and sorting criteria of Top International Traders*



Important - this search tool gives a listing of **international** traders only. PEs that trade only national cannot be found in this list.

Practice Enterprises are ranked according to the number of verified Swift transactions.

Search criteria example used in *Figure 9* above provides a list of “Top 100 Traders in the last 12 Months” which can be downloaded by clicking on the Excel or PDF icon:



### World Map of Practice Enterprises

PE Trade Directories and Listings -> PE Global Geolocation Map

<https://penapps.penworldwide.org/PEMarket/PeGlobalClusteredMapFullframe.aspx>

The PE Global Geolocation Map provides access to the world map of Practice Enterprises in the PEN Worldwide network. The map shows all PEs worldwide that are marked as trading internationally.



Clusters<sup>1</sup> are used to display a large number of PEs in one area on the map. The number on a cluster indicates the number of PEs in the cluster (*see Figure 10*).

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<sup>1</sup> In business, a cluster is described as a geographic concentration of interconnected businesses, suppliers and associated institutions in a particular field (wikipedia).

**In our world map a cluster can be described as a geographic concentration of Practice Enterprises.**

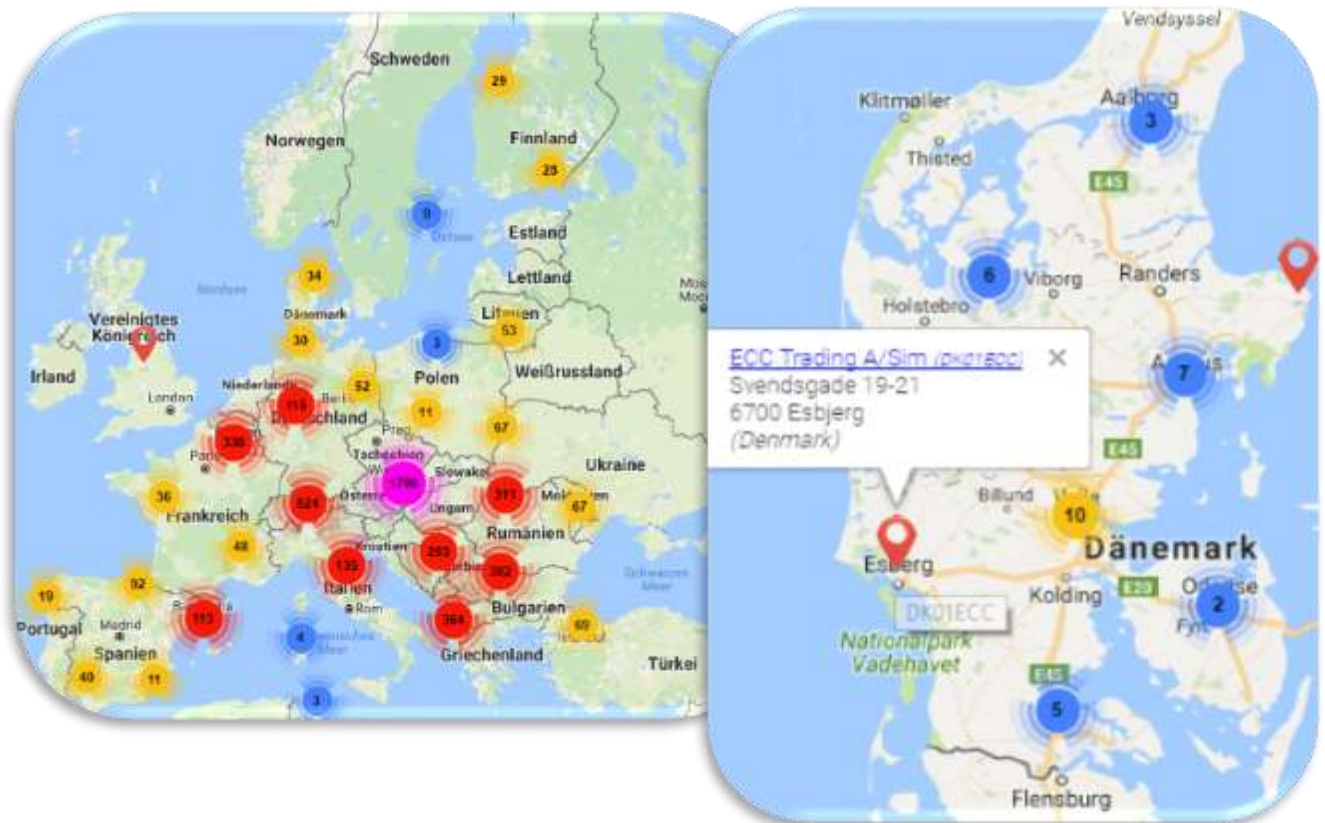
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As you zoom into any of the cluster locations, the number on the cluster decreases, and you begin to see the individual pins for each PE (example – Danish PE ECC Trading A/Sim in *Figure 10*).

Click on the pin of an individual PE to directly link to the “Practice Enterprise Main Information” window in the WebApp. Zooming out of the map consolidates the individual PEs into clusters again.

**Figure 10:** A fragment from PE Global Geolocation Map (Europe)



### Search for PE Listings by Country

PE Trade Directories and Listings -> PE Listings by Country

<https://penapps.penworldwide.org/PEMarket/PEMarketList.aspx>

PE Listings by Country enables a user to filter data by Institution Type and Country. There are 4 types of Institutions that can be filtered:

**Practice Enterprise** – the physical location where PE activities take place

**Host** – educational institution or organization that is responsible for administering Practice Enterprise(s) established in their institution

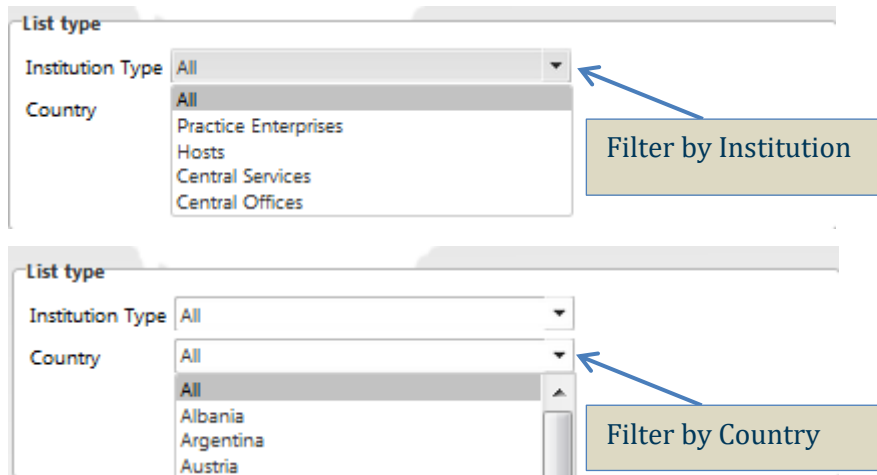
**Central Office** - the Central Office administers the national PE network and provides support to national PEs, trainers training, and manages all Central Services offered to PEs



**Central Service** - commercial and regulatory services such as banking, customs and taxation, utilities and post office, etc. that are managed by the Central Office

A list of institutions by country can be downloaded in Excel or PDF format.

**Figure 11:** Search for institution by country



### Visibility in the Yellow Pages

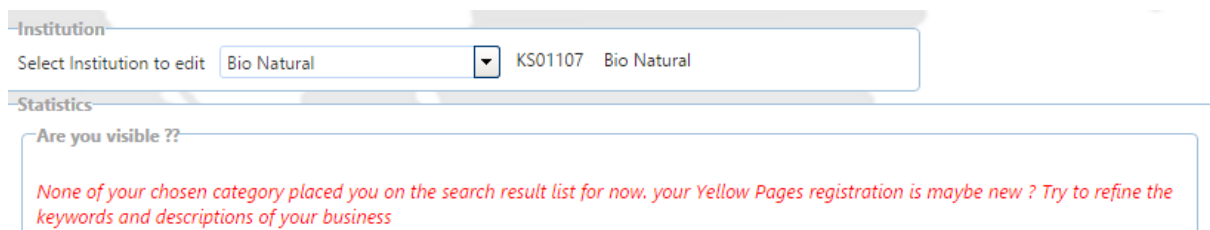
PE Trade Directories and Listings -> Your Yellow Pages Visibility

<https://penapps.penworldwide.org/PEMarket/YellowPagesVisibility.aspx>

This section allows Practice Enterprises to check their PE visibility in the Yellow Pages. It provides detailed information about how many times their PE has appeared in search results from other PEs. It also shows which criteria and keywords were used to find them.

Figure 12 shows PE “Bio Natural” has no visibility in the YP because it has not entered any Keywords or Description of its business into their Practice Enterprise information.

**Figure 12:** Example of no Visibility of the PE in the YP





There are many ways for Practice Enterprises to increase their visibility in the YP.

### 1. Add Category of your Business

PE Trade Directories and Listings -> Your Yellow Pages Visibility -> Categories

<https://penapps.penworldwide.org/PEMarket/YellowPagesVisibility.aspx>

A category of your business can be added by selecting a category from the Yellow Pages Categories. There can be several categories selected and saved.

In order to add a category, follow this procedure (Figure 13):

Select a category in the list below

Select a trade type (Manufacture, Wholesale, Retail Sale, Service)

Click the Add button

When done, click Save

**Figure 13:** Business category adding window

### 2. Add Keywords to Describe your Business

PE Trade Directories and Listings -> Your Yellow Pages Visibility -> Keywords

<https://penapps.penworldwide.org/PEMarket/YellowPagesVisibility.aspx>

Keywords describing your business can be added by selecting them from the Yellow Pages Keywords. There can be several Keywords selected and saved.



To add the keywords, follow this procedure (*Figure 14*):

Select a Keyword from the list

Click the Add button

When done, click Save

**Figure 14:** Keywords adding window

The screenshot shows a web application window titled "Fixed keywords". It contains instructions: "Select a Keyword in the list below and click the Add button. When done, click Save". Below the instructions is a "Yellow Pages Keywords" section with a search box and a dropdown arrow. A table lists keywords with their IDs. The keyword "Adhesives" with ID "287" is highlighted in orange. To the left of the table are buttons for "Add", "Delete", and "Save all entered Keywords".

ID	Keyword
4011011	Abrasives and abrasive tools
101001	Accessories
4006002	Accident prevention devices and equipment
3	Accumulators
11002101	Acoustic engineering consultants
1004003	Additives for food and beverages
10002042	Address management consultants and services
287	Adhesives
1128	Categories

### 3. Add Own / Personalized Keywords

PE Trade Directories and Listings -> Your Yellow Pages Visibility -> Personalized Keywords

<https://penapps.penworldwide.org/PEMarket/YellowPagesVisibility.aspx>

There is also a function for adding personalized keywords to describe your business. This function is very useful in case you cannot find the appropriate keywords in the list of YP keywords or you want to describe your business activities in more detail.

Make sure to use simple keywords and correct spelling. Yellow Pages searches for exact terms, so use different versions and ensure accuracy (ex. car, auto, vehicle, transport)

To add personalized keywords, follow this procedure (*Figure 15*):

Type in a Keyword in the textbox

Click the Add button

When done, click Save



**Figure 15:** Personalized keywords adding window

#### 4. Add Own / Personalized Activity Description

PE Trade Directories and Listings -> Your Yellow Pages Visibility -> personalized activity description

<https://penapps.penworldwide.org/PEMarket/YellowPagesVisibility.aspx>

There is also a function for adding a personalized description of your business activities. This function is useful in case you want to describe your business activities in more detail.

In addition, you can select the languages spoken in your PE.

Descriptions should be short and concise and provide a simple explanation of your business.

(ex1. Sales of car parts and accessories)

(ex2. B2B marketing services including social media and web design)

To add personalized activity description, follow this procedure (Figure 16):

Type in Activity Description in the textbox

Select Language

When done, click

**Figure 16:** Personalized activity description adding window





### VAT Tax ID Verification

PE Trade Directories and Listings -> VAT Tax ID Verification

<https://penapps.penworldwide.org/PEMarket/VatIdChecking.aspx>

This page can be used to verify the existence of VAT Tax ID. Using this tool, a PE can verify if a VAT tax ID of a potential business partner is up to date and in the system before making a payment.

### PE Webshops Directory

PE Webshops Directory menu links to PE webshops entered into the database.

If your PE has a Webshop but it is not visible in the database, please contact your Central Office to have it added to your PE information.

PE Webshops Directory -> **Shop through Webshops**

<https://penapps.penworldwide.org/MarketPlace/WebshopSearch.aspx>

Links to a list of Webshops according to business category (see *Figure 17*, an example of Webshops listing in the category Cars and vehicles).


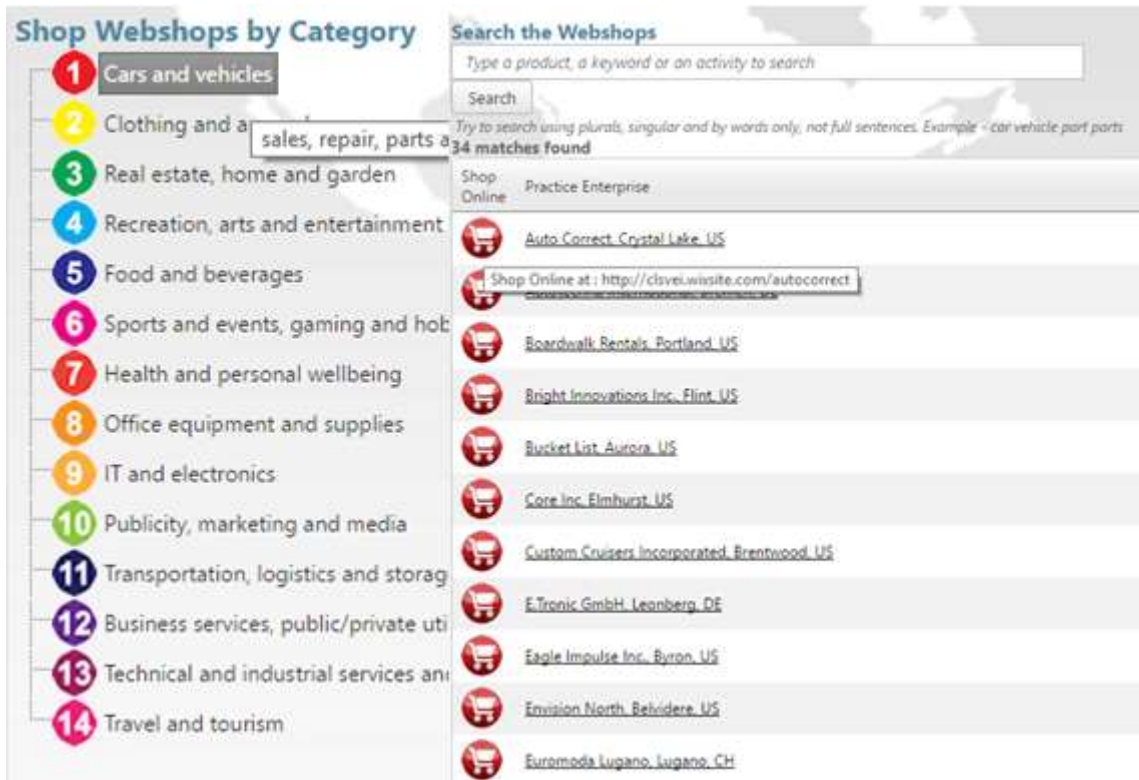
A click on the “shop online” icon  leads to an individual PE Webshop. Note that not all links lead directly to Webshops: many countries have a common Webshop system where the PE will have to re-enter their PE code and password to access the Webshops of certain countries (see *Figure 18*).

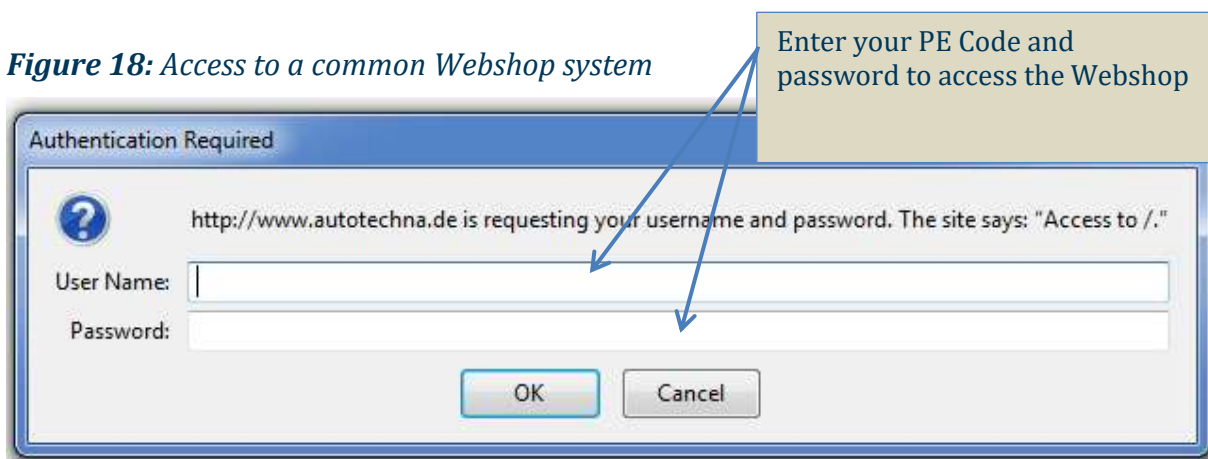


Figure 17: Example for listing of Webshops by category



Webshops are administered by national Central Offices and individual Practice Enterprises. For any issues accessing Webshops, please contact the PE directly or contact your national Central Office for assistance.

Figure 18: Access to a common Webshop system



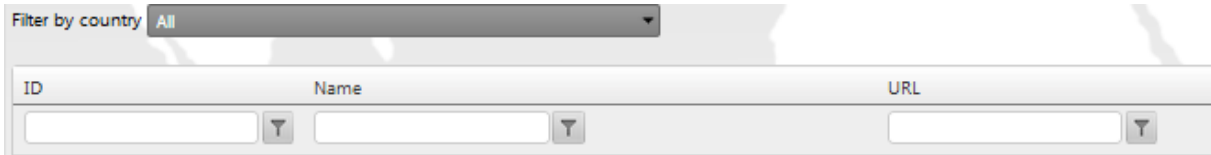
PE Webshops Directory -> **Listing of Webshops**

<https://penapps.penworldwide.org/MarketPlace/ActiveWebshops.aspx>



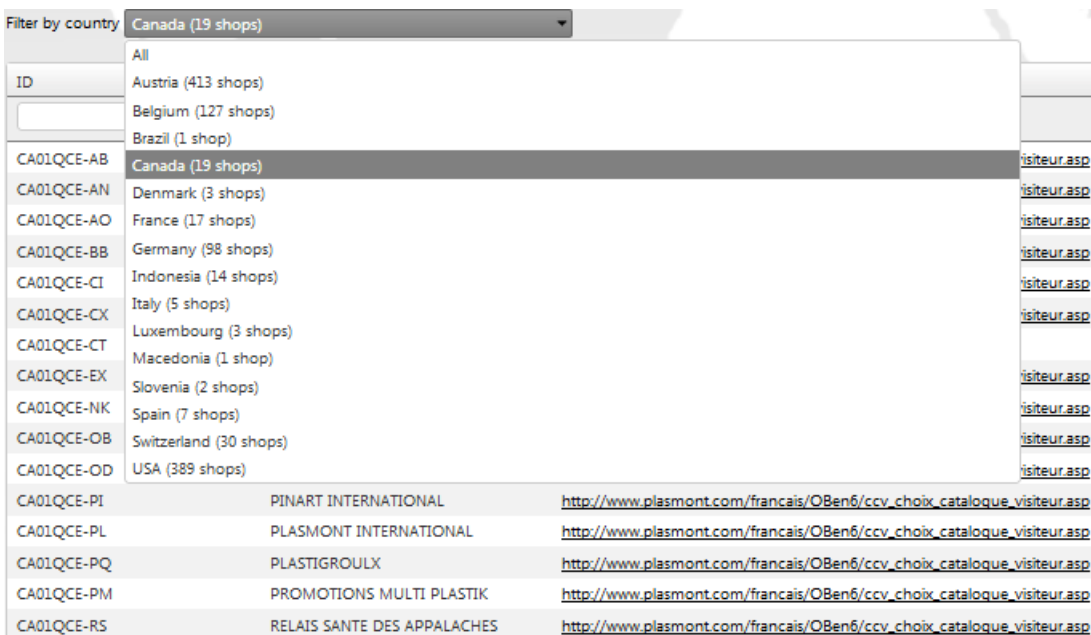
This section provides listings of active PE Webshops in different countries. Users can filter Webshops by country, ID, name or URL address (*Figure 19*).

**Figure 19:** Filtering system for the webshops



When filtering by country, a list of all active Webshops in that country is provided (see example for Canada in *Figure 20*).

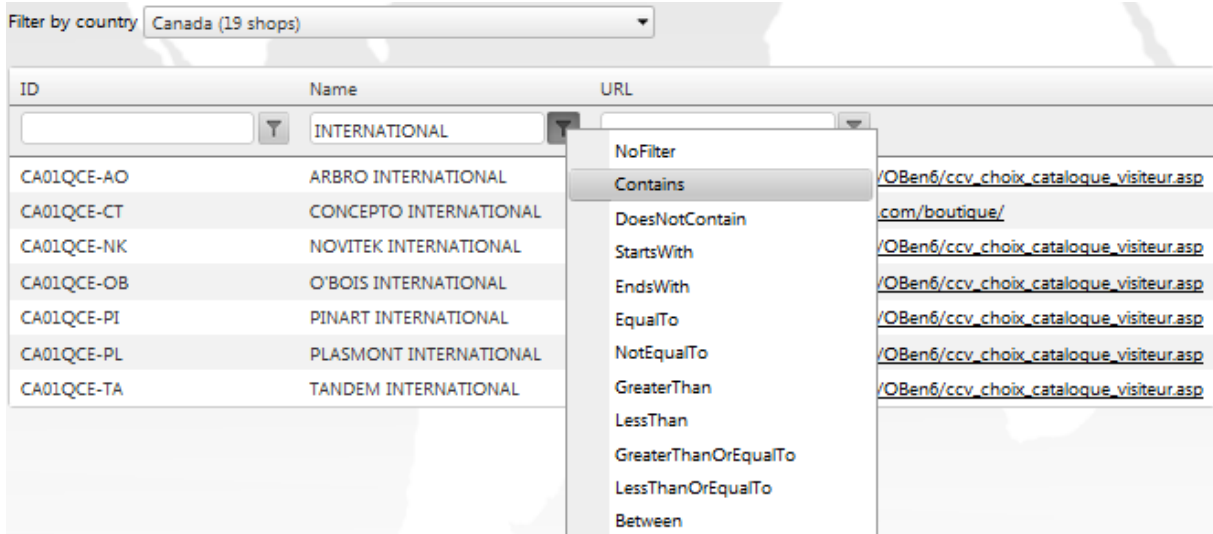
**Figure 20:** Filtering Webshops by country



A user can choose more than one filter (ID, Name, URL). For example, to find webshops in Canada which name contains the word “International”. In this case, the user chooses the additional filter “Name” and select the criterion “Contains” (see *Figure 21*).



**Figure 21:** Filtering webshops by ID, Name and URL



## Export Documents

### Export Documentation

<https://penapps.penworldwide.org/ExportDocs/ExportDocs.aspx>

This section can be used to find models of documents for exporting to different countries around the world. Documents can be downloaded and modified for national/local use as needed.

In the section View Export Documentation, you can choose your location and the location you are exporting to (see *Figure 22*). It gives a list of the required documentation and explanation of the exporting process. A download section enables a fully-functioning document download (see *Figure 23*).

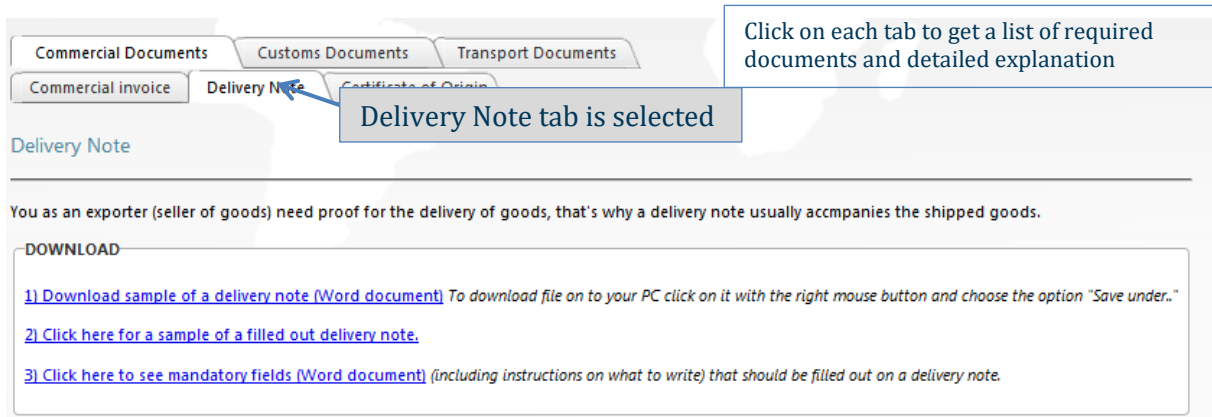
**Figure 22:** Export from USA to a European country



*\*a grey dash indicates that the exporting location (the USA) and importing location (Europe) are selected*



**Figure 23:** A list of the required documentation and explanation



By clicking on each tab, a user gets an explanation of each procedure.

A download section enables document downloads.

### Export Library

<https://penapps.penworldwide.org/ExportDocs/ExportLibrary.aspx>

This section contains documents describing the exporting process, glossaries, export rules and regulations and a section on International Payments methods.

### Contact Lists and Links

This menu item leads to the main website of EUROPEAN-PEN International, where a user can find information about the association and its history, member countries, events and links to our social media. There are other contact lists in the WebApp that are only accessible by the national Central Office and include contact information for CO staff.

### Documents Library

Materials that can be found under this menu item include:

- Technical Documents – guidelines for using the WebApp portal including this guide <https://penapps.penworldwide.org/Docs/WebAppDoc.aspx>
- PE Documentation – Business Letter Models and Glossaries <https://penapps.penworldwide.org/Docs/ProfessionalBusinessLetters.aspx>
- Members Trade Fair Guidelines – main information, rules and regulations for participating at Trade Fairs in different countries <https://penapps.penworldwide.org/Docs/ViewDocs.aspx?CatId=104&SubCatId=104>



## Media

A direct link to the dedicated PEN Worldwide YouTube Channel, where videos in different partner languages on the PE concept can be found.

<http://www.penworldwide.org/media.html>

## Marketing Materials

Materials that can be found under this menu item:

### Logos and Graphics:

<https://penapps.penworldwide.org/Docs/LogoGraphicsDoc.aspx>

PEN Worldwide marketing materials such as a style guide, logo package, PPT template and more can be found here. The materials may be used by members in their local marketing, websites, portals, etc. as an indication of membership in the international association.

The Style Guide provides the guidelines for proper use of our Logo (colours, style, spacing considerations, etc.), spelling of name and possible typography for text.

There are different logo packages provided for downloading, including colour, greyscale, white logos in all sizes.

You can create your PowerPoint presentation using PowerPoint Master Template that is downloadable in PPT format.

### Members Marketing Materials:

<https://penapps.penworldwide.org/Docs/MembersMarketingMaterial.aspx>

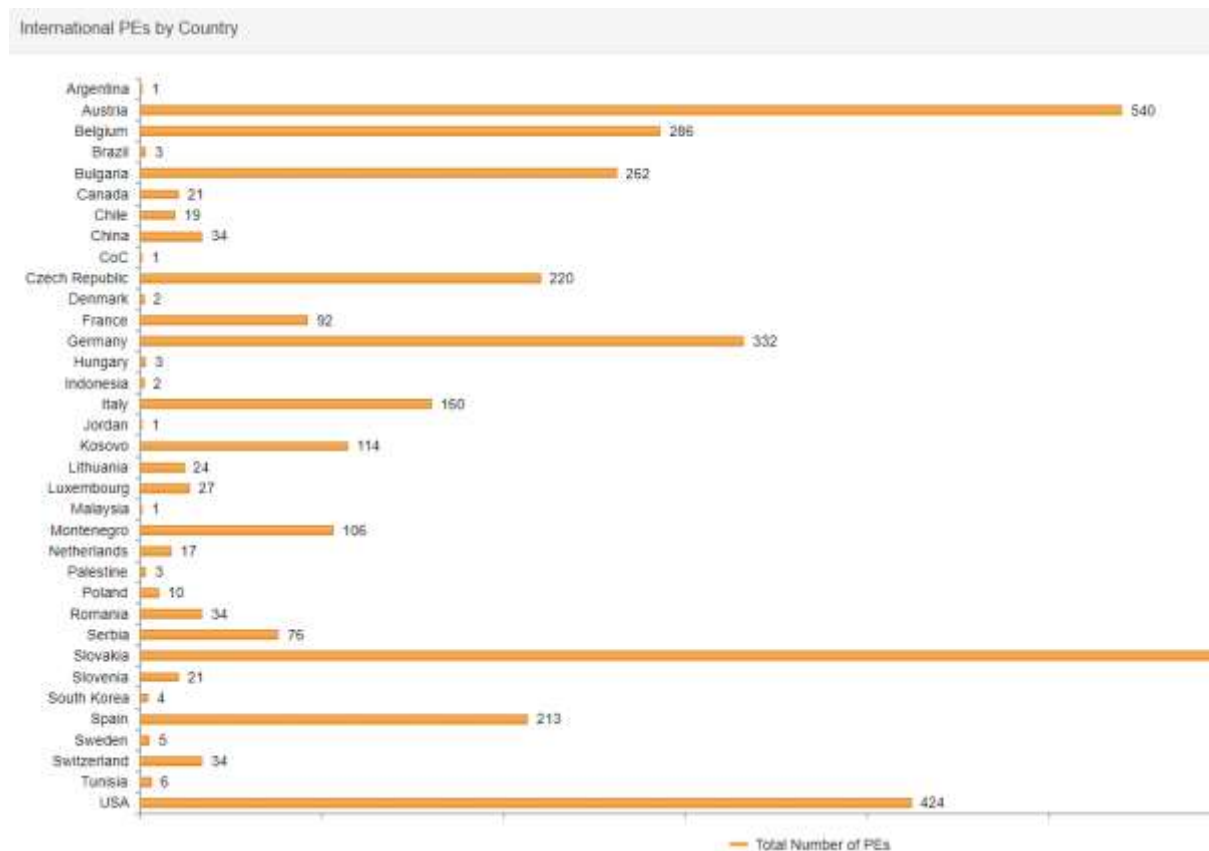
A country-based list of downloadable marketing materials, such as national flyers, logo, website link, etc., for each member country that supplied materials. PEs have access to the materials of their own country and to the materials of all other member countries of the association that have supplied materials.

## Statistics

The statistic of „International PEs per Country“ and „International PEs by Region“ is provided (see *Figure 24* and *Figure 25* respectively). An International PE is a PE that carries out international trade and has been marked as International by their national Central Office. Only PEs that have been marked in the database as *trading internationally* have been included in the list of International PEs. PEs that trade national-only are excluded from the list.

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**Figure 24: International PEs per Country**



## Frequently Asked Questions (FAQ)

<https://penapps.penworldwide.org/FAQ/ShowFAQ.aspx?catID=1>

The answers to Frequently Asked Questions about using the WebApp are provided under this menu item.

## User Guides

User Guides are available in English language for the WebApp, the association bank program and the credit card system

Here is the WebApp User Guide:

<https://penapps.penworldwide.org/Docs/ViewDocs.aspx?CatId=135&SubCatId=135>

Here is the User Guide for the Bank System:

<https://penapps.penworldwide.org/Docs/ViewDocs.aspx?CatId=136&SubCatId=136>

Here is the User Guide for the CCI credit card system.

<https://penapps.penworldwide.org/Docs/ViewDocs.aspx?CatId=137&SubCatId=137>

This is the end of the User Guide.

For any additional questions or for suggestions for this guide, please contact your national Central Office.