



# 42 BENEFITS OF E-COMMERCE BUILT FOR YOUR ERP SYSTEM

THE INTEGRATION GUIDE



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# THE SHORTCUT TO E-COMMERCE

## WE BELIEVE THAT IN EVERY COMPANY, THERE IS A GREAT COMPANY WAITING TO GET OUT

The first step is always the hardest. This is why we created the shortcut to e-commerce: an e-commerce solution that uses your ERP system and all its data as the starting point. An e-commerce solution with a standardized and productized ERP integration, delivering **42 ERP touchpoints** out of the box.

You might have noticed that traditional e-commerce software can run autonomously, and carries its own business logic to calculate pricing and discounts. In addition, these common systems store information about items, orders and your customers locally in their database.

On top of that this data needs to be interfaced to your ERP to keep your ledger and financials up to date. Not only does it take a lot of time and money to set up these interfaces, they're the starting point for a lot of hassle and costs during the operation of your web store as well.

## SANA IS DIFFERENT

Sana Commerce uses the ERP as the starting point. This is because this is where your pricing structure and order calculation were modeled to your business long ago. It is the perfect and only place to store your product, order and customer information as well. Sana does not carry the business logic required to calculate pricing and orders, nor does it store orders and item information. It uses the ERP instead, natively, to execute all this.

This is what we call e-commerce integration.

This document further explains all of these touchpoints, or integration benefits as we call them. Read on to see how this benefits your web store's product catalog, price calculations, inventory, customer information and personalized marketing features.

The Sana Team

# 1

## EASY-TO-NAVIGATE ONLINE PRODUCT CATALOGS

When a web store and ERP system share a single database, all product information, relationships and categorization can be instantly available online once the e-commerce software is in place. Moreover, all changes to your product catalog stored in your back office are immediately visible on your web store. Since only one database needs to be maintained and kept up to date, you can avoid a huge amount of running costs and manual work.

### Benefit #

#### 1 ● Start by Building Your Web Store Efficiently

The classifications and categorizations defined in your ERP can be reused for the initial web store creation, such as by using them to build its navigation structure.

#### 2 ● Set Up Multiple Online Stores in Minutes

Your business may require multiple web stores for different countries/markets or for different brands or product lines. Rolling out two or more web stores might sound like completely separate projects, but this is not the case with an integrated platform. Once you have established the integration with your ERP, it can be used for multiple web stores based on multiple companies. You simply define what data and logic you want to use for each, and you can quickly go live.

#### 3 ● Product Export to Marketplaces

The option to export detailed product information to marketplaces like eBay, Amazon and Google is another benefit of integration. In Sana's e-commerce solution, product sets can be defined and exported using extensive ERP filtering. Sana combines item master data with its semantic enrichment for web-improved descriptions and images. This delivers a powerful combination, and helps publish a professional catalog to large marketplaces.

#### 4 ● Refine Search Results With Catalog Filters

When you deploy a large product catalog, it is important for your customers to easily find what they are looking for. They need to be able to filter through your online catalog to find the products that are relevant to them. With an integrated e-commerce platform, product filters previously defined in your ERP can be directly used in the web store. Your entire online catalog and all its filters can be leveraged without extra manual work.

**5 ● Add Faceted Search for Even More Detailed Filtering**

If you let customers navigate your online product catalog using faceted search, an integrated e-commerce solution can retrieve these facets directly from your ERP system. Just select the item card's attributes you would like to use in your web store's guided navigation panel. This lets your clients search, filter and refine their product results in detail.

**6 ● Allow Unlimited Unique Product Variants**

An integrated e-commerce solution uses the ERP's product variants natively, so no data synchronization is needed. This means that there is no need to transfer all the complexity of variant management to your e-commerce platform.

If variants are needed, they can be plotted in a matrix in the web store. This can be done in fashion web stores, for example, with products that vary in both color and size. Customers will love the ability to view and order all combinations of variants at once, with real-time information on the availability of each combination. All this with one simple table.

**7 ● Build a Bill of Materials (BOM)/Kitting and Assembly**

Industrial and technical wholesale and manufacturing companies know all about the complexity of composite product structures. These are products that are built from a Bill of Materials (BOM), or through kitting and assembly. With an ERP-integrated e-commerce solution, these products and the products from which they are built are stored in just one database. In the web store, these complex products can easily be broken down into their respective parts. This also allows your customers to order those individual parts and have them listed as separate line items on the invoice. This can all be done automatically and managed from a single place: your ERP's product database.

**8 ● Highlight Products Using the ERP**

If you want to create pages with lists of best-selling products, you can easily use product filters that come from your ERP system. This means that in addition to your star online products, you can incorporate information about products sold offline. The information is retrieved and displayed the way it is registered in the ERP system.

Benefit # 9

● **Leverage your ERP for Accurate Data Management**

If you want to be 100% sure you never have different versions of the same master data in different places, information should only be stored and managed in one place: your ERP. Having a single source of truth ensures that everyone and every system involved uses the same information. It ensures accuracy for the whole organization, since fewer errors can be made in mapping and interpreting information.

Integrated e-commerce does not just use the master database from the ERP. It actively ensures that newly created records such as orders are instantly available at the source, without replication, synchronization or mapping. The validation is done by the same system, ensuring 100% master data accuracy.



## 2

## AUTOMATED ONLINE ORDER PROCESSING

**As a sales manager, you want your order intake to be error-free, to never miss any orders coming in, and to serve your clients in the best way possible. As a customer, you want to have all relevant information available to you 24/7!**

### Benefit # 10 • **Ensure Accuracy and Quick Turnaround With Real-Time Orders**

One of the major advantages of an integrated e-commerce solution is that orders placed online are immediately processed by the ERP, without the delay of a scheduled synchronization interval.

Sana's e-commerce software leverages:

- The ERP, by calculating, validating and saving orders directly in only one system.
- All logic related to customer pricing, charges, handling fees, shipping costs, payment information and tax.
- Instant order validation, making it immediately ready for further processing.

This results in:

- No pricing mistakes, inventory availability issues, or forgotten charges or costs to worry about.
- No orders being lost during complex synchronization processes.
- Fewer errors that need to be solved manually.

### 11 • **Keep Your Data Clean With Real-Time Data Validation**

Using only one system to process orders, product and customer information in real time means that all information entered through the web store must go through a data validation process. With an integrated system, this validation is modeled to match business-specific processes, and therefore once again leverages earlier ERP investments.

Data validation in synchronized systems is hard to accomplish because it takes place against legacy data and uses rules that are not exactly in line with the ERP. It also happens after the order has been placed, which is too late to give feedback to the user.

**12 ● Provide Customized Payment Conditions**

Different payment terms are typically created for different customers in the ERP system. Depending on your customer relationships, you may allow them to pay on account, define a unique credit limit and their payment terms, or decide whether they have to pay directly online when ordering from you. Should they pre-pay, or pay the total amount upfront?

Integrated e-commerce platforms use the ERP's logic to determine what payment conditions and options are available to a specific online customer, right there in the web store. This gives your trusted customers the opportunity to choose a payment method. What's more, it gives you the security that they receive the same pleasant treatment when it comes to account transactions, both online and offline.

**13 ● Show All Costs Up Front With Real-Time Shopping Cart Calculation**

Integrated e-commerce platforms use the ERP to calculate the shopping cart order total. All unique customer pricing, additional charges, shipping and handling fees, payment fees and tax information are considered during calculation. This gives your customer a complete overview of the order total during the checkout process, with no surprises afterwards.

A crystal clear checkout process with accurate costs and no hidden fees increases the conversion rate of web orders and reduces workload for your sales team.

**14 ● Use your ERP's Native Processes for Requests for Quotes (RFQ)**

With an e-commerce integration, web orders are created in only one environment: the ERP. Sana's integration uses the ERP's native quote processes to make quote creation possible. This way, customers can not only request quotes, but quotes can be returned and accepted through the web store as well. This saves a lot of time and money, and results in fewer errors.

**15 ● Show Customized Order and Process Order Line Comments**

In the ERP, it is possible to add order comments or comments related to specific line items on the order. This is often used to clarify shipping or payment details, or to supply extra information regarding a specific product in the order. ERP-integrated e-commerce platforms can easily display these comments to your customer. There is no need for complex synchronization to make this information visible in the ERP system and the web store.

Moreover, it's bi-directional: when placing an order, your customers can add comments that will also be visible to your internal team in the ERP. All these comments are connected to the order and are available during all stages of the fulfillment process in real time.



**16 ● Offer Dynamic Shipping and Billing Addresses**

In an integrated e-commerce environment, customer data stored within the ERP is reused. This means that when a customer is logged in, their default billing and shipping address is already displayed when they reach the checkout page. This also allows customers to select a different shipping address from available shipping addresses stored in the ERP system. Customers in your ERP database will never again have to rekey this information. They can simply select an address from a dropdown menu, which also reduces the risk of manual data entry errors.

Another benefit of integrated e-commerce is that all logic in the ERP is connected. So when an address is changed, it automatically updates shipping costs or delivery conditions. These changes are immediately reflected in the web store as well.

**17 ● Let Your ERP Calculate Shipping Costs and Show Them in Real Time**

Shipping methods and related costs are usually defined in a company's ERP system. Based on the products ordered and the selected shipping address, these costs are calculated dynamically as the order is placed. Calculating shipping costs entails many complex steps:

- How many products fit in a box?
- How many boxes fit on a pallet?
- What is the weight of the shipment?
- What type of transportation is needed?

ERPs can usually answer the questions required to calculate shipping costs accurately. An e-commerce platform with ERP integration uses this information to display applicable shipping costs in real time to the online customer. There are no surprises for the customer: they know exactly how the products will be shipped, when the delivery will arrive and what it will cost.

**18 ● Use Order Number Ranges to Determine Order Origin**

As a business owner you want to know which orders are placed through which channel. ERP systems can make this distinction. Based on different order number ranges, you can easily see whether the order was placed directly in the ERP, through EDI, or from the web store. Integrated e-commerce platforms use the ERP system to save and store order information and can directly access these order number ranges as used by the ERP. This also ensures that no web orders are lost.

**19 ● Profit From Track & Trace Functionality That Keeps Your Customers Informed**

Customers want to be able to track their orders online. Manually registering a package with a shipping carrier and generating a tracking link can be time-consuming. Fortunately, ERP systems can manage this process automatically. So if your e-commerce platform is integrated with your ERP, there is no need to manage the shipping details and status in two systems. The package will be registered with the shipping carrier and the tracking number will automatically be saved in your customer's order and shipping documents. An integrated e-commerce platform shows the tracking details online in real time using the data stored in the ERP system. Having this information stored in one place saves your company time, and your customers will appreciate having instant online access to this information.

**20 ● Edit Orders Even After They Have Been Placed**

Customers can change or edit orders after they are placed, as long as the orders have not been processed. Since the web order is directly stored in the ERP, synchronization is not needed to determine whether it is still open for editing. The ERP system has the current order status, which is also reflected in the web store in real time.

This is a major benefit for customers as it lets them quickly fix mistakes. Customers can even add products to their order after it has been placed, as long as it has not yet been processed in the ERP. This saves a lot of time for you as well, since an edit by the customer does not mean any additional work for your team.

**21 ● Offer Re-Ordering From Any Past Order – Online or Offline**

Customers can easily re-order from a previous order. Integrated e-commerce platforms offer this feature based on all orders and invoices stored in the ERP system. Both online and offline orders and invoices can be used as a starting point for a new order. Customers do not have to worry about pricing differences or product availability, because the new order will be validated and calculated by the latest logic and data within the ERP. Again, no room for mistakes.

## Benefit # 22 ● **Easily View an Order's Complete History**

The ERP system stores a lot of data. This data includes order history, invoices, returns and shipping documents. Integrated e-commerce platforms grant customers easy access to all this information and documentation by pulling it directly from the ERP.

Interfaced e-commerce platforms behave differently. Typically, they can only provide data and documents related to e-commerce: information based on orders placed through the web store. Migrating the entire online and offline order history from the ERP database to the e-commerce database is usually too complex and expensive to do.

Sana's ERP-integrated e-commerce platform boasts yet another great advantage by supplying your customer with a fully searchable and printable document life cycle – from quote to order and from order to invoice – along with shipping documents. Customers can easily access returns and credit notes from the ERP online. Not just for their e-commerce orders, but for all orders placed by phone, email, EDI, and other sources.

Granting customers online access to all this information also saves you a lot of time. Instead of calling or sending an email to check the shipping status of an order or to pay an invoice, your customers can simply access these documents at their own convenience, without having to contact you.

### 3

## COMPLEX PRICING SIMPLIFIED

**Pricing handled by the ERP system can be quite complex. The subject of pricing is one of the main reasons that businesses prefer an integrated e-commerce solution to one that is connected or interfaced. In the end this will lead to a higher customer satisfaction, since prices shown online are always the same as they would be when ordering through other channels such as phone, email or fax.**

Benefit #

#### **23 • Always Display Accurate Product Pricing**

Product pricing can be complex given its dependency on many variables, such as item cost, handling fees, pricing of raw materials, or production costs. These variables, together with a margin model, define the sales price. This logic and underlying data is usually maintained in the ERP system. Customers can benefit from an integrated solution because any changes in these variables are reflected in the sales price in the ERP system, and thus automatically displayed in the web store. You can rest assured that customers always see the correct price as calculated by the ERP system. The more complex your product pricing and the more frequent the pricing changes, the more you will benefit from an integrated e-commerce platform.

#### **24 • Offer Special Pricing**

With an integrated e-commerce solution, your price calculations take place in your ERP system, not in your e-commerce platform. This means your web store supports customer-specific pricing, out of the box. There's no need for custom software development to make your e-commerce platform mirror your ERP system's pricing rules.

Your customers can take comfort in knowing that when they place an order online, all prices are up-to-date and always reflect their own negotiated prices as confirmed in their trade agreements.

#### **25 • Show Correct Discounts, Even With Complex Purchase Policies**

With an integrated e-commerce platform, product discounts in your web store are handled by your ERP system – as is the case with customer-specific pricing. Think for instance of discounts triggered by a combination of products, or discounts based on a total order value threshold. Keeping the information in a single place eliminates the possibility of inconsistencies between the ERP and the web store.

**26 ● Show The Better Deal With Tier Pricing**

Any tier pricing configured in your ERP system can be set as a default pricing option. Your ERP system knows how to handle tier pricing in combination with other pricing rules and assign them per customer. The more advanced your pricing rules and customer trade agreements are in your ERP, the more you will benefit from an integrated e-commerce solution.

When your customer logs in to your web store, he can immediately see whether the applicable tier pricing makes ordering in bulk a better deal.

**27 ● Display The Right Order Line and Invoice Discounts**

Many businesses in wholesale distribution and manufacturing apply pricing rules that involve order line and invoice discounts. These rules can be based on specific products ordered, order value, or other triggers. With any discounts that are triggered by the ERP system, an integrated e-commerce platform displays the correct calculations in the web store. Your customer knows exactly what to expect on his final invoice.

**28 ● View Complex Sales Tax Calculations in Real Time**

Calculating sales tax or VAT on your orders can be very complex, especially if you sell in different states or countries. Your ERP system is equipped to make these calculations and an integrated e-commerce platform knows it. It can display the right sales tax amount in real time, depending on the specific types of products and on the location of the goods sold, as selected by your customer in the web store.

ERP systems hold information about your customer's tax liability as well. This information is used to calculate the correct sales tax amount for the logged-in user. This means your customers are assured they are not paying too much tax and have full visibility of the different tax rates and subtotals on the order.

Benefit # **29** ● **Use Automatic Charges for Fees and Associated Costs**

Products can carry additional characteristics that are used for cost and price calculation: service charges, fuel charges, deposits, packaging costs, required insurance, environmental tax or disposal fees. These are attributes that need to be taken into account when the order is calculated. This logic is managed in your ERP system. Integrated e-commerce platforms use this data and automatically calculate the required charges. These are then displayed on the product pages and in the shopping cart when an end user proceeds through checkout. There's no need to duplicate this logic in your web store, and you get 100% accuracy in order calculation and invoicing.

Having the ERP take care of such calculations also means that the entries in the general ledger are automatically carried out correctly, not only for the additional charges, but for the allocation of costs and taxes as well.



## 4

### ALWAYS REAL-TIME RICH PRODUCT INFO

**The ERP system is where inventory information is stored. This data contains a lot of business logic that relies on current inventory availability, different warehouses, and projection of future inventory levels based on planned production and/or purchase orders.**

Benefit #

#### **30 ● Always Have Your Inventory Available in Real Time**

Keeping your inventory availability in sync with different systems can be complex. You want to be sure you can sell the products you are offering in your web store as promised. With integrated e-commerce platforms, mistakes like selling an out-of-stock item just don't happen. When placing the order, inventory levels are checked directly in the ERP system. After a customer submits an order online, inventory levels are instantly updated in the ERP. This also means that your employees will always see what is actually available when they take orders by phone or email. Customers benefit as well: they see real-time inventory availability on the web store and they can access this information 24/7, without having to call or email.

#### **31 ● Take Future Inventory Into Account**

Integrated e-commerce platforms use the ERP to determine future inventory levels. This distinction by the ERP system can be made in different ways: by using prediction, on-hand/shelf levels, or by using single or multiple warehouses. Integrated e-commerce uses the inventory management rules applied by the ERP system. There is no need for complex coding or to define technical interfaces. The web store simply displays data from the ERP. And therefore, if the rule used to determine future inventory levels is changed in the ERP, it is automatically reflected online.

#### **32 ● Get Accurate Pricing Calculations with Unit of Measure Support**

Using the ERP system's database for your integrated web store means that units of measurement are automatically incorporated and used online. This lets you display the correct pricing in product search results and item detail pages. Any products added to the shopping cart for purchase also reflect accurate pricing calculations based on how the unit of measure is configured in the back office. And any back office changes to the unit of measure are immediately reflected in the web store.

Benefit #

**33 ● Display Product Customizations Directly In the Web Store**

ERP systems are designed to fit many businesses and industries. However, sometimes it is necessary to create custom product attributes or user-defined fields to be able to store and process the catalog of a specific business or industry. An integrated web store processes these custom product characteristics without any problems because it shares the same product database as the ERP. Therefore, all custom fields in the ERP system are automatically available in the web store.

## 5

### 24/7 CUSTOMER FOCUS

**When you start using Sana's integrated e-commerce platform, all customer-related master data in the ERP system is accessible in your web store in real time. Integration enables the customer to interact with the web store in a unique way by taking into account customer pricing, customer-specific catalogs, warehouse preferences, currency and any other configurations stored in the ERP. This simplifies customer management in many ways. Everything done online is automatically reflected in your ERP system. For you, this means less manual customer data maintenance. For your customers, it's increased satisfaction and self-service. They can place their orders in a system that recognizes their personal pricing agreements, credit limits, and many other preferences.**

#### Benefit # 34 ● Efficiently Manage Your Customer's Information

When you maintain customer records in your ERP system, they are instantly available in your integrated e-commerce platform. This means that the moment you create a customer record in your ERP, or make any adjustment to an existing record, your web store immediately reflects the changes. Integrated e-commerce also allows your customers to create or maintain existing records directly in your web store.

ERP systems contain logic that validates customer data regarding address formats and tax liability, for instance. This validation logic is used by ERP-integrated e-commerce platforms when changing or saving data. In ERP systems, registration requirements can vary per country and therefore can be configured as such. Think of tax liability, price group settings or delivery agreements. An online customer will have all required country-specific configurations set up and validated in the ERP, meaning they can place orders without any issues.

For you, this means full automation of customer data maintenance, which considerably reduces costs and time spent entering data manually. Your customers benefit from having direct access to their personal records, letting them view outstanding invoices, current credit limit/balances, and shipping/billing address details. They can also update their company info via the web store.

Benefit # **35** ● **Make Smart Use of Customer-Specific Product Catalogs**

Companies use customer-specific product catalogs for different reasons. To define which products should be available for which customers, for example. This can be based on information such as region or customer permissions (the right to buy certain products or brands). Companies can also use customer-specific catalogs to create customer favorites lists, to bundle white label products in one catalog, or to compose lists with product suggestions.

If you use customer-specific product catalogs in your ERP system and have an integrated e-commerce platform, these customer product catalog rules are instantly available in your web store. There is no need to synchronize this complex data structure to your e-commerce system. Customers see only the items that you selected for them in your ERP system, resulting in a personalized shopping experience.

**36** ● **Manage Your Customer's Portfolio**

Integrated e-commerce platforms allow your employees or sales agents to place orders on behalf of their customers by representing them in the web store. For example: when logged in, a sales rep can see their customer list, as saved in the ERP. The sales rep can select Customer X, and the web store will act as if Customer X were logged in. The complete existing order history and unique customer logic for Customer X, as stored in the ERP, is available. The sales rep can access the open amounts and place quotes or orders using customer-specific prices and discounting for Customer X. The offline order history allows for further customer insight as well. The ability to change existing orders using customer representation is a huge advantage of ERP integration.

**37** ● **Give Your International Customer a Localized Web Store Experience**

Many businesses in manufacturing and wholesale have multiple sales and distribution channels in different parts of the world. Every channel has separate conditions for taxes, currency, regulations, pricing, and language. Regardless of customer location, an integrated e-commerce web store reuses the existing configurations for each customer based on their location and customer-specific ERP logic to deploy the correct order in progress.

Your international customers will benefit from a localized web store experience sourced from a single web store platform. Product descriptions are displayed in the right language, tax and currency are calculated correctly, and local shipping and payment methods are adjusted accordingly.

## 6

## PERSONALIZED E-COMMERCE MARKETING

**Setting up and running a web store is one thing. Making it a commercial success is another. Next to an appealing design and responsive texts and images, promoting only those products relevant per target group is essential. Our e-commerce integration takes online marketing to another level. While personalization is often based on your customer's behavior, it is arguably smarter to base it on their actual spending as stored in your ERP.**

38

### **Create Personalized Content Based on ERP Information**

Benefit #

- In a targeted marketing campaign, personalized content becomes increasingly important. With an integrated solution, content can be personalized and very specifically targeted for a customer segment. All based on customer information history within the ERP. Filtering and creating all kinds of customer segments is also possible.

Any parameters, whether based on order volume, trends in product categories or ordering moments, could be used to determine which customers to target, be it with a banner, specific navigation structure, button or other content elements. Web content and conversion optimization based on A/B testing is also supported with this feature.

39

### **Personalize Your Email Marketing**

- Addressing groups of customers with a specific promotional campaign certainly contributes to the success of your online sales channel. E-commerce based on the ERP's customer information lets you establish detailed targeting. It combines segmentation with the option to include order or product details in personalized emails. This way, even abandoned cart notification emails can be sent easily.

**40 ● Discover Predictive Ordering**

As automation in technology continues to advance, predictive systems are gaining in popularity. However, complex algorithms and logic are still required to provide accurate predictive features. An integrated e-commerce platform can offer this innovative approach. It makes ordering even simpler and delivers a higher conversion for the storeowner. Sana's order prediction, accessible through the magic wand button, generates new order suggestions. They contain items and predict the most probable amounts for your customer's next order. The order is suggested based on the offline and online order history, recurrence and frequency. After checking and adjusting, the order can simply be placed. It saves a lot of time for the user, results in higher order values, and increases satisfaction for your customer.

**41 ● Get Smart Sales Statistics**

Being able to combine web store behavior details with actual ordering information is a true integration benefit. It allows you to go through very detailed sales statistics on customer behavior. This not only grants insight into trends, but also lets you define target groups and customer segments and use them for personalization and content targeting.

**42 ● Display Related Products for Cross-Selling and Upselling**

Your ERP's product catalog contains relationships between products. They can, for instance, define which spare parts are needed for a specific type of machinery, or which alternative products are available if something is out of stock. No matter how complex, all these relationships are natively available in your ERP-integrated web store. Indicating alternatives or substitute goods online enables you to boost the average order value in your web store through cross-selling and upselling.



# TAKEAWAYS: THE BENEFITS OF INTEGRATION

**Sana's e-commerce offers you a shortcut by leveraging your existing ERP system. You get 100% seamless integration. It is the shortcut to happier clients, the shortcut to smarter sales, and the shortcut to e-commerce. Become a better partner for your customers. Join our e-commerce movement now.**

## **1 Easy-to-Navigate Online Product Catalogs**

With Sana Commerce, you have total flexibility when updating information. All the changes made in your ERP are online instantly. You can increase your sales by helping your customers find what they need with product filtering, advanced search and navigation possibilities. You can be sure of 100% catalog visibility. All this, based on your ERP and PIM.

## **2 Automated Online Order Processing**

Sana's integrated e-commerce platform eliminates mistakes by processing orders only in the ERP. This avoids issues with rounding differences and double processing orders. And since information in the ERP is available to share online with customers, including their past and recurring orders, feel free to connect this directly with more repeat sales! And you'll be sure of a more efficient business.

## **3 Complex Pricing Simplified**

With Sana's integrated e-commerce solution, this complexity will not be rebuilt, but reused instead. All pricing updates can be instantly visible online with Sana Commerce. The seamless integration gives you more flexibility and a web store that always reflects the product information as it is in your ERP. All the information is available to share online with customers, including their past and recurring orders!

#### **4 Always real-time rich product info**

Sana's integrated e-commerce platform uses the ERP to determine inventory levels and overall product availability. Storeowners do not need to manage inventory in multiple systems, and customers can always see whether products are available online. In addition, customers can check the expected delivery time of new inventory in order to plan for their own ordering. What's more, your clients will be better informed since you will be able to share complex product and inventory information online, directly from your ERP.

#### **5 24/7 Customer Focus**

Sana Commerce not only scores with happier customers but with happier sales reps as well. With information processed directly by the ERP, your customers are able to self-serve with 100% reliable information provided 24/7, and your sales reps have access to real-time customer insight anytime and anywhere. You will also have the opportunity to get more cross-selling action from your existing customers by using intelligent product suggestions based on the information in your ERP.

#### **6 Personalized E-Commerce Marketing**

Sana's integrated e-commerce marketing also allows you to segment, based on trends in ordering, taking the most popular categories, products, ordering moments and basket contents into account. You can use many SEO features, and the Google Analytics and Google Tag Manager Integration can efficiently spread your message across search engines. In addition, Sana provides powerful targeting features that personalize content and email campaigns, and create customer segments based on business characteristics.

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## ABOUT SANA COMMERCE

Sana helps businesses all over the world reach their full potential. We offer the shortcut to e-commerce. How? Through 100% seamless integration with SAP and Microsoft Dynamics. Our e-commerce solution leverages existing business logic and data in powerful and user-friendly web stores. This lets our clients focus on improving customer experience, streamlining sales processes, and increasing sales volume and frequency.

Sana Commerce is a certified partner of Microsoft Dynamics and SAP. Our innovative approach and strong partner network make Sana the driving force behind over 1,200 web stores worldwide. Because of our experience and expertise, we can go all the way, offering not only a product but also supporting services such as online marketing, Search Engine Optimization (SEO) advice, hosting, design and online payment providers.

**Make your business future-proof and join our e-commerce movement.**

**For more information, visit [www.sana-commerce.com](http://www.sana-commerce.com).**

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