

E-COMMERCE WITH SAP® BUSINESS ONE

A PATH TO BUSINESS GROWTH OVER THE WEB

The e-commerce functionality in the SAP® Business One application enables you to expand your business online with Web stores that make it easy for customers to find and purchase your products. It also provides a single, integrated solution for managing your business both online and offline.

Online Commerce Made Easy

As the world of e-commerce grows, more small businesses are establishing an online presence to capture the enormous market opportunities available on the Web. But if companies fail to integrate their online stores with other business functions such as inventory control, order fulfillment, and accounting, challenges arise when customer orders hit back-office operations and trigger out-of-stocks, backlogs, and duplicate entries.

With its e-commerce functionality, the SAP® Business One application fully integrates Web stores with back-end inventory management and order fulfillment processes. This enables you to confidently sell online, accurately track your inventory, and deliver the right products to your customers on time.

The e-commerce functionality in SAP Business One lets you create graphical online catalogs and shopping carts so your customers and partners can easily browse and buy your products on the Internet. It includes a full set of design tools for creating a Web page that best reflects your business and attracts new and returning customers. You can assign multiple images to your products and display detailed information about them. You can make it easy for customers to find specific products in all categories and subcategories and to configure certain types of products into bundled, all-in-one purchases. You even gain end-to-end e-commerce functionality with the ability to handle taxes, shipping and handling charges, and payment options directly through the same interface.

Online Catalogs and Items	Item Management	Web Store
Manage your inventory over the Internet.	Give customers the ability to "build your own" bundle of parts.	Design your online store with its own unique look and feel.
Determine exactly what kind of product information is provided to customers.	Allow customers to select the parts they want by specific attributes.	Use up-selling, cross-selling, and suggestive selling to increase your sales.
Implement ads and promotions in your Web store and attract customers with discount campaigns.	Associate products with each other using a parent-child relationship.	Upload and store images directly through the interface.

Figure 1: E-Commerce Features of the SAP® Business One Application



Online Catalogs and Items

With the e-commerce functionality in SAP Business One, you can take your existing inventory stored in SAP Business One and place it on the Internet. You can separate your inventory into a hierarchy of categories, so customers can easily find the item they wish to purchase. The e-commerce functionality in SAP Business One gives you the freedom to build your online presence on the basis of your own criteria, from brand name to item type. You can also integrate ads and promotional items to further enhance the appeal of your online store and trigger additional purchases.

The e-commerce functionality in SAP Business One allows you to decide exactly what kind of information you display in your online store. You can assign a set of attributes to each item, describing specific functions and features. To further enhance the shopping experience, you can upload and display multiple images of your items on your Web site. Through its inventory status feature, SAP Business One allows you to show availability and expiration dates. As a result, customers can preorder and back-order products.

Item Management

The e-commerce functionality in SAP Business One offers unique variants and product line configurations to allow customers greater freedom when selecting products. Variants give your customers the ability to pick and choose what items will be bundled into a final product. You can associate items with each other in a parent-child hierarchy,

creating a link that further simplifies your customer's purchasing experience. As the customer changes the package configuration, the difference in price is reflected automatically. You can use "default items" for a variant to present the initial (or suggested) configuration of the package. Product lines allow customers to select specific kinds of items on the basis of attributes that you determine. For example, if your company is selling shirts, you can use the product line function to let customers make selections based on color and size.

If your business sells content that can be downloaded through the Internet, you can use the e-commerce functions of SAP Business One to store and manage the files themselves. Meanwhile the file information is stored in the item profile and synchronized into SAP Business One.

Web Stores

The e-commerce functionality in SAP Business One provides robust tools to help you successfully build an online storefront. Using "WYSIWYG editors," you can create a unique and impressive Web store. The theme designer gives you a breakdown of your landing page, representing header, footer, right and left margins, and main display area, which helps streamline the design and layout of your Web store. You can incorporate graphics, HTML, JavaScript, Cascading Style Sheets, and rich media like Shockwave Flash. In addition to allowing numerous forms of Web design options, you can control the distribution of information by using special slot "plug-ins" to display Really Simple Syndication (RSS) feeds, shopping cart information, and featured promotions.

Link descriptions, content, images, and other information directly in the product master and decide which information to display for each product.

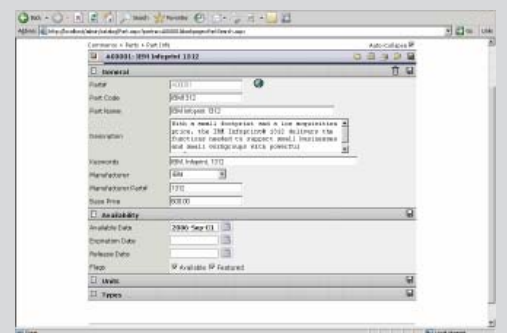


Figure 2: Item Configuration

The media library allows you to upload and download product images and media directly through the Web interface. You can also use this feature to bundle multiple images into zip files and upload them directly into your media directory.

The Web flow option allows you to create pathways through your layout to help your customers efficiently find the right products, purchase them, and receive an order confirmation.

Price Lists and Discounts

Price lists allow you to manage prices for your items and assign the appropriate taxes. You can create price lists for certain customers and customer types to reflect special pricing arrangements you have made with them.

With the discount function, you can generate promotional prices and codes for coupons. Using the integrated campaign system, you can send these special offers to prospects and customers, who then get promotional discounts by entering the campaign coupon code directly on the checkout page when placing an order.

Shopping Carts

Customers can store their selected items in an online shopping cart. During checkout, customers can view the item prices, along with the appropriate taxes and shipping and handling charges.

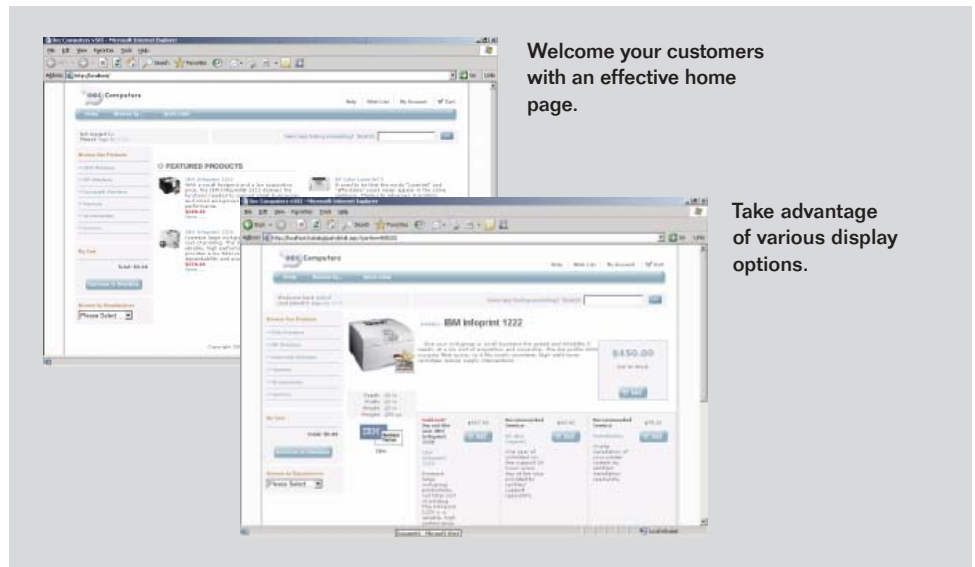


Figure 3: A Web Store in the SAP® Business One Application

The e-commerce functionality in SAP Business One also enables up-selling and cross-selling so you can better promote your products. For example, you can recommend suggestions for complementary products by showing customers what other buyers with similar interests have purchased. In addition, the item detail in your online catalog can display information about other items a customer might want to buy along with the item he or she is currently viewing. You can also configure up-selling and cross-selling displays to show only the images and information you think would best present your products.

Once a customer places an order, it is stored in the database of SAP Business One and an order document is generated. An order confirmation e-mail is then automatically sent to the customer.

The e-commerce functionality in SAP Business One allows you to manage tax information and set up the payment options and credit card types that your end customers can use. With the e-commerce interface, you can create shipping and handling calculation formulas based on criteria such as weight and size.

Customers can create wallets to store their preferred payment methods. They can save their shipping and billing addresses along with their personal information for later use to streamline the processing of their subsequent purchases. Customers also have the ability to save shopping carts for repeat purchases and to create wish lists of products they would like to have purchased for them.

Summary

With the e-commerce functionality in the SAP® Business One application, you can grow your business, lower overhead costs, and enhance customer satisfaction. It enables you to create an online store where customers can easily view your products and purchase them on the Web.

Challenges

- Growing pressure to cut costs, increase revenue, and attract new customers
- Need to launch an e-commerce solution quickly and maintain it easily

Supported Business Processes and Software Functions

- **Online catalog** – Easily publish your inventory as an online catalog and sell items on Web-based storefronts
- **Product configuration** – Enable customers to easily pick and choose which items will be bundled into a final product
- **Inventory availability** – Display availability and expiration dates so customers can preorder and back-order products
- **Pricing and discounts** – Create and manage price lists and generate promotional discounts and coupons
- **Shopping cart** – Allow customers to store their selected items in online shopping carts
- **Order processing and billing** – Automatically generate the necessary order documentation, e-mail a confirmation to each customer, calculate the correct taxes, assign the right shipping and handling charges, and set up payment options for customers
- **Marketing and promotion** – Integrate ads and promotional items to trigger additional purchases
- **Up-selling and cross-selling** – Recommend suggestions for complementary products by showing customers what other buyers with similar interests have purchased

Business Benefits

- **Increased revenues** – Broaden your market reach and grow your business
- **Improved customer satisfaction** – Create the optimal online shopping experience for buyers to access and purchase your products
- **Faster, more efficient e-commerce development** – Take your products online with ease using a full set of Web design tools
- **Stronger brand image** – Build your online presence based on your own criteria and design Web pages that best reflect your business

For More Information

Call your SAP representative or visit us at www.sap.com/smallbusiness.

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