



Online Commerce with SAP Business One E-Commerce Capabilities

Create an online presence for your business and sell your products over the Internet.

Create a catalog for your product offerings and place it online for easy access by customers, salespeople, and partners. Manage taxes, inventory, and pricing through an Internet-based interface and synchronize them with your SAP Business One database.

Find out how SAP Business One e-commerce capabilities will help you bring your business to the public with a set of Web design tools, which help you to create and customize your online store.

As the world of e-commerce grows, more businesses are finding themselves online. SAP Business One e-commerce capabilities are designed to provide you with the ability to manage your business both online and offline.

SAP Business One e-commerce capabilities catalogue your inventory, display and sell it on the Internet in an easy-to-use storefront style. Assign multiple images and display detailed information about your products, along with browsing capabilities that make it easy for users to find products in call categories and sub-categories. Configure your catalog to give customers the ability to group certain types of inventory together into bundled, all-in-one purchase options.

SAP Business One e-commerce capabilities track your inventory catalog separately from SAP Business One, but allow synchronization for inventory items, otherwise known as "parts" in the e-commerce interface. This assists your company with inventory management, order processing, and shipment tracking. You can manage taxes, shipping and handling charges, and payment options directly through the interface. With your entire catalog available online, you can give remote salespeople easy access to availability, shipping, and pricing information.

In addition, SAP Business One E-Commerce gives you a full set of Web design tools so you can take your product offering online with ease. Design a webpage that best reflects your business and sell your products directly to new and returning customers online.

SAP Business One e-commerce capabilities		
Online Catalogs and Parts	Part 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 Plug-Ins to manage the distribution of information
Associate products with each other using a parent-child hierarchy	Use up-selling and cross-selling to increase your sales	Upload and store images directly through the interface

Figure 1: Features of SAP Business One e-commerce capabilities

Online Catalogs and Parts

SAP Business One e-commerce capabilities provides the ability to take your existing inventory stored in SAP Business One and place it on the World Wide Web. You can separate your inventory into a hierarchy of categories, so customers can easily find the item they wish to purchase. SAP Business One e-commerce capabilities give you the freedom to build your online presence based on your own criteria, from brand name to item type.

Store your SAP Business One items as “parts” and assign each part a set of attributes, describing specific functions and features. SAP Business One e-commerce capabilities also offer the ability to associate parts with each other in a parent-child hierarchy. The corresponding link simplifies your customer’s purchasing experience. In order to further enhance the shopping experience, you can upload and store multiple images of your parts and display them on your website. Integration into the SAP Business One warehouse allows you to show availability and expiration dates in real-time.

As a result, customers can pre-order and backorder products. SAP Business One E-Commerce allows you to decide exactly what kind of information will be displayed in your online store.

Part Management

Use SAP Business One e-commerce capabilities offers unique variant and product line configuration to allow customers greater freedom when selecting products. Variants give your customers the ability to pick and choose what parts will be bundled into a final product. As the customer changes the package configuration, the price will reflect the difference automatically. Use “default parts” for a variant to present the initial (or suggested) configuration of the package.

Product lines allow customers to select specific kinds of parts based upon attributes that you determine. For example, if your company is selling shirts, you could use the product line function to allow customers to select their part based upon color and size.

SAP Business One e-commerce capabilities have up- and cross-selling capabilities to allow you to better promote your product offerings. The part profile on your online catalog can display information about other items a customer might want to buy along with the part they are currently viewing. Up- and cross-selling displays can be configured to display only the images and information you think would best be used to present your products.

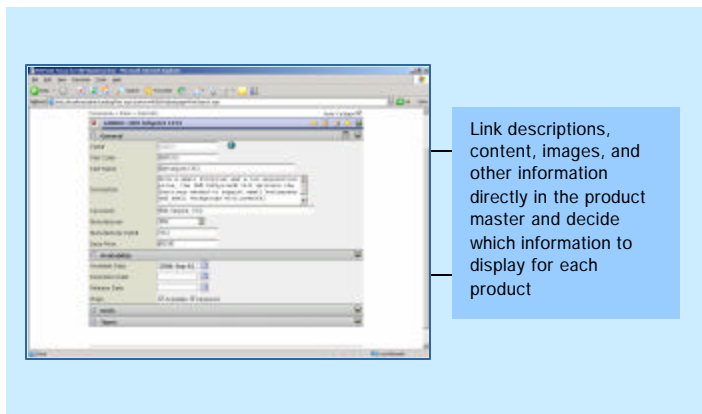


Figure 2: Parts configuration

If your business is involved in selling content that can be downloaded through the Internet, you can use SAP Business One e-commerce capabilities to store and manage the files themselves, while the file information is stored in the part profile and synchronized into SAP Business One.

Web Store

SAP Business One e-commerce capabilities provide the basic tools and functionality to successfully build an online storefront. Use "building blocks" to create a unique and stylish Web store. The

theme designer provides you with a breakdown of your landing page, representing header, footer, right and left margins, and main display area of your Web pages, all of which allow you to easily streamline the design and layout of your Web store.

Use the Web designer to 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 RSS feeds, shopping cart information, and featured promotions.

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

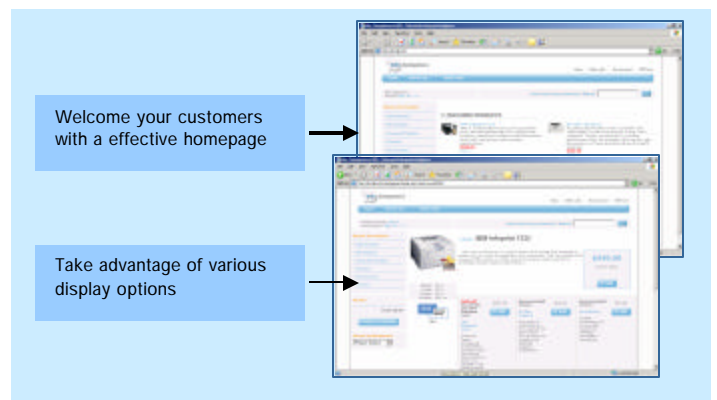


Figure 3: SAP Business One Web store

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

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Pricelists and Discounts

Pricelists allow you to centrally manage prices for your parts and assign the appropriate taxes. In addition, you can create pricelists for certain customers and customer types to reflect special pricing arrangements you have made with them.

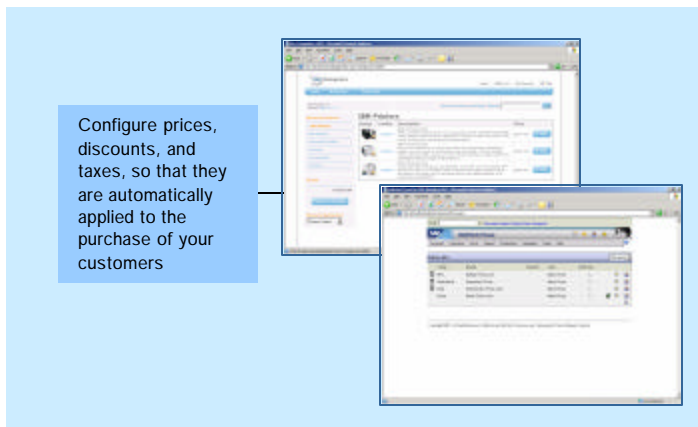


Figure 4: Pricelists

The discount function allows you to generate a promotional price, and codes for coupons. Use the integrated campaign system to send these special offers to prospects and customers.

Shopping Carts

As your customers select the items they would like to purchase, their items are stored in an online shopping cart. During checkout, prices of these items will be displayed, along with the appropriate taxes as well as shipping and handling charges. Once an order has been placed, it will be stored in your SAP Business One database and an order document will be generated. An order confirmation email will automatically be sent to the customer.

SAP Business One e-commerce capabilities allow you to manage tax information and setup payment options and credit card types, which your end customers will be allowed to use. Use the interface to create shipping and handling calculation formulas that can be based on criteria like weight and size.

Customers and partners can create wallets to store their frequently used payment methods, shipping and billing addresses, and personal information. Customers also have the ability to save shopping carts for repeat purchases, and create wish lists of products they would like to have purchased for them.

To learn more about how SAP Business One can empower your accounting and finance organization to grow your business and effectively service your customers, call your SAP representative today or visit us on the Web at www.sap.com/smb.