



WHITE PAPER

The Benefits of Integration: E-Commerce Built for Your ERP System

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Making your ERP and e-commerce work as one.

Sana Commerce is an e-commerce platform designed to help manufacturers, distributors and wholesalers succeed by fostering lasting relationships with customers who depend on them.



How?

By making your SAP or Microsoft Dynamics ERP and e-commerce work as one. This eliminates the system silos, unnecessary complexities and compromises caused by mainstream e-commerce solutions. Instead, our approach unlocks 3 key benefits that enable you to build lasting relationships with your customers:



Total customer convenience:

Empower your customers with personalized self-service and complete transparency.



Reliability without compromise:

Eliminate errors and delays for an experience your customers can always rely on.



Constant evolution:

Quickly and easily adapt your business to meet and exceed your customers' evolving expectations.

Sana Commerce Cloud

Our premier product, Sana Commerce Cloud, makes your Microsoft Dynamics or SAP ERP work as one. Sana Commerce Cloud offers reliability, consistency and a seamless experience across channels via omnichannel order management and integration with third-party marketplaces. Sana Commerce Cloud offers these brand new benefits:



A new framework, React, that offers more flexibility, makes it simpler to experiment and evolve, and enable headless commerce experiences



Re-imagined design and online marketing capabilities, including a new, intuitive, and user-friendly Visual Designer with drag-and-drop functionality



A B2B-optimized checkout flow and a 2x more extensible out-of-the-box (OOTB) solution



New admin built as a Single Page Application (SPA), enabling better performance and usability

Read on to see even more benefits Sana Commerce's ERP-integrated e-commerce solution.

1. Easy-to-navigate online product catalogs

1 An efficient start for your new web store

You can create your new web store with classifications and categorizations defined in your ERP. This gives you a much more efficient way to build the navigation structure for your store.

2 Quickly launch multiple web stores

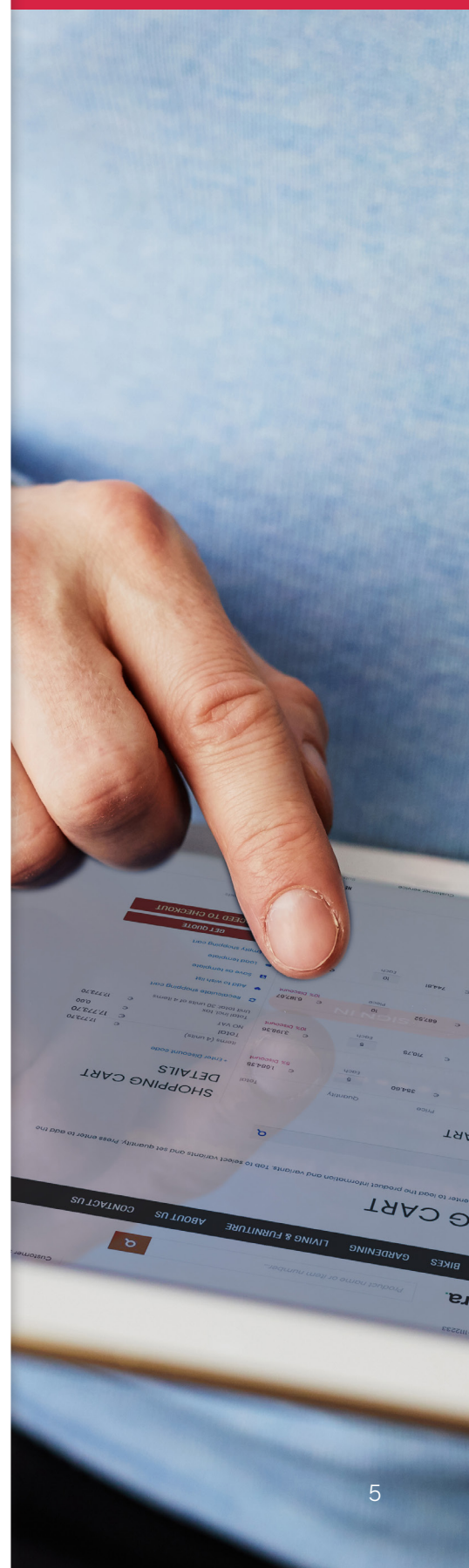
In our global society, many businesses are keen to sell internationally. An integrated e-commerce solution makes it possible to roll out multiple web stores based in various countries throughout the world with simultaneous enhancement.

3 Product export to marketplaces (add-on)

Another benefit of integration is the option to export detailed product information to marketplaces like eBay, Amazon and Google. Sana Commerce's solution allows product sets to be defined and exported using extensive ERP filtering. Sana Commerce combines product master data with semantic enrichment for improved web descriptions and images.

4 Assign products to the right web store

Many businesses have multiple web stores, whether it's for localization purposes or to divide their product offering across multiple storefronts. When you're working with more than one web store, it's important to be able to easily assign your products to the correct store(s). With Sana Commerce, you only need to define your product assignments once, in your ERP.



5 Add faceted search functionality for even more detailed filtering

An integrated e-commerce solution makes it possible to retrieve facets related to faceted search directly from your ERP system. Simply select the attributes of the item card you'd like to use in your web store, and your clients can search, filter and refine their product results in detail.

6 Bill of materials (BOM) / kitting and assembly

Certain industries have products that are built from a Bill of Materials (BOM), or through kitting and assembly. These complex products can then be easily broken down into their respective parts in the web store. Sana Commerce does this all automatically and manages it from a single place: your ERP's product database.

Product kits allow you to combine individual products into one sellable unit and are essential for B2B sales.

7 Leverage your ERP for accurate data management

Not only does integrated e-commerce use your ERP's master database, it also actively ensures that newly created records, such as orders, are instantly available at the source. What's more, it does so without replicating, synchronizing or mapping any data. This validation is performed by the same system, which ensures 100% master data accuracy.

8 Use product images from your ERP in your web store

The biggest advantage of integrated e-commerce is the ability it gives you to fully leverage the data already present in your ERP system. With a Sana Commerce web store, you can display the product images you already have stored in your ERP. There's no need to upload photos to multiple systems, and your web store will always feature the most recent versions of your photos as they appear in your ERP.





2. Real-time product information

9 Always display inventory availability in real time

With an integrated e-commerce platform, mistakes such as selling out-of-stock items just don't happen. That's because inventory levels are checked directly in your ERP system during the order process, and inventory levels are updated instantly in your ERP when a client submits an order online.

This also means that your employees always see what is actually available when they take orders by phone or email. Your clients benefit too: They see real-time inventory availability in the web store, and can access that information around the clock without having to call or email.

10 Provide accurate pricing calculations with unit of measurement support

Using your ERP system's database for your integrated web store means that units of measurement are automatically incorporated and used online. This allows you to display 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. Likewise, any ERP changes to the unit of measure are automatically reflected in the web store.

11 Display product customizations directly in the web store

ERP systems are designed to suit a wide range of businesses and industries. Sometimes, however, it is still necessary to create custom product attributes or user-defined fields to store and process the catalogs for a specific business or industry. Integrated web stores can easily process these custom product characteristics because they share the same product database as your ERP.



3. Complex pricing simplified

12 Always display accurate product pricing

Given its dependency on variables such as item cost, handling fees, raw material costs and production costs, product pricing can be complex. These variables, together with a margin model, define the sales price. This logic and the underlying data is usually maintained in your ERP system.

Your clients can benefit from an integrated solution because changes in any of these variables are reflected in the sales price in your ERP, and thus automatically displayed in your web store.

13 Use sales agreements registered in your ERP

Sana Commerce uses sales agreement information from the ERP to let your clients view active sales agreements in your web store and apply them to their online orders. They are also able to see the current status of their sales agreements, including an up-to-date overview of an agreement's inventory/progress.

14 Offer special pricing

With integrated e-commerce, your price calculations take place in your ERP system, not in your e-commerce platform. That's why, in most cases, your web store can support client-specific pricing out of the box.

You and your clients can rest assured knowing that when they place an order online the prices displayed will be current and will reflect the negotiated prices in their trade agreements.

15 Display correct discounts, even with complex purchase policies

When the product discounts in your web store are handled by your ERP system, you eliminate the possibility of inconsistencies between your ERP and your web store. Keeping your pricing information in one place means you can rely on the accuracy of discounts triggered by a combination of products, or based on a total order value threshold.

16 Show the better deal with tier pricing

An integrated e-commerce solution lets you use tier pricing as a default pricing option in your web store. This is done using the tier pricing configured in your ERP system, which knows how to handle this in combination with other pricing rules and assign them per client. When a client logs in to your web store, they'll see right away whether the applicable tier pricing makes ordering in bulk a better deal.

17 Display the right order line and invoice discounts

Many businesses in wholesale distribution and manufacturing use pricing rules involving order line and invoice discounts. These rules can be based on specific products, order value, or other triggers. An integrated e-commerce platform automatically displays the correct calculations in your web store for any discounts that are triggered by your ERP system. This means that your clients will know exactly what to expect on their final invoice.

18 View complex sales tax calculations in real time

Your ERP system is equipped to make complex sales tax calculations, and an integrated e-commerce platform takes full advantage of that. That means you can display the correct sales tax amount based on the product type and location of the goods sold.

ERP systems also contain information about your client's tax liability. This information is used to calculate the correct sales tax amount for a client who is logged in to your web store. This ensures that your clients aren't paying too much tax and provides them with full tax rate visibility.



4. Online order processing

19 Ensure accuracy and quick turnaround with real-time orders

One of the biggest advantages of integrated e-commerce is that your ERP processes online orders immediately.

Sana Commerce's cloud-based e-commerce software:

- Leverages your ERP by calculating, validating and saving orders directly in a shared system.
- Leverages all ERP logic related to client pricing, charges, handling fees, shipping costs and tax.
- Facilitates instant order validation so that online orders are ready for further processing immediately.

The results:

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

20 Keep your data clean with real-time data validation

When you use an integrated system, the order validation process is modeled to match business-specific processes, and as such it leverages earlier ERP investments. This means that the validation process only uses rules that are in line with your ERP. Also, because synchronization occurs before the order is placed, you can provide clients with feedback in time to adjust the order when necessary.

21

Provide customized payment conditions

It's common to apply customized payment terms to different clients in your ERP system. Depending on your client relationships, you may allow them to pay on account, define a unique credit limit with payment terms, or indicate that they need to pay directly.

Integrated e-commerce platforms are unique because they can use your ERP's logic to determine what payment conditions and options are available online. As such, your clients can choose their payment option online from a list of options you've already created in your ERP. Please note that this feature is only available for ERPs with the necessary logic. For an overview of which features are available per ERP, please go to our ERP specific factsheet.

22 Display costs up front with real-time shopping cart calculations

Integrated e-commerce platforms use your ERP to calculate the shopping cart order total. Unique client pricing, additional charges, shipping and handling fees, payment fees and tax information are all considered in the calculations.

Offering a transparent checkout process with accurate costs and no hidden fees increases web store conversion rates and reduces the workload for your sales team.

23 Use your ERP's standard processes for quote requests

Web orders are created in just one environment: your ERP. Sana Commerce uses your ERP's [quote processes](#) to create quotes in the web store. This means quotes can be requested by clients online, as well as delivered and accepted via the web store. Such a process saves a lot of time and money, and it results in fewer errors.

24 Display customized order and process order comments

In your ERP, you can add order comments and comments related to specific line items on your orders. Integrated e-commerce platforms can easily display these comments to your client in the web store environment.

Another advantage of this feature is that it's bi-directional: Comments your clients add to their orders are visible to your internal team via your ERP. These comments are connected to the order and are available in real time during the fulfillment process.

25 Dynamic billing and shipping addresses

Client data stored in your ERP is reused when you work in an integrated e-commerce environment. As such, your client's default billing and shipping addresses are automatically displayed on the checkout page when they're logged in. If there are multiple addresses stored in your ERP, your client can choose from those addresses.

Because the logic in your ERP is connected, you can also set up your system so that when an address is changed, shipping costs and delivery conditions are automatically adjusted.

26 Let your ERP calculate shipping costs and display them in real time

Calculating shipping costs entails many important variables: How many products fit in a box? How many boxes fit on a pallet? How heavy is the shipment? What type of transport is required?

Luckily, shipping methods and related costs are typically defined in a company's ERP system. When your web store integrates with your ERP, these costs can be calculated dynamically as an order is placed online, based on the products ordered and the selected shipping address.

27 Boost conversions with one-step checkout

One-step checkout helps you [boost conversions](#) and reduce cart abandonment. All checkout steps are now combined on a single page, providing your customers with a clear overview of shipping information, delivery methods, payment information, additional information, and total price — including tax, as calculated by your ERP. What's more, the one-step checkout page is fully responsive, providing a superior customer experience for both desktop and mobile shoppers.

28 Keep clients informed with tracking functionality

Manually registering a package with a shipping courier and generating a tracking link can be time consuming. Fortunately, ERP systems can manage this process automatically. When your e-commerce platform is integrated with your ERP, there's no need to manage two separate systems. The package will be registered with the courier and the tracking number will be saved automatically in your client's order and shipping documentation.

An integrated e-commerce platform shows the tracking details online in real time using the data stored in your ERP.

29 Edit orders even after they have been placed

B2B clients can adjust their orders after they've been placed as long as the order has not yet been processed. Web orders are stored directly in your ERP, so no synchronization is required to determine whether the order can be edited. This is a huge benefit for your clients, as it allows them to quickly fix any mistakes they may have made in their order. They can even add products to their order after it's been placed. You may also disable this option, if you so choose.

30 Use order number ranges to determine order origin

As a business owner, it's important to know which orders are placed via which channels. ERP systems can make this distinction. You can easily see whether an order was placed directly in your ERP by a sales rep, via EDI, or via your web store.

31 Offer re-ordering from any previous order

If the order was processed in your ERP, then it can be re-ordered online — even if it wasn't originally placed through your web store. That's because an integrated e-commerce platform has access to all orders and invoices stored in your ERP system. Your clients won't have to worry about pricing differences or product availability, because the new order will be validated and calculated according to the latest logic and data in your ERP.

32 Easily view an account's complete history

Your ERP houses a lot of data, including order histories, invoices, returns and shipping documents. Integrated e-commerce platforms grant B2B clients easy access to all this information and documentation by pulling it directly from your ERP.

Sana Commerce's integrated ERP platform lets you offer your clients a fully searchable and printable document life cycle: from quote to order, and from order to invoice. This even includes shipping documents. Your clients can also easily access return and credit notes from your ERP online — and not just for e-commerce orders.

This feature offers your clients convenience and transparency while also reducing the workload for your sales force.

33 Streamlined product returns

Sana Commerce has been designed to offer an easy, personalized return experience that is completely automated and integrated with the sales order processing in your ERP.

All your client needs to do to request an RMA (Return Merchandise Authorization) is:

- Choose the product(s) and define the quantity to return
- Select the reason for the return
- Optionally submit additional comments and/or attach photos or other documents to provide your web store admin with more details

5. 24/7 customer convenience

34 Efficiently manage client information

Most ERP systems contain logic that validates client data regarding address formats and tax liability, for instance. Integrated e-commerce platforms use this validation logic when changing or saving data. In these ERP systems, registration requirements can vary per country and can be configured accordingly. Examples include tax liability, price group settings and delivery agreements. Your clients will have online access to the country-specific configurations set up and validated in your ERP.

For you, this means full automation of client data maintenance, which considerably reduces costs and time spent entering data manually. Your clients also benefit from having direct edit access to personal records such as outstanding invoices and shipping/billing address details.

35 Make smart use of client-specific product catalogs

Many businesses use client-specific product catalogs to define which products should be available for which clients, for example. Companies can also use client-specific catalogs to create favorites lists, bundle white label products in one catalog, or to compose lists with product suggestions. If you use client-specific product catalogs in your ERP system and have an integrated e-commerce platform, these product catalog rules will also be available in your web store. Clients will only see the items you've selected for them in your ERP system, resulting in a personalized shopping experience.

36 Manage your client's portfolio

Integrated e-commerce platforms allow your employees or sales agents to place orders on behalf of their clients by representing them in the web store.

For example: when logged in to the web store, a sales rep can see their client list as it is set up in the ERP. The sales rep can select Client X, and the web store will act as if Client X is logged in. The sales rep can access the client's open amounts and place quotes or orders using client-specific prices and discounting for Client X.

The ability to change existing orders using client representation is a huge advantage of ERP integration.





37 Give your international clients a localized web store experience

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

Your international clients will benefit from a [localized web store experience](#). Product descriptions are displayed in the correct language, tax and currency are calculated correctly, and local shipping and payment methods are adjusted accordingly.

38 Generate always-accurate sales reports

Your ERP systems can already generate sales reports for sales orders, shipments, invoices, sales quotes and other sales documents, which can be printed by a sales manager. An integrated solution enables customers to download printable PDF reports generated by the ERP system directly from the web store.

Often, not all employees have access to the ERP system, or there might not be an easy way to access the system from outside the company. In some cases, it might not even be desirable to give sales people or employees full access. In that case, business clients and employees alike can place orders directly in the ERP via the Sana Commerce web store and download the printable reports.

39 Product manuals and documentation available online

If you sell electronics or other complex equipment, you'll want to provide manuals for your clients. An integrated e-commerce solution allows you to use document management in your ERP system to attach files and add URLs to the records.

Thanks to this feature, you can attach PDF, Microsoft Word, Microsoft Excel or Microsoft PowerPoint files, and even images to products. You can also attach files and add URLs to the sales documents in the ERP system.

40 Pay invoices online

Merchants can now [accept payments](#) on open invoices directly from their Sana Commerce web store. Business customers also have the option to pay multiple outstanding invoices at the same time. This works because online open invoice payment is seamlessly integrated with the sales order processing and cash management modules in your ERP system.

This feature saves clients time and decreases the likelihood of human error by account payable representatives.



6. Personalized e-commerce marketing

41 Create personalized content based on ERP information

With an integrated solution, content can be personalized and specifically targeted to a client segment via your ERP.

It's also possible to filter and create various client segments. Parameters based on order volume, trends in product categories or ordering moments can be used to determine which clients 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.

42 Personalize your email marketing (add-on)

Addressing groups of clients with a specific promotional campaign helps you ensure the success of your online sales channel. E-commerce based on the ERP's client information lets you establish this kind of detailed targeting. It combines segmentation with the option to include order or product details in [personalized emails](#). That means even abandoned cart notification emails can be sent easily.

43 Discover predictive ordering

For now, complex algorithms and logic are still required to provide accurate predictive features. An integrated e-commerce platform can offer an innovative approach that simplifies ordering and delivers a higher conversion rate for the storeowner.

Sana Commerce's order prediction feature generates new order suggestions. The order is suggested based on the offline and online order history, recurrence and frequency. It saves a lot of time for the user, results in higher order values, and increases customer satisfaction.

44 Get smart sales statistics with Sana Commerce Insights

[Sana Commerce Insights](#) is a brand-new Sana Commerce product designed to provide actionable commercial insights, with extensive options and services purpose-built for Sana Commerce Cloud:

- Drill down into the details and determine how performance metrics are influenced by sub-categories, such as by product type or by location.
- Compare performance metrics to self-defined targets to track the evolution of your Sana Commerce web store's performance.
- Get support from Sana Commerce's Customer Success team on how to optimize your web store, based on key SCI data.

45 Display related products for cross-selling and upselling

Your ERP's product catalog contains relationships between products. With an integrated solution, these relationships can be made available in your web store, no matter how complex they are. Indicating alternatives or substitutes online enables you to boost the average order value in your web store through cross-selling and upselling.

This feature can also make it possible to automatically substitute one product for another when a client places an order. This is particularly useful if you need to replace a discontinued product with a new one in your web store, or automatically offer an alternative if the original product is out of stock.

Takeaways:

The Benefits of Integration

Sana's integrated solution offers you a shortcut to e-commerce by leveraging your existing ERP system. It is the shortcut to happier clients, smarter sales and better partnerships.



1. Easy-to-navigate online product catalogs

Sana Commerce provides total flexibility in updating information by making changes made in your ERP available in your web store. You can increase your sales by helping your clients find what they need with product filtering, advanced search and navigation possibilities, and you can make your entire catalog available in a clear, comprehensive and current format.



2. Real-time product info

Sana Commerce's integrated e-commerce platform uses your ERP to determine inventory levels and overall product availability. That means storeowners don't need to manage inventory in multiple systems, and clients can always see whether products are available online. Your clients will be better informed, as you will be able to share complex product and inventory information online, directly from your ERP.



3. Complex pricing simplified

Sana Commerce's integrated e-commerce solution reuses complexity instead of rebuilding it. All pricing updates can be instantly visible online with Sana Commerce. 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 clients, including their past and recurring orders.



4. Online order processing

Sana Commerce's integrated e-commerce platform minimizes mistakes by only processing orders in the ERP. This avoids issues with rounding differences and double-processing orders. Because information from your ERP is available to share online with clients — including their past and recurring orders — you can also expect more repeat sales and increased efficiency.



5. 24/7 customer convenience

Sana Commerce's integrated e-commerce platform minimizes mistakes by only processing orders in the ERP. This avoids issues with rounding differences and double-processing orders. Because information from your ERP is available to share online with clients — including their past and recurring orders — you can also expect more repeat sales and increased efficiency.



6. Personalized e-commerce marketing

Sana Commerce's integrated e-commerce solution offers many personalized marketing opportunities. It allows you to segment based on ordering trends, popular categories and products, order history and shopping cart items. Predictive ordering features make life easier for your clients, and give you the opportunity to offer relevant suggestions that increase your sales. Finally, Sana Commerce provides powerful targeting features that personalize content and email campaigns, and creates client segments based on business characteristics.

If you'd like to experience an integrated web store for yourself, please visit our demo web store.

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