A B M
E-COMMERCE

ADVANCED BUSINESS MANAGER

OVERVIEW

The ABM eCommerce module provides an excellent range of core eCommerce functionality and is a robust solution for businesses looking to deploy an eCommerce solution "out of the box".

The ABM eCommerce module includes a range of configuration options for users but is not able to be substantially customised by external web developers. ABM eCommerce is designed for companies looking to promote and sell their products or services online.

The eCommerce modules create an intuitive web site easily tailored to a range of business scenarios and allow businesses to define how they trade with existing and potential customers, by showcasing products and providing a smooth channel for customer purchases.

The resulting website handles both account and retail type customers, as well as branch offices and remote sales staff, all with 100% accounting database integration.

BENEFITS

- » Speed up order processing
- » Improved efficiency

- » Increased productivity of sales
- » And much more

FEATURES

- » Product displays
- » Templates and hosting
- » Web traffic monitoring
- » Secure payments

- » Accounting database integration
- » Business to Consumer specific features
- » Business to Business specific features
- » Business to Employee specific features

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GENERAL FEATURES

PRODUCT DISPLAYS

Classify products within defined groups in multiple levels, and empower customers with a rapid product search for fast access.

Product displays can include fields from the inventory database, such as stock availability, and includes a 'special' pricing facility.

TEMPLATES AND HOSTING

'Ready to use' templates provide web developers with flexibility for custom design and operation within existing web sites.

The web site can either be hosted within the organisation, local web server, or at an ISP.

ACCOUNTING DATABASE INTEGRATION

Create a dynamic website that automatically reflects changes in the underlying financial database. Information, such as pricing and inventory, is communicated bilaterally between website and accounting system, preventing the need to maintain a separate internet database.

SECURE PAYMENTS

An embedded CommSecure™ payment gateway ensures customers of credit card payment security.

The facility can be used for both one-off purchases and payments on existing account balances.

WEB TRAFFIC MONITORING

Monitor web traffic by user group, date range and type of activity. Compare customers and guest users, view total 'hits' for a nominated period, monitor the number and value of orders placed or track individual users and the functions they mostly access.
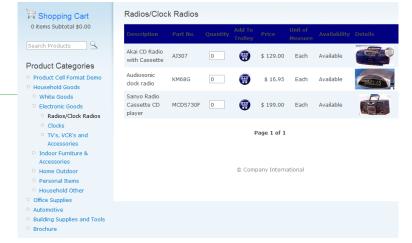
SPECIFIC FEATURES

BUSINESS TO CONUMER FEATURES

» Customer login accounts

» Track customer usage and purchase value

» Define information access per customer group

» Automatic freight calculation for orders

BUSINESS TO BUSINESS FEATURES

» Orders posted directly to customer accounts

» Specific pricing per customer

» Define regular orders for future purchases

» Online account, invoices and order enquiries

» Maintain multiple user logins and privileges

BUSINESS TO EMPLOYEE FEATURES

» Remote staff access to customer information

» Detailed product enquiries including stock status

» Quick order facility for remote sales or invoice entry

» Web browser accessible, ideal for staff on the move