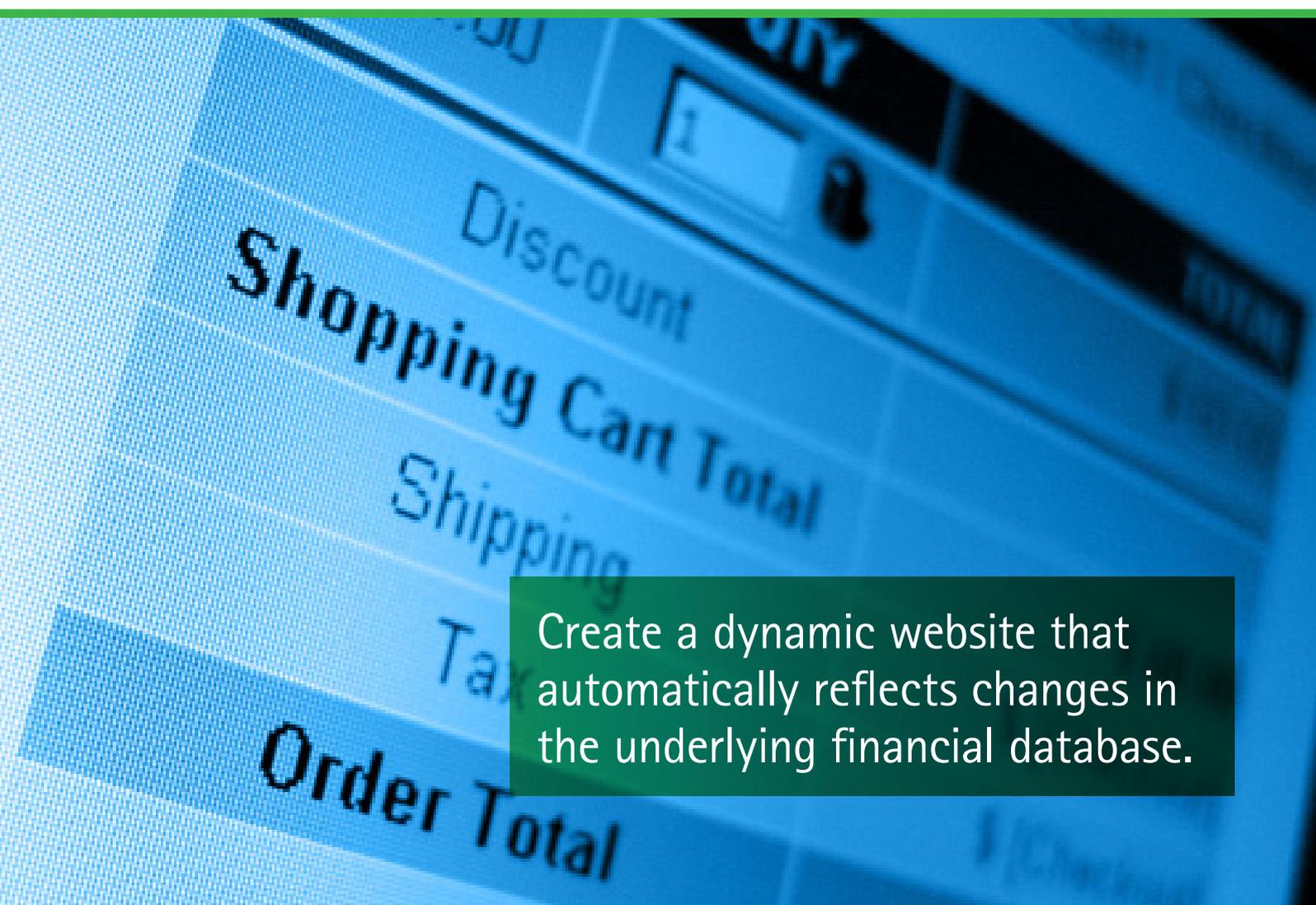# ABM BUSINESS SOLUTION:
E-COMMERCE

OVERVIEW

Designed for companies looking to promote and sell their products or services online, ABM's eCommerce creates an intuitive web site easily tailored to a range of business scenarios. It allows 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.

LETS YOUR BUSINESS...

» Automate sales and customer accounts

» Speed up order processing

» Link real-time between website and accounting database

» Secure sales with CommSecure™

» Help customers find their products faster

» Uncover trends through web traffic and sales analysis

» Enjoy remote access to stock and customer information

» Promote online specials

Create a dynamic website that automatically reflects changes in the underlying financial database.

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.

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.

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.

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.
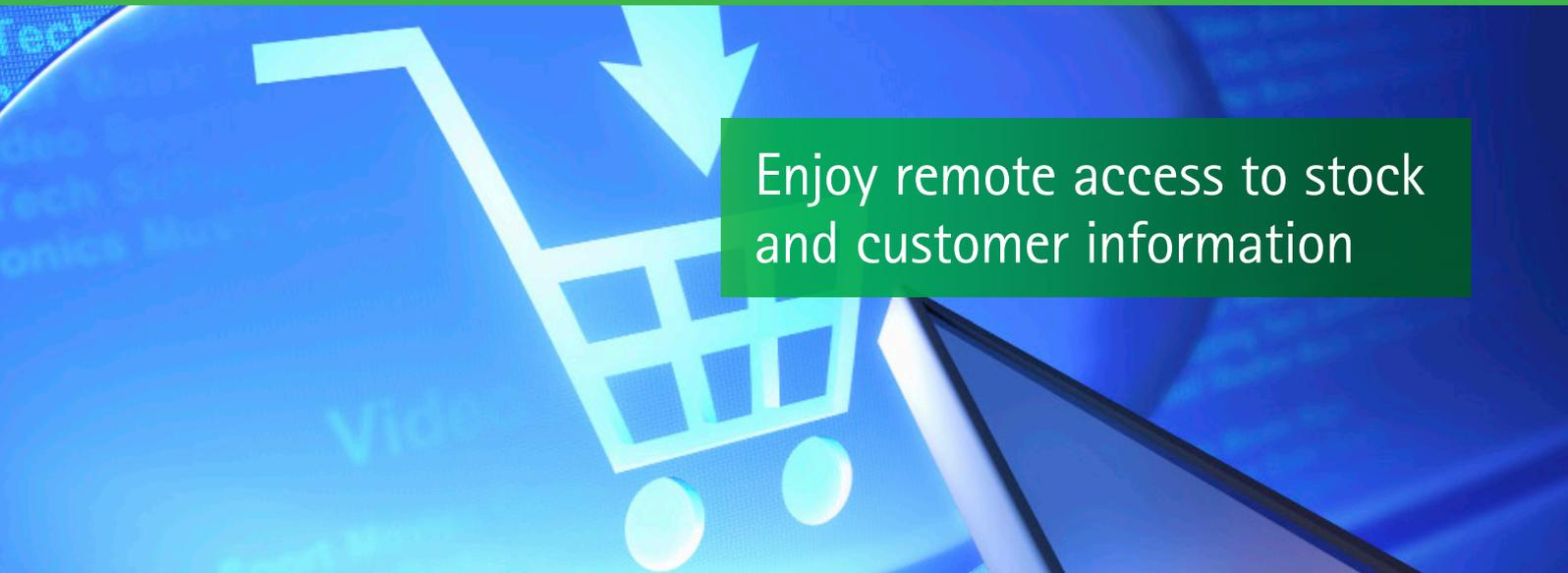
BUSINESS 2 CONSUMER (B2C)

- Login accounts for customers
- Track customer usage and purchase value
- Define information access per customer type
- Automatic freight calculation facility for orders
- Public account for casual users

BUSINESS 2 BUSINESS (B2B)

- Orders posted directly to customer accounts
- Specific pricing per customer defined through the accounting system
- Customers can define regular orders for easy future purchases
- Customers can query account balances, orders and previous invoices
- Customers can maintain multiple

BUSINESS 2 EMPLOYEES (B2E)

- Remote staff access to customer information
- Detailed product enquiries including stock status at each location
- Quick order facility for remote sales order and invoice entry
- Web browser accessible, ideal for staff on the move

Enjoy remote access to stock and customer information