Introducing Integrated E-Commerce

Beyond a Webshop

With integrated e-commerce both Marketing and IT are served.

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INTRODUCTION

Evision E-Commerce

Evision

E-commerce since 2003

Evision finds it roots in ERP systems like Microsoft Dynamics XAL, C5, NAV and AX.

Started as an ERP Consultancy firm in Denmark in 1991, Evision transformed to delivering Ecommerce solutions in 2003. This lead to a strong e-commerce solution with tight integration with both CMS systems like Sitecore and Umbraco and ERP systems from Microsoft, and Baan.

The first years Evision did the implementation of her e-commerce solution herself, enabling her to learn about the results and make improvements.

From 2009, Evision has started to have solution partners trained and certified to do the projects.

From 2014, Evision has started a strategic plan to enable to grow her customer base outside of her home market Denmark.

International B2B companies using Evision e-commerce software are amongst others, Kruuse, Stelton, Georg Jensen, Selek, Albena and Lomax.

CHAPTER ONE

Introducing Integrated E-Commerce

E-commerce
Never standalone

E-Commerce is not just a webshop which you can just start on a moment's notice. As a marketer you have read up on several whitepapers, blogs and website you have most likely come to the conclusion that it goes beyond presenting the products like in your physical store.

You know never to forget aspects like customer information, price and discounts per customer, especially in B2B, freight / fulfillment, invoicing, and even build to order, are all parts of e-commerce. E-commerce has much developed itself as a full scale business channel, with all business processes used in others parts of the organization involved.

E-Commerce can be a well developed sales channel which enables a company to do business at any time and any location and generate additional revenue when done right. You can enable your B2B customers with one click ordering or re-ordering. You are able to report to your customers their entire order history, does not matter how the order was placed in the first place.

E-commerce is a channel which enables customers being B2C or B2B customers to do their activities when they want. E-commerce is open 24 hours a day and with the level of customer information you are able to really up- and cross sell.

To be successful with e-commerce, as it grows in volume more rapidly than you can hire and train salespeople, you also need to be able to deliver what you offer.

Moreover, that is where integration of a web shop into your other business processes comes in to play.

With an integrated e-commerce solution, you learn more about your customers, can respond swiftly to them and service them in a way they are used to.

Customer Management is crucial for maintaining customer relationships as you are now faced with a client that is physically out of reach but. Moreover, when they leave might be gone not to come back.

As inventory changes the most within a company and when you want to make sure that inventory levels are known in all channels, it is crucial to have an integrated approach. Manually managing this will not suffice.

CHAPTER TWO

Integrated E-Commerce & marketing

E-commerce
Engaging your customer

You have a lot of web shops that basically offer products and go for the conversion. They do not seem to really active in building a real online relationship.

Okay, they send the weekly newsletter and if you are lucky they will offer products that have some connection with your previous orders. However, it happens also a lot that the website is totally separate from the web shop, and they offer products that you just purchased online. Customer engagement comes in different stages. You know that it depends on the capabilities of your online marketing platform.

However through integration with your ERP you can already bring a lot to the table.

Especially for B2B customer this can be a big win, as B2B customer look for easy to use and demands commerce to be timesaving

Engagement can already be done, when you provide your customers online with all information related to previous orders.

Extend this with one-click reordering, this would be really timesaving. But also being able to see what was the order in your company store or done by phone sales can be really timesaving.

With the proper integration, you can even enable you sales people to get the exact same view as your customer, including the same price conditions. This way you can still offer phone sales and learn your customer how to do online ordering.

And even that B2B customers are less prone for price competition they do demand customer engagement, like they experience when they are an online B2C shopper.

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

- Peter Drucker

CHAPTER THREE

Integrated
E-Commerce & IT

E-commerce
Safeguarding business data

When we talk about integration there are numerous flavors. Integration is not the most difficult for IT people they have done it for decades. However the right connection can be more cumbersome.

When you consider the tight integration, you do not want a significant performance drop in your systems or that you users are unable to do their daily work.

A thing you probably also do not want is that the updates only occur during night time. Of course your internal people have been able to work with the system, but your customers who rely on 100% up to date information are presented with always out of date information. Furthermore integration is also about security and safeguarding your other business information not to get online in the wrong hands. You do not want your financial figures out in the open.

So when looking for the right integration out the perspective of IT you will want that your other systems do not suffer from performance or security issues.

You are best served with an integration method with based on only transmitting changed data and not all data. And concerning security your e-commerce solution should guarantee that no-one can enter the building from the outside. Only being able to open the door from the inside will bring you a secure environment.

E-Commerce can bring security risks with integrated B2B ecommerce. Examples on online hacking attacks are growing. So do not overlook security.

"The hacking trend has definitely turned criminal because of e-commerce."

- Kevin Mitnick

CHAPTER FOUR

10 takeaways to influence you success

E-commerce

Influencing your success

Ten topics to keep in mind when you select and want a higher success rate on your b2b e-commerce

Customer engagement with the right integration you can support customer intimacy online.

1. Offering of full order history, on every sales-channel your company uses
2. Offering the ability to register new employees of your customers to place orders
3. Offering the ability to order based on pre-selected or pre-authorized product categories
4. Offering to save predefined shopping lists
5. Automatically periodically fill a shopping card with certain products

Integration is primarily an assignment for IT and they will need to consider.

1. Security, no risk to get other business information out on the internet
2. Performance effects, do not use your ERP to do calculating prices, this will have a negative effect on other ERP usage
3. Availability, updating your shop is a continuous process, and you do not want this to have a negative effect on other ERP usage
4. Availability, you want to ensure that your web shop is still available when you are doing maintenance on other systems
5. Architecture, how big is the dependency with your web shop when you update your ERP. ERP is always leading, and a web shop should not interfere with that. Your web shop will need to be able to operate even when your ERP is off-line.

Evision customers trusting on our software to realize their ecommerce goals.

"You do not have to be first; you just have to be better."

-Shirley Tan, *Ecom Hell: How to Make Money in Ecommerce Without Getting Burned*.

Schedule an online demo

Contact us through our website or by sending an email to
sales.europe@evision-commerce.com.

SCHEDULE TODAY