

Epicor Commerce Connect



Product

Epicor® ERP

Benefits

- ▶ Fully integrated ERP and eCommerce
- ▶ Single database simplifies platform management
- ▶ Provides around-the-clock service to all trading partners with real-time access to account & product information
- ▶ Leverages the strength of a leading eCommerce platform

eCommerce fully integrated with your Epicor ERP

The increasing proliferation of eCommerce likely means that more of your customers are looking online to solve their business problems, which means that providing customers with the ability to buy online from you is just a start. Your website must provide an experience that truly solves problems, or better yet, inspires them in some way to keep coming back. Whether your website serves Business-to-Consumer (B2C), Business-to-Business (B2B), or both needs, it requires strong functionality and must use the latest technology to deliver customers the best possible online experience. Epicor Commerce Connect (ECC) provides the tools your website needs to deliver a rich customer experience, throughout the typical order life cycle—from quote to fulfilment, and beyond.

An online storefront cannot offer maximum value to your organization unless it is fully integrated to your ERP, and operating these systems independently should not even be an option in today's fast-paced business climate. Epicor understands this challenge well and believes that there is a very real competitive edge to be gained by having tightly integrated systems. Epicor Commerce Connect is fully integrated to Epicor ERP, ensuring that stock information on your site is always up to date, and that any transaction completed online is immediately recorded throughout the business system. Further value of the integration is the avoidance of redundant data entry, which means fewer errors, better accuracy and lower overall transactional costs.

The key advantage of ECC is its deep integration to Epicor ERP. Site management, e.g., making sure that every part is displayed, listed, and priced correctly to the right customers, can be a complex task that often requires significant resources to manage. Any small errors that occur can quickly lead to customer dissatisfaction. Epicor Commerce Connect negates much of the risk that goes with using a non-integrated eCommerce solution by getting all of its information direct from Epicor ERP. Relevant transactional data flows seamlessly between Epicor Commerce Connect and Epicor ERP: product information, customer specific pricing, inventory levels, and more, can be viewed online via Epicor Commerce Connect.

Epicor Commerce Connect extends business boundaries with a proven commerce architecture that connects your business to consumers, customers, and suppliers. It enables you utilize your website to drive revenue, increase customer satisfaction, and grow your business. Epicor Commerce Connect also reduces the time to setup a customized, attractive and simple to use website.

While many companies can provide eCommerce services, very few leading providers are able to deliver the value and rapid results the way that Epicor Commerce Connect can. ECC supports the Magento eCommerce platform and provides a scalable solution that is backed by an extensive support network and allows you to build a site to help fit your unique business needs.

Some of the general features provided by ECC include the following:

- ▶ Online trading engine connected to ERP
- ▶ ERP to site messaging
- ▶ Hierarchic catalog structure and management
- ▶ Attribute based filtering
- ▶ ECC based promotions
- ▶ Search Engine Optimization Offering
- ▶ Catalog Browsing
- ▶ Epicor FlexiTheme, simple generation for site look and feel
- ▶ Product Browsing Offering
- ▶ Checkout configuration
- ▶ Analytics and Reporting including:
- ▶ Customer Account Management (My Account)
- ▶ Mobile Applications—dedicated apps are available for Android™, iPhone® and iPad®
- ▶ Site Management
- ▶ Multilingual
- ▶ Multicurrency
- ▶ Multistore
- ▶ Security—communication between Epicor ERP and ECC is over a secure HTTPS connection with userid and password credentials
- ▶ Real Time Stock Levels—ECC can be configured for real time stock levels via its communication to Epicor ERP. ECC supports multiple stock indicators from a simple traffic light scheme to showing the actual stock levels. ECC can be configured to disallow transactions where there is insufficient stock, or to process the order
- ▶ Newsletters—customers can sign up for newsletters from within ECC

Consumer Connect

If your business involves serving a direct-to-consumer channel, ECC provides the tools and framework to engage them online. In addition to all of the general features listed above, Consumer Connect provides specific features for selling online to consumers and supports the following:

- ▶ Guest and account login
- ▶ All B2C transactions are associated with a default ERP account controlled on a site by site basis
- ▶ Open site allowing browsing before login
- ▶ Anonymous checkout
- ▶ Sophisticated message caching for B2C performance enhancements
- ▶ ERP payment via Epicor Secure Data Manager (ESDM), the web site will display a page and collect the consumer card details for processing by the ERP
- ▶ Instant payment—this payment type covers several payment choices

Customer Connect

Business customers have expectations that are influenced by all online experiences, so they require the same ease of use provided by top consumer websites. Additionally, they will have other requirements such as being able to view special promotions and pricelists, make repeat purchases and pay on account. Epicor Commerce Connect has been built especially with these requirements in mind and provides frictionless purchasing from your B2B customer website. In addition to all of the general features listed above, Customer Connect supports the following:

- ▶ Portal only login
- ▶ Payment on account (payment that is associated with a customer account)
- ▶ ERP payment via ESDM, the web site will display a page and collect the customer's card details for processing by the ERP
- ▶ Instant payment—this payment type covers several payment choices
- ▶ Account Management
- ▶ Shopping Basket—Similar to the “basket” concept used on consumer sites, you can search and add products

to the shopping basket and update or remove items. View number of items in the basket and the basket subtotal, and if necessary you can drill down on a specific part number to bring up a new screen with all product information. Once ready, the user can check out through the ship method-billing-order preview-confirmation process

- ▶ Product Search—will return all items marked as Web-saleable in the ERP and can also be performed by Product Group
- ▶ Quick Purchase—the user to key in a part number with quantity and add to basket or add to quick list
- ▶ Quick List—generate a named list that parts can be added to, viewed, and the entire list can be added to the basket once complete
- ▶ RFQ—customers can request a quote to be created for the information listed in the RFQ form
- ▶ Customer History—view history by order, shipment, invoice, payment, returns authorization, service call with drill-down into the actual transactions
- ▶ Customer Account Information—manage billing and shipping addresses, contact information, and site login passwords

Supplier Connect

Epicor Commerce Connect can also provide a website for your suppliers, providing online self-service on a whole range of inquiries—such as open orders, part information and access to invoice and payment history. This is one way to reduce or eliminate time spent on enquiries that come in via e-mail, phone, or fax, and can significantly increase the amount of time workers have to spend on other tasks. Supplier Connect creates a more seamless relationship between you and your suppliers, and allows for your business to react much more quickly and accurately to any change of circumstances.

- ▶ Portal only login
- ▶ General Information page—based on log it provides a view to open and overdue request for quotes (RFQs), open purchase orders, and PO line/release changes
- ▶ Supplier Account Management—enable suppliers to manage their own passwords, company information and contact information without the need for over-the-phone assistance
- ▶ Purchase Order Management
- ▶ Supplier Request for Quote
- ▶ Supplier Inquiries—access to information on parts, order history, invoices, and payments
- ▶ Account Management

Configurator

Many businesses sell products that can be customized—for example by color, size, material, and much more. Products such as these involve a number of possible combinations that can rise to the thousands. To help manage this complexity, Epicor Commerce Connect includes a configurator module that provides a fast and efficient mechanism to display product options on one page—allowing your customers to simply and easily choose their own product specifications without the stress of having to navigate through multiple different pages to find the combination that best meets their needs.

Fully integrated with Commerce Connect, Epicor Product Configurator enables web based configurations that can be used for quoting and pricing within the Epicor Commerce Connect solution. Once configurations are accepted by your customer, the instant flow to Epicor ERP enables not only price, but also product build to be delivered for more rapid response to new orders. Use the robust configuration capabilities and extend them to your customers and channel to ensure that customer requirements are met. Parametric capabilities enable visual confirmation of configuration results.

Mobility

The ubiquity of smartphone and tablet devices means that your website must be able to reach people on the go. Epicor Commerce Connect provides gateways to Android and iOS devices with responsive design that automatically formats your site to the size of the screen, thus enabling fast, efficient browsing, and an optimal user experience on today's most popular mobile devices.

Time to build better website

Whether you are selling to the general public, or to other businesses, Epicor Commerce Connect has been designed to help you provide all visitors to your site(s) with the same high levels of user experience they have come to expect in today's online environment. Browsing tools such as configurable search, suggested items and automatically updated listings of popular products on your site help your customers very quickly get to the items they wish to purchase, while at the same time ensuring that they are exposed to as much of your product range as possible—all in ways that are relevant and tailored to customer interests.

You can also provide tools to help your customers make better purchasing decisions. For example, letting customers see related products, compare different products or simply view the product up close using the product image zoom-in capability. Tools such as these allow the customer to make better purchase decisions,



which in turn lead to much higher levels of customer satisfaction and a lower rate of product returns.

Constant innovation, the pace of change and your customer's ever evolving expectations mean that the challenge of providing relevant, fresh online experiences is ongoing. Your website is a key part of your brand, is the virtual face of your organization, and is a powerful transaction engine that drives revenue. Epicor

has leveraged the power of Magento's world-class eCommerce platform to help you develop unique websites quickly and manage them easily. Epicor Commerce Connect allows you to fully exploit the capabilities of Magento's powerful capabilities as well as leverage the full scope of specialized applications available in the Magento Connect extensions marketplace.

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