

**SAP Product Brief  
SAP Business One**



## **ONLINE COMMERCE WITH SAP® BUSINESS ONE E-COMMERCE FUNCTIONALITY**

### **Create an Online Presence for Your Business and Sell Your Products on the Internet**

**The e-commerce functionality in the SAP® Business One application will help you bring your business to the public with a set of Web design tools that enable you to build and customize your online store. Create an online catalog where customers, salespeople, and partners can easily access your products. Manage everything from taxes to inventory to pricing through a Web-based interface, all synchronized with SAP Business One.**

As the world of e-commerce grows, more businesses are finding themselves with an online presence. The e-commerce functionality in the SAP® Business One application is designed to let you manage your business both online and offline.

SAP Business One e-commerce tools let you catalog your inventory and display and sell it on the Internet in an easy-to-use storefront style. You can assign multiple images to your products and display detailed information about them. Then you can give users browsing capabilities that make it easy for them to find products in all categories and subcategories. You can also configure your catalog to give customers the ability to group certain types of inventory into bundled, all-in-one purchase options.

The e-commerce functions in SAP Business One track your inventory catalog separately from SAP Business One but allow synchronization for inventory items, otherwise known as “parts,” in the e-commerce interface. This assists your company with inventory management, order processing, and shipment tracking. You can manage taxes, shipping and handling charges, and payment options directly through the interface. With your entire catalog available online, remote salespeople have easy access to availability, shipping, and pricing information.

In addition, SAP Business One e-commerce functionality includes a full set of Web design tools so you can take your products online with ease. Design a Web page that best reflects your business and sell your products directly to new and returning customers online.

SAP® Business One E-Commerce Features		
Online Catalogs and Parts	Part Management	Web Store
Manage your inventory over the Internet	Give customers the ability to "build your own" bundle of parts	Design your online store with its own unique look and feel
Determine exactly what kind of product information is provided to customers	Allow customers to select the parts they want by specific attributes	Use plug-ins to manage the distribution of information
Associate products with each other using a parent-child hierarchy	Use up-selling and cross-selling to increase your sales	Upload and store images directly through the interface

Figure 1: E-Commerce Features of SAP Business One

### Online Catalogs and Parts

With e-commerce functionality, you can take your existing inventory stored in SAP Business One and place it on the Internet. You can separate your inventory into a hierarchy of categories, so customers can easily find the item they wish to purchase. SAP Business One e-commerce tools give you the freedom to build your online presence based on your own criteria, from brand name to item type.

SAP Business One e-commerce features allow you to decide exactly what kind of information will be displayed in your online store. Store your SAP Business One items as "parts" and assign each part a set of attributes, describing specific functions and features. You can associate parts with each other in a parent-child hierarchy, creating a link that simplifies your customer's purchasing experience. To further enhance the shopping experience, you can upload and display multiple images of your parts on your Web site. Integration with the SAP Business One warehouse allows you to show availability and expiration dates in real time. As a result, customers can preorder and back-order products.

### Parts Management

SAP Business One e-commerce functionality offers unique variant and product line configuration to allow customers greater freedom when selecting products. Variants give your customers the ability to pick and choose what parts will be bundled into a final product. As the customer changes the package configuration, the difference in price is reflected automatically. You can use "default parts" for a variant to present the initial (or suggested) configuration of the package. Product lines allow customers to select specific kinds of parts based upon attributes that you determine. For example, if your company is selling shirts, you could use the product line function to let customers make selections based on color and size.

SAP Business One e-commerce features also enable up-selling and cross-selling so you can better promote your products. The part profile on your online catalog can display information about other items a customer might want to buy along with the part they are currently viewing. Up-selling and cross-selling displays can be configured to show only the images and information you think would best present your products.

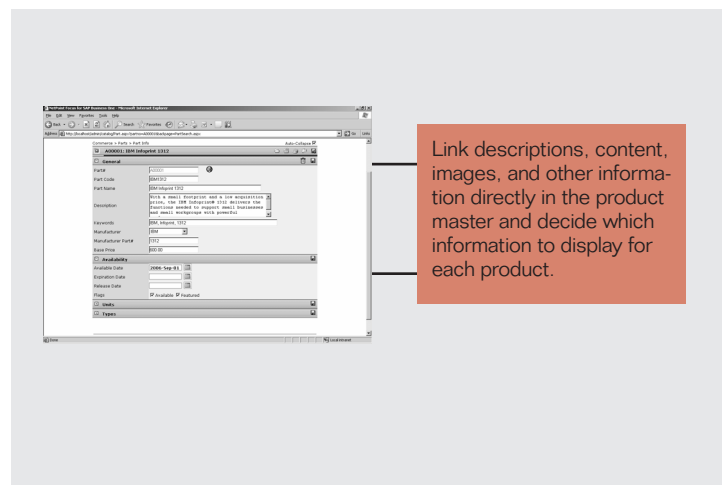


Figure 2: Parts Configuration

If your business sells content that can be downloaded through the Internet, you can use SAP Business One e-commerce functions to store and manage the files themselves, while the file information is stored in the part profile and synchronized into SAP Business One.

### Web Store

SAP Business One e-commerce features provide the basic tools and functionality to successfully build an online storefront. Using “building blocks,” you can create a unique and stylish Web store. The theme designer gives you a breakdown of your landing page, representing header, footer, right and left margins, and main display area, which helps streamline the design and layout of your Web store.

Use the Web designer to incorporate graphics, HTML, JavaScript, Cascading Style Sheets, and rich media like Shockwave Flash. In addition to allowing numerous forms of Web design options, you can control the distribution of information by using special slot “plug-ins” to display RSS feeds, shopping cart information, and featured promotions.

The media browser allows you to upload and download product images and media directly through the Web interface. You can also use this feature to bundle multiple images into Zip files and upload them directly into your media directory.

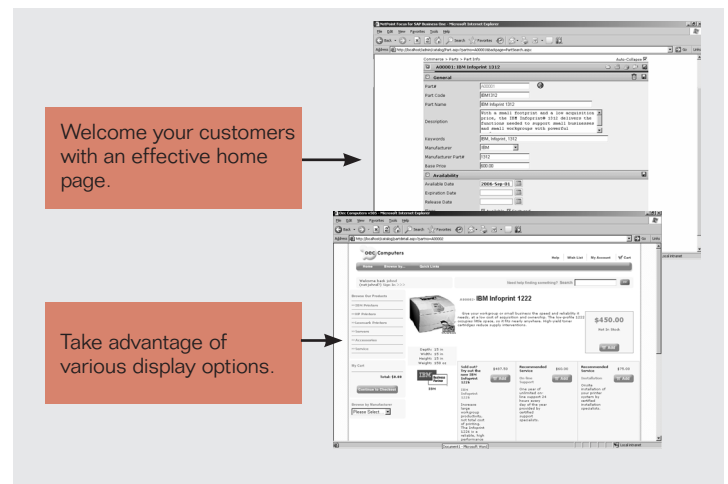


Figure 3: SAP® Business One Web Store

The Web flow option allows you to create pathways through your layout to help your customers efficiently find the products, purchase them, and receive their order confirmation.

### Price Lists and Discounts

Price lists allow you to centrally manage prices for your parts and assign the appropriate taxes. You can create price lists for certain customers and customer types to reflect special pricing arrangements you have made with them.

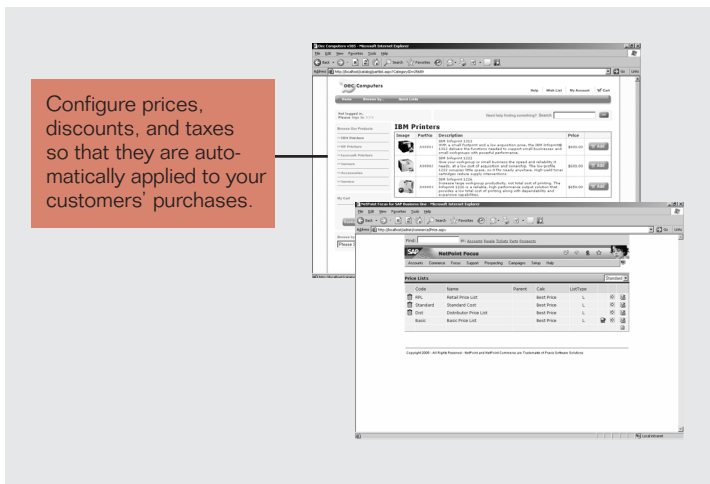


Figure 4: Price Lists

With the discount function, you can generate promotional prices and codes for coupons. Use the integrated campaign system to send these special offers to prospects and customers.

## Shopping Carts

As your customers select items they would like to purchase, these are stored in an online shopping cart. During checkout, item prices are displayed, along with the appropriate taxes and shipping and handling charges. Once an order has been placed, it is stored in your SAP Business One database, and an order document is generated. An order confirmation e-mail is automatically sent to the customer.

SAP Business One e-commerce functions allow you to manage tax information and set up the payment options and credit card types that your end customers will be allowed to use. Use the interface to create shipping and handling calculation formulas based on criteria such as weight and size.

Customers can create wallets to store their preferred payment methods, shipping and billing addresses, and personal information. Customers also have the ability to save shopping carts for repeat purchases and to create wish lists of products they would like to have purchased for them.

To learn more about how SAP Business One can empower your sales and marketing organization to grow your business and effectively service your customers, call your SAP representative today or visit us on the Web at [www.sap.com/smallbusiness](http://www.sap.com/smallbusiness).