

BusinessNow!™ At a Glance - FAQs

What is BusinessNow!™?

BusinessNow!™ as a “subscription-based” hosted or on premises **SAP Business One solution** provides undeniable value proposition with low-cost subscription billing, versus enterprise-type projects with high up-front costs, long and costly implementations, network infrastructure, expensive technical personnel and maintenance costs and with unknown ongoing fees. With ready-to-use functionality, **BusinessNow!™** delivers immediate business value and ensures predictable deployment and operations. It was designed for productivity and ease of doing business while providing customers a 360 ° view of their entire business.

BusinessNow!™ integrates a powerful webCRM as a Web-Interface (for Transaction Entry and Master Data Management) and SAP Business One as the Back-Office System for Accounting, General Ledger, Financials, Advanced Inventory Management, Management Tools and Advanced Reporting.

- **Powerful webCRM - Softengine**
 - Master Data Entry (Items, Customers)
 - Transactions Entry (Sales Orders)
 - Inventory Information
 - Document Management, Layouts and Reporting
 - Customer Service Portal
 - Lead and Marketing Management
 - Detailed Authorization Levels for people to have access. For example Sales Reps can only see their Customers and Transactions if required
 - 100% Web-Based with secure Backup System on alternate host data centers
 - And many more
- **SAP Business One as Back-Office**
 - General Ledger and Financials
 - Invoicing and advanced Inventory Management
 - Pricing Management
 - Advanced Reporting
 - And many more
- **Integrated B2C (Business to Customer – Shopping Cart for End-User and Customers) Module - Softengine**
 - Shopping Cart for Customer to place Sales Orders and lookup history
 - Customer Payment Options
 - Customer Support and Service Portal
 - Variety of Designed Templates
 - And many more
- **Industry-specific solutions - Softengine**
 - Food
 - Apparel
 - Furniture
 - Wholesale Distribution
 - Warehouse Management System
 - Production
 - Manufacturing

- Retail/POS
- Trade-Show with Bar-coding

What is a hosted Solution?

- **What do I need to run BusinessNow!™?**

BusinessNow!™ is run over the web and so you access it via your internet connection. All you need is a Remote Application Client and a browser to access it. Softengine hosts and manages the system for all their users on SAP Certified for Hosting and Cloud servers. You do not have to install anything apart from your connection, Remote Application Client and browser. We manage backups, database, updates, enhancements, patches and server hardware, leaving you to manage your business. We keep your system current over the web making changes painless.

- **Do I own the software?**

You license the SAP Business One software and you are paying for a service which is provided by Softengine, much like you pay for utilities. **BusinessNow!™** as a “subscription-based” hosted solution provides undeniable value proposition with low-cost subscription billing, versus enterprise-type projects with high up-front costs, long and costly implementations, network infrastructure and maintenance costs and with unknown ongoing fees. With **BusinessNow!™**, the server, software and maintenance costs are bundled into what is effectively a monthly subscription charge.

- **What are the benefits of “subscription-based” hosted solution?**

When you look at total cost of ownership **BusinessNow!™** can be easier to quantify than current systems. Once you really examine your IT costs you will see the benefits. The following are key benefits:

- Standard known cost
- Upgrades and Updates delivered remotely
- 24/7 uptime (99.8%+)
- Microsoft SQL data base
- Managed security
- Less in house expertise required
- Multiple locations can be operated
- Moving or disaster to the physical office location does not stop the business
- ...and many more

How do I get started with BusinessNow!™?

- **How do I learn more about BusinessNow!™ system?**

To get started, simply register for an online demonstration and free consultation session with one of our **BusinessNow!™** project managers. You can do this by visiting us at www.businessnow.net and clicking on the **REQUEST A DEMO** button on the bottom of the page and completing the form. Otherwise contact us directly using our toll-free number 877.704.7001.

- **What do I need to run BusinessNow!™ system?**

To use **BusinessNow!™** system, all you need is access to the Internet. So if you have a computer connected to the internet and a web browser, you have everything you need to run the **BusinessNow!™**. In addition, we will provide you with Terminal Server clients to access SAP Business One. **BusinessNow!™** is also browser-independent and works on Microsoft Explorer (version 6 and above) and Mozilla Firefox (version 3 and above).

- **How long does it take to get up and running?**

Implementation depends on the size and complexity of your business. The key implementation factors include: the quality of the data you will be migrating, the industry-specific solutions and configuration you choose, the number of users you will be training on the system. Most businesses can have their data migrated within the first month, and be completely up and running within 30 to 60 days.

- **What training and implementation services are available?**

Softengine provides eLearning recorded on a DVD or access over the Internet. SAP Business One offers extensive online HELP within the product that helps your users to learn how to perform functions specific to their area of responsibility. Softengine also has a Professional Services group to provide a variety of services, including technical support, customization, individualized training. In addition, Softengine also provides a variety of scheduled group training and webinars.

- **Can I migrate data into my BusinessNow!™ system?**

Data can be imported from many other systems, through CSV (comma/tab separated) files. Our support team is available to do this for you as part of your implementation.

- **Can I customize or configure my BusinessNow!™ system?**

BusinessNow!™ is highly customizable to meet industry-specific needs. Some of this customization can be performed in SAP Business One without programming knowledge; i.e., adding User Defined Fields and Tables, customizing Menus by User Access, special reporting. Our technical support team is available for specific questions. More complex customization can be performed by our professional services group; once detail requirements are defined, we can quote projects on fixed-price basis. Configuration capabilities include industry-specific extensions: Food One, Fashion One, WMS, POS, eCommerce, webCRM.

- **Can I download data from my BusinessNow!™ system?**

You can export your data to Microsoft Excel directly from **BusinessNow!™**.

- **What is the cost for BusinessNow!™ system?**

BusinessNow!™ is available on a subscription basis for a low per user monthly payment of \$125, SAP Business One licenses are offered at a 40% Discount, and a one-time, standard set-up fee is only \$3,500 (see DETAILS on the attached Price List).

- **What is the cost for Maintenance?**

There is no cost. Maintenance is included in the monthly subscription of \$125 per user per month. It is of the great benefits of using the **BusinessNow!™** as a “subscription-based” hosted solution is that you always have access to the latest version. As updates are made to **BusinessNow!™**, you receive them automatically - without any additional labor and cost.

- **Can I integrate my existing applications with BusinessNow!™ system?**

Softengine has developed a Universal Connector that can be used to integrate a variety of applications. Please contact our professional services with your specific requirements.

Why SAP & Softengine?

- **We offer SME customers the power of choice; it has diversified SME portfolio and offers multi-deployment options**

SAP has the experience and range of solutions it takes to help SME companies achieve success. It recognizes that one size doesn't fit all and hence offers a broad portfolio of integrated solutions designed specifically for the SME segment, including a mix of on-premise and on-demand solutions. With the “Best Fit” approach, it offers flexibility in software delivery and licensing models based on the business operations, budget, timelines and future growth plan of prospects.

- **SAP is a financially stable company with 30 + years of business acumen**

SAP has an undisputable reputation in the market due to its long history and matured product lines designed for all business segments. SAP Business One also benefits from the company's accumulated business acumen and is available in more than 20 languages and in over 40 countries.

- **We have satisfied customers**

SAP Business One has a satisfied customer base of over 25,000 customers worldwide.

- **BusinessNow!™ & SAP Business One offer a complete business management solution to streamline the enterprise operations**

BusinessNow!™ is an integrated system supporting business processes in an entire organization, spanning different lines of business: CRM, eCommerce, HR, WMS, financials, sales/purchase order processing, and manufacturing.

- SAP has an experienced and thriving ecosystem of qualified partners supporting its industry-specific initiatives**
SAP Business One has a rich and robust partner ecosystem to work with. The product is sold and supported by local VARs with specific domain expertise and business acumen, which in turn results in lower TCO and higher customer satisfaction. It has an impressive number (400+) of certified ISV solutions in numerous industries to provide deep and localized vertical solution (e.g. **Softengine** WMS, Food One, Fashion One, Retail/POS, Trade-Show with PDA's, webCRM, eCommerce solutions). These are well integrated with SAP Business One. These partner solutions integrated with SAP Business One help customers implement pre-packaged business solutions, tailored to their industry's needs.
- We have a clear licensing policy**
Softengine and SAP Business One have a simple and transparent pricing. Our solutions are delivered 'out of the box' and there are no hidden costs involved. Licenses are based on named user basis and customers can make thorough decisions what they want to purchase and better plan their future investments.
- BusinessNow!™ & SAP Business One are reliable solutions and keep the enterprise critical data safe**
BusinessNow!™ & SAP Business One run on most proven technologies. Backups are done as often as necessary as scheduled tasks so no one forgets to do them. System Availability is assured using secure Virtustream servers for subscription-based systems, with pre-installed and up-to-date Microsoft Windows, SQL Server and Terminal Server software. Additional services provided by Softengine, like Monitor & Alert program ensure that the application and database are tuned properly.
- Data Security**
For many companies, the level of security and availability, disaster recovery, and back-up provided by a software-as-a-service provider far exceeds that which they can provide themselves. **BusinessNow!™** provides multiple layers of data protection to ensure your business information security.
- Internet firewalls**
Firewalls employed by Virtustream.com block all attempts to access data other than from methods and points allowed by authorized users.
- Authorized-only access**
When users access the **BusinessNow!™** system, they must login, with the unique ID and password that are required.
- We support organizational growth**
BusinessNow!™ & SAP Business One solutions are process driven and can easily address the complexities of growing organizations. They are upgrade/migration secure and business continuity is of paramount importance.
- We offer a complete solution and integrated approach to ERP which is easy to use**
SAP Business offers a solid functionality and numerous features, like drag-and-relate, report wizards and condition-based approval workflows that other systems are not able to demonstrate. Last but not least, the new redesigned documentation and e-training help get customers up to speed very quickly.
- SAP is NOT too big**
Reality: SAP has an equal focus on all the customer segments and has solutions designed for each. More than 70% of SAP's customers are from the SME segment. SAP Business One has been specifically built for small and mid-size businesses from the ground up to be simple and intuitive and numerous awards support the notion of usability (e.g., SMALL BUSINESS TECHNOLOGY MAGAZINE PRODUCT OF THE YEAR).
- We subscribe to Best [Business Practices](#)**
Our commitment to the highest standards in business ethics assures our customers the integrity they expect, legally and personally. Our business policies support your ability to assure your customers of the same high standards to which we adhere.

What is Your Privacy Policy?

- **Our Commitment To Privacy**

Your privacy is important to us. To better protect your privacy we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested.

- **The Information We Collect:**

This notice applies to all information collected or submitted on the Softengine website. On some pages, you can order products, make requests, and register to receive materials. The types of personal information collected at these pages are: Name, Address, Email address, Phone number, Credit/Debit Card Information, (etc.)

- **The Way We Use Information:**

We use the information you provide about yourself when placing an order only to complete that order. We do not share this information with outside parties except to the extent necessary to complete that order.

We use the information you provide about someone else when placing an order only to ship the product and to confirm delivery.

We do not share this information with outside parties except to the extent necessary to complete that order. We use return email addresses to answer the email we receive. Such addresses are not used for any other purpose and are not shared with outside parties. You can register with our website if you would like to receive our catalog as well as updates on our new products and services. Information you submit on our website will not be used for this purpose unless you fill out the registration form. We use non-identifying and aggregate information to better design our website and to share with advertisers. For example, we may tell an advertiser that X number of individuals visited a certain area on our website, or that Y number of men and Z number of women filled out our registration form, but we would not disclose anything that could be used to identify those individuals. Finally, we never use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without also providing you an opportunity to opt-out or otherwise prohibit such unrelated uses.

- **Our Commitment To Data Security**

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

- **Our Commitment To Children's Privacy:**

Protecting the privacy of the very young is especially important. For that reason, we never collect or maintain information at our website from those we actually know are under 13, and no part of our website is structured to attract anyone under 13.

- **How You Can Access Or Correct Your Information**

You can review and edit the personal information and any contact preferences provided at the Site by sending e-mail to info@softengineusa.com. To protect your privacy and security, we will also take reasonable steps to verify your identity before granting access or making corrections.

- **How To Contact Us**

Should you have other questions or concerns about these privacy policies, please call us at 818.704.7000 or send us an email at info@softengineusa.com.