

Benefits of eCommerce

Softengine eCommerce Magento Solution lets companies increase their sales and market reach on the Internet while being connected to their SAP Business One.

Reduce Expenses – Expand your Reach

Even as companies cut back on expenses there remains the imperative need to increase sales and marketing. Magento is an **eCommerce** technology platform that let's your company do both. It is high-powered and low-cost. The Magento **eCommerce** software combines the flexibility of open-source technology with industry-leading features to provide merchants unprecedented control over store operations. Softengine delivers the superior ERP business management system, SAP Business One, combined with a professional Web store that is search engine optimized for a greater retail presence on the Internet.

Increase Profits through eCommerce

Open your business 24/7 without additional order desk and customer service staff. Improve your customer support using **eCommerce** Self-Service to optimize customer relationships. Close interaction with your customers via a self-service portal is not only a cost effective and profitable strategy; it is a key part of long-term customer retention. Improve customer satisfaction by systematically engaging your customers.

Seamless Integration to SAP Business One

Automatically synchronize hundreds of item attributes with multiple web stores promoting faster time to market.

No-Fraud – Catch Fraud before you Ship!

Softengine **eCommerce** leverages your Gateway for pre Credit Card authorization. Authorization rules in SAP Business One coupled with automated alerts help to catch and eliminate fraudulent transactions before you ship.



eCommerce helps companies gain efficiencies and sales by expanding the reach of SAP Business One for B2B and B2C environments, while streamlining integration with your web stores.

- ❖ **Versatility and Freedom** - Control every facet of your store, from merchandising to promotions and more. There are no limits to creativity with Magento.
- ❖ **Attract + Convert = Growth** - Magento's SEO features and user experience will attract and convert more qualified customers, leading to business growth.
- ❖ **Integration with SAP Business One** – no need to re-enter customer, inventory, sales order, payment and even current pricing; our Magento Integration will access it in real-time.



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