

**THE BENEFITS OF  
INTEGRATION:  
E-COMMERCE BUILT  
FOR YOUR ERP SYSTEM**



# THE BENEFITS OF INTEGRATION: E-COMMERCE BUILT FOR YOUR ERP SYSTEM

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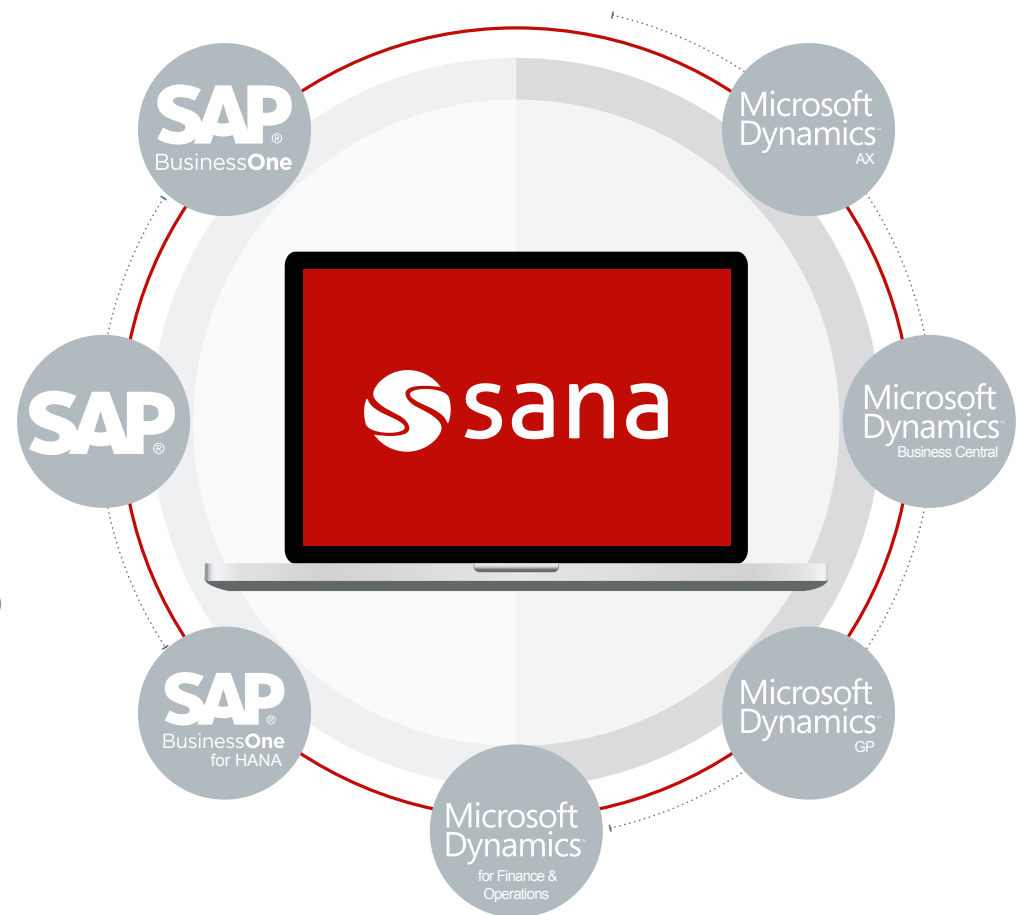
# THE SHORTCUT TO E-COMMERCE WITH SANA

**We believe that in every good company there's a great company waiting to get out.**

The first step is always the hardest, and we wanted to find a way to make it easier. We got to work on a solution that would make e-commerce more straightforward and efficient, and the solution turned out to be ERP integration. ERP integration means Sana uses your ERP as the foundation for your web store.

That means the pricing structure and order calculations that were modeled to your business long ago can be automatically transferred to your new web store environment. Likewise, all relevant data entered in your web store environment will automatically appear in your ERP. Sana doesn't carry the business logic required to calculate pricing and orders: it uses your ERP to execute all of that instead.

**This is integrated e-commerce at its core**





# SANA VERSION 9.3

**Sana 9.3 was released in September 2018 and features several new benefits that will be clearly indicated throughout this document. For an overview of which features are available per ERP, [please go to our ERP specific factsheet](#). We are also proud to announce that as of Sana Commerce 9.3, our integrated e-commerce solution is also available as SaaS.**

Read on to learn how Sana Commerce offers easy-to-navigate online product catalogs, simplifies online order processing and complex pricing, helps you offer real-time rich product information and gives your business the tools for a 24/7 client focus and personalized e-commerce marketing.

**–The Sana Team**

# 1

## EASY-TO-NAVIGATE ONLINE PRODUCT CATALOGS

### 1. An Efficient Start for Your New Web Store

You can create your new web store with classifications and categorizations defined in your ERP. This gives you a much more efficient way to build the navigation structure for your store.

### 2. Quickly Launch Multiple Web Stores

In our global society, many businesses are keen to sell internationally. An integrated e-commerce solution makes it possible to roll out multiple web stores based on multiple companies.

### 3. Product Export to Marketplaces (add-on)

Another benefit of integration is the option to export detailed product information to marketplaces like eBay, Amazon and Google. Sana's solution allows product sets to be defined and exported using extensive ERP filtering. Sana combines product master data with semantic enrichment for improved web descriptions and images. This results in a powerful combination that helps you publish professional catalogs in large marketplaces.



**When your web store is integrated with your ERP system, all the product information, relationships and categorization in your ERP can instantly be made available online. Likewise, changes made to the product catalog stored in your back office can be made immediately visible in the web store.**

#### **4. Assign Products to the Right Web Store**

Many businesses have multiple web stores, whether it's for localization purposes or to divide their product offering among multiple storefronts. When you're working with more than one web store, it's important to be able to easily assign your products to the correct store(s). With Sana Commerce, you only need to define your product assignments once, in your ERP.

#### **5. Add Faceted Search Functionality for Even More Detailed Filtering**

An integrated e-commerce solution makes it possible to retrieve facets related to faceted search directly from your ERP system. Simply select the attributes of the item card you'd like to use in your web store, and your clients can search, filter and refine their product results in detail.

#### **6. Bill of Materials (BOM) / Kitting and Assembly**

Industrial and technical wholesale and manufacturing companies know all about the complexity of composite product structures. These are products that are built from a Bill of Materials (BOM), or through kitting and assembly. These complex products can then be easily broken down into their respective parts in the web store. This lets your clients order individual parts and have them listed as separate line items on their invoice. Sana does this all automatically and manages it from a single place: your ERP's product database.

Product kits allow you to combine individual products into one sellable unit, and are essential for B2B sales.

#### **7. Leverage Your ERP for Accurate Data Management**

Operating with a single source of truth ensures all elements involved in your business use the same information. This safeguards accuracy for your entire organization, as fewer errors can be made in mapping and interpreting information.

Not only does integrated e-commerce use your ERP's master database, it also actively ensures that newly created records, such as orders, are instantly available at the source. What's more, it does so without replicating, synchronizing or mapping any data. This validation is performed by the same system, which ensures 100% master data accuracy.

#### **8. Use Product Images From Your ERP in Your Web Store (new in 9.2)**

The biggest advantage of integrated e-commerce is the ability it gives you to fully leverage the data already present in your ERP system. That includes product photos, too. With a Sana web store, you can display the product images you already have stored in your ERP in your online catalog. There's no need to upload photos to multiple systems, and your web store will always feature the most recent versions of your photos as they appear in your ERP.

## 2

# REAL-TIME RICH PRODUCT INFO, ALL THE TIME

### 9. Always Display Inventory Availability in Real Time

It's essential that you can sell the products offered in your web store as promised. However, keeping your inventory availability current across systems can be complex. With an integrated e-commerce platform, mistakes such as selling out-of-stock items just don't happen. That's because inventory levels are checked directly in your ERP system during the order process, and inventory levels are updated instantly in your ERP when a client submits an order online.

This also means that your employees always see what is actually available when they take orders by phone or email. Your clients benefit too: they see real-time inventory availability in the web store, and can access that information around the clock without having to call or email.



**All your inventory information is stored in your ERP system. This data contains a lot of important business logic that relies on current inventory availability, inventory location, and projection of future inventory levels based on planned production and/or purchase orders.**



## **10. Provide Accurate Pricing Calculations With Unit of Measurement Support**

Using your ERP system's database for your integrated web store means that units of measurement are automatically incorporated and used online. This allows you to display correct pricing in product search results and item detail pages. Any products added to the shopping cart for purchase also reflect accurate pricing calculations based on how the unit of measure is configured in the back office. Likewise, any ERP changes to the unit of measure are reflected in the web store.

## **11. Display Product Customizations Directly in the Web Store**

ERP systems are designed to suit a wide range of businesses and industries. Sometimes, however, it is still necessary to create custom product attributes or user-defined fields to store and process the catalogs for a specific business or industry. Integrated web stores can easily process these custom product characteristics because they share the same product database as your ERP.

**“Sana’s real-time integration with AX made sure that the complex pricing structures and custom data were seamlessly integrated into the web store.”**

Mike Vermeer, Commercial Analyst at Pelican Rouge



# 3

## COMPLEX PRICING SIMPLIFIED

### 12. Always Display Accurate Product Pricing

Given its dependency on variables such as item cost, handling fees, raw material costs and production costs, product pricing can be complex. These variables, together with a margin model, define the sales price. This logic and the underlying data is usually maintained in your ERP system.

Your clients can benefit from an integrated solution because changes in any of these variables are reflected in the sales price in your ERP, and thus automatically displayed in your web store. The more complex your pricing and the more often your pricing changes, the more you will benefit from an integrated e-commerce platform.



**Pricing is one of the main reasons that businesses prefer an integrated web store to connected or interfaced e-commerce platforms. Integrated solutions lead to higher client satisfaction, as prices displayed online are always the same as they would be when ordering through other channels, such as phone, email or fax.**



### **13. Use Sales Agreements Registered in Your ERP (new in 9.3)**

Sales agreements benefit both you and your long-term B2B clients: they get a better deal thanks to bulk pricing, while you increase inventory predictability and customer loyalty. In Sana 9.3, you can now combine the benefits of sales agreements with the ease of e-commerce.

Sana Commerce uses sales agreement information from the ERP to let your clients view active sales agreements in your web store and apply them to their online orders. They are also able to see the current status of their sales agreements, including an up-to-date overview of an agreement's inventory/progress.

### **14. Offer Special Pricing**

With integrated e-commerce, your price calculations take place in your ERP system, not in your e-commerce platform. That's why, in most cases, your web store can support client-specific pricing out of the box. There's no need for custom development to make your e-commerce platform mirror your ERP's pricing rules.

You and your clients can rest assured knowing that when they place an order online the prices displayed will be current and will reflect the negotiated prices in their trade agreements.

### **15. Display Correct Discounts, Even With Complex Purchase Policies**

When the product discounts in your web store are handled by your ERP system, you eliminate the possibility of inconsistencies between your ERP and your web store. Keeping your pricing information in one place means you can rely on the accuracy of discounts triggered by a combination of products, or based on a total order value threshold.



## **16. Show the Better Deal With Tier Pricing**

An integrated e-commerce solution lets you use tier pricing as a default pricing option in your web store. This is done using the tier pricing configured in your ERP system, which knows how to handle this in combination with other pricing rules and assign them per client. The more advanced the pricing rules and client trade agreements in your ERP, the more you'll benefit from an integrated e-commerce solution. When a client logs in to your web store, they'll see right away whether the applicable tier pricing makes ordering in bulk a better deal.

## **17. Display the Right Order Line and Invoice Discounts**

Many businesses in wholesale distribution and manufacturing use pricing rules involving order line and invoice discounts. These rules can be based on specific products, order value, or other triggers. An integrated e-commerce platform automatically displays the correct calculations in your web store for any discounts that are triggered by your ERP system. This means that your clients will know exactly what to expect on their final invoice.

## **18. View Complex Sales Tax Calculations in Real Time**

Sales tax calculations can become extremely complex, particularly if you sell in different states or countries. Your ERP system is equipped to make these calculations, and an integrated e-commerce platform takes full advantage of that. That means you can display the correct sales tax amount in real time, based on the product type and location of the goods sold as indicated by your client in the web store.

ERP systems also contain information about your client's tax liability. This information is used to calculate the correct sales tax amount for a client who is logged in to your web store. This ensures that your clients aren't paying too much tax and provides them with full visibility of the different tax rates on their order subtotals.

# 4

## ONLINE ORDER PROCESSING

### 19. Ensure Accuracy and Quick Turnaround With Real-Time Orders

One of the biggest advantages of integrated e-commerce is that your ERP processes online orders immediately. This is opposed to the delay that would come with scheduled synchronization in an interfaced system.

#### Sana's e-commerce software:

- Leverages your ERP by calculating, validating and saving orders directly in a shared system.
- Leverages all ERP logic related to client pricing, charges, handling fees, shipping costs and tax.
- Facilitates instant order validation so that online orders are ready for further processing immediately.

#### The results:

- No pricing mistakes, inventory availability issues or forgotten charges/costs to worry about.
- No orders are lost during complex synchronization processes.
- Fewer errors occur that need to be solved manually.



**As a business, you want error-free order intake. You don't want to miss any orders and you want to provide your clients with excellent service. Likewise, your clients want to have all relevant information available to them 24/7. Integrated e-commerce is the solution that will satisfy everyone.**

## **20. Keep Your Data Clean With Real-Time Data Validation**

When you use an integrated system, the order validation process is modeled to match business-specific processes, and as such it leverages earlier ERP investments. This means that the validation process only uses rules that are in line with your ERP. Also, because synchronization occurs before the order is placed, you can provide clients with feedback in time to adjust the order when necessary.

## **21. Provide Customized Payment Conditions**

It's common to apply customized payment terms to different clients in your ERP system. Depending on your client relationships, you may allow them to pay on account, define a unique credit limit with payment terms, or indicate that they need to pay directly. Should they prepay or pay the total amount up front?

Integrated e-commerce platforms are unique because they can use your ERP's logic to determine what payment conditions and options are available online. As such, your clients can choose their payment option online from a list of options you've already created in your ERP. Please note that this feature is only available for ERPs with the necessary logic. For an overview of which features are available per ERP, [please go to our ERP specific factsheet](#).

## **22. Display Costs Up Front With Real-Time Shopping Cart Calculations**

Integrated e-commerce platforms use your ERP to calculate the shopping cart order total. Unique client pricing, additional charges, shipping and handling fees, payment fees and tax information are all considered in the calculations.

As such, your clients will always have a complete overview of their order total during the checkout process, without any surprises afterwards.

Offering a transparent checkout process with accurate costs and no hidden fees increases web store conversion rates and reduces the workload for your sales team.

## **23. Use Your ERP's Standard Processes for Quote Requests (RFQ)**

Web orders are created in just one environment: your ERP. Sana Commerce uses your ERP's quote processes to create quotes in the web store. This means quotes can be requested by clients online, as well as delivered and accepted via the web store. Such a process saves a lot of time and money, and it results in fewer errors.

## **24. Display Customized Order and Process Order Comments**

In your ERP, you can add order comments and comments related to specific line items on your orders. This is a useful tool for clarifying shipping or payment details, or for supplying extra information about a specific product in the order. Integrated e-commerce platforms can easily display these comments to your client in the web store environment.

Another advantage of this feature is that it's bi-directional: comments your clients add to their orders are visible to your internal team via your ERP. These comments are connected to the order and are available in real time during all stages of the fulfillment process.

## 25. Dynamic Billing and Shipping Addresses

Client data stored in your ERP is reused when you work in an integrated e-commerce environment. As such, your client's default billing and shipping addresses are automatically displayed on the checkout page when they're logged in. If there are multiple addresses stored in your ERP, your client can choose from those addresses.

Because the logic in your ERP is connected, you can also set up your system so that when an address is changed, shipping costs and delivery conditions are automatically adjusted. And of course these changes are directly reflected in the web store environment.

## 26. Let Your ERP Calculate Shipping Costs and Display Them in Real Time

**Calculating shipping costs entails many important variables:**

- How many products fit in a box?
- How many boxes fit on a pallet?
- How heavy is the shipment?
- What type of transport is required?

Luckily, shipping methods and related costs are typically defined in a company's ERP system. When your web store integrates with your ERP, these costs can be calculated dynamically as an order is placed online, based on the products ordered and the selected shipping address.

## 27. Boost Conversions With One-Step Checkout (new in 9.3)

One of the main reasons online shoppers abandon orders is not having access to key information like actual costs and available methods before they head to checkout. Sana 9.3's new one-step checkout helps you boost conversions and reduce cart abandonment.

All checkout steps are now combined on a single page, providing your customers with a clear overview of shipping information, delivery methods, payment information, additional information, and total price — including tax, as calculated by your ERP. What's more, the one-step checkout page is fully responsive, providing a superior customer experience for both desktop and mobile shoppers.

## 28. Keep Clients Informed With Tracking Functionality

Manually registering a package with a shipping courier and generating a tracking link can be time consuming. Fortunately, ERP systems can manage this process automatically. When your e-commerce platform is integrated with your ERP, there's no need to manage the shipping details and tracking information in two separate systems. The package will be registered with the courier and the tracking number will be saved automatically in your client's order and shipping documentation.

An integrated e-commerce platform shows the tracking details online in real time using the data stored in your ERP. Storing this information

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## **31. Use Order Number Ranges to Determine Order Origin**

As a business owner, it's important to know which orders are placed via which channels. ERP systems can make this distinction. You can easily see whether an order was placed directly in your ERP by a sales rep, via EDI, or via your web store.

in one place saves your business time, and having instant online access to important information keeps your clients happy.

### **32. Offer Re-Ordering From Any Previous Order**

If the order was processed in your ERP, then it can be re-ordered online — even if it wasn't originally placed through your web store. That's because an integrated e-commerce platform has access to all orders and invoices stored in your ERP system. Your clients won't have to worry about pricing differences or product availability, because the new order will be validated and calculated according to the latest logic and data in your ERP.

### **33. Easily View an Account's Complete History**

Your ERP houses a lot of data, including order histories, invoices, returns and shipping documents. Integrated e-commerce platforms grant B2B clients easy access to all this information and documentation by pulling it directly from your ERP.

Interfaced e-commerce platforms behave differently, as they can typically only provide data and documentation related to e-commerce — that is, information based on orders placed through the web store. Migrating the entire online and offline order history from your ERP database to the e-commerce database is usually too complex and expensive.

Sana's integrated ERP platform lets you offer your clients a fully searchable and printable document life cycle: from quote to order, and from order to invoice. This even includes shipping documents. Your clients can also easily access return and credit notes from

your ERP online — and not just for e-commerce orders. Whether it was placed by phone, email, EDI or any other source: all order documentation is available through your web store.

This feature offers your clients convenience and transparency while also reducing the workload for your sales force. Instead of calling or emailing to check on a shipping status or to access an old invoice, your clients can simply access the documentation at their own convenience online.

### **34. Streamlined Product Returns**

A Harris Poll market research study published in The New York Times shows that 91% of online shoppers say that a good return policy is something they consider when making an online purchase. Additional research shows that 92–93% of buyers will make another purchase if the web store provides a good return policy.

With that in mind, Sana commerce has been designed to offer an easy, personalized return experience that is completely automated and integrated with the sales order processing in your ERP.

#### **All your client needs to do to request an RMA (Return Merchandise Authorization) is:**

- Choose the product(s) and define the quantity to return
- Select the reason for the return
- Optionally submit additional comments and/or attach photos or other documents to provide your web store admin with more details



# 5

## 24/7 CLIENT FOCUS

This simplifies client management in many ways. Everything done online is automatically reflected in your ERP system. For you, this means less manual client data maintenance. For your clients, it translates to increased satisfaction and the convenience of self service. This is because they can place their orders in a system that recognizes their personal pricing agreements, and many other preferences.

### 35. Efficiently Manage Client Information

When you maintain client records in your ERP system, they are also updated in your integrated e-commerce platform. Integrated e-commerce also allows your clients to create or maintain existing records directly in your web store.

Most ERP systems contain logic that validates client data regarding address formats and tax liability, for instance. Integrated e-commerce platforms use this validation logic when changing or saving data. In these ERP systems, registration requirements can vary per country and can be configured accordingly. Examples include tax liability, price group settings and delivery agreements. Your clients will have online access to the country-specific configurations set up and validated in your ERP, and will therefore be able to place orders without any issues.



**Integration enables clients to interact with your web store in a unique way by accounting for client-specific pricing and catalogs, warehouse preferences, currencies and any other configurations stored in the ERP.**

For you, this means full automation of client data maintenance, which considerably reduces costs and time spent entering data manually. Your clients also benefit from having direct access to personal records such as outstanding invoices and shipping/billing address details. They can also update their company info via the web store at their own convenience.

### **36. Make Smart Use of Client-Specific Product Catalogs**

Many businesses use client-specific product catalogs to define which products should be available for which clients, for example. This can be based on information such as region or client permissions (the right to buy certain products or brands). Companies can also use client-specific catalogs to create favorites lists, bundle white label products in one catalog, or to compose lists with product suggestions. If you use client-specific product catalogs in your ERP system and have an integrated e-commerce platform, these product catalog rules will also be available in your web store. Clients will only see the items you've selected for them in your ERP system, resulting in a personalized shopping experience.

### **37. Manage Your Client's Portfolio**

Integrated e-commerce platforms allow your employees or sales agents to place orders on behalf of their clients by representing them in the web store.

For example: when logged in to the web store, a sales rep can see their client list as it is set up in the ERP. The sales rep can select Client X, and the web store will act as if Client X is logged in. The complete existing order history and unique client logic for Client X, as stored in the ERP, is then available.

The sales rep can access the client's open amounts and place quotes or orders using client-specific prices and discounting for Client X. The offline order history allows for further client insight.

The ability to change existing orders using client representation is a huge advantage of ERP integration.

### **38. Give Your International Clients a Localized Web Store Experience**

Many businesses in manufacturing and wholesale have multiple sales and distribution channels in different parts of the world, and each of these different channels has separate conditions for taxes, currency, regulations, pricing, and language. The benefit of an integrated web store in this situation is that it reuses the existing configurations for each client based on their location and client-specific ERP logic to deploy the correct order in progress.

Your international clients will benefit from a localized web store experience. Product descriptions are displayed in the correct language, tax and currency are calculated correctly, and local shipping and payment methods are adjusted accordingly.

### **39. Sales Reports**

Sales reports are vital to your sales process and cash flow movement. Your ERP systems can already generate sales reports for sales orders, shipments, invoices, sales quotes and other sales documents, which can be printed by a sales manager. Sales reports play a critical role in helping sales managers stay on top of the company's sales dynamics. An integrated solution enables customers to download printable PDF reports generated by the ERP system directly from the web store.



Often, not all employees have access to the ERP system, or there might not be an easy way to access the system from outside the company. In some cases, it might not even be desirable to give sales people or employees full access. In that case, business clients and employees alike can place orders directly in the ERP via the Sana web store and download the printable reports.

#### **40. Product Manuals and Documentation Available Online**

If you sell electronics or other complex equipment, you'll want to provide manuals for your clients. An integrated e-commerce solution allows you to use document management in your ERP system to attach files and add URLs to the records.

Thanks to this feature, you can attach PDF, Microsoft Word, Microsoft Excel or Microsoft PowerPoint files, and even images to products. You can also attach files and add URLs to the sales documents in the ERP system.

#### **41. Pay Invoices Online**

Merchants can now accept payments on open invoices directly from their Sana web store. Business customers also have the option to pay multiple outstanding invoices at the same time. This works because online open invoice payment is seamlessly integrated with the sales order processing and cash management modules in your ERP system.

This feature has been highly requested by merchants who want to accept invoice payments from their business customers online, as it saves clients time and decreases the likelihood of human error by account payable representatives.

# 6

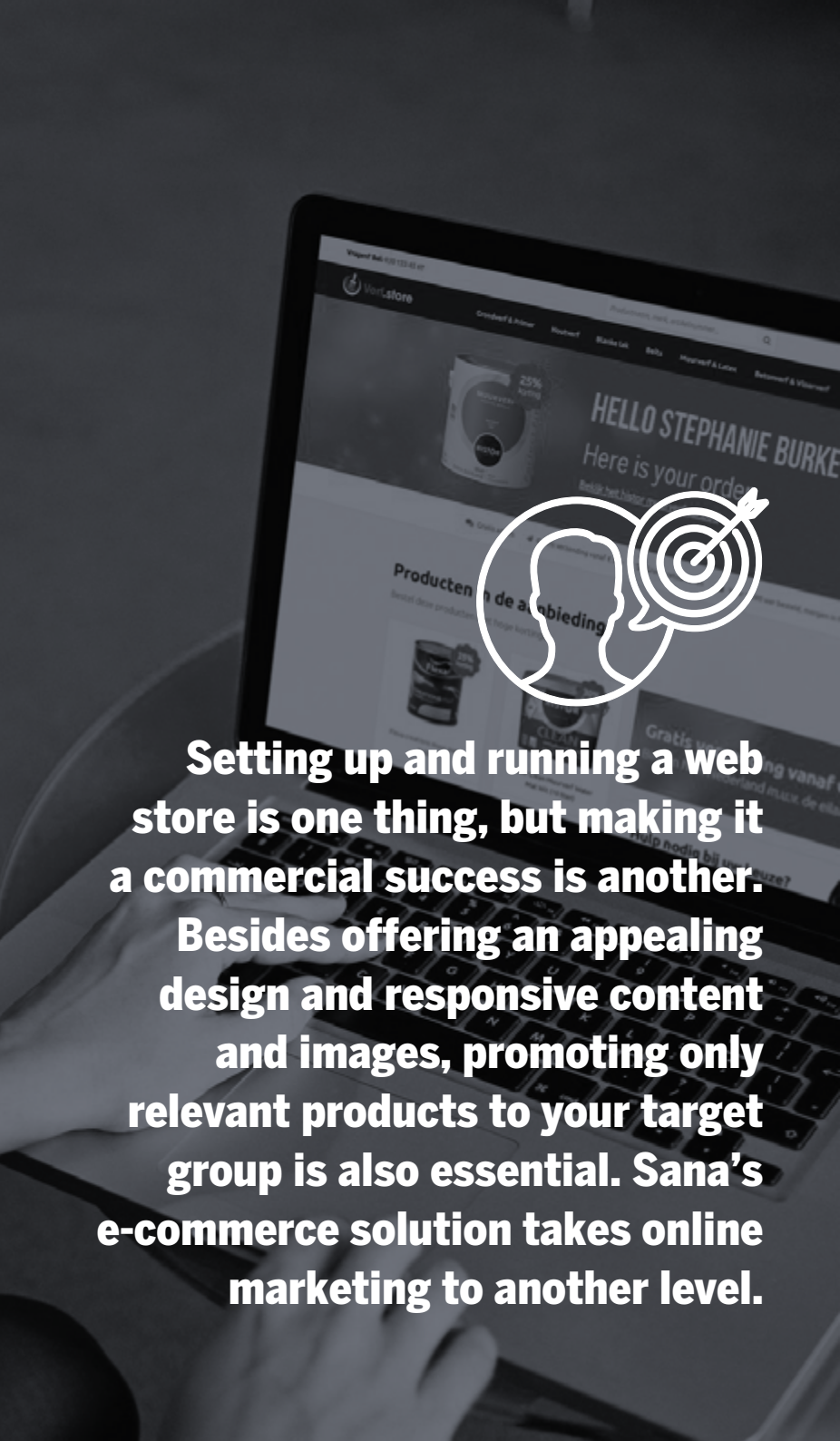
## PERSONALIZED E-COMMERCE MARKETING

While personalization is often based on your client's behavior, it is arguably smarter to base it on their actual spending as stored in your ERP.

### 42. Create Personalized Content Based on ERP Information

Personalized content becomes increasingly important in a targeted marketing campaign. With an integrated solution, content can be personalized and specifically targeted to a client segment. How? By basing it on client information history stored in your ERP.

It's also possible to filter and create various client segments. Parameters based on order volume, trends in product categories or ordering moments, for instance, can be used to determine which clients to target — be it with a banner, specific navigation structure, button or other content elements. Web content and conversion optimization based on A/B testing is also supported with this feature.



**Setting up and running a web store is one thing, but making it a commercial success is another. Besides offering an appealing design and responsive content and images, promoting only relevant products to your target group is also essential. Sana's e-commerce solution takes online marketing to another level.**



### **43. Personalize Your Email Marketing (add-on)**

Addressing groups of clients with a specific promotional campaign helps you ensure the success of your online sales channel. E-commerce based on the ERP's client information lets you establish this kind of detailed targeting. It combines segmentation with the option to include order or product details in personalized emails. That means even abandoned cart notification emails can be sent easily.

### **44. Discover Predictive Ordering**

Predictive systems are gaining in popularity as automation technology continues to advance. For now, though, complex algorithms and logic are still required to provide accurate predictive features. An integrated e-commerce platform can offer an innovative approach that simplifies ordering and delivers a higher conversion rate for the storeowner.

Sana's order prediction feature generates new order suggestions. The order is suggested based on the offline and online order history, recurrence and frequency. After checking and adjusting, placing the order is easy. It saves a lot of time for the user, results in higher order values, and increases customer satisfaction.

### **45. Get Smart Sales Statistics**

Combining web store behavior details with actual ordering information is a true integration benefit. It allows you to go through detailed sales statistics on client behavior. This not only grants insight into trends, but also lets you define target groups and client segments to use for personalization and content targeting.

### **46. Display Related Products for Cross-Selling and Upselling**

Your ERP's product catalog contains relationships between products. It can, for instance, define which spare parts are needed for a specific type of machinery, or which alternative products are available if something is out of stock. With an integrated solution, these relationships can be made available in your web store, no matter how complex they are. Indicating alternatives or substitutes online enables you to boost the average order value in your web store through cross-selling and upselling.

This feature can also make it possible to automatically substitute one product for another when a client places an order. This is particularly useful if you need to replace a discontinued product with a new one in your web store, or automatically offer an alternative if the original product is out of stock.

# 6

## TAKEAWAYS: THE BENEFITS OF INTEGRATION

Sana's integrated solution offers you a shortcut to e-commerce by leveraging your existing ERP system. It is the shortcut to happier clients, smarter sales and better partnerships.



### 1. Easy-to-Navigate Online Product Catalogs

Sana Commerce provides total flexibility in updating information by making changes made in your ERP available in your web store. You can increase your sales by helping your clients find what they need with product filtering, advanced search and navigation possibilities, and you can make your entire catalog available in a clear, comprehensive and current format.



### 2. Online Order Processing

Sana's integrated e-commerce platform minimizes mistakes by only processing orders in the ERP. This avoids issues with rounding differences and double-processing orders. Because information from your ERP is available to share online with clients — including their past and recurring orders — you can also expect more repeat sales and increased efficiency.



### 3. Complex Pricing Simplified

Sana's integrated e-commerce solution reuses complexity instead of rebuilding it. All pricing updates can be instantly visible online with Sana Commerce. Seamless integration gives you more flexibility and a web store that always reflects the product information as it is in your ERP. All the information is available to share online with clients, including their past and recurring orders.



### 4. Real-Time Rich Product Info, All the Time

Sana's integrated e-commerce platform uses your ERP to determine inventory levels and overall product availability. That means storeowners don't need to manage inventory in multiple systems, and clients can always see whether products are available online. Your clients will be better informed, as you will be able to share complex product and inventory information online, directly from your ERP.



### **5. 24/7 Client Focus**

Sana Commerce not only results in happier clients but happier sales reps as well. With information processed directly by the ERP, your clients can self-serve with 100% reliable information provided 24/7, and your sales reps have access to real-time client insights anytime and anywhere. You will also have many more cross-selling and upselling opportunities, thanks intelligent product suggestions based on the information in your ERP.



### **6. Personalized E-Commerce Marketing**

Sana's integrated e-commerce solution offers many personalized marketing opportunities. It allows you to segment based on ordering trends, popular categories and products, order history and shopping cart items. Predictive ordering features make life easier for your clients, and give you the opportunity to offer relevant suggestions that increase your sales. Finally, Sana Commerce provides powerful targeting features that personalize content and email campaigns, and creates client segments based on business characteristics.

If you'd like to experience an integrated web store for yourself, please [visit our demo web store](#).



## ABOUT SANA

Sana helps businesses all over the world reach their full potential. We offer the shortcut to e-commerce. How? Through 100% seamless integration with SAP and Microsoft Dynamics. Our e-commerce solution leverages existing business logic and data in powerful and user-friendly web stores. This lets our clients focus on improving customer experience, streamlining sales processes, and increasing sales volume and frequency.

Sana Commerce is a certified partner of Microsoft Dynamics and SAP. Our innovative approach and strong partner network make Sana the driving force behind over 1,200 web stores worldwide. Because of our experience and expertise, we can go all the way, offering not only a product but also supporting services such as online marketing, Search Engine Optimization (SEO) advice, hosting, design and online payment providers.

**Make your business future-proof and join the e-commerce movement.  
For more information, visit [www.sana-commerce.com](http://www.sana-commerce.com)**

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