

eCOMMERCE

B E N E F I T S

Expand your sales opportunities and empower your customers by establishing an Internet storefront. By providing online access to your products, you can increase your revenue stream, reduce your administrative overhead, and expand from your local to a global market.

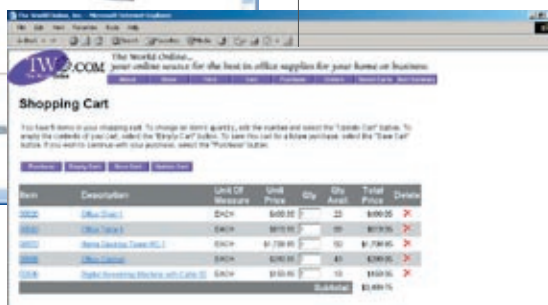
Speed

deployment of your new online store using the built-in storefront and the eCommerce toolkit.



Provide

customers with the ability to create their own shopping cart orders.



Increase your revenue

Make more sales without increasing costs by providing online access to your products and automating much of your sales cycle.

Expand sales opportunities

Reach out to customers, regardless of their location, with an online storefront that provides immediate access to your products and an efficient, easy buying experience that will make those customers want to return.

Reduce operational costs

By providing online sales information and processes, you can minimize the time your employees spend on the phone with customers, taking orders, and filling out paperwork.

Improve the customer experience

Save customers time, money, and headaches with a store that's always open and an online system that provides easy-to-use, accurate product information and current order status.

Empower your customers

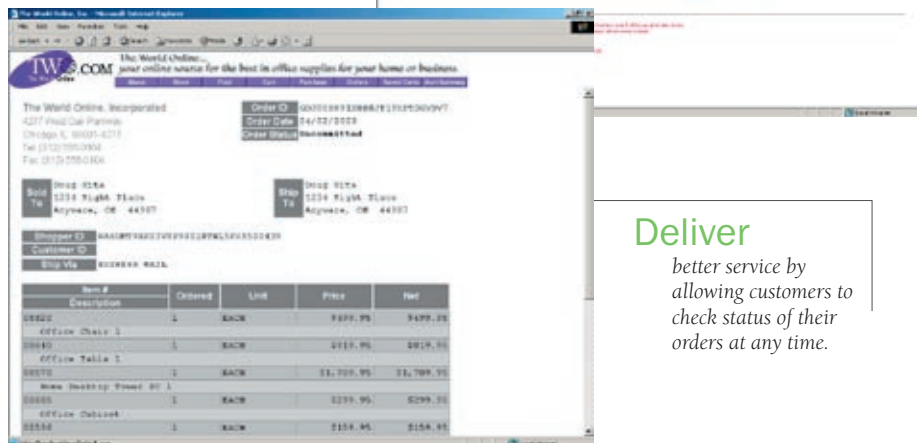
Customers can enter their own shipping and billing addresses, plus credit card and purchase information that is automatically updated in your order processing system, helping you save you time and reduce data entry errors.

Implement an integrated solution

Streamline your inventory and sales process with seamless integration of your eCommerce storefront with other Microsoft® Business Solutions–Great Plains® applications. Customer, inventory, and pricing information will be accurate and up-to-date on your Web site, and you'll eliminate the need to maintain two systems.

Deliver

better service by allowing customers to check status of their orders at any time.





eCOMMERCE | FEATURES LIST

eCommerce

- Deliver 24/7, local and global access to customers for order and account status.
- Create a central repository for online inventory information, storing product descriptions, prices, quantities, and more.
- Update your products or inventory just once and automatically display changes across your entire system, including your online storefront.
- Automatically update account information in General Ledger throughout the sales order process.
- Create and store customer records in a central location, and easily manage customer-specific information, such as unit-of-measure pricing.
- Set your eCommerce system to automatically comply with sales tax collection rules, regardless of the location where your customer purchased the item.
- Rely on customer-specific pricing and automatic credit card verification to make the ordering process easier for customers and reduce costs associated with each transaction.
- Integrate your online storefront with Great Plains applications, thereby automating your entire sales cycle and eliminating cumbersome and error-prone fax, telephone, and mail orders.

Microsoft Commerce Server 2002 (required for eCommerce)

- Take advantage of the Microsoft Commerce Server infrastructure tools to help you build a professional, world-class eCommerce storefront customized to your specific needs.
- Get a dynamic view of your online business that incorporates all site data—including click-stream usage, purchase and browse history, product catalog data, campaigns, and user profiles.
- Engage and manage a global network of customers and trading partners, transact business in multiple languages and currencies, and empower your business users to make smarter business decisions.
- Seamless integration with Microsoft .NET technologies makes it easier than ever to build powerful XML Web services-enabled online business solutions quickly and cost-effectively.

eCommerce and Microsoft Commerce Server are sold separately and are not available with Microsoft Business Solutions–Great Plains Standard.