

An Integrated B2B and B2C eCommerce Solution

OptiPro offers a feature-rich eCommerce platform to B2B and B2C Manufacturers & Distributors with **flexibility and control over the functionality** of their online channel. With integrated solution, business transactions are automated between OptiPro ERP and Online Channel eliminating manual data entry.

The Online Channel includes:

- Marketing, Promotions and Conversion Tools
- Search Engine Optimization
- Site Management
- Catalog Management
- Catalog Browsing
- Product Browsing
- Checkout, Payment and Shipping
- Order Management
- International Support
- Customer Accounts
- Customer Service
- Analytics and Reporting
- Mobile HTML5 (pre-integrated)
- Responsive Design
- Flexible coupons (pricing rules) with ability to restrict to stores, customer groups, time period, products, and categories

The integrated solution includes:

- **Customer Management** – Create B2B, B2C customers to and from OptiPro ERP to Online channel
- **Products management** – Create, manage products in OptiPro ERP and automate product data sync to online channel with images, price promotions, stock and more.
- **Order Management** – Automate online orders into OptiPro ERP for processing. Pre-Authorization of credit card for B2C or Payment Terms for B2B.
- **RMA** Enables of customer and merchant administration of returns with support for partial order and individual item returns, customer notifications, shipping methods and more.