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 OpriPro 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.

OptiProERP® SAP Business One
MANUFACTURING AND DISTRIBUTION SUITE

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