



E-commerce Storefront for SyteLine/CSI

LOGICDATA®
January 2022

Are you tired of trying to make a consumer oriented website work for your business customers?

If so, iShop is the solution.

Typical ecommerce storefronts are designed to sell goods directly to consumers. These websites do a great job of doing just that. While iShop does B2C and does it well, we bring the features to support your business customers that are uncommon in consumer storefronts.

As a Manufacturer, you have a very different set of requirements for a storefront, and we understand that. What you need is a storefront that integrates directly into SyteLine and has features designed specifically for your B2C and your B2B customers.



Your business customers require instant access to information on your product, including when they can get it, how many you have available, and their contracted price for any item. They want to buy with a credit card OR have you send an invoice. They have multiple buyers buying for the same company but under different logins. Just like a B2C customer, they need the ability to place orders when needed from anywhere, at any time, without having to wait for a sales rep to get back to them. They have numerous other requirements which we took into account in designing iShop.

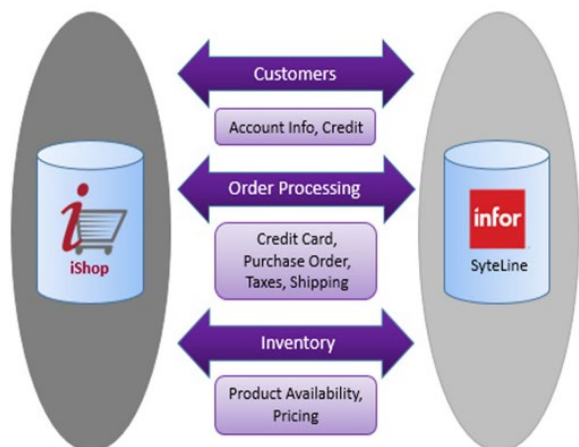
Trying to get a site designed only for consumers, to work for B2B customers, is like trying to fit a square peg into a round hole. And while consumer oriented storefronts *can* be set up to integrate with your SyteLine/CSI ERP, you still have the basic problem of forcing your business buyers to act like consumers.

iShop was designed for SyteLine to facilitate B2B transactions for increased ease, profitability and customer satisfaction. That is not to say it won't work for regular consumers – it will. But in the B2B market nothing else even comes close.

iShop B2B Features

Here are just some of the built in advantages of iShop

- Customer Specific Pricing
- Inventory Availability and ATP/CTP
- Multiple Buyers on each account
- Salesperson can enter orders for customers
- Present Product BOM for parts ordering
- Catalogs by Customer Role
- Ability to Use Customer Part Numbers
- Rapid Order Entry
- Repeat Orders
- and much more . . .



So why should you have an integrated B2B storefront?

Consider the following:

Ecommerce sales are growing by leaps and bounds, but most people don't know that the total revenue of online B2B sales is considerably greater than online retail sales – **three times as much**. One of the factors involved is the amount of money spent per visit to an online store. A consumer generally spends \$147 in a typical visit. However, a business buyer spends on average \$491 per visit.



In addition to other things, your customer wants to know the following:



40% of business buyers want to know that your storefront integrates with your ERP.

Why is this important?

It has to do with the customer's ability to access data.

- Do you have what I want?
- When can I get it?
- What is **my** price?
- What do I owe you?
- Where are my orders?

iShop makes it easy for them to get the answers to these questions, thus, increasing the possibility that they will buy right then and there.

Additionally, 73% of people now involved in B2B purchasing are millennials. A majority of these buyers definitely prefer to make their purchases online.



iShop is like having service representatives available 24/7.

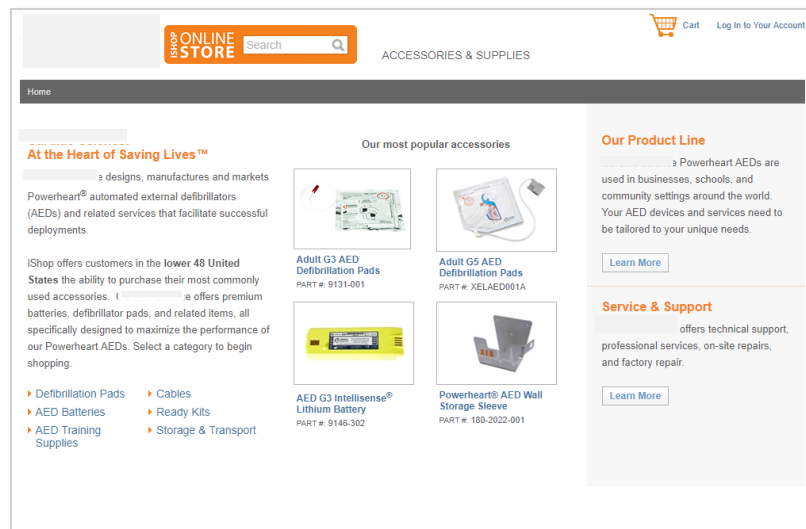
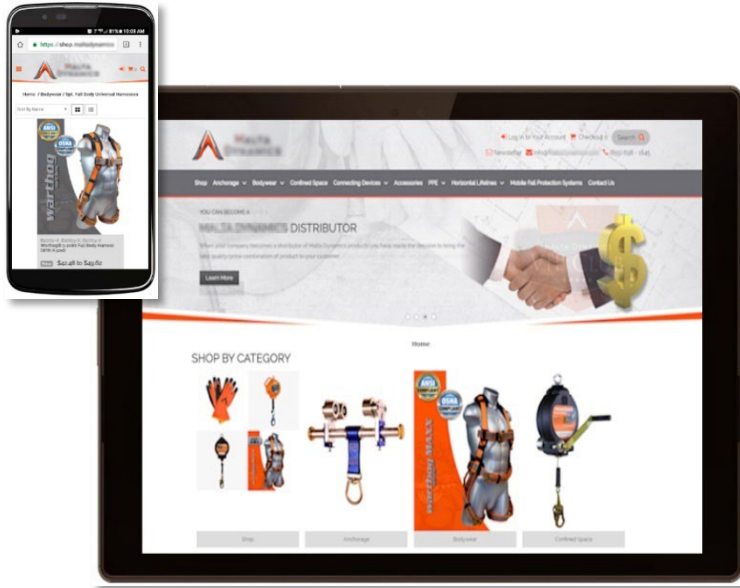
How does your enterprise benefit?

With iShop you can greatly extend your sales reach without the necessity of hiring and managing additional service reps. You can also:

- Overcome geographical limitations
- Gain new customers with SEO
- Lower overhead/higher margins
- Upsell and Cross-sell
- Gain Market intelligence
- Save time re-keying orders into SyteLine

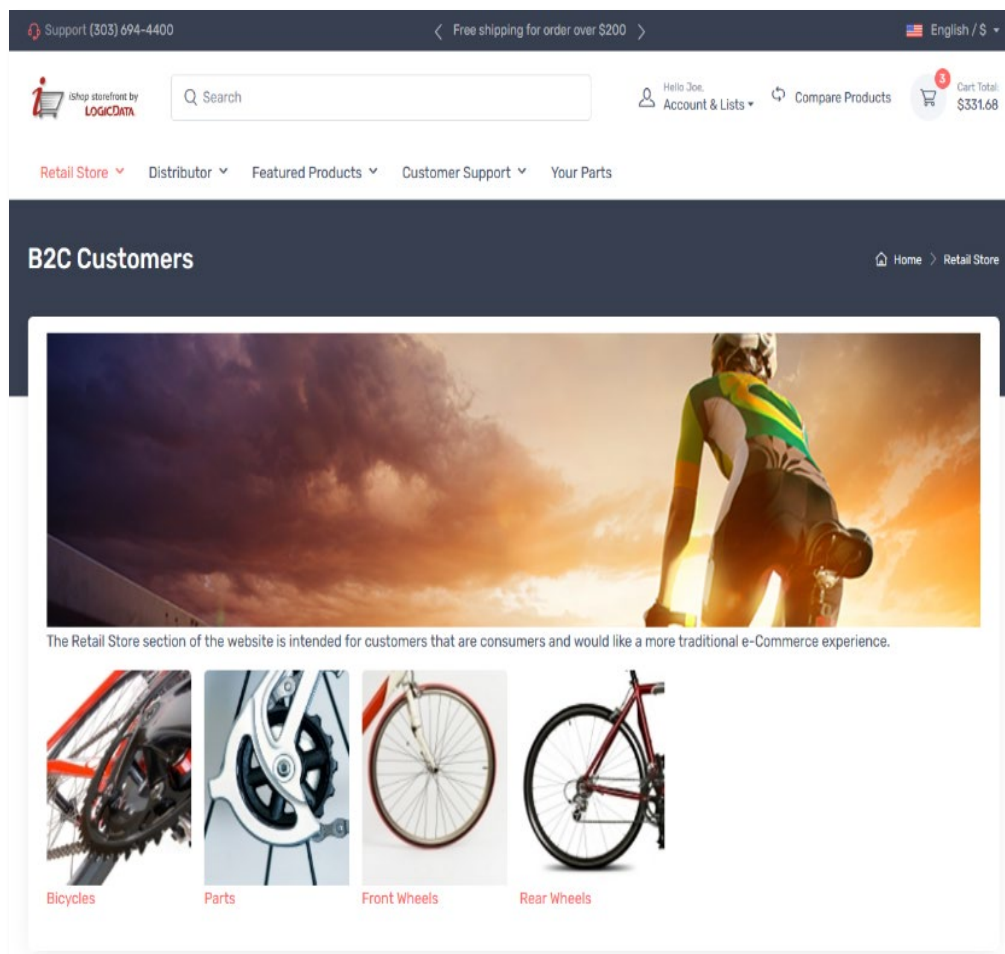
How Will My Storefront Look?

Built on HTML5 and Cascading Style Sheets, iShop can look however you want it to look. After all, it is *your* website and should match *your* brand. Here are some examples of different iShop storefronts.



iShop Demo Storefront

You are welcome to visit our demo storefront to see just how iShop works. Explore the different pages and see how a customer would interact with the environment.



LogicData Demo Storefront
<https://qa.logicdata.com/DemoStore/PublicStore/>

You can also visit our website <https://logicdata.com/products/webstore-for-erp-ecommerce-integration/> for more information, a video and a webinar on iShop.



What do our customers say?

“Dynalon Labware has been integrated between our ERP system (Syteline) and iShop for years and can attest this has been of great benefit to our company. Our website has all but eliminated the need for paper sales materials as it displays all of the same information and can be updated continuously.

iShop contains literally thousands of SKUs for us. We enjoy the fact that not all items in our ERP have to be online, the control is really important as this is our image to the world. Almost all items have multiple images, descriptive text, variable part numbers and prices. We have high demands on iShop and have been quite pleased with the results.

The software is comprehensive yet still easy to use. Should there ever be an issue though, the support staff is more than responsive. The iShop platform is easy to use and allows for quick changes made from any web browser or even from a phone. This makes a big difference in a small company where we don't have an entire department available at the drop of a hat. I would highly recommend iShop integration into your ERP system.

Dynalon sells through both distributors and direct to end users in multiple units of measure at various pricing tiers. Our business is complex, so iShop's ability to display accurate customer account pricing, order information and shipping details is of huge benefit. Many customers "build" their orders online in place of what used to be either a telephone call or e-mail. iShop saves both our customers and employees' time!”

Christine Leskovar
Dynalon Labware



Find out how iShop can save time and effort while increasing sales for your enterprise!

CONTACT US TODAY - sales@logicdata.com

LOGICDATA®
Precision Engineered ERP Implementation

10800 E. Bethany Dr.
Suite 400
Aurora, CO 80014
(303) 694-4400



**Simply the best ecommerce
storefront for SyteLine users!**

LOGICDATA®
Precision Engineered ERP Implementation

10800 E. Bethany Dr.
Suite 400
Aurora, CO 80014
(303) 694-4400