



Connecting Businesses and Customers Worldwide ...Online

## Why Do Companies Install 'Integrated' E-commerce Solutions?

- § Real-time Integration with Accounting System
- § Greater Control of Inventory & Order Fulfillment Cycle
- § Improved Customer Service & Enable Customer to Update their Account
- § Reduced Labor Costs
- § SEO Tools Improve Visibility and Reach More Customers

If you have already implemented an e-commerce solution, you are already probably reaping the benefits that your website offers:

- Your business is open 24/7. Customers can log on to your site anytime, anywhere, to get product information, and then place an order, quickly and securely.
- The costs of doing business over the Internet are realistically lower compared to traditional paper-based and telephone transactions.
- Online ordering virtually eliminates processing errors and offers a much more convenient customer shopping experience.
- Online business creates a competitive advantage.

### Is your E-commerce website 'Integrated'?

If you have already invested in an e-commerce website, you've taken a very important step towards increasing your target audience, and improving accuracy and efficiency in your order fulfillment cycle. However, to fully maximize the potential of your website, it is essential that it integrates with your accounting system. This allows you to take advantage of a two-way, real-time information flow between the two systems. Otherwise, you and your customers are likely facing the following difficulties and shortcomings:

- There is a need to re-enter orders from your website into your in-house accounting system and customers cannot check the order status.
- A significant amount of time is wasted in updating items, prices and on-hand quantities in your website to synchronize with your accounting system's data.
- Customers cannot update their company information (billing and shipping addresses, phone, email, etc.) online.

### Make sure your E-commerce website is integrated at real-time and SEO ready.

The right online ordering solution ensures a two-way, real-time integration with your accounting system so that you maintain full control over your order fulfillment and inventory management. In addition, this system should make the customer's shopping experience as convenient and enjoyable as possible, with instant e-mail confirmation, timely shipping notification and access to their account information, when needed.

You hear a lot these days about search engine optimization or SEO. Why is it so important? Simply put, you can create the most dynamic, hard-hitting website on the planet, but if people can't find you, nobody will notice. Your website should have a highly sophisticated set of SEO tools that you can use right away! And you don't need any special programming knowledge to do it! The SEO functionality will make it possible for people to find your website and discover your unique selling proposition. With AppFinity's SEO tools, you now have the capability to attract your target audience to your site – without having to pay the monthly management fee for SEO service provider to maintain the SEO features.

#### Will I have to change my existing site to use it?

There are many 'shopping cart' products on the market that force you to make significant changes or even compel you to completely overhaul the look and feel of your existing site in order to use them. This is not a very viable especially if lots of time and money have been invested into your current website.

With the right e-commerce solution, you should be able to enjoy the fruits of a real-time, integrated system, without having the need to make any changes to the current user interface. All the time and cost-saving benefits of a real-time integration with your accounting system alone should more than offset the modest investment you need to make in the implementation of the new solution.

#### I do not have an existing website, how can I start to have an integrated website?

If you do not want to invest a hefty sum in developing the website, there are thousands of website templates available at [www.templatemonster.com/oscommerce-templates.php](http://www.templatemonster.com/oscommerce-templates.php) . You can purchase the ones you like and AppFinity will embed the e-Commerce engine to the selected template, and integrate with your accounting system.

Alternatively, we can work with your web designer to develop a new website. AppFinity will embed the e-Commerce engine to the custom template and integrate with your client's in-house accounting system.

#### Why should you consider AppFinity WebStore?

AppFinity WebStore offers the ultimate 'one-two punch' for businesses wanting a fully customizable e-commerce solution and implementation in a snap.

Firstly, AppFinity WebStore's two-way, real-time integration with your accounting system means your online ordering and accounting data will always be in 'sync', resulting in quick and accurate updates to your item information and status. You'll never again have to re-enter customer orders into your accounting system. Likewise, any price or quantity changes made to your inventory will be automatically updated in your website. The net result is increased accuracy and efficiency in the ordering and accounting process.

Secondly, unlike other Web ordering systems, AppFinity WebStore enables you to leverage your investment in your existing website. During the implementation process, WebStore is remotely integrated with your existing website information, company logo, banner and graphics. In other words, we put our engine under your hood. Before you know it, you'll be reaping all the benefits of a fully customizable e-commerce system that has the exact same look and feel that you have come to know so well.

#### Why AppFinity?

AppFinity Software has helped numerous users integrate their website with in-house accounting system, whether modified or not.

To discover how AppFinity WebStore has generated tremendous ROI for companies in a wide range of industries, read their success stories at <http://www.appfinity.com/stories.asp>

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