eBUSINESS

eAPPROVALS

eSERVICE

eTIMESHEETS

eHR

eREQUISITIONS

WEBSTORE

eCRM

EDI

WEBVIEW

eREPORTING

Key Benefits

- Flexible connectivity
- Full integration with other Greentree modules
- Online stock catalogue
- Easy to maintain favourites
- Flexible kitsets
- Advanced product search
- Fast loading product catalogue
- Order processing
- Quantity & date range pricing
- Order enquiries
- Account enquiries
- Secure access
- Industry standard design tool

The widespread acceptance of the Internet as an integral part of business enables your organisation to transform the ways it interacts with its customers. Greentree's WebStore module provides a secure and completely on-line solution that enables customers to browse illustrated product catalogues, check pricing and availability and enter orders. Customers have real time access to their outstanding sales orders, plus details of their account status and transaction history.

Flexible connectivity

Exposing your sales department to the Internet can provide dramatic cost savings, reduced telephone enquiries and increased efficiencies in managing orders. Greentree's WebStore module provides a flexible and secure solution that allows your customers to browse an on-screen product catalogue, place orders, access their account, check on inventory availability and pricing details, plus access a whole range of product or other information you may provide.

The level of functionality that is provided is completely user-definable and with the sample templates provided, can be tailored by professional web designers to project the exact personality and experience of your business you wish to provide.

Full integration with other Greentree modules

WebStore operates online with the Greentree Financial and Distribution modules, ensuring all information displayed is completely up to date, and that any orders received can be processed immediately. WebStore dynamically creates all web pages as they are requested; ensuring information displayed is always "real time".

Online inventory catalogue

Inventory catalogues may be established which are linked directly to the Greentree Inventory module. Items may be displayed in various categories, via tree structures, which can be easily navigated by web users. A graphic image (or photograph) may optionally be displayed next to each item in the catalogue, plus details such as retail prices, customers purchase price, item availability, etc.

> "Greentree runs our entire online business and has enabled us to achieve outstanding cost and business process efficiencies. As a result, we're optimally positioned to accommodate future growth and maintain our position as Australia's No.1 wholesaler in our industry sector."
>
> **Andrew Wightman,** Business Owner, Print Blocks

Easy to maintain favorites

Maintain and use a personal catalogue of favorite inventory items instead of scanning through endless catalogue items. WebStore favorites are simple to maintain without restricting your usage of the standard catalogue pages. Plug and play deployment means that items selected for purchase from the Favorites catalogue are placed in the shopping cart in the normal manner, so there's nothing to learn.

Flexible kitsets

Kitset parent items can be displayed within the WebStore catalogue enabling custom selection in terms of component items and the quantity of each component. Substitute components are displayed for selection where available. Mandatory components are also "sealed in" to prevent vital selection mistakes from occurring.

Advanced product search features

A flexible array of keywords is automatically maintained against each product in the catalogue. These are able to be employed using standard "and/or" logic sentencing within the WebStore product search page, making locating a product outside of the standard catalogue structure a breeze. Simply select from the search results table and proceed to the shopping cart.

Fast loading product catalogues

A fast load catalogue feature is available where large product volumes and more complex category structures are required. There is no waiting when navigating between catalogue branches with this useful feature.

Order processing

Customers may select items for purchase from unlimited on-screen catalogues and place these in a "shopping cart". As the order is completed and confirmed, it is updated immediately into the Greentree Sales Order module. The system will inform the customer of the sales order reference number and automatically process the order, print a packing slip and email confirmation to both the sales rep and the customer. No further user intervention or updating is required.

Quantity & date range sensitive pricing

Ensure that daily specials and quantity break discounts maintained in advance within the back office system, are automatically applied to the relevant catalogue items. WebStore is directly integrated to the customer/product pricing matrix at all times, so you can be assured that the latest product prices are displayed in the online catalogue.

Order enquiries

Customers can view the details of all their outstanding orders online if required. This will show the status of each order or order line (entered, on back order, shipped, etc). If your freight company has an Internet based enquiry system, it may be possible to provide a direct link from the sales order enquiry to the delivery system. This will enable your customers to track the exact delivery status of their order once it leaves your warehouse.

Account enquiries

Customers can review the status of their account, including details of all invoices outstanding. Invoices may be drilled down to view the details of each line and details can be easily printed from the web page. In addition, Credit Notes and Receipts that have been applied to each Invoice can also be viewed. This function allows customers to locate details of any missing invoices quickly and easily, ensuring accounts are paid more promptly and minimise calls to your accounts department.

Secure access

Obviously a key concern for any organisation looking at interfacing their financial system to the Internet is security. How secure is the system and how can you ensure that any unauthorised person does not have access to sensitive information?

The Greentree product itself is not exposed to the Internet via WebStore. All information displayed is via HTML web pages and casual Internet users cannot gain access to the main Greentree product via WebStore at all.

As well as providing public access, a security profile may be established for each of your customers, which ensures they have access to their own account information only. Customers enter a unique login name and password that is linked to a particular Greentree customer account.

Webstore provides customers immediate access to their account or order details

This in turn determines the pricing and discount information that is displayed. Multiple logins can be created for each customer, each with its own security profile.

Industry standard design tools

Web pages used in WebStore come standard with a generic look and feel, making WebStore quick and easy to install with comprehensive documentation.

Creating your corporate identity can be as simple as locating a company logo within Greentree, and if required, documentation will guide you through basic or total customisation using standard web design text editors. This task can be performed by any capable web design organisation or internal staff with basic HTML knowledge.

WebStore provides detailed and flexible functionality. For specific unique requirements, a scripting language named OpenWeb allows added features and integration by any programmer to add directly into the templates.

The web pages are saved as text files and then imported directly into the Greentree database, via the WebStore Sytem Preferences form within Greentree. New or updated web pages can then be reloaded into WebStore at any time.

All maintainable within Greentree

From first installation, WebStore can be maintained from within your familiar Greentree environment, with total integration with the rest of the Greentree system. Web users are maintained on the customer maintenance form and the inventory items are linked to standard trees for catalogues.

All web users are matched to web security groups that control everything about the web user's display, available pages, and individual preferences. Text notifications are updated instantly to the web user by controlling forms within Greentree.

CASE STUDY: Print Blocks

PROBLEM Print Blocks Pty Ltd is Australia's largest one-stop-shop supplier of scrapbooking and associated arts and crafts items, eg: buttons, ribbon, designer papers, etc. directly to retailers and entirely online. To achieve the level of efficiency required to support future growth, they needed the flexibility to grow inventory from its current level of around 25,000 to 50,000 stock items. Print Blocks has no retail outlets, no sales reps, no on-account sales and only one staff member responsible for inventory management, so they required the highest level of visibility, integration, accuracy and reporting possible.

SOLUTION Greentree's WebStore presents a live up-to-the-second view of Print Blocks products to its retailer customers and enables instant visibility of new items. With hundreds of thousands of dollars worth of credit card sales being processed each month, and with no on-account sales, there are no bad debts to chase. Print Blocks has achieved cost and cashflow efficiencies most companies can only dream about.

OUTCOME Andrew Wightman, business owner, says that with the business process integration and scalability provided by Greentree, Print Blocks is evolving into the leanest and most efficient online business possible.

For more information visit www.printblocks.com.au

PRINT BLOCKS

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Greentree ERP System Specialists

For more information about
Greentree & ERP Software
please get in touch:

info@prerogative.co.uk
0870 752 2971
www.prerogative.co.uk

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