



The shortcut to e-commerce

Sana is an all-in-one online platform including a sales channel and self-service customer support. Sana offers a shortcut to e-commerce that helps mid-sized B2B companies realize their full potential with an online presence without a hassle of interfacing. How? By providing 100% seamless integration with Microsoft Dynamics, Sana's e-commerce solution leverages existing business logic and data in powerful, user-friendly web stores. This enables our clients to focus on the important things, like improving their customer experience, streamlining sales processes, and increasing sales volume and frequency.

Challenges

- ✓ Keeping product and price changes synced on several platforms.
- ✓ Clients want and need to be able to place orders at their own convenience.
- ✓ It takes a lot of effort to process orders manually.
- ✓ Mistakes on conditions, payment and shipping are made with clients' repeat orders.
- ✓ Large, complex catalogs result in low product visibility.
- ✓ Providing customers with up-to-date product information.
- ✓ Promoting the right, relevant products to specific customer groups.
- ✓ Competitors have already gotten started with e-commerce.
- ✓ Mistakes are being made when answering questions about products, orders and stock availability.

Solution

- ✓ Customers gain access to personalized product catalogs and
- ✓ Complex product filtering, search and navigation based on the ERP make products easy to find
- ✓ Intelligent product suggestions are offered, based on ERP data.
- ✓ Enablement of the Salesforce: order intake, latest stock information, price quotations, order, RMA history and payment status are all available online, 24/7.
- ✓ Online orders are processed directly by the ERP and therefore require minimal order handling, which minimizes mistakes.
- ✓ A fully integrated CMS supports online marketing activities and improves the customer experience .
- ✓ Online orders and information requests are processed directly by the ERP, making them much more reliable.

Results

- ✓ **Happier customers:** 24/7 online self-service, complete order history availability and fewer processing errors.
- ✓ **Smarter sales & business:** less time spent on admin, better cross-selling and upselling opportunities, more efficient order processing and more focus on building mutual partnerships.
- ✓ **A better partner for your customers:** clients have a better shopping experience, a personalized web store, and 24/7 access to the right data.



www.qbsgroup.com/solutions/sana-commerce/

THE SHORTCUT TO ECOMMERCE



Reference

"We chose Sana's e-commerce solution because of the integration with our ERP. Integrated solutions are way easier to manage than interfaced solutions, and as such they really boost your efficiency."

Karel Jutte – Global Application Portfolio Manager at Fagron.





Ideal customer

- ✓ Business type: wholesaler, distributor and manufacturer, active in the following industries:
 - ✓ Automotive and parts, construction materials and industrials, electronics, fashion and apparel, food and beverage, healthcare, household goods and furnishing, machinery and supplies, and personal and leisure goods
- ✓ Organization size: mid-size company (150 <500 employees).
- ✓ ERP: Microsoft NAV, GP, AX, Dynamics 365, SAP ECC and SAP B1.



Compelling events

- ✓ The Salesforce is spending too much time on order intake and providing order related information.
- ✓ A lot of mistakes are happening during the order process.
- ✓ Losing market share to competitors with online presence.
- ✓ Backorder percentage is high.
- ✓ International sales — national customer service open hours.
- ✓ Salesforce is not able to promote the right and relevant products.



When to walk away

- ✓ Does not have an ERP system in place.
- ✓ Active in the public or service sector.
- ✓ Does not have the following ERP systems: Microsoft NAV, GP, AX, 365 or SAP B1 & ECC.

Specifications

	NAV	CRM	D365	AX
Available for Platform	✓		✓	✓
Minimal required version	NAV 4.0 and AX 2009			
	Available			
Via Appstore	✓			
Subscription based pricing available	✓			
Microsoft certified	✓			

Localised versions

Currency	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Localisation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Translation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Training		✓											



Proud facts

- ✓ First e-commerce app in Microsoft 365 store
- ✓ FD Gazelle award 2016
- ✓ Top 10 Main Software 2016
- ✓ Gold Microsoft Partner
- ✓ 2015 President's club – Microsoft Dynamics
- ✓ Listed by Forrester as 'Upcoming Midmarket Solution'
- ✓ Gartner recognition
- ✓ #926 in 5000 Inc. Europe

Recognition



Readiness requirements

- ✓ If you have the prospects, we can take care of all the rest! We support the full presales process from demonstration to closing. If you'd prefer, you can take the wheel yourself and we'll provide you with all of the necessary training. Our online Sana training university provides 4 days of training to get up to speed on how to implement Sana Commerce.
- ✓ Becoming a Sana partner allows you to be a total solution provider for your customers with little to no extra investment. You get margin on our licenses and you can sell extra services to your customers. We look forward to hearing from you soon!



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