

# Exact Synergy: Web Shop

**“With Web Shop, users can generate and track orders throughout the entire value-chain.”**

To most businesses, e-Commerce is an essential functionality that allows companies to deliver products to their customers quickly and efficiently. To meet these demands, Exact Software™ has introduced Web Shop™, an intuitive online cataloging and order portal within Exact Synergy®, which enables Exact Macola® ES users to manage orders seamlessly over the Internet.

## Track Orders Throughout the Entire Value-chain

A vital part of product lifecycle management is the processing and tracking of customer orders. With Web Shop, users can generate and track orders throughout the entire value-chain, including customers, vendors, distributors and suppliers.

With Web Shop, “shoppers” can log into an Exact Synergy customer portal and place an order, which then feeds directly into Macola ES. Once the catalog order has been placed, the customer can then track the status of their order online.

## Benefits derived from Web Shop include:

- Providing online order access from any remote location at anytime
- Ensuring order accuracy and efficiency throughout the organization as well as for customers
- Eliminating time-consuming, manual order-taking from faxes and phones
- Making product inventories visible to customers at all times
- Reducing the number of follow-up customer support calls to track orders
- Customizing client-unique catalogs through personalized portals

Web Shop is a direct integration of items between Exact Synergy and Exact Macola ES, and all catalog information is synchronized directly from inventory master files. Orders made in Synergy’s Web Shop automatically update the Macola ES database.



## Web Shop business benefits:

- Create, configure and customize multiple catalogs with an unlimited number of display and navigation options for catalog configuration
- Automatically alert the client account manager with new orders in parallel with the order information being sent to Exact Macola ES for action
- Provide customers with the ability to have the most up-to-date information on inventory stock, including current availability and “out of stock” status
- View pricing and customer-specific quantity discounts through an intuitive online layout
- Enable or disable client accessibility to online catalogs
- Ensure immediate creation of Exact Macola ES quotes, created in real-time from completed catalog orders
- Define and generate multiple catalogs to allow clients to hone in on areas of specialty when ordering

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## Integrate and Synchronize All Master Catalog Information

Web Shop was developed to integrate and synchronize defined catalog items between Synergy and Macola ES. Since all master catalog information originates from Macola ES, items that are created, modified or deleted are reflected in Synergy's Web Shop during a one-time setup.

Web Shop provides an end-to-end e-Commerce solution that empowers customers, employees, vendors and suppliers of to make orders online, from any location. Let Web Shop strengthen your business and your clients!

For more information about *Web Shop*, please contact your Exact Software business partner or account representative today, or visit [www.exactamerica.com/webshop](http://www.exactamerica.com/webshop).

