



E-Commerce
Connect to the World

Where Are We Headed?

- E-Commerce Current Trends
- E-Commerce Future
- Are You Ready?



E-Commerce – Trends

- Omni-channel – Web, Mobile, Smart Assistants, Physical Store
- Mobile Device
 - 44% of Retail E-Commerce was Mobile in 2019 (54% by 2021)
 - 82% Smartphone users consult their phone on purchase they are about to make
 - ROBO – Research *Online* Buy Offline – US adults spend over 3.5 hours per day on mobile phone
- Customer Self-Service
 - 67% of Millennials prefer to shop online rather than in-store

E-Commerce – Future

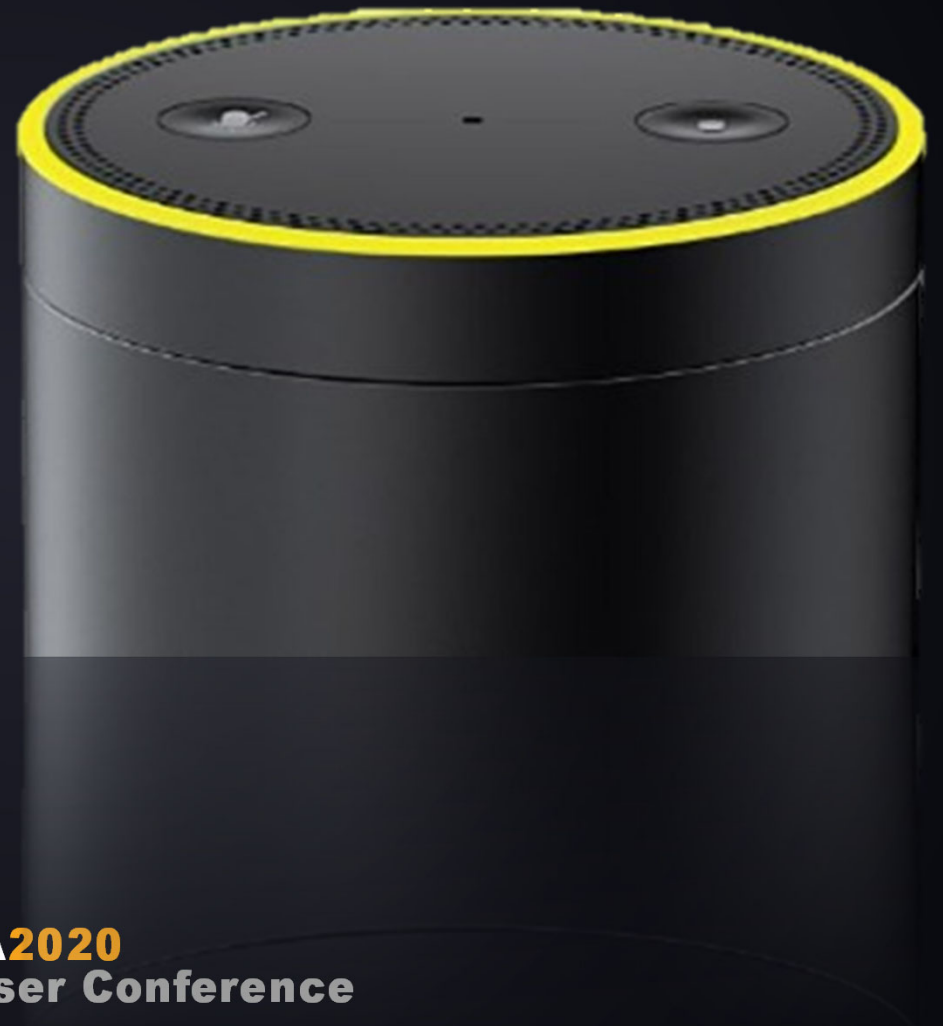
- COVID-19 – Zero-Touch Customer Sales & Service
- Content Rich
 - Content Marketing to Drive Web Traffic
 - Social Media
 - Video of Products
 - Voice Shopping
- Direct to Consumer (B2B → B2C 300%-400% increase)
- B2B – website now ahead of phone and email with customers



Most Significant Growth Opportunity

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Voice Shopping



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E-Commerce Zero Touch Account Management

My Account

Account Dashboard

Saved Carts

Orders

Pay Open Invoices

Recent Purchases

Dashboard

Account Information

USER INFORMATION

Name

Nolan Testing

Email

nolan@exerve.com

Change Password

CUSTOMER ACCOUNT

Current Balance

\$1,245.55

Last Invoice Date

8/24/2020

Sales PTD

\$1,128.55

Past Due Balance

-\$593.06 (as of 8/25/2020)

Last Payment Date

3/3/2020

Sales YTD

\$23,535.70

CUSTOMER INFORMATION

Name

ABC Co

Contact Name

Michael Scott

Number

101122

Contact Phone

555-555-2780

Contact Fax

555-555-4455

Address

ABC Co
1000 WEST DRIVE
SUITE 100
CHARLOTTE NC,28214

ADDRESS BOOK

Default Billing Address

ABC Industries, Inc.
1000 WEST DRIVE
SUITE 100
CHARLOTTE NC,28214

Default Shipping Address

ABC Warehouse Services
5555 EAST AVE
SUITE 900
CHARLOTTE NC,28214

Edit

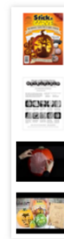
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Rich Content with

- Descriptions
- Images
- Video
- Documents

FREE SHIPPING ON ORDERS \$60+ (US)*

[back to previous page](#)



Click to Enlarge, Hover to Zoom

Stick 'n Carve - FunPack (3 Sheets)

#457-30

Retail Price: ~~\$3.99~~

Sale Price: \$2.59 - Ends Midnight EDT 08/31/2020

Qty:

Add to Cart

Free Ground Shipping on Orders \$60+ (US Only)

365-Day No Hassle Returns

Description | [Helpful Hints](#) | [Favorite Uses](#)

Sulky Stick 'n Carve is a thin, flexible, transparent, sticky-back water soluble material that fits like a glove and securely sticks on any dry, round or flat surface without taping. Stick 'n Carve is the first, truly-new innovation for carvers of all skill levels because it completely eliminates the bothersome, time-consuming, un-fun part of the pumpkin carving. Simply print or copy a design onto a sheet of Stick 'n Carve, peel off the release sheet, stick it on a pumpkin, and carve. It stays on securely through the whole carving process and then wipes off easily with a wet cloth when you are done. Enjoy Stick 'n Carve long after Halloween is over because it is also perfect for fruit carving, vegetable carving, wood carving, and other carving crafts.

Backing or Topping: Topping


Color Name: White

Color Number: 30

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Rich Content with Video First

Shop > Wallets > Billfolds > Hide & Seek



Hide & Seek
\$89 USD Free Shipping!

SELECT SIZE:
LO - For bills shorter than 74mm

SELECT COLOR: Marine Blue

ADD TO CART

Ships within 2 business days.

- See which size fits your currency
- Holds 5 - 12+ cards
- 115mm x 85mm
- RFID Protection
- 4 quick access card slots
- Protected section for cards & business cards
- Hidden coin pouch and flat bill section
- Premium, environmentally certified leather
- Backed by our 3 year warranty
- See size comparison tool

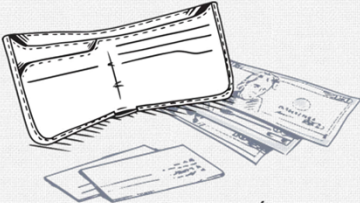
OUR LEATHERS & MATERIALS

SHIPPING AND DELIVERY

3 YEAR WARRANTY

Classic styling with added security

Traditional in appearance, progressive in features. The Hide & Seek is for those who want more out of their wallet, while remaining true to existing aesthetics. Holding all of the money and cards you could need, it helps separate items you use more often from those that are important but needed less. The unique hidden flap means large bills can be concealed from view, while the flat pack storage section helps stack away cards in a secure location.



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Rich Content - Southware Data

Home

Authentication and Authorization

Cart & Customer

Orders & Invoices

Items & Categories

Barcodes

Brands

Customer Price Overrides

MX Categories

MX Categories - Related Items

Marketing Categories

Product Categories

Product Types

Stock Item - Bill of Materials

Stock Items

Django OAuth Toolkit

Extensions

Multimedia

Integrations

Tenant

API Root

CMS Admin

Home » Core » Stock Items » 101MDW06X04/001

General

Description

Attributes

Search & SEO

Properties (SW)

Extended Data (SW)

Behaviors

Media

Metadata

Marketing Cats

MXCategories

Related Items

Variant Items

Properties (SW)

Quantity available:	<input type="text" value="0.000"/>	Synced from SouthWare
Unit of measure:	<input type="text" value="EA"/>	Synced from SouthWare
Class or size:	<input type="text" value="B"/>	Synced from SouthWare
Bin id:	<input type="text"/>	Synced from SouthWare
Tracked:	<input type="text" value="No"/>	Synced from SouthWare
Equipment:	<input type="text" value="No"/>	Synced from SouthWare
Order:	<input type="text" value="No"/>	Synced from SouthWare
Weight:	<input type="text" value="1.600"/>	Synced from SouthWare
Volume:	<input type="text"/>	Synced from SouthWare
User field 1:	<input type="text"/>	Synced from SouthWare
User field 2:	<input type="text"/>	Synced from SouthWare
User field 3:	<input type="text"/>	Synced from SouthWare
User field 4:	<input type="text"/>	Synced from SouthWare
User field 5:	<input type="text" value="0.000"/>	Synced from SouthWare
User field 6:	<input type="text" value="0.000"/>	Synced from SouthWare

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Rich Content - Attributes

Home » Core » Stock Items » 101MDW06X04/001

General Description Attributes Search & SEO Properties (SW) Extended Data (SW) Pricing Behaviors Media Metadata Marketing Cats MXCategories Related Items Variant Items

Attributes

Application:	Wall & Ceiling	Product Application
Auto change-over:	-----	Auto Change Over
Blade type:	<div>Product Blade Type</div> <div>Available Blade Type @</div> <div>Filter</div> <div>Adjustable Curved Double Deflection Egg Crate Choose all</div> <div>Chosen Blade Type @</div> <div>Fixed</div> <div>Remove all</div>	
Brand name:		Item Brand Name
Class:	Residential	Product Class
Color:	White	Item Color
Depth:		Product Depth
Duty:	Standard Duty	Product Duty
Efficiency:	-----	Product Efficiency
Filter size:		Product Filter Size
Height:	4.0	Product Height
Keypad lockout:	-----	Keypad Lockout
Latch type:	-----	Product Latch Type
Material:	Steel	Product Material
Mounting location:	-----	Product Mounting Location

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Bonus Round - Customer Specific Pricing

Price Overrides										
<div> « 1 2 3 4 ... 604 605 606 » </div> <div>1 - 30 / 18174 Entries</div>										
	Type	Key1	Key2	Amt / Multi	Multi Of	Start	End	Multi/Amt 1	Multi/Amt 2	Override Price
✓	2	(192934 - 192934)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	0.60	0.00	\$6.00
✓	2	(141291 - 141291)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	0.50	0.00	\$5.00
✓	2	(35765 - 35765)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/2999	0.48	0.00	\$4.80
✓	2	(84807 - 84807)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/2999	0.60	0.00	\$6.00
✓	2	(84839 - 84839)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	0.75	0.00	\$7.50
✓	2	(164537 - 164537)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	1.00	0.00	\$10.00
✓	2	(125038 - 125038)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	0.48	0.00	\$4.80
✓	2	(130906 - 130906)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	0.55	0.00	\$5.50
✓	2	(81319 - 81319)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/2999	0.65	0.00	\$6.50
✓	2	(81347 - 81347)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/2999	0.64	0.00	\$6.40
✓	2	(84856 - 84856)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	0.75	0.00	\$7.50
✓	2	(81368 - 81368)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/2999	0.70	0.00	\$7.00
✓	2	(196984 - 196984)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	0.60	0.00	\$6.00
✓	2	(79571 - 79571)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/2999	0.55	0.00	\$5.50
✓	2	(97473 - 97473)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	0.50	0.00	\$5.00
✓	2	(125064 - 125064)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	0.75	0.00	\$7.50
✓	2	(35909 - 35909)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	0.80	0.00	\$8.00
✓	2	(6155 - 6155)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	0.45	0.00	\$4.50
✓	2	(271 - 271)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/2999	0.50	0.00	\$5.00
✓	2	(36132 - 36132)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/2999	0.65	0.00	\$6.50
✓	2	(6841 - 6841)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	0.45	0.00	\$4.50
✓	2	(130941 - 130941)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	0.55	0.00	\$5.50
✓	2	(166400 - 166400)	(DA1 - DA1)	Multiplier	List Price	01/01/1	12/31/9999	0.50	0.00	\$5.00

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Southware – E-Commerce Options

- Southware Netlink
- 3rd Party Solutions

Integration with Business Solution is Critical

Southware Netlink

- Southware Module
- Access to All Southware Data
- Proof of Concept - BYO
- Little Content Management
- Not Supported as E-Commerce Solution



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3rd Party Solutions

- Large Solutions
- Powerful Built-in or Available Functionality
- Promotion and Marketing Tools
- Can be Significant Investment
- Difficult or Impossible to Customize
- Minimal Integration Links to ERP
- Double Entry Maintenance
- Key Missing Features
 - Customer Account Details
 - Offline Account Status & Purchase History
 - Southware Customer Specific (Override) Pricing

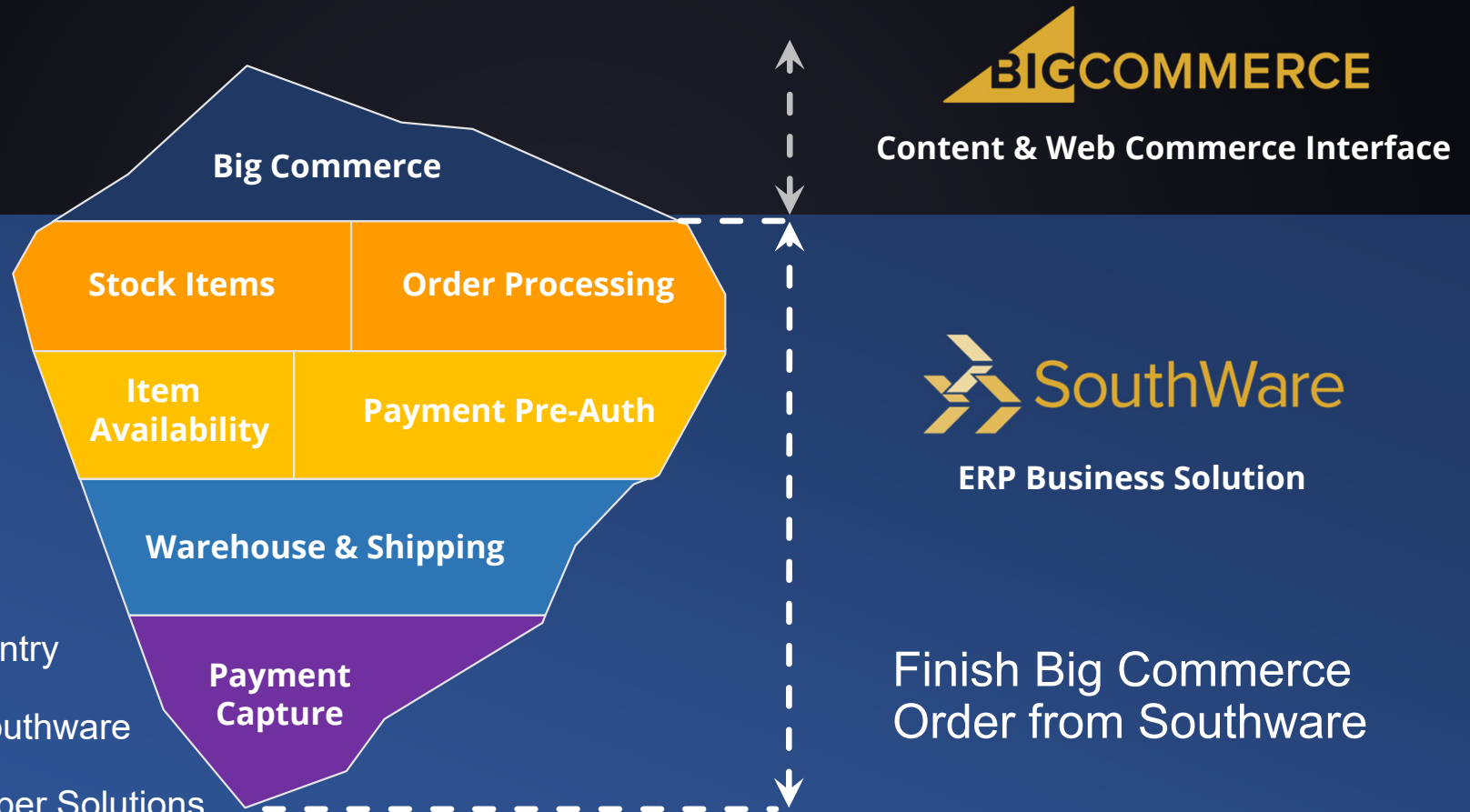
3rd Party Key Considerations

- Data Sync vs. Manual Processing
- Customer Specific Pricing vs. Standard Pricing
- Payment Pre-Auth/Capture vs. Sale Charge Only

Can Your E-Commerce Solution Scale?

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Southware & Big Commerce



E-Commerce – Are You Ready?

“The will to win is not nearly so important as the will to prepare to win.” – Vince Lombardi

**Are You Prepared for
Zero-Touch Customer Sales & Service?**

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Questions

**Connect with your
Southware Solution
Partner**



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SouthWare

TrueCommerce[™]
Do business in every direction

Avalara
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