




Silver eSync

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Integrated Tool For SAP® Business One with e-Commerce, Marketplaces or CRM

Silver eSync is a comprehensive integration tool that allows you to connect your ecommerce portals, market places or CRM applications with backend SAP Business One ERP system. eSync automates your business functions, providing real-time data and improving your business' overall productivity.

Silver eSync provides seamless Integration with the following e-Commerce Platforms :

Magento Community | Magento Enterprise | Shopify | Prestashop | Big Commerce | Zen Cart

Silver eSync provides the following capabilities

- Order Sync**
 With Silver eSync, enterprise owners can sync web orders with SAP Business One, through a dynamic mapping screen.
- Multiple Warehouse Management**
 Silver eSync supports multiple warehouse management between SAP Business One and e-Commerce platforms. Sales order can be fulfilled more efficiently, making inventory management much easier.
- Web Store-wise Pricing**
 eSync allows attaching SAP Business One pricelists with e-Commerce platforms for B2B as well as B2C segments, allowing them to have different prices for an item on different platforms based on the SAP Business One pricelist.
- Approvals for Sales Order**
 Silver eSync can download web orders as 'draft sales order' in SAP Business One for verification, allowing concerned employees to approve sales order in SAP Business One.
- Utilising Guest Customers' Details**
 eSync helps to sync the guest users' details with SAP Business One for marketing campaign activities.
- Multicurrency and Multilanguage support**
 Silver eSync supports multiple currency conversion and allows using multiple languages for product description while synchronising e-Commerce platforms with SAP Business One.
- Business Partner Management:**
 With the help of Silver eSync data of retailers, wholesalers, distributors and more can be synced with SAP Business One. This Business Partner data can be used for further communication or marketing campaigns.
- Payment Methods**
 Silver eSync will sync your ecommerce platform's payment methods with SAP Business One, supporting both online and offline payments.
- Credit Limit Allocation**
 SAP Business One users can set the payment process' credit limit or period for different customers.
- Group Pricing for B2B & B2C Customer**
 Multiple customers' groups can be defined and can be associated with its corresponding SAP Business One price lists for pricing strategy.

Additional Features for B2C and B2B ecommerce Platforms

- Customer Segmentation & Promotional Schemes**
 Silver eSync helps SAP Business One users to identify ecommerce customers, differentiate them through customer groups like reseller, distributor, not logged-in, registered or not etc.
- E-mail Marketing Reminder Automation**
 Customer wish lists of ecommerce website can be synced with SAP Business One and details can be made available against each business partner. The same can be useful for marketing purpose like auto emails, reminder emails and more.
- Tire Pricing or Quantity Discounts**
 SAP Business One volume or period discounts can be mapped with ecommerce platforms and tier pricing.
- Store Credit/ Loyalty Benefits**
 Store credits or loyalty benefits can be used as a promotional activity or as a payment method in ecommerce, which can be used by customers in placing an order. Store credits or loyalty benefits will be connected to Business Partner data in SAP Business One
- Scheduling Activities**
 Some activities like bulk product price updates and stock updates in SAP Business One can be pre-scheduled to be updated during a particular slot of time.

Market Places: Amazon | eBay|Walmart

- **Customer Information Synchronisation**

Marketplaces like Amazon, eBay, Walmart have millions of registered users. This being a marketplace, no separate store is available for different vendors. So when a registered user purchases products from these Market Places, their details along with the primary address and shipping address will be synced with SAP Business One in Business Partner Master Data.

- **Sales Order Synchronisation**

Sales orders placed in Amazon, eBay or Walmart will sync with SAP Business One as ERP sales orders. Sales orders whether active or completed, can be downloaded to SAP Business One through Silver eSync. As eBay supports bidding, the product price differences will be shown as a discount in SAP Business One sales order at the time of purchase.

- **Real Time Inventory updates**

SAP Business One inventory updates are directly updated in Marketplace's product listing of the seller's account. Inventories can be set for all Warehouses as a combined inventory, or can be set for a specific warehouse for buying through Marketplaces.



- **Product Synchronisation**

SAP Business One Product Groups can be mapped with Amazon's, eBay's or Walmart's Product Categories.

- **Shipment and Delivery Synchronisation**

SAP Business One deliveries will be synced with Market places and will be added as Shipment and Delivery information. This information added from SAP Business One will update the order status in Amazon, eBay or Walmart and customers will get a notification for the update from these Market Places.

CRM: Salesforce

- **Customer Synchronisation**

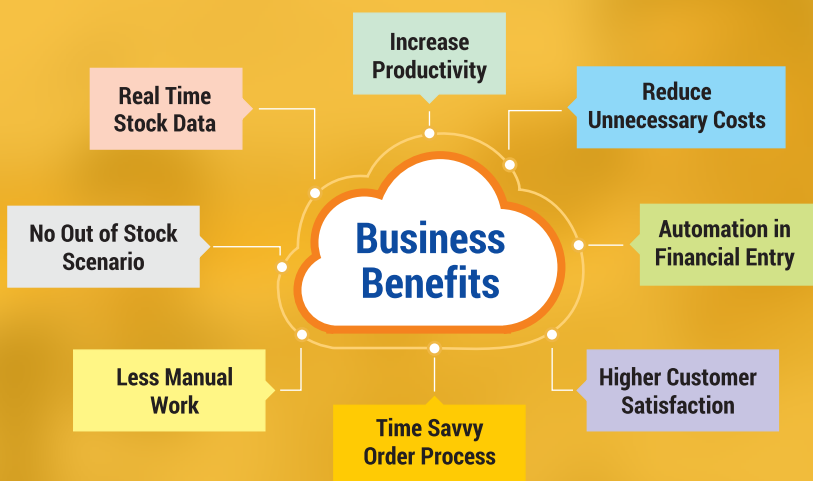
Leads entered in CRM system by the sales person will be synced with SAP Business One in Business Partner data as leads. When leads will be qualified in CRM and converted into accounts and contacts, that particular lead in SAP Business One Business Partner data will be updated as Customer and the CRM contact will be added as contact person in the master data. Similarly SAP Business One's Business Partners, Customers and Contacts can be uploaded into CRM system, which will create new Account and Contacts.

- **Product Synchronisation**

Silver eSync allows ERP users to selectively upload SAP Business One item master to Salesforce CRM. One price list of SAP will be mapped as the Standard Price of CRM system. And the additional Price Lists can be mapped with Price Groups defined within Salesforce. Price Groups are generally assigned to different customer groups to offer discounted price to Retailers/Wholesaler.

- **Order Synchronisation**

Silver eSync Salesforce and SAP Business One integration allows syncing CRM Sales Order or Opportunity with SAP Business One ERP system as Sales Order. Products selected, discounts (if any), billing and shipping address selected or entered at the time of Order will also be synced with SAP Business One ERP system. If required, the integration can also be configured to sync opportunity created in Salesforce CRM to SAP Business One ERP system as a Sales Order for further order processing.



SAP Business One & Silver eSync Business Benefits



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