Neotek eCommerce

Why eCommerce?

Business drivers for eCommerce include the need to achieve growth, reduce costs, improve processes – or a combination of all three. Typical scenarios that lead to companies enabling their customers to buy or sell over the internet include:

◆ The constant challenge of achieving growth without employing additional people or affecting margins

◆ Difficulty in providing accurate promotion and inventory information when customers want it

◆ The expense and labour required to produce CD-ROMs or paper based catalogues

◆ The need to continuously update product lists and pricing.

Neotek eCommerce

eCommerce is a core module of the Neotek Enterprise Suite. Consider these advantages:

◆ Simple to use and generates meaningful business information

◆ Return on investment proven in deployments with major manufacturers, importers and distributors throughout Australia and New Zealand

◆ Integrates with most back office business and financial systems

◆ Supported by Neotek's extensive integration experience with clients in multiple industries

◆ The modular solution can be easily extended to include a public website, print and CD catalogue creation or Sales Force Automation as required

◆ Securely hosted and maintained by Neotek

◆ Our 'Evergreen' licencing promise means you gain the latest version as soon as it is released, without hidden upgrade or service fees.

An eCommerce solution can create improvements throughout your business, making a positive impact on sales and marketing, finance and customer service.

Sales & Marketing Benefits

◆ Expand communication and ordering options for your customers

◆ Increase market share by freeing up the sales team to target new customers

◆ Increase average order value and frequency by providing real time pricing, stock availability and comprehensive product information

◆ Reduce the need for printed catalogues and sales literature

◆ Create effective campaigns using email marketing to target specific customers

◆ Make promotions and specials easy to manage and available to customers in real time

◆ Target small or historically unprofitable customers with a lower cost of sale.

Financial Benefits

◆ Save on labour, telecommunications and postal charges

◆ Reduce cost of printed catalogues and other materials

◆ Improve credit management and reduce debtor days by supplying financial records and current statements online

◆ Improve inventory management by highlighting promotions and end of line goods

◆ Reduce the credit to order ratio

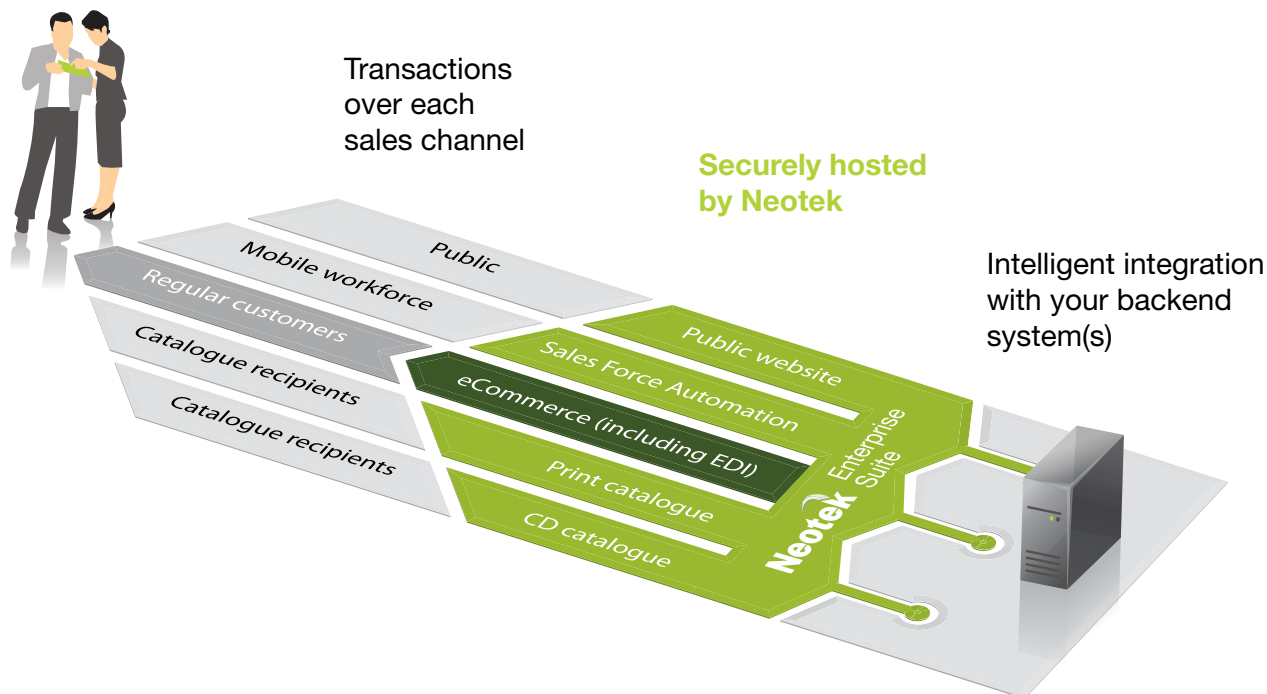◆ Manage high credit risk customers by allowing them to only purchase via credit card.

Customer Services Benefits

◆ Reduce errors due to manual re-keying of orders

◆ Improve speed and accuracy of order fulfilment

◆ Improve customer loyalty by making information relating to their order easily available online, eliminating the cost and effort of a telephone call

◆ Provide options to interact with your business at your customers' convenience, including out of office hours

◆ Improve the experience in dealing with your company, providing an option to print orders, invoices, credits and back orders online.

The Neotek Enterprise Suite

Neotek eCommerce is part of a suite of powerful solutions which enable employees, resellers and customers to easily sell, re-stock and buy from wherever they are. Designed for manufacturers, importers and distributors, Neotek Enterprise also offers Sales Force Automation in addition to public websites, EDI, print and CD catalogue creation.

All of your sales automated

Transactions over each sales channel

Securely hosted by Neotek

Intelligent integration with your backend system(s)

Public

Mobile workforce

Regular customers

Catalogue recipients

Catalogue recipients

Public website

Sales Force Automation

eCommerce (including EDI)

Print catalogue

CD catalogue

Neotek Enterprise Suite

Feature highlights:

- ◆ Comprehensive catalogues with rich product information and images
- ◆ Pricing and inventory information in real time
- ◆ New products, specials and promotions
- ◆ Online ordering
- ◆ Order status and freight tracking
- ◆ Back order status
- ◆ Financial and credit information, including credit status
- ◆ Email marketing messages
- ◆ Warranty management.

Why Neotek?

Integration

Neotek Enterprise has a justified reputation for effective integration with numerous financial systems. The solution has been market tested in thousands of transactions and trading hours in multiple industries, ranging from autoparts and electrical components to giftware, food and whiteware.

Evergreen Licencing and Support

We understand that clients want pricing certainty as well as great business tools so include 'evergreen licencing' in every solution. This gives you immediate access to the latest version of Neotek Enterprise as soon as it is released, without hidden upgrade or service fees.

Leading Technology

We elected early on to develop in Microsoft.Net for maximum usability. As a business we are committed to staying ahead of the technology curve to ensure our clients are always market leaders.

Multiple Channels

Even as a more businesses go online, sometimes a high quality printed catalogue is still the best tool for the job. Whether your customers place orders online, directly into your system or to another person, Neotek Enterprise has it covered. We can even present information for your mobile sales force on a large screen tablet PC as well as smaller handheld devices.

To learn more or receive a personal demonstration, please contact us on +64 9 915 6655, at sales@neotek.co.nz or visit www.neotek.co.nz

Neotek

POWERING SALES