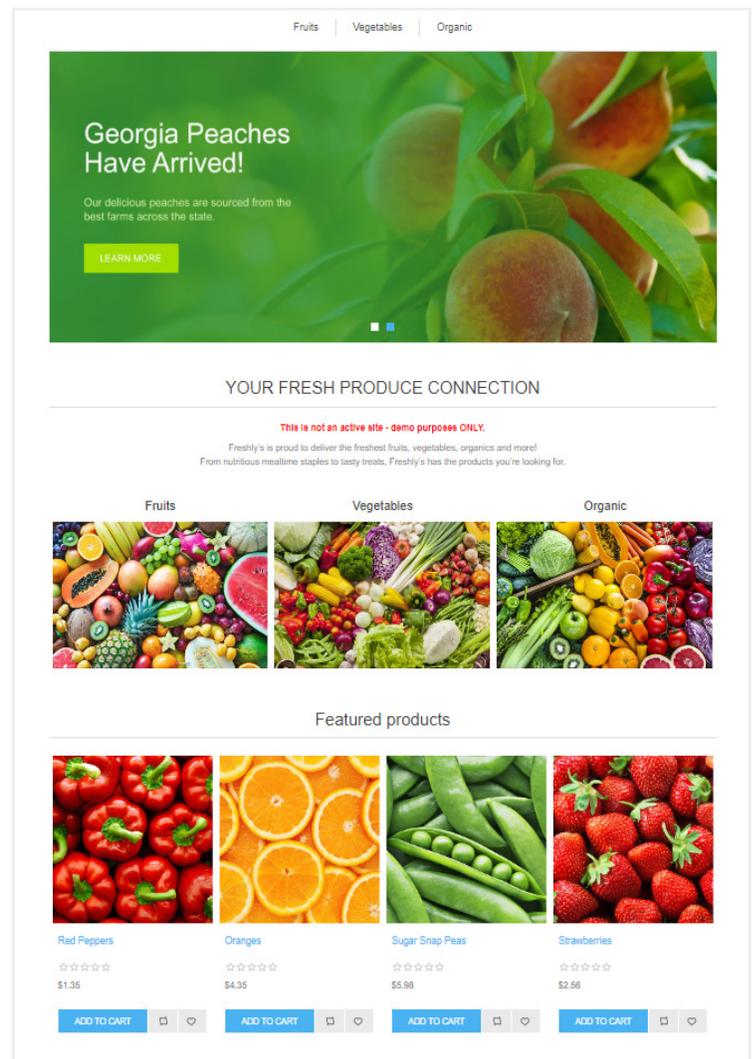


Aptean eCommerce for LINKFRESH ERP

A scalable online storefront that works with your Aptean ERP

To grow and scale your business, you need an efficient way to get your products in front of your customers and capture orders. But traditional catalogs and ecommerce platforms are disconnected from your ERP system, creating layers of inefficiency – from time-consuming product catalog updates to the re-keying of orders into LINKFRESH. Aptean eCommerce bridges this gap, allowing you to quickly and easily launch an online B2B or B2C storefront that features two-way integration with LINKFRESH.* This solution eliminates the errors and inefficiencies of maintaining two separate platforms while delivering a user-friendly shopping experience to your customers.

- Ensure up-to-date product information** – Easily import and sync your product catalog, pricing, and product availability from LINKFRESH, keeping your storefront offerings up-to-date without time-consuming maintenance.
- Capture orders automatically** – Purchases made in eCommerce are automatically captured as orders in LINKFRESH, eliminating error-prone re-keying.
- Automate and streamline accounting** – eCommerce leverages Aptean Pay, Aptean’s ERP-integrated payment platform, during checkout, so payment transactions are captured within LINKFRESH, automating Accounts Receivable reconciliation and other accounting processes.
- Provide an engaging shopping experience** – Give customers a pleasant and intuitive shopping experience with a clean, modern interface and helpful features like side-by-side product comparisons.
- Expedite order fulfillment** – By simplifying order creation and payment capture, eCommerce streamlines the order fulfillment process so you can more quickly deliver products to your customers.



Key Features

- **Product data from your ERP** – Import your product catalog directly from LINKFRESH, including SKU, price, weight, image, stock level and other product details.
- **Product availability** – Inventory management data in LINKFRESH – like physical stock, available quantities, and backorder and pre-order status – flows into eCommerce, so shoppers can see if a product is out of stock or backordered, and when it will be available again.
- **Promotions and discounts** – eCommerce continually syncs with LINKFRESH, so promotions or discounts you set for your products will be reflected in your eCommerce product catalog right away.
- **Checkout options** – Your shoppers can select Guest Checkout for one-time checkout, or create an account in eCommerce to streamline the process for future purchases.
- **Integration with Aptean Pay** – eCommerce leverages Aptean Pay to accept digital payments for online purchases, enabling payment capture, automated Accounts Receivable reconciliation, and other accounting efficiencies.
- **Shipping methods** – eCommerce is integrated with major shipping carriers like UPS and FedEx, so you can connect your carrier accounts and allow customers to select their preferred delivery option.
- **Tax features** – Avalara tax functionality is available in eCommerce for streamlined sales tax calculations. Easily connect your existing Avalara account if you have one, or create a new account.
- **SEO management** – eCommerce features built-in tools to support search engine optimization (SEO), helping to improve your search rankings and increase traffic to your store.
- **Engagement content** – Boost customer engagement and create deeper relationships by adding polls, news articles, blogs and other content to your storefront.
- **Security and compliance** – eCommerce meets all GDPR and PCI requirements, with regular updates made in response to legislative changes. The platform also provides SSL support, honeypot support to catch spam, and a strong and flexible customer password policy.
- **Mobile-friendly** – eCommerce is mobile-responsive, so your customers can shop from the convenience of their smartphones or tablets.
- **SaaS-enabled** – Aptean eCommerce is a fully SaaS-enabled platform that is available for both SaaS and on-premise deployments of LINKFRESH.

For more information about Aptean eCommerce, contact your account manager or email us at info@aptean.com.

**Integration with LINKFRESH, and functionality associated with this integration, will be available in Q4 2020.*



Aptean provides very specific industries with very specific ERP, supply chain management, and customer experience solutions. In today's fast-paced, highly competitive economy, organizations don't have time to waste forcing homegrown software, spreadsheets, and one-size-fits-all solutions to do things they were never designed to do. Aptean is on a mission to end those workarounds – with industry-specific solutions instead of generic software, expert support instead of making you go it alone, and a steady influx of new ideas instead of the status quo. For more information, visit www.aptean.com.