

WHITEPAPER

# Maximizing your ERP investment with ERP-integrated e-commerce





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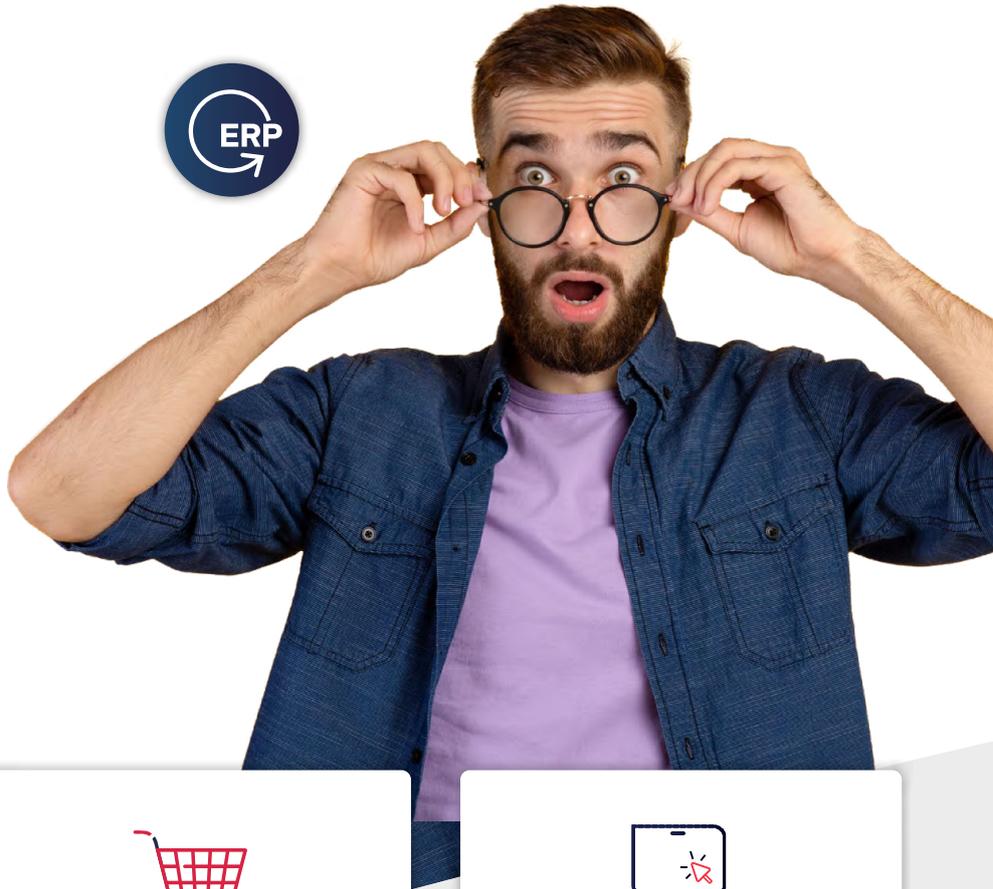
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# Intro

ERPs are expensive – costing an average of **\$9,000** per user.<sup>1</sup>

That's right. **Per user**. If you have 100 users, you're spending \$900,000 on ERP implementation.

This how-to guide shows you how to maximize your ERP investment by choosing ERP-integrated e-commerce.



## We'll cover:



Overview of **ERP-integrated e-commerce** and how it differs from mainstream solutions



Key **benefits of ERP integration for you and your buyers**



Full rundown of **ERP-integrated e-commerce implementation**



## Sana Commerce: who we are

Sana Commerce is an e-commerce platform designed to help manufacturers, distributors and wholesalers succeed by fostering lasting relationships with customers who depend on them.

**How?** By making your **SAP or Microsoft Dynamics ERP and e-commerce work as one**.

This eliminates the system silos, unnecessary complexities and compromises caused by mainstream e-commerce solutions.

ERP-integrated e-commerce is our specialty. That's why we wrote this guide. By the end of this guide, you'll know how integrated e-commerce will maximize your ERP investment, and you'll know exactly how the implementation process will run.

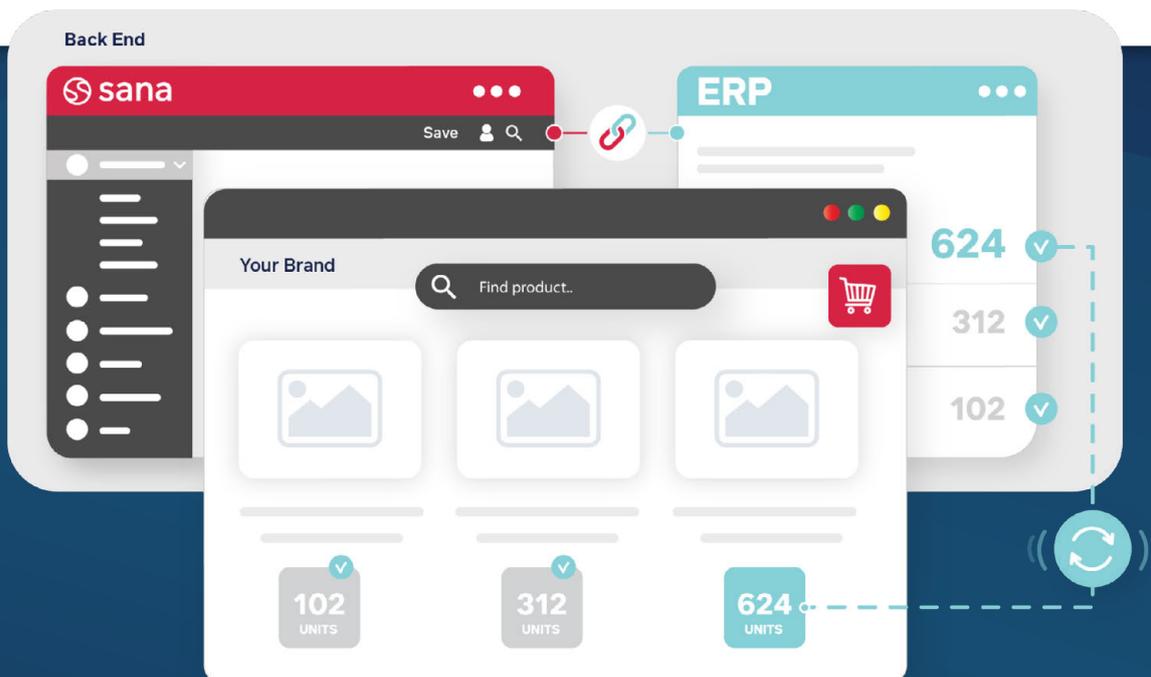
<sup>1</sup>2022 ERP Report (latest research from 1,000 ERP selection projects) (softwarepath.com)

# Part 1. ERP: the brain of your business

**Your ERP is the brain of your business:** it's a centralized software and database that houses all your business's internal processes. From manufacturing to inventory to payroll, everything is housed in this singular nexus of software. Evolving from the old Material Requirements Planning (MRP) systems from the 1960s – which finally allowed companies to track inventory and production – our modern ERP systems have enabled us to not only sync the entire suite of back-end systems, but to leverage the data housed in these systems. Through cutting-edge business tech like AI, we can gain further insights and streamline the processes housed within our ERP – letting us do more with fewer resources.



But this is just the “back-end.” Truly maximizing your ERP investment requires leveraging this ERP power into your front-end systems: your CRMs and e-commerce platforms. Integrated e-commerce creates a single source of truth for all your data, making other solutions an extension of your existing ERP. Rather than opting for different systems that work in silos and cause more complications, you now have one system that **unifies all your back-of-office functions.**



## What is ERP-integrated e-commerce?

Let's take a minute to define some terms.

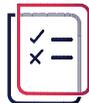
## What is an ERP?

Your ERP is your Enterprise Resource Planning solution. We call it “the brain of your business.”

It unites all these different back-of-office systems:



Payroll



Inventory



Manufacturing



HR



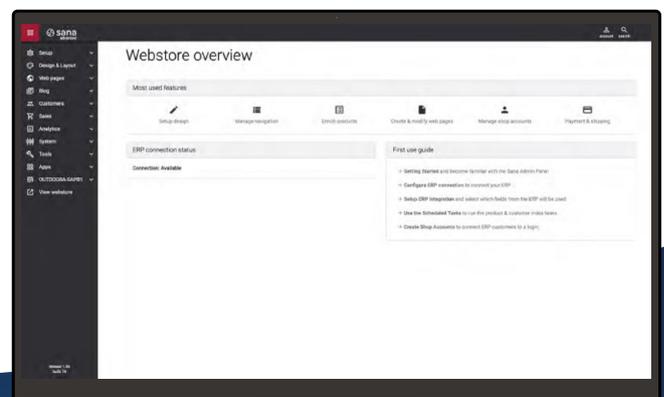
Accounting



Customer Service

## What is an e-commerce solution?

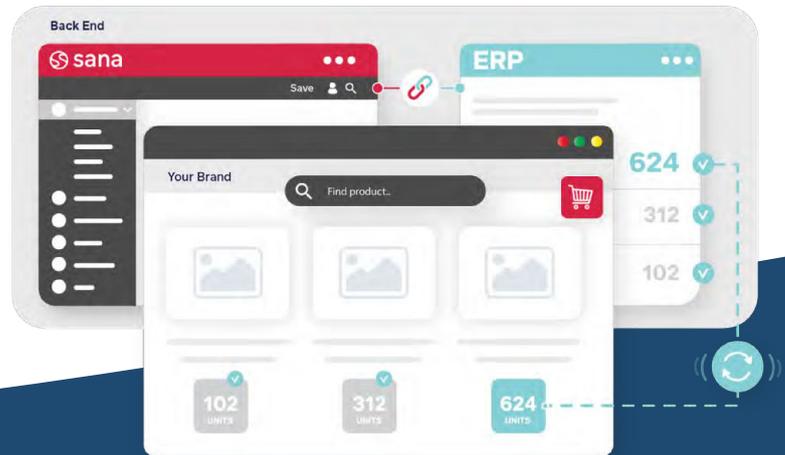
An e-commerce solution is a program that allows businesses to sell goods and services over the internet. It's your web store.



## What is ERP-integrated e-commerce?

ERP integrated e-commerce refers to an e-commerce platform that directly integrates with your ERP – syncing data between the two systems in real-time. Instead of replicating data, or relying on a leaky connector, integrated e-commerce directly pulls data from your ERP to your web store. By making your **SAP** or **Microsoft Dynamics ERP** and your **e-commerce work as one**, you unite the front-end (your web store) with your back-end systems (ERP).

When an order is keyed into your web store, it automatically updates your ERP. When you modify the inventory in your ERP, it's automatically reflected in your web store. That's what we mean by making your ERP and your e-commerce work as one.



### Integrated e-commerce eliminates:



**system silos and siloed data**



**unnecessary complexities like duplicated data**



**performance compromises like out-of-sync data**

ERP-integrated e-commerce helps you expand and grow your business by leveraging the existing data that's housed within your ERP. You already have the data you need; integrated e-commerce activates its potential.

## What is cloud-based integrated e-commerce?

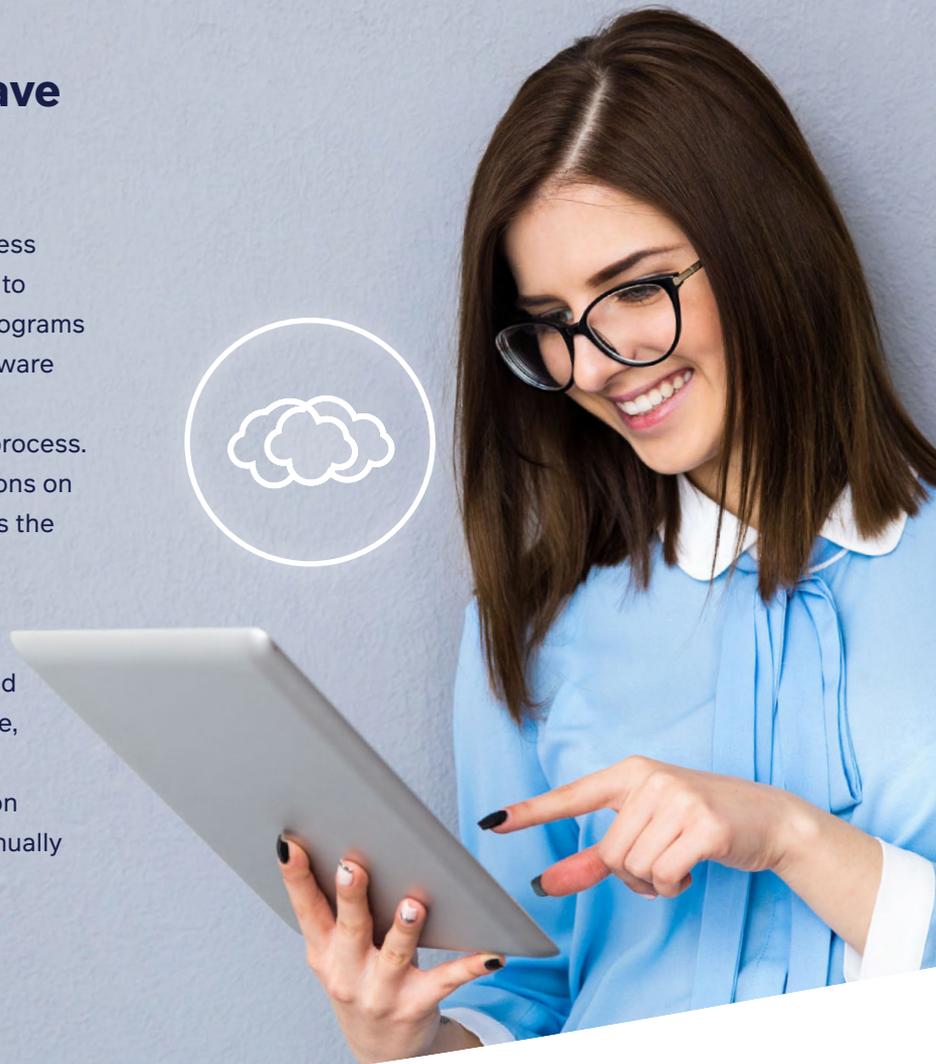
Cloud-based integrated e-commerce is the most advanced form of integrated e-commerce. It is a SaaS (software as a solution) form of integrated e-commerce, where updates are automatically applied to your web store, so you always have the latest version of your e-commerce solution. Additionally, with SaaS, since the web store is housed in secure cloud-based storage, you only pay for what you need.



## What does cloud-based integrated e-commerce have to do with your ERP?

ERPs incorporate all the crucial tools your business needs into a single solution suite. They help you to avoid constantly switching between different programs for various tasks. Over time, using separate software for functions like accounting, data analysis, and inventory management becomes an inefficient process. More frustratingly, keeping your business solutions on multiple, disconnected legacy systems increases the risk of human error.

ERPs are the go-to solution for synchronizing and streamlining these different processes in a single, cloud-based system. By hosting these separate systems using an ERP, you can stay up-to-date on important business data without needing to manually transfer sensitive data between platforms.



The convenience of using ERP software can be taken even further by pairing it with your e-commerce solution. Enabling your online store and ERP solution to communicate with each other means that sales, marketing, and product information can automatically be synchronized with your back-office operations. When a sale is made on your store, your ERP will instantly generate an invoice and update the inventory. Shipping and tracking information can also be shared instantly with your buyers, reducing your investment

needs for costly processes like inventory management and customer service.

ERP systems are also designed to be used by multiple users. With modern ERP software, you can allow different users to access the same data in real time. Salespeople, operations managers, and even your CEO can have immediate access to critical information without having to wait for updates from other departments or third parties.

# Why should you opt for an integrated e-commerce solution?

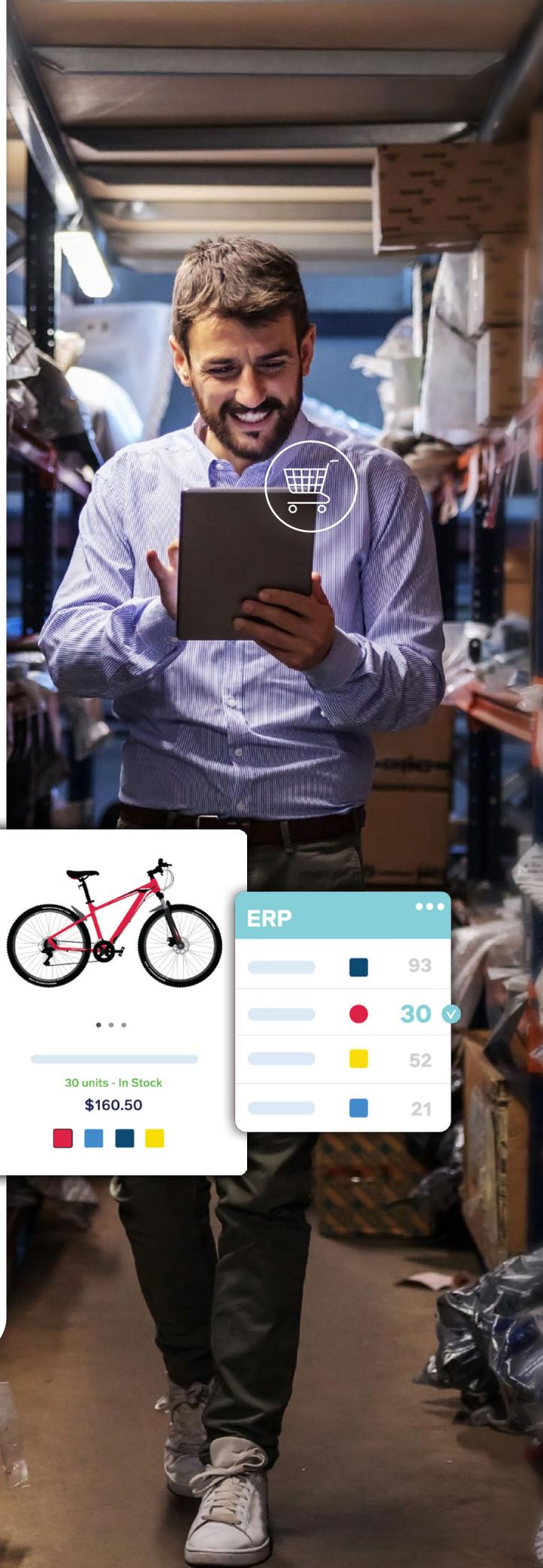
Having all your data as one single source of truth means you can pull all data from one silo. This eliminates complexities and creating an overall smoother operation and flow of information. The best part is that it builds on what you already have: **Your ERP!**

## Automated and simplified business operations

With ERP integrated e-commerce, your store and ERP automatically update your business data in real time. By using your ERP to determine inventory levels and overall product availability, there is no longer a need to manage inventory in multiple systems. Buyers will be better informed, as you will be able to share complex product and inventory information online, directly from your ERP.

Integrated e-commerce provides easy-to-navigate online product catalogs that increase sales by helping buyers find what they need through product filtering, advanced searches, and intuitive navigation.

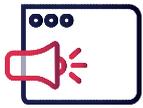
When it comes to complicated pricing, integrated e-commerce provides real-time shopping cart calculations that take into account buyer location – giving your buyers confidence that the price they see is the price they pay. Additionally, ERP-integration allows for dynamic pricing, so you don't need to spend endless hours manually updating prices for your products. This seamless integration gives you more flexibility and a web store that always reflects the product information that's in your ERP.



## Efficiency and productivity

With ERP integrated e-commerce you can begin to boost productivity and efficiency. One way this happens is through automation, which can be applied to repeated tasks to help in their execution. Automation minimizes costs and streamlines complicated processes. Additionally, automation can help to minimize the risk of mistakes by only processing orders within the ERP, eliminating the issues of rounding differences and double-processing orders.

Successful business process automation hinges on many different factors, including identifying what your most critical business processes are, how your people are impacted, and the scalability of potential changes within your organization. As these factors can be so broad, there are many ways in which automation can take shape in your organization. **A few being:**



Marketing automation



HR automation



Accounting automation

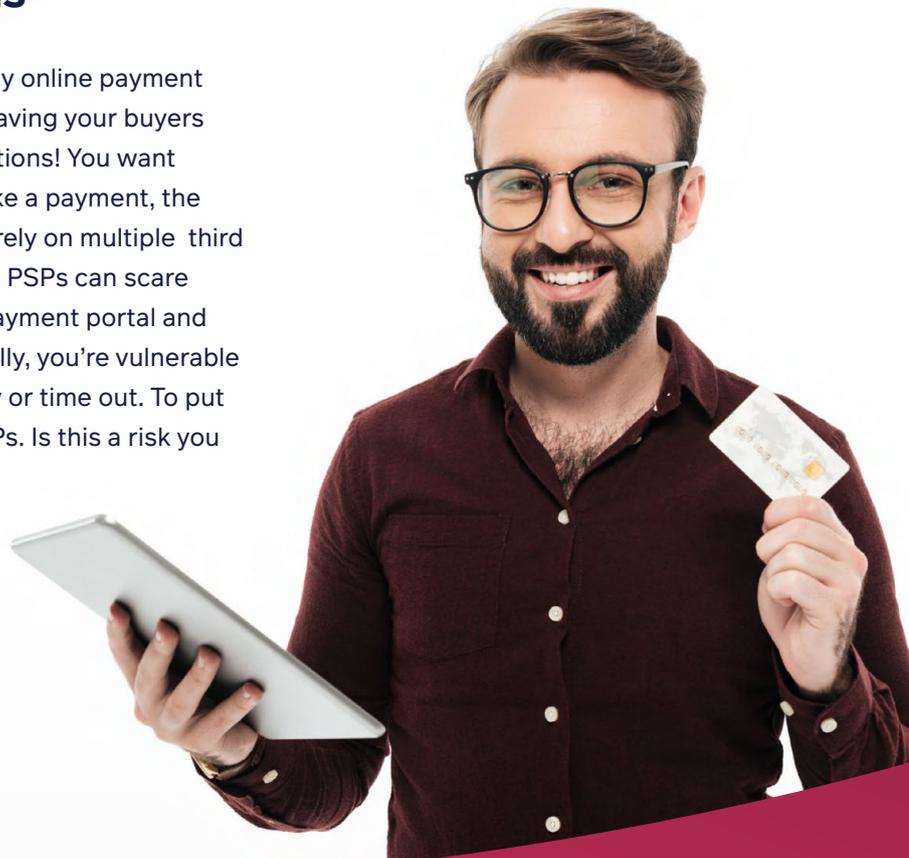


Process automation

## Embedded Payment Solutions

Traditional B2B payments can be a headache. Many online payment portals only offer one or two payment methods, leaving your buyers frustrated at this lack of flexibility. Buyers want options! You want options too – the easier it is for your buyers to make a payment, the more quickly you'll get your money. If you need to rely on multiple third party PSPs, you run multiple risks. Non-embedded PSPs can scare off buyers, who are less likely to trust an off-site payment portal and therefore less likely to finish a purchase. Additionally, you're vulnerable to failed transactions due to improper connectivity or time out. To put it bluntly, you're at the mercy of the third party PSPs. Is this a risk you can afford to take?

**The solution?** An ERP-integrated payment process. With an ERP-integrated, embedded payment solution, your operation will run a lot smoother for you and your customers. Payment preferences including credit card details are saved, leading to fewer abandoned carts.



There are no redirects; buyers stay within the application to process payment. Better yet, you can accept multiple payment methods – ACH, card, you name it. This gives your buyers the flexibility they want, helping get that transaction over the finish line.

There's still more. By integrating your payment portal into your ERP, you ensure that all buyer payments are automatically recorded in your ERP. Invoices are automatically generated from your ERP and sent to your buyers through their customer portal. Even more impressive, buyers can access invoices and make payments for purchases that were made from other channels such as email or phone. Since the invoices are housed in your ERP, they are synced with your integrated e-commerce solution – all buyers need to do is log in to their customer portal to access every invoice and order they've ever made, regardless of channel.

By unifying all your payment systems into one platform with seamless integration, your ERP, e-commerce and payments work as one. **This leads the way for some unique benefits, including:**



**Streamlined end-to-end processes:** payments and orders on your e-commerce site flow directly into your ERP



**Automated error-prone and manual tasks**



**Minimized need for re-keying critical order information across siloed systems**

## Allows for business growth

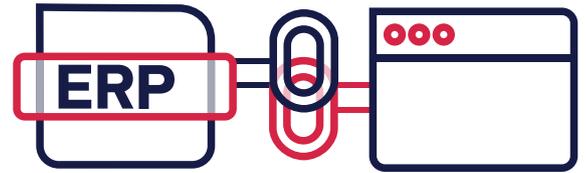
Creating an optimized shopping experience for your buyers is key to your business growth. Integrated e-commerce is the perfect solution to offer an array of personalized marketing opportunities that will help you gain new buyers and retain existing customers. It allows you to segment based on ordering trends, popular categories and products, order history, and shopping cart items. Predictive ordering features make life easier for your clients and give you the opportunity to offer relevant suggestions that have the potential to increase your sales.



From business growth to business globalization, ERP-integrated e-commerce is the solution that will get you there. Built for scalability, your ERP platform will help you to evolve quickly to meet buyer and market expectations.

# Maximize your investments

ERPs are costly. Wouldn't it be a shame if you weren't getting the most out of it? With integrated e-commerce you are simply building off the investment you have already made in your ERP. Integrated e-commerce means you don't pay to reinvent your ERP databases, you don't have to recreate product information or customer information on your web store.



## How does integrated e-commerce unlock the full potential of your ERP

Integrated e-commerce doesn't simply pull data from your ERP to your web store. An integrated e-commerce solution increases the capabilities of your ERP.

When you connect your ERP to an integrated e-commerce solution, you actually gain certain additional capabilities for your ERP. **You gain:**

- Customer assortment tables
- Web store catalog overview functionality
- Mix-and-match discounts

### Why do you gain this when you use integrated e-commerce?

With integrated e-commerce solutions like Sana Commerce Cloud, the guiding mantra is that your ERP is your single source of truth. Therefore, any additional capabilities that are available on the web store must be housed in the ERP.

Since integrated e-commerce solutions like Sana Commerce provide features such as customer assortment tables, we then expand your ERP's capabilities to house these structures. Congrats! You get new capabilities for your ERP simply by using an integrated e-commerce solution!

**Your ERP is the brain of your business – and it just got a lot smarter.**

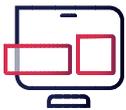
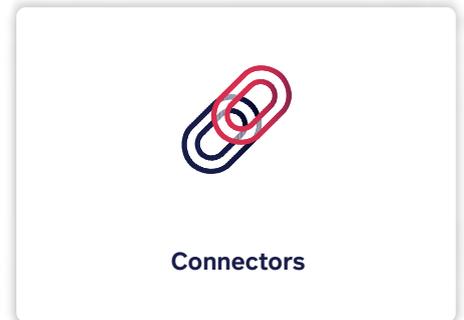
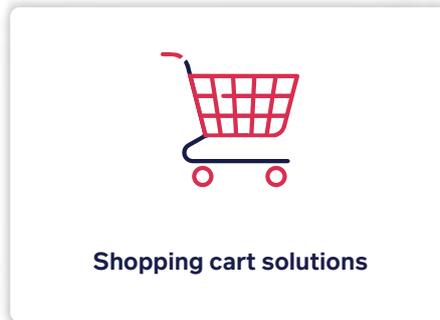


# How does integrated e-commerce differ from other solutions?

Integrated e-commerce integrates seamlessly with your ERP, using your ERP as the single source of truth for your e-commerce.

There are other solutions out there that claim to connect to your ERP.

**These solutions are called:**



## Interfaced e-commerce

Interfaced e-commerce, like K-commerce and DynamicWeb, often bills itself as integrated e-commerce, but the level of integration is far from comprehensive.

While it is true that an interfaced e-commerce solution does connect to your ERP, it is not truly integrated with your ERP. Instead, interfaced solutions rely on data duplication. With an integrated solution, the data is pulled directly from your ERP to your web store. What you see on the web store is exactly what you have in the ERP.

With an interfaced solution, this data is taken from your ERP, duplicated, and then displayed on your web store.

### Why does this matter? Two reasons.

1. First, duplicated data means double the data storage. You now have two databases that you need to maintain. The cost can be significant.
2. Second, the data from your ERP can get out of sync with the data on your interfaced e-commerce solution. Since the data is duplicated, there must be periodic syncs between your ERP and your interfaced solution to reconcile their differences. This, however, can lead to unfortunate circumstances where you show stock on your site that you don't have in your ERP or vice versa.

**What does this lead to? Order errors.**

**What do order errors lead to? Unhappy customers.**



In short, interfaced e-commerce solutions are inefficient. They duplicate data which causes data errors.



## Shopping cart

Shopping cart solutions or software refers to web stores that keep all data on the front-end as opposed to ferrying it to and from your ERP.

Shopping cart solutions, like Shopify and Magento, have their own table structures, meaning you need to manually enter all of your information (pricing, inventory, product information) into the e-commerce solution. All information captured (orders, customer addresses) is stored on the front-end; it is not sent to your ERP.

These shopping cart solutions are built for B2C-focused businesses, as their orders are less complicated than B2B. For businesses that don't need an ERP to function as their single source of truth, a shopping cart solution can be an easy one-stop-shop. But, if you already have an ERP that houses all your critical product information, then you'll need to replicate it somehow on these shopping cart solutions. Either you'll need to manually ferry data from one platform to the other, or you'll need to use a third-party connector.



## Connectors

**If you already have a web store, but it doesn't connect with your ERP, you have two choices:**

- You can muddle along by manually moving data between the two systems, or;
- You can download a third-party connector.

Third party connectors are independent programs that connect your ERP to your e-commerce solution. They, more or less, get the two programs talking to each other. Through a connector, you can make changes to one system and have them reflected in the other. When a customer orders a product through your web store, the third-party connector will push that data to your ERP.

**Sounds great, right?** In theory.

**In reality**, these third-party connectors aren't perfect. They do not move data continuously; the data is moved periodically. Additionally, the data is replicated before it is moved, meaning that you still wind up with the same problems as an interfaced solution: no real-time accurate data and data duplication.

And when you do have problems, it's a nightmare to diagnose where they originate from. With three different pieces of software (ERP, connector, shopping cart solution), you have three different sources for any error. That means three different calls to three different support teams to iron out the issue. Troubleshooting becomes time-consuming...fast.

A third-party connector is like making a pipe out of duct-tape – sure, it “works,” but it's leaky and inefficient.



## Putting it into practice

ERP-integrated e-commerce is the ideal way to maximize your hefty ERP investment. It benefits both you and your buyers by providing an accurate and efficient web store that allows for business growth.

Those are the end-results. But what do they look like in real life? What happens when real companies make the choice to use ERP-integrated e-commerce to maximize their ERP investment?

**Let's take a look at how real companies benefitted from choosing Sana Commerce.**

## Part 2. Integrated e-commerce in action: how businesses have benefitted from transitioning to Sana Commerce

It's one thing to see the theoretical benefits of ERP-integrated e-commerce; it's quite another to see examples of companies actually maximizing their ERP investment through integrated e-commerce.

**We get it:** smart businesses want to see real-life examples of ERP-integrated e-commerce making a difference. We're ready to provide that.

Here are four businesses that partnered with Sana Commerce. Through their partnership, they have achieved increased sales and revenue, improved web traffic, and reduced strain on internal resources.

**Let's have a look.**

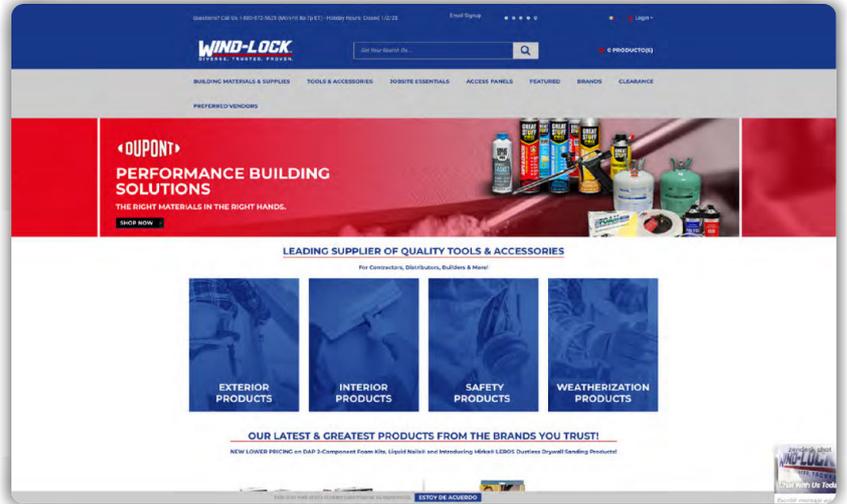


# Wind-lock

## Sales and web traffic elevated to the next level

Wind-lock is a leading supplier of building materials and tools accessories in North America. While they had a robust B2B dealer network, they wanted to expand their D2C offerings, and were hampered by a legacy e-commerce system. They needed a modern e-commerce solution that could handle a migration of their 3,000+ product catalogue, as well as be managed by a small marketing team.

Wind-lock chose Sana Commerce as their integrated e-commerce solution.



[Learn more about Wind-lock →](#)

The results have been truly impressive.



**65-70%** increase in sales, year-over-year, in just the first few months.



Average order value has increased by **\$43**, which is significant in the building materials industry.



**34%** increase in web traffic since transitioning to their new platform.

“Sana Commerce gave us the best opportunity to complete the project in a timely manner while maximizing our return on investment. So far those returns are paying off, big time!”



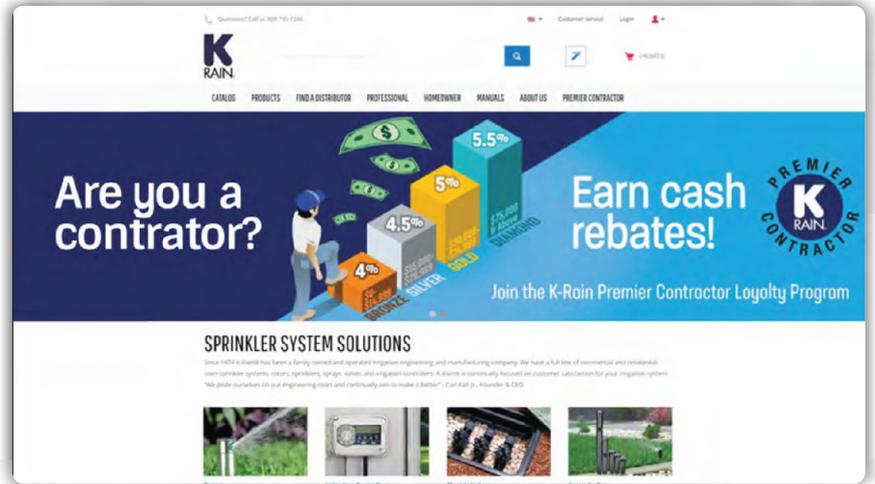
**Steve Guthrie**  
Director of Marketing & Communications at Wind-lock

# K-Rain Manufacturing

## Doubled traffic, 25% more sales

K-Rain Manufacturing was bogged down using a high-maintenance Magento platform. Magento (now Adobe Commerce) operates as a shopping cart solution, meaning that all the product information must be created and housed in the web store. Getting this information to and from an ERP requires leaky additional software.

K-Rain Manufacturing wanted an ERP-integrated solution that could help them scale the business without putting strain on their limited IT and marketing teams. They chose Sana Commerce.



[Learn more about K-Rain →](#)

K-Rain Manufacturing reaped a long list of benefits from making the switch from Magento, including:



**100% jump** in  
YOY **web traffic**



**25% boost**  
in **sales**



**70% of web traffic**  
being **inbound-driven**

“Sana Commerce has given us the opportunity as a small team to keep up with SEO best practices and Google’s algorithm changes over time. Our previous platform made it surprisingly difficult to do things as simple as adding an image. But because my team could easily copy and paste code directly from HTML injections in the interface, we didn’t have to rely on our IT team to make web content changes. As a result, we’re more efficient, getting a lot more repeat visitors, and we’re building more brand awareness.”

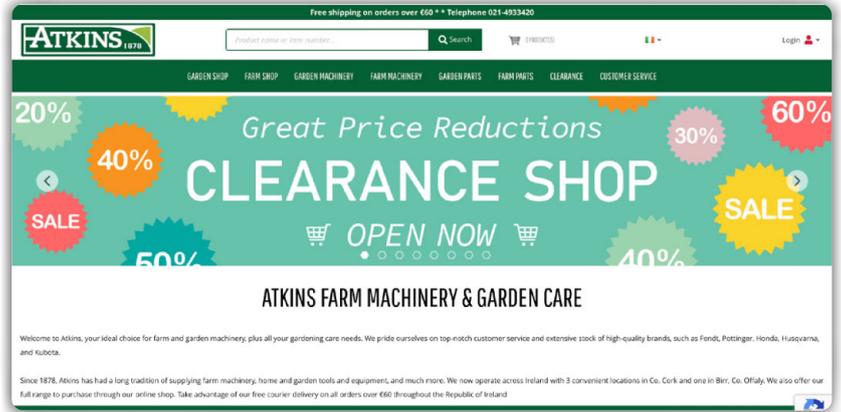
 **Emily Pelosi**  
Digital Marketing Consultant at K-Rain®

# John Atkins and Co Ltd

## 200% YTD revenue increase for B2B

That number speaks for itself:  
**200% YTD revenue increase for B2B.**

John Atkins, a farm and garden machinery supplier based in Ireland, chose to migrate to Sana Commerce Cloud thanks to Sana's tight integration with Microsoft Business Central 365 ERP.



[Learn more about Atkins →](#)

This successful migration resulted in:

 **Over 50% of business now conducted online**

 **B2B business is running at 200% YTD**

 **B2C business is running at over 190% YTD**

 **160% increase in overall traffic with organic search traffic accounting for more than 80% of these visitors**

“The migration to SCC was very, very straightforward — it was just a matter of copying and pasting the information. The initial setup with our ERP partner, Simply Dynamics, was also completely smooth. They were able to get the two systems talking to each other within an hour.”



**Joe Doherty**  
E-Commerce Project Manager at John Atkins & Co. Ltd

# Food and Dairy

## Seamless ordering and reduced strain on Customer Service

Food and Dairy Co is one of Sydney's leading Food and Dairy distributors. Prior to partnering with Sana Commerce, they were faced with a significant problem: they were consistently inundated by a flood of 700+ orders in a three-hour window – a volume they could not handle with their existing resources.

They chose to migrate to both a modern ERP (Business Central) and an ERP-integrated e-commerce platform (Sana Commerce). These decisions enabled Food and Dairy to roll out a Customer Portal, allowing their customers to place orders directly through a web store that could handle the surge of orders.



[Learn more about Food and Dairy →](#)

Ultimately, these adoptions resulted in:



**82%** of customers ordering online



**75%** fewer customer service calls

More automation, less strain on existing resources – ERP-integrated e-commerce allowed Food and Dairy Co to scale while staying nimble.

“We decided we needed to move to an online ordering system, and what we were using was quite outdated. I wouldn't even refer to it as an ERP (...) we were basically trying to squeeze a square peg into a round hole by using certain fields for purposes that they weren't meant for. Our efficiencies were out the window.”



**Daniel Wickman**  
CFO, Food & Dairy Co

## Choosing Sana Commerce: what comes next?

You've seen four examples of companies choosing Sana Commerce to maximize their ERP investment. From increased sales and boosted web traffic to reduced resource strain, the benefits are clear and concrete.

Those are the end-results. But what does the journey look like? What is the process of setting up ERP-integrated e-commerce?

Let's take a look at how you can leverage the full extent of your ERP through e-commerce integration

## Part 3.

# How to set up ERP-integrated e-commerce

Hopefully, by now, you have a firm grasp of how you can maximize your ERP investment through an integrated e-commerce solution.



### Sana Commerce: who we are

Sana Commerce is an e-commerce platform designed to help manufacturers, distributors and wholesalers succeed by fostering lasting relationships with customers who depend on them. How? By making your SAP or Microsoft Dynamics ERP and e-commerce work as one. This eliminates the system silos, unnecessary complexities and compromises caused by mainstream e-commerce solutions.

Integrated e-commerce is our specialty. That's why we wrote this guide. You now know how integrated e-commerce will maximize your ERP investment.

**Now it's time to learn exactly how the implementation process will run.**

Whenever choosing a new software project (in this case, e-commerce), it's important to understand what the journey will look like – from start to finish. This way, you can understand how the implementation will work, how the Sana Commerce team will partner with your business, and what steps are necessary to make the implementation a success.

We're going to walk you through what the implementation process looks like for our latest and most integrated offering: Sana Commerce Cloud, our [SaaS solution](#) that provides you with the maximum investment on your ERP through cloud-based integrated e-commerce.

**So, if you're ready, let's get started.**

## You've signed up for integrated e-commerce. What happens next?

Congratulations, you've decided to adopt an e-commerce platform that integrates directly with your ERP, making your ERP your single source of truth for your online and offline channels.

But ending up with a fully synced e-commerce solution doesn't happen overnight. After you've chosen to partner with an integrated e-commerce solution like Sana Commerce, our team gets fast to work on creating the backbone for your soon-to-be fully integrated e-commerce platform.

Start



### **Step one:** Sana stands up a web store

The first thing our team will do is “stand up” a web store in the Sana Platform.

#### **What does this mean?**

It means that we literally generate a web store (or a website) that will be housed on our platform. Our platform is run through the secure cloud computing service called Microsoft Azure, so you can be rest assured that your budding web store and its connection to your ERP will remain secure.



## **Step two:** Install our ERP add-on

Sana Commerce's integrated e-commerce model works by making your e-commerce solution and your ERP work as one. To do that, we install a small piece of proprietary code directly into your Microsoft Dynamics or SAP ERP. This little bit of code will add some additional table structure to your ERP (giving you extra functionality) and then provide the basis from which Sana Commerce Cloud pulls data and automatically creates e-commerce product pages from your ERP.

At this point, we have a newly created web store, and we have an optimized ERP. The next step is connecting the two pieces.



## **Step three:** Make the connection between the ERP and the web store

Now, we need to connect your ERP to your web store. This is completed by retrieving your URL and login information from your ERP. This information is then entered into your web store admin page. Once the information is entered, information will automatically flow from your ERP into the web store. It's that simple.



## **Step four:** Smoke testing

With any project, there are always going to be calibrations, edits, and configurations that need to take place to make your e-commerce the best it can be.

One of the processes we use to create a robust e-commerce solution, is called "smoke testing." Smoke testing is where our team (don't worry, we'll take care of the testing) makes sure there are no errors at the foundational level of your web store.

We will perform generic tests such as purchasing test orders or attempting to log in to the site. Each of these tests has a simple pass/fail metric, and we go through these fundamental-level tests to ensure the site is fully functional.

Once all the tests have been passed, your web store is considered stable. Your site now has a steady connection to your ERP, data is flowing between the two properly, and the major components of your site (ordering, login, inventory) work properly.



## Step five: Sana University

While our team performs smoke tests to ensure your web store is fully functional, you're off to Sana University!

What's Sana University? Sana University is our informational site, where clients (like you) go through guided live training with Sana product specialists. Through this process, you'll learn how to design your store, customize your products, segment your customer base, and all the other neat lessons you'll need to know to fully maximize your e-commerce experience.



## Step six: Let's build some content!

When we connected your ERP to your Sana Commerce web store, we automatically pulled all the product information you had on file: product descriptions and product images. This information was used to auto-generate a product page for every product already housed in your ERP.

Hundreds of hours of manual work, all done in a few seconds thanks to your ERP-integration. All you need to do is make copy adjustments.

With all your product pages automatically built, you can now focus your time on design work, expanding your "About us" page as well as adding new copy and media for certain products to give them some extra "oomph."

At this point, your web store is your oyster, and you are free to customize and add content until it looks the way you want it to look.

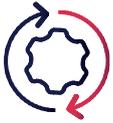
And, of course, if you have any questions or difficulties, Product Specialists are on hand to guide you through this process.



## Step seven: Optional customizations

At this stage, the Sana Commerce team will work to implement any optional customizations you have requested. These customizations are anything that requires additional coding on your behalf – meaning requests that we do not have a pre-designed solution for. Once the site is stable and the design work has been completed, we'll design and deploy the requested customizations, if there are any.

**Don't worry about learning coding – we'll take care of that on our end.**



## Step eight: Final round of testing

After your web store has been generated, your connection has been tested, your content has been built, and all customizations have been deployed, it's time for a final round of testing.

At this stage, your site is still not live, but it looks and functions just like a live e-commerce site would. So, the Sana Commerce team will perform the final round of tests, meticulously checking every connection, every request, every piece of functionality to make sure that your site will provide a seamless customer experience as soon as it goes live.

**Once all tests have been completed and your site passes with flying colors, it's time for go-live.**

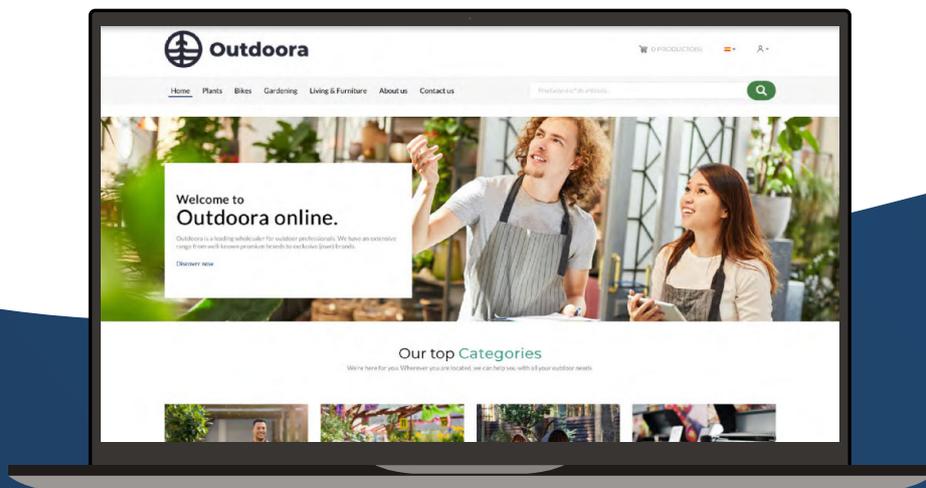


## Step nine: Go-live

**3, 2, 1: you're live!**

Just like that, your B2B web store is launched. Congrats, you've done it! Now, your buyers can access your site, make new accounts, and purchase goods. Your integrated e-commerce is up and running.

To ensure that your newly live site functions flawlessly, Sana Commerce provides 3 weeks of post-go-live support. Our team will work with you throughout this process to make any modifications, troubleshoot any issues, and optimize your store's performance to keep your web store running smoothly and to keep your buyers happy.



# Bringing it together: integrated e-commerce is the strongest way to maximize your ERP investment

Integrated e-commerce is one of the strongest solutions for maximizing your ERP investment. Your ERP is the brain of your business; it centralizes all of your business logic and data into a single platform. But it is expensive. As mentioned earlier, it costs an average of \$9000 per user to implement an ERP. Integrated e-commerce takes this back-office business logic and harnesses it to power your front-end web store.

## Choosing integrated e-commerce results in:

 <p>Automated and simplified business operations</p>	 <p>Increased efficiency and productivity</p>	 <p>Embedded payment solutions</p>	 <p>Business growth</p>
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Sana Commerce is an e-commerce platform designed to help manufacturers, distributors and wholesalers succeed by fostering lasting relationships with customers who depend on them.

**How?** By making your SAP or Microsoft Dynamics ERP and e-commerce work as one. This eliminates the system silos, unnecessary complexities and compromises caused by mainstream e-commerce solutions.

We have shown that integrated e-commerce works. Four companies, Wind-lock, K-Rain, Food and Dairy, and John Atkins experience clear and concrete improvements thanks to integrated e-commerce.

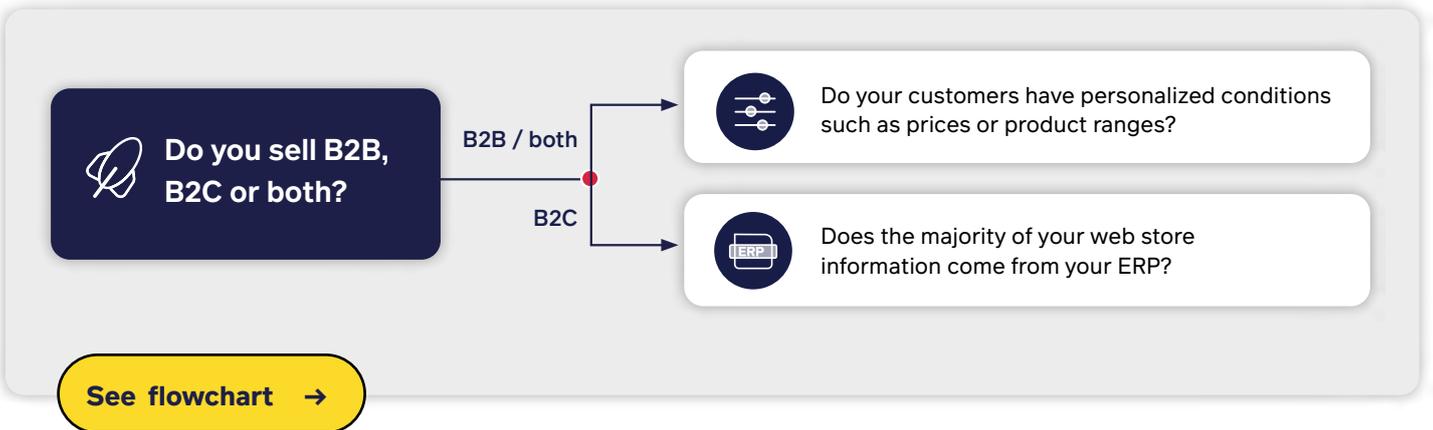
## These improvements include:

 <p>increased sales and revenue</p>	 <p>improved web traffic</p>	 <p>reduced strain on internal resources</p>
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And we've laid out the process for bringing an integrated e-commerce vision into reality – one that scales with your business to support growth. From standing up a web store to go-live, Sana Commerce will be there every step of the way to help you get the maximum investment from your ERP through integrated e-commerce.

Every smart business wants to invest in a modern web store to stay competitive. However, the market is flooded with options for e-commerce software vendors. Not every solution will be right for every business. Along with this guide, we've also developed this flowchart to help you decide which solution is right for you.

**Take a look to see where you land!**



**Gone through the flowchart?** Discovered that integrated e-commerce might be the right choice for your company? Are you interested in seeing how integrated e-commerce can help grow your business and provide a seamless customer experience?

**Schedule a personalized demo of our integrated e-commerce platform, Sana Commerce Cloud.**

**Book your demo today! →**

**Prioritize relationships, not just transactions.**  
SAP and Microsoft Dynamics e-commerce.



Gold Enterprise Resource Plan  
Gold Application Development  
Gold Cloud Platform



[www.sana-commerce.com](http://www.sana-commerce.com)

Whitepaper: Maximizing your ERP investment with ERP-integrated e-commerce  
Version EN 1.0 01/2023

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