



Helping Companies  
Sell Smarter





# The Aphix Digital Ordering Platform



We offer certified and trusted eCommerce and mobile app solutions for SAP Customers.

**SAP** Business One



# What We Offer to SAP Customers



## REAL-TIME INTEGRATION

Full seamless integration of your ERP and business management system SAP Business One with the Aphix Software digital ordering platform.



## ECOMMERCE SOLUTION

Award winning eCommerce technology with multiple options to suit your business needs, including B2B webshops, B2C retail eCommerce, customer and supplier portals, microsite, order punch out and more.



## MOBILE APP SUITE

Dedicated mobile ordering apps for both your customers and your sales team including a SalesRep app for field sales and van sales, branded customer apps, in-store sales apps, along with custom app development.



## FULL DIGITAL CATALOGUE

Management of even the largest catalogues from one platform allowing ease of use across multiple digital ordering products and marketplaces such as Amazon, eBay, Facebook and Instagram.



## SECURE CLOUD PLATFORM

A fully supported secure platform allowing customers to benefit from the fast deployment, a product roadmap with new features monthly, all with continuous in-house support and training from our customer success team.



## API & INTEGRATION

Integration of the platform with multiple API's including payment gateways like Worldpay, Stripe and Realex plus other tools like Mailchimp, HotJar, Campaign Monitor and more.

## Benefits



### Improve Customer Service

24/7 online ordering and account access for customers and your sales team across multiple devices



### Reach New Markets

Accept orders across different digital ordering products and marketplaces in multiple languages, time zones and currencies



### Reduce Complexity

With our SAAS (Software As A Service) model we manage, upgrade and support your software centrally



### Increase Business Efficiency

Save time and money while eliminating errors by reducing manual order processing



## Features

### PRODUCT INFORMATION

- ✓ Full digital catalogue
- ✓ Product images and descriptions
- ✓ Live stock levels
- ✓ Product categories
- ✓ Special offers & marketing communications

### CUSTOMER INFORMATION

- ✓ Customer or group specific pricing
- ✓ Statements & invoices
- ✓ Customer order history
- ✓ Recent products and favourites
- ✓ Account information like billing details, credit history etc.

### PLACING & RECEIVING ORDERS

- ✓ 24/7 live ordering
- ✓ Quick order function
- ✓ Easy repeat ordering
- ✓ Orders ready for picking & dispatch
- ✓ Orders placed directly into SAP Business One



For more info on integrating with SAP, see:  
[www.aphixsoftware.com/sap-business-one.html](http://www.aphixsoftware.com/sap-business-one.html)



# eCommerce Suite



## B2B eCommerce and More integrated in Real-time with your ERP



Whether you sell solely to B2B, B2C or a combination of the two; sell to global markets or have a huge network of resellers; the Aphix eCommerce suite has the right eCommerce solution for your business. Our eCommerce products are all integrated in real-time to your back end stock management system / ERP.

We can offer one or multiple eCommerce solutions all from the one secure Cloud Platform:

- ✓ Customer Ordering Portals
- ✓ B2B eCommerce WebShops
- ✓ B2C Retail eCommerce WebShops
- ✓ Multi Region Sites / Internationalisation
- ✓ Microsites / Brand Sites
- ✓ Supplier Portals
- ✓ Order Punchout



**Book a Full Product Demo Today**

Phone: UK: +44 (0)1908 464 220 / Ireland: +353 (0)41 213 7222  
Email: [sales@aphixsoftware.com](mailto:sales@aphixsoftware.com)



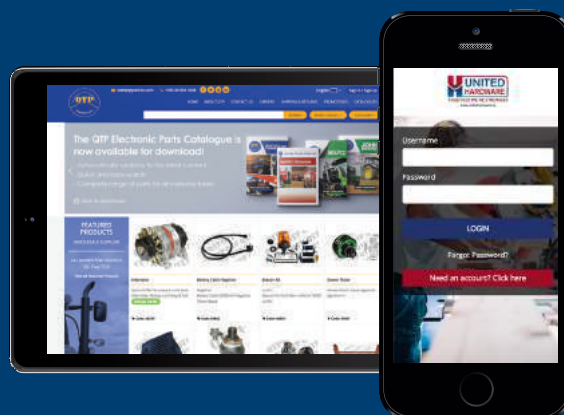
## Great for you

- ✓ Robust SEO and Social Selling Functionality
- ✓ Digital Catalogue Management
- ✓ Intuitive, Easy Content Management System
- ✓ Exceptional support & training
- ✓ Powerful Security Protocols
- ✓ Industry-Leading Commitment to 99.95% Uptime
- ✓ Sell Anywhere (Amazon, eBay, Google and more)
- ✓ API-Supported
- ✓ Hundreds of Satisfied Customers...



## Great for your customers

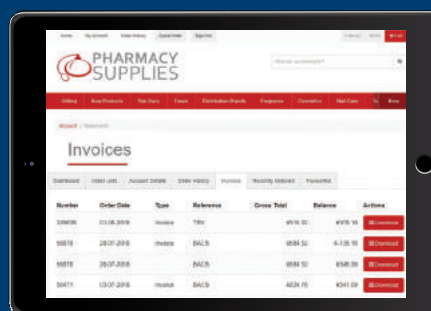
- ✓ Superb User Experience across multiple devices
- ✓ 24/7 live ordering
- ✓ Real-Time Information
- ✓ Individual Customer Pricing
- ✓ Live Stock Information
- ✓ Easy Re-Ordering
- ✓ Full Account History
- ✓ Access Statements and Invoices
- ✓ Support for all Major Payment Gateways



## Full ERP integration

No need for multiple systems that don't communicate with each other. All our eCommerce products fully integrate with your back-end ERP or stock management system

- ✓ Seamless real-time integration with your ERP
- ✓ No Manual Order Processing
- ✓ Live stock, pricing and customer account details
- ✓ Orders placed directly into your ERP
- ✓ Ready in real-time for picking & dispatch



Integration with our ERP system is a massive benefit to us. All customers' price lists are available to them immediately. We now spend less time phoning the office to check pricing and stock levels, which means more time for internal sales to actually sell, follow up quotes and chase leads.



Ian McLoughlin,  
Demense Electrical



# Mobile App Suite



## Order on the Go with our Mobile App Suite

Mobile ordering on the go will empower your customers and your sales force. Our platform allows you to diversify your digital offering even further with easy to deploy integrated mobile ordering apps. All our apps are built for iOS and Android with real-time information, orders direct to your ERP and both online and offline access.

The Aphix Mobile App Suite includes solutions for:

- ✓ Field Sales
- ✓ Van Sales
- ✓ Customer Branded Mobile Apps
- ✓ In-Store Sales Assistant
- ✓ Custom Mobile App Development



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# SalesRep App

## Designed for your sales team.

Fast track your sales force with SalesRep by Aphix Software. Suitable for field sales, van sales and as an in-store sales assistant. The integrated mobile app solution helps your entire sales team to sell smarter.

- ✓ Access to your full product catalogue and customers, at all times, on iOS and Android
- ✓ Create sales orders directly into your ERP
- ✓ Manage orders on the go, whether you have internet access or not
- ✓ Ever-improving product with frequent updates and support when you need it
- ✓ Significantly reduce order processing costs while growing revenue
- ✓ Increase efficiency and accuracy of orders while saving time and overheads



### FEATURES

#### REAL TIME INTEGRATION

Real Time Trade Specific Prices  
Live Stock Data  
Full Access to Customer Information

#### ACCESS ALL CUSTOMER INFORMATION

Account Overview

Trade Prices  
Full Order History  
Invoices  
Credit Limits  
Order on Credit  
Quick Order  
Reorder

#### CATALOGUE AND ORDER MANAGEMENT

Online & Offline Ordering

Advanced Searching and Filtering  
Unlimited Categories  
Unlimited Products  
Multiple Product Images

#### SALES REP DASHBOARD

Sales Targets and Statistics  
Diary  
Map and Directions  
Message Box

#### MARKETING

Related Products  
Top Products  
Accessory Pack Bundles  
Special Offers

#### INTERNATIONALISATION

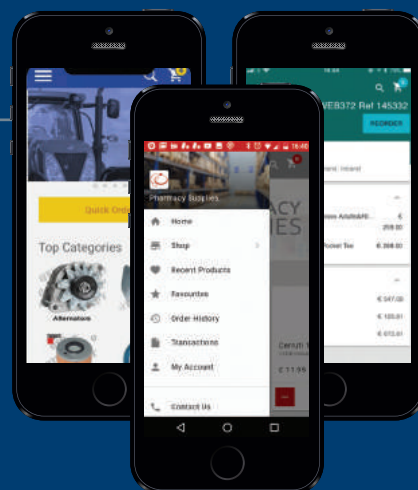
Multicurrency  
Multilingual

# PocketShop App

## Designed for your customer.

The Customer Ordering App from Aphix Software. Delivering a great mobile ordering experience for your customers, anytime, anywhere. Have your company branded app in the app store in less than 4 weeks.

- ✓ Easy & Efficient Ordering 24/7 365
- ✓ Better user experience on mobile devices
- ✓ Improved customer communication
- ✓ Increased digital orders
- ✓ Real-time stock, pricing and account information
- ✓ Live ordering straight to your ERP
- ✓ Branded for your company



### FEATURES

#### BRANDED FOR YOUR COMPANY

Branded with your company logo and brand colours. Includes your company profile and important information

#### APPLE AND ANDROID SUPPORT

The app will be listed on the

Apple and Android App Stores under your store / brand name

#### ORDERING FEATURES

Compile an Order from Catalogue  
Repeat Order (from order history)  
Quick Order allowing a large order to be compiled from a single screen

#### LOGIN & REGISTRATION

Customer Login (for B2B/ trade accounts)  
Forgot Password Feature

#### CUSTOMER ACCOUNT

Account Overview  
Order History (View by Status)  
Account Statement: Invoices & Credit notes  
View Favourites

#### USAGE AND ANALYTICS

Statistics on Downloads, Customer Orders (by value and volume), Customer Quotations (by value and Volume) as well as other usage statistics will be provided to you, the merchant.



We've gone from wheeling around vast amounts of catalogues in large briefcases, to walking into a customer with our entire catalogue on an iPad. That along with live ordering straight into our back end systems. It's 100% better!

- John Cunningham, Creative Stamping



IRISH CREATIVE STAMPING LTD.



# VanSales App



## Streamline Sales & Deliveries with the VanSales App

The Aphix VanSales App fully integrates with **SAP Business One** to provide an efficient solution that increases the speed of invoicing, reduces customer queries, makes customer payment easier and improves order to cash time.

The app operates both online or offline and provides your field sales teams with all the information they need to manage the sales process from start to finish.

Your sales reps can easily submit sales orders, print order confirmations, provide delivery dockets or proforma invoices on the spot for your customer.

Every transaction is automatically synced to **SAP Business One** for processing and order information is easily retrievable in seconds using the user-friendly interface.



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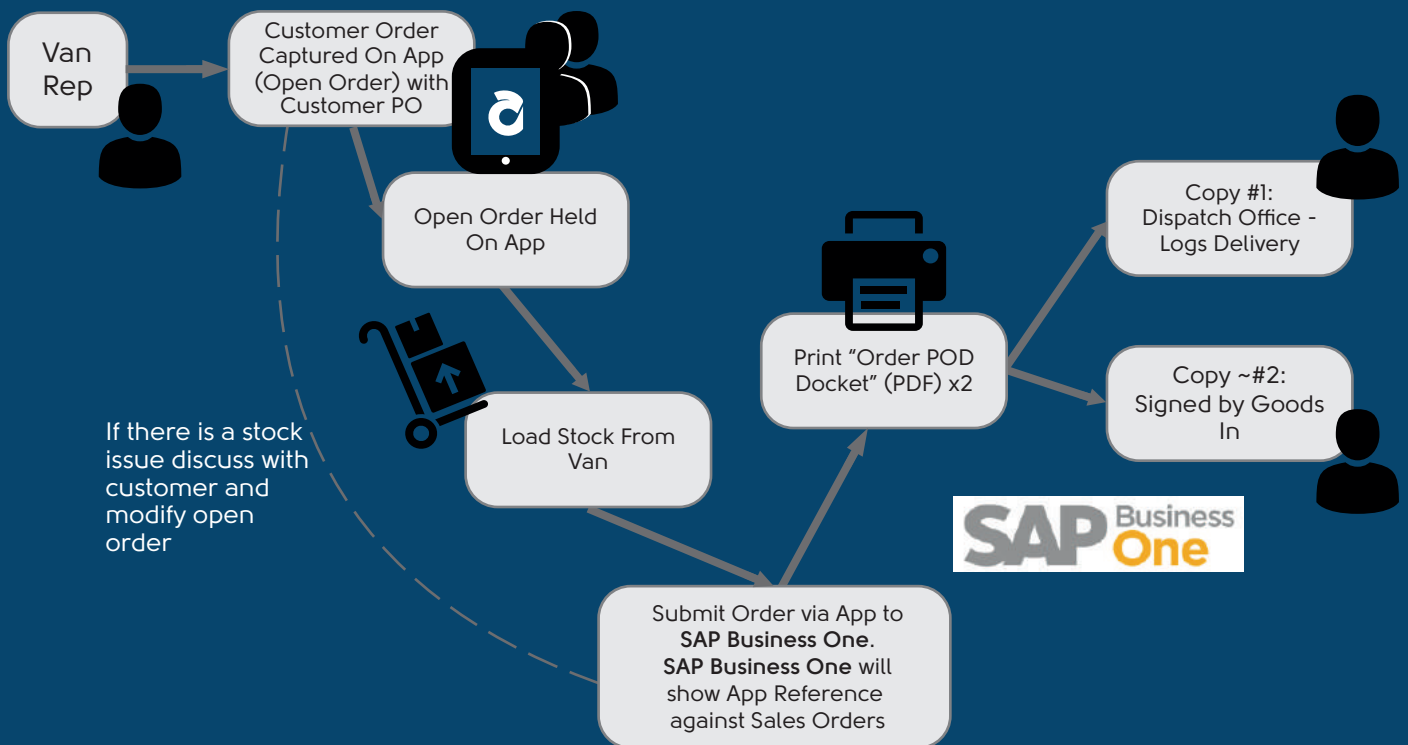




# VanSales App

## What the VanSales app provides:

- ✓ Full product catalogue both offline and online
- ✓ Electronic signature capture on mobile devices
- ✓ Access customer specific pricing on demand
- ✓ Choose stock/van locations to fulfill orders
- ✓ Accept cash/card payments tailored to your workflow
- ✓ Proof of delivery in hard or soft copy
- ✓ Provide overdue account status to sales reps



"Our overall experience with Aphia Software has been very positive. The Aphia App is used by over 15 of our employees out on the road. It lets them place orders directly, which means less time on the phone for our admin staff and more value added to other areas of the business."

Aidan Killen - Office Manager - Excellence Ltd.



# Customer Success Story

## United Hardware



ERP System - SAP Business One  
Solutions Implemented - B2B Portal  
Industry - Wholesale & Distribution

## The Challenge

- ✓ Integrate with SAP Business One
- ✓ Provided Gated Customer Login
- ✓ Allow Members to Self Service
- ✓ Be Accessible on all Devices
- ✓ Maximise Investment in SAP Business One



## Get in touch

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## Company Background

United Hardware is an Irish owned hardware and homeware group founded in 2009. They supply and operate the well known Homevalue hardware and Arro retail brands on behalf of their members across Ireland.

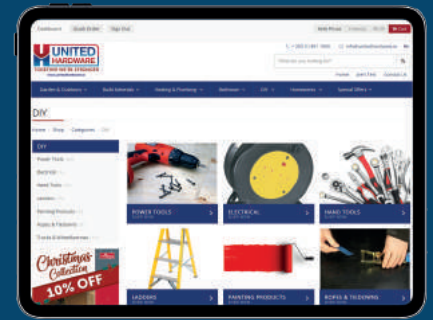
The group comprises of 154 stores nationwide which caters to a diverse customer base of both trade and DIY. With an average turnover of over €400 million per year, they directly employ 43 staff with a further 1,300 staff employed indirectly through their network of branded retail sites.

Operating from a purpose built warehouse located on the outskirts of Dublin, their overall mission is to deliver enhanced purchasing power, marketing, logistics and business advisory support to the independent hardware, homeware and agricultural retailers



# The Solution

- ✓ A scalable solution called 'United Toolbox'
- ✓ Digital Ordering Online for Group Members
- ✓ Fully Integrated with SAP Business One
- ✓ Members can Manage Accounts Online
- ✓ Members can Implement branded B2C Websites



# Benefits

- ✓ 20% Increase in Online Ordering
- ✓ Increased Diversity in Product Selection
- ✓ Improved Visibility over Order, Invoice & Status
- ✓ Smart Product Search Using Meta Keywords
- ✓ DOP Certs, Technical Specs, & Assembly Instructions are Downloaded Directly from SAP Business One.



# Features

- ✓ 'Single Sign-On' Access
- ✓ Single Page Checkout for Faster Ordering
- ✓ Live Catalogue Sync with SAP Business One
- ✓ Real-Time Data Integration
- ✓ 24/7 Online Ordering

"What really stands out about Aphix, is that they not only provide a highly functional state of the art platform for eCommerce, but they also make suggestions and find solutions to the complex issues we face. This is very important as it feels like we have invested in not only a software provider but a real business partner and solutions provider"

**Joseph O Conghaile - Head of Digital Marketing**



For more info on our Customer Success Stories go to  
[www.aphixsoftware.com/customer-case-studies.html](http://www.aphixsoftware.com/customer-case-studies.html)





Connecting buyers and sellers  
to drive growth in your business



Find out more at [www.aphixsoftware.com](http://www.aphixsoftware.com)

## Trusted by over 200 customers

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### Customer Testimonial

“



We have signed up new trade customers, have gained entry to new markets. We can now reach customers where our field reps previously could not. eCommerce sales now represent almost 30% of our global sales revenues and 60% of all new business is online.

”

Simon Grennan,  
MD, Quality Tractor Parts

## Get in touch today

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Find out more about integrating SAP Business One with an eCommerce solution at [www.aphixsoftware.com](http://www.aphixsoftware.com) or get in touch with one of our experts today at +44 (0)1932 212 777 or [info@seidor.uk](mailto:info@seidor.uk)