

# E-Commerce Solutions

COMPLETE POINT OF SALE INTEGRATION FROM WINDWARD SOFTWARE

Traditional store-based retail is not going away. Customers will shop in stores as they always have. They are soon expecting the level of service to include web enabled retail services as a matter of course.

Customers will also expect more sophisticated handling of information about themselves and about their purchases than they would have expected in the past. Tolerance for a retailer's ignorance about their history or preferences is decreasing. This is only natural as expectations rise by experience.

**Thus no retailer can afford to be without**  
**1. a superior retail management system**  
**2. an effective ecommerce solution.**

The web store extends the physical store, and is an effective tool for attracting new shoppers and enhancing customer service creatively.

E-commerce strategy is a decision as important as location, merchandise or personnel. A key element that any retailer today should be looking for is integrated e-commerce. Oddly, the majority of e-commerce solutions on the market today, do not integrate the physical store with the web store.

**Electronic commerce (e-commerce) has already reshaped the retail world, and the pace of this transformation continues to accelerate.**

## **Manage Your Inventory Once**

Windward System Five lets you manage your inventory and upload the changes to the web site, avoiding duplication of work.

## **Choose Your Items**

Instead of sending your entire inventory up to the web site, you can pick and choose which to sell on the web.

## **Add Pictures In Store**

Pictures are common on the web. Windward System Five also allows you to use those pictures in your physical location.

## **Add A Web Terminal In Your Store**

Why only let consumers browse your inventory from home. Put a terminal in the store to help them make their selections.



**Integrate your web store with your physical store using Windward System Five**

  
software inc  
Australia & New Zealand



## **Orders Posted directly**

Save time, effort and prevent errors by having the orders loaded directly into Windward System Five. Other systems send you an e-mail that you must re-enter.

## **Prevent Overselling**

Optionally control your inventory by having your quantities polled to prevent overselling. Of course, if you special order and drop ship, this option can be turned off. You decide.

## **Customer Pricing**

Do you offer special pricing to your customers? These rules can be automatically updated to the e-commerce system to ensure they always get the right price.



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THE ONLY SYSTEM YOU WILL EVER NEED

**There are four steps to implementing and operating an integrated on-line retail store:**

## **Step 1. Build the Store**

Working with a Windward System Five representative, you will select the layout and service that meets your specific needs. We will work with your graphic artists or web designers to give your site it's style or let us help you with this process. You'll own your own domain name, but we'll host the site for you and ensure it stays up. Optionally, you may want to run the server at your own location.

## **Step 2. Stock the Shelves**

Our E-commerce solution works in tandem with Windward System Five and empowers you to maintain the online store catalog, adding rich text and images to the existing inventory SKUs - preparing the information for maximum impact on the web store shelf.

## **Step 3. Fulfill the Orders**

Windward E-commerce solutions integrates the web generated sales orders into your existing Windward System – automatically. No manual re-keying is required.

## **Step 4. Manage the Store**

Features provided by Windward's E-commerce package will enable you to manage your web store after it is in operation. This includes functions such as changing content, store location, hours and website marketing.

To achieve integration, you must have the ability to have your physical store communicate and share information with your web store. The steps outlined here assume that you are already using Windward System Five software. If you are not already using System Five, but would like to explore a fully integrated solution, our network of Windward Resellers can help guide you through the process, or contact us directly for more information.

Windward's E-commerce solution includes full integration between the store and the web store. It provides the structure for displaying the catalog while allowing the retailer to choose the layout template and to design their own look and feel.

Our solution enables a retailer to automatically exchange data between Windward System Five and their web store. Inventory, customers and sales orders flow back and forth between the two sites, keeping both up to date as needed.

Managers will enjoy the full spectrum of Windward's reports and analysis tools to track the sales and effectiveness of various sales campaigns. You can even create your own reports with our report writer.

Creating a Web Store takes planning, preparation and work on the part of the retailer, no matter how sophisticated the system. The retailer must get involved with designing the look and feel, which merchandise to post to the site and the policies and procedures of how to display and describe the products.

**And most importantly - from the beginning your web store should be integrated with your physical store.**

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