



Trek Global

**Why Webstores Should Be Fully
Integrated to Your ERP**

Overview

We're going to explore some of the challenges and solutions with webstore integration:

- Extra labor costs
- Inventory issues
- Double entry of data
- Fulfillment delays

Challenges: Extra Labor Costs

Without integration between webstore and ERP, employees are updating two systems manually

- Updating inventory numbers in the webstore
- Re-entering customer order information into the accounting system
- Hand updating central inventory from web orders
- Re-entering shipment information onto order confirmations to the customer

Challenges: Inventory Issues

What happens when your webstore inventory is outdated?

- Sell items you don't have any more

Exponential growth of wasted labor

- Figure out what went wrong
- Contact the customer
- Refund payment
- All this chasing with no income

Challenges: Inventory Issues

Customers become dissatisfied with your service

You risk:

- Losing future business with those customers
- A tarnished reputation
- Negative feedback in your webstore

Challenges: Double Data Entry

Without an integrated ERP, ecomm companies double and sometimes triple enter data

- Enter into accounting, inventory
- Passing papers everywhere
- Measurable extra clerical labor
- Time spent dealing with errors

Inaccurate accounting and painful reconciliation

Challenges: Fulfillment Delays

Without an integrated ERP, order fulfillment is delayed

- Manual and paper steps between the webstore and the warehouse slow things down
- Delay between order and fulfillment affects customer satisfaction
- Also affects bottom line (delay in collecting cash)
- Prone to errors

Solutions with Cloud ERP

Set up integration between your webstore
and a cloud ERP solution

Make sure your store and ERP support
a full API that includes robust

- Inventory
- Product Catalog and pricing
- Order and Payment Data
- Order Status and History

Solutions: Resolve Data Errors

Integration with your webstore allows data to flow between systems

- Webstore and warehouse current on inventory regardless of number of sales channels
- Accurate catalogs and pricing immediately reflected
- Customer visibility to fulfillment status
- Cards authorized in web store and charged in ERP give quickest cash collection
- Orders go immediately to the warehouse
- Accounting is always accurate

Conclusion

Integrating your webstore with an ERP has a significant ROI

- Stop many manual processes
- Increase productivity
- Collect cash sooner
- Reduce risk of errors
- Know what inventory is on hand
- Improve fulfillment
- Greater customer satisfaction

For more information on this topic, listen to the full audio podcast: trekglobal.com/podcasts/enhance-warehousing

Additional topics can be found at:
trekglobal.com/podcasts