COMPREHENSIVE BUSINESS TO BUSINESS SOLUTION

For business-to-business (B2B) companies, the entire business model is focused on customer retention.

Hitachi Solutions Ecommerce provides your customers with a superior and personalized online experience that supports quick, and efficient order placement.

And for merchants, being able to gain instant access to customer orders and purchasing habits, and to segment their clients into different classes, enables them to get clear insight into each customer interests and activities.

With Hitachi Solutions Ecommerce providing a user-friendly system rich in B2B functionality, you will strengthen your relationships with customers by offering them products more attuned to their needs and activities, and thus provide them with overall greater value.

Hitachi Solutions Ecommerce has processed more than **$10 billion in revenues** for our clients on the platform.

Hitachi Solutions Ecommerce helps you:

- Increase conversions by improving native design functionality and streamlining checkout.
- Gain complete oversight over each online store's activity and customer needs.
- Empower your customers with a self-service "My Account" portal.
- Provide the highest security standards with PCI compliance

Why Hitachi Solutions

We offer deep industry expertise combined with decades of experience providing high-value solutions that deliver rapid return on investment. Our approach is designed to give you a faster, lower-risk implementation and rapid adoption through proven best practices.

- It starts with **core technologies** integrated with Microsoft Dynamics ERP so you can get up and running quickly
- We extend that with our **consistent investment** in the product that gives you cutting-edge technology developed with both B2B and B2C in mind
- Finally, we deliver a **robust solution** to provide the functionality you need, so you can focus on your unique strengths, not on basic technology

Segment Customers

With the Excel-like interface of the Manager Panel, you can filter your customer base down to a particular customer category, and then view the order history details of each individual customer in that category the shopper is using, and adapts its design and resolution to the size of the screen.

- **Create different** customer categories according you your customer base, and assign customers to the right class (e.g. corporate customer, reseller, government customer) with individual rules for each customer category.
- **Allow different** payment methods (credit card, check, wire, on account) by customer category-e.g. retail customers can only pay by credit card, but corporate customers can pay by credit card or put an order on their account
- **Set default** payment methods by customer category
- **Charge or don't charge** tax by customer category (e.g. no tax for resellers)
- **Restrict shipping** methods by customer category (e.g. no FedEx One Day for government customers)
- **Set default** shipping methods by customer category

Customer Dashboards

Provide your customers with quick and easy purchasing processes – for example, a customer can view invoice details and then directly pay with a click of a button.

- **View** order history
- **Copy a past order** into a new order, saving time for order entry
- **View sales quotes** with negotiated pricing and convert a quote to an order
- **View purchase history** with the ability to order from it
- **View outstanding balance** versus credit limit
- **Pay invoices** via ACH credit card
- **View software downloads**
- **View and update email** preferences, including subscriptions to newsletters

Personalized Ecommerce

Create customer level pricing on product categories or specific items. Different customers see different pricing when logged in.

- **Personalize a store** with items, pricing, and discounts based on the customer
- **Create a store** look and feel, template, and catalog that is based on the customer that is visiting the store
- **Set up pricing** according to different parameters:
  - **Customer Level** determine the different purchasing levels that your customers can earn, then set prices to reflect those levels (e.g. gold, silver, diamond, etc.)
  - **Customer Level Item Category Discounts** configure varying prices for customer levels on product categories (e.g. 5% off on items at the sliver level, 10% off items at gold).
  - **Item Discounts by Customer Level** assign discounts on individual products for each customer level
  - **Customer-based Pricing from ERP-based Price List** sync the pricing lists in your ERP system with the prices that you offer your customers
- Allow multiple users per customer account by enabling a customer to have multiple logins and user names associated with a single account
  - Ability to have regular customer users and administrative customer users
  - Users can have separate address books
  - Ability to set different user permissions – e.g. administrative users can see orders by all customer users; non-admin users can see their orders only
  - Allow individual users to set email preferences for order confirmations, shipping notifications, etc.

Efficient Order Entry

Quick order entry allows customers to create and save lists of items, and then apply a list (or more) to the order – saving customers' time and making the ordering process more efficient.

- **Enable quick order entry** for customers, thus increasing order output and strengthening relationships with the customer
- **Merchants can allow customers to:**
  - Search an item by item #, keywords, categories, etc.
  - Add multiple items simultaneously to an order
  - Create and save quick order lists with multiple items, with the ability to add all the items in the list instantly to an order
  - Create lists manually by selecting items to add; or create lists in Excel that contain item codes and quantities, and then upload those Excel lists to the portal