



COMPREHENSIVE B2B AND B2C ECOMMERCE SYSTEM

Hitachi Solutions Ecommerce provides a comprehensive Business-to-Business (B2B) and Business-to-Consumer (B2C) ecommerce system that is rich in merchandising, inventory, and marketing capabilities.

This system is optimized to provide a user-friendly, premium shopping experience for customers and an essential business management tool for administrators.

With its native search engine optimized web store capabilities, Hitachi Solutions Ecommerce provides a software platform that advances brand awareness and ensures a higher outreach to both existing and potential customers.

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



Responsive Web Design

Merchants benefit from an online store that automatically understands which device the shopper is using, and adapts its design and resolution to the size of the screen.

- **Improve conversion rates**—Allow customers to access your web store through multiple devices to create longer engagement with them, which promotes higher sales conversion rates.
- **Fluid design**—Individual design elements adapt to changing screen sizes, leaving less room for distortion and hurting the user experience.
- **Catalog and theme mapping**—Products can easily be assigned different themes and templates suitable to particular devices as per which catalog they belong to.



Multi-Store Order Management

Get an instant look into customer data and orders for complete oversight over each online store's activity and customer needs.

- **Gain visibility**—Monitor customer interactions with a 360-degree view of customer data and history, monitor order acceptance and fulfillment, and create and track quotes.
- **Minimize clicks**—Easily convert quotes to orders and manage merchandise within the integrated catalog.
- **Efficient bulk order upload and management**
- **Zero touch order processing**—Built-in auto fraud and auto hold parameters eliminate fraudulent activity.



Multi-Level Product Catalog

An unlimited number of product attributes can be displayed with an item (such as color, size, style, etc.) and customers can instantly view the item in the selected attribute.

- **Powerful search capabilities**—"Most popular searches" contain the most frequently searched keywords on the storefront (and indicate the keyword popularity with font size).
- **Email alerts**—Notify customers when an out-of-stock item becomes available
- **Product reviews**—Display "what customers are saying" widgets on your store's homepage.
- **Quick View and product comparisons**



Multiple Payment Options & Multicurrency Management

Easily configure various payment gateways and assign them to the front-end store from back-end administration with Hitachi Solutions Ecommerce. A store manager can set up certain payment gateways for multiple storefronts.

- **Integration with major credit-card gateways**—PayPal, PayFlow Pro, Chase Paymentech, Verifone, CyberSource, Authorize.net and many more.
- **Provide customer-specific payment gateways**—For example, ACH for B2B customers
- **Place orders on hold**—A merchant can hold on shipping an order until the eCheck payment is cleared by the bank.
- **Integrate with CIM Service**—Simplify compliance with the PCIDSS by storing credit card details on the Authorize.net data center and retrieving them whenever needed.
- **Multi-currency management**—Configure different stores in different geographies with currency as per geographic preferences. Set up different currencies at store level, customer class level, or individual customer level.
- **Multi-lingual capabilities**—Publish web stores in a variety of languages.
- **Microsoft Dynamics ERP Multi-Currency Price Contracts**—Import price contracts automatically and offer them to various customers in an ecommerce store front.
- **Zero touch order fulfillment**—Allow back office fulfillment, invoicing, and collection processes in multiple currencies to work seamlessly.



Merchandising Management

Strategically market and manage your products by playing to your customers' interests. Highlight products based on their shopping habits with powerful cross-selling and up-selling features.

- **Cross-sell and up-sell opportunities**—Display new arrivals and items on sale, and group products together to give customers better insight into your merchandise. Include "customers who bought also bought" and "best sellers" on product details or shopping cart checkouts.
- **Branding and servicing different customers**—run multiple storefronts and catalogs to showcase the same product with different look and feels in different categories/product details.
- **Email alerts**—Notify customers when an out-of-stock item becomes available
- **SEO Optimization**—Re-write your store URL to make it more SEO-friendly and capture more potential customers.
- **Provide easy purchase and redemption of gift cards online**
- **Bring products to life by posting online videos of items, item usage, etc. on your site.**



Customer Self-Service

Finding information is quick and simple using the “My Account” section of the customer portal. The need to call a customer service representative is minimized due to the accessibility of information within the customer portal.

- **Wish lists and want lists**—Whether B2B or B2C, customers can save items to their wish list and order them when they are back in stock, or when they are ready to make the purchase.
- **Saved and pending carts**—Upon sign in, customers are reminded of pending cart items and may also save carts.
- **Provide CSRs with full control of quotation prices**—Use system prices, apply discount coupons, or manually override unit price and shipping charges to offer a competitive quote.



Customer Reward Programs

Ensure customer retention by providing customers the ability to earn reward points. Set up different rules on reward programs to offer customers a variety of reward options, such as minimum number of reward points required to redeem, minimum purchase amount required to redeem, maximum number of reward points redeemed per order, and more.

- **Store managers may view complete customer points histories of rewards and redemptions at any time**
- **Detailed reports**—Show earned/redeemed/expired rewards points on a month basis, allowing the accounting manager to put these entries in General Ledger and track accounts properly.



Returns Management

Provide flexibility in allowing customers to return the entire order, entire order line, or just a partial quantity on the order line.

- **Establish return policies**—Define return reason codes, define who pays for shipping charges, and provide different refunds to customers based on eligibility (full refund, partial, etc.)
- **Offer customers the ability to initiate and track returns**
- **Ability to accept customer return requests**
- **Automatically validate if a return request is valid or not**



Quick Order Entry

Enhanced Quick Order Entry for B2B customers improves the shopper’s experience on the website while placing an order, offering a user-friendly system that makes bulk ordering simple and straightforward.

- **Easy bulk purchase**—Allow the direct import of product SKUs and their quantities from Excel to the store website.
- **Familiar Excel-like interface**—Minimize clicks and save time to order.
- **Customers can quickly select saved product lists for future reference and purchases**

