

# Customer Portal

Launch an interactive presence, or enhance your existing one, with our integrated portal technology. With the optional Apprise® Customer Portal, you can expand your markets, enable real-time sales and service, reduce your costs, and increase the productivity of your sales force and customer service personnel.

## Increased sales and revenues

Reduce sale-to-revenue cycle time by providing your sales team and customers with the ability to enter their orders online — from anywhere at anytime — with ease. Leverage flexible business-to-business and business-to-consumer selling options to grow revenues with your existing customers while also exploring new markets. Utilize credit card transaction interfaces to capture real-time sales and revenues.

## Improved customer service

Integrated customer-specific pricing and discounting reduces order errors and improves customer satisfaction by enabling consistent, seamless, on-line and off-line quoting and selling. On-line inventory capabilities improve customer communications by providing sales teams, customer service personnel, and customers with real-time insight into product availability and allocation. Robust inquiries, including order status, delivery options, invoices, account balances, and general help, give customers 24/7 access to the information they need without requiring the direct assistance of limited customer service resources — reducing costs and improving productivity.

## Business efficiency and profitability gains

Save time and effort in establishing and managing your on-line presence and e-commerce capabilities with centralized, fully-integrated data management. Improve sales efficiencies by providing flexible access to real-time customer and inventory information. Reduce the demands on your limited customer service resources by providing on-line help and service options that empower your customers and reduce your cost of service. Cover all the costs of on-line orders by automatically applying freight and other additional charges based on your business rules. Maximize your profits by capturing on-line customer orders that are aligned with current contract terms for pricing and discounting, as well as your credit and margin management rules.

Our integrated Customer Portal helps you optimize business performance, productivity and customer satisfaction.

# Apprise® Customer Portal

- > **Fully integrated data management** — streamlined information without duplicate effort
- > **Flexible development tools** enable you to easily customize the look and feel of your online B2B and B2C environment
- > **Dynamic site creation** — our self-hosted or Apprise-hosted solution gives you reliable and flexible ecommerce options. Customer Portal is designed to support simplified content creation without HTML code writing. Or, for a customized look, feel and user experience, tap our industry standard customization tools that make it easy for you to create a more personalized user experience. Either way, the choice is yours.
- > **Robust web platform** built on a foundation of standard technologies including ASP.Net and AJAX, uses cascading style sheets (CSS) for maximum flexibility and power
- > **Filtered search options** enable your web visitors to personalize web queries for faster, more efficient searches of your product line, pricing and other data
- > **Sales force access** — on-demand orders and inquiries; access to real-time information
- > **Product, category and catalog management** — full control over on-line capabilities
- > **Product pricing and discounting** — flexible pricing levels and options fully integrated with your Apprise ERP application
- > **Inventory availability and allocation** — integrated view of inventory and customer allocation priorities
- > **Business-to-business or business-to-consumer selling** — improve your B2B and B2C presence with flexible tools that enable you to expand your markets and increase your revenue opportunities
- > **Customer specific product and pricing information** — seamless order quoting for online and offline transactions helps deliver a consistent customer experience for improved satisfaction
- > **Online ordering and order status inquiries** — flexible and secure access for all your internal and external stakeholders, from sales and service personnel to your customers
- > **Online balance, invoice and history access** — give customers real-time access to view and print account status information, including: account balance, invoices and history
- > **Credit checks and order margin holds** — optimize receivables and manage profitability
- > **Credit card interface** — give your customers the convenience and flexibility to make payments via our secure and reliable credit card interface that enables real-time sales orders
- > **Freight charges** — cover costs by automatically applying charges based on your business rules
- > **Fleet delivery** — give customers insight into delivery options and timeframes wherever and whenever they need it

## Making your supply chain better, so you can run a better business

Apprise is focused on solving the unique supply chain challenges of consumer goods manufacturers, importers and distributors. With industry-specific ERP software and a global team that understands your business, helping our clients achieve more is what we do best.

For more information, contact [sales@apprise.com](mailto:sales@apprise.com) or visit us at [apprise.com](http://apprise.com).



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