

UD 25

# Ecommerce, Marketplaces & Shipping

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# Help you understand the wonderful world of web and online sales



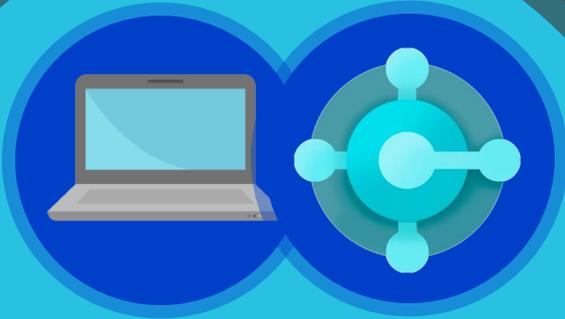


Who is currently  
selling online?

Ecommerce  
website

amazon

ebay



Who is currently selling online  
with an ERP integrated  
solution?

Items

Customers

Prices

Orders

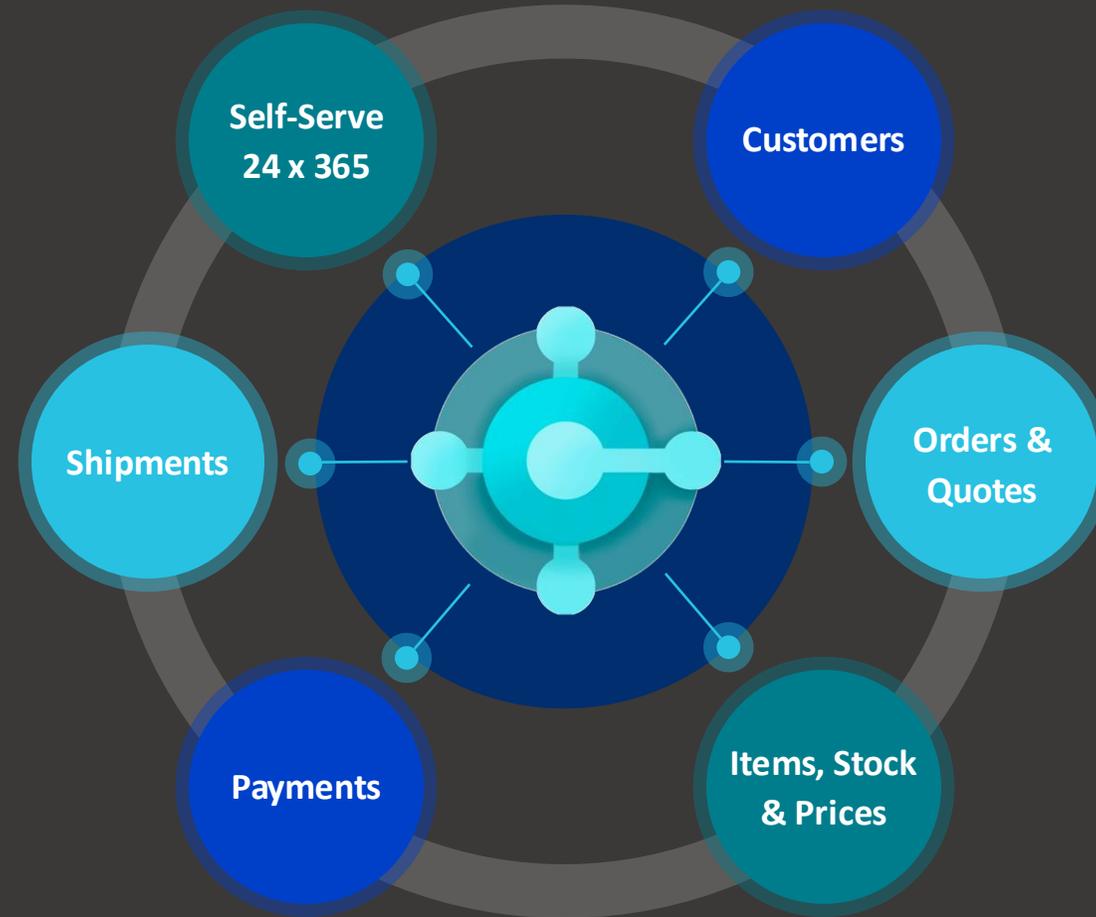
Inventory

# What?

Your ERP is the 'source of all knowledge'

Surface your ERP data & processes to the web for external users

# Fundamentals



# Why?

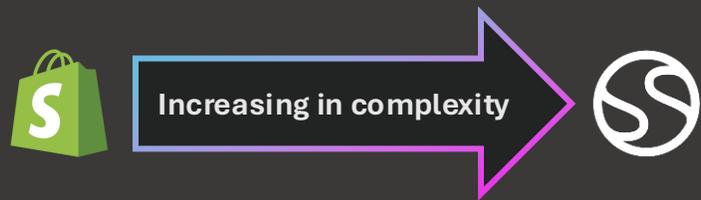
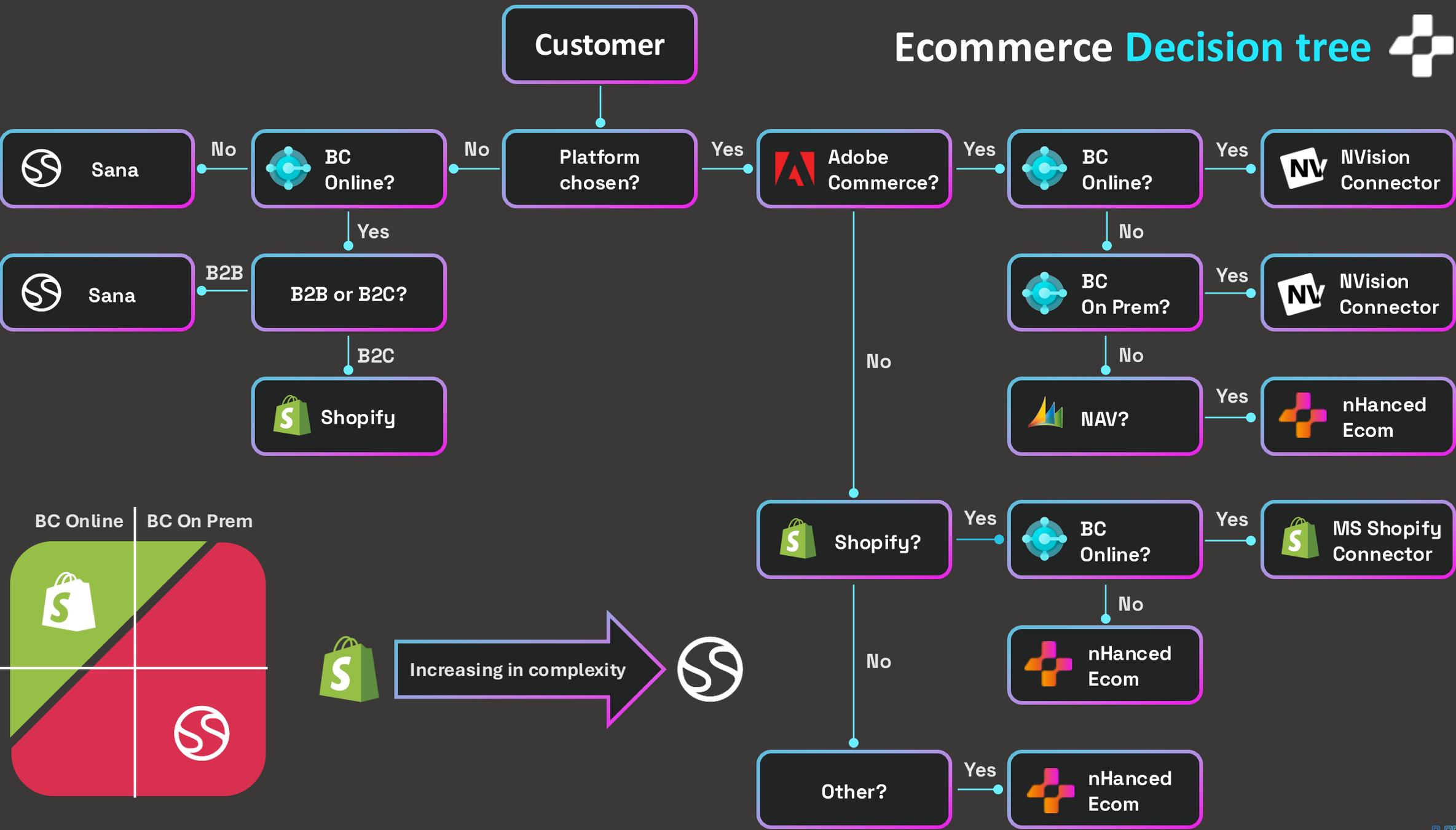
- Centralised data management
- Automation
- Customer experience
- Simplify operations



How?

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# Ecommerce Decision tree





# Shopify

# Features

- Plug & play
- Integration & synchronisation
- Order import
- Multiple shop support
- User-friendly interface
- Extensive app store



# Shopify

## Downsides



- Limited ERP integration
- Customisation & extensibility
- Complexity for B2B 
- Dependency on third-party partners



BC Online



BC On Prem



NAV



# What's Integrated?





Demo

# Shopify Recap



- Good for B2C ✓
- Easy to setup ✓
- Easy to integrate ✓
- Easy to manage ✓
- Limited ERP integration ✗
- No extensibility ✗



[www.sana-commerce.com](http://www.sana-commerce.com)

# About Sana

- Sana Commerce is a ready-to-use commerce platform engineered for B2B
- Sana have paired decades of B2B expertise with smart, integrative software to help customers easily bring complex processes online, unburden teams and drive value faster



SPRING 2025 

**Easiest To Use**  
MID-MARKET

SPRING 2025 

**Best Meets Requirements**  
MID-MARKET

**Gartner**

—

Cited in Gartner Magic Quadrant™  
2022, 2023, 2024

**Microsoft Partner**

 Microsoft

- Gold Data Analytics
- Gold Enterprise Resource Planning
- Gold Application Development
- Gold Cloud Platform
- Silver Datacenter

  
**+30%**  
YoY growth

  
**9**  
Offices

  
**400+**  
Employees

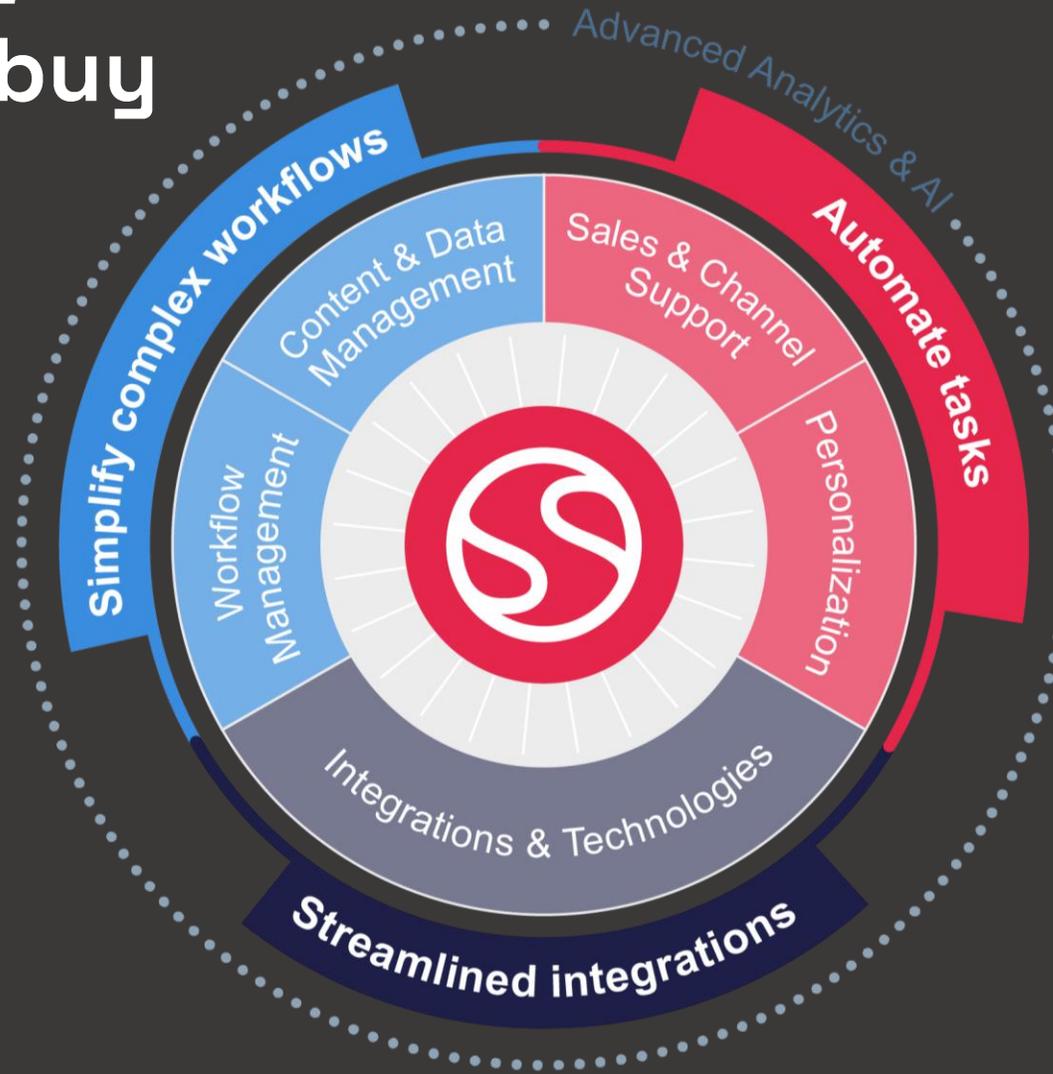
  
**100+**  
Partners

  
**1500+**  
Customers



# Transform how professionals buy and sell

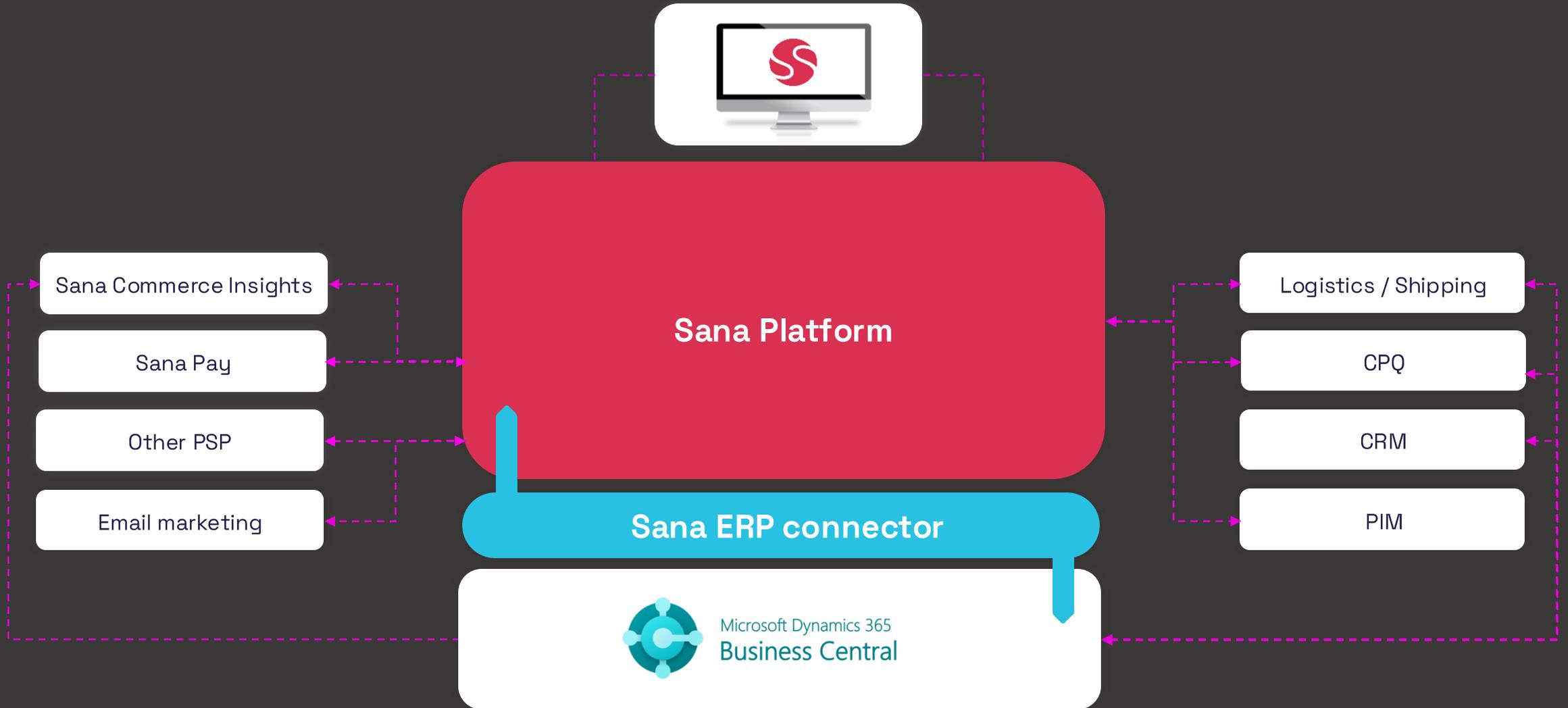
Manage complex workflows *by* easily bringing complex processes online



Make online selling the preferred choice by flawless automation of tasks

Eliminate data silo's by using pre-built integrations for your most critical systems

# Sana Commerce Cloud Architecture

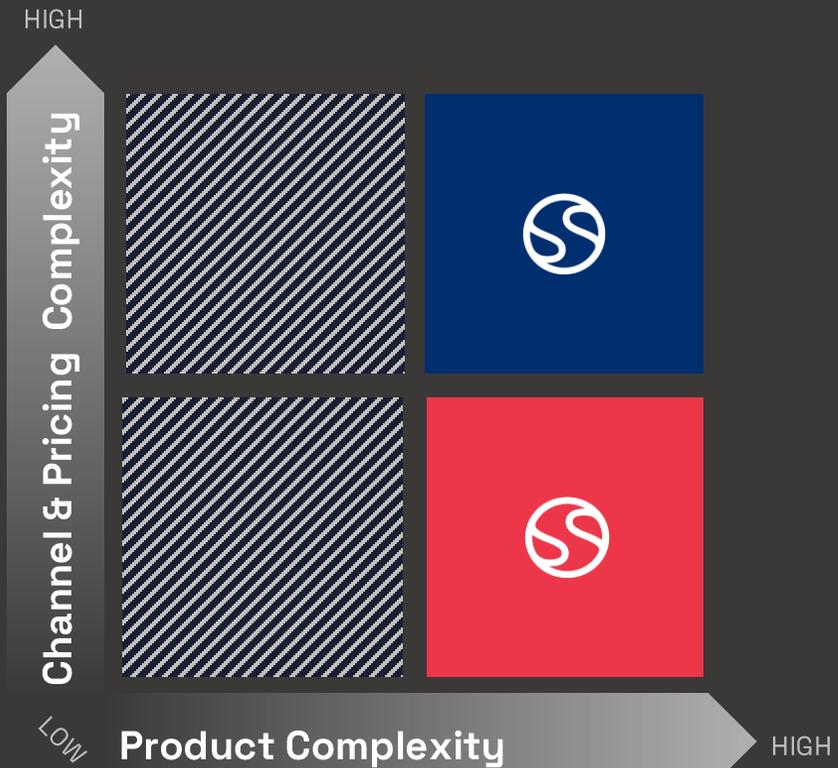


# Engineered for B2B

 NOT CHALLENGING  
Any mainstream commerce

 CHALLENGING  
Sana's Value Add  
★★★★★

- Customized workflows based on customer levels
- Complex workflows (more than 2 layers)
- Multiple warehouse locations
- Customer-specific pricing, discounts, and promotions



- Multilevel variants
- 5+ tech specifications
- 100,000+ products
- Product configuration
- Bill of materials / exploded views
- Customer-specific inventory
- Product regulations

# Customer Portal





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# Turn your Business Central into an ecommerce engine

NVision is an ISV that focuses purely on Business Central – Ecommerce integrations.

All extensions can be used stand-alone or combined.

Extensions are designed to be both user friendly and developer friendly.



# Magento & Adobe Commerce

- Over 300.000 stores worldwide
- B2B & B2C
- Lightning-fast
- Multi-store
- No transaction fees
- Fully integrated with BC

# ChannelEngine

- Connect once, sell everywhere
- Over 950 marketplaces
- Intelligent repricing engine
- Fully integrated with BC

# Sendcloud

- Over 100 carriers integrated
- Shipping and returns
- Supports Tasklet & MobileNAV
- Shipping intelligence
- Fully integrated with BC



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# 30%

Source: Gartner

By the end of 2025, Gartner, the American technological research and consulting firm, predicts that 80% of all B2B transactions will be online – this figure is currently 30%.

# Ecommerce Decision tree



# Thank You.

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# Please rate all sessions

let us know how we did

