

# From Plug and Play to Personalised:

How Ecommerce Grows with Your Business

**Nathan Brickman**

Functional Lead Consultant

**David Wilson**

Technical Lead Developer



# A Common Ecommerce Journey

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**Most ecommerce platforms don't fail because the technology is bad.**

**They fail because the business outgrows the platform that was originally chosen.**

# A Common Ecommerce Journey



Get online quickly

Start selling

Prove channel works



Pricing complexity

Customer-specific rules

Operational scale

# The Ecommerce Maturity Journey

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Stage 1

## ▶ Plug & Play

- Speed matters most
- B2C or simple B2B
- Small catalogue, standard pricing
- Limiting operational complexity



# The Ecommerce Maturity Journey



## Business Growth

- Special pricing
- Different delivery rules
- Account-based experiences
- Workarounds required

# The Ecommerce Maturity Journey

Stage 2

## ▶ Personalised & Fully ERP-Driven

- BC is single source of truth
- Ecommerce reflects real business processes
- Pricing, stock, rules, workflows driven by BC
- Designed for scale and complexity



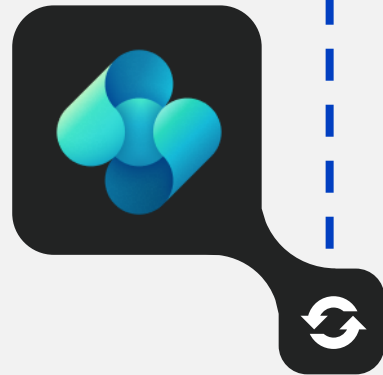
# Stage 1

Plug & Play

**Shopify & Business Central**



# Native to BC Online



**Built directly in BC Online**

**No middleware**

**No third-party apps**

**No extra subscriptions**

**No custom API's**

# Native to BC Online

Enable

01

Connect

02

Configure

03

# Standard ERP Processes

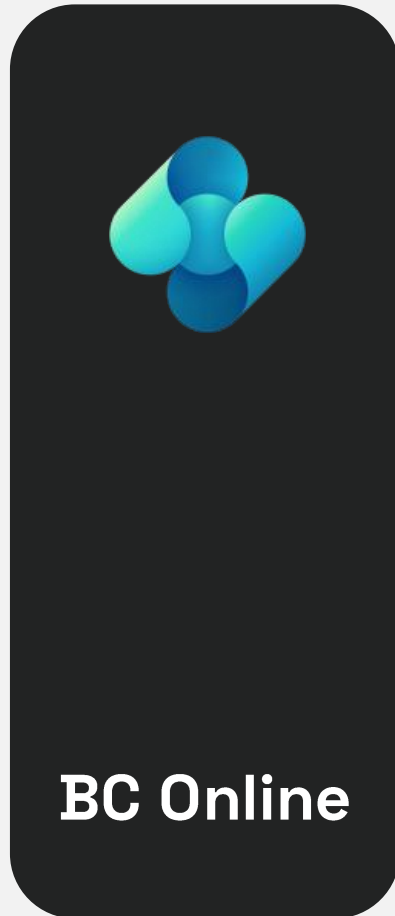
Orders > BC Sales  
Orders

Standard inventory  
availability

Pricing uses BC Price  
Lists

Existing workflows  
work

# Pre-Mapped Data Sync



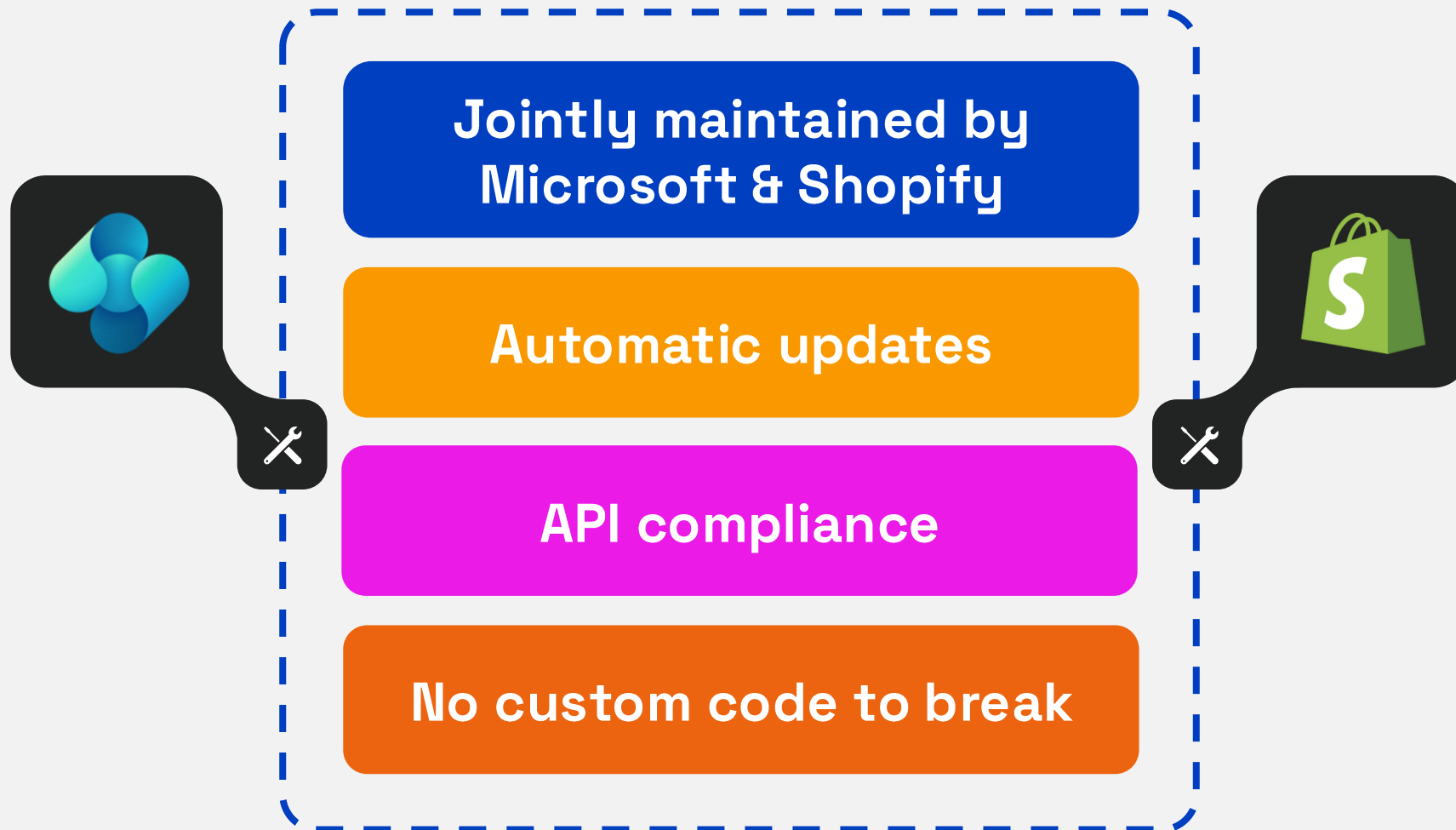
- Products
- Product Images
- Prices
- Inventory
- Customers
- Orders
- Shipments
- Returns



# Fast Time to Go Live



# Reliable & Future-Proof



# Growing Pains

Limited  
customisation

Limited  
flexibility

Basic product  
data handling



# Shopify Demo

admin.shopify.com/store/nb-web-demo

shopify

Search

11 Mar-9 Apr 2026 All channels

Sessions	Total sales	Orders	Conversion rate
0 100%	£0 —	0 —	0% —

Good afternoon, let's get started. Questions? 0808 501 3855

Ask anything...

New insights and guides will appear here as we continue to learn about your store

Discover more of Shopify  
Browse features, apps, and sales channels to grow your business

Explore now

Drive traffic  
Use marketing tools to attract more potential customers.

Improve conversion  
Convert more customers faster with built-in tools.

Increase order value  
Boost sales by expanding to new channels, offering bundles, and more.

Settings

# Shopify Demo

# Shopify Conclusion

Ideal for plug  
& play



Native, quick  
to set up



Minimal  
maintenance



Growth  
needs  
deeper BC  
integration



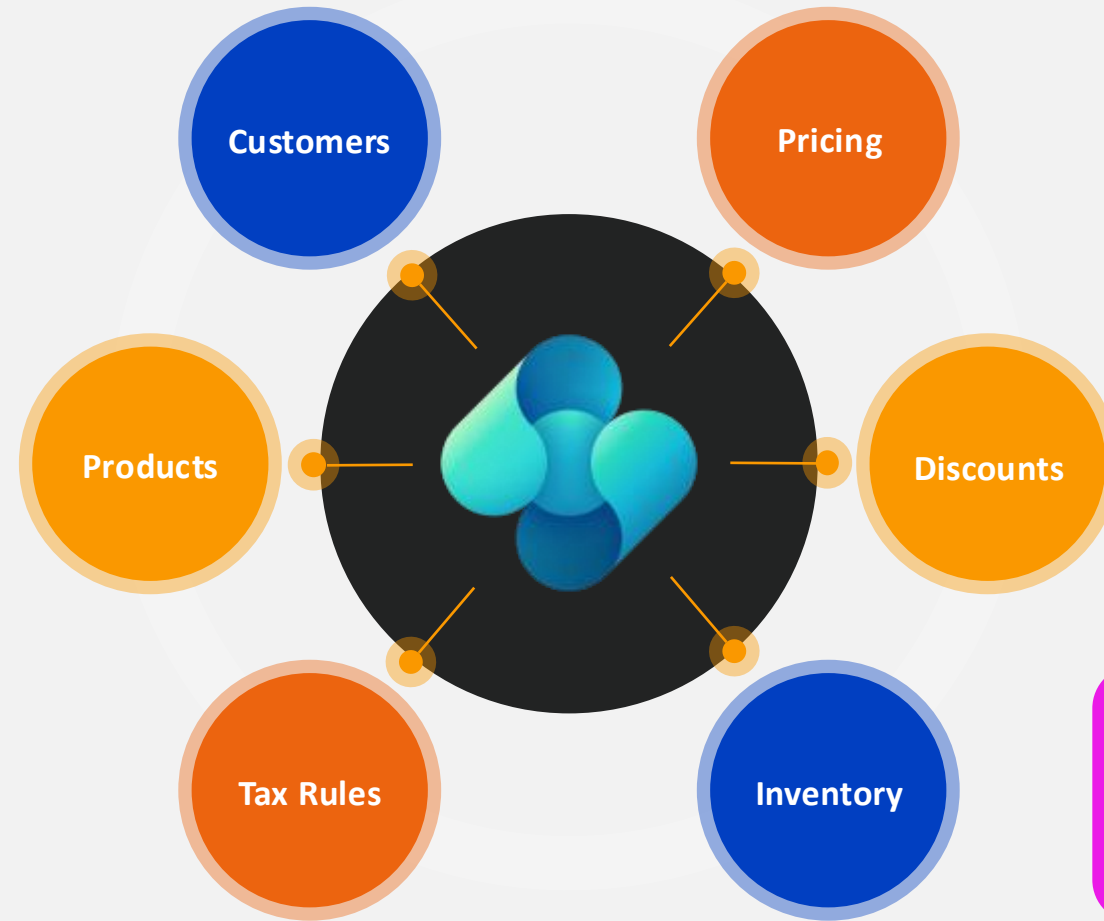
# Stage 2

Personalised & Fully ERP-Driven

**Sana Commerce**

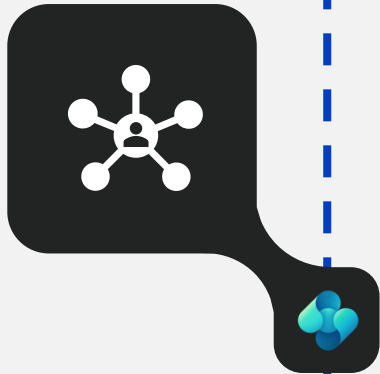


# ERP-Driven Commerce



Always accurate,  
Always live

# Built for B2B



Customer-specific pricing

Quotes & quote-to-order

On account payment terms

Budgets & approvals

Sales representative ordering

# Complex Pricing out of the Box



## BC's pricing engine in real-time

- Customer-specific prices
- Complex discount structure
- Price groups
- On account price rules
- Dynamic BC-driven promotions

# Real-Time Inventory & Fulfilment



## Inventory based on BC logic

- Live availability from BC
- ATP logic
- Location-based stock
- Variants, kits, BOMs
- Accurate delivery expectations

# Advanced Ordering Tools

Quick order  
entry

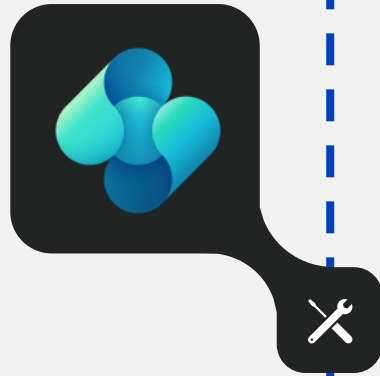
CSV/Excel  
uploads

Reorder from  
history

Order  
templates &  
favourites

Quote  
management

# The Sky's the Limit



**Fully customisable**

**Surface any ERP functionality  
to the website**

**Node4 has end-to-end expertise**

# Sana Demo

# Sana Conclusion

Ecommerce  
is extension  
of ERP



Real-time  
accuracy at  
scale



Supports  
complex  
customer  
relationships



Built for  
long-term  
growth



# Final Takeaways



Speed matters most

ERP logic is light

B2C or simple B2B



ERP drives data

B2B complexity is core

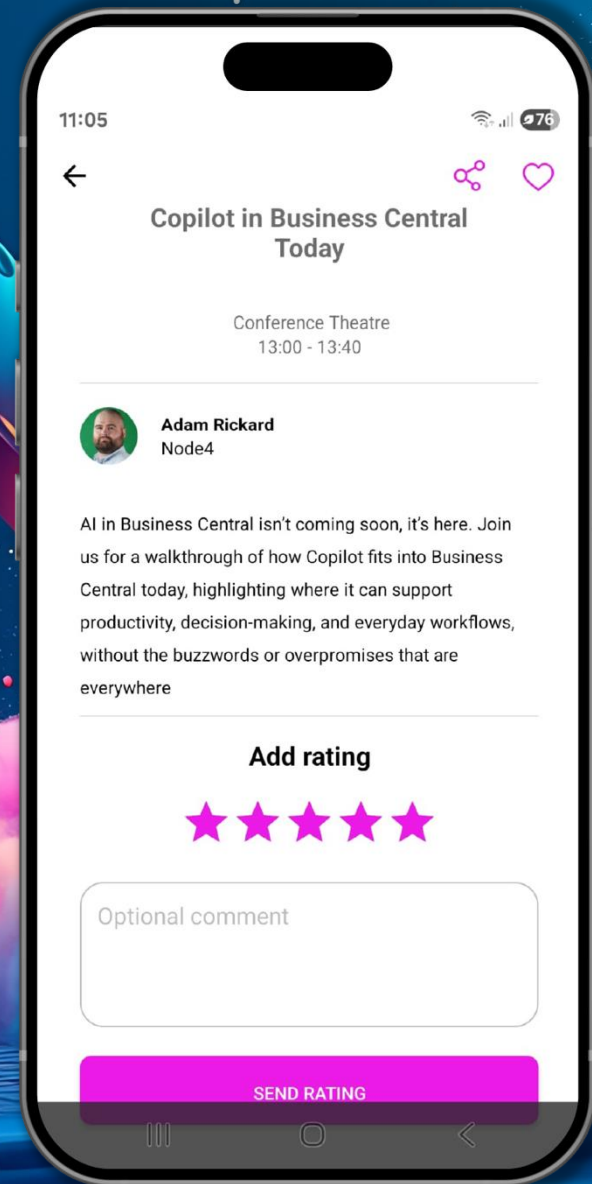
Long-term scalability

**The right platform isn't about what you  
need today - it's about where your  
business is heading.**

Questions?

Loved it? Learned something? Had opinions?

Head to the app and share your thoughts - stars and honest opinions encouraged



# Thank You.

[n.brickman@node4.co.uk](mailto:n.brickman@node4.co.uk)

[d.wilson@node4.co.uk](mailto:d.wilson@node4.co.uk)

