Standard ERP
by HansaWorld

E-commerce

True integration
Tightly integrated with ERP, no data duplication

Mobility
Access all key data any time, anywhere

Pipeline management
Plan and manage your future opportunities

Integrated telephony
Make calls from relevant system records, route inbound calls based on system data/rules

Workflow management
Trigger authorisation requests, emails, SMS and pop-up windows yourself or from the system

Graphical time management
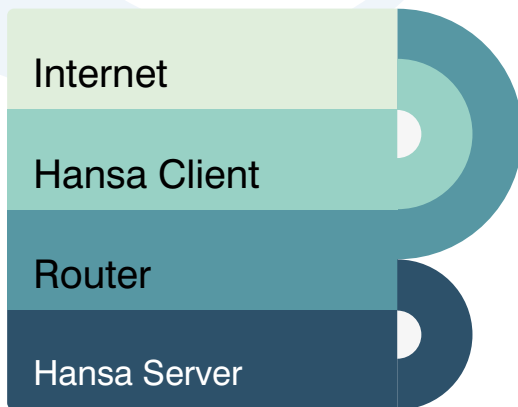Graphical scheduling and calendars, time and attendance

The World's Best Integrated Business Platform

E-commerce

Standard ERP supports a full range of e-commerce and web solutions, as a result of the unrivalled speed of its database and the quality and openness of its connectivity tools. Each solution is explained in detail below, but also refer to the table at the end to find the one most appropriate to you.

Standard ERP and Wide-Area Networks (WANs)

A client version of Standard ERP can log on to a Standard ERP server across any wide-area network that supports TCP/IP, including the Internet, most virtual private networks, and using dial-up networking. Standard ERP does not require third-party products and specialised hardware for this process, such as Microsoft's Terminal Server or Citrix Winframe - consequently the Standard ERP solution is faster, more reliable, and more cost effective. Also Standard ERP has built-in security: over-the-wire encryption of all network data, using a proprietary coding technology.

Standard ERP can be used in this way to support:

- working from home
- mobile staff using laptops, mobile phones, tablets and other handheld devices (for more on handhelds, see Standard ERP and Barcoding)
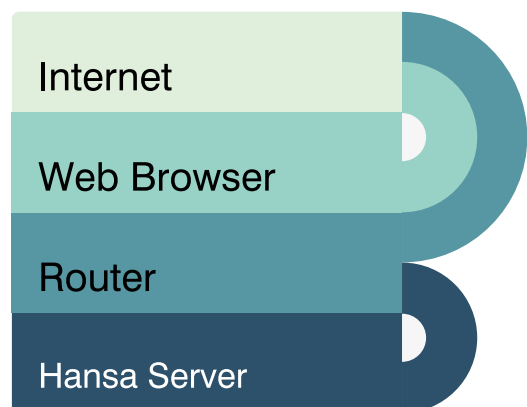- multi-site use of a centralised database.

Standard ERP provides additional functionality to extend intranet use:

- Mail - not a link to an external mail system, but a fully-integrated internal and external system (both POP3 and SMTP compliant), using the standard Standard ERP interface. Mails are editable by both sender and recipient, thereafter showing as unread, and allowing an ongoing dialogue
- Document management - all records in the Standard ERP database can have external files attached to them. For example attach pictures to Items, contracts to Sales Orders, artwork to Projects, and scanned documents to Purchase Invoices
- Conferences - a bulletin board, which is particularly effective in conjunction with Standard ERP's document management features. This provides a centrally-accessible point for corporate procedures, quality and other manuals, news, any other communications
- Chat - communicate real-time with any logged-on user

Extranets are also practicable using this technology. A Standard ERP client can be installed in two minutes, ready to log on to any Standard ERP server. Limited Access features in Standard ERP can restrict users to only data applicable to them - for example, a customer can only see their own record details and balance information. If given access, they can place orders, and even cheque stock levels - also subject to credit limits. Note that routers are only required at either end of the connection if multiple log-ons are intended.

Direct Standard ERP Webshop

This method allows customers to "connect" directly to the Standard ERP database from a web browser, without an intermediate. The Standard ERP server sends both data and screen layouts to the web browser. As the Standard ERP server uses pure HTML, all web browsers are supported by this method - but additional security is required for sensitive transactions.

Users set up CSS style sheets for different areas of the webshop, controlling the look and feel of the site. Standard ERP uses a highly configurable toolset for the management of the webshop design. Users have control over the creation of any number of pages, the further pages or logical steps that can be launched from components on the web page, and the exact layout of every page, including separable graphical components. You can associate rich media with pages and elements on the page, such as pictures, eCatalogs, movies, URLs, sound clips and the like.

The Standard ERP webshop supports many different types of pages in addition to shopping basket pages, so you can set up pages for news, registration and log-in, contact us, frequently asked questions, shipping information and much more besides.

Once the webshop has been set up, users can create new products on the web from simple-to-run features in the software, adding in additional images and descriptive text. Standard ERP has a single database system and in-buit web engine which means that when customers visit our website, they see the current list of webproducts, accurate inventory levels, prices based on their pricelist and discount matrix, in their currency, in their language and with local payment gateway options. The orders placed by the customer go directly into the database and ready for warehouse and dispatch team to process. This increases efficiency, accurancy and there is no need to delay or "out of date" information between the webshop and the software. The entire system is one single application hence reducing the need to have multiple systems, multiple routines to transfer information between different systems and not having accurate inventory or pricing on the webshop.

Standard ERP caters for all types of items such as variety items where size, color or other associations are required, serialised items and also for normal plain items where inventory levels may not be kept but are available for sale. Variety association is managed via simply to use drop down menu which allows users to select the size, color or any other association to the item.

Customers can place orders, review the orders/invoices in printable format, and then proceed to confirmed order (B2B) or credit card processing (B2C). Credit cards are processed through an Standard ERP cloud-based service, using secure encryption methods. The customers also receive an order confirmation email instantly and this can also be sent via an SMS. Some of the commonly used payment gateways supported are Paypal, Cybersource and ANZ eGate. Check with your local HansaWorld office for full list of payment gateway and other cloud services available in your market.

Orders placed in a Standard ERP Direct Webshop are immediately available within the core system, and can interact with all other Standard ERP features, such as Business Alerts. With these, you can have Standard ERP trigger automated routines, such as automated creation and printing of picking lists, and triggering of acknowledgement emails or SMSs.

Business ROI and customer analytics can be managed for the webshop using Google Analytics. This allows you to view customer traffic and undertake in-depth analysis of traffic on your webshop.

The webshop supports both B2B (business to business) and B2C (business to consumer) sites. Advantages include:
• low or even no developer involvement
• no ongoing maintenance of websites
• lower ongoing costs through not requiring IT staff to maintain an interface to external applications
• lower hardware costs
• improved customer service through real-time interaction with the core data.

"We knew that any web shop development should be based on real-time stock levels and that total integration with CRM and accounts would future-proof the development of our business"
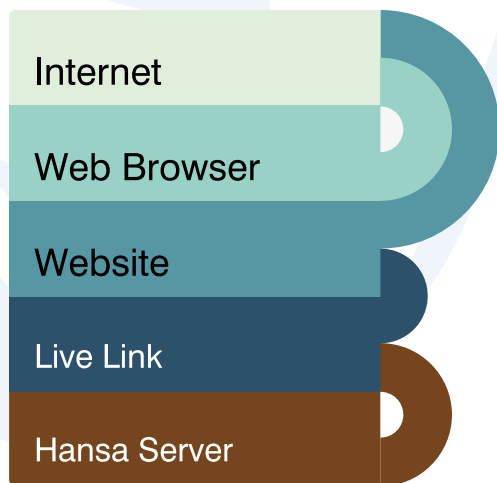Robert Barker, Homeopathic Supply

Other Direct Web Pages

Standard ERP has two separate web engines, whereby it can serve pure HTML screens to any web browser. One creates screens of any design, the other serves standard Standard ERP screens. Combine these engines with Hansa Application Language (HAL, the customisation language), and you get the ability to create almost unrestricted interaction between Standard ERP's core data and procedures, and web screens. For example, you may choose to use Standard ERP's external email capability to send a URL with every Purchase Order emailed to a supplier, which links back to the Purchase Order so the supplier can enter the intended delivery date. Alternatively you could choose to create web browser data entry screens for any register, such as time or expenses to be entered by subcontractors over whom you have little control (so using the graphical user interface client is not practical). Optional, automated purchase invoice entry takes advantage of this technology - an external application translates scanned Purchase Invoices into

Internet

Web Browser

Website

Live Link

Hansa Server

data, and writes the data into Standard ERP, matching the Invoices automatically to Purchase Orders as it does so. It also writes a URL as an attachment onto the Standard ERP Invoice record, which can open a browser window with the scan of the actual invoice.

Browsers can also be fed Standard ERP reports, such as customer statements, purchasing histories and the like.

Online Communication to Third Party Webshop

Standard ERP provides a developer's toolkit for real-time connections to most modern, external applications. These applications can then read from and write to the Standard ERP database, in real-time.

Since one or more websites can query an Standard ERP database, the website itself can be structured fundamentally differently from an offline webshop. For example, the website does not need its own database of products, prices and stock levels. Also, since it is

managing the exchange of data to Standard ERP, there is no need for user maintenance of this solution.

This method is particularly suitable for:
- existing or future bespoke websites for any purposes, where highly complex design is important
- commercially-available e-commerce packages already linked to Standard ERP - 'talk to your HansaWorld partner or HansaWorld directly about which packages are linked, or to your ecommerce provider about linking to Standard ERP (not a complex process)
- FMCG or other fast-moving environments
- high volume websites.

It is currently preferable to have the website and the Standard ERP server on the same local-area network (LAN). However, Standard ERP's unrivalled WAN features make it unnecessary for the server and clients to be on the same LAN. If, for example, the website is hosted by an Internet Service Provider, the Standard ERP server should be similarly hosted.
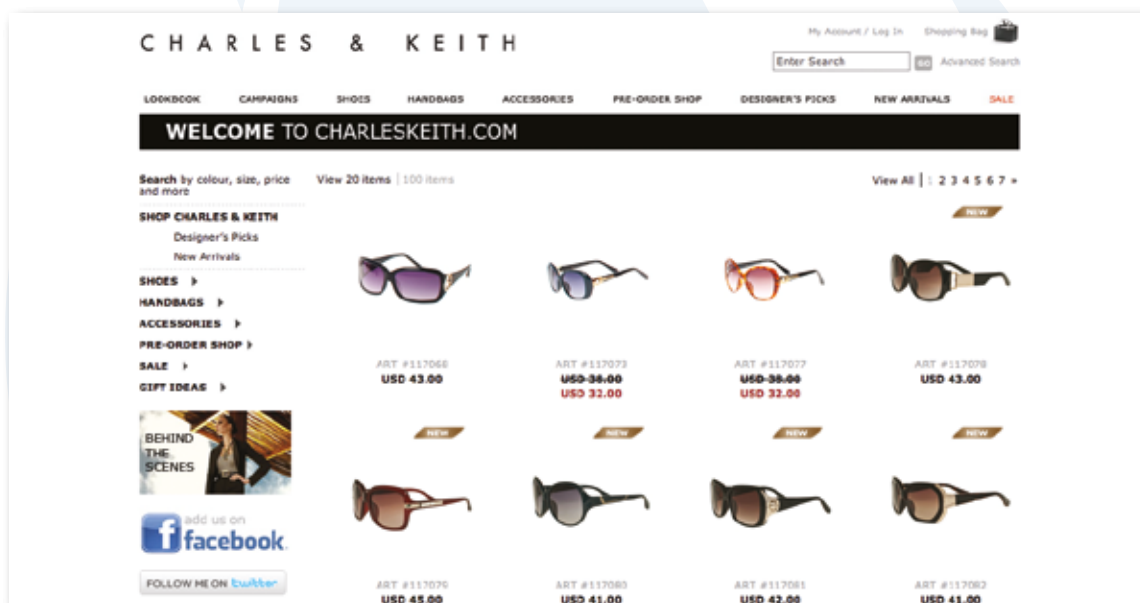
It is possible to site both the website and the Standard ERP server anywhere with good Internet links, including offshore for realising tax-planning advantages.

Strong scaleability is offered by:
- UNIX servers, including IBM's eServer range
- multiple server technology
- multiple gateway technology, allowing website "hits" to be apportioned between gateways to channel more data into Standard ERP.

Offline Communication to Third Party Webshop

This is a low-technology, high-maintenance solution for linking websites to Standard ERP. Data is collected by the website, for example customer orders, and then exported by it to an ASCII file for import to Standard ERP. Various import filters already exist within Standard ERP, or others can be added by any specially

accredited HansaWorld partner. This method is particularly suitable for connecting:

- existing or future bespoke websites for order-taking where design is important but budget is constrained
- commercially-available e-commerce packages capable of exporting ASCII files.
- As there is no real-time communication between the website and Standard ERP, the website needs a database of products or services and their prices. If the customer will be advised of delivery times based on stock availability, the website also needs a methodology for approximating real stock levels. Therefore users need to maintain website data, and to manage the exchange of ASCII files and their import to Standard ERP - which can be by email. Standard ERP allows customers to be notified by email of delivery details, after placing the order.

Integrated Business Platform

Standard ERP is an Integrated Business Platform, offering solutions for almost all the departments of a small or mid-sized business. All the solutions are offered in a single application, with full interaction between each component. As a result, to look at eCommerce in isolation is to miss the key differences and benefits of Standard ERP's approach:

- an architecture that reduces reliance on IT hardware, allowing organisations to focus on their business rather than their infrastructure
- users are given visibility of data from other disciplines (subject to access rights), which enriches their jobs. For example, credit controllers can see promises made by salespeople and problems with service management that might be holding up payments
- automations can interact across disciplines, for example allowing marketing to create automated mailshots based on customers who have not yet bought a product or service
- reporting is improved by the co-existence of data from different parts of the business. For example it is simple to produce Profit and Loss reports and Balance Sheets that includes committed costs and GRN accruals
- training is faster and more effective than for companies implementing multiple solutions, as there is a common approach

Mobile Solutions and Wide-Area Networking

All of the Standard ERP functionality is available to users logging in from anywhere in the world, from a variety of devices. Users can work from home or while on the road, logging in from any internet connection, whether broadband, or over a mobile phone network. Devices can include laptops, Windows Mobile real-time barcoders, and iPod Touches and iPhones. Users can run any of Standard ERP's standard or customised reports in real-time, and enter or review any data record. This breaks down the walls of your operation, allowing users to be productive wherever they are.

	DIRECT	ONLINE	OFFLINE
Budget for website development	Low	High	Low High
User maintenance	None	Low	High
Pre-existing website	Not Possible	Possible	Possible
Scaleability	High	High	Low
Setup time	Low	High	Medium

"The Standard ERP webshop information is easy to use and quick to update. This ensures that we have a dynamic product catalogue available to our customers at any time",
Mr. Sirutis. Databalt

Modules

- Accounts Payable
- Accounts Receivable
- Business Alerts
- Cash
- Checks
- Conferences
- Consolidation
- Contracts
- Course Booking
- Credit Management
- CRM
- Customs
- EDI
- Email
- Expenses
- Fax
- Fixed Assets
- General Ledger
- Group Calendar
- Hotel
- Human Resources Management
- Internal Inventory
- Inventory
- Jewelry
- Job Costing
- MRP
- Point of Sales
- POS Offline
- Pricing
- Production
- Purchase Orders
- Quotations
- Rental
- Report Generator
- Resort
- Resource Planning
- Restaurant
- Sales Orders
- Service Orders
- Share Trading
- SmartView (Business Intelligence)
- Task Manager
- Telephone Log
- TimeKeeper
- Warehouse Management
- Webshop and CMS

Technologies

- Business Communicator (Asterisk, Skype and TAPI)
- Forms Designer
- HAL Customisation language
- Intelligent Routing
- Interfacing Toolkit
- Massive Cacheing
- SQL Shadowing
- SmartApps Designer
- Wide-area Networking

Cloud Based Services

- Address Lookup
- Credit Card Payment
- Credit History
- E-invoicing
- Electronic Bank Services
- Electronic GST Return
- Exchange Rate Lookup
- Postcode Lookup

Company profile

HansaWorld is the first major software house to provide a full suite of Enterprise Resource Planning, Financials and Contact Relationship Management as well as a wide selection of industry-specific solutions on tablets and smartphones. HansaWorld shows continued technological leadership in the international business software industry.

The group employs around 300 staff in a strong network of daughter companies and distribution partners covering over 100 countries on all continents, allowing HansaWorld to offer international implementations with a single point of contact across many countries. The solutions are available in more languages than anyone else, run on all major platforms and support mobility via laptops, the latest tablets and smartphones. More than 500,000 companies world-wide reinforce us as a global leader.

HansaWorld continuously invests in R&D to provide innovative and future proof solutions to help businesses run efficiently and smoothly, combining 25 years of experience with global knowledge and local representation.

Product Strategy

Standard ERP's advanced and successful user interface was first developed for Apple Macintosh in 1988. In 1994, when the program was ported to Windows, it had already been proved by thousands of users. HansaWorld's experience with international sales and modern technology puts it in the perfect position to meet the challenges of the next decade.

HansaWorld provides a wide range of technologies for e-business including internal and external email, several webshop solutions and PDA support. In addition, HansaWorld can help to build a corporate portal. Standard ERP is developed using C++ as its programming language, and proprietary technology for database design and for network communication. This allows HansaWorld to have the same products available for several different operating systems, each version optimised for maximum performance.

Currently Standard ERP is available for Windows 2000–XP, including Windows CE, Mac OSX, Linux and AIX, Symbian S60 and iPhone.

Certified HansaWorld Business Partner:

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