

## Connect Streamline Simplify

nChannel provides a unique approach to multi-channel system integration. Our library of connectors easily connects any combination of ERP, POS, eCommerce and marketplace systems to the nChannel portal. In addition, the platform can be connected to “entities” such as a drop ship supplier, a vendor, a wholesale customer, or a third party warehouse to holistically manage the entire multi-channel sale environment. Once connected, the portal enables these applications to exchange item, inventory quantity, sales orders and customer data.

## Why nChannel?

- **Grow Your Business**
  - Sell more items in more categories and merchandise them faster
  - Improve customer satisfaction with faster more accurate deliveries
  - Gain competitive advantage by reducing cost, increasing throughput and recognizing revenue faster
- **Reduce Cost**
  - Faster integration and cloud-based platform model reduces up-front out of pocket investment. Pay a little over time, versus a lot all at once (or once a year)
  - Reduce errors caused from manual entry
  - Reduce cost associated with returns
  - Deploy consistent, repeatable processes that new employees can learn quickly and easily accommodate changes in personnel
  - Reduce redundant integration fees associated with software upgrades and enhancements
- **Gain Control**
  - Near real-time reporting with instant access from any browser
  - Centralize order management for improved and “consolidated” visibility
  - Manage by exception
  - Easily identify chain disruption through the access of audit logs
- **Increased Agility**
  - Deploy best of breed application that work for your unique company
  - Reduce impact of change by connecting systems you already use – or adding new systems slowly at a rate you can easily manage.
  - Improve flexibility to change when you need to with minimum business disruption. Reduce risk with the ability to add or reduce channels when needed
- **Access**
  - Cloud based access to view and manage items, inventory, orders, and customers across all connected sales channels
- **Cost Effective Multi-Channel Capabilities**
  - No software to maintain, no support fees
  - Monthly subscription fee includes unlimited users, no item limits, no fees assessed on sales transactions
- **Scalable and Flexible**
  - Supports any combination of supported channel systems eliminating the need for multiple point-to-point integration solutions
  - Reduces integration time, installing connectors takes minutes not days
  - Easily accommodates customizations or upgrades made to connected ERP, POS and eCommerce systems
  - Flexibility to swap out connectors when systems change without increasing monthly fees or add new connectors as the business grows

## The Four Pillars

The nChannel solution supports the 4 pillars needed to effectively support multi-channel operations. While large companies have spent millions to integrate their sales channel systems, nChannel

brings this functionality to all types of companies at a fraction of the cost and through the use of flexible, scalable cloud-based technologies.

### 1. *Item Syndication*

Using nChannel item information is pushed or syndicated from the selected system acting as the item master to any combination of channels such as Magento, or eBay. Item data can even be made available to a wholesale customer.

#### *Item Syndication Features*

- Flexibility to manage item data remotely via the nChannel portal or in your system of choice
- Control over which items should be syndicated to selected channels
- Manage pricing of items for each channel
- Create dated price lists and assign to selected channels
- Image management for easy syndication of hundreds or thousands of images between channels
- Merchandise items by channel, complete with item specific attributes, SEO information, descriptions
- Make customer-specific item catalogs available in nChannel to wholesale customers for item syndication to their channels, or to enable electronic purchasing.

### 2. *Order Management and Inventory Synchronization*

Orders from any combination of channel systems are collected by nChannel and sent to the customer's ERP, POS or other order management system. Inventory is automatically decremented across each channel connected to nChannel.

#### *Order and Inventory Features*

- View and manage orders via the nChannel portal in addition to or existing order management system
- View and transfer inventory from one inventory location to another via the web
- Create orders in nChannel for remote sales order entry
- Route orders to selected fulfillment locations

- using business rules such as ship to address
- Split orders and route them to selected fulfillment locations such as stores, warehouses or drop ship suppliers
- Notifies and updates originating channel system with order status changes and shipping information
- Automatically updates inventory availability across all connected channel systems
- Set inventory thresholds so that items show out of stock or are removed from a web site when stock is low or at zero
- Supports inventory transfers originating in ERP or POS to any channel
- Synchronizes purchase orders created in channel systems which can be made available to vendors
- Supports GL and item level summary accounting integration in addition to synchronous (real-time) order integration

### 3. *Centralized Customer Data*

Customer information from any or all channels can be pushed to the customer's system of choice such as a POS or ERP system or can be sent as a flat file for use in CRM and other applications. nChannel records a complete history of customer purchases which is always available in the nChannel portal.

#### *Customer Synchronization Features*

- Web access to historical customer receipts regardless of the originating purchase channel
- Add or edit records via the web or in the originating channel system
- Create customer-specific catalogs and price lists for wholesale customers
- Create and export customer reports for use in other systems

### 4. *Free Accounts for Vendors and Wholesale Customers*

Subscribers can invite suppliers and wholesale customers to create a free account on nChannel. Free accounts are linked to a subscriber so that the free account holder only has visibility to the data made available to them. Subscribers can choose what data to share for each free account holder.

#### *Free Accounts for Vendors*

- Upload item catalogs, inventory availability and images
- Access purchase orders
- Update order status and provide shipping details
- Integration capabilities available with a paid subscription

#### *Free Accounts for Wholesale Customers*

- Access electronic item catalogs, inventory availability and images for use in populating a POS, Accounting, web site or marketplace
- Create purchase orders
- View order status and provide shipping details
- Integration capabilities available with a paid subscription

#### **Flexible, Scalable and Affordable**

nChannel is available by subscription only

- No on premise software.
- Safe and Secure – nChannel solutions are hosted with a third party who that provides secure access and meets the stringent regulatory demands of their industry.
- Subscription fees are based on the number of connectors you require and the number of locations that require connectors.
- Unlimited users is always standard and there are no transaction or volume fees
- One-time configuration fees apply and are custom quoted.

**nChannel's library connectors connect your existing systems to simplify and streamline multi-channel retail operations**

#### **Available POS Connectors**

- Microsoft Dynamics HQ
- Microsoft Dynamics RMS
- OpSuite

#### **Available eCommerce Connectors**

- AspDotNetStorefront
- Magento Go
- Magento CE
- Magento Enterprise
- Shopify

#### **Available Marketplace Connectors**

- eBay
- Amazon (Coming 2013!)

#### **Available Accounting/ERP Connectors**

- Microsoft Dynamics GP 2010 and Version 10
- Microsoft Dynamics NAV 3.0, 4.0 or 5.0
- Sage MAS 90|200|500

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*Let us help you manage your multi-channel environment! For more information about nChannel's multi-channel management platform please visit our web site at [www.nchannel.com](http://www.nchannel.com)*