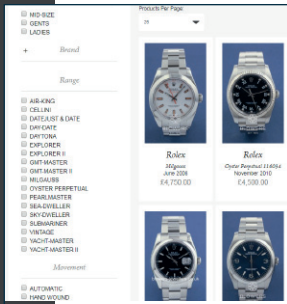
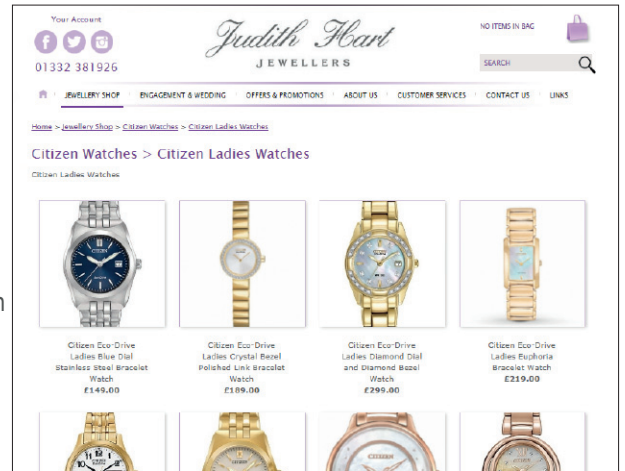


Multi-channel retailing. Sorted. bsmart Web Integration

Bransom's ecommerce solution integrates your bsmart² stock system and CRM with your online store

bsmart² allows you to send and easily change product information on your website, along with images.

Information such as standard prices, sale prices, product images, product narratives and full descriptions can all be controlled and uploaded to your website.



Each item feed contains the category, department, sub-department, brand and product attribute fields, so dynamic web menu structures can be easily created. Item images can also be uploaded.

The fact that attributes are passed to the web means that advanced searches can be enabled in the web page. Use 'same-as', 'similar to' and 'matching' functions to cross-sell, up-sell or increase purchase value.

Stock values at multiple locations are also transferred, so that stock availability by store can be displayed, or different stock assigned to different stores if brand portfolios differ by store.

When you integrate your online store with bsmart, stock is updated automatically saving hours of duplicated work. Similarly, sales transactions are updated in real time.

Items to be sold online are given a 'Web Item' flag within bsmart, to identify only those items which need to be uploaded.

Customers created on your website are automatically merged with the bsmart customer database.

- ▶ Dynamically link images and product descriptions
- ▶ Update stock from online sales
- ▶ Create dynamic menus and filtering
- ▶ Offer 'same-as', 'similar to' and 'matching' products.
- ▶ Integrate with 3rd party ecommerce solutions
- ▶ Take sales transactions and customer data from webstore and import to bsmart

BSMART² WEB INTEGRATION KEY FEATURES

- Stock is updated as sales are made from store or online
- Stock data is available by store/location
- Attributes can be transferred for advanced web searches and filtering
- Customer information can be transferred
- Upload images with data
- Incremental or full data can be transferred

TYPICAL ECOMMERCE SYSTEMS WE CAN WORK WITH

We have successfully integrated bsmart² with numerous ecommerce systems, including both custom designs and off-the-shelf solutions such as:

- Visualsoft
- Magento
- Woocommerce
- Shopify
- Prestashop
- OpenCart
- EasyWebStore
- CSCart

Our recommended web developer partner is Visualsoft.

Your Technology Partner





How it works

Data transfer between bsmart and your website

Our web integration uses a standard CSV or XML schema, which means that you are not restricted to a particular type of website design. The chances are we've already integrated with the system you are using or are planning to use.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	
1	Action	Stock Number	Manu	Sub Manu	Supp Code	Supp Name	Supp Ref	Description	Quantity	Price	Reason	Category	Web Desc	Attr Type	Attr Desc	Attr Format	Attr Code	Attr Value	Attr Type	Attr Desc	Attr Form	Attr Code A	
2	A	103001	1	3	170 CME	SR245FC		S/S CZ KIANCY BANGLE	1	200 D	1			M1	Material	L		6 Silver					
3	A	112130	1	12	105 JCI JEWELL	SPR238		STERLING SILVER REVERSIBL	2	40 CR	1		1 Sterling Silver Black & White Reversible Heart Pendant										
4	A	112131	1	12	105 JCI JEWELL	SPR23A		STERLING SILVER REVERSIBL	3	40 CR	1		1 Sterling Silver Red & White Reversible Heart Pendant										
5	A	112136	1	13	113 CARGO	W0039		S/S OPEN LINK NECKLACE	3	130 D	1		1 Sterling Silver Open Link Necklace	M1	Material	L		6 Silver					
6	A	113008	1	13	170 CME	SR132-41		Silver Mini Heart Chain	8	40 D	1		1 Sterling Silver Mini Heart T-Bar Necklace										
7	A	112011	1	22	105 JCI JEWELL	SRP285C		S/S HEART BRACELET	3	40 CR	1		1 Ladies Sterling Silver Fancy Heart Bracelet	G1	Gender	L		1 LG6 M1	Material	L			6 S

The bsmart system is set-up to continuously send updates of any new or changed items to your website.

Your ecommerce platform is then programmed by your own developers to read and update your ecommerce site.

A similar process operates in reverse to download sales from your site into bsmart, which will be automatically imported into bsmart.

All the major ecommerce platforms have manual import facilities for businesses who do not require full automation.

FAQs

Q. Do we get absolute stock positions or stock adjustments?

A: We provide absolute available stock levels for each product, we normally only send product details of items which have changed i.e. Price, Stock Level, and Description etc, excluding on-deposit, on repair or on approval.

Q. Can products be part of the list when they are not in stock but have delivery dates attached?

A: It is up to you and your web designer to decide if zero stock items should be available. Items are often shown as available on the web if they can be ordered and dispatched within a couple of days. It is possible to use the Highlight Reason code to identify such products.

Q. Are the stock attributes available on the web-site?

A: Yes, attributes are sent up to the web-site to facilitate advanced search features as well as being used for linking to web pages for example, type, such as Watch, Rings, Jewellery, Fashion, etc. and specifics such as Metal, Style, Carat, Stone shape and collection.

