



Benefits of zeckoShop Your ROI

Rev # - 19/02/2020

PREPARED BY

Keith Webster
President & CEO
keith.webster@terracor.ca
204-477-5396



Terracor Business Solutions Inc.

164 Marion St. Winnipeg, Manitoba, Canada R2H 0T4 Toll Free: 877.942.0005 www.terracor.ca

The Value Proposition

A zeckoShop solution offers a significant value proposition

- Customer self-serve portal
- Strengthen customer relations
- Broaden your market reach. Reach out to new customers in new markets
- Competitive edge. An advanced web commerce website gives you something your competitors may not have. Use that to your advantage.
- Enables your customers to make you their “supplier of choice”
- Integration to your ERP/Accounting software enables huge savings through elimination of manual and redundant tasks.
- Your silent salesperson, working 24/7
- Supplements and enhances your sales force

ERP Integration

A typical zeckoShop features extensive integration to your ERP /Accounting software. The exact nature of the integration varies based on the specific ERP/Accounting software you are using, so the following is a general outline.

Syncing data from your ERP / Accounting Software to your Website

- Data flows directly from your ERP/Accounting software to zeckoShop. From there the zeckoShop administrative portal serves as a content management system [CMS], which your internal users would use to manage the data after it syncs to your website. The CMS can be used to enhance your data after sending it to the website, such as adding additional product images, assigning product teasers [new; featured; clearance; and other teasers you assign] and more.
- Because this option uses a syncing method of data transfer, data would appear on the website in ‘near real-time’. Multiple synchronization schedules can be created in zeckoShop, such that the website displays the most current data possible, with some data elements being refreshed every few minutes if you want. In other words, with a proper sync schedule in place, your website won’t suffer from the lack of ‘absolutely real time data’. For example, product stock quantities can be synced every 3 minutes or so, thus giving customers an accurate idea of stock availability. Product pricing, if it changes on a daily basis, can be synced every hour if you wish, while other, more static data can be synced every 24 hours.

Syncing data from your Website to your ERP / Accounting Software

Orders placed by customers and sales reps flow from your website to your ERP/Accounting software, eliminating the need to re-enter orders.

Benefits of zeckoShop

- **Streamlining your business processes.** The website eliminates much of the redundancy and inefficiencies in your current processes. This equates to significant cost savings, sufficient enough to easily pay for this project in a relatively short period of time
- **Self-Serve portal.** Customers can log into your site, view account history, pricing, product availability, and place orders 24/7. This self-serve model reduces the burden on your admin/sales reps, especially for routine order processing and inquiries
- **Extended hours of operation.** Since your website is always open for business, customers are no longer restricted to doing business with you during your business hours. Given that you may deal in multiple time zones, this gives all customers equal access, beyond your current business hours of operation.
- **Enhance the efforts of your sales force.** zeckoShop will free up your sales reps time, enabling them to spend more time nurturing stronger relationships with your core customers. Spending time on more value-added activities, and less time on routine order processing which helps foster stronger customer relations.
- **Marketing initiatives.** New marketing tools allow you to begin crafting marketing campaigns associated with your webstore, allowing you to generate more sales. The website represents a unique, low-cost silent salesperson.
- **Competitive impact.** Since many of your competitors likely offer online portals of this nature, this initiative would allow you to not only get caught up with your competitors, but likely surpass your competition's ecommerce offering.
- **Cost savings/avoidance.** The cost of implementing a zeckoShop website/webstore is significantly lower than the cost you're likely incurring to perform many of these tasks manually, the way you currently do. Just having your website integrated to your ERP/Accounting software will save you thousands of dollars in employee time each year.
- **New revenue streams.** In addition to those cost savings, consider the new sales that will be generated from the site. These added revenues will enable you to build your business, and reach out to new customers. it will allow you to reach out to markets.

About Terracor's Capabilities & Competencies

Terracor is a leading provider of technology-based solutions, specializing in e-commerce, electronic payment processing, ERP/Accounting software, and other business applications. We're passionate about delivering impactful solutions and services, helping businesses become stronger, leaner and more competitive.

We're about **Automation**, **Innovation**, and **Customization**. Our award winning team has been developing sophisticated web applications for over a decade and we pride ourselves on providing the perfect solution, focussing on:

- *Leveraging modern technologies*
- *Streamlining business processes and operations*
- *Helping our clients engage effectively with their customers*

We embrace passion & creativity and strive to deliver phenomenal service to our clients. *Celebrating over 20 years of Excellence!*

Benefits of zeckoShop

Choosing the right webstore solution can make the difference. There are a variety of elements to consider, and some expertise is required. There are hundreds of eCommerce / shopping cart software choices - unfortunately, most of them have focused on a one-size-fits-all and mass sales approach.

zeckoShop offers a distinctive difference

zeckoShop is your right choice for a strategic web commerce strategy. Sure, we have an extensive list of features like everyone else, but what makes zeckoShop distinctly different is our commitment to excellence....our drive to deliver outstanding web solutions that help drive your bottom line. So we're not just selling you an ecommerce tool, we're helping shape your business to grow and prosper in today's heavily centric web world.

With zeckoShop, you get a heavy concentration on important elements such as:

- **zeckoShop is Recommended by Sage**
Sage has chosen zeckoShop as their preferred and only ecommerce solution for Sage BusinessVision. This is a testament to the long-standing relationship Terracor has with Sage, and the trust that Sage places on our abilities to develop outstanding software solutions and support our mutual clients.
- **Scalability**
zeckoShop can scale to serve the needs of small businesses, to very large corporations. So if you're just embarking on your ecommerce vision, or your business is completely dependent on a solid ecommerce platform, zeckoShop is the right choice for you!
- **Integration to Your ERP/Accounting software**
As previously mentioned in this document, zeckoShop offers extensive integration to several ERP/Accounting software systems. This integration is key to releasing yourself from the burden and painstaking task of having to manage your website separately from your ERP/Accounting software. With zeckoShop, your website becomes an integral part of your business management solutions.
- **Website Portability - Integration to Other ERP/Accounting software**
We understand that some businesses may outgrow their ERP system, and will need the assurance that their zeckoShop website can be retained and indeed retooled to work with your replacement ERP software. zeckoShop was carefully designed to enable your zeckoShop to connect to other ERP software, so if you decide in the future to switch your current ERP/Accounting software we would reconfigure your website to connect to the new ERP chosen.
- **Design and branding flexibility**
We recognize what a website truly is...it's an extension of your business, it's a window into your corporate home. We understand the importance that a website has in maintaining or improving your corporate identity, so zeckoShop supports the means to present an appealing and compelling skin for the website/webstore. We ensure the site represents a professional image and one consistent with your corporate branding requirements.

Benefits of zeckoShop Continued...

- **Full turnkey solutions**

With zeckoShop, you get everything you need, all from one single source. Terracor can manage every aspect, including website/graphics designs, technical implementation, hosting, training and post-live support and consulting. If you prefer, we can work with your existing website designer, or we can simply provide the full turnkey solution...simple and easy!

- **Extensive feature set**

Sure, zeckoShop, like many ecommerce solutions, offers many of the features you expect to see, like search engine optimization; shopping cart; shipping carrier integration; payment processing and more. What makes zeckoShop stand alone in the crowd are some of the value added features you likely won't often find in competing ecommerce solutions.

zeckoShop vs Custom Solutions

Custom solutions often have many drawbacks. The common practice on custom applications is to charge the client for every feature/change they will want in the future. In our case the maintenance fee covers a variety of things, like new features that we'll be building for our entire client group; for changes to support new updates to your ERP/Accounting software, etc. zeckoShop clients pay a minimal cost and get coverage for these changes and new features. In the custom world, the client is on the hook for everything.

zeckoShop is not a custom solution. It's a complete web commerce solution that provides for the flexibility of being deployed in a variety of businesses and industries, accommodating the unique operating rules and requirements of each company. This allows us to implement zeckoShop in such a way that it is tailored to your specific requirements, yet retains the same core functions as all of our installations.

As part of your annual software maintenance agreement, we will continue to support your system throughout and provide upgrades to support new features we introduce to our zecko software products, as well as any changes made by your ERP/Accounting software developer.

Calculating your ROI

Savings Generated from Improved Internal Business Processes and Practices

Benefits from zeckoShop can mean real tangible costs savings. Sometimes these costs are obvious, and sometimes they're hidden in the manual and repetitive tasks your employees engage in every day. With zeckoShop, you'll be able to:

- Reduce the number of phone calls you handle from customers and prospects regarding routine inquiries. Let the website serve them with account and product information, including product MSDS sheets, user guides, support information and other information you routinely provide to your customers
- Customers will be able to securely log into your website and access their account information, past orders, pay their open invoices, and much more
- Integration to BusinessVision means the elimination of redundant data entry and data management tasks
- Automation of manual processes and tasks eliminates the need to have those tasks performed by employees

There are many other savings you can expect, so just comb through the tasks that you perform now and calculate how much time it currently takes you to perform these tasks.

Integration to Your ERP/Accounting software

zeckoShop is uniquely designed to be integrated to your current accounting and business management software. The level of integration offered within zeckoShop is extensive, such that product information, customer details, sales history and much more are synced from your ERP/Accounting software to your website. In addition, sales orders placed online on the website are automatically downloaded and inserted into your ERP/Accounting software. The level of automation eliminates much of the need for manual data entry or import/export processes, freeing up your resources to perform more value-added activities.

zeckoShop is positioned for integration to Sage BusinessVision, Pronto, Sage 50/300/500/X3, AccountMate, SAP and other third party databases as well, including Tire Guide, ShowMeTheParts, and a host of others.

Improved Customer Service

Some benefits of your new webstore may indeed be hard to quantify in pure dollars. Some of these benefits however will be invaluable, as they will enable you to strengthen your customer relationships.

- A self-serve customer portal means customers can obtain information from you at their convenience. zeckoShop enables you to provide a private and secure portal for your customers
- The very nature of a webstore enables you to expand your operating hours to 24 hours a day, 7 days a week. What would that cost you if you had to staff these hours?
- If you service a market beyond your geographic area, your customer's in other time zones will appreciate the extended ability to view products online, place orders, and review their account details, including status of open orders, order history, and more.

Calculating your ROI Continued...

Supplement and Enhance Your Sales Force

- With a zeckoShop website in place, it enables your sales reps to focus their attention on nurturing customer relationships, rather than taking and processing routine sales orders. Customers can place those routine orders directly themselves, thus giving your reps more time to spend on more value added activities with your customers
- Enables you to reach out to customers where a rep can't reach frequently, or where you simply don't have geographic representation in place.
- With our add-on modules, your sales reps, external agents and even internal CSRs [customer service reps] can access key customer and product, pricing information, and process orders on behalf of customers. When used on a tablet device such as an iPad, the rep can use your website as an online product catalog and order processing tool. These tools add efficiency to their day, as reps don't need to lug around product catalogs or price lists. This also leaves a lasting impression with your customers, as it demonstrates that your company is a forward thinking business that embraces technology.

Increased Sales Revenue

With all of the tangible and intangible benefits you can derive from zeckoShop, the obvious outcome of improved relationships with existing customers and attracting new customers, is increasing your sales volumes. While this may be hard to quantify precisely, ask yourself what a 10% increase in sales might mean to your bottom line? Some of our zeckoShop clients have reported increases in sales exceeding 75% or more. This kind of astonishing achievement can be yours too, with the right tools supporting your web commerce initiatives.

The world wide nature of the web allows you to reach beyond your local geographic markets. Imagine if you had salespeople located in every city or town in every market space you play in. With zeckoShop, you will. Think about all of the new customers you'll attract.

Competitive Advantage

Many businesses wait until it's too late, until their competitors launch a website/webstore. Don't let your competitors encroach on your market share! Businesses who have engaging and dynamic websites display a willingness and desire to cater to their customers and prospects. This attitude speaks volumes to your customers, as businesses tend to want to work with suppliers who offer great products, services and prices, all within a dynamic web portal that makes it easy for them to deal with you. Get online, get rewarded!