SBT

WebTrader

WebTrader delivers the benefits of Internet commerce. It provides the tools needed to build your Internet presence and capture critical business information—such as sales orders, leads, and product registration—securely over the Internet. WebTrader can run stand-alone or can seamlessly integrate with the Pro Series 6.0 accounting databases, if present.

Features of WebTrader
- Includes easy-to-customize HTML templates for creating Internet Web pages and forms such as sales orders, leads, customer surveys, and product registration
- Supports optional secure transaction processing with RSA encryption software
- Includes Web Server (CGI) software to convert data entered on the Web page form to email, and then to transmit the email to WebTrader
- Processes email automatically when using a MAPI compliant email client or in manual mode for other email packages
- Converts email orders automatically to bids if Sales Orders is present
- Validates key fields captured in emails when Sales Orders and Inventory Control are present—including customer numbers, part numbers, and serial numbers
- Adds a customer record automatically to the Pro Series customer database when a new customer enters an email, or from a sales lead
- Sends email confirmations to customers when converting email orders to bids, when converting bids to orders, and/or when shipping orders when integrated with Pro Series 6.0
- Features easy-to-use graphical Windows interface for displaying and maintaining lead, survey, and product registration data and when running stand-alone order data
- Allows setting of default values for customer record fields that are not provided on the Web page forms
- Allows up to eight validation options for processing product registrations, including customer number, part number, serial number, and purchase date
- Tracks unprocessed emails, incomplete orders, and failed email confirmations for exception reporting
- Provides optional purging of lead, survey, exception, credit card, and product registration data

System Requirements
- Internet Access: An account with an Internet Service Provider (ISP), including email
- Web Server: Internet server running Microsoft NT server
- Email Processing: To process email automatically, Web Trader requires a MAPI compliant email client and an Internet email connection. If using manual mode, any Internet-capable email package can be used
- Integration: WebTrader can run stand alone or interface with Sales Orders and Inventory Control

Standard Reports
- Credit Card Report
- Customer Survey List
- Failed Order Confirmations
- Incomplete Orders
- New Registrations
- Order Status
- Sales Lead List
- Unprocessed Records