

Want to sell anything, anywhere, at anytime?
Retail Pro® E-Commerce is ready.



Overview

Imagine a world where you can run your online store with the same ease and flexibility you run your brick and mortar establishment. Got that picture? Ok, now open your eyes. Retail Pro® E-Commerce is a fully integrated e-commerce solution. Retail Pro® E-Commerce links top e-commerce channels (Magento, X-cart, Amazon, Shopify, Prestashop and others including offering an API like solution for those who like to do it themselves) directly with Retail Pro. Retailers save time, increase profits and offer better customer service when selling through online channels.

A few key benefits of E-Commerce include:

- **Save time:** Enter items only once and the E-Commerce tool pulls images and descriptions from Retail Pro® and displays them on your web store. When fulfilling online orders uses the same sales order process in Retail Pro® your staff is already familiar with.
- **Provide better customer service:** View customers' online purchase history in Retail Pro® alongside their in-store purchase history, making it easy to suggest complementary items or take returns. And because your online inventory is connected to your stores, you'll avoid selling merchandise you no longer have.
- **Choose Your Channels:** Retail Pro® E-Commerce supports several leading global-ready shopping cart platforms such as Magento, x-cart, Shopify along with channels like Amazon, Channel Advisor and others. If you already have an existing web store on a platform not already supported, don't worry, custom integrations are available.
- **Everything in One Place:** Connecting your Retail Pro® software to your E-Commerce shopping cart means consistent reporting and inventory across both platforms. You sell something online and you'll see it affect your inventory tracking in Retail Pro. You can also pull reports for both shops directly from Retail Pro.
- **Upgrade friendly:** Moving from Retail Pro 8 to Retail Pro 9? No problem. Optionally import products and categories using Retail Pro E-Commerce.



Main Features

Flexibly Sell on one or many channels

- Support selling on multiple online channels
- Create an unlimited site category structure
- Enter items once and have them available both in-store and on the web
- Report on web sales separately; they are easily identified by order number prefixing
- Fulfill orders directly from Retail Pro using familiar sales order workflows
- Web orders shipped in stores will update order status on the site
- Automatic site synchronization of product availability, pricing, orders, and customers
- Maintain comprehensive product data (product images, titles, long descriptions, types, vendor, etc), product meta descriptions, URL and Handles
- Control all price levels through the Price Manager, allowing for unique levels to be used In-store and on the web
- Source locations – choose from a location or all locations to draw product quantities
- Item availability – optionally disable items no longer in stock, or keep them for sale

Full-featured web stores

- Completely open design, build your store's look and feel to appeal to your target market for any device
- Wide variety of 3rd-party tools available for discount codes, social network integration, and more

Principal Benefits of Web Integration

- Create and update categories and products in one place eliminating double entry
- Have current availability and prices on the site so you sell what you have not what you don't
- Reduce labor by automatically creating customers and orders in Retail Pro
- Eliminate data entry mistakes from manually entering orders
- Reduce labor by automatically having order status updated when the order is shipped

Requirements

Retail Pro E-Commerce requires Retail Pro® 9. For those customers using the old e-commerce tool with Retail Pro® 8 products and categories can be imported into Retail Pro E-Commerce as part of the upgrade to Retail Pro®9. The web store must be on a supported shopping cart platform, or incorporated into a signed custom development agreement. New platforms are always being added. A dedicated server is not required.

Serious software for serious retailers™

About our company

Retail Pro International, LLC, is a global leader in Point of Sale, Store Operations, and Back-Office software applications for the specialty retail industry. Through its highly-specialized provider network, Retail Pro is delivered locally and supported regionally through approximately 90 offices worldwide. More than 52,000 retail stores in 87 countries using 18 different languages trust Retail Pro® to manage their operations; from single stores to prestigious, multinational retailers, Retail Pro is the proven global solution for serious retailers worldwide.

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