Becoming an ecommerce Guru

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Agenda

- What is ecommerce?
  - Shopping Carts
  - Marketplaces
  - Merchant Accounts
  - Accounting Integration
- EDI (Electronic Data Interchange)
  - What the heck is it and why should I care?
- Couple of well kept secrets
- How can I capitalize on all of this?

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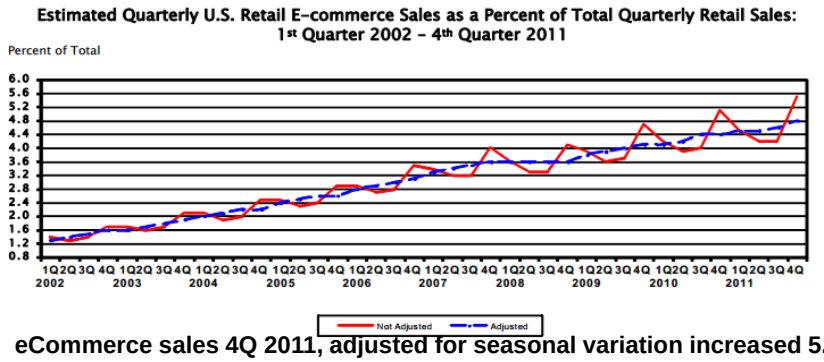
eCommerce Statistics



- **eCommerce sales 4Q 2011, adjusted for seasonal variation increased 5.8 % over 3Q while total retail sales for 4Q 2011 increased 1.8 % for same period.**
- **4Q 2011 e-commerce estimate increased 15.5 percent over 4Q 2010 while total retail sales increased 6.8 percent for same period.**
- **eCommerce sales in the fourth quarter of 2011 accounted for 4.8 percent of total sales.**
- **Total eCommerce sales for 2011 were increased 16.1 % over 2010. Total retail sales in 2011 increased 7.9 % for the same period.**

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Chunkification of Business Processes

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Chunks broken down even further

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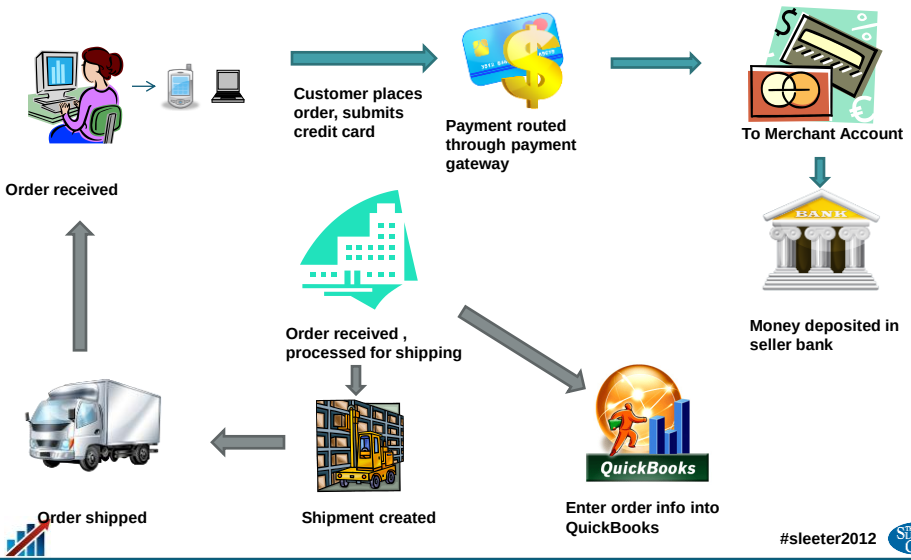
Shopping Carts

Shopping Cart Integration

- Syncs with back end accounting system
  - Does it use SDK, Web Connector, IIF files?
  - Can you set it on an automated scheduler?
  - Does it keep a transaction log?
- What type of transaction – Invoice, Sales Orders, Sales Receipts
- Sales Tax – Will you be able to run sales tax reports from QuickBooks?
- Items – Will it map to sub-items?
- Variants – (size, color etc) How does it handle this?
- API – Application Programming Interface Can you do custom development with the shopping Cart?
- Mobile Application Device interface(s)

Order Flow Diagram



Third Party Software

webgility
AUTOMATE YOUR E-BUSINESS

ATANDRA

OneWay Commerce

STONEEDGE TECHNOLOGIES, INC

PDG Software SINCE 1997

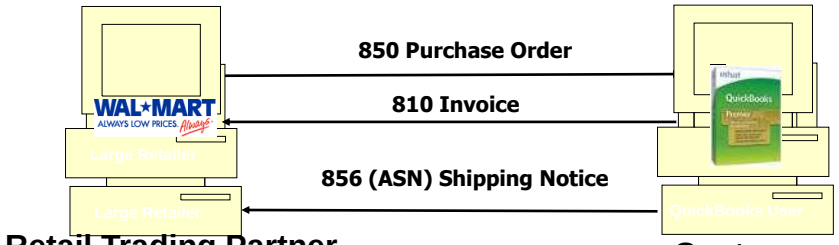
Merchant Services

payments.intuit.com
- Intuit Online Terminal
- Intuit Go Payment
- Intuit Merchant Service for QuickBooks
- Intuit Merchant Service for Web Stores
- Intuit QuickBooks Point of Sale Merchant Service
- Check Processing Solutions
- Intuit Payment Network

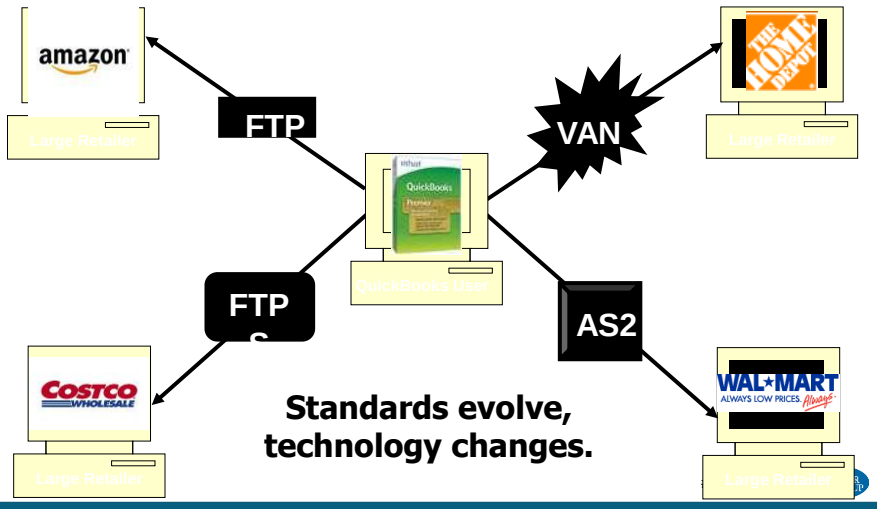
Payment Gateway
- Innovative Gateway (Intuit)
- Authorize.net

What the heck is EDI and why should I care?

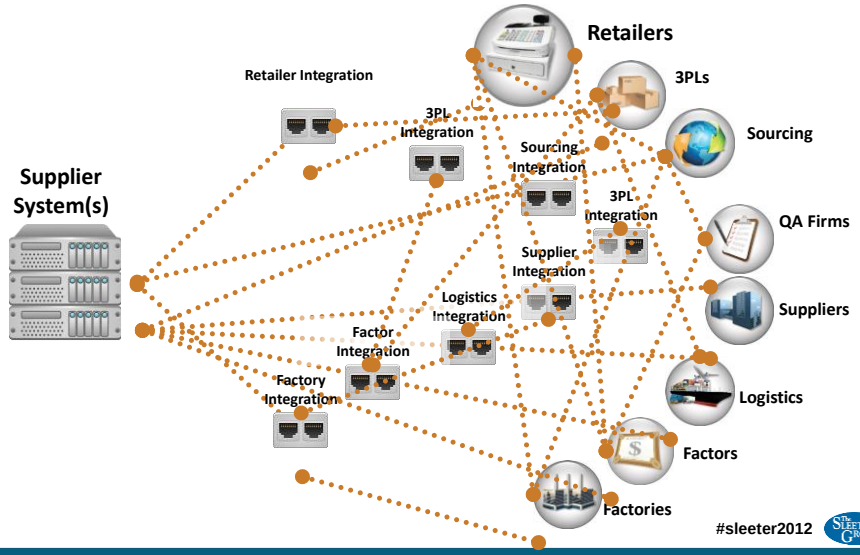
- EDI is the process of electronically transferring standard business documents.
- Customer receives a PO and imports it into their system.
- Communications is from Computer system to Computer system.



EDI - Tying it all together



Increasing Complexity is Driving Change



EDI Vendors

SPS commerce

Dicentral™

B2BGATEWAY.NET Global EDI Network

HighJump SOFTWARE

Biggest Challenges for Consultants/Integrators

- Ecommerce
  - Synchronization with Accounting System
  - Sales Tax
  - Data Integrity
- EDI
  - Evolving Standards

Best Kept Secrets of QuickBooks and ecommerce

Santrio ***Open for Business™***

QuickBooks Integration for Orders and Shipments

www.santrio.com
Sales Rep Portal, Customer Portal

trapponline

www.trapponline.com
Great for third party apps that won't work with other hosting companies

Becoming an ecommerce Guru

- Find a niche
- Get really good at it
- Be like Doug!