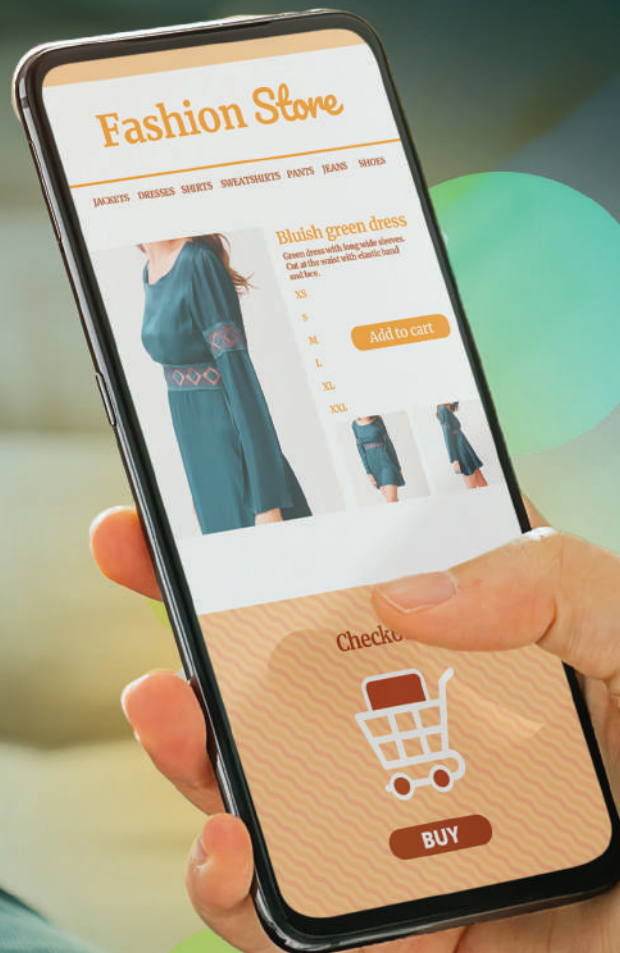# Storefront

Your E-Commerce Platform of Choice

Braintree And Your Business: Rapid and Powerful E-commerce

At Braintree, we take pride in our ability to provide feasible, real world business solutions. These solutions push the boundaries of innovation, focus on convenience, promote growth and are cost-effective.

The growth of e-commerce has challenged many retailers to adapt their business models and incorporate online shopping experiences into their overall strategy. As a business owner or manager, you want to sell your products online without having to spend significant time, money and ongoing efforts on building and maintaining a website. Storefront is tailored for businesses looking to establish or enhance their online presence, streamline e-commerce operations, and create exceptional shopping experiences.

With Storefront, we bring you a powerful e-commerce solution designed to facilitate rapid deployment and seamless management of online stores. Businesses can swiftly set up their online stores, integrate key operational functions and provide customers with an engaging and seamless shopping experience.

Backed by Braintree, Storefront offers reliability and performance making it an excellent choice for modern e-commerce needs.

E-Commerce Offers Significant Business Benefits

South Africa has a healthy online shopping community, and with online commerce becoming a vital element of retail strategies, you don't want your business to be left behind. E-commerce brings benefits to both businesses and consumers alike.

Companies can reach a wider customer base by adding online shopping to their operations, as well as reducing operational costs and providing convenience to customers. Consumers, in turn, can shop from the comfort of their homes, compare prices easily and enjoy a wider selection of products – all of which leads to customer loyalty, as shown through repeat loyalty purchases.

An integrated e-commerce solution alongside your line of business applications is quintessential. Microsoft Storefront is designed to help you grow your online sales and enhance your customer experience. You can offer your customers a seamless shopping experience with features like product categories, attributes, full search capabilities, rich content, images, videos, multiple payment methods, responsive design and Google Analytics tracking tags.

Why Does Your Business Need an E-commerce Platform?

E-commerce is important for businesses today for a few reasons, including:

REVENUE GROWTH:

Investing in an e-commerce platform can help you to increase your revenue, without needing to send an email or making a phone call, by offering a convenient way for your customers to buy products and services from you.

CONSUMERS ARE DEMANDING DIGITAL:

In order to cater to their needs, retailers must deliver an excellent e-commerce experience that is easy to use; trustworthy; offers a wide range of competitively priced products; and provides a seamless journey from purchase to fulfilment.

KEEPING UP WITH YOUR COMPETITORS:

The technology you choose to power your e-commerce platform is important: when it is set up correctly, this should enable you to react rapidly to changes and stay ahead of the competition.

YOU WILL GAIN DATA TO IMPROVE YOUR OFFERING FURTHER:

Your e-commerce platform will allow you to unlock valuable data to better understand your audience and thereby drive new features and enhancements. Retailers can also use their product data to better manage their stock levels and product availability.

REDUCE COSTS:

Without the overheads of a physical premises and in-store staff, e-commerce platforms are a cost-effective alternative or complement to physical stores.

ERP BUILT-IN STRATEGY:

Don't make the expensive common mistake of your e-commerce strategy not being integrated with your ERP system.

You can create bundled offers of products that are fast moving and go together well, based on historical data of your customers' transactions.

Storefront: A Solution for Companies of All Sizes

Storefront stands out with its rapid deployment capabilities, comprehensive integration and user-friendly interface, ensuring a compelling and efficient e-commerce solution for any business, whether large or small.

Storefront is tailored for businesses looking to establish or enhance their online presence, streamline e-commerce operations, and create exceptional shopping experiences.

You can create a webstore ready to trade within days, with features like multiple payment methods, rich content and responsive design – choose from a free e-commerce website template or customise your own design.

RAPID LAUNCH:

Ideal for businesses seeking a quick and efficient way to establish an online presence and start generating online sales.

ENHANCED CUSTOMER EXPERIENCE:

Suited for businesses aiming to provide a customisable and content-rich shopping experience to their customers. Ideal for businesses seeking a quick and efficient way to establish an online presence and start generating online sales.

A Cost-Effective Solution for Your Business

Storefront is a powerful yet low-cost e-commerce solution that allows you to create a webstore ready to trade within days. You can choose from a free template or customise your own design. You can also manage your inventory, orders, payments and promotions with ease, using the web-based tools.

Storefront is built in Microsoft Dynamics 365 Business Central, a cloud-based business management system that helps you streamline your operations and see your performance. With Storefront and Dynamics 365 Business Central, you can:

- Sync your data across your webstore and your ERP system, ensuring accuracy and consistency;
- Automate your workflows and processes, saving time and reducing errors;
- Gain insights into your sales, customers and products, enabling you to make informed decisions; and
- Scale your business with flexibility and security, thanks to Microsoft Azure cloud hosting.

7 Key Benefits:

E-commerce is important for businesses today for a few reasons, including:

SWIFT DEPLOYMENT:

Investing in an e-commerce platform can help you to increase your revenue, without needing to send an email or making a phone call, by offering a convenient way for your customers to buy products and services from you.

COMPREHENSIVE INTEGRATION:

Seamlessly integrate E-commerce, Inventory, Distribution, Sales and Marketing, and Finance for optimised operational efficiency.

CUSTOMISABLE SHOPPING EXPERIENCE:

Enable customers to explore product categories, attributes and detailed search options, while responsive design ensures a smooth shopping journey across all devices.

CONTENT-RICH STORES:

Enrich your stores with engaging content, aiding customers in making informed purchase decisions and accelerating the buying process.

GOOGLE ANALYTICS INTEGRATION:

Without the overheads of a physical premises and in-store staff, e-commerce platforms are a cost-effective alternative or complement to physical stores.

TEAM COLLABORATION:

Create individual staff accounts for sales, warehouse, and operational teams, allowing them to collaborate effectively from their respective locations.

MICROSOFT AZURE BACKING:

Benefit from Storefront's reliable infrastructure powered by Microsoft Azure, guaranteeing 99.99% uptime and premium hosting with SSD storage.

Survive – Or Thrive?

The impact of e-commerce on traditional retailers has been challenging, forcing many brick-and-mortar retailers to revisit their business models and incorporate online shopping experiences. It has also led to increased competition and the need for businesses to differentiate themselves through unique products, shopping experiences and digital marketing strategies.

Businesses that want to survive must adapt accordingly. In order to thrive, an e-commerce platform for most sizeable companies today is no longer a privilege but rather a necessity.

Why Choose Us?

YOUR TRANSFORMATIONAL EXPERTS WITH 25 YEARS OF EXPERIENCE

We have been transforming the organisational landscape and enriching our customers' lives digitally for over 25 years, with more than 150 customers across the breadth of Africa benefiting from our services. We have selected the very best transformational tools and technologies that – together with our experience digitally – unleash the power of your existing and new technologies, and processes.

MOST EXPERIENCED MICROSOFT DYNAMICS COMPANY IN AFRICA

We have completed a host of projects; from full implementations and upgrades to advanced functionality, we have endured as the technology partner of choice with our clients.

PROUDLY SOUTH AFRICAN

Born and bred in South Africa, we understand the unique challenges of running a successful business in our country, and have developed software and services specifically tailored to our local market.

SUPPORT

Our team of experts are there to provide you and your team with the necessary training so that you can enjoy the full benefits of your new solution. Our support team will also be available 24/7/365 to ensure that you're always up and running.*

* Dependent on your requirements outlined in your SLA agreement.

braintree

Masters of Microsoft

About Braintree

Braintree have significant consulting and product capability, including Dynamics ERP, CRM, SharePoint, and Office 365. We are the largest Microsoft Dynamics company in Africa with over 25 years of successful implementations experience.

For more information visit braintree.co.za, email info@braintree.co.za or call +27(0)11 455 6248

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