

## Your complete and high-performance e-Commerce site For B2C and B2B!

**UNIQUE !**

“

*We turn over £24 000 selling to  
retailers every month! ”*

**Austin Lee**

Managing Director, Faye London

**12**  
**EXCLUSIVE**  
**B2B**  
**FEATURES**

### SMEs prefer Actinic's e-Commerce platform

- ▶ More than 400 features
- ▶ Automatic updates
- ▶ Personalised support 7 days a week
- ▶ Multi-pricing, multilingual, multi-currency management

“ Sage chose Actinic as its exclusive e-Commerce solution ”  
**Lee Perkins** | Managing Director of Sage UK and Ireland

**sage**

## 12 FEATURES DESIGNED FOR ONLINE B2B COMPANIES

All the features you need are combined for efficient B2B sales.

- + Promote your business with a cost-effective online B2B catalogue attracting new B2B customers, while retaining your existing customer database.
- + Increase brand awareness using online marketing tools such as newsletters and SMS, vouchers, targeted discounts, differentiated pricing; The options are limitless.
- + Your clients can easily find your store and catalogue and log into their client account finding all the necessary information to place their orders. Increased customer satisfaction guaranteed!
- + Real time interface with your ERP software synchronising inventory, orders and product information instantly, saving you both time and money.



### Actinic a unique e-Commerce expertise in SME support

With Actinic, your site is specifically designed to sell to B2C and B2B customers alike. It becomes a key player in your global strategy to capitalise on the potential of e-Commerce.

Over 10 000 e-Sellers across all sectors, enjoy the quality solution that helps them reach optimal efficiency.

1

#### EXCEPTIONAL GRAPHICS

Combining a professional site with an efficient user-friendly interface is the secret to your success. Charm your visitors and opt for speedy catalogue-access and enjoy a forthcoming sales boost!

2

#### AN UNMATCHABLE RANGE OF FEATURES

Very thorough, Actinic's solution comprises over 400 features. Your site is positioned at the cutting edge of e-Commerce, thereby ensuring optimal efficiency.

3

#### MARKET LEADERS CHOOSE ACTINIC

Market leaders such as Google and Sage chose Actinic to build exclusive e-Commerce solutions and interfaces that meet and exceed SMEs' expectations.

4

#### OVER 470 SPECIALISED PARTNERS

Take advantage of the expertise of over 470 e-Commerce specialist partners, Across Europe and supporting you in the creation of your e-Commerce project.

5

#### OUR EXPERTS AT YOUR SIDE

A designated project manager helps you with each step of the project and supports you even in processing your first orders.

## How the Internet helps you grow your B2B sales

➤ Increased visibility

➤ Simplified order process

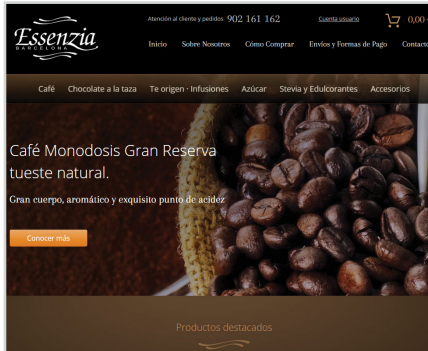
➤ Boosts client management

➤ Superior sales revenue

OUR E-COMMERCE EXPERTS ARE HERE TO ASSIST YOU

📞 **0845 129 4800**

**www.actinic.co.uk**



## A PERFECTLY ADAPTED B2B E-COMMERCE

- Caters to both B2B and B2C clients, with target-specific access and display
- A site with specific graphics and domain name for the B2B market
- Upon registration, the target-specific services and prices will be presented to your B2B customer

*"Our e-Commerce site reassures our customers regarding the quality of our products and our expertise. It helps us increase our distribution network really quickly"*

**Mireia Losada, Customer Support** | Essenzia

## SPECIFIC B2B PAYMENT METHODS

- A large selection of B2B specific payment methods (Transfer, instalments...)
- Quotation requests and email confirmation with payment-method selection (with deferred payment)
- Payment method selection per channel and/or client category

*"Our B2B customers really appreciate the request-quote feature. They get to explicitly articulate their needs and obtain the information they require in order to make quick decisions. A sure way to boost sales!"*

**Tim Rowe, Manager** | Cable Kid Ltd



## B2B SPECIFIC DELIVERY FEATURES

- A large choice of delivery methods tailored to B2B needs
- Per client category and packaging options (weight, size, price,...)
- Scheduled Delivery options and management

*"With the Actinic solution you can choose and configure options of delivery that are adapted to specific B2B needs, thereby leading to optimised margins and quality client relationships."*

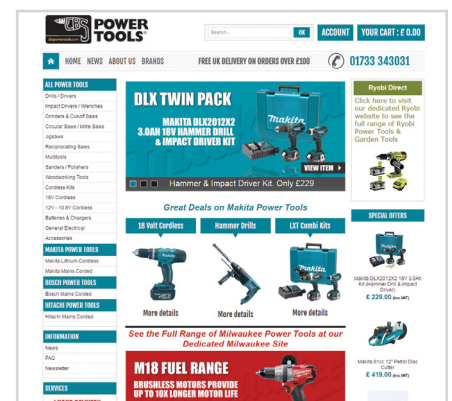
**Hubert Venet, Director** | Addex

## BOOST SALES WITH OUR POWERFUL MARKETING TOOLS

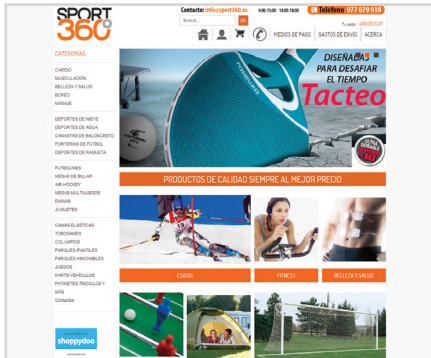
- Up/cross-selling to increase your clients' shopping baskets
- Optimise your site's conversion rates by providing an easy access to your checkout pages
- Product references (faceted search and predictive search)
- Catalogue promotion and client-reassurance tools (best sellers, notes and reviews)

*"We have very loyal customers, around 2-3000 retailers who repeat buy and have given us positive feedback on our marketing actions so far. We followed Actinic's advice for strategies and put some great ideas into action"*

**Keith Blake, Manager** | CBS Power Tools







## SALES FACILITATING ORDER MANAGEMENT

- Sales teams and associated client-portfolio management
- Order entry tailored to B2B (Phone orders or fast orders)
- Available stock display
- Real time price-calculation

*" 43% of our sales' revenue stems from emails and phone calls. B2B customers favour these order channels. Actinic's numerous options for placing an order allow us to satisfy the needs of companies, educational centres, and municipalities."*

**Alessandro di Giovanni, Manager | Sport 360°**

## COMPREHENSIVE B2B CLIENT ACCOUNTS

- Detailed and customised client-account display (personalised fields in the client file)
- Real time informative emailing
- Ongoing order, invoicing and delivery monitoring
- In account client-management (outstanding, orders without prepayment – differed payment)

*" Client-account monitoring allows us to closely follow the status of outstanding orders. Our B2B customers are informed of their situation and the progress of their orders in real time. They appreciate the quality of the service we offer them."*

**Michel SÉGURA, CEO | Fedima**



## REAL TIME HIGH-PERFORMANCE STOCK MANAGEMENT

- Real-time stock updates
- Per article availability management (set up your display in the article sheet)
- Per bulk stock management
- Quantity alert configuration

*" Thanks to client, order, and stock synchronisation, we're in a position to offer our clients services of the highest quality."*

**Sandra Santos, CEO | ZtecStore**

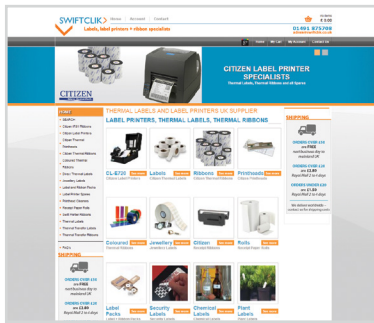
## YOUR B2B SITE OPTIMISED FOR INTERNATIONAL BUSINESS

- Multilingual and multi-currency management of your site (7 languages and over 10 currencies)
- Multi domain name management (1 domain name per language)
- Automatic export VAT management (intra-community VAT)
- Choice of international delivery methods (DPD, TNT, ...)

*" Premier Equine is an internationally recognised brand, and as such we need to adapt to a range of different needs. We chose three payment options from among Actinic's list of sixteen different choices and these allow us to accommodate our customers in over 50 different countries."*

**Clive Davies , Managing Director | Premier Equine**





## B2B SPECIFIC PRICE DISPLAY

- Tax-exclusive/inclusive price display management
- Packaging adapted price-management
- Off-price management

*"Many features such as displaying tax inclusive or exclusive prices together with the ease of use for a merchant to build and maintain a professional website make Actinic ideal. We have been able to increase our business to business sales by using the Actinic solution."*

**Shaun McNamee, Manager** | Swift Click

## POWERFUL PRICE MANAGEMENT IN LINE WITH YOUR NEEDS

- Multi-pricing policy: up to 10 prices per article
- Define prices and discounts per client, client-category, article or article-category
- Each client has specific, attractive and custom price management

*"The multiple pricing option allows us to adapt our offer to our buyer profiles as well as provide our professional clients with a reliable sales' channel."*

**Oscar Guisado, Director** | Kmax



## YOUR SALES DEVELOPMENT STRATEGY

- Per client or client-category % discount management (All or part of the catalogue)
- Quantitative discount management (in % with thresholds)
- Discount management on amount (in % with thresholds)
- Discount management on net price
- Management of the non-discounted

*"Actinic is a complete e-Commerce solution that is easy to use, to develop both a B2B as well as a B2C business: per user-category pricing, quantity discounts, emailing campaigns adapted to different segments, VAT-free price display."*

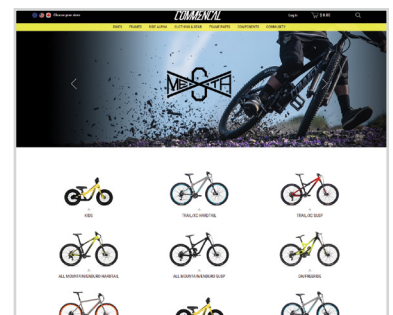
**Domingo Ubeira, CEO** | Granidisco

## A COMPLETE REAL TIME INTERFACE WITH YOUR ERP

- A 100 % secure and centralised catalogue-management environment
- Real-time site events and commercial management synchronisation
- A standard and configurable solution that adapts itself perfectly to your business

*"Actinic has developed applications that allow you to link your commercial management software to your online store, with automatic order, stock and contact synchronisations. A real advantage that saves SMEs a lot of time, and therefore money!"*

**Max Commençal, CEO** | Commencal



## 4 Steps towards success in online B2B sales

1

You and your Actinic B2B project manager define your objectives and the B2B specific configuration of your e-Commerce site.

2

Our experts set up your pre-defined e-Commerce project plan (order entry screens, catalogue display, product descriptions, languages, currencies and more).

3

Creation of a real time interface between your e-Commerce site and your commercial management: articles, synchronisation, clients, orders, stock...

4

Launch of your site online, comprising of implementation support (site operation, user training, first orders monitoring, personalised project support).

**START YOUR ONLINE B2B ACTIVITY NOW !**



## SUCCESS STORIES



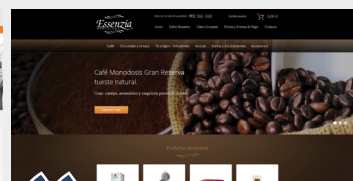
“Thanks to Actinic we enjoy a stressfree expansion and implement our e-Commerce project minimising our risks and maximising our chances of success.”

**Jean-Philippe Thoër, Manager**  
Ballkit



“Our site is positioned as a real purchasing hub. The B2B market now accounts for 60% of our sales' revenue !”

**Éric Silici, CEO**  
SportsoutdoorShop



“The Actinic solution is perfectly adapted to B2B sales. It allows you to conduct specific action per client type.”

**Mireia Losada, Customer Support**  
Essenzia



“My site is a formidable asset for engaging my network of distributors. They love discovering my online catalogue, looking at prices, new collections, and placing orders”

**William Benguigui, Founder - CEO**  
Harcour

**+10,000** E-SELLERS  
HAVE CHOSEN ACTINIC

You too can benefit from our e-Commerce experts' tailored support:

**0845 129 4800**

**470** CERTIFIED  
ACTINIC PARTNERS

Across the United Kingdom support you in the creation of your e-Commerce project.

**www.actinic.co.uk**