Paladin Makes E-commerce Easy

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WHAT YOU'LL LEARN
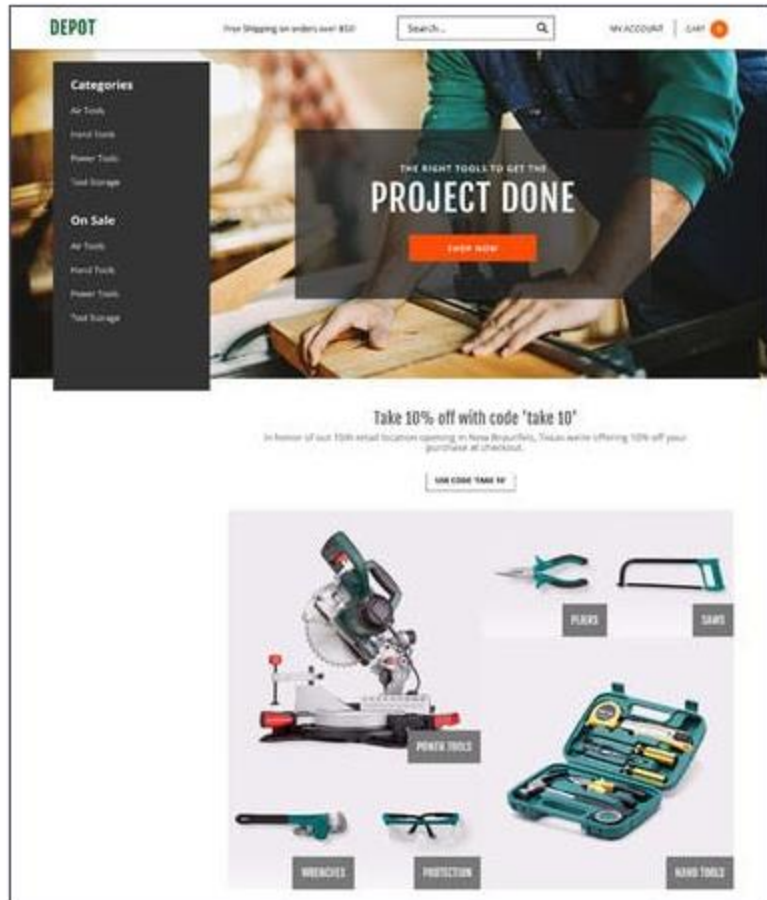
Why e-commerce?

- Retailer's e-commerce goals
- Recent e-commerce trends

Paladin e-commerce integrations

- Ace Hardware
- Do it Best
- True Value Hardware
- United Hardware
- House Hasson Hardware
- Paladin eCommerce API
- Volusion
- Webstore System Integrators

Retailer's e-commerce goals

Why have an online presence?

- Establishes credibility in the retail market

- Increases brand awareness and exposure

- Compete with the big dogs

- Provides alternative methods of selling (COVID)

- Most consumers are demanding it for product availability and price comparisons

E-commerce trends

Retailing changes in 2020

- NielsenIQ data shows that 67% of all consumers say they changed the way they shop due to the pandemic.

- E-commerce sales grew over 32% in 2020.

- The number of purchases made online and picked up at stores increased by 208% in 2020.

Paladin eCommerce integrations

E-Commerce

- Paladin offers a myriad of integrations to easily add e-commerce to any store.

- Main purpose is to synchronize inventory and manage virtual sales in Paladin.

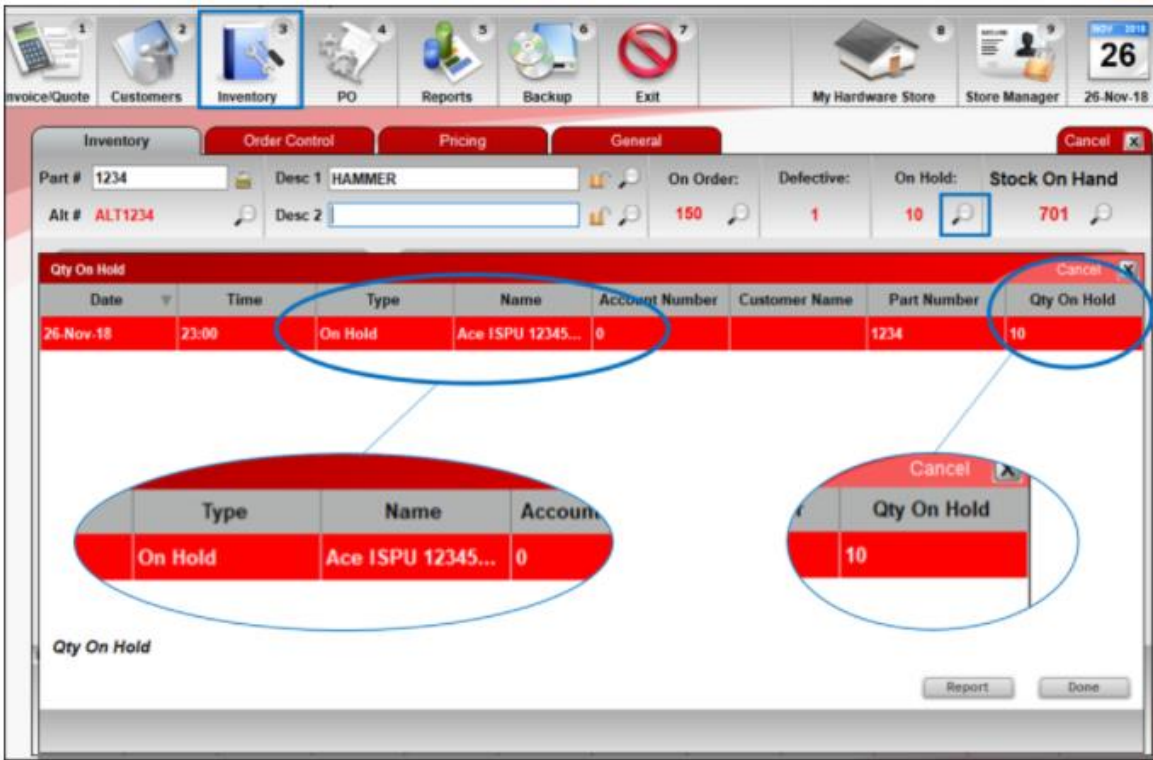- Paladin supports multiple e-commerce platforms and offers an e-commerce API.

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ACE Hardware.com e-commerce integration support

Paladin e-commerce for Ace

- Paladin is fully integrated with the Acehardware.com Order System (AOS) to support "buy online, pick up in store" (BOPIS) purchases.

- All in-store pickup transactions occur in AOS, and your Paladin database are updated automatically by Ace Hardware.

- In the Comparative Revenue reports, all in-store pickup transactions are recorded in Paladin and will appear separately.

- All AceHardware.com invoices and on-hold quotes are stored and reported in Paladin.

Paladin e-commerce for Ace (continued)

How it works

- **Before an order is placed** - When a customer searches for items online, the stock on hand for your store is always current because Paladin continuously updates Ace Hardware with your store's stock levels.

- **After an order is placed for pickup at your store** - our AOS integration automatically puts the item **On-Hold** in Paladin.

Paladin e-commerce for Ace (continued)

How it works

- **After the customer picks up the items** - the store clerk enters the required information in AOS to confirm the customer received the items.
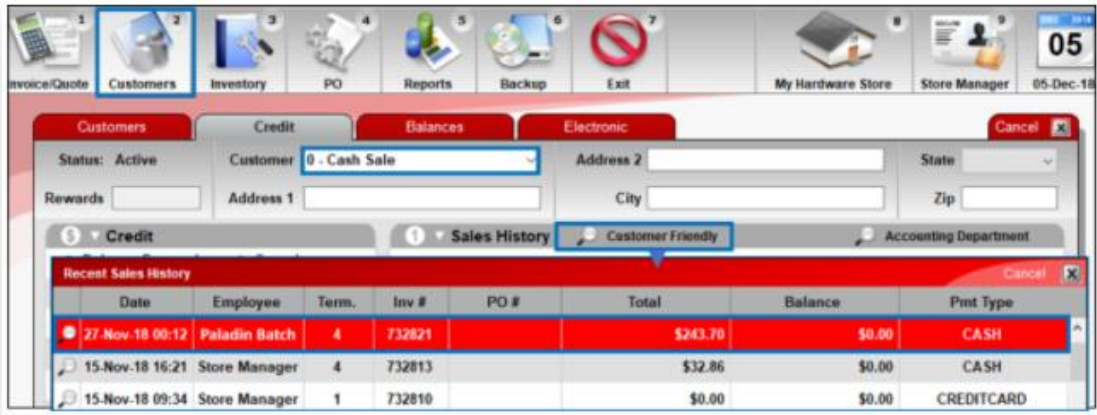
  - In the Paladin **Inventory** module under **SOH History**, an **On-Hold** entry appears to show the items have been received and are no longer on hold.

  - In the **Invoice/Quote** module, when **Recall Transaction** or **F6** are clicked, the order information is no longer in the **On-Hold** details section.
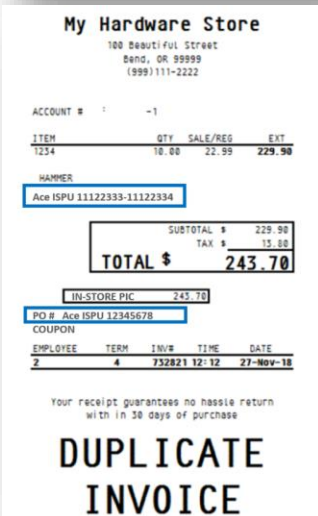
Paladin e-commerce for Ace (continued)

How it works

- The invoice is available in the **Recent Sale History** viewer for **Cash Sale** invoices. The employee's name will be set to **Paladin Batch**.

  - **Note**: Recent AOS invoices can be accessed in the **Invoice/Quote** module. Click **Advanced Look-up** or press **F1**, click the **History** tab, and then select **Invoice Reprint**.

- In the **Reports** module, under **Comparative Revenue** reports, the AOS in-store pickup transactions are in the **WEBSTORE** category.

- AOS in-store pickup purchases also appear in the **Transaction Report.** Search for note: "**ISPU**"

Do It Best Hardware e-commerce integration support

Paladin-MOCE
Do it Best

E-commerce for Do it Best

- MOCE is the technical platform created by JK Specialty for Do It Best eCommerce integration.

- MOCE is a simple, easy-to-use e-commerce platform that allows stores to easily manage their online storefront.

- After the site launches, stores can update content anytime through the admin page.

Paladin-MOC<u>E</u>
Do it Best

- All of Do it Best's 67,000 SKU's are ready to go with the integration.

- Custom SKUs can be added through Paladin.

- Pricing, inventory, special products offerings, and special pricing are all pulled in and updated from Paladin.

- MOC<u>E</u> enables uploads every 20 minutes.

True Value Hardware e-commerce integration support

Paladin-Spec 98
True Value

E-commerce for True Value

- True Value partners with EZ-AD to develop web stores.

- The True Value (Spec98) e-commerce integration sends True Value all required inventory data

- Paladin's stock-on-hand and price changes are automatically uploaded to keep a web store's stock-on-hand and pricing information up to date.

Paladin-Spec 98
True Value

- Stores can sync their Paladin POS system to have products immediately available on their e-commerce website.

- Product images and descriptions are already available in the e-commerce system.

- True Value (Spec98) automatically matches POS products to its database of over 8 million products.

United Hardware e-commerce integration support

Paladin-Ignitiv
United Hardware

E-commerce for United Hardware

- United has partnered with Ignitiv, to provide a state-of-the-art e-commerce solution powered by Kibo's Unified Commerce platform.

- The integration gives United stores rich product information and the ability to check on product availability.

Paladin-Ignitiv
United Hardware

- Inventory data is pushed and updated from Paladin to their web store every 24 hours.

- At a press of a button, Paladin clients can also manually upload their stock on hand and/or their full retail pricing.

- Store managers get the flexibility to communicate their offers and promotions.

House Hasson Hardware e-commerce integration support

Paladin-New Media Retailer House-Hasson

E-commerce for House-Hasson

- House-Hasson Hardware has partnered with New Media Retailer as its e-commerce provider.

- Paladin works with New Media Retailer to connect through the Paladin e-commerce API.

- House-Hasson retailers can now build and operate their online sale platforms with their Paladin database providing stock-on-hand and online invoices.

Paladin's e-commerce API

Paladin e-commerce API

- The Paladin eCommerce API (application programming interface) allows any e-commerce platform to integrate with Paladin.

- The API provides methods to access and synchronize a store's inventory data in Paladin to create online invoices, manage pricing, and update stock on hand when online sales are made.

- Paladin eCommerce API repository on GitHub

Paladin e-commerce API

E-Commerce

Get inventory data (ecom API)

- The following inventory data is returned by the API when a request is made:

• Part Number	• Alt Part Number	• Mfg Part Number	• Description 1
• Description2	• Weight	• Core Charge	• Stock on Hand
• Qty on Order	• Taxable	• Retail Price	

Paladin e-commerce API

E-Commerce

- The API will create an invoice in Paladin and update the stock on hand.

- E-commerce sales are tracked in Paladin and reported on the comparative revenue report.

Volusion integration

Paladin-Volusion

- Volusion is an e-commerce platform that creates online shopping experiences.

- Paladin partners with Volusion to give stores the means and technology to grow their business through fully integrated online inventory, marketing, sales, and customer management.

Paladin-Volusion

- Paladin and Volusion allows stores to:
  - **Keep stock-on-hand levels up to date.** Whether a sale is made online or in-store, SOH amounts are synchronized in Volusion and Paladin.
  - **Add or remove online store items.** In the **Inventory** module, stores can select an item's **Ext Sync** checkbox to sell the product online. Clear the checkbox to remove the item from the online store.
  - **Share item information online.** When changes are made to Item descriptions, prices and other information in Paladin, the information is updated automatically in Volusion.

Paladin-Volusion

Paladin and Volusion allows stores to (continued):

- **Track online sales in Paladin.** When a customer purchases online, Paladin creates an invoice with the customer's name, item purchased, taxes, revenue and delivery info.

- **Create customer accounts.** A customer must create a user account to make an online purchase. When this happens, Paladin creates a customer account in the **Customers** module, and associates it with the invoice.

Paladin-Volusion

Paladin and Volusion allows stores to (continued):

- **Handle items that are not in your normal inventory.** An item in an online store that is not in a store's Paladin inventory, the invoice will use a generic part number and will record the item's online store part number description.

Note: Subscriptions to Paladin and Volusion are required to use both services.

Webstore System Integrators

New Media Retailer
(607) 316-4222
rmartin@newmediaretailer.com

www.newmediaretailer.com

BuilderWire, Inc.
(781) 275-2400
info@builderwire.com

http://www.builderwire.com

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Next webinar:

**Improve Customer Service,
Supplement Staff with Kiosks**

April 26 at 9am PT

Register: portal.paladinpos.com/webinars

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Check out our **Spring 2019 Release Guide** on the Help Portal.

Expand your Paladin Knowledge:

Stay relevant in retail:
paladinpointofsale.com/retailscience

Self help at:
portal.paladinpos.com

Webinars available at:
portal.paladinpos.com/webinars

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