



## FACTSHEET

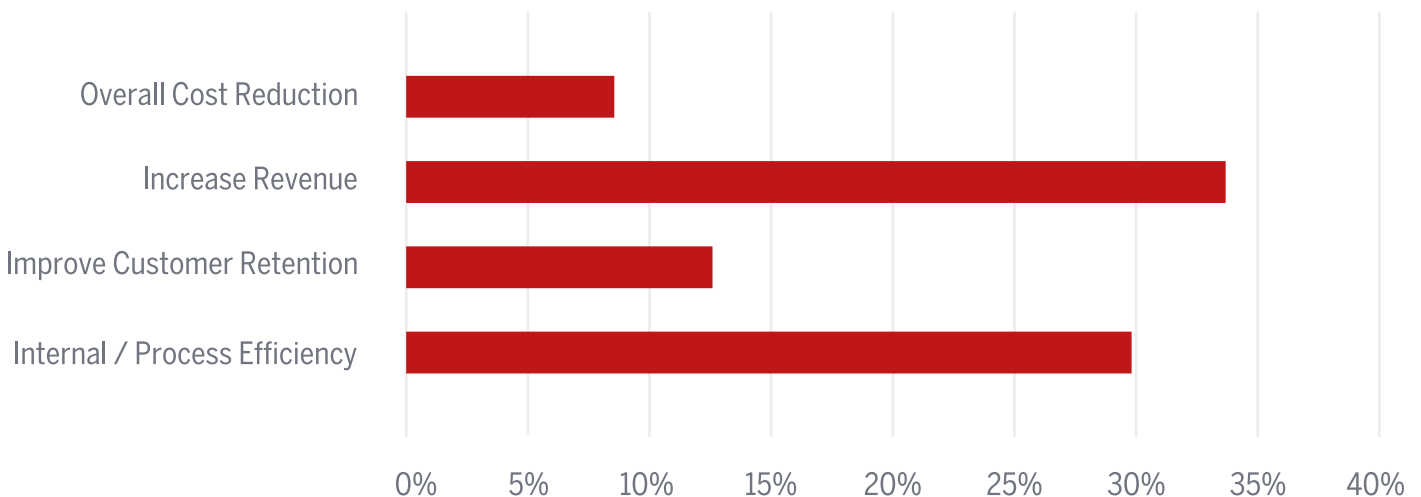
# THE BUSINESS BENEFITS OF INTEGRATED E-COMMERCE

Sana Commerce recently surveyed 107 global B2B and B2C customers, including small businesses, mid-size organizations and large enterprises. Our data tells us that an integrated Sana Commerce web store has a positive impact on customers' efficiency of processes, cost-savings, revenue, conversion rates, and customer retention rate.

## KEY FINDINGS: ADVANTAGES OF ERP E-COMMERCE INTEGRATION

Findings from our survey tell us, that on average, an integrated e-commerce solution with Sana helps customers achieve all 4 of their top e-commerce goals (below).

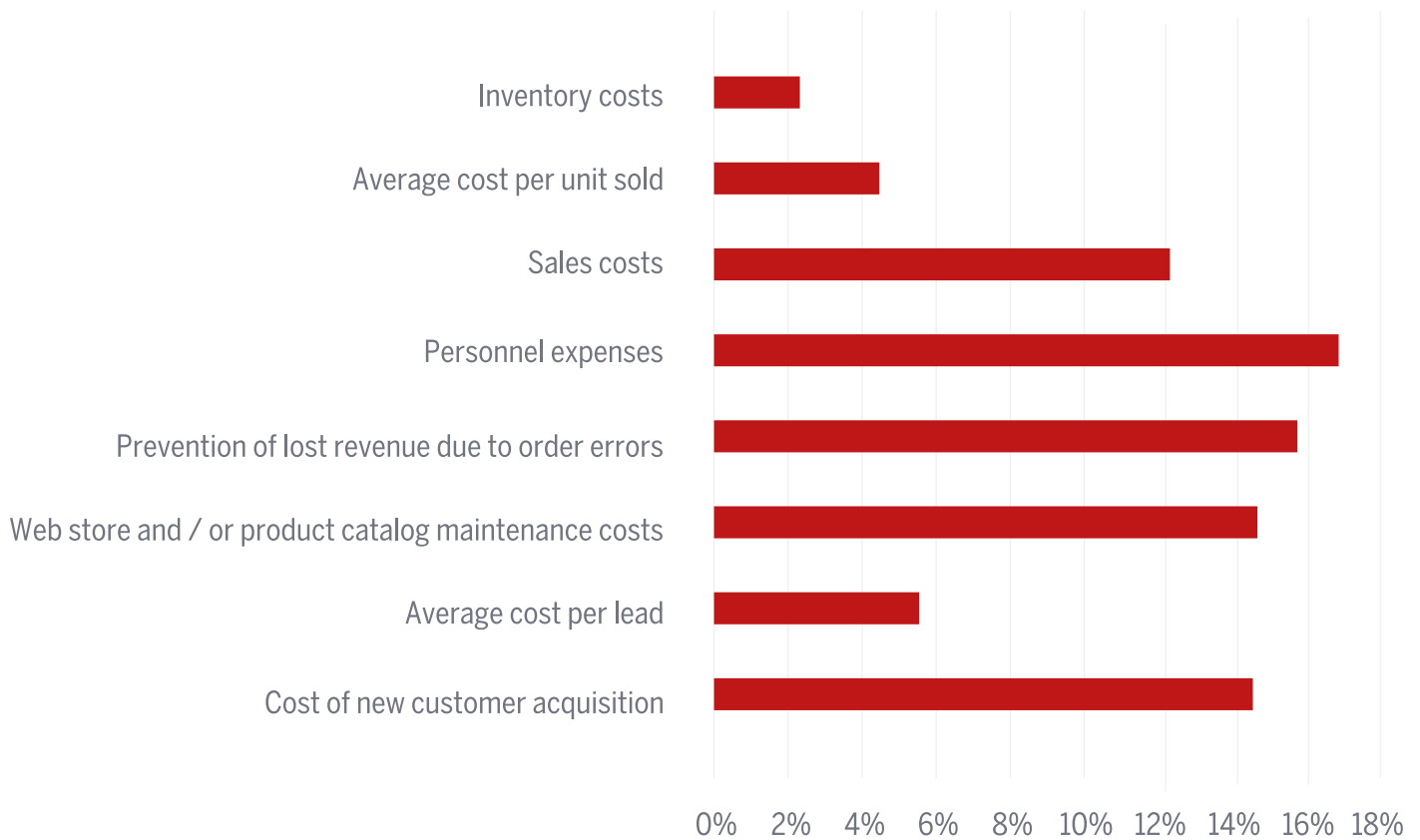
### SANA CUSTOMERS' TOP E-COMMERCE GOALS



## BENEFITS OF INTEGRATED E-COMMERCE: PROCESS IMPROVEMENTS AND COST REDUCTION

As a result of their Sana solution, customers reported cost savings across 8 key areas. The following chart represents the percentage of customers who reported cost savings across their business.

### COST SAVINGS DUE TO INTEGRATED E-COMMERCE WITH SANA



With regards to internal process improvements, our customers reported better and more efficient processes across:

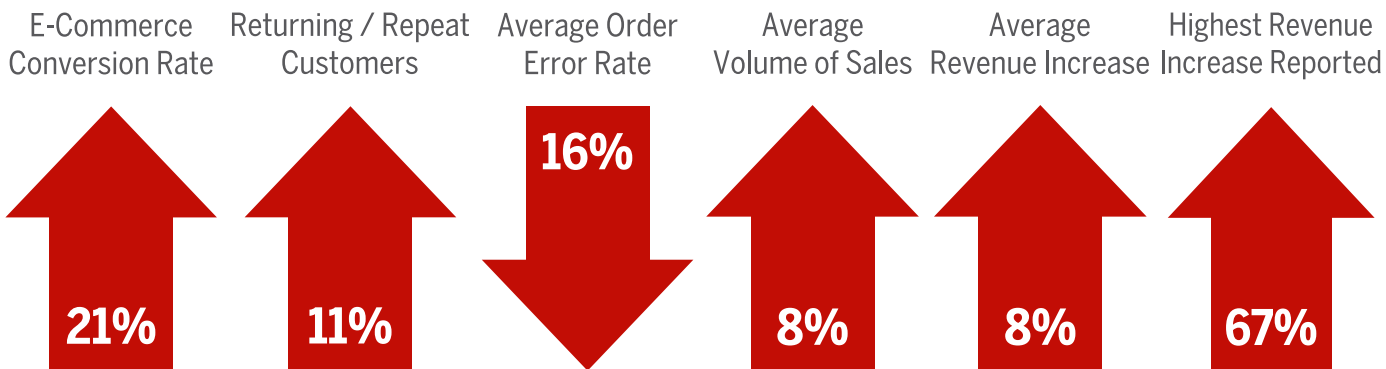
**ORDER ENTRY** 53%  
**SALES PROCESS** 29%

**ONLINE CATALOG MANAGEMENT** 30%  
**INVOICE MANAGEMENT** 8%



# THE IMPACT OF AN ERP-INTEGRATED SANA WEB STORE

Based on percentages reported by customers in our survey



## WHAT MAKING THE MOST OF ERP FOR E-COMMERCE CAN MEAN FOR YOUR BUSINESS

The benefits of ERP e-commerce integration should already be quite clear, but if the data is not yet tangible enough, here are some more concrete numbers to visualize. In addition to the added revenue flow from an increase in returning customers, Sana's customers are also seeing reduced FTEs and workforce costs as a result of more efficient processes with Sana.

Based on the average revenue of Sana's enterprise and mid-sized customers (SMBs) and the range of revenue increases experienced by our customers, we've determined that the impact of their Sana Commerce web store can translate to:



### UP TO \$134K IN REVENUE FOR ENTERPRISES

Ready to get started? Learn about Sana Commerce's e-commerce solution for Microsoft Dynamics 365 for Finance and Operations, Microsoft Dynamics AX, SAP S/4HANA, or SAP ECC.



### UP TO \$67K IN REVENUE FOR SMBs

Want to learn more? Get insights on Sana Commerce's e-commerce solution for Microsoft Dynamics 365 Business Central, Microsoft Dynamics NAV, Microsoft Dynamics GP, or SAP Business One.

For more information, please book a demo.