The Portal People
integrated ebusiness

Sage 200 B2B eCommerce Integration

Knowledge Series

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In today's digital-first business landscape, companies are increasingly looking for ways to streamline their B2B eCommerce operations. One solution is Sage 200, a powerful ERP system that can be seamlessly integrated with B2B eCommerce platforms, offering features like customer-specific pricing, real-time stock updates, and account management. But what exactly is Sage 200, and how can it enhance your B2B eCommerce experience? Let's dive in.

Who Are Sage?

Sage is a leading global provider of integrated accounting, payroll, and payment systems. Founded in THE 1980's, Sage has grown to become one of the largest suppliers of ERP and accounting solutions for businesses of all sizes, with a particular focus on small and medium-sized enterprises (SMEs). Their suite of products covers everything from small business accounting software to advanced ERP solutions tailored for specific industries.

What Is Sage 200?

Sage 200 is an Enterprise Resource Planning (ERP) solution designed to help medium-sized businesses manage their finances, operations, and customer relations more efficiently. It offers a comprehensive range of features, including accounting, supply chain management, manufacturing, and project accounting. Sage 200 is highly customizable, which makes it ideal for businesses that need a solution tailored to their unique needs.

There are two main versions of Sage 200

Sage 200 Standard: A cloud-based ERP system that offers core functionalities like financial management, sales, purchasing, and stock control.
Sage 200 Professional: A more advanced version that includes everything in the Standard version but also offers additional modules like manufacturing, project accounting, and advanced customizations.

Where Does Sage 200 Fit Into Sage's Product Range?

Sage 200 sits in the mid-tier of Sage's product portfolio. It bridges the gap between Sage's entry-level products like Sage 50cloud, which is suited for small businesses with less complex needs, and Sage X3, which is designed for larger enterprises that require a more comprehensive and scalable ERP solution.

In comparison

- Sage 50cloud is aimed at smaller businesses needing basic accounting and payroll functionality.
- Sage 200 is ideal for growing businesses that need more advanced features such as multi-company accounting, stock management, and departmental analysis.
- Sage X3 is tailored for large enterprises with complex operational needs and international reach.

Sage 200 is a versatile option for medium-sized businesses that are scaling up and need greater control over their financial, operational, and customer data, without the complexity and cost associated with enterprise-level solutions.

Integrating Sage 200 with a B2B eCommerce Platform

For businesses using Sage 200, integrating it with a B2B eCommerce platform can significantly enhance their operations. Here's how Sage 200 can be linked with B2B eCommerce to deliver key features like customer-specific pricing, stock management, and account information:

Customer-Specific Pricing: One of the core requirements of B2B eCommerce is the ability to offer personalized pricing to different customers based on pre-negotiated agreements or customer segments. By integrating Sage 200 with an eCommerce platform, you can synchronize pricing data directly from Sage 200 into your eCommerce storefront, ensuring that each customer sees the pricing that's relevant to them.

Stock Management: Sage 200's stock management capabilities can be integrated with a B2B platform to display real-time stock levels to customers. This prevents overselling, enhances transparency, and allows customers to make informed purchasing decisions based on current inventory availability.

Account and Transaction Information: Through integration, customers can view their complete account history, including past orders, outstanding balances, and payment due dates. This data is pulled directly from Sage 200, offering customers a seamless experience when managing their accounts through your eCommerce portal.

The Portal People eCommerce platform is specifically designed to handle these integrations with Sage 200, providing an automated and accurate flow of data between your ERP system and your online storefront.

How Does Sage 200 Compare to Other Solutions?

There are several ERP systems on the market that can be integrated with B2B eCommerce platforms, such as Microsoft Dynamics 365, SAP Business One, and NetSuite. Here's how Sage 200 compares:

Microsoft Dynamics 365: A more comprehensive solution that includes both ERP and CRM functionality, Dynamics 365 offers deeper integration possibilities with Microsoft tools but can be more complex to implement and more expensive than Sage 200. It's better suited for businesses with more advanced needs.

SAP Business One: SAP Business One is designed for small to medium-sized businesses but is more commonly used by larger enterprises. While it offers more extensive global support and features, it often requires more resources for customization and implementation compared to Sage 200.

NetSuite: NetSuite offers cloud-based ERP, CRM, and eCommerce in one solution, which makes it highly appealing for businesses looking for a fully integrated system. However, it can be more expensive and complex for businesses that don't require all of the additional functionality that comes with it.

Sage 200 is positioned as a more accessible, flexible, and cost-effective solution for businesses that don't need the extensive capabilities of these enterprise-grade solutions.

The Process of Adding B2B eCommerce to a Business Using Sage 200

If your business is already using Sage 200 and you're looking to add B2B eCommerce, here's the typical process:

Assess Your Needs: Begin by assessing your current operational needs and defining the specific features you require in your B2B eCommerce platform. Do you need customer-specific pricing, advanced stock management, or real-time order tracking? This will help you choose the right eCommerce platform.

Choose an eCommerce Platform: Select a B2B eCommerce platform that integrates seamlessly with Sage 200. Our own eCommerce platform, for example, is designed to work well with Sage 200, offering customer-specific pricing, stock management, and account features.

Consult with a Sage 200 Partner: Work with a Sage 200 integration specialist or consultant who understands both Sage 200 and eCommerce platforms. They can help with customizing and configuring the integration to meet your specific needs.

Data Synchronization: Set up data synchronization between Sage 200 and the eCommerce platform. This includes linking your product catalogue, pricing structures, customer accounts, and stock levels. The synchronization ensures that both platforms have accurate, up-to-date information.

Customize the User Experience: Tailor the Sage 200 B2B eCommerce portal to align with your brand and customer needs. This includes creating personalized dashboards, setting up payment terms, and ensuring customers have access to their account and order information.

Test the System: Before going live, thoroughly test the integration to ensure that all data flows correctly between Sage 200 and the B2B platform. This includes testing the checkout process, pricing accuracy, stock updates, and account management features.

Launch and Monitor: Once everything is in place, launch your B2B eCommerce platform and monitor its performance. Regularly review the integration to ensure it continues to meet your business needs as your operations grow.

Conclusion

By integrating Sage 200 with a B2B eCommerce platform, businesses can unlock a powerful combination of financial management, stock control, and tailored customer experiences. Compared to other ERP solutions, Sage 200 strikes a balance between functionality, flexibility, and cost-effectiveness, making it an excellent choice for medium-sized businesses looking to streamline their B2B operations. With the right implementation process, your business can elevate its eCommerce capabilities and stay ahead in an increasingly competitive market.

Further Reading

Sage 200 Features (Links to Sage Official Website)

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