

actinic link

for ecommerce and epos

Actinic Link for Ecommerce and EPOS brings together the online and offline areas of your business giving you more control and increasing efficiencies. The link enables the transfer of product data and the synchronizing of stock levels between Actinic Business (including Multi-Site and Multi-User versions) and Actinic EPOS Network, which saves time and reduces errors by streamlining your business operation. The flexibility of the link allows you to control your business your way, by managing your products using either the Ecommerce or EPOS product.

Actinic Link for Ecommerce and EPOS is included as standard with all Actinic Business products and Actinic EPOS Network, providing a comprehensive suite of management tools to help you improve and grow your business.



Synchronise your business

- For retailers with physical stores, the Link provides synchronisation of online and offline areas of the business
- The Link reads and transfers product data and prices from Actinic Business into Actinic EPOS Network and vice versa
- Product data includes description, barcode, price, tax code, product and content categories and section hierarchies
- Data can be transferred via Internet allowing online and offline operations to be run and managed from separate locations with no need for networking

Increase efficiency

- Saves time and reduces errors through eliminating the need to re-key product data into both applications, or having to update each application manually
- Easily enter product information including barcodes into ecommerce product fields using a scanner
- Prices can be updated within Actinic EPOS and transferred into Actinic Business with a single button click

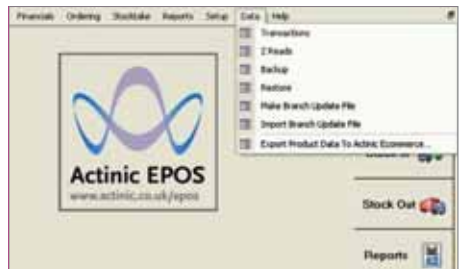


Run your business your way

- Create integrated, cross-channel promotions and communications to better serve new and existing customers
- For multi-site EPOS retailers with a head office, the ecommerce store can be linked to either the head office or a specific branch depending on where web orders are fulfilled from

Take and keep control

- Improves efficiency and accuracy of stock management through synchronising stock levels across both applications in real time. Items shipped from either EPOS or Business will be reflected in updates to both the ecommerce and EPOS stock levels
- Select which products are displayed on the website and how they are transferred. This will reflect correct tax codes and prices for applicable customer groups, regions and countries
- For EPOS an audit record is written enabling monitoring of EPOS and ecommerce stock levels from within the EPOS system



System Requirements

- Ecommerce – Actinic Business v8.5.0 or above
- EPOS – Actinic EPOS Network v2.73

Vendor PC:

- Windows XP, 2000 (service pack 2) or 2003 – 500MHz Processor
- Internet Explorer 6
- 256MB RAM

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- 120MB available hard disk space

Web site:

- Windows, UNIX or Linux Server
- Perl 5.004 or later (MD5 Perl module recommended)
- User-writable CGI bin
- Min. 20MB process memory recommended

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