

O2O Feature list

Feature	Description
O2O Enterprise Structure & Connection Mgmt	
Multiple Hierarchies & Controls	Allow enterprise to define multiple views and controls of enterprise structure
Multiple Online & Offline Subentities	Allow enterprise to add multiple online and offline subentities Allow different types of subentities (e.g., Subsidiary, Franchise)
Pre-built Management Facility	Pre-built management facility for each new entity
Auto Information Aggregation	Real-time aggregation of information according to enterprise structure
Online & Offline Connection	Allow client's acquisition of offline store info and request of offline appointment in real-time
eCommerce	
eCRM	Client info, lead mgmt, conversion, search & data mining, related party mgmt, abandon & blacklist mgmt, alert mgmt and point-and-click report generation Manage client's purchase history and favor product list and analyze client's purchase pattern
eMembership Mgmt	Support visitor registration, qualification check, membership point, rating, and upgrade mgmt
eCatalog	After pricing, classification chart and other info are confirmed in the 8thManage system, able to synchronize data to official online store to generate tree-level electronic catalog automatically
eContent Mgmt	By using the state-of-the-art CMS technology, manage website content by components, support content version mgmt
eCampaign Mgmt	Campaign planning (theme, audience, key messages, products/product families, promotional offers & terms, event schedule and returns) Campaign preparation (target list mgmt, multi-channel preparation, content mgmt, personalization mgmt) Campaign execution (campaign project mgmt, event mgmt, expense mgmt) Campaign performance evaluation (budget-vs-actual, cost-benefit analysis and ROI)
eInquiry Mgmt	Allow client's online inquiry of product and information
eTransaction Mgmt	eShopping cart, eOrder, eInvoice and ePayment Packing, shipping & acceptance mgmt eReturn & eRefund
ePayment Integration	Integration with multiple types of payment systems (e.g., UnionPay, online banking, Alipay, Paypal) and logistics info providers
eInventory & Logistics Mgmt	Manage inventory and logistics

Third-party eCommerce Platform Integration	
Client Order Mgmt	Synchronize orders from third-party e-business platform to client orders in background 8thManage system
Order Shipment & Inventory Decrement	Provide shipment & inventory decrement for orders from third-party e-business platform, support printing of shipment order
Available Inventory Query	Support synchronizing available inventory in warehouse to third-party sales platform
Goods/Marketing Info Campaign	Push goods info and marketing campaign info to buyers via E-mail and SMS, as well as push campaign info via social network websites (LinkedIn, Facebook, Renren)
Data Synchronization Settings	Support setting data relationship (including goods, warehouse, inventory, order, shipment) between third-party e-business platform and 8thManage system
Offline Store Mgmt	
Campaign Mgmt	Campaign planning, preparation, execution and performance evaluation
Sales Mgmt	Sales planning, order & return mgmt, revenue & pipeline mgmt and invoice and payment mgmt
POS Integration	Support integration with POS system, synchronize sales order data and payment info to the 8thManage system at real time
Product Mgmt	Product brand, family, type & subtype, BOM, bundling, price and performance mgmt Product lifecycle or manufacturing mgmt Product acquisition and acceptance
Warehouse, Inventory & Stock Mgmt	Manage multiple warehouses, product inventories and stock level alerts
Logistics Mgmt	Manage multiple shipments and deliveries
Rental Contract	Manage store rental contract establishment, payment and renewal
HR Mgmt	Manage staff planning, recruitment, labor contracts, employee records, training & eLearning, leave, payroll, benefits and termination.
Financial Mgmt	Manage revenue & cost budgetting, accounting and tracking Manage invoices, credit/debit notes and payments Provide real-time income statement, balance sheet and AR/AP and cash flow reports
Distribution Mgmt & Centralized Control	
Client Mgmt	Policy driven distributed and/or centralized client mgmt
Product Mgmt	Policy driven distributed and/or centralized product mgmt
Service Mgmt	Support both distributed and centralized service desk mgmt Service ticket mgmt Knowledgebase eSurvey for client satisfaction Service reports

Procurement Mgmt	Support both distributed and centralized procurement, outsourcing and tendering
Financial Mgmt	Support both individual books and global books
Performancel Mgmt	BI & performance reports according to entity, region, line-of-business, prodcut family, product and globe