



SELLING ONLINE

IS IT THE RIGHT OPTION
FOR MY BUSINESS?



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NO ESCAPE FROM THE IMPACT OF E-COMMERCE



Distributors and merchants of all sizes, whether they be trade or retail, tend to have 3 different responses when asked the question should we be selling online?



Group 1 will say yes, absolutely.

'We feel there is a demand for our product(s)/service(s) that we can satisfy via e-commerce. However, we just don't know where to start. We are experts in our own business but not in selling online.'

Group 2 will say categorically, no.

'We don't have the resources, we can't compete with web competitors, our current sales channels are serving us well. However, we need to keep up to date on the changing nature of this sales channel in case new opportunities arise or we need to amend our current sales channel to compete with online offerings.'

Group 3 are undecided.

'They can see the impact large e-commerce sites are having on their industry but are unsure as to how they can ascertain if e-commerce is a viable sales channel for them.'

These are all valid positions, however there is a common theme across all three. There is no escape from the impact of online selling. It effects all industries, whether they be b2b (business to business) or b2c (business to consumer), and the scale of the effect is only set to increase. Therefore, all businesses must keep abreast of the trends, competitor activity, best practice processes and technology solutions relating to e-commerce.

This is to ensure your response to this opportunity or threat (pending how you view it) is well thought out and appropriate for your business and customers.

For anyone looking to grow their business, the revenue potential from e-commerce is exciting. It is, however, important not to lose sight of the challenges and extra work involved in setting up an online store. It needs thorough planning and must be supported by the technology required to take advantage of the many benefits it offers.

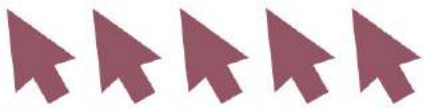
This guide will highlight some of the core considerations you need to take into account when considering a move to selling online and hopefully it will highlight some opportunities that you can capitalise on for your business.





THE IMPACT OF E-COMMERCE

E-commerce is one of the fastest growing and one of the most valuable industries.



Online sales reached **\$1.5 trillion dollars** worldwide in 2016



Mobile accounts for 40% of global e-commerce sales and this figure is expected to reach 70% in the next two years



Multi-channel customers shop more often and will

spend over 3 times more

than your single-channel customers

85%

of online shoppers start a purchase on one device and finish on another
(Smart Insights, 2016)



81% of shoppers research their product online before purchasing.



60% of customers begin their search for their products using a search engine

Data Source: Smart Insights

ONLINE OPPORTUNITIES

Employing a fully integrated B2B / B2C e-commerce site brings many benefits. They include:

1.

THE WORLD IS YOUR CUSTOMER

Your e-commerce site is your shop front to the world. The opportunities are there for your business to access an entirely new customer base and thereby grow sales. The way in which you tap into this opportunity and get noticed in this space needs to be thought out as 'me-too' sites are likely to fail. So what are you going to do different and better than the competition?

For example, you may notice a clear niche area that is being under served in the online environment and this may signal an opportunity for you to focus your e-commerce site on this niche providing a superior range/added service element/keener pricing etc. The web will give you access to a wider audience that makes this niche viable. This can be a sensible strategy to employ when dealing with large online competitors who have a broader focus.



2.

STAY OPEN 24/7 365 DAYS A YEAR

One of the most important benefits that e-commerce merchants can enjoy is that their store is now open 24/7, 365 days a year. You can increase sales outside of normal working hours without having to dedicate extra resources to support the sales process. It is also beneficial for customers as they can purchase or research products whenever they want, no matter whether it is early morning or midnight.

3.

INCREASE OFFLINE SALES

A recent study found that 81% of customers research online before making their purchase. Customers now access your business across multiple traditional and digital mediums, therefore the value of your e-commerce site stretches far beyond the value of on-line sales it accrues.

They may in fact research your range on your e-commerce site but prefer to purchase in-store, perhaps because they wish to touch, feel or see the product or negotiate on price.

You can also place as much product information as you wish on your site and this can be accessed 24/7 by your customers. This information can come in the form of product descriptions, brochures/datasheets, images, videos etc. Using the web to equip your customers with this information reduces the time your staff have to spend explaining product features etc.



4.

SAVE MONEY & TIME

Whilst there is an initial set up cost related to building your e-commerce site and you must resource this sales channel appropriately it is true to say that the operational costs related to running your online store will be lower than that of your traditional store. Your e-commerce site can facilitate a complete automation of check-out, billing, inventory management, payments and other type of operational costs, which lowers the total number of employees that you require to run your e-commerce business thus saving you time and money.

5.

UNDERSTAND YOUR CUSTOMERS BETTER

You probably have a strong sense of who your customers are, their buying behaviour etc., however a lot of this knowledge may be based on perception not factual data. The analytics linked to your e-commerce site will give you a wealth of knowledge about your customers. What products are they most interested in? When are they likely to buy? What motivates them? What age are they? Where do they live? All of this information can be used to sell more efficiently and effectively to your customers.



FAIL TO PLAN, PLAN TO FAIL



On average we get at least one call a week from companies interested in 'selling on the web'.

It can be seen as an obvious step for a well-stocked merchant, distributor or wholesaler to widen their potential market by opening a 24/7 virtual shop. They can see their competitors or colleagues do it with great success and would like to apply it to their own business.

It is important to remember that just because it is now easier for businesses to sell online that doesn't mean that it is now also easier to be successful at selling online.

Many businesses misunderstand the workload involved in getting online and can incur unnecessary and excessive costs as they stumble their way through. The more planning you do in advance, the fewer errors you'll make when you flip the 'go-live' switch.

Anyone embarking on this journey should treat it with the same level of importance and consideration as opening up a new physical branch or outlet. It requires plenty of thought, sufficient time and adequate resources.



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If you're thinking of embarking on this journey, we recommend you go into this venture with your eyes wide open and the next section of our guide will provide you with an overview of what's involved.



PROJECT GOAL, OBJECTIVES & KPIS

At a general level it is important to specify what business problem you would like your e-commerce site to solve or what opportunity would you like it to target? General goal setting will provide a broad strategic focus for your internal project team and your website/systems provider.

If you are new to the world of e-commerce it can be difficult to then define specific objectives & KPIs for your e-commerce site, however this doesn't mean that you shouldn't. Setting some core quantifiable benchmarks for success provides clear targets for your team to work towards. You can set your objectives using the RACE model, which requires you to set KPIs related to 4 key online objectives. See diagram to the right. Once your site is up and running the majority of these metrics can be measured using Google Analytics or your own internal data.





Reach (awareness & visits)	Unique Visitors	Bounce Rate	Revenue per Visit	% Brand Searches
Act (interaction & new customers)	No. of Leads / New Customers	% Conversion rate of Leads / New Customers	Goal Value per Visit	Page Views / Visit
Convert (sales & profit)	Number of Sales	Conversion Rate %	Sales Value	Average Order Value
Engage (loyalty & advocacy)	% Active Customers	% Customer Conversion Rate	% Sales Value from Existing Customers	No. of Brand Mentions

The diagram above just serves as an example of the most commonly used e-commerce metrics. You may wish to solely focus on reach metrics to start with as your store builds its presence on the web. The most important thing is that you set objectives and KPIs that can be measured and that are relevant to the overall goal you would like to see your e-commerce site achieve.



TECHNOLOGY & SYSTEM REQUIREMENTS

When we think of our e-commerce site we tend to focus on the end result; our website and how it will appear. However, in order to ensure your e-commerce site is trading to the appropriate standard you need to have the appropriate technology and system requirements in place. Your website/ERP/system's provider will guide you through the specifics of what you require and can provide you with an appropriate solution. We simply wish to flag that the following requirements need to be factored into your plan and budget.



URL Name

Your 'domain name' serves as your address so purchasing one that reflects what you do and your target audience is key. The majority of store owners choose a domain name that matches with their business name or the product.

IP Address

An IP address makes communication over the Internet possible. Most security technology used by e-commerce operators requires dedicated static IP addresses for complete functionality. Your SSL certificate also requires a dedicated IP address. It is also better at supporting high traffic volume on an e-commerce site. For any business that wants to avoid a constantly crashing site or delivering incredibly slow page loads to users, a dedicated IP address is the best choice.

SSL Certificate

Every e-commerce website must have security protocols that protect consumer information (e.g. credit card numbers) using encryption. The standard form of security for e-commerce is known as a secure sockets layer, or SSL for short. SSL certificates require advance registration, a recurring fee, and a unique IP address. It is important to have your SSL certificate and badges displayed on your site to prove to the customers that all their personal information is protected.

Hosting Provider

In order to publish your website, you will need a hosting provider to host your site on a server. The hosting service allows you to store your web files, database and information on the server so that it can be accessed over the web.

Managing a web server for an e-commerce site is a very specific job and most small and medium sized businesses will pay for hosting instead of maintaining their own server.

Storage

Your database storage system is an integral part of your e-commerce website. The database for your e-commerce system will store a vast amount of data; pricing, descriptions, images, details of the number of each product and service available, customer information etc. Your current storage capacity may not be sufficient to accommodate the increased level of data and information your e-commerce site will require.



ZERO VERSUS HIGH LEVEL INTEGRATION - CHOOSING YOUR E-COMMERCE PARTNER

To enable you to decide whether your e-commerce site should adopt a 'zero' or 'high' level of integration with your business system your first port of call should be to contact your ERP/business system's provider. Find out if they already have a solution in place and what solution/s they would recommend for your e-commerce ambitions.

Zero integration with your business system

This is the cheapest and easiest way of establishing an e-commerce presence on the Internet. It involves getting a website designed or using one of the many low cost e-commerce templates that enable you to sell items and transact online. If you plan on only processing a handful of orders every day, then integrating between your online store and business software system may not be as critical for you and the related investment would not be warranted.

Another option you may consider is working with already established online markets such as eBay or Amazon. We advise anyone considering this as an option to fully examine the costs involved and the suitability of using this method for your product range. Charges can be high and the effect of one bad review from a disgruntled customer can cost your business dearly.

Low to Mid-level integration with your business system

This involves working with a local web developer who designs your e-commerce website to your specification. In order to maintain some correlation between the website and your software, you need some level of integration with your software in order to access stock and possibly customer information periodically from the software. They will then design the site in such a way that the product file is updated from the accounts system.

This option has been successfully implemented by numerous businesses but others have experienced many hurdles along the way, some of which have been very costly.



High level integration with your existing system

High level integration offers multiple benefits including saving time and money, reducing human errors in your business system and ensuring customers don't purchase out-of-stock items or incorrectly priced merchandise.

Where your website is integrated with your business system, orders that are placed online will automatically be created in your business system. You can process these orders within minutes and get them ready to be shipped to your customer. With faster order turnaround, you get merchandise out the door and satisfy customers by delivering their items quicker. When you update stock levels, pricing, tax and shipping information in your business system, your web store is updated in real time, so all data matches and customers never purchase items you don't have or for the wrong price.

Where your e-commerce site is integrated to your business system the automatic synchronisation of data also means you won't get caught in the endless cycle of updating and managing two databases.

Your current business system provider should offer a high level integration option for your e-commerce site. Most business system providers adopt a partnership approach, working with you and your team to apply their best practice techniques and their unique understanding of your business to facilitate the design and implementation of an e-commerce site that will deliver on your project objectives. They will also offer ongoing management of your site providing you with continuous access to the most up to date technology. For those serious about their e-commerce endeavours the provision of this total, integrated solution helps diminish the related risks associated with this type of project.

FUNDAMENTAL ASPECTS





ROLES & RESPONSIBILITIES

Your systems provider will assist and guide you through your e-commerce project, however be under no illusions that a significant body of work will have to be completed by your team.

Unless you decide to chose the costly route of commissioning a bespoke web design & management agency do not assume that your 3rd party provider will take product images, designate categories, manage promotions etc. as this will not be the case. They will provide you with best practice guidelines and the tools you require to ensure your e-commerce shopfront is fit for purpose but don't forget you will have to stock the shelves. It is important that at an early stage you are fully aware of the roles and responsibilities that you will need to fulfill in order to facilitate your site going live.

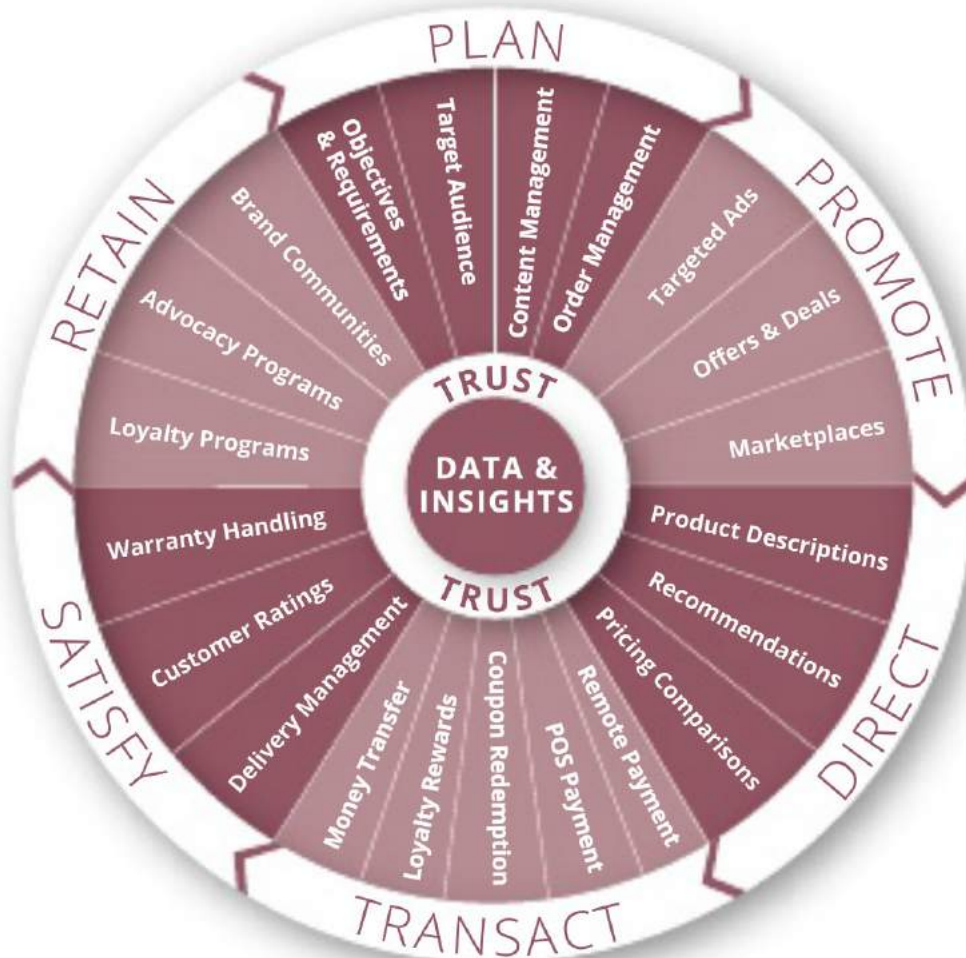
The next section of this guide sets out the fundamental aspects that you will be required to provide and manage to facilitate the successful implementation and ongoing management of your e-commerce site.

1.

PROJECT MANAGER

We would advise appointing a full time project manager to this venture. Many business owners do not fully appreciate the value or responsibilities associated with this role and it can often be farmed out to a junior staff member or a staff member who must absorb this task within their current role. This is because when we think about the processes/workload related to e-commerce we often focus on the transactional element. However, as you can see from the diagram below getting your e-commerce function operating successfully is challenging and the 'transaction element' forms just one part of your e-commerce eco-system.

The cycle and functions of e-commerce
Source: STL Partners, 2013





intact

Selling online could be a hugely successful opportunity for your business but, as with your store or trade counter, you wouldn't leave it without a manager; someone responsible for ensuring you attract customers to your site, drive sales conversions and also ensure your customers remain satisfied. The world of online selling is more fickle than your traditional bricks and mortar shop. Your online customers can easily move to your competitors site at the click of a button. Given the nature of this sales channel it needs to be managed effectively both pre and post site launch to ensure its longevity.



2.



SPECIFY YOUR TARGET AUDIENCE REQUIREMENTS

E-commerce can open up your business to entirely new target audiences. A traditional b2b business can utilise their e-commerce site as their shop front to a b2c audience and visa versa.

However, whatever you decide it is important to note that there are key differences between a b2b and b2c e-commerce site that you must take into account during the planning and design phase. A summary of the key points are noted in the diagram to the right.

The target audience related features that you require must be fully thought out & specified to your website/systems provider.



Feature	Business 2 Consumer Site	Business 2 Business Site
Registration	Allow guest users to view products and prices.	Registration approval may be mandatory to view products and prices. Customers may require unique log in details to access pricing, product detail/s relevant to them.
Checkout	Integrated with standard credit/debit card payment options.	Payment mode may be offline. It may require a credit check pre-processing. Payment may be on credit, cheque, bank transfer, cash on delivery etc.
Pricing & Promotions	Pricing & Promotions are uniform across the range.	Pricing & Promotions may depend on the customer segment, region or volume of the transaction.
Buying & Ordering	Standard buying & ordering functionality	May require quotations to be issued, automation of recurring tasks, bulk ordering options, statement printing.
Product Information	Typically only a few category levels with standard product information and specifications are required.	B2C product information + <ul style="list-style-type: none"> • Deeper product categorisation • Tiered/customer specific pricing • Detailed product specs/ compliance information
Salesperson Mapping	Not required	Salesperson mapped to customers for sales and other queries.

3.

CONTENT IS KING

Online businesses often spend too much time tweaking the homepage and pay less attention to the rest of their e-commerce site.

It is important to ensure your selling points are clearly visible on your home screen. For example, we advise using the rolling banner images, that are prevalent on numerous e-commerce sites, to advertise your unique/seasonal selling points e.g.; promotional offers, new ranges, seasonal stock information, general selling points etc. Remember your provider will show you how to populate the fields on your home screen but it will be your responsibility to supply the content.

Whilst your homepage is often the first landing page and it should always be given priority, do not forget that your product pages are equally important when it comes to converting online shoppers to your customers.

The reason is quite simple; your product page is where the “Buy now” button appears. Therefore, adding and setting up products is one of the most important tasks for a webshop owner.



THE FIRST QUESTION TO ASK IS “WHAT AM I STOCKING IN MY ONLINE SHOP?”

Are you planning on putting your entire stock database up on-line or a select number of products? Is there money to be made specialising in a particular product range only? Is there enough of a margin to be gained when you take into account the costs of purchasing and shipping the items?

Once you specify the product range to be included you then need to define product types, supply product descriptions, sort your products into categories, add different products options and appealing product images, define product tags and other SEO parameters for your entire product range. You must do this to make the product search and comparison easy for customers, resulting in more purchases. Setting up products in the best way possible is highly important for an online store.

PRODUCT SET UP – SOME TOP TIPS!



PRODUCT DESCRIPTIONS

Even if you are selling the same products as other websites, never-ever copy the product description from their site. Not only will you blacklist your website from the eyes of Google bot (they don't like duplicate content and you can't fool them), you'll also be violating copyright terms of the other website. It may also not be appropriate to directly transfer the product detail information in your business system directly into your e-commerce site.

What may make sense for your employees may not make sense for your online customers. Your product description needs to serve the customer. Include information that they'll care about, like what makes it different from similar products your competitors sell, especially if the images don't make that clear.



BEYOND THE PRODUCT DESCRIPTION

Product information helps customers decide whether they want to purchase an item or not. So make sure to have quality product content on your site. This gives your customer the confidence that they are getting exactly what they need and expect.

Where possible, and relevant, include the following variants when setting up your products:

- *General Product Information – description, downloadable brochure / spec sheet, FAQs*
- *Product pictures and/or videos*
- *Related product category/class*
- *Product Pricing*
- *Available Stock Levels*
- *Customer Reviews*
- *Shipping Details*
- *Checkout Attributes e.g. gift wrapping, careful handling etc.*
- *Define whether product requires other products*
- *Define related products and cross sells*
- *Assign product attributes e.g. size, colour, dimensions, material etc.*
- *Set up product SEO*

This can be a time consuming task but this may be the factor that makes your website stand out versus the competition. Your website/systems provider will provide you with the facility to populate the multiple product information fields noted above but it's important to remember that it's up to you to source and supply this content.



IMAGE QUALITY

Customers often relate the quality of a product with the quality of the images available on the store site. If you post bad quality pictures, customers may feel that the quality of the product is also poor. It is always a good idea to include images from every possible angle since it is the only way customers can see themselves using your product. Posting videos along with some good quality images is also a great way to advertise what you have to offer as an online business. We find that sourcing appropriate images can be one of the most time consuming jobs for our customers. Ensure you build in enough time in the planning phase to source and edit all of the images you require for your on-line product range.



IMAGE UPLOADS

Don't upload the images from your digital camera directly to your e-commerce website. High resolution images can size anywhere between 4MBs to 10MBs depending on the details. Needless to say, even a 1MB image is too big for any website. It'll not only make your website slow but it will actually be disliked by Google bot for being too heavy. Try to resize your images and optimise using various tools available. The rule of thumb is that the image size shouldn't be more than 300KBs. Smaller than this is even better.



PRICING

71% of shoppers shop online because they want to get a better deal. If you can't offer them one you need to think about what other added value elements you can offer to incite their interest.

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4.

ORDER MANAGEMENT

Your e-commerce site can integrate with your business system to ensure all operational data, such as orders, payments, shipment processing, inventory updates and return requests are automatically populated in your main business system.

Whilst this level of automation makes the process extremely efficient it is important that the resources are in place to action this data appropriately.



Payments

How will you accept payments? There are a number of on-line payment services available but they all come with their benefits and drawbacks. Some charge per transaction with others on a percentage basis. Opening a 'Merchant Account' with one of these can be time consuming and needs to be planned well ahead of the site launch date. For B2B sites who will be responsible for authorising online credit check requests? Who will deal with and respond to any customer related payment errors?

Logistics

Is there a solid warehouse process in place to handle the online orders when they do come in? What happens in an 'out of stock' scenario? Will you have specific members of staff solely dealing with online orders? If you specify delivery times who will be responsible for ensuring these times are met? Do you require a separate logistics area to solely manage online orders? Do you want to manage orders and track inventory out of multiple warehouses?

Shipping

Will a standard shipping rate apply? Will you offer free shipping? How much is it going to cost you to ship the items out? Is there margin to be made after costs are deducted? How is shipping calculated – by weight, volume, distance etc? To enable you to answer these questions it is important that you have complete visibility of the shipping rates for all of your online products to enable you to ensure your shipping costs are accurate. Too low and they will impact your margin, too high and they may make your product uncompetitive.



You can also specify pick up points or pick up in store as the collection option and if your e-commerce site is targeting local customers this may make more sense. You also need to ensure your shipping provider can deliver your products in accordance with the time guarantees indicated on your site.



Customer Service

Who will deal with customer service queries and complaints? Your online customers will expect their questions to be answered in a timely fashion.



Customer Management

How will you use the customer data you collect via online sales to turn a one-time shopper into a returning customer? You will need to ensure you have a process in place to follow up with your customer's post purchase.



Returns

A process needs to be in place for handling returned goods and refunds. A higher percentage of returns should be anticipated from an online environment.

5.



PROMOTING YOUR E-COMMERCE SITE

How are you going to promote your new shop? If you were opening a new physical outlet, you would consider all sorts of advertising and promotion to gain footfall through your door. The exact same, if not more, is needed to get traffic to your website.

There are numerous ways of doing this but each will require investment both in terms of time and money...





SEO – Search Engine Optimisation

Are you competing with some big names for decent Google ranking? The rank of your store site is entirely based on how well you as a business owner optimise your site for various search engines. If you do not know how to accomplish this, it is quite important to get some professional help because you could be throwing away large volumes of free traffic.

Pay per Click

This can be an effective method of promoting your business but needs time and effort to get right. It can be expensive and if you're not careful, can haemorrhage money, therefore, again get expert advice or learn how to use this marketing tactic effectively.

Inbound links

Are other sites happy to promote you? Google loves inbound links but they have to be from high quality websites to ensure you get higher up the page rankings.

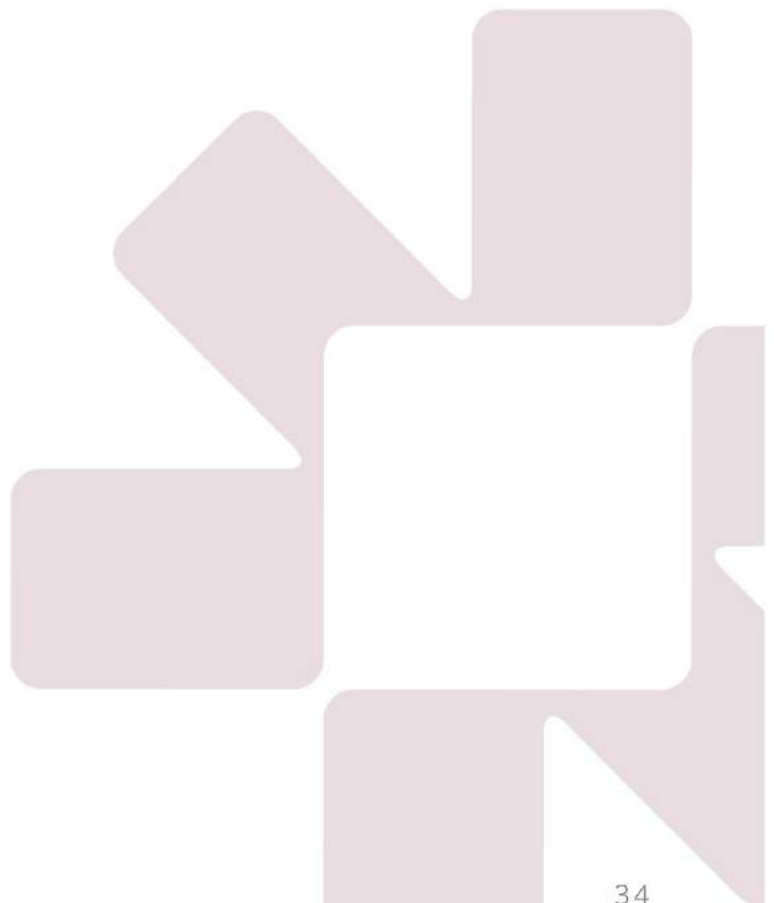
Social Media

Depending on your target market, this may play a major part in your promotion. What social media platforms will work for you – Facebook, Twitter, LinkedIn etc.? What social networks are your customers using? Are you prepared to use them effectively to drive traffic to your website? Have you got a staff member in mind who'd be good at this?

Traditional Marketing

Traditional marketing methods such as printed media, leaflet drops, in-store promotions etc are also tactics you need to consider to direct traffic to your website.

Too many companies fail to allocate enough resources to managing, measuring and growing their e-commerce store and then wonder why online sales are poor. With so much work going into creating your new online shop, it's advisable to dedicate a staff member to not only keep the website ticking over but to actively help it to bring in revenue. We would advise recruiting someone who has digital marketing experience, upskilling your internal team or working with a digital marketing agency to help you set up your marketing plan.



THE ROAD TO E-COMMERCE SUCCESS



In this guide we've tried to give you an overview of the planning & resources you will be required to invest to facilitate the launch of a successful e-commerce platform. Whilst the task can seem daunting that's no reason to ignore the opportunity.

A recent UK survey found that 2/3s of B2B organisations are already selling online.

If e-commerce is a viable option for your business we can help take you on that journey to e-commerce success.



Our Pro-Serve consultants have vast industry experience and will provide you with the processes and tools you require to manage a project of this magnitude.

Intact CliQX, is our bespoke e-commerce solution, designed to cater for both b2b and b2c e-commerce sites. It fully integrates with your Intact Software system, which results in multiple benefits when compared to an e-commerce site using low level or zero integration.



SAVE TIME

With Intact CliQX your shop can be up and running in a shorter timespan than if you were to take on the project using a third party provider. One of the most difficult steps (integrating your website to your back office system) will already have been accomplished by your provider. This is something third party providers often take on but widely underestimate the complexities involved.



SAVE MONEY

With Intact CliQX, you won't have the costly development charges of creating your own e-commerce website from scratch. We will work with you to choose a template that works for your business and it will then be branded using the template design options provided.



USER-FRIENDLY

Intact CliQX has been designed to be easy to use not only by your staff but also your customers. Having your website and web store in the same system means you don't need a development team to make quick changes. You can log in and update products and content yourself, whenever you want. This makes life easier for everyone and allows you to make simple modifications painlessly. For your customer, their online shopping experience can be made as simple and as fluid as possible.



SHORT ORDER FULFILMENT CYCLE

With Intact CliQX, new online orders flow seamlessly and in real-time to your Intact Software system where they can be picked, packed, and shipped quickly. It's a fast and efficient way to do business.



STREAMLINE STOCK SYNCHRONISATION

Intact CliQX facilitates integration between your website and your back office accounts systems enabling the seamless management of your stock items. Your online store provides an accurate picture of availability and it's automatically updated in real-time.



BETTER CUSTOMER SERVICE

Your customers get up-to-date product information and availability details in real-time. You can easily promote items on offer or feature new products. You can discover customer buying habits and make strategic decisions on future offers. By keeping customers up to date on the various stages of their order, you can increase confidence in your online store.



We have seen first-hand the opportunities and challenges e-commerce solutions can bring. We will never recommend a solution for your business that is not appropriate. It is not in your interest and it is definitely not in ours.

We would advise that you ensure the points laid out in this guide have been fully explored and ideally documented before you speak to either us or a 3rd party provider.

This will enable your provider to advice you on the most appropriate solution for your business. If you would like to find out more about Intact Software and our approach to the world of selling online email us at info@intactsoftware.com



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THE INTACT DIFFERENCE

We believe your ERP system should provide you with the tools to unlock your true business potential. We also firmly believe Intact iQ, our 3rd generation ERP software, can empower you with the systems and information you require to unleash that potential.

Built and supported in Ireland and the UK, Intact iQ is all about helping great businesses like yours take control, drive sales and improve margins.

Our mission is to organise your business information into an easy-to-use, single system where it can be leveraged to enable efficient daily operations. We give you the unified tools and functionality you need to be independently more operationally effective and to grow accordingly.

Aimed at scaling SMEs looking for greater controls and flexibility, Intact iQ is a full .NET application that comes bundled with a toolset that facilitates the nuances that often exist in a growing company. Our unique personalisation layer enables perfect fit automated business processes and role-based tailored screen design. It's all about what you want to do and how you want to do it.

Intact iQ excels in many verticals across supply chain management, engineering, wholesale/trade counter/ePOS, Service, Job, Project and Enterprise Asset Costing & Management. Its 'Total Integration' layer supports always on communication between it and any other 3rd party system you may currently use.



Best practice for a business should never be dictated by a software company. Many businesses grow and succeed because they have a unique or familiar way of working. We encourage that ethos and have built software to support it at all levels.

Justin Lawless, CEO, Intact Software



To find out more about how Intact iQ can help your business succeed and grow log on to www.intactsoftware.com or email us at info@intactsoftware.com
