



Channel Surfing 2.0 *Engaging The Cloud Potatoes*

Lisa Steinhart, August 2, 2012
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Agenda for Today's Webinar

INTRODUCTION

- About Magento and Magento Go

PRESENTATION

- Multi-channel Defined
- 5 Make or Break Business Practices
- Getting Started or Rethinking your Strategy

QUESTIONS & ANSWERS

Yes, this webinar is being recorded.
The recording and the slides will be
available online later.

Introducing Magento Go

- ✔ Launched February 2011
- ✔ Ready-to-use professionally designed themes
- ✔ CSS-based theming approach
- ✔ Inline and importable translations
- ✔ Drag-and-drop layout editing
- ✔ Out-of-the-box payment gateway integrations
- ✔ Expand your store with Trusted Extensions
- ✔ Professional web design services from partners



Channel Surfing 2.0
-Engage Those Cloud Potatoes!

The New Generation of Spuds...



1992



2012

About



- Former Store Owner
- 3 Years - Mfg and Distribution Software
- 6 Years - Helping the Wal-Mart's of the world "net" suppliers
- 10 Years - Helping Distributors and Manufactures accommodate the Wal-Mart's of the world
- 2 years – Helping retailers and suppliers manage multi-channel sales

n channel



What is Multi-Channel?

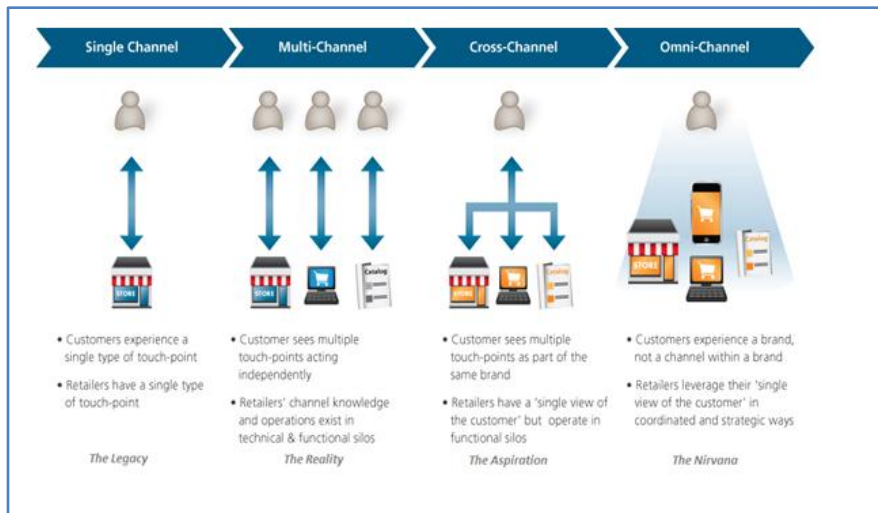
- Outlets you sell through
 - Web Store, Market Place, Store
- Market's You Serve
 - Wholesale, Consumer, Industry
- How You Reach Customers
 - Mobile, Kiosk, Facebook,
- Level of Brand Interaction

Multi-Channel

Omni-Channel

Cross-Channel

Confusing Huh?



Stop Saying Multi-Channel

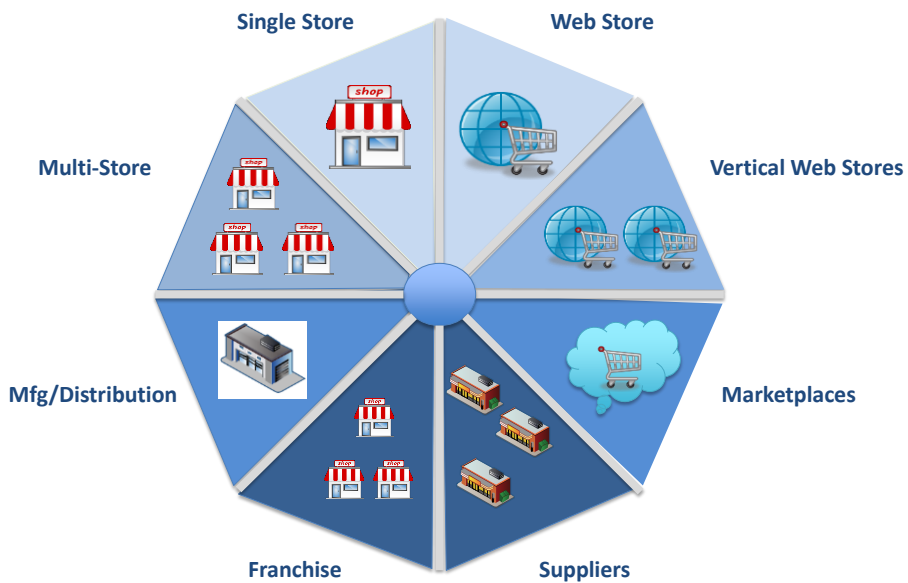
David Dorf, December 27, 2010 - Insight-Driven Retail Blog

Why Multi-Channel Strategies

- Sell more stuff
- Expand market reach
- Customers expect it
- Sell more profitably



Your Multi-Channel Environment



If It Were Easy, We'd All Be Retired...

- Systems house similar data but don't work together
- Lots of solutions but few make use of everything I own



POS
System(s)



Accounting



5 Business Practices That Can Make or Break Your Multi-Channel Strategy

5 Make-or-Breaks for Multi-Channel



Failure To Plan Accordingly

2



Under-Estimating Manual Efforts (Inventory!)

3



Under-Estimating Supplier Relationships

4



Not Watching the Back Of the Store

5



Nurturing Customers

How To Use What You Got
– or Develop a Game Plan



Do Some Digging...

- How and where could I avoid or reduce redundancies?
 - Item Entry
 - Inventory Syncing
 - Order Management
 - Accounting
- What are my systems capable of?
 - Imports and Exports
 - Items, Inventory, Customers, Sales
 - Point-to-Point Solutions
 - Custom Integration
 - Other

Item Entry and Merchandising

Common problem: Getting it done

- Potential Solutions

- Good

- Spreadsheet process – gather, enter and import

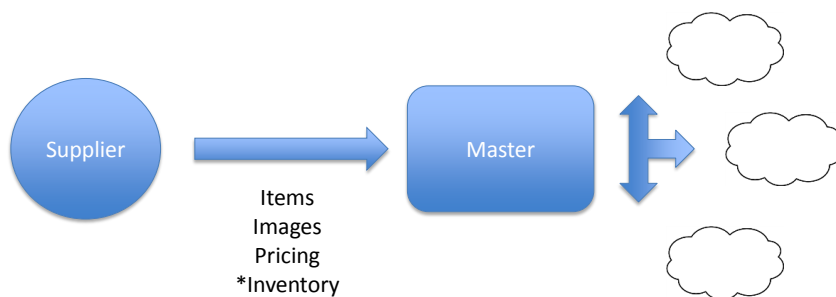
- Better

- Supplier Feed
- Adapt to what your supplier can offer
- Note: Many suppliers will offer you nothing...☹

- Best

- Integrated supplier feeds

Behind the scenes – Item Syndication



Inventory Synchronization

Common Problem: Poor Inventory Management

- **Potential Solutions**

- Good

- Designate a Master – Track in one system daily

- Better

- Point-to-Point Solutions

- Create updates from one system to another (usually tied to where you'll be fulfilling sales orders)

- Best

- Integrated solution that automatically updates inventory in your channels to reduce/avoid out-of-stocks

Sales Transactions

Common Problem: Multi-*Redundant* Tasking

- **Potential Solutions**

- Good

- Daily Export/Import Process

- Better

- Point-to-Point Solutions

- Example: Integration between Store and Web Site

- Best

- Automated integration with fulfillment application

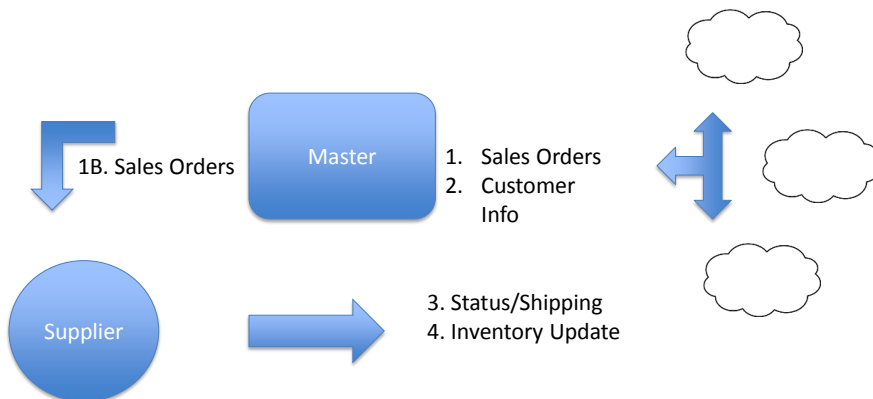
- All orders come into one system, all channels are updated with status...

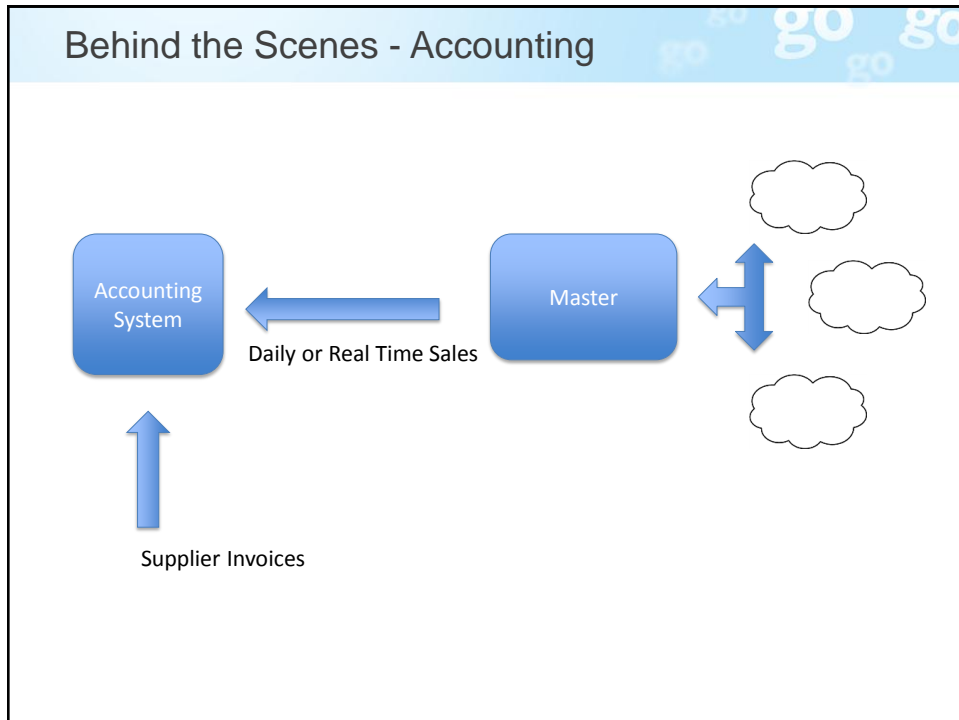
Customers

Common Problem: Tracking/Nurturing

- Potential Solutions:
 - Good
 - Export Customers to a single CRM (Go, MailChimp, etc.)
 - Better
 - Export with History (combine with sales transactions hopefully)
 - Better Target Marketing
 - Best
 - Automated with Sales transaction history – encompasses all channels

Behind the Scenes – Orders/Inventory/Customers





- ### Summary
- Plan Ahead - Map it Out
 - Know what you're getting into
 - Dig – How can you avoid or reduce redundancies
 - Add additional channels when you've got it down
 - Scope out additional opportunities to increase revenue and reduce cost
 - Drop Shipping (call me first)

Sources for More Information

- Upcoming Web Series
 - Drop Shipping
 - Order Management
 - Inventory Management
- Videos
- www.nchannel.com
- Lsteinhart@nchannel.com



Questions?
(and Answers!)

Thank You

Be sure to visit go.magento.com/support for other tutorials, articles and videos to help you get going with Magento Go!

