

PASTEL evolution

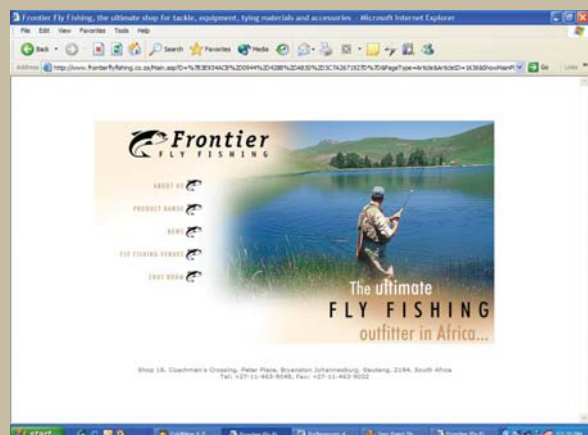
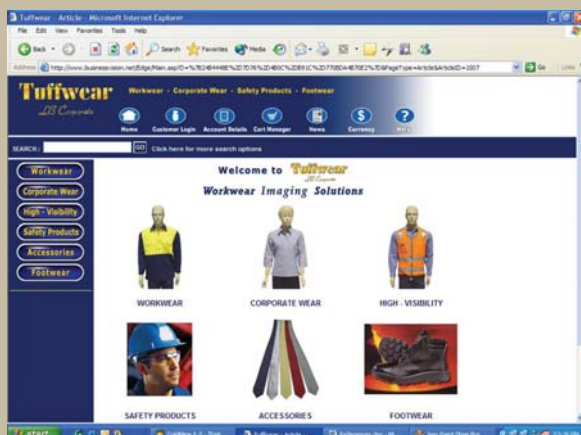
ACCOUNTING

E-Business



EXTEND YOUR BUSINESS TO THE INTERNET

The Pastel E-Business product range utilises the Internet to provide fast, efficient and cost-effective business solutions.



PASTEL E-BUSINESS

Use the Internet to boost your sales – open an online webstore.

Pastel E-Business allows you to quickly and easily open an online webstore. The system integrates seamlessly into Pastel Accounting (Pastel Xpress, Pastel Partner and Pastel Evolution) and allows for dynamic content, detailed product catalogues, complex pricing algorithms and interfaces to leading financial gateways. Pastel E-Business also offers various customer related functions including the full and secure display of customer statements with drill down into specific transactions.

KEY FEATURES

- Seamless integration from Pastel Accounting to the webstore.
- Automatically updates changes in pricing, product and customer information from Pastel directly to your webstore.
- Interface to leading financial gateways allowing for online credit card payments.
- Automated shipping calculations.
- Dynamic website content you can manage yourself from your own PC.
- Pastel E-Business works in conjunction with Pastel E-Billing, allowing your customers to log on and view their statements and make full or partial payments against transactions.

BUSINESS BENEFITS

- Affordable - Pastel E-Business provides everything that you need to trade online in a simple low cost package, leaving room in your budget for design and promotion of the look and feel of your website.
- No IT Knowledge Required - No HTML or web page knowledge is necessary to have a commercially viable and professional website.
- Offline Setup - You don't have to be online when you set up a webstore. Manage your online business from your desktop. You can change product information offline and when changes are done, connect to the Internet to publish the changes on your website.
- Download Orders - Online orders captured directly as sales orders in Pastel Accounting.
- Quotations - Orders are automatically downloaded from your website as quotations into Pastel Accounting.
- Customer Specific Pricing - Complex pricing algorithms allow your customers to purchase online at their agreed pricing structure.

"All we need to do is to ensure that the correct products are published on the Web and Pastel takes care of the pricing automatically. The service and support we have received from the Pastel E-Business division has been superb."
Steven Shapiro, Fotocats (Pretoria)

PASTEL E-BILLING

Settle accounts online.

Pastel E-Billing allows your customers to view and settle detailed account statements online. The ability to drill down into statement details, allocate online payments against specific items, and e-mail notifications to a debtors clerk of a customer's payment allocations, all serve to speed up and simplify the reconciliation of accounts.

KEY FEATURES

- Fully integrated with Pastel Xpress, Pastel Partner and Pastel Evolution.
- Provides customers with a current and detailed view of their account.
- Shows all open items with original and open amounts.
- Enables drill down into source transactions from Invoices and Credit Notes down to line item details.
- Customers can make full or partial credit card payments against line items.
- Pastel E-Billing can be used in conjunction with Pastel E-Business.

BUSINESS BENEFITS

- Your customers can view all details of their account on the Internet at their own leisure.
- Customers' full or partial payment details are automatically e-mailed to the debtors clerk, ensuring payment allocations are made accurately, minimising allocation errors.
- Easily accessible account information to your customers reduces payment lead time and speeds up account reconciliation.



PASTEL SMS

One-to-one and bulk text messaging from your Pastel Accounting database.

Pastel SMS enables one-to-one and bulk messaging from your Pastel database. A mail merge facility allows standard messages to be personalised for each recipient and the Reply Path facility means your customers can respond to you. Online reporting records all messages sent and received. Additionally, Pastel SMS is an excellent direct marketing tool as it is fully integrated with Microsoft Outlook 2000, Access and Excel, allowing you to use customer contact information in these applications to send SMSs. For example, send out marketing promotions or seasonal greetings from your contact list in Microsoft Outlook 2000 to your customers.

KEY FEATURES

- Fully integrated with Pastel, Microsoft Outlook 2000, Access and Excel.
- A mail merge facility allows a standard message to be personalised for each recipient.
- A Reply Path facility allows your customers to reply to your SMSs. These replies are e-mailed to you and reported online.
- Reporting functions track all messages sent together with replies received.
- Free software included in Pastel or can be downloaded from www.pastelebusiness.com.

BUSINESS BENEFITS

- SMS promotional, events or individual account details to all your customers in one sending batch.
- Request information from your customers and receive their SMS replies via e-mail.
- Improve efficiency by sending reminders and notification via SMS.

"Our e-business requirements were fairly straightforward: ease of use, ease of use and ease of use.... Pastel E-Business satisfies them all!" *Penny Macleod, Sandpiper Creations (Canada)*

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