Yunbit
Web & eCommerce

Invest in flexible software that won't hold you back

About Yunbit

Over 15 years offering business solutions

Yunbit, which was founded in Madrid in 2004 and is a pioneer in SaaS format application development, has developed a multi-tenant cloud computing technology platform that helps its customers improve the business management of the different departmental processes of all types of companies.

Yunbit adapts to an organization's different needs and to any changes in the market. By believing in innovation and adding value to every company we work with, we offer **comprehensive technological support**.

Our ample experience in technological and business consulting is what makes changes in organizations possible, thanks to a change management methodology that is adapted to the characteristics and dimensions of the organizations that trust in us.

What Yunbit brings to your organization

Experience, since 2004, implementing innovative technological tools adapted to each one of our customers.

Cloud natives, our trajectory brings reliability to the way we work and the way we approach each project. **Accessibility**, our planform is based on a single web access point for all the company's information, making it all connected and automated under a **multi-tenant cloud computing** model. **Visibility**, an environment that makes decision-making easier with an overall perspective and all the data and processes connected and automated. **Integration** of other Yunbit and third-party products to offer more **flexibility**. A single, multifunctional interdepartmental web access poin**t. 100% Adaptable** to the company's image, structure and processes. Multi-sectoral **expertise**, we can handle any project. **Multidisciplinary team**, different professional profiles with the same objective**. Evolving maintenance strategies**, we strive to keep our platform up-to-date with the latest **market developments** and our customers' expectations.
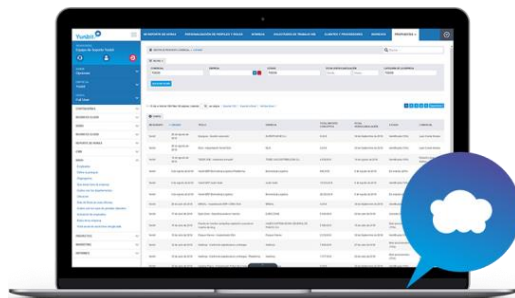
Yunbit, your best ally

La plataforma Business Cloud de Yunbit apoya todos los procesos en la digitalización de las compañías.

Sales, operations, finance, logistics, purchasing, HR; everything from a single access point. All the information is visible, updated and accessible from anywhere at any time. .

You'll have access to what you need and only pay for what you need.

A technology that is based on constant evolution because our **improvements are continuous and extensible to all service users**.

Yunbit Web & eCommerce

This website and online store tool lets you create totally personalized marketing campaigns.

Yunbit Web & eCommerce is a digital communication and marketing ecosystem that allows businesses to manage all the operations generated form its online stores from a single web access point.

Whatever you need; an online store, integrated CRM software, the logistics or billing module… all integrated and automated. Purchase what you need now and add the functionalities you need to help your business grow when the time comes.

At Yunbit we believe in growth and adapting to trends and transformations in the market; which is why our platform offers solutions that cover all business areas to make information more accessible, decision-making easier, and to optimize all of the resources a company has available. Its integrated, modular structure makes automating the processes that involve data from different areas throughout the organization easier and eliminates all sorts of unnecessary expenses on every level (paper, filing, time, space…).

Invest in flexible software that won't hold you back.

A forward-thinking choice

A comprehensive ERP system that grows with the needs of your business and the market.

The professional advice from any tech consultant is that your **software choice has to be made as a long-term plan.** For example, if you own a brick-and-mortar shop and the market leans towards online shops, acquire an ERP system now (for your physical shop) which will later allow you to advance/change/grow towards online sales by implementing an eCommerce solution that is adapted to your business and integrated with your current management tool.

Don't make a decision that will limit you tomorrow because implementation, selection and development processes are expensive and success in business will greatly depend on your **ability to react and adapt to market trends**.

If your current ERP system provider knows your project, integrating an online shop, a logistics or email marketing module, etc. will be much easier, more agile and faster. This means savings for your business, and an **opportunity and strength** for your project.

Yunbit guarantees a constantly-evolving technological environment that is 100% flexible and adaptable to any company and to market trends thanks to its **modular structure that enables fast and simple implementation of the applications you need**.

What Yunbit Web & eCommerce offers that others don't

- Software with less obsolescence, because our work philosophy is based on evolution and constant improvement, focusing on the demands and development of the market and our customers. We opt for the most optimal solutions and the most advanced technology.
- No hidden hardware costs and no more wasting time and resources with updates. All updates and most of the improvements appear instantly on the tool.
- Constant improvements without without need for manual intervention by the user for updates.

- Software that allows integration with other market tools or applications necessary for the business. In fact, you will be able to combine tools, integrating the ones you need with Yunbit's Business Cloud platform .
- A work environment that is 100% flexible and adaptable to the needs of every business.
- A comprehensive ERP system, linked to all your business information, the management of a company's different areas or departments from a single web access point.
- Adapted to a mobile environment.
- Competitive pricing for software that is on par with the most popular ones on the market. An unbeatable price.

TOTALLY INTEGRATED

- Marketing, promotions and tools to improve conversion
- Web and online store management.
- Catalogue and product management.
- Purchases, payments and shipping.
- Order management.
- Accounts and customer service.
- International support.
- Web analytics and reporting.
- Sell on mobile devices.

WHY WE ARE THE BEST OPTION:

- We provide tools that improve campaign conversion, making it easy to manage the content of your store and improve it depending on shopping habits or any other aspects that are important to the company.
- Yunbit Business Cloud can integrate with reporting and web analytics tools.
- We facilitate customer service and support form a single service platform.
- We offer control of the entire purchasing process and shipping logistics.

Functionality summary

MARKETING, PROMOTIONS AND CONVERSION TOOLS

- Related products, up-sells and cross-sells.
- Promotions by store, category, product, etc.
- Discount codes by store, category, product, date…
- Unique code generation for offline campaign distribution (wrappers, containers, etc.).
- Discount for volume and customers.

- Recently viewed and related products.
- Personalized survey creation.
- Share and send, products, store, items, etc., both in social networks and by email.
- Wish lists (create and share).
- Integration with Amazon Marketplace.

CATALOG MANAGEMENT

- Completely configurable items and products.
- Unlimited items and products.
- Unlimited categories and families: simple, configurable (size, color, price, etc.).
- Manage prices assigned to users, groups of users, etc.
- Manage inventory, purchasing forecast reports based on sales
- Integrate with Yunbit ERP native logistics.

- Personalize filters, sizes, prices, selection order, etc.
- Complete API integration with third-parties.
- Native integration with all of our products, creating a single platform with integrated management.
- Cloud Computing.
- Massive product loader and stock updater.
- Massive image loader.

PRODUCTS

- Multiple images.
- Zoom in on images.
- Breadcrumbs.

- Up-selling, cross-selling (related products)
- Integrated stock, ERP, eCommerce, TPV, POV…
- Product lists.
- Share on social networks or by email.

OPTIMIZATION FOR SEARCH ENGINES

- 100% search engine friendly.
- Site Map generation.
- Search engine friendly URLs.

- Fully-personalized URLs.
- Personalize goals by product, category, generic pages, etc.

CHECKOUT, PAYMENTS AND SHIPPING

- One-page checkout.
- Store payment options by user.
- SSL support.
- Save shopping cart.
- Gifts and gift cards.
- Generate invoices.
- Integrate with PayPal.
- Integrate with Authorize.net
- Integrate with TPVs, Redsys, etc.
- Integrate with shipping companies, shipping label printing, etc.

- Real-time integration with UPS.
- Limit sales by country and payment method.
- Generate credit by customer, credit automation rules based on purchases.
- Manage shipping costs by company, services and shipping destination.
- Possible integration with systems that calculate shipping based on package size and weight.
- Shipping cost calculator.

ORDER MANAGEMENT

- Order access, filter and editing.
- Assign, group and define groups in a personalized way.
- Possible to edit invoices, delivery notes, etc. Print labels, invoices, packing slips and shipping labels.
- Complete back-end order management and editing .
- Native integration with Yunbit ERP (finance, accounting, logistics, etc.).

- Back-end returns creation.
- Email notifications.
- Complete and detailed fulfillment management.
- Possible sale of out-of-stock items, with automatic purchase order generation to suppliers.
- Automatically generated spider with price suggestions for supplier purchase orders.

CUSTOMER ACCOUNTS

- Sign-in account dashboard.
- Unlimited address book.
- Add comments to wish lists.
- Order status and history.
- Possible to re-order.
- List of recent orders.

- Share wish lists by email.
- Manage newsletter subscriptions.
- Product reviews submitted.
- Digital product downloading.
- Default payment method and shipping address selection.

WEB ANALYTICS AND REPORTING

- *Integration with web analytics tools (Piwik Analytics, Google Analytics, etc.)*
- *Administration panel*
- *Sales report*
- *Abandoned shopping carts report*
- *Most viewed products report*
- *Best-selling products report*

- Low stock report
- Most popular searches report
- Product reviews report
- Coupon use report
- Tag reports
- Sales invoiced report
- Sales returns report

STORE AND WEBSITE MANAGEMENT

- *Multi-site, generate several stores, websites, landing pages, etc.*
- *Complete management system for users and roles, groups of users, personalized privileges, etc.*
- *100% customizable design.*
- *Multi-language, multi-country, multi-currency.*
- *Document repository:*
- *Document management and organization.*
- *Configurable links and access to documents.*
- *Video insertion.*
- *Integration platforms like VOD, YouTube, Vimeo, etc.*
- *Insertion and viewing through HTML5 player.*
- *Integrated with streaming platforms like Flumotion.*

- CMS:
    - Insert and edit HTML content with WYSIWYG visual editor.
    · Multilanguage content management.
- Content syndication (other sites, RSS, social networks).
- 100% configurable tax rates.
- Export any list, product, sales, etc., to Excel and CSV.
- Possible integration with CAPTCHA.
- Integration with Google account for login and registration.
- Integration with Facebook account for login and registration.

CATALOGS

- Generate tailor-made navigation, different dispositions, filters, etc.
- Customizable search engines, product suggestion, etc.
- Breadcrumbs.

- Recently-viewed products.
- Most-searched.for products.
- Bestsellers.

INTERNATIONAL SUPPORT

- International support:.
- Multi-language, multi-currency, multi-country, multi-tax.
- UTF-8 compatibility with right-to-left text, special symbols , accents, etc.
- Configure permission lists by country.

- Register.
- Shipping.
- Payment method.
- VAT validation and tax calculation.
- Cookie validation.
- Privacy and communications.

SALES ON MOBILE DEVICES

Mobile HTML5 (pre-integrated)

- Default templates adapted for mobile devices.
- Fast and simple creation of new front-end templates that allow access to the store from any device. This includes the use of mobile device-specific functionalities, such as:
  - Adaptation for video and audio.
  - · User-friendly search and results display.
  - · Clean product detail display.
  - · Pinching and image scaling with multi-touch functionality.
  - · Smooth swiping between product images.
  - · Zoom capabilities.

· Shopping cart cross-sell and up-sell.

Responsive Design

- Quickly create and optimize responsive design HTML templates that can adapt to any device:
  - Customize your designs and templates quickly and easily for a fast time to market.
  - · Easy updating and maintenance.
  - · Google benefits for using our optimized mobile sites.

Native Device Applications

- API support for native applications.

CUSTOMER SERVICE

- Native integration with Yunbit CRM and other CRMs on an API level. (Sales force, Dynamics, etc.).
- Contact form.
- Create and edit orders from the administrator.
- Multi-function customer accounts.

- List of products with status.
- Order tracking.
- Possible to reset password from admin panel.
- Order and account update emails.
- Customizable transaction emails.

ADDITIONALLY...

Customer segmentation, generate promotions by segment

Create user segments to optimize marketing initiatives, taking into account any characteristic that is available on the tool. Everything you need to focus our marketing initiatives and get better results.

Dynamic rule and related product generation

Dynamic rule generation by customer to present up-sells, cross-sells, and related products based on their specific selections. Parameters can be set using the tool.

Persistent shopping

Customers can maintain their shopping carts, wish lists, etc. from device to device using a server log-in system & cookies.

Marketing Automation

Create automated marketing processes launched by:

- Events. For example: a new registry, abandoned shopping cart, a browsed section, a series of sections, etc.

- Company rules. For example: extent of invoicing, decrease in invoicing, etc. that allow us to generate "n" actions at different points in time, such as:

- Emails, SMS, calls...

Private Sales

Restrict your catalog by customer type.

Gifts for registering

Increase sales with personalized promotions for new customer registrations.

Physical gift cards

Enable customers to purchase gift cards for your shop physically or virtually. Manageable for admin.

Loyalty rewards programs

Create loyalty programs to incentivize sales, sale frequency and quantity.

Store credit

Store credit can be assigned to accounts. Automated calculation of credit per sales over periods of time, etc.

Multiple shopping lists

Customers can create several wish lists maintaining total functionality.

Product s with serial numbers and SKU

Products can be managed by serial number, SKU, etc. to allow for detailed business management, several warehouses, etc.

Return Management Authorization (RMA and support)

Manage returns from the customer dashboard, possible to sign up to RMA and manage them. The store receives them and manages them from the admin panel.

Content management system (CMS)

The CMS supports rich and customizable content. It can build totally customizable content modules.
Create multiple versions of a page, with expiration dates, etc.

Import and export

Possible to integrate and synchronize all types of API, TXT, FTP data sources.
Massive default loaders for customers, products, images, etc.
Any list on the platform can be exported to Excel an CSV.

Possible creation of approval flows

Parallel preproduction environment for tests before uploading to production.

Role and profile management

Complete and detailed management of roles and profiles, enabling access creation by user, group, etc.

Action logs

Track and review all actions carried out in the admin panel, with the ability to make a detailed recovery of previous versions and correct specific errors.

Caching and CDN

Allows for the integration of caching systems and CDN to optimize the stores agility during high traffic situations, such as TV campaigns, Christmas campaigns, etc.

PCI

Native integration with payment systems, saving payment methods, etc. in compliance with PCI security standards.

Data encryption

Our work methodology

We know that the companies themselves have all the information, which is why from the get-go, and with well- thought out meetings, we conduct an initial study of each business and its needs.

Once we know the customer's objectives, environment and needs, we create a functional definition of the tool. What does it need to do and how should it do it? Who is going to use it and what information will they handle and/or supply? The extension and definition of said analysis will depend on the complexity of the company's processes, the type of service they provide, what product they offer, what personnel will be using the tool, what information the reports need to supply, etc.

Needs **ANALYSIS** → **DEVELOPMENT** → **IMPLEMENTATION** → Training and **SUPPORT**

We will then, progressively, proceed to the tool's implementation process within the organization by testing the functionality of the of the purchased software and providing training sessions for its users.

A team specialized in developing and implementing business management tools will provide support throughout the process and get it off to a good start.

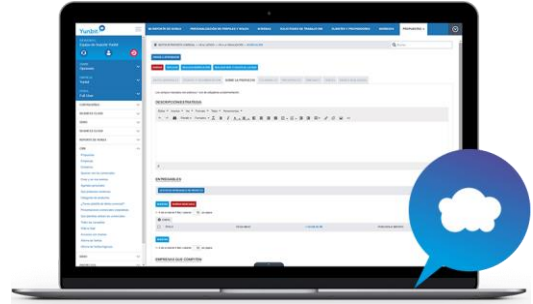# Business Cloud platform, the solution's environment

Yunbit ERP

A solution for every business and all industries
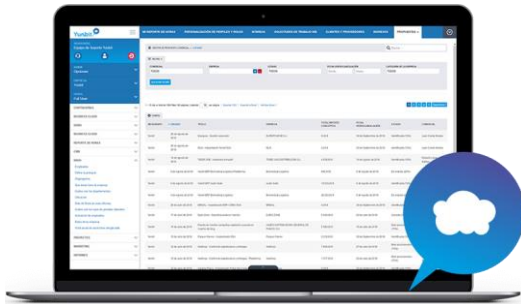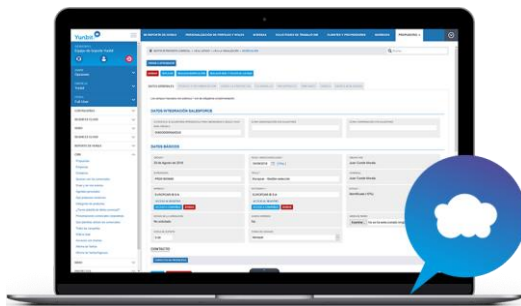

Yunbit CRM

A management model geared towards the customer and integrated with all other business processes
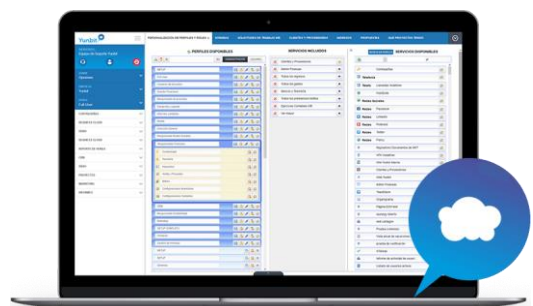

Yunbit HR

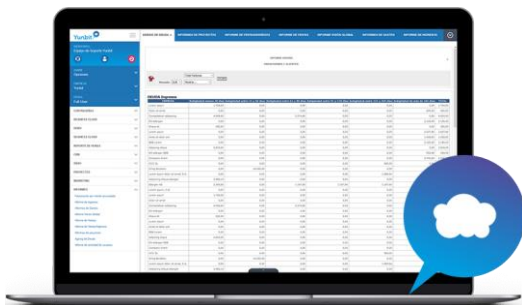HR, internal communication and talent management

Yunbit Web & eCommerce

eCommerce totally integrated with your ERP
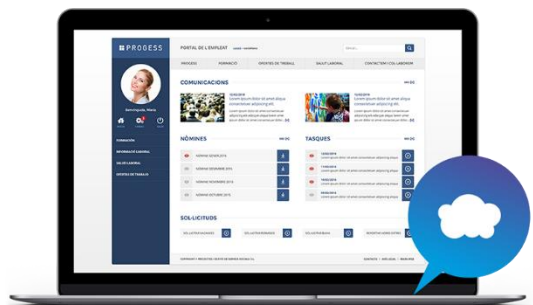

Yunbit WMS

The logistics management ERP solution adapted to businesses

Yunbit Employee Portal

Participation, communication and interaction that promote progress

Customers who trust in Yunbit